

Forest Grove Economic Development Commission
Thursday, February 3, 2011

MEETING MINUTES

Attendees: Brian Wilbur, Tom Belusko, Jeff King, Steve Lach, Teri Koerner, Mark Frandsen, Ali Brown, Guy Storms, Eduardo Corona, J.J. Johnston, Becky Jo Saxe, Cindy Sturm.

City Staff: Michael Sykes

1. **Call to Order:** The meeting was called to order by Brian Wilbur @ 12:14 p.m.
2. **Citizen Communication:** NONE
3. **Approval of EDC Meeting Minutes from January 13th, 2011:** Teri Koerner moved to approve the meeting minutes as submitted. Guy Storms seconded the motion. The minutes passed unanimously.
4. **Additions / Deletions & Staff Summary:** NONE
5. **Business:**
 - A. **McMenamins Host Update**
NONE
 - B. **Committee Assignments for Each Goal**
Jeff King went over the assignment of goals for each subcommittee. Brian Wilbur asked if each subcommittee could look at the goals assigned to them as they meet in the coming month, and come back to the March meeting with feedback. Mark Frandsen asked if Jeff King could issue a new list which contains which subcommittee members are on which committees. Guy Storms asked if there is someone from City Club that could attend the EDC Meetings. Jeff stated that Hope Kramer and Danielle French are part of City Club as well as members of the EDC.
 - C. **Subcommittee Reports & Feedback**
Industrial & Infrastructure
Mark Frandsen suggested that the subcommittee feedback to the EDC be moved up in the agenda to ensure plenty of time for each subcommittee to report what they have been doing. Brian Wilbur agreed and rearranged the agenda accordingly. J.J. Johnston reported that when the Industrial/Infrastructure Committee met, they discussed what properties and zoning is available in Forest Grove. He said that the committee believes that as new business looks into Forest Grove as an option that we can accommodate most requests, but that the options

are limited. For example, someone requiring land or space that is over 30 acres only has one option to choose from. He stated that he feels it would be a good idea for The City to set aside a certain area of land as a developed industrial park that would be readily available for businesses that want to move in right away. Mark Frandsen added that it is important for The City to position ourselves so that when the demand picks up we are ready to accommodate those new businesses. This committee is ready to write a third letter to commercial real estate brokers and will have a draft ready by the next EDC meeting in March. Michael Sykes stated that as soon as a new Light & Power Director has been appointed, The City plans to do a “Cost of Service” study which will help large industrial businesses decide if Forest Grove is an option for them to choose as a location to do business.

Tourism

Teri Koerner reported that the Tourism Committee is working on a grant application from the Washington County Visitors Association. They are asking for a \$15,000.00 grant in order to produce a new printed brochure for The City in order to promote our new brand and strategy. The Chamber of Commerce website is also being updated and revised and should launch in approximately 60 days.

Workforce Partnership

Jeff King reported that The Workforce Center and The F.G. Public Library have partnered recently to extend services. The Workforce Center has essentially helped train the library staff to help people who come into the library to more effectively search for work and write a resume. They are also offering joint workshops including resume writing, job searches, interviewing, and computer 101 type classes. Money to sustain The Workforce Center is still the number one concern.

Small Business

Ali Brown reported that the Small Business Committee hadn't met since the last meeting. Cindy Sturm noted that the Buy Local program had asked Pacific University if they could recruit students to help with the Buy Local survey, but Jeff King informed everyone that The University had turned it down.

Branding

Brian Wilbur stated that the Branding Committee didn't have time to meet, but they had been in touch through e-mail. They have identified 5 or 6 goals that they are going to strive to accomplish this next year. One of their goals is to get photos of Forest Grove in order to use for public relations.

D. Small Business Stimulus Proposal

Jeff King reiterated with more detail what the proposal offers. He said it is important to be competitive with other comparable cities. J.J. Johnston acknowledged all of the hard work Jeff has put in to this proposal and asked if he and the EDC are ready to

move forward and present this proposal to The City Council at this time. Jeff said yes, it is ready. Mark Frandsen suggested changing the name to simply “Business Proposal” and to drop the “Small” from the title since it may imply to some businesses that they cannot be included or participate. It was also suggested that the Enterprise Zone be added to this stimulus proposal. J.J. Johnston stated that he felt that how the proposal is marketed is very important and that The City Council would most likely be interested to know what the EDC’s plans are. Jeff King said he plans to send this information to The Oregonian, The Newstimes, and the Oregon Business Journal as well. Mark Frandsen motioned to pass the proposal with the understanding that Jeff King will reword the first bullet point for clarity and remove the word “Small” from the title. Teri Koerner seconded the motion. The motion passed unanimously.

E. Tourism Grant Support

The Chamber of Commerce is asking the EDC for a letter of support for the tourism grant they are seeking. Michael Sykes asked if there was time to bring this issue up at the next meeting. Teri Koerner said yes, there was time, and it could be brought up again at the next EDC meeting. Jeff King said that would give him time to draft a letter.

6. Council Communications

Tom Belusko asked that people try to become involved and attend the meeting with the regional partners who are developing the long-term planning for the light rail to come out to Forest Grove.

Michael Sykes met with a gentleman named Gary Roth who is the Marketing Director for the Dept. of Agriculture. He helps with industrial recruitment and is working with the OECCD in trying to identify sites for food processing plants. He would be willing to come out and talk with the EDC and some of the agriculture industry if the EDC is interested. Mark Frandsen agreed that an agriculture cluster makes sense for Forest Grove.

7. Adjournment

The meeting was adjourned @ 1:36 p.m. by Brian Wilbur.

Approved by the Forest Grove Economic Development Commission:

Date: _____