

Forest Grove Economic Development Commission
Thursday, January 12th, 2012

MEETING MINUTES

ATTENDEES: Jeff King, Don Jones, George Cress, Tom Raabe, Bruce McVeen, Tom Belusko, Danielle French, Lisa Duncan, Mike Mallory

CITY STAFF: Michael Sykes

ALSO ATTENDING: Pete Truax, Chad Freeman, Yvonne Curtis, Jeff Aprati (Jeff King's intern)

1. CALL TO ORDER

The meeting was called to order @ 12:19 p.m. by Don Jones.

2. CITIZEN COMMUNICATION

None.

3. APPROVAL OF THE EDC MEETING MINUTES FROM 12-1-2011

Tom Raabe moved to approve the meeting minutes as presented. Bruce McVeen seconded the motion. The minutes passed unanimously.

4. ADDITIONS / DELETIONS & STAFF SUMMARY

Jeff King quickly mentioned some of the highlights and accomplishments of the EDC for the past year, 2011. A few of the highlights he mentioned were developing and supporting the Business Incentive Program, marketing available industrial sites in Forest Grove to metro region brokers, completion of the Buy Local survey, completion of the Wayfinding Signs Project, and developing and supporting a financing option for the Transportation Development Tax (TDT), just to name a few.

5. BUSINESS

A. McMENAMINS HOST UPDATE

None.

B. EDC BOARD OPENINGS

There are three categories that currently need to be filled within the EDC. They include the following: Real Estate Broker, PCC / Workforce Partnership, and School District Representative. Jeff King noted a few possible choices that the EDC could be considering for all three categories. Don Jones asked for input on how best to choose new members. He noted that it is sometimes awkward when a perspective appointee is invited to a meeting, and then discussion about that appointee takes place while they are present. Mayor Truax added that if the EDC is in favor of a particular candidate, that a letter of recognition from the EDC to The City Council would be a great help when and if that appointee's recommendation goes before the Council.

C. SMALL BUSINESS FORUM

Jeff King announced that there will be a Small Business Forum on Wednesday February 1st, 2012 from 8:00 a.m. – 11:00 a.m. in the Forest Grove Community Auditorium. The forum is free of charge and will include topics such as Access to Capital, Government Contracting, Business Counseling and Training, and much more. The forum is sponsored by The City of Forest Grove, The Forest Grove Economic Development Commission (EDC), and the Forest Grove Chamber of Commerce. Jeff said that he has made a point to get the news out, and to try and invite as many western Washington County cities as possible. There will be a press release, and the Small Business Administration (SBA) will also do an advisory which will hopefully result in a large turnout. 1910 Main Street Bistro will be providing pastries and coffee, and will also give a brief testimony of how they were able to take advantage of some of the services offered by the SBA.

D. TRANSPORTATION DEVELOPMENT TAX (TDT) UPDATE

Tom Belusko stressed that the proposed TDT would put us on par with other cities in the Portland Metro and Washington County areas. Mayor Truax noted that it is important to have a clear objective when drafting the final TDT. Criteria must be set for all areas so that there is a clear outline of how residential guidelines may differ from commercial and/or industrial areas. It was pointed out again through conversation that the TDT is a County-wide tax, not a tax imposed by the City itself. Chad Freeman offered to put together information that will outline how other cities have handled the implementation and execution of their TDT's.

E. SUBCOMMITTEE REPORTS & FEEDBACK

Industrial & Infrastructure

Jeff King reported that a long term goal of the Industrial & Infrastructure Subcommittee is the Evergreen Parkway and Highway 47 bypass. He noted it is important to keep the county commissioners informed in this process. Jeff also said that Prime Time Restaurant is planning to rebuild. There will be a lot of work to be done before they can start, which would include a lot of meetings with Clean Water Services. Other goals he mentioned for the upcoming year include e-mailing new broker letters, and continuing to have broker lunches, attending food processing trade shows, and releasing and distributing the Economic Development video on thumb drives, as well as considering putting that same information on Facebook, Twitter, and YouTube.

Workforce Partnership

Jeff King said that the On the Job Training benefit is still being offered by the government, however there are still major cuts being made in this area. The EDC is still in the process of recruiting a member to fill the Workforce Partnership opening.

Branding & Marketing

Don Jones directed everyone's attention to the five flyers that were included within the EDC meeting packet. He suggested that the flyers could be used at trade shows, forums, and as a general handout within the city at places like the Chamber of Commerce, or the Farmer's Market. Don noted that the Branding & Marketing Subcommittee is open to any other suggestions for the flyers if anyone had any. Yvonne Curtis mentioned that

they may want to mention Forest Grove School District's K – 12 schools. She noted several of the achievements accomplished by the school district, and how this could be a positive and attractive feature to add to the flyers. Jeff King mentioned possibly adding information about Light & Power and the "Going Green" campaign. Don also reported that the subcommittee has decided to have coffee cups and wine glasses made with the City's logo, and asked for ideas on how best to distribute these items. George Cress said he thought giving them out to brokers or groups brought in by the City would be appropriate, and Michael Sykes suggested selling them at the Farmer's Market.

6. COUNCIL COMMUNICATIONS

Tom Belusko informed the EDC that he will not be seeking re-election in the Fall. He thanked everyone for all of their support during his term as a City Councilor, and especially thanked Mayor Truax for his support, and for his understanding of his decision not to run for re-election. Tom also reminded everyone about the upcoming Boards & Commissions Dinner on Thursday January 19th, and of the Annual Town Meeting that will be held on Saturday January 28th.

Mayor Truax reported to the EDC that he has recently attended several meetings including a meeting with Metro, and another to discuss enlarging Hagg Lake / Scoggins Valley Dam, just to name a few. He also asked if the City was considering changing the current business cards to include the City's new logo.

7. STAFF & BOARD MEMBER COMMUNICATIONS

None due to time constraints.

8. ANNOUNCEMENT OF NEXT MEETING

The next EDC meeting will be held on February 2nd, 2012 @ 12:00 noon.

9. ADJOURNMENT

The meeting was adjourned by Don Jones @ 1:37 p.m.

Approved by the Forest Grove Economic Development Commission:

Date: _____