

Meeting Minutes

ATTENDEES: Tim Budelman, Chair; Hope Kramer, Vice Chair; Brian Wilbur; Don Jones; Kelly Marks; Lois Hornberger; Howard Sullivan; Bruce McVean; John Hayes; Javier Urenda; Dick Stenson;

CITY STAFF: Jeffrey King, ED Program Manager; Cassi Bergstrom, Admin Specialist; George Cress, L&P Director

ALSO ATTENDING: City Councilor Elena Uhing; Michael Miller, Director-Pacific University Center for Global Business Studies; J. Andy Soria, Director of Pacific University Berglund Center; Sally Deck, Executive Director of Pacific University's Innovation Academy, Jane Burch Pesses

1. CALL TO ORDER:

The meeting was called to order at 12:12 p.m. by EDC Chair Tim Budelman.

2. CITIZEN COMMUNICATION:

None.

3. APPROVAL OF OCTOBER 1, 2015 SUMMARY MINUTES:

Mr. Sullivan noted that 28,000 pounds of corn was written in the minutes, and the actual amount was 2,800 pounds. A revision to the minutes was noted. Ms. Kramer moved to accept the meeting minutes as revised. Mr. McVean seconded. The minutes passed unanimously.

4. ADDITIONS/DELETIONS & STAFF SUMMARY:

Mr. King updated the board with the following:

An interesting lead request has developed for a brewery in need of 500,000 gallons of water a day. The brewery is looking for un-fluoridated water, which is an issue but may be a possibility.

A conceptual of the Times Litho site was passed around.

There have been a couple of changes downtown. Next Dimension Bakery opened up, along with two more restaurants opening up soon: Thai House II and Miget's Island Grill.

An ad for the City of Forest Grove has been published in the Portland Business Journal. The city will also have an ad in the Travel Oregon annual guide.. Events around Forest Grove have been having record attendance.

Regarding tourism, the city should be getting a directory draft completed soon of the different amenities in the area. Ms. Marks asked if this is like the visitor's association directory, and Mr. King responded that it will be very similar.

Mr. King has talked to Waltz Brewing and they are looking to expand, along with a dental office looking to upgrade. A small business purchased the old army building on 24th and is starting to do improvements. The city is running out of industrial building space, but the Haley Hayworth site will have broader business industrial zoning which will include office space. This direction was supported by the planning commission. Progress is being made with another 20 acre site on NW Martin being brought inot the City and marketed as industrial . The Westside Planning effort continues to make progress in making more residential/commercial sites.

Ms. Kramer asked if the rendition of the Times Litho was created by the city or the developer. Mr. King responded that the developer (Tokola Properties) is the one who created the concept.

5. BUSINESS:

A. McMENAMIN'S -HOST UPDATE:

None.

B. FOREST GROVE CHAMBER OF COMMERCE UPDATE:

Howard Sullivan updated the board on the following:

Valley Art "49 Years of Perfection" will be going on November 7-22 honoring Valley Art. The Chamber Night will be held November 12 from 5-7 p.m.

The Chamber will be hosting a "finding the prevailing wind/which way the financial wind is blowing" on November 19th at no cost, and lunch is provided from 12 -1 p.m.

The tree lighting will be at the Chamber on November 27 at 6 p.m., and Santa will be at the FG Senior Community Center. Currently doing a wine raffle, tickets are \$5 apiece. First place gets 50 bottles of wine.

Next Chamber luncheon is on November 16th at Prime Time at noon. PCC and Community Action will be there.

C. CITY ADOPTION OF OFFICIAL LOGO:

Mr. King started the discussion by stating that back in 2006 there was a logo developed with three leaves and the tagline of "A place where businesses and families thrive". The city's economic development department has been using it for a while, and it is beginning to be used more informally by different City departments.

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Working with the mayor and council, city staff would like to make this a more formal logo to be used throughout the city.

Ms. Uhing began by saying that the process of the logo started in 2006, and currently there are 9 different logos being used sporadically throughout the city. It is time to bring all those logos together and use something that reflects Forest Grove as a whole. The three leaves and tagline "A place where businesses and families thrive" has been very popular and gives the city a modern edge and established presence. What needs to happen next is to have the ED commission draft a letter to the councilmembers in support of the logo. On November 23 the logo design will be presented to the council, and will hope the council will say to go forward so the logo can be trademarked and protected. The idea is for all the departments will be using the logo, creating a unity of the city. The financial cost is estimated at \$5,000 for stationary and related items, and a \$320 cost for actual trademarking. All printing can eventually done in-house, which will be reducing the cost of printing the letterhead through a print shop like what is being done currently,

Mr. Budelman asked if the exhibits, one with tagline, one without are both being proposed. Ms. Uhing went on to say that she will be proposing the logo with the tagline underneath. Mr. King clarified that both exhibits will probably be trademarked. Ms. Uhing stated that the tourism logo (Forest Grove-Home of the Pinot) should not be diminished, since it took a lot of work and time as well. This new logo will be branded on city, police, and fire vehicles. Mr. Wilbur commented that he was part of the tourism logo, and a lot of money/time was spent for it not to be used at all. It is a shame. Ms. Uhing stated that it still will be used by the tourism group as a gateway to the wine industry, and agrees that it was a lot of human investment. There was a lot of concern of that image, and if it truly reflected the value of who Forest Grove was as a community. Ms. Kramer stated that discussions have been made in the group about the tourism logo, and it was hard to get everyone behind it. Ms. Uhing thought that the consultant hired didn't get Forest Grove, and it led away from the destiny. Mr. Jones gave the consultant credit for catching onto really cool information, and he was very thorough. Even with that, Mr. Jones supports this new logo. Mr. King went on to say that the logo that has been used for years (green racing stripes and special font), the city recorder can't find if that was approved by city council. Ms. Uhing stated that she came on 13 years ago, and there was no discussion on making the green racing stripes a formal city logo. Mr. Cress commented that in the Light & Power conference room, the ceiling had the city green stripes and that was built back in the 1960's.

