

1. **CALL TO ORDER:**

The meeting was called to order at 10:05 a.m. by EDC Chairman Kevin Emerick.

ROLL CALL: EDC MEMBERS PRESENT: Brad Bafaro; Jill Craig; Steve Krautscheid; Jim Langstraat; Tom Raabe, Juanita Lint; Guy Storms; Javier Urenda; Rick Lafave

EDC MEMBERS ABSENT (EXCUSED): Tim Budelman; Jennifer Pricket; Jonathan Yawson; Mark Nakajima

EDC MEMBERS ABSENT (UNEXCUSED): None

OTHERS PRESENT: Court Carrier; Alfredo Moreno, Portland Community College; Ivette Heredia, Adelante Mujeres, Maribel de Leon, Adelante Mujeres, Dick Stinson

COUNCIL LIAISON: Councilor Timothy Rippe

STAFF PRESENT: Jeff King, Economic Development Manager;

2. **CITIZEN COMMUNICATION:**

None

3. **APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES:**

A quorum was met. A correction will be made for Brad Bafaro's meeting attendance. Steve Krautscheid moved a motion to approve the June 18, 2020 EDC meeting minutes. Javier Urenda seconded. The motion passed unanimously.

4. **ADDITIONS/DELETIONS:**

None

5. **BUSINESS:**

A. Chamber of Commerce Update, Juanita Lint:

Juanita updated the EDC on the City of Forest Grove and Cornelius Chamber of Commerce. Cornelius held a ribbon cutting for their Farmer's Market. The upcoming "Rise and Shine" will be held at the Cornelius Pop-Up Plaza at 8 am tomorrow. They have been making efforts to keep the Chamber open 35-40 hours per week while they are without administrative help. On the 4th Monday of the month a session called "Issues with Covid-19 reopening" will be held. They are hoping for a panel of 6 people representing various business industries throughout the City. This will be a virtual luncheon at 12 pm the July 27th.

B. City Council Update, Councilor Rippe:

Councilor Rippe provided a City Council update. The Council passed all the budget resolutions for fiscal year 20-21. Urban Renewal Agency Board has passed their budgets as well. US House of Representatives passed the federal bill "Invest in America

Actⁿ. \$1.5 trillion for investing in bridges, roads, highway, infrastructure etc. This bill is now in the Senate. If it passes we will hopefully see the money flow down to some of our local projects. Governor Brown denied a request to decouple Washington County, Multnomah County and Clackamas County for Covid-19 reopening standards. Therefore we will not be able to move forward into Phase II until each county has met the specified standards to reopen.

C. Business Recovery Center Presentation, Adelante Muheres:

Ivette Heredia presented on her role as Solutions Specialist with the BRC (Business Recovery Center). The BRC was created to assist local business owners with technical assistance, referrals, business coaching and other resources. There are (4) centers located in Washington County; Forest Grove, Hillsboro, Beaverton and Tualatin. Currently services are all offered either remotely or by phone due to Covid-19 closures. They will soon be able to provide PPE to businesses in need. Outreach is their greatest priority as many people are not aware of the BRC. Accessing business capital is a huge need that they continue to assist with. The Forest Grove BRC is focusing on the communities of Cornelius, Forest Grove, North Plains, Gaston and Banks.

D. New Business Recovery Programs; Jeff King:

Jeff updated on various business recovery programs available. Funds have become available through Business Oregon for all of Western Washington County (west of Hillsboro). Applications are through Business Oregon and their own guidelines will apply. Available until July 24th and restricted to business with 10 employees or less. Jeff continues to market this opportunity to the underserved in our community.

Through the Cares Act the City received an additional \$ 212,000 in funds from Washington County that has been allocated for additional business relief. This program is based on need by showing revenue loss. Applicants are eligible if they have 25 or fewer employees. These funds will be for the City of Forest Grove only as other surrounding communities will have their own funds. City Council will meet to approve or modify this program on July 13th. Jeff will continue to work closely with the BRC to market all available programs.

The last program available to business owners is for PPE (Personal Protective Equipment). Washington County has purchased a wide range of PPE to be made available to businesses within the County. This will be made available to the local BRC's for distribution as needed.

E. Tourism branding update and new logo; Court Carrier

Court Carrier presented on the current status of tourism for Forest Grove. They are still working hard on the branding process for Forest Grove. Lookout and Company was hired to assist with this project. They have been finalizing tag lines and have decided on

“Branch Out in Forest Grove”. Logos were developed next and the new logo has been adopted and approved by the Tourism Advisory Committee and Branding Team. Sample ads were developed using various market niches. Once approval is given for the entire process they will begin to work on the website aspect of the project. They look forward to the reopening of communities and implementing all of their efforts with the local businesses.

F. Focus: PPE Issues and Business Marketing in Covid-19 Era-All:

Juanita spoke on a continuing to push the downtown expansion permit program. Outdoor space helps to alleviate Covid-19 fears. This continues to help businesses stay open and allow people to feel safe. Friday, July 31st through the end of September they will continue with streets closures allowing downtown businesses more space. This needs to be driven by the downtown business area and will be supported by the City as well. She continues to work on providing a possible certification program by reviewing certain safety measures based on Governor Browns Covid-19 safety guidelines. This may allow businesses to become a “certified” business owner for “Covid-19 Safety”. This could potentially be marketed for businesses who are Covid-19 safe and compliant.

The idea was proposed to have plexi-glass added to the list of needed PPE provided through the grant made available to the BRC.

6. STAFF AND BOARD MEMBER COMMUNICATIONS:

None

7. ANNOUNCEMENT OF NEXT MEETING:

Chairman Kevin Emerick, announced that the next meeting of the EDC will be on Thursday, September 10, 2020 Time and Location TBA.

8. ADJOURNMENT:

Kevin Emerick adjourned the meeting at 11:31 a.m. by consensus.

Respectfully submitted by:
Shannon Reynolds
Administrative Specialist
City of Forest Grove

Approved by the Forest Grove EDC:
Date: _____