



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)

Monday, March 5, 2018

12:02 pm BEDAB Meeting

Roll Call: Erich Schultz-Chair, Katie Tank-Vice Chair, Dale VanValkenburg, Kevin Cole, Jamie Klopp, and Wendy McGrane

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

Councilor Sally Russell

1. Public Input

None

2. Approve February 5 Meeting Minutes

Approved

3. Citywide Parking Study | Karen Swirsky

Presentation presented to Council a few months ago. Summary of citywide parking study. Part 1: Downtown; 2: Galveston; 3: Citywide. Three reasons to do: Transportation planning rule compliance. Right size parking. Policy language for transportation systems plan update. We have parking code but few policies to support. Transportation Planning Rule 660-012-0045.

All done except residential parking permit zones (RPPZ). Draft program created for us. Citizen initiated. Requires new policies and changes to code.

Possibility of new commercial parking districts. Looked into whether could have a program not managed by the city via a Business Association. Written as business owners. Topic of discussion.

Right size parking: test our code. Land uses have requirements for number of spaces. Are we using land efficiently? Both too much parking or not enough. Tested 23 sites for land uses. Office, industrial, hotel, multifamily, mixed use. Missed restaurants. Will do.

Required: what code says. Minimum number required by code. Demand: how much parking is actually being used. Built: how much parking has been constructed.

Built parking is above demand for most part. Office: closely matches, more built. Industrial: closely matches. In some cases, slightly exceeds built supply. Problems came when office uses moved into industrial. Hotel: spot on. Multi-family: slightly exceeding demand. Mixed-use: matched demand. Supply exceeds demand. But we don't have true mixed use. Will re-test in future. Requires less parking and allows on-street to meet requirements.

Kip Barrett: asked about difference with Galveston. Karen: Is an actual district. A lot of illegal parking. Commercial properties not sharing spaces.

As update Transportation System Plan (TSP) will incorporate parking policies. Katie asked about residential. Karen: likely 2 years out.

Ron Boozell said there needs to be a conversation of sustainability with TSP.

4. New Parking Demand Manager | Drew Dietrich

Ben introduced Drew Dietrich. Drew discussed his background: transportation, economic development and urban planning. He'll focus on downtown.

5. Central Oregon Food Hub | Katrina Van Dis (COIC)

Did study of economic impact of food industry. Study done in conjunction with OSU. Looked at small and midsize farmers. Commodity market robust. Contacted 83, 28 responded to survey. Asked them to share schedule F. 61% established in last 7 years. 49:10 acres or less on irrigated land. 44: variety of crops and animals. 28: full or part time jobs. Generate \$1.5 million in sales. \$248k in wages and salaries. For every dollar spent 76 cents stayed in economy. Rest to supplies. Imported food 28 cents stays vs 76 cents.

Small investments could double amount of jobs and sales. (efficient irrigation, greenhouses for off seasons, etc.).

1. Intensify production 2. Food hub (getting traction). Looking at getting local food into local school districts. Idea is to create food hub allowing the exchange of goods, in one place. Looking at co-locating with private business. Business plan in process. 3. Buy local. Shift from grocery stores to farmers markets.

One of three case studies at national level. Using FDA guidelines. Wendy McGrane: how would it affect places like Locavore. Katrina: Locavore is considered retail. Focusing on wholesale so as not to compete. Wendy who would invest? Looking at grants. Talking to ODA to be responsive to community needs. Steve Curley: what is your sense of supply and demand? Response: demand far outstrips supply. Trying to scale appropriately for region. Kip Barrett: what is threshold? Million is breakpoint for food hub. Brokering food coming in. Jamie: what is preventing current supply? Responses: Inefficiencies - short season, land.

Carolyn Eagan commented that since wages are low, where is justification for investing money in a few more low wage jobs? Katrina: not just about economics. There is a social, community and environmental benefit. Councilor Russell said she

thought City Club forum was revealing. Correct investment at front end of growing system. Which farmers did not get included who might have changed things?

Katrina: estimate 120 farmers maximum. 28 is likely half of what would be representative of system. Councilor Russell was curious of difference in economics of marijuana and food. Response: not looked at because when did this study marijuana was not legal. Marijuana is in same category in department of agriculture.

Steve Curley asked if there were any successful models. Response: Yes. Closest is in southern Idaho – Idaho Bounty. Staff going to convention to meet with others.

Wendy McGrane: where else are you sharing information? Are you sharing with all farmers? Response: Yes. Send out to all High Desert Food and Farm Alliance. Asked if can take a survey. Doing a journal article.

6. Central Oregon Food Cluster Update | Angela Goodstein

BEDAB has funded EDCO clusters. Food is one of these clusters. Budget committee will meet in couple of weeks to scope out RFPs for funding requests. Last year \$20k to effort. Allowed Angie to come on part-time basis.

