

**Forest Grove Economic Development Commission**  
**Thursday, March 1<sup>st</sup>, 2012**

**MEETING MINUTES**

**Attendees:** Jeff King, George Cress, Tom Raabe, Brian Wilbur, Kelly Marks, J.J. Johnston, Gil Jimenez, Michael Sykes, Mike Mallery, Ali Brown, Eduardo Corona, Guy Storms, Don Jones, Tim Budelman.

**City Staff:** Jon Holan, Dan Riordan.

**Also Attending:** Mayor Pete Truax

**1. Call to Order**

The meeting was called to order @ 12:08 p.m. by EDC Chair Brian Wilbur.

**2. Citizen Communication**

None.

**3. Approval of Minutes from the February 2<sup>nd</sup>, 2012 EDC Meeting**

Gil Jimenez moved to accept and approve the minutes as presented. J.J. Johnston seconded the motion. The minutes passed unanimously.

**4. Additions / Deletions & Staff Summary**

Michael Sykes paid a compliment to the EDC by saying that he is impressed and excited about the marketing pieces that have recently been unveiled. Jeff King passed around the new thumb drive that is being distributed. Jeff and George Cress plan to hand out this new thumb drive at the upcoming Natural Foods Expo that they will attend in March in Anaheim, CA. Pete Truax mentioned that the City is looking into purchasing land to build an RV Park. He noted that the Tourism Industry indicates that an RV Park would be a desirable draw to our City, and that it makes sense due to Forest Grove being the entrance to the wine country. Michael Sykes added that an RV Park would significantly help with tourism, and indicated our annual baseball tournaments as just one example of how the park would be utilized.

Jeff King also reported that a business from Utah that is looking to open a small brewery, took a tour of a potential site on Elm Street. The tour included 1910 Main Bistro, Montinore Vineyards, and Sake One. He said the group mentioned that they liked the area and how close it was to both the wine country and Portland. This brewery plans to make traditional beer, and also sour beer. Jeff also relayed information about Prime Time and their plans to rebuild. He said that the owners are continuing to work with John Crosley, the Army Corp, and Clean Water Services to get all the necessary permits and approvals in order to start building a new restaurant. Their plans are still to try to re-open Prime Time by the Fall of 2012.

**5. Business**

### **A. McMenamins Host Update**

Clyde Fulkerson stopped by the meeting briefly to report that this time of year, and continuing into spring is a very busy time for McMenamins. He said that this upcoming Saturday is their annual, big, birthday bash. Also, McMenamins will be celebrating St. Patrick's day as usual, with music starting early in the day this year since the holiday falls on a Saturday. Clyde also mentioned that they are hiring at this time, and said that they are trying to reach out to the Hispanic community to fill openings, but that they seldom receive applications from Hispanic applicants. Ali Brown & Eduardo Corona from Adelante Mujeres, Tim Budelman, and Gil Jimenez all exchanged cards with Clyde, noting that they may be able to help send Hispanic applicants his way.

### **B. EDC Board Openings Update**

Brian Wilbur reported that last Monday the City Council met and approved Kelly Marks and Tim Budelman as members of the EDC. Kelly fills the Workforce opening, while Tim's approval fills the Industrial/Commercial Broker spot. Brian said there are still two open spots to fill.

### **C. Downtown Revitalization Program**

Jon Holan and Dan Riordan gave the EDC an update on the progress of the Downtown Revitalization Program. Jon said that the feasibility study is complete, and now it is necessary to develop the proper pieces in order to implement the program. Dan Riordan handed out a map that outlined five sub-areas that are being considered. The areas marked on the map may not end up being the actual areas where the program will be implemented, but indicates areas that are up for consideration. Dan noted that the City still needs to meet with overlapping tax districts before implementation can take place, and stated that the primary reason for the program is to stimulate private investment. Michael Sykes commented that in the upcoming City Council retreat, this program will be a major agenda topic. He also remarked that the vacant Times Litho building, which encompasses 2.7 acres, is a perfect example of how an urban renewal program could benefit the City by taking a building such as this one, and turning it into a valuable, sustainable business place. Jon and Dan will keep the EDC informed as this program progresses.

