

**FOREST GROVE ECONOMIC DEVELOPMENT COMMISSION**  
**Thursday April 5<sup>th</sup>, 2012**

**MEETING MINUTES**

**Attendees:** Jeff King, Tim Budelman, Brian Wilbur, Tom Belusko, George Cress, Mark Frandsen, Lois Hornberger, Ahn Ho, Bruce McVeen, Don Jones, Kelly Marks, Terri Koerner, Eduardo Corona, Ali Brown, Steve Lach.

**Also Attending:** John Michael Kowertz (from PCC / Willow Creek Campus)

**1. Call to Order**

The meeting was called to order @ 12:10 p.m. by Brian Wilbur.

**2. Citizen Communication**

None.

**3. Approval of Meeting Minutes from the March 1<sup>st</sup>, 2012 EDC Meeting**

Tim Budelman moved to approve the meeting minutes as presented. Steve Lach seconded the motion. The minutes passed unanimously.

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

Jeff King reported that a company from China that makes red bean paste is looking to open a plant in the United States. They recently toured a few of the available industrial buildings in Forest Grove. The low cost of water and electricity, and the availability of The Enterprise Zone in Forest Grove, were each attractive components which might make it favorable for them to choose Forest Grove to relocate to. The company is still considering a few other locations throughout the U.S.

Jeff also gave an update on Prime Time Restaurant. He said that Prime Time's owners have filed the appropriate paperwork with all of the environmental agencies, the City, and ODOT. The state and federal agencies are allowed up to 120 days to respond to requests for permits when wetlands are involved, such as this case. Once all of the permits have been secured, they plan to start construction immediately.

**5. Business**

**A. McMenamins Host Update**

None.

**B. EDC Board Openings**

Brian Wilbur explained that he didn't have much to report at this time. He mentioned that the EDC was having a hard time connecting with proposed candidates, and he suggested that they may need to start looking at different candidates to fill vacant openings.

**C. Economic Gardening / Grow Oregon**

Jeff King gave a brief synopsis of the Economic Gardening program. He explained that it is an approach to economic development that focuses on growing local small businesses, rather than recruiting large companies to move into the area from elsewhere. It targets those companies that are somewhere between the “start-up” phase and the point of becoming a mature company, and addresses their strategic marketing and research needs. Forest Grove has teamed up with the regional Greater Portland Inc., and highly trained researchers from the Oregon Microenterprise Network (OMEN) to provide customized market research to businesses that participate in this program. Since all research is customized, there are no standardized reports, and there is no cost to qualified businesses that are interested in participating. There is also a new state program now called Grow Oregon. This state program is only available through June 30<sup>th</sup> of 2013. He said it is a more intensive program offering more services, and more hours of delivery. The City has already started this new program, working with Usher Industries, and are the first in the state to do so. The criteria a company must meet to participate is: 1) growth in the last 3 – 5 years. 2) sales or earnings between \$1 – 5 million. 3) must be traded sector companies with employees numbering between 10 and 100. Jeff was very optimistic about the anticipated success of this program, and said that the City was looking into the possibility of Woodfold Manufacturing as another possible candidate for the program.

#### **D. Small Business Initiative**

Jeff King stated that the City has prepared a press release presenting the Small Business Initiative, and spoke again about the DVD’s and USB thumb drives that have been given out to local businesses / vendors. He reminded the commission that there is also a lot of this information available on the City’s website. There was an initial workshop held earlier in the year as well. He said the last piece would actually be getting out the press release. He stated that it is important to be flexible and to always be willing to entertain new opportunities, such as working with the SBA and the Small Business Development Center (SBDC) to take advantage of the programs they offer. Jeff informed everyone that there are several more thumb drives to distribute if anyone knows of a business that may benefit from obtaining one. He said that the thumb drive includes the comprehensive guide entitled “Starting a Business in Forest Grove”, it also includes the City’s brochure, a number of different articles pertaining to business, and also several links to various websites whose content may benefit small businesses. Jeff introduced John Michael Kowertz from PCC who gave a brief overview of the SBDC’s.

#### **E. Video RFP**

Brian Wilbur updated everyone on the request for proposal (RFP) for two videos to promote economic development in Forest Grove. The first, and longer of the two, will be on economic development and will promote the competitive advantages and strengths of business development in Forest Grove. The second, shorter video will promote tourism and lifestyle in Forest Grove. The budget for this video project is set @ between \$8 – 12 thousand dollars. Initially there were six RFP’s sent out, and four of the six companies responded. The Branding & Marketing Committee along w/ Mark Frandsen reviewed the proposals sent back by the four interested companies. There was an overwhelming consensus on which company would be the number one pick, and most agreed on the

second choice as well. At this point the next step would be to set up meetings with these companies.

