



CITY OF BEND

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD

Subject: MINUTES

Meeting date: March 1, 2016

The Bend Economic Development Advisory Board held its regular meeting on Tuesday, March 1, 2016 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
Erich Schultz
Dale VanValkenburg
Van Lewing
Katie Tank
Dan McCarthy
Stephanie Senner
Tom Rowley
Jamie Christman
Doug LaPlaca
Steve Curley

Guests: Matt Sybrant, EDCO Key Industry Coordinator

Staff: Carolyn Eagan, Economic Development Director; Ben Hemson, Bend Business Advocate; Kathy Montgomery, Administrative Specialist

Approval of Minutes

Minutes of the January and February meetings were approved.

Public Comment

There was no public comment.

Multi-Family SDC Deferral program

Carolyn Eagan reviewed the presentation made to City Council to move the collection of SDCs from the time of permitting to Certificate of Occupancy (COO). Linked the change to the goal of more housing. The Parks contract would need to be modified. Council agreed. Ordinance will be brought to Council after Parks acts on modification. Modification is on the Parks agenda. City Council also would like BEDAB to come forward with recommendations to help relieve burden on businesses.

It was discussed in the BEDAB meeting that infrastructure money is not the best source of funding for Economic Development; however, no other source has yet been identified.

Dale VanValkenburg shared the Advisory committee discussion regarding trips and grocery stores and methodology. Advisory committee will have something in next month or two to present to the Council.

Introduction new EDCO Bend Manager

Tom Rowley introduced himself. Chair Corwin indicated he would like quarterly reports from EDCO including what went right and why business decide not to come to Central Oregon plus a monthly update on what is going on.

Business Clusters Update & Funding Request

Matt Sybrant recapped what he as Key Industry Coordinator is doing and why it is important. Want to attract traded sectors to reduce economic volatility. Average wages are higher in the cluster industries. High tech, biotech, outdoor equipment and food processing. He presented a document indicating accomplishments of the four clusters as well as a summary of the size and growth of each. He said that cooperation is contagious. Clusters are collaborating among themselves but also with other clusters. Sustainability is increasing as they grow.

EDCO and Central Outdoor Alliance are requesting funding in the amount of \$32,500 to continue the Key Industry Coordinator role. BEDAB members indicated they see value in position and what has been done but need to look at budget and weigh costs and benefits. CEDR subcommittee will discuss and make recommendation.

Recommendation to Council on Visit Bend Contract

Memo points: happy with business plan and execution for 2015. BEDAB is willing to continue oversight of business plan for 16/17 to make sure execution of plan is occurring; however, BEDAB is not comfortable requesting Visit Bend to modify plan. If Council wishes to see diversion from business plan, Council needs to make it known. BEDAB will support. Again BEDAB looks at business side of plan. The industry side is between Visit Bend and/or the City Council. Doug LaPlaca mentioned that the tourism industry also needs to be involved. Discussion of whether an RFP is needed for excess funding or only a new business plan. Changes to memo will reflect discussion.

Strategic Planning direction from City Council

Carolyn Eagan recapped her presentation to Council. Goal was to align Economic Development goals with their values. She explained the traded sector vs private sector and that we wanted to attract traded sector with its higher wages. Proposed goal/outcome of presentation was to have City Council agree on goals:

- Increase average wage
- Increase % of jobs in non-service sector industries
- Increase density of employment and employment lands (amenities)
- Increase number of jobs and companies at Bend Airport
- Development and expand downtown to maintain employment and density superiority.

Council had no objections to any. Wants BEDAB to refine what Downtown means and refine and see if these are right goals and right timelines. Need to look at specifics of industries in Bend. Look into who can do research. Focus on attracting talented workforce rather than companies.

Adjournment

Chair Corwin adjourned the meeting at 10:08 AM.