### **D. May 2012 City Safety Levy**

Pete Truax reported that last Monday the City Council voted to enact a safety levy, which will go up for vote this May, of \$1.60 per every thousand dollars of a home's assessed value. The current levy of \$1.35 would not be enough revenue, going forward, to maintain and keep police and fire services running properly. The Council felt that there was a much higher chance of getting the levy passed at \$1.60/K, than to try for the higher amount of \$1.85/K. Mayor Truax noted that currently most all Oregon cities are facing very similar problems as this one. Michael Sykes said that our current Forest Grove fire chief works with the Cornelius Fire Department to train both city's employees to work together to become a cohesive unit. He also explained that there are approximately 100 times per year where two calls come in to the Fire Department at one time, but there may not always be adequate staff to respond to both calls at the same time with our current

staffing. More revenue is needed to ensure proper staffing to be able to always respond to all calls that are received.

### **E. Subcommittee Reports & Feedback**

#### **Industrial/Infrastructure Committee**

J.J. Johnston said that the committee did not have a chance to meet in the last month, but asked if George Cress could facilitate this next month's meeting. Jeff King added briefly that he and George will be going to Anaheim, CA this month to the Natural Foods Expo, and will take turns manning the State of Oregon booth with other Oregon attendees. He noted that they will hand out informational pamphlets and thumb drives at the Expo. Jeff also mentioned that there will be a half page ad that will run in the Oregon Business Magazine promoting Forest Grove, and as noted in prior meetings, the EDC will continue to promote Forest Grove on the City website, Facebook, and YouTube.

#### **Small Business**

Ali Brown reported that Adelante Mujeres' annual fundraiser will be on April 14<sup>th</sup>, 2012. The fundraiser is entitled "A Fiesta of Hope – Celebrating a Decade of Empowerment", and will take place @ the Walters Cultural Arts Center in Hillsboro, OR. There will be a silent auction, information on programs offered through Adelante Mujeres, along with dancing and live entertainment. The cost is \$65 per seat, or \$500 per table (seats eight).

#### **Workforce Partnership**

Kelly Marks said that although it is still early, Spring registration/enrollment has been solid. Kelly also noted that Solar World is installing a solar array in an open field/pasture on the PCC Campus. This array will generate electricity to help off-set the expenses of running the campus. The dedication of the new solar array is set for May 18<sup>th</sup>, 2012.

#### **Tourism**

Teri Koerner was not able to attend the EDC Meeting this month, but reported via e-mail. She first reminded everyone that the Chamber's Annual Auction is this Saturday, March 3<sup>rd</sup>, 2012. Next she said that the Tourism Committee has been working on the new brochure, and will be reviewing the first draft copy next week. She then mentioned that anyone who is interested in applying for a grant from the Washington County Visitors Association (WCVA), that the applications are due on the 15<sup>th</sup> of this month, and that information can be found online on the WCVA website. Also, Teri reported that a new CEO has been hired by the WCVA, and that there will be a reception to welcome her. Details of the reception to come at a later date.

### **6. Council Communications**

Pete Truax said that it looks as if the City's economy is turning the corner, and that things look like they are beginning to improve. The number of new homes being built has increased, and that is always a good sign. Michael Sykes added that Community Development has reported the number of new home permits for last year at 90, which was about where the City was prior to the economic downturn. Mayor Truax then mentioned that the Senior Center received a grant of \$57,000.00 that will be used for a new compressor, flooring, and a new entrance to the Senior Center Building. He also

reported that he will be going to Washington D.C. for meetings and plans to push for help with regional projects in Oregon such as the upgrades to Highways 26 and 217. He will return in two weeks from his trip with a lot of valuable information to report.

**7. Announcement of Next Meeting**

Brian Wilbur announced that the next EDC Meeting will be on April 5<sup>th</sup>, 2012 @ 12:00 noon @ McMenamins Grand Lodge.

**8. Adjournment**

The meeting was adjourned by Brian Wilbur @ 1:35 p.m.

Approved by the Forest Grove Economic Development Commission:

Date: \_\_\_\_\_