

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD

Subject: MINUTES

Date: July 28, 2015

The Bend Economic Development Advisory Board held its regular meeting on Tuesday, July 7, 2015, in the Council Chambers at 710 NW Wall Bend, OR. The meeting was called to order at 8:05 AM by Chair Corwin.

Those present included:

Committee: Wally Corwin
Preston Callicott
Van Lewing
Erich Schultz
Stephanie Senner
Katie Tank
Dale VanValkenburg
Steve Curley
Roger Lee
Jamie Christman
Doug LaPlaca

Guests: Bill Calloway, SBDC

Staff: Carolyn Eagan, Economic Development Director; Jennifer Engels, Senior Administrative Specialist

Public Comment

There was no public comment.

Business Advocate Position Description Review

Ms. Eagan reviewed the Bend Business Advocate position description and explained the recruitment process. The City hopes to have the position filled by October/November 2015. "Grant funding" and "supervises work teams" are items that could be removed from the description. Some items are generic and included on all position descriptions. Members discussed the most important focus of the Business Advocate. Advocacy and communication with the business community are of major importance. Specific skill sets identified as desired for the position included:

- Diplomacy and tact
- Land use knowledge
- Innovative communication tools
- Public relations
- Organizational and multi-tasking skills

Ms. Eagan requested assistance in vetting applicants and establishing the recruitment/interview process. Members Lee, Tank, and Senner volunteered with Member VanValkenburg serving as alternate. Members were asked for suggestions on where to advertise for the position.

System Development Charge 9 Month Deferral Recommendation

Advocacy Sub-committee reviewed the issue. The concept was good, but the administration overkill made it useless. The current program should be eliminated, but a similar program could be successful, if simplified. The recommendation is to allow this program to expire but to consider the idea as a viable tool with recommendations for possible incentives to pre-pay and reliance on the certificate of occupancy

rather than a lien as a motivator. Jim Long, Affordable Housing Manager, had reported at the meeting that this did not have much value in terms of affordable housing. Member VanValkenburg moved to allow the existing SDC program to expire and to come back to City Council in the fall with a new recommendation. Member Tank seconded the motion which passed unanimously.

Bend Business Advocate Updates

Ms. Eagan reviewed the financials. Revenue collection fell short of projections. No enforcement exists so businesses fail to register and/or renew. Ms. Eagan explained the process for notifying new businesses and contacting those who had not renewed after two reminders (2N status). Auto-renewal is a program that will be investigated. Chair Corwin suggested that the CEDR Sub-Committee investigate the issue on non-renewal and registering new businesses.

The EDCO contract was agreed upon for fiscal year 2015-2016. Justification for sole source must be completed, including public notice and opportunity for comment. The contract will go before Council on July 15th with a recommendation for \$207,000 in the next two years.

Bend Tech Alliance received \$50,000 through the cluster funding program.

She provided an update on recruitment for/hiring of the Community Services Director. Ms. Eagan will discuss the role of Advocacy Sub-Committee in working with the new director in reviewing/streamlining the permit process. There are still negative feelings toward the department in regard to permitting. Ms. Eagan commented on the need for peer pressure in using process correctly. Concerns should be addressed to Jon Skidmore, Assistant City Manager. Ms. Eagan also reviewed the recruitment process for the Senior Policy Analyst.

Member Roundtable

Accomplishments:

- Bend4business.com launched
- Monthly newsletters to registered businesses
- Met fiscal year 2014/15 budget
- Cluster Funding money dispersed
- Visit Bend oversight/successful transition from Council
- Private development engineering funding solution
- BSO Sub-Committee concluded
- SDC recommendation for affordable housing-work with Bend Parks and Recreation
- Successful funding for EDCO
- Implementation of new communications with EDCO
- Angel investment over \$1 million
- Economic Development Director appointed/creation of department

Continuing Issues:

- No progress on available/affordable housing issue
- Community perception of permit processes remains negative.
- Mirror Pond long-term solution-lack of progress and funding
- Juniper Ridge-recommended full-time person to oversee/sewer remains big issue

Future issues:

- Marijuana legalization issues

Strategic Plan will be reviewed in the future.

Discussion Points

- Member LaPlaca discussed the increase in transient room tax and tourists. Infrastructure is not keeping up and some residents are beginning to complain.
- Marketing Sub-Committee will meet July 22 at 4 PM at O'Kanes. Member Senner mentioned Robert Putnam's book, *Our Kids*, which mentions Bend.
- Economic Development goals are being developed. Ms. Eagan would like input.
- Member Callicott discussed the possible water crisis and would like BEDAB to investigate water resources. Ms. Eagan will identify a staff member to present to the group. Technologies for saving water could be investigated, as well.
- Fiber optic and internet infrastructure are issues. The City is seen as an impediment to progress. Wade Holmes was recommended as a speaker on the issue.
- A quarterly dashboard with data from Oregon Employment Departments was recommended to provide information on business growth, loss, registration, and business/economic indicators.

Adjournment

Chair Corwin adjourned the meeting at 10:03 AM.