



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)

Monday, May 21, 2018

12:04 pm BEDAB Meeting

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

Jamie Christman, Kevney Dugan, Kip Barrett - ex officio

Councilor Russell and Mayor Roats

1. Public Input

none

2. Visit Bend Business Plan Review & Decision | Kevney Dugan

Ben Hemson: 3 motions requested from BEDAB. How did they meet last year's goals? Recommendation on Business Plan and recommendation on proposed reserve fund.

Occupancy and TRT (currently at 5%. If rest of year hits targets will be close to goal. Hit all goals from a marketing perspective. Kevney stated that he wouldn't say Visit Bend did not perform even though did not achieve goal that they don't control.

Kip Barrett asked about how much supply increased. Supply increased 4% on hotel side.

Ben: BEDAB will provide letter for June 6th Council meeting. Contract goes through 2021. Stephanie Senner agreed to attend.

- a) I move to approve the Visit Bend Business Plan and recommend approval by the Bend City Council. Kevin Cole moved. Jamie Klopp seconded. All in favor.**
- b) I move to approve reserve plan as planned. Stephanie Senner and Dale VanValkenburg moved. All in favor.**
- c) I move to acknowledge that Visit Bend substantially achieved the goals set forth in its 2018 Business Plan, with the exception of aspirational goals outside of their direct control. Dale VanValkenburg moved, Stephanie Senner seconded, all in favor.**

3. Review BEDAB Strategic Planning Session | Group

Ben: Damon Runberg provided economic outlook. Driven by population growth.

Kevin Cole: At what times do housing and income disparity start negatively affecting growth? Where should it be in a few years? High wage salary and high wage industry. Ben will share once has compiled. Demographics trends.

Stephanie Senner mentioned that breadth of industry and fundamentals are important. Will always be some ups and downs.

Carolyn Eagan stated instead of talking about housing, the committee should be thinking about what should City be doing to reflect changes in the market in next 3 years? City has little influence over state UGB, cost of infrastructure; however, could ask Council to talk to state.

Keith Dodge: how do we make city more flexible. Kevney Dugan: what about your particular industry in other communities. Where are they having an easier time?

Katie Tank, Kip Barrett and Steve Curley volunteered to review feedback and start on plan. Draft for review by mid to late June. Very high level and broad. July meeting close to final draft. July 18th check in with Council. Goes into effect January 1, 2019.

Question asked if national Chamber has best practices? Jamie Christman will look into.

Karna Gustafson commented that builders can't build a shell of a building without knowing what is going in the building. Form based coding versus function based. More simple quick fixes. Dale VanValkenburg: more important with mixed use buildings.

Kevin Cole: what are roles of municipality? Regulating something for the future that doesn't exist. About guesses. Ben Hemson: purpose of BEDAB. Advocate, Facilitate, Market, Coordinate. Dale VanValkenburg: not necessarily regulation. City has ability to incentivize. Opportunity zones are a game changer. Carolyn Eagan: look at recommendations in Ben's update. Ways City can grow jobs and economy.

Dale VanValkenburg: differences with BURA. Council does not have time. Stephanie Senner: public private partnership. Ben Hemson said he will send out questions and also white paper.

Carolyn Eagan stated URA districts in Bend do not have money coming in. So can't hire and can't do debt. Don't have revenue to service debt. We are using land sales. Very challenging. Also confusion between Juniper Ridge and Juniper Ridge URA.

Ben Hemson: maybe can drill down into themes. Send questions out to BEDAB members.

Discussion regarding TRT funds and also convention facility: No appetite by state or city to go back to League of Oregon Cities to change TRT amounts and distributions. Business travel makes up about 4%.

Stephanie Senner brought up conventions and events. Kevney Dugan: Riverhouse is fairly booked. Question of facilities. Bend City code issue. Agreement codified in state code. Interests from 2003 law would come down hard on Council. Stephanie Senner: maybe put on list of things to look at. Councilor Russell stated that from Council's point of view is complicated. Kevin Cole: wouldn't private sector fill demand? Carolyn Eagan: they want some city money.

Question if we get lodging share from surrounding event spaces. Response is yes. Dale VanValkenburg: Urban Renewal plan, could event space be added?.

Carolyn Eagan: This is why we need economic development goals that City Council can use to make decisions.

Big changes in Bend were mentioned We have a University and a Master Plan for OSU. Carolyn Eagan: lots of pieces including climate change ordinance. Look at opportunities in Portland and Hillsboro.

4. CEDR Committee Update | CEDR Committee Members

Met a couple of times. BEDAB has received asks for funding. Business Registration code shared with Committee.

Do you want language changed? Something else that can be done? What is intent of how utilized? Where is my business registration funding going? If supported, then how would we do in future. No money so far has come out of bus registration fee. Came out of a one-time fund settlement from a 3rd party.

Katie Tank: likes idea of being able to fund. Karna Gustafson: similar to AHF revolving loan. Dale VanValkenburg said tried and failed in past. Carolyn Eagan: where is funding going today. Are they the right 4 or 5 places? Is there any money left? What does the broader business community want? Kip Barrett: if we decide to grant money, should be prescriptive especially for small amounts so not a lot of time spent.

CEDR can continue to scope out. Keith Dodge: investigate further. Stephanie Senner agreed. All in favor.

Ben Hemson will provide update in July.

5. Update on DC Trip & Infra Grant | Councilor Russell

Councilor Sally Russell and Mayor Casey Roats:

On April 10th and 11th went to Washington D.C. with Eric King and Katy Brooks. Lobby for infrastructure funds for 97. Also see what stones could turn over for other future opportunities. Met with state officials. NW delegation. Still in running today. From Councilor Russell's point of view, team was strong, with varying contacts and knowledge. Felt turned heads. Mayor Roats: \$50 million from state gave us a leg up. Prioritize 2 requests. 205 in Portland and ours. New economy and old meet in Bend. Walden helpful due to administrative connections. 97 has a rural connection. Significant economic dollars go through 97 on Oregon. If they put their faith in our community, we would provide a good return on investment including Juniper Ridge. Wanted harder stats on agriculture stats. Got information immediately. Possibly mid-June decision.

Kevin Cole asked if with infrastructure grant and state money, could the current plan be done. Response: yes. Plan has been through EA process, state, etc. Could move forward immediately. Not dependent on any new local money. State gas tax yes.

Letters of intent helpful to show pent up economic demand. If we obtain, will kick a lot of other processes forward (sewer).

Stephanie Senner: notes of support to congressional offices. Particularly Walden in current administration? Councilor Russell said to temper expectations. In final approach.

In absence of this grant, state will not kick out any more money.

6. Adjourned at 1:54 pm.