

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD

Subject: MINUTES

Date: May 5, 2015

The Bend Economic Development Advisory Board held its regular meeting on Tuesday, May 5, 2015, at 8:05 A.M. in the Council Chambers at 710 NW Wall Bend, OR. The meeting was called to order by Chair Corwin.

Those present included:

Committee: Wally Corwin
Tim Casey
Van Lewing
Preston Callicott
Stephanie Senner
Katie Tank
Dale VanValkenburg
Robyn Sharp
Doug LaPlaca
Wendy McGrane

Councilor: Casey Roats

Guests: Scott Aycock, Andrew Spreadborough, and Judy Watts, COIC; Scott Brees, High Desert Makers; Joe Ditzler, Bend Bulletin

Staff: Carolyn Eagan, Bend Business Advocate; Russ Grayson, City Engineer; Jennifer Engels, Senior Administrative Specialist

Public Comment

Scott Brees provided an update on the new location for High Desert Makers. The organization has now been moved to the business section of the Bulletin. They were disappointed at not receiving any of the cluster funding but will continue to work toward that in the future.

Approval of Minutes from March 17, 2015, April 7, 2015, and April 21, 2015

Member Tank moved to approve the March 17, April 7, and April 21, 2015 minutes. Member VanValkenburg seconded the motion which passed unanimously.

Private Engineering Fee Recommendation

Member VanValkenburg presented a letter drafted by the Advocacy Sub-committee in support of funding the department but urging investigation of additional funding sources. Councilor Roats suggested individual emails from Board members to Councilors. Member VanValkenburg moved to sign and send the letter to Council. The motion was seconded by Member Callicott and passed unanimously.

Bend Business Advocate Financial Update

Ms. Eagan reviewed the budget and revenue sheets. Revenue exceeded expectations, but attempts to keep costs down continue. The Bend Profile will appear as a high quality pdf and not in paper form as a cost-saving step.

Transit Planning Update

Scott Aycock and Andrew Spreadborough from Central Oregon Intergovernmental Council (COIC) provided information on the expansion needs, the expansion proposal, and the cost of recommended improvements. Funding options and proposals were discussed. The presentation included numerous handouts. A request for an additional \$300,000 from City of Bend will be proposed to Council. Member Senner moved that BEDAB support the additional funding of \$300,000 per year for three years for transit expansion. The motion was seconded by Member Tank and passed unanimously.

Visit Bend FY 2016 Business Plan

Member LaPlaca, Visit Bend, presented the 2016 Business Plan, including handouts. Strategies of the plan were outlined, including expansion of the winter advertising campaign to northern California and a concentration on the shoulder season promotion. Visit Bend is requesting a \$2.3 million dollar increase in funding. Member VanValkenburg moved approval of the Visit Bend budget of \$2,275,314.00. The motion was seconded by Member Callicott and passed unanimously.

Visit Bend FY 2015 Additional Funding Request

Ms. Eagan explained the budgeted funding and additional amount provided later in the fiscal year which has occurred in the past. With the new contract, the issue has arisen that requires approval of budgetary distribution to Visit Bend of a percentage of additional funds collected. Member LaPlaca provided information on how the additional funds would be allocated. Council will be asked to approve distribution of \$2.1 million from the Tourism Fund. Member Tank moved to approve recommendation to Council for approval of the secondary funding request to Visit Bend for FY 2015. Member McGrane seconded the motion which passed unanimously.

Good of the Order

- Role of BEDAB in Visit Bend contract was reviewed. Chair Corwin would like an *ex officio* member on the Visit Bend Board from BEDAB in the future. Discussion at next BEDAB meeting.
- Current members whose terms are expiring may re-apply through a letter of interest to Ms. Eagan.
- Liz Taylor, Workforce Region Director, may attend regular meeting in June, per Chair Corwin's suggestion, to discuss state guidelines.
- Marketing Sub-committee will begin meeting quarterly.
- The City of Bend Economic Development Department has been created, and Ms. Eagan's role will be changing as she moves from Business Advocate to director of this new department. BEDAB's role may also change to increased focus on economic development.

Adjournment

Chair Corwin adjourned the meeting at 9:45 AM.