

Forest Grove Economic Development Commission
Thursday, June 2, 2011

MEETING MINUTES

Attendees: Don Jones, Brian Wilbur, Jeff King, Guy Storms, Danielle French, Tom BeLusko, Eduardo Corona, Kati Mayfield, John Schwan, Lisa Duncan, Mark Frandsen, Rudy Marchesi, Cindy Sturm.

Also Attending: Chad Freeman, Alexander Christenson (guest of Guy Storms).

1. Call to Order

Meeting was called to order @ 12:11 p.m. by Brian Wilbur.

2. Citizen Communication

None.

3. Approval of EDC Meeting Minutes from May 5, 2011

Mark Frandsen moved to approve the meeting minutes as presented. Guy Storms seconded the motion. The minutes passed unanimously.

4. Additions / Deletions & Staff Summary

None.

5. Business

A. McMenamins Host Update

None.

B. EDC Budget Update

Tom BeLusko stated that the Budget Committee passed the proposed EDC budget last week, and that the budget will then go before the City Council the second week in June. Tom felt pretty confident that the budget would pass as presented.

C. Board Member Recruitment

Don Jones reported that he has met with Hi-Tech Crating and feels that they are very interested in filling a membership slot with the EDC. At this point it is just a matter of going through the formal process to solidify their membership. Jeff King agreed that a formal invite from the EDC Chair would be the appropriate step at this point. Don also said that Safeway is interested in a membership with the EDC, and at this point they were just requesting a little more information. Jeff King noted that there is still a Developer / Property Owner position, and an At Large position available at this time as well. Mark Frandsen suggested moving his position from Food Processing to Property Owner since he has retired from the food industry at this point. He suggested Bruce McVeen as a good replacement for the Food Industry slot. Mark volunteered to speak with Bruce about whether or not he would be interested in filling that position. Don Jones made a motion to move Mark Frandsen to the title of Property Owner, invite Bruce McVeen to fill the Food Industry vacancy, and have Jeff King pursue working with Christian & Brett @ Hi-Tech Crating, and Jim @ Safeway to get them on board, the next step being the formal process of ratifying the memberships. The motion was seconded by Rudy Marchesi.

D. Ambassadors Committee

Jeff King explained in more detail the proposal set forth for the EDC Ambassadors that is a document that is part of the packet handed out in the meeting today. Don Jones made the motion to officially adopt the proposal. Danielle French seconded the motion. The motion passed unanimously.

E. Subcommittee Reports

Industrial / Infrastructure: Jeff King explained that the letter to the top 100 fastest growing businesses in the Portland area is almost finished and should be mailed soon. Mark Frandsen stated that they also reviewed the budget in their last meeting and discussed how best to use the money that is available.

Workforce Partnership: Jeff King reported that due to cut backs the Forest Grove Workforce Center will close on June 15, 2011. The center in Hillsboro will close also, which means the next closest center is @ 185th in Beaverton. This will be a huge impact on Forest Grove and the west side of Washington County, and the City will

continue to work with the library to provide a few programs to help people who are seeking employment.

Branding & Marketing: Jeff King stated that at this time, all 10 Wayfinder signs have arrived and have been installed. There was an article in the Newstimes about the new signs which included a photo. Jeff went on to explain that 4 out of the 5 proposed Wayfinder kiosks have been funded and should be up by the end of the summer. The four signs will be located as follows: 1) Fernhill Wetlands, 2) Downtown area possibly @ Pacific Ave. and Main St., 3) In the Historic District near 18th Avenue and Main St., 4) @ the Barber Pole in Lincoln Park. Brian Wilbur reported that the Power Point presentation should be done by the next EDC meeting.

Small Business: Kati Mayfield said that responses to the Buy Local survey are slowly being completed and turned in. The group has been doing a lot of research and looking into how effective Buy Local programs have been in other communities in an effort to find the best program for Forest Grove. All the results should be compiled and ready to report by the end of the summer. Jeff King added that the subcommittee is also working on a program entitled “How to Start a Small Business” to help people who are just starting out in a new business. The program will be available on-line, as well as at the Library in hard copy, and also on DVD.

Tourism: Jeff King reported that the Tourism Committee did receive the grant that they had applied for from the Washington County Visitors Association (WCVA). He stated that this is an excellent opportunity to launch a great product in the form of a brochure / guide, an electronic version will also be available. The brochure will promote Forest Grove and the “West-Side Experience”.

F. U.S. Small Business Administration

Jeff King asked for input as to what people would be interested in hearing and / or learning about if he could coordinate having the SBA come out to western Washington County to give a seminar. Those in attendance at this meeting showed a lot of interest in a seminar and felt that a variety of topics would be advantageous and instructional.

G. Sign Code Revisions / Comments & Update

Jeff King reported that there are a few revisions to the sign code being proposed. There are two signs being proposed for tourist oriented businesses. One type would be a blue sign on a post, and the second would be a blade sign, similar to a street sign. There is a work session planned by the City Council in a few weeks.

6. Council Communications

Tom BeLusko stated that the City of Hillsboro's SDC that was included in the EDC meeting packet is a good outline for the City of Forest Grove to consider when establishing their legislation on SDC's. He also mentioned that tomorrow between 3:00 p.m. and 6:00 p.m. there is an open house at the city auditorium to discuss what is going on with water rates in the City. Tom brought up the issue of annexing "islands" within the City, which may be addressed very soon. The City Council has the authority to annex islands at will.

7. Staff & Board Member Communications

Jeff King introduced Ahn Ho's proposal which is included in the packet. Brian Wilbur thought that the discussion should be held off until Ahn is back in town from Viet Nam when the new school year commences. Ahn's proposal outlines different ways that Pacific University students could better be introduced to various services and businesses throughout Forest Grove. Ahn hoped that some or all of her proposal might be implemented at the start of the 2011 / 2012 school year.

8. Announcement of Next Meeting

The next EDC meeting will be held on July 14, 2011 @ 12:00 noon, which is the second Thursday of the month, due to the observance of Independence Day.

9. Adjournment

The meeting was adjourned @ 1:30 p.m. by Brian Wilbur.

Approved by the Forest Grove Economic Development Commission:

Date: _____