

Elena Uhing, Council Liaison	James Draznin, Chair	Bruce McVean
Jeff King, Staff Liaison	Hope Kramer, Vice Chair	Lois Hornberger
Mark Nakajima		Brad Bafaro
Guy Storms		Howard Sullivan
Javier Urenda		Tom Raabe
Jennifer Prickett		Tim Budelman
Brian Wilber		Steve Krautscheid
Kevin Yamada		Sandra Fowler-Hill

All public meetings are open to the public and all persons are permitted to attend any meetings except as otherwise provided by ORS 192:

➔ **Citizen Communications** – Anyone wishing to speak on an issue not on the agenda should sign in for Citizen Communications prior to the meeting. The presiding officer will call the individual or group by the name given on the sign in form. Each person must state his or her name and give an address for the record.

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ATTENDEES:

James Draznin	Guy Storms
Howard Sullivan	Brad Bafaro
Tom Raabe	Janice Nichols
Bruce McVean	Dick Stenson
Hope Kramer	Guy Storms

CITY STAFF:

Elena Uhing, City Council
 Jesse VanderZanden, City Manager
 Jeffrey King, ED Program Manager
 Brandi Walstead, Program Coordinator

ALSO ATTENDING: Terra Moreland, Media Director Travel Oregon/MediAmerica

1. CALL TO ORDER:

The meeting was called to order at 12:06 p.m. by EDC Chair, James Draznin.

2. CITIZEN COMMUNICATION:

None presented.

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MEETING SUMMARY MINUTES of October:

Mr. Raabe moved to accept the meeting minutes as presented. Mr. Sullivan seconded. No discussion. The motion passed unanimously, minutes approved.

4. ADDITIONS/DELETIONS:

None presented.

5. BUSINESS:

A. McMenemy's – Host Update

B. Forest Grove Chamber Update

Mr. Sullivan provided an update:

- The Chamber is in the middle of wine raffle sales which will be drawn for at the December Chamber Luncheon.
- While at the Washington County Chamber meeting it was announced that the City of Banks will be partnering with Tillamook Hospital to provide Urgent Care in Banks.
- The FGHS will conduct a Veteran's Day Assembly at 9:00 a.m. There will be Veterans present from WWII, Vietnam War, as well as the Iraq and Afghanistan wars.
- Tree lighting will take place at 6 p.m. on the Friday after Thanksgiving. The new tree is located near the 7/11 at the most northeast corner in grassy area. Santa and Mrs. Clause will be located at the Senior & Community Center.
- The Light Parade will be on December 2nd at 5:00 p.m., this is a significant week for local businesses.

C. Council Liaison Update – Elena Uhing

- Students from our Sister City - Nyuzen, Japan was visiting from October 28-November 1st. They truly enjoyed Trick or Treating.
- November 7th is election day with ballots due in by 8:00 p.m. The major ballot point for Forest Grove is the Local Option Levy.
- November 10th City offices will be closed in observance of Veteran's Day but the Aquatic Center will be open.
- Senator Ron Wyden will be at Washburn Hall on November 5th at 2:30 p.m.
- The city has a new employee: Bryon Pohl is the new Community Development Director.
- The community will see the Citizen Participation Organization (CPO) coming back which will give a wider voice for rural communities. Similar to our CCI.
- The Senior Center is in the final design process with bids being due on November 7th.

- There had been \$16,000 budgeted for State Marijuana Tax, however, there is a change with the total amount received is \$70,000. The Budget Committee will decide how to use those funds that will go into the next budget year. Following this there will be more information forthcoming with structure.
- The Planning Commission is working on Development Code Revisions, with intent to pursue a more flexible and faster way to do business.
- We will see a 33% increase in apartment units this year, an increase from the previous 1% open occupancy.
- Commendation to the Police Department for sentencing this month concerning an attempted murder trial.