Prior groups had been meeting informally. EDCO allocated a staff Key Industry Coordinator but he left. Relaunched cluster with Angie's start. 637 food companies throughout Oregon. Most larger scale. 60 craft food and beverage (non-alcohol) in tri-county area. Goal is to meet industry need, education, and networking. Successes: networking event in November. 65 people attended. Some support companies like banks, bloggers, etc. Quarterly newsletter. Open rate 81%. National Products Expo West. 6 companies there. Social media presence. Marketing and press. Local food box. 4th quarter Fundraiser test. Generated \$700. 48 boxes sold in 2 days. Have recruited sponsors. Education seminars: Food safety modernization act. Distribution alternatives. Wants 4-6 networking events per year.

Roadmap for future. Contract up in June 30th of this year. Board needed to be structured. Recruiting and interviewing board members. By-laws etc. Will be a working board as opposed to an advisory board. Finalize board before end of term. Starting 2019, will institute a membership fee. Food box as a fundraiser again. Talking to Naturally Boulder. They are partnering with others like Naturally Bay Area. B-Line in Portland. Asking to match prior investment (\$20k). Also in early conversations regarding grants but is likely too early. Goal to be self-sustaining.

Kevin Cole asked to clarify goal. Ben Hemson: to develop stand-alone frameworks of clusters. Administered by EDCO. Katie Tank asked if it is a 501(c3). No, now under EDCO. Kip Barrett: EDCO completely a pass through. Success with other clusters.

Question from audience on fresh food. Response: Currently packaged food. Encouraging collaboration with fresh food.

7. Downtown Bend Business Association & EID Update | Mindy Aisling

Carolyn Eagan: creation of EID is ability City has under state law. Assess selves to make improvements in that district. Downtown EID expires soon. Have to re-create. 3 or 5 years. Opting for 3 years. Boundary is Downtown. Must inform and hold public hearing (March 7th). Must notice property owners. April 18th Council meeting. If certain number (33%+) remonstrate, cannot do. Dollars to DBBA. Mindy is new Director. At first was 11 cents per square foot then 18 cents and now asking for 25 cents. Run by a Board of 6 business owners and 2 building owners. In charge of beautification, bring groups, events, advocate on bigger issues, support for business owners. Increase due to cost increases but also to expand. Want a safer, cleaner downtown. Deep clean sidewalks, part-time security officer, expand marketing and branding. Per square foot/per year. Have annual reports. Can prepare more for future.

Erich Schultz asked about security officer. Response: Private. Run as pilot program. Also Ambassador program. Bend Cares campaign. Katie Tank: have business owners been polled? Mindy: Property owners vote not business owners. Some pass through. So far have heard a lot of support. Kip Barrett: is relatively minor. Erich Schultz mentioned that office owners are not as excited as retail owners. Mindy: Only commercial space. Left annual report. For BEDAB: Informational only.

8. Comp Plan/Zone Alignment & Advocacy Subcommittee | Dale VanValkenburg

Spent a lot of time talking at advocacy subcommittee. Discussion pointed out how long it will take to do public outreach. Recommendation: cut back or speed up. Ben Hemson: Current opportunity areas. Expansion limited to 25% or would need conditional use permit. Draft to get rid of 25% in next code update. Questions of expanding across street. Development code goes as a big chunk. Once full code update is ready to go, Ben Hemson will pull together a presentation so BEDAB can weigh in.

9. Check In: BEDAB Work Plan, Upcoming Topics & Initiatives | Ben Hemson

Gillian Ockner – Climate Action Planning Process

Just hired a sustainability coordinator. Looking at increasing sustainability. Received funding. Hope to have Council adopt a plan by September 2019. 11-member Climate Action Steering Committee (CASC). Two business members, 1 specifically BEDAB. Ben Hemson said that Jamie Klopp and Kip Barrett and expressed interest.

Kevin Cole moved to nominate Jamie Klopp as BEDAB representative to CASC with Kip Barrett as alternate, Katie Tank seconded. Approved.

4 areas: transportation, solid waste and materials management, building efficiency, greening the grip.

Ben Hemson: CEDR. Meet mid-March to review finances, balancing reserves vs investment funds. Instead of one offs make sure everyone can get to table and make pitch. Anyone else want to be on committee?

Strategic Plan 3 year plan. Guides BEDAB's goals for 3 years. Required by code. Need to come up with one. Hope to do quickly. High level overview. Already have economic outcomes. Check in meeting, one review meeting then back to BEDAB. Katie Tank, Kip Barrett and Steve Curley expressed interest. Carolyn Eagan: Is an important plan. Is up to BEDAB. Full board did in past but we have outcomes from full board.

Visit Bend timeline shifted back from April to May. April for EDCO. May for Visit Bend. Let Ben know if any key items want to hear about. Workplan: two of note. Council Discussion for March 21st. Feasibility plan. Also Juniper Ridge.

Carolyn Eagan: UGB implementation. How do you actually build out to commitment overs next 10 years. Water, sewer, intersections, building, housing. Staff working with consultants to see what priorities are and where can we get most return. Where in expansion areas and also within City. Bring back CIP. Then figure out ways to incentivize. Housing units now seem to be pushing discussion.

April agenda item: Update of above.

10. Adjourned at 2:00 pm