



CITY OF BEND

Meeting Summary

Bend Economic Development Advisory Board (BEDAB)

Monday, November 6, 2017

Noon 12:03 pm BEDAB Meeting

Roll Call: Erich Schultz-Chair, Katie Tank-Vice Chair, Dale VanValkenburg, Jamie Klopp, Keith Dodge, Kevin Cole, Stephanie Senner, Wendy McGrane, and Will Warne

Jamie Christman, Kevney Dugan, Kip Barrett, Steve Curley - ex officio

1. Public Input

None.

2. Approve October 2 Meeting Minutes

Approved.

3. Visit Bend Reserve Fund Feedback | Kevney Dugan & Dale VanValkenburg

Ben Hemson: BEDAB has fiscal oversight of Visit Bend business plan. It was approved at Council earlier this year. Council wanted BEDAB to look at reserve funding. Councilor Moseley recently asked about. BEDAB Advocacy looked at last week.

Kevney Dugan: Visit Bend did some industry research about what others do. Visit Bend Board thinks reserve fund is a good idea. 4 years ago, community wanted funding spent, not held in reserves. Visit Bend currently has some funds set aside for wind down funding should the need arise. Thinks it is a good idea to have funds for special projects/ideas and turn downs. Visit Bend policy points out how might use, how to replenish.

If want to grow to roughly \$750k, should be done over three years. Do you set a dollar amount or a percentage? Don't want to sit upon too much. In Spring, when come to BEDAB about business plan, can revisit in more detail. Does not want to spend less as businesses are expecting promotion.

Katie Tank asked what would be included in capital. Kevney Dugan: In current plan, things like a lease change, IT, computers. Can change or refine. Asked about who decides, Kevney said Visit Bend Board. Also Visit Bend would hold reserve funds not City.

Keith Dodge: when would you draw? Kevney said approved plan would dictate when reserves were accessed. Next three years would be different because would be growing fund. Three years later will be different.

Stephanie Senner: Thinks makes business sense. Should not be used to get around TRT mandates. Also would like to see it be invested.

Dale VanValkenburg said details need to be worked out but as a whole Advocacy felt it makes sense. Keep wind down separate. Fund should be housed at Visit Bend. All funds would go back to City if contract ended. Katie Tank asked what is in contract about oversight. Dale said that is what needs to be fleshed out. Policy vs contract. 501C6 – trade association. More protections. Stephanie Senner said wasting time try to change TRT law.

Stephanie Senner moved to approve and share memo with Councilors. Dale VanValkenburg seconded. All in favor.

4. Recap Council Meeting with Boards & Commissions | Erich Schultz

Talked about Juniper Ridge. Very little industrial land in Bend. Bend will have a tough time competing. Get more focused on Juniper Ridge. Response Council was positive. Would like BEDAB to play that role. City does not want to be developers but wants high quality tenants.

Erich Schultz, Katie Tank, and Kip Barrett are BEDAB members participating in Juniper Ridge working group. Additional participants include: Katy Brooks from the Bend Chamber of Commerce, Katie Anderson from Aperion Management Group, Kirk Schueler from Brooks Resources, and Craig Chenoweth from US Bank are also participating.

Urban renewal areas were discussed. Voice of business should weigh in. Airport Master Plan. Want to be part of discussion. Ben Hemson would like people from BEDAB. Kip Barrett and Jamie Klopp. Carolyn Eagan: goal is to put RFP out in spring. Committee maybe in summer.

Alignment of comprehensive plan and zoning map. Councilors unsure if BEDAB input was needed; however, others after meeting said BEDAB should be involved.

Generally they support all the initiatives that were outlined.

5. Urban Renewal Introduction & Next Steps | Carolyn Eagan

Presentation to Council next Wednesday. What is urban renewal. How it works in City of Bend and what we want to do moving forward. Bend Urban Renewal Agency (BURA) Authorized by State of Oregon, redevelopment and finance program. Basically a financing tool. Allows you to make improvements to improve tax value.

1. City has to develop an urban renewal agency.
 2. Meet definition of blight.
 3. Have to create an urban renewal plan.
- We get to define blight. Agency has responsibility to approve plan.

In 1984 City created Bed Development Board (BDB). At same time developed The Central Bend Development Plan. Updated in 2001 to create Downtown Plan. 2003 created BURA. No difference between City Council and BURA. One in the same. Sunset in 2012; however, they don't sunset until end of the last bond.

UR General Fund has some money.

Two areas: Juniper Ridge adopted in 2005 and Murphy Crossing adopted in 2008.

Updates to existing urban renewal plans:

ORS defines a substantial amendment. Adding land greater than 1% of existing area. Also increasing maximum indebtedness. Redo everything.

Minor amendments defined by plan. BURA approves. No council actions required for what is being proposed.

Initiating urban renewal plans:

ORS says 6 things.

Include public involvement

Plan and report.

Legal boundary

Review with planning commission.

Review with tax districts.

Plan must be approved by governing body of each municipality.

BURA process:

Receive a presentation of plan

Approve plan

Make a recommendation to Bend City Council.

Bend City Council approves by Ordinance.

Forwarded to County Tax Assessor.

Council approves a budget for BURA including staffing and consultant dollars.

Best structure for BURA? BURA can recommend an Advisory Committee. Carolyn recommending to them. And then separate working groups for individual districts.

Next steps:

- BURA to understand their responsibility for approval of existing updates
- Agree to explore URA to refinance redevelopment and create at least one new URA
- Agree to new decision making structure.

- Adopt budget on December 6.
- Adopt resolution to create Advisory Committee in early 2018.

Carolyn Eagan: will bring plans back. Would want recommendation from BEDAB. December 6th budget. Ask BEDAB to approve. Does BEDAB have input about who would serve on potential committees?

6. Venture Conference Wrap Up | Kelly Kearsley & Brian Vierra

BEDAB invested: \$6,000 and \$1,000 via the Bend Business Advocacy Budget.

Brian Vierra: repeat of what was done last year to prove that wasn't a fluke. Was able to do. \$1.65 million soft number. Big surprise was social impact track. Individuals donate money. Highest attendance numbers in social impact track. Audience great. Companies great. Two Bend companies in finals. LeadMethod, \$1million. New technologies employed. Turn into a week long event. Unconference on Tuesday. Finale on Friday.

Kelly Kearsley: Unconference. Casual pitch fest for Bend startups. Started 8 years ago and has evolved. Start up with a fun less intense event. 15 spots and added a few more. Good connections.

1: Tribe Pilot. 2: Locals Compass. 3: Rugged Thread

Katie: All Bend companies. Kelly because of timing tends to attract Bend companies. Some had just moved here.

Stephanie Senner: thinks the Unconference is important as BVC becomes more sophisticated. Really helps.

Is an all-volunteer event. Money is passed through.

Jamie Christman: takes Leadership Bend participants to Unconference. Has helped participants.

Kelly would like to do additional Unconferences, including a student one in cooperation with OSU-Cascades.

7. Adjourned at 1:50 pm.