#### **F. Subcommittee Reports & Feedback**

##### **Industrial & Infrastructure**

Mark Frandsen reported that the Industrial & Infrastructure Committee met on March 21<sup>st</sup>, and the attendees included Mark Frandsen, J.J. Johnston, Bruce McVeen, and Guy Storms. During the meeting they had the chance to discuss the two new videos being proposed, the conferences and trade shows that Jeff King has attended recently, the broker e-mails / letters, and future advertising. The committee is thinking about having brokers come out to Forest Grove for a tour, but it is a challenge to get brokers to attend. They continue to entertain ideas on how to promote awareness of the advantages of businesses moving to Forest Grove.

##### **Workforce Partnership**

Kelly Marks relayed that it is the first week of the Spring term, and that enrollment is up. She also updated the group on the fact that the 2 ¼ acre solar array she had mentioned in previous meetings has been installed at PCC. The college is busy gearing up for next year already, and their District President recently announced they will be retiring, which will cause a lot of job-shifting throughout the campus. She also mentioned that the On the Job Training Program is working hard to match employers with unemployed job seekers, and that this program also offers funding to employers for on the job training. More information on this topic can be obtained by e-mailing Kelly herself, or by e-mailing Jeff King.

##### **Branding & Marketing**

Don Jones said that the Branding & Marketing Committee is getting very close to placing the order for the Oregon Pinot wine glasses that will include the "...where Oregon Pinot was born" logo on them. They estimate the price point will be \$7.50 per glass, with a retail cost of \$12 per glass.

##### **Small Business**

Ali Brown noted that she was excited about the information reported in today's meeting by both Jeff King and John Michael Kowertz, and the opportunities they shared, as the City joins forces with the SBA and the SBDC's. She felt it is important to get out the word that both the Anglo and Spanish speaking communities benefit from these programs. She also stated that she was encouraged by the jobs bill that was just passed today, and looks forward to that legislation helping the small business community even more.

##### **Tourism**

Teri Koerner reported that the State Tourism Conference was held last week at the Jantzen Beach Red Lion Hotel. Both she and Jeff King were in attendance at the conference. She felt the overall tone of the conference was very upbeat, and there was a lot of positive information relayed as well on the current state of tourism. Washington County Visitors Association (WCVA) hired a new CEO named Carolyn McCormick who

is from North Carolina. Teri feels that Carolyn will be a huge asset to Washington County and that we are fortunate to have her. She is hoping that she can bring Carolyn out to Forest Grove in the near future to meet the EDC. Teri also mentioned that Tree to Tree Zip Line Park and Hagg Lake are now both open for the season and that Tree to Tree has added new zip lines.

**6. Council Communications**

Tom Belusko reminded everyone that the City is gearing up to go out for the Safety Levy in May. Tom stated that although he is in favor of the levy, as an appointed member of the City Council, he is not allowed to publicly endorse it. Tom commended the City staff members involved in any aspect of the rebuilding of Prime Time restaurant for trying to expedite the process. He feels that any hold up in the rebuilding process is not a City issue. He reminded everyone about the upcoming Forest Grove Art Summit which will be held on March 14<sup>th</sup>, 2012. There is no charge to attend the summit, and more information can be found on the City's website.

**7. Staff & Board Member Communications**

Ali Brown announced that Adelante Mujeres will be hosting their annual fundraiser on April 14<sup>th</sup>, 2012 entitled "A Fiesta of Hope".

Lois Hornberger relayed some exciting news that Pacific University will be hosting the Oregon State Football All Star game this year from June 18<sup>th</sup> – 23<sup>rd</sup>, 2012. The practice sessions will be at Lincoln Park here in Forest Grove, and the actual game will be held at the Hillsboro Stadium.

**8. Announcement of Next Meeting**

Brian Wilbur announced that the next EDC meeting will be held on May 3<sup>rd</sup>, 2012 @ McMenamans Grand Lodge in the Alice Inkley Room.

**9. Adjournment**

The meeting was adjourned by Brian Wilbur @ 1:32 p.m.

Approved by the Forest Grove Economic Development Commission:

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

