



CITY OF BEND

BEND ECONOMIC DEVELOPMENT ADVISORY BOARD

Subject: MINUTES

Meeting date: September 6, 2016

The Bend Economic Development Advisory Board held its regular meeting on Tuesday, September 6, 2016 in the Council Chambers at 710 NW Wall, Bend, OR. The meeting was called to order at 8:06 AM by Vice-Chair Schultz.

Those present included:

Committee: Erich Schultz
Dale VanValkenburg
Katie Tank
Dan McCarthy
Stephanie Senner
Wendy McGrane
Tom Rowley
Jamie Christman
Kevney Dugan
Steve Curley

Guests: Keith Dodge, Roger Lee, Jamie Klopp

Councilors: Casey Roats

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

Public Input

None

Filling BEDAB Openings | Ben Hemson

3 openings with 6 applicants. Council has looked through. Provisionally agreed. Keith Dodge. Jamie Klopp, aviation contact. Appointments will happen at tomorrow's Council meeting.

Jamie can't do Tuesdays. Ben will survey members regarding availability.

EDCO Update | Tom Rowley

3 months of updates. Going extremely well but precarious with pending state ballot measures.

Outdoor retailer show in Salt Lake City. Generated 8-10 warm leads. Helped move 2 companies here, from Austin and Bay Area. Venture Conference well underway for October.

Dale asked what are companies looking for? Warm lead category are smaller and newer companies so their needs are not that great. Looking for lifestyle and to save money. But not so much into specific needs. Interested that OSU will have outdoor degree track. EDCO, Visit Bend and COBA met and are accessing marketing tools. 15 second stories and up to 30 second video.

Stephanie mentioned there is information from BEDAB marketing committee, connecting people to business owners. Tom would like notes.

Dan McCarthy asked if exit interviews are done. Should certainly do. Tom talked to those avoiding leaving – land price, housing costs are an issue. Roger Lee – excited about recruiting, retention about what combined organization can do. Generate leads.

Roger Lee mentioned that the Key Industry Coordinator, Matt Sybrant has given notice. Search company is lined up to do search but want to get it right. Oregon Bio has some resources.

SBDC Update | Steve Curley

Staff of nine. Is a tricounty organization. Work with 300-400 business clients each year. This year 233 this year so far. 1600 hours one to one. Capital – investments they make in their business. 1.4 million so far this year. On track for over \$2 million. \$5 million increased sales. \$6.5 million this year. Businesses are growing. Pre-venture vs existing. Shades more toward pre-venture. 141 pre-venture/104 existing. Business starts for pre-venture. Last year 5. This year 12. Capturing numbers better. Jobs created 49 last year. 71 this year.

Programmatically – Grow Oregon. 6 years. Looking for businesses who are traded sectors and at least 10 employees. Name changed to Scale Oregon. Tools – access to Live Plan, Biz Minor (compare to similar businesses e.g. cost, number of employees etc.), IBEX World, Reference USA. Also run an entrepreneurship program at correctional facility. All locally funded. 5th year graduation coming up. 100 graduates.

Wendy asked how businesses find you. Steve- EDCO, referrals from other businesses, online, SBA, marketing through their classes, social media, word of mouth and Chamber.

Carolyn – banks should refer to SBDC. How to get information to bankers. Valuable tools. SBDC serves very small businesses (0-4 employees). How do we involve them and help them? Stephanie – some statistics can be done on web that are graphic and easy to read. She mentioned Venngage.com which provides free cloud infographics. Very easy to do and brings story home.

BBA End of FY 15/16 Revenue & Budget | Ben Hemson

YE through June 30th. Finance just finishing closing year.

Revenues: Actuals 4.6% down \$13k. Good returns starting the new fiscal year. July and August. Are on right track. Will do deeper dive for CEDR.

Carolyn reiterated that we don't want a punitive registration process. Will discuss process and levels at CEDR. Compliance pretty high. Increase awareness. Technology will help. Still 2 years out from new software. Don't have auto renewal or multiple year payments at this time.

Erich asked what rate is based on. Carolyn – historic growth. 2 year budget. CEDR – should not assume growth rate. Steve – having notices going out earlier helped. No hard data but have improved.

City's LEAP process: Accounting side – November – Tyler Municipal. After that CDD software.

Budget for last year – Be aware that Ben was hired half way through year so there were salary savings. Things did pick up after Ben started. Beginning 42.3 last year. 51.3 this year. More strategic approach for how to disburse any surplus funding. Need to discuss at CEDAR.

Carolyn: funding from Cascade Natural Gas settlement and salary savings.

Projected budget: Ben will make correction. Should be a carryover of \$25k after hits budget. Talked about contingency and leveraging funds.

Ben wants to talk with Stephanie about marketing. Stephanie asked about marketing funds. Carolyn wants more collateral, basic that can take to meetings. Current is very outdated. Restock collateral. Quarterly or annual updates per Stephanie. Business Recruitment Fund – cluster initiative. Update name.