D. Presentation: Terra Moreland, Media Director Travel Oregon/MediAmerica

Ms. Moreland explained that her company has a history of 25+ years with Travel Oregon. They look to draw visitors and then to have materials available to visitors so that they are able to decide what they want to do. MediAmerica has done work with Forest Grove in the past but more so throughout the year rather than a package for the year.

Ms. Moreland reviewed the eNewsletter and marketing materials provided to Travel Oregon and the resulting demographics reached, the amount of time generally stayed at a destination and daily amount spent by traveler. For sponsored content within Travel Oregon magazine freelance writers are hired to write the articles. They have seen a downturn in web advertising and a flux in the Visitors Guide. It appears that readers are tired of digital materials and desire solid content. Ms. Moreland stated that they focus on low rates in order to give Mom and Pop local businesses an outlet for advertising. Councilor Uhing inquired about the perception that individuals not familiar with Forest Grove feel that distance from Portland is an issue and whether there is a better messaging factor to breach that hurdle. Ms. Moreland stated that it is merely a perception, that travelers do not consider the distance; they typically are looking for something within a three hour distance from where they are staying.

Mr. King stated that he will work out a tentative marketing plan and send out proposals from Ms. Moreland for review.

E. 2017-2018 Marketing Plan Update

Further discussion looked at radio advertising. Mr. King stated that in research they found that two or three companies own multiple stations. Alpha media alone

owns between 6-8. It was felt among the group that OPB is still a good source while AM radio should be avoided.

Other outlets discussed include:

- 1859 magazine
- AAA advertising
- Cycling Mr. VanderZanden added that Forest Grove will be conducting an Economic Opportunity Update this year.

F. Enterprise Zone Policies:

The previously discussed issue of minimum wage rising and therefore raising the current requirements of wages for Enterprise Zone businesses has raised complaints across the state. This is being communicated to legislatures.

Mr. King will continue to look at what is being done in other communities and to research possible policies for years four and five.

G. Board Vacancies Update

Mr. King stated that he continues to trade voicemails with Frontier; he will follow up with them. Chaucer has a new plant manager; he will meet with that individual next week.

6. STAFF & BOARD MEMBER COMMUNICATIONS:

Mr. VanderZanden : TLT first reading will be on the 13th at 8:00 p.m. That will be followed by the second reading at the proceeding City Council meeting. At that same meeting the draft resolution will be presented with how to collect the funds and will incorporate broad program areas. Public testimony/comments will be received at both the first and second readings and any time in between. Comments are generally not received on resolutions; however, since the recommendations come from an AdHoc Committee, comments will be taken.

Ms. Kramer moved to provide a letter of support from the EDC to the City Council for the TLT as proposed by the AdHoc Committee program, seconded by Mr. Krautscheid. Counselor Uhing commented to the commission that when they have an active voice, it is affective. No further discussion. Motion passes unanimously.

Mr. King informed the commission that Kama 'Aina is closed for fire repairs but still involved by way of their food truck.

There is another business that will be coming to Forest Grove with an open house on November 30th at 6:30 p.m. at the City Auditorium. Mr. VanderZanden commented that this has been a long search for them and that they are anxious to get going. The

property that they will be occupying was part of the Washington County consortium and dollars were spent from the State Revolving Fund to prepare the property for use. Mr. VanderZanden further commended Mr. King, commenting that the process of facilitation and coordination was smooth and well handled.

Mr. King provided a list of proposed meeting dates for 2018. He asked that members review the dates, send comments suggesting any changes. The dates will be reviewed and acted upon at the December EDC meeting.

7. ANNOUNCEMENT OF NEXT MEETING:

Chair Draznin announced that the next meeting of the EDC will be on Thursday, December 7th at **12:00** p.m. in the Alice Inkley Room at McMenemy's Grand Lodge.

8. ADJOURNMENT:

Chair Draznin adjourned the meeting at 1:30 p.m. by consensus.

Respectfully submitted by:
Brandi Walstead
Program Coordinator
City of Forest Grove

Approved by the Forest Grove Economic Development Commission: December 7, 2017