



CITY OF BEND

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD

Subject: MINUTES

Meeting date: April 5, 2016

The Bend Economic Development Advisory Board held its regular meeting on Tuesday, April 5, 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
Wendy McGrane
Tom Rowley
Jamie Christman
Doug LaPlaca
Steve Curley

Guests: Matt Sybrant, EDCO Key Industry Coordinator; Roger Lee, EDCO, Ron Boozell

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

Approval of Minutes

Member McCarthy moved to approve the minutes of the March 1, 2016 meeting. Member Tank seconded the motion which passed unanimously.

Public Comment

Mr. Boozell commented that he would like to see the Councilor assigned to the Board attend the meetings.

Roster Review and Recruitment

Ms. Eagan distributed the current roster for review and update by members. Term expirations and recruitment for new members in July were discussed. The current vacancy will be filled at that time. Members were asked to speak with possible candidates and send recommendations to Ms. Eagan. Target areas may include aviation, high tech, advanced manufacturing, and outdoor gear. Ms. Eagan mentioned that equal representation of businesses with an industry mix and city areas (an effort to recruit eastside representation) are important. Chair Corwin stated that someone with an accounting/budgeting background would be helpful.

2016-2019 Economic Development Goals

Ms. Eagan would like to complete the review of BEDAB goals prior to the member change and the biennial budget update in July. Final goals would be recommended to Council before July. She would like to add second monthly meetings on May 19 and June 21 from 8-10 AM to review the goals. Ms. Eagan will distribute current goals and the power point presentation regarding goals to members before the May 19th session. Advice on the business concerns of the goals and outcomes will be the focus.

The failure of the fuel tax may cause budget adjustments that will impact areas of concern and recommendation by BEDAB. City financial meetings will be held on April 13 and 27 to discuss possible adjustment and are open to the public.

CEDR Update and Funding Request from Oregon Outdoor Alliance

Mr. Hemson reviewed the three areas of focus from the March 31, 2016 meeting. The budget surplus was explained; a recommendation to fund the Key Industry Coordinator position for 2016-2017 in the amount of \$32,500 was made and a recommendation for strategic planning to consider the possibility of excess revenue and its allocation in the future was also made. Member Schultz suggested determining a method to weigh future opportunities for use of the funds as well as a plan to vet those requests. Member Tank moved to approve the two recommendations made by CEDR:

- Fund the Key Industry Coordinator position for 2016-17 at the requested amount of \$32,500, beginning in August
- Future BEDAB strategic planning discussions should take into account the possibility of excess revenue and allocate it based on target outcomes rather than on a case-by-case basis when a funding request is made.

The motion was seconded by Member McGrane and passed unanimously.

Possible funding for Central Oregon Film Office from business registration funds was discussed. Chair Corwin commented on setting general guidelines for funding when additional revenue becomes available as well as on enforcement of compliance with the business registration ordinance. CEDR will discuss the compliance issue at an upcoming meeting with regard to cost of enforcement. Compliance would be fair to the business community and provide due diligence for oversight of general fund monies. Ms. Eagan explained data being collected and efforts being made to increase compliance. Fees for non-compliance are contained in the code but have not been applied to date. Possible incentives for renewal were discussed. CEDR will continue to look into all aspects of the issue.

Member LaPlaca reiterated the need to establish a professional grant process for possible excess funds. The process should include goals and objectives, a detailed application process, definition of criteria for scoring, scoring process, and a definition of the allocation process. He also explained a change in the state TRT funding process.

Advocacy Sub-Committee Update and Special Events

Mr. Hemson discussed changes in the special event permit process which has moved from Police to the Community Development Department. Some difficulties have arisen, particularly in reference to fees and traffic control plan requirements. Costs, in some cases, have gone from \$175 to \$3-6,000 due to the required engineer stamp for the traffic pattern. Advocacy recommends holding a regular meeting with special event stakeholders to develop a workable framework. This is a business as well as livability issue. The possibility of a separate sub-committee was mentioned by Chair Corwin. Member VanValkenburg, Chair of the Advocacy Sub-committee, supported this idea as event coordinators would like a separate meeting at least twice a year. Mr. Hemson could coordinate and include BEDAB members in the group. Mr. Hemson was asked to present a proposal for dealing with this at the next BEDAB meeting. Financial impact of events may be a consideration in discussion of possible

funding/sponsoring options. Professional event planners, as opposed to small, local events and charity events, have different issues and more revenue.

EDCO Update

Mr. Lee reviewed the **EDCO 2016-18 1st Quarter Bend Report** handout. The *Move, Start, Grow* categories as well as *Strategic Projects and Events* were explained. He elaborated on decisions made to establish goals and economic factors that influence these areas. Job numbers overall are up for the area.

Member Rowley reviewed Q1 results from a handout. Current results are encouraging and on target. Information on why other locations are selected was requested as an item for reporting. Member Rowley commented that currently lack of space and dealing with the City are the two reasons given most often. Concerns over City regulatory processes (time and costs) are mentioned frequently. Issues may need to be taken to Council if BEDAB hears of multiple concerns regarding the same issue. IP 28 (Initiative Petition), proposed by the unions for the up-coming ballot, is under consideration regarding taxation of gross receipts. Passage of this would greatly affect taxes for businesses and, subsequently, their choice to be in the area. Member Christman will send information for Board members on this. Information can be shared through the newsletter.

2016-2017 Visit Bend Business Plan

Ms. Eagan explained that Council had asked BEDAB to continue in its role of oversight for Visit Bend contract. The Board will not impose changes to the proposal but will ensure that investments line up with the objectives and budget.

Member LaPlaca reviewed the points on the handout, *Fiscal Year 2017 Business Plan Executive Summary*, including the overarching objectives and Primary Objectives. Efforts are being made to promote shoulder season travel (April/May and October/November). He delineated the Five Primary Strategies and provided information on Budget Highlights projected for FY2017. Mr. LaPlaca would like to see expanded City engagement with tourism industry leaders. A possible member from the tourism industry is a consideration for the July vacancies. Vote on the recommendation to Council will take place at the May BEDAB meeting with presentation to Council at a work session in early May. Chair Corwin congratulated Member LaPlaca on his presentation and its focus on business issues which is the main concern of the Board.

Adjournment

Chair Corwin adjourned the meeting at 10:02 AM.