

MEETING MINUTES

ATTENDEES: Tim Budelman, Hope Kramer, Kelly Marks, Bruce McVean, John Hayes, Steve Krautscheid, James Draznin, Justin Norman, Mark Nakajima, Howard Sullivan, Guy Storms, Javier Urenda, Brian Wilbur, Don Jones, Jon Kowertz, Mark Frandsen

CITY STAFF: Jeffrey King, Cassi Bergstrom

ALSO ATTENDING: Greater Portland Inc. Janet Labar, President and Matt Miller, Vice President; Elena Uhing, City Council Liaison; Peter Truax, City Mayor

1. CALL TO ORDER:

The meeting was called to order at 12:10 p.m. by EDC Chair Tim Budelman.

2. CITIZEN COMMUNICATION:

None.

3. APPROVAL OF FEBRUARY 5, 2015 SUMMARY MINUTES:

Hope Kramer moved to accept the meeting minutes as presented. Kelly Marks seconded the motion. The minutes passed unanimously.

4. ADDITIONS/DELETIONS & STAFF SUMMARY:

None.

5. BUSINESS:

A. McMENAMIN'S -HOST UPDATE:

None.

B. FOREST GROVE CHAMBER OF COMMERCE UPDATE:

Mr. Sullivan discussed the Stars in the Grove at Pacific University. There were 19 acts, 250 people showed up in support of Theater in the Grove and made \$1600 in proceeds at the event held on February 28th. On March 14th at 6pm, the annual auction will be held. An oral auction item donated is a trip to South Africa, very exciting. Tickets are \$60 each and are still available.

C. NEW BOARDMEMBER RECOMMENDATION-JAVIER URENDA:

Mr. Budelman introduced Javier Urenda representing Adelante Mujeres, and recommended a motion to make Mr. Urenda a board member of the ED Commission. Mr. Krautscheid made the motion, Ms. Marks seconded. Motion passed unanimously. Mr. Urenda explained what Adelante Mujeres does for the community, and the next cycle of programs coming up.

**D. GUEST PRESENTATION-JANET LABAR, PRES.; MATT MILLER, VP—
GREATER PORTLAND INC:**

Mr. Budelman and Ms. Uhing briefly explained the background and visions of the economic development commission.

Ms. Labar began her presentation introducing herself and her background. Explained that GPI is relatively new in regards to other business development models in the country. GPI is a public-private partnership and is responsible for marketing this Portland metro region to attract companies here and help existing companies grow. Explained that we have limited companies looking at the Portland area due to costs, land availability, shovel ready sites and the competition around us.

The organization is entering year 4 and really doesn't have a lot to show for what it has done but is making progress. GPI is concentrating on executing forward thinking in global trade and investment strategy, effective focus on computer/electronic/software industries and a strong regional public-private partnership model.

A 2015 Work Plan was created to reach their goal by deploying Greater Portland 2020, securing federal funding, engaging and broadening the investor base and to convene the region's business community. Recruitment is done mainly by cold calls, marketing and website presence. Website captures name of company, geography, page visited info and contact information making it one of their best tools of recruitment. Currently GPI is in the process of restructuring their website to make it more clear for users.

Mr. Budelman asked how to get on the list of the referrals? Ms. Labar explained that the system on the private sector side isn't as developed yet, but she'd like to see a GPI partner site organized by business type. This would not push one particular company, but rather present a menu to pick from much like the Forest Grove brochure of how to start a business.

Right now the focus is on the Bay area. The cost of owning a business there is expensive, and Portland is becoming a focus of relocating the business. Mr. Miller discussed how direct cold calls can build relationships, but you have to do more in order to lure a business to the metro area. Helicopter rides around the area is a creative way of showing the business owners the opportunities available and build a relationship. Also, an emphasis on the food industries available has been productive.

Ms. Labar discussed how relocation can bring heartache, it is more about growth and expansion than relocation. Recruitment is all about getting on a plane and creating a relationship with a company. Hints and queues on planned expansions often times come from social media. Mr. Miller reiterated expansion by explaining it is about working with the community, building strong business cases and understanding the benefits of development. Communities around the area love food and food processing, making it so more attention is brought to it.

Ms. Labar went on to discuss the 2015 Work Plan. The metrics that hold them accountable are realistic numbers to business development efforts. Three hundred jobs were brought to the region, but the goal is to be in the thousands. This was grounds for creating the GP 2020 Action Plan to reach that goal with a 40 member steering committee. The loss of Hanjin and resignation of the Oregon governor confirms that a 5 year action plan is necessary to keep moving forward.

Mr. Frandsen brought up how the Oregon Business Council has done a wonderful job of identifying clusters, and why businesses participate in those clusters. Ms. Labar mentioned that she meets with a council member and agrees with how they are inquiring and luring businesses to the area. Ms. Labar also keeps in touch with Pam Treese from Westside Economic Alliance regularly, as she is a powerful advocate.