CEDR – open all subs back up. Late September or October to make sure finances update.

Need a way for people for request funding and criteria to measure or at least what goals and outcomes we are shooting for.

UGB Process | Brian Rankin

Nearing end of local UGB process. City must maintain a 20 year supply of land. Started in 2007. Sent first notice of adoption to state in 2007. Juniper Ridge was part of first plan. 2010, 84,000 acres. Denied and remanded. Is a legal order. Last 2 years working with 3 advisory committees and steering committee. Initially staff led. Later brought consultants in. BEDAB championed consultants.

Now in formal hearings. Consultants, staff, citizen's committees. Have an ordinance. Affect and guide future growth. Changes to comprehensive plan, development code, transportations systems plan, and maps. 800 acres employment, 1,100 acres residential and mix of schools and lands and parks. Expansion areas are mixed use, complete neighborhoods. Doing best to balance needs until 2028. Land base but also infrastructure. Goal to do smaller incremental updates in future. New laws are supposed to make it easier. But Brian thinks need to look at a longer time frame due to infrastructure needs and costs.

Opportunity areas within current UGB required. Central Area, OSU, Kor-Pine. Vertical mixed use.

Brian – what does it matter and how does affect businesses? Land development. Area within will be first to go. Infrastructure plans updated. Need to be updated again to match UGB. Were used to model UGB plan. Transportation needs to be addressed. Capital – waiting to invest.

Tomorrow evening could be first reading of ordinance. Testimony/record closed. Keith – how much were hands tied by remand? Small area of expansion. 10% growth in redevelopment.

Hands have been tied. Population and employment numbers formula. All had to agree on numbers. Conservative on redevelopment and formulas. Have to stay to formulas or State will decline.

What is next? Timeline: Sequential approval process. Council could have approval by end of month. Then County: later this month or early next. Then to State: will know a lot in next two months. Will know who will object and how agency will handle (their standing). By winter, soonest. Anyone can appeal.

Dale: State has a lot invested in this process. Want to finalize before next session. Can use as example to others. City followed process.

Brian stated we can't be complacent. Need to keep planning. For areas in plan that are big and owned by one owner, will need to create a master plan. Areas that are parceled will require area plans. Working together upfront. Whole area should be ready to go. Planning in coming years more on the ground.

How does BEDAB assist in helping with planning for transportation and infrastructure? Answer: lobbying the Council. Advocacy. Keep pushing for commitment to continue. Transportation tricky because funding does not exist.

Erich – does planning commission rejecting zone changes affect UGB? Does it send a message. Brian they are not related but did spark most comment. Yes, it does send a message that many are tired of growth and change. It should be tougher to get a zone change after UGB, arguably. At least in near term.

Revisit Economic Development Outcomes | Carolyn Eagan

We have enough voting members to formalize approval of economic development outcomes. If can agree as a policy board, then Carolyn can set goals and tasks that want to achieve.

Did we miss anything?

Roger doesn't suggest changing but wanted to make a point to think in terms of GDP/production as opposed to jobs/employment. What is measure of activity? Stephanie – likes the focus on jobs because they are people who also attend schools, churches, etc. However, EDCOs goals are about jobs.

Carolyn: pushback of growth for growth's sake is not inherently better. Jobs and ways citizens engage in community. Want diversity in GDP of industries.

5 year goals will get us through 2 bienniums and UGB.

Katie moved to approve.

TRT outcome is in fact finding phase. What does the term facilities mean? Is split appropriate? Agreement with City to look at details and laws. Dale wants to make sure not setting up for collision course with VB. Kevney said no, they want to work together with the City. Carolyn – lead the state in what can be done and what needs to change.

Dale seconded motion. None opposed.

Next goal for Council to approve. Carolyn will ask for help to present to Council.

CityClub – Jamie great presentation Carolyn. How City uses funds. VB helped.

Tom Rowley had question about Climate Change. Will be discussed tomorrow at Council. BEDAB was concerned about 3 things: more time, resolution not ordinance, goals should be aspirational not punitive. City has no funds till next biennium. Seems that all things are in there.

Casey Roats: calls for specifics in reductions by City not business and residents. As economy improves, goals in areas like Portland are moving further apart. Wants line that says these will not influence projects (Casey and Victor). Be cautious/don't be complacent because there are committees and things are moving forward with some momentum. Stephanie stated it is a place for community to have a discussion/conversations when appropriate.

Carolyn: hopefully outcomes will provide basis for conversation with Committee, etc. Isn't going to change costs on ground of relocating businesses.

Casey there is no concern of cost. Claim will find matching funds. Casey wants next budget to have streets as a priority. There will now be competing costs and costs being spent on this resolutions.

Adjournment

Vice Chair Schultz adjourned the meeting at 10:00 AM.