Ms. Uhing asked the EDC if they agree to draft a letter to the council in approval of the new city logo. **Mr. Jones moved a motion to recommend approval and trademark of the logo presented in the packet and proposing a letter of**

support. Ms. Kramer seconded. All in favor. Mr. Budelman volunteered to draft the letter in support.

Mr. Budelman went on to say that looking at the logo being supported, it looks as something that will support all the businesses as a whole.

D. PACIFIC UNIVERSITY, COLLEGE OF BUSINESS:

Mr. Budelman introduced Michael Miller, Director of the Center for Global Business Studies. Mr. Miller started by saying the college of business started in June 2013, and since then graduate programs have been started and three centers/academies. Ms. Sally Deck, Executive Director of the Innovation Academy, stated that Pacific University has had business education for over 70 years. It was decided there should be a college of business, and that fit very well with what the University already had. When the college of business was created, it was decided that there needed to be an enterprise arm of the college that could house everything but the undergraduate program. The Innovation Academy was created and houses the centers and the two graduate programs. The Master of Science and Finance is a 10 month, very specific program looking just at finance. The MBA is a 15 month program. The first students went through the program in 2014, and two cohorts are under way. It is a full time program with a part time format, being that a lot of work is done online and on their own. Most students are fully employed, and the graduate programs have had a lot of success.

In addition to the graduate programs, the university also has non-degree programs that are just getting launched. The past weekend a workshop was held in Portland, and focused on innovation specifically. A number of former and current Nike executives as well as entrepreneurs were connected with. The intention is to offer an a la carte education that there seems to be a high demand for. There has been a handful of businesses with an interest in having Pacific University professors along with grad students come in and teach business to employees. The hope is as the college grows, the outreach continues. Mr. Miller stated that there have been some pretty decent sized classes. Ms. Deck agreed and said that the numbers have been great. There hasn't been much competition with the MSF degree, so the demand is very distinct. Mr. King asked if this non-degree program is evolving, and Ms. Deck said yes. The university is working towards having it online. Participants of the non-degree workshop have been primarily students and prospective students. There is a continued demand for entrepreneurship type approach as well.

Andy Soria, Director of the Berglund Center, spoke on the funds used to promote innovation. The university students hold competitions based on the most creative ideas, not based on how much the cost will be. This opens the door for people to think outside the box. Once the idea is complete, it is presented to a panel of judges.

The response was very positive and ended with 5 projects to incubate. By not worrying about the financials, it forces the business students to come up with creative ways to develop a business plan such as crowdfunding. The invent-o-thon competition will be held in February/March of next year, and the competition is looking for local judges.

Mr. Cress mentioned the Team Oregon food processing conventions, and how that could benefit business students to attend. Mr. Soria stated that if there is a business problem that needs solved, to please contact him so he can involve his students in finding a solution.

Mr. Miller stated that the Center for Global Business Studies is trying to connect students with internships and hands on experience. New relationships with local companies and government bodies is needed to get the students involved. There are 90 undergrad students, 30 grad students and 20 minor students looking to get involved in business and internship opportunities. The university business students are making connections in Forest Grove but would like to make more.

Ms. Deck added that master students benefit from an international and global experience. In June, a third of the students will travel to Germany for site visits to experience manufacturing. There are international students though that don't get to leave the country, so the need for local business experience is necessary. Mr. Miller and Mr. Soria spoke on the relationship between Pacific University and Costa Rica University and the study abroad business courses going on.

Ms. Uhing stated that an invite to the council for judging will be welcome. Ms. Kramer brought up the interest in having a university business person to be on the EDC committee. Mr. Miller agreed and will promote a grad student in the EDC. Ms. Uhing went on to say that this is a great opportunity to have student advisors within the different city committees. A student's voice is welcome.

E. SMALL BUSINESS RESOURCES:

Mr. King spoke regarding the small businesses resources. A press release will be sent out regarding small business programs available in Forest Grove and a small business reform event is being planned. Working with Adelante in getting the information out in Spanish as well.

6. COUNCIL COMMUNICATIONS:

Ms. Uhing gave dates, times and updates on the various events, projects, and meetings going on locally.

7. STAFF & BOARD MEMBER COMMUNICATIONS:

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Mr. King stated the next meeting will involve planning for next year's budget. Second, Mr. King introduced Jane Burch- Pesses who will be speaking to the EDC board in the future about business co-operatives.

Mr. King reminded the board of elections coming up for EDC chair and vice chair.

8. ANNOUNCEMENT OF NEXT MEETING:

Mr. Budelman announced that the next meeting of the EDC will be on Thursday, December 3 at 12:00 noon in the Alice Inkley Room at McMenamin's Grand Lodge.

9. ADJOURNMENT:

Ms. Hornberger moved a motion to adjourn the meeting, Mr. Jones seconded. The meeting was adjourned at 1:44 p.m.

Respectfully submitted by: Cassi Bergstrom

Approved by the Forest Grove Economic Development Commission:

Date: _____,

Signed: _____
EDC Chair