City Council Liaison Elena Uhing mentioned the fact that she did not see housing as a concern on the GP 2020 Action Plan, and that is a conversation when companies are looking to relocate for their employees. Ms. Labar explained that prior to their last meeting, it has not been in the conversation. Consults are looking into it. Mr. Kowertz then mentioned that quality of life is also important when relocating employees to an area, ie drinking water, parks, local libraries, etc. Mr. Miller explained they are aware of these points. Ms. Uhing went on to say that unfortunately, if housing is not targeted it gets lost in conversation. A new asset tool in Salem has resource mapping to bring together all the resources in the region. The same model could be used in the local region and brings all the partners into the conversation.

Mr. King asked if we would get the opportunity to access the baseline analysis, and Ms. Labar explained they are currently confidential, but as soon as results of GP 2020 Action Plan are available they will be made accessible.

E. EDC STRATEGIC PLAN & SUBCOMMITTEES UPDATE:

Mr. King went over the Strategic Plan and Appendices for review, focusing on internal issues and the Ambassadors Committee. Once finalized, the intent is to bring it to City Council for an overview of where we are going.

Mr. King went on to mention the Small Business subcommittee; one of the goals is to provide more marketing training. A marketing class will be held right in Forest Grove, which gives the local small businesses and advantage in being able to attend. The classes will be held on Thursdays from 6-8pm, March 19 to April 9th. Ms. Kramer asked how many people could be accommodated? Mr. King responded that there is

room for around 12-15 persons, and so far there are 8-9 people currently signed up to attend. This item will be reviewed in greater detail at the April meeting,

6. COUNCIL COMMUNICATIONS:

Ms. Uhing gave updates on the following:

WEA is having their breakfast forum on April 3rd at the New Embassy Suites in Tanasbourne. Presents a good opportunity to be out in greater Washington County and would like a couple of EDC members to go. Needs to know by mid-March if will be in attendance.

On March 11 there will be a WEA reception in Salem. The new governor will be there and this presents an opportunity for us to step out and talk about the economic development. Needs to know by Friday if going to be in attendance.

Council had their retreat on February 21. Got together to talk about goals and what they will be doing for the next year. Everyone came out alive and happy.

City Manager position is moving forward. Profile and pay scale/benefits have been defined and the job has been posted. Applications will be taken until March 31st.

Metro Councilor Katherine Herrington came out and gave her quarterly report. Biggest priority is transportation and infrastructure.

CEP Grant structure is changing so it will have a month delay. An 8 member team will be on the selection committee and will include Katherine Herrington from Metro. The dollars will be changing, making it so more funds are coming in.

Library had their BEAR (Be Excited About Reading) experience. Over 300 children showed up and had a pajama party. Very spectacular attendance.

Forest Grove Light & Power has installed new LED street lights along 19th Ave between Pacific and Main and on down to Hawthorne. Check them out and let FG Light & Power know how you like them.

Forest Grove Fire Department is looking to do a one year pilot project with Gaston in sharing our fire chief as done with Cornelius. The city will be compensated for his services. A lot of concern was expressed when this was brought forth, wondering how his time will be split 3 ways. He assured that his time will not be that pressed, and will allow us to expand our training and equipment.

Finally, the Historic Landmarks Board had a joint session on their new guidelines and standards. The HLB newsletter gives a really good layout to insight as to the work they put into the guidelines and standards and how they will impact the community.

7. STAFF & BOARD MEMBER COMMUNICATIONS:

Ms. Marks updated the board on the grant PCC has been issued by the Ford Family Foundation to look at what an implementation plan would look like to roll out Future Connect. Future Connect is a scholarship based program to first generation, low income students to get college on their radar. There is no GPA requirement and a college coach is provided through their senior year to track through PCC. The percentage of success has been 92% in Beaverton, usually being a 20-30% for that population set. Will discuss more at the next meeting to develop a model program with a task team.

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Mayor Truax gave an update on his upcoming trip to Washington DC to the National League of Oregon Cities conference and what will be accomplished. A City Hall Day was held in Salem to meet and talk with leadership in Senate, as well as meeting Governor Brown to get to know the cities and their leaders.

Mr. Kowertz let the board know about the Adelante Mujeres party on the second Saturday in April.

8. ANNOUNCEMENT OF NEXT MEETING:

Jeff King announced that the next meeting of the EDC will be on Thursday, April 2nd at 12:00 noon in the Alice Inkley Room at McMenemy's Grand Lodge.

9. ADJOURNMENT:

A motion was made to adjourn the meeting by Justin Norman, Kelly Marks seconded. The meeting was adjourned at 1:36 p.m.

Approved by the Forest Grove Economic Development Commission:

Date: _____,

Signed: _____
EDC Chair