

## **BEND ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Subject: MINUTES**

**Date:** September 8, 2015

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The Bend Economic Development Advisory Board held its regular meeting on Tuesday, September 1, 2015 in the Council Chambers at 710 NW Wall Bend, OR. The meeting was called to order at 8:02 AM by Chair Corwin.

Those present included:

Committee: Wally Corwin  
Preston Callicott  
Van Lewing  
Erich Schultz  
Stephanie Senner  
Dale VanValkenburg  
Wendy McGrane  
Steve Curley  
Jamie Christman  
Doug LaPlaca  
Robyn Sharp

Guests: Roger Lee, EDCO; Brian Vierra, EDCO; Rod Porsche, Director, Downtown Bend Business Association

Staff: Carolyn Eagan, Economic Development Director; Terri Shepherd, Economic Development Department; Jim Long, DCBG/Affordable Housing Manager; Jennifer Engels, Senior Administrative Specialist

### **Public Comment**

Ms. Eagan introduced Rod Porsche, the new director of the Downtown Bend Business Association.

### **Approval of Minutes from June and July**

Member McGrane moved to approve the minutes of the June 2 and July 7 meetings with clarifications as discussed. Member Schultz seconded the motion which passed unanimously.

### **Bend Business Advocate Recruitment Update**

Ms. Eagan updated the Board on the recruitment process. Members have participated in discussion regarding an ideal candidate as well as possible interview techniques and activities. The process is moving slowly to ensure a good candidate. The City is looking for a November 1, 2015 start date. Ms. Eagan confirmed that it is appropriate for candidates to speak with Board members as long as the member speaks as an individual and not as the Board.

### **SDC Financing/Deferral Program Update**

Following the Board's recommendation that the current SDC deferral programs be allowed to expire, Council has requested suggestions for a deferral plan for the future. The Board discussed the possible use of deferred SDC's in conjunction with the affordable housing problem in Bend. It was suggested that the Advocacy Sub-Committee examine this issue. Use of the term "appropriate housing for employees" or "workforce appropriate housing" was suggested since housing in many different price ranges is at issue. Interaction with Bend Parks and Recreation adds complexity to the issue as that institution also

collects SDC fees. An informal joint meeting of the Parks Board and Advocacy Sub-Committee was recommended for Monday, September 28. Ms. Eagan will facilitate that meeting. Suggestions for this recommendation will be discussed at the October BEDAB meeting. Ms. Eagan will reach out again to those builders who did utilize the deferral programs and invite them to the Advocacy Sub-Committee.

### **Economic Development Department Update**

Ms. Eagan introduced Terri Shepherd and Jim Long of the Economic Development Department. She discussed the department's two-year goals and efforts that will be made to work with the Bend Downtown Business Association. Other areas discussed were affordable housing and city-owned properties, potential urban renewal areas, and Juniper Ridge. Council would like to see a balance between growth and prosperity. Metrics for measuring success of goals have been included.

### **Proposed Comprehensive Plan Economic Lands Policies**

Ms. Eagan distributed **Chapter 5: Economy** of the *City of Bend Comprehensive Plan*. She reviewed Goals and Policies on pages 5-6. Comments regarding strength of wording should be submitted to Ms. Eagan by September 8 so that she may forward comments to the UGB TAC. BEDAB comments should be forwarded to Chair Corwin by September 7. Options for development possibilities were reviewed, particularly with reference to employment lands and the UGB.

Member Senner encouraged members to attend Council meetings and bring another business owner to comment on the need for available housing. Member Senner will attend the September 2 meeting and Member Callicott will attend the September 16 meeting to voice concerns about housing availability and the workforce. Other members are asked to contact Ms. Eagan with dates available.

### **Marketing Sub-Committee Update**

Member Senner provided an update on goals and accomplishments. The latest goal, to ensure collaboration among multiple organizations, is not necessary as it is being done now. Member Senner moved to dissolve the Marketing Sub-Committee as its tasks are completed and to use the open sub-committee slot for a more pertinent issue. Member McGrane seconded the motion which passed unanimously. Chair Corwin mentioned that keeping the activities moving forward is important. Communications and housing were mentioned as possibilities for sub-committees in the future, as well as short-term issues that may arise. Members were asked to think about possible sub-committees and participation.

Following discussion about housing, employment lands, and the UGB, Chair Corwin stated that businesses need to connect with Council and communication outreach to businesses is necessary. BEDAB could assist in these areas.

### **Chamber Update**

Member Christman reported that the Chamber is working on a strategic plan and reviewed the **2015 Oregon Legislative Summation** that she shared. An Oregon Chamber of Commerce state lobbyist has helped give the Chambers a voice. A new Advocacy Council will deal with local and state issues. She reviewed the *What's Brewing* events program as well as Leadership Bend.

### **EDCO Update**

Member Sharp provided the **EDCO September 2015 Report and Strategic Projects and Events** sheet. She introduced Brian Vierra who discussed the upcoming Bend Venture Conference. Ms. Sharp encouraged members to register for the September 24 Pub Talk which will feature the Bend Venture Conference. He also discussed the "Start" portion of the report and investment. Member Sharp reviewed the 2015 report areas. The many events scheduled preceding and during the Bend Venture Conference were discussed. Chair Corwin asked for reasons that businesses did not select Bend. Ms. Sharp explained that lack of square footage, expensive building and property rates have caused problems.

Incentives, such as those offered by Redmond, are not offered in Bend. The Enterprise Zone and possible incentives are topics for a future presentation.

**Adjournment**

Chair Corwin adjourned the meeting at 10:05 AM.