



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)

Monday, June 4, 2018

12:07 pm BEDAB Meeting

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

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

1. Public Input

None

2. Approve May 7 & May 21 Meeting Minutes

Both approved.

3. State of the City Event

Jamie Christman reminded all of state of the city address next Tuesday. 6/12/18.

4. SBDC Update | Steve Curley

Steve Curley announced that he took a new position. No longer working at COCC. Associate State Director at Oregon Small Business Development Center Network. Interim Director will be Jerry Schulz. Will go out to hire in early September.

Update on numbers: 335 businesses last year; this year to date 204. Pre-venture 105. Existing 103. 21 jobs created 7 retained. 75 created last year with 7 retained. Capital investment: \$1.4 million last year. \$1.8 million this year. Goal is \$1 million.

Carolyn Eagan asked about exits. Steve: seeing some but not a metric they track. Have seen a handful change hands. Demographic shift. Stephanie Senner asked if business permits could track this. Wouldn't show family changes. Kip Barrett said EDCO does now track. Carolyn Eagan suggested we share with businesses what the data shows and provide them with resources for next stages and that they have an exit strategy. Prepare our businesses for opportunities to sell. Erich Schultz asked if is a common measure of vitality of economy. Carolyn said it is an indicator of a more mature market. Kevin Cole: rate of mergers and acquisitions is a sign of a growing market. Carolyn: No economic mobility. Lack of 18-29 age population.

5. Comprehensive Plan/Zoning Next Steps | Ben Hemson

New time line: letter from Mayor Roats and Councilor Russell. July 12th open house. Question for Committee: Weigh in to Planning Commission as well? Dale

VanValkenburg and Erich Schultz think it is a good idea. We support for these reasons. Two opportunities – one at Planning and one at Council. Carolyn suggested making recommendation to Planning Commission. Wait for the planning committee decision and then weigh in again. Ben Hemson will send out Planning Commission Agenda.

6. Continue Strategic Plan Discussion | Group

Carolyn Eagan: BEDAB been tasked to advocate and facilitate, and with marketing and coordination. Most fall into advocacy. Wants to talk about other possibilities. Council is eager to hear other ideas.

Possibilities discussed:

- Hosting forums like Urban Renewal 101, Housing 101. Educate and allow people and businesses to meet people in the City. CDD should also host some. Carolyn likes the idea of having standing meetings that can refer to.
- Tease out policy concerns that are further down road. Be more proactive. BEDAB has vetted climate action, sign code, and special events ahead of time. Got stakeholders in room. What are next couple of things? Leverage BEDAB's brand. What does the City govern? Do not bring in more regulations for no reason.
- What's next? Who is building new technologies. How do we get them here? Focused marketing that Bend is open for business to certain businesses. Work with EDCO.
- Keep businesses informed of issues like full employment and to follow legislation that might be of interest. Shows businesses that City is thinking of them and what we are looking at in depth. Suggest that they think about an exit strategy. Stephanie Senner suggested something similar to the snow removal communication.
- An economic opportunity analysis was done during the UGB process and certain industries were identified. Look at the analysis.
- Hold roundtable meetings. Cluster, Education, Transportation.
- Take advantage of opportunity zones.
- Advocate for better state wide policies. Have lobbyist come and speak.
- Smart Cities
- Look for ways for Council to recognize workforce development. – Calendar of graduation.
- Look at Economic Opportunities Analysis (City) and SEDs (COIC). Comprehensive economic development analysis (State)

Carolyn asked what are goals next 3 years. Also be aware of two timelines. 2028: UGB and 2040: TSP. What could we accomplish by these timelines? Carolyn – focus on jobs and employment not housing. Council has a land use vision not an economic development vision. Use data we have in City to poll businesses.

7. Adjourned at 2:06 pm