



CITY OF BEND

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD

Subject: MINUTES

Meeting date: November 3, 2015

The Bend Economic Development Advisory Board held its regular meeting on Tuesday, November 3, 2015 in the Council Chambers at 710 NW Wall Bend, OR. The meeting was called to order at 8:00 AM by Vice Chair Erich Schultz.

Those present included:

Committee: Erich Shultz
Wendy McGrane
Van Lewing
Katie Tank
Dan McCarthy
Robyn Sharp
Jamie Christman
Doug LaPlaca

Guests: Erin Marlowe, Bend 2030; Sandy Henderson, Alice Sole, Patric Douglas, Luke Tipple of Central Oregon Film Office; Tammy Baney, Deschutes County Commissioner; Joe Ditzler, Bend Bulletin; Brian Vierra, Matt Sybrant, EDCO; Alana Hughson, COVA; Eric Strobel; Jodie Barram; and Peter Hall.

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

Public Comment

Wendy Rudy, candidate for Bend Business Advocate, and Peter Hall who is interested in appointment to the Board were introduced.

Approval of Minutes from September and October

Member McGrane suggested the date at the top be changed to reflect the meeting date of September 1 on the September minutes. Member Lewing moved to approve the September minutes as revised and the October minutes as presented. Member Tank seconded the motion which passed unanimously.

Central Oregon Film Office

Ms. Henderson, Mr. Douglas, and Mr. Tipple introduced their ideas to promote, produce, and partner with Bend to bring the film industry to the Bend area. A power point presentation outlined their expertise and the business advantages of bringing the industry to Bend. A professional office with experienced people could provide opportunities for business, employment, and education. Ms. Baney and Ms. Hughson spoke in support. Opportunities for local business and the area were discussed, particularly in the shoulder-season. The non-profit status of the office, the membership of its board, and local supporters were detailed. Member Tank asked what BEDAB can do in support. Ms. Henderson explained that a recommendation to the City to assist with funding is needed. Substantial, year-round, diverse revenue for

Bend could be the result of this venture. Drawbacks and a projected budget/financial plan of the company were discussed. Ms. Eagan suggested that a sub-committee investigate and bring a recommendation to the full Board for further discussion. Discussion with the Finance Director could help with a plan. Following the investigation and decision, a possible presentation to Council was discussed.

Industry Cluster Initiative Update

Mr. Sybrant, Key Industry Coordinator at EDCO, provided a hand-out of *Central Oregon Key Industries Progress*. He identified the clusters and their quarterly growth. He also provided a status report on the current cluster organizations. He will provide a quarterly update. Ms. Eagan suggested ideas for future funding need to be discussed in the future.

EDCO and BVC Update

Mr. Vierra provided details on the Bend Venture Conference (BVC). He discussed participants, investment sponsorship, attendance, and the format. Much of the investment occurred post-conference. It was suggested that an earlier date be scheduled to present the plan prior to the event. Ms. Eagan would like to promote business travel in conjunction with the conference.

Ms. Sharp distributed the *EDCO November 2015 Report* which includes *Move, Start, Grow* and *Strategic Projects and Events*. She reviewed the numbers and highlights. Relocation of Maverick Leather Company was outlined. Limited space is an option for businesses interested in moving to Bend. Work with the Workforce Initiative continues to provide opportunities in education. EDCO's first fundraiser, Civil War Rally and Auction, will take place November 4. November Pub Talk will take place November 19th. Ms. Eagan mentioned that John Stark, Manager in Redmond, was selected Economic Developer of the Year by the state.

Bend 2030

Ms. Marlowe, Interim Executive Director of Bend 2030, distributed a hand-out outlining the activities of Bend 2030 from September 2014 through fall of 2016. The activities work toward the vision of Bend for 2030. She provided information on the Board Roster, the Livability Conference in April 2016, and the draft of the Move Bend Charter (an integrated transportation and land use plan). She discussed the challenges—housing, transportation, and integration of the OSU campus—that the group is reviewing. Bend 2030 and economic development connect in the areas of the UGB expansion, livability, and input from the community. Ms. Marlowe would like input from BEDAB on what to share and what information it would want collected at the conference. Ms. Eagan asked that the question be emailed to her so that she may share with the Board. Input will be discussed at the December meeting.

Bend Business Advocate Update

Ms. Eagan explained the status of the recruitment. The staff and business panels will be mixed for the five up-coming interviews on November 20. If asked and unable to participate, members may recommend another person.

CEDR Sub-Committee Re-visit

A change of focus for the City Economic Development Resources (CEDR) Sub-committee was suggested by Ms. Eagan. The focus would shift from limited City funds of the Bend Business Advocate office to all economic development funds. Review of the Central Oregon Film Office proposal was suggested for this committee. Membership and goals of the sub-committee will need to be considered. City funds and the proposal would be discussed. It was decided that a second BEDAB meeting in November would center on the financial overview with participation by Sharon Wojda, Finance Director.

Additional Comments

Members with expiring terms who wish to continue should email Ms. Eagan of that intention. Recruitment for a vacant position will occur in December. A tech or outdoor representative would be a good addition to the board; however, the best candidate will be selected.

Adjournment

Vice-Chair Schultz adjourned the meeting at 9:47 AM.