



CITY OF BEND

Minutes

Bend Economic Development Advisory Board (BEDAB)
Monday, February 4, 2019

12:05 pm. BEDAB Meeting

Roll Call: Stephanie Senner-Chair, Keith Dodge-Vice Chair, Brenda Speirs, Erich Schultz, Jamie Klopp, Kevin Cole, Lisa Goodman, Travis Davis, and Wendy McGrane
Jim Sansburn, Kevney Dugan, Kip Barrett, Jerry Schulz - ex officio

1. Public Input

Tony DeBone, Deschutes County Commissioner: Wants to be more involved here.

2. Approve January 7 Meeting Minutes

Approved.

3. Introduce Chamber Ex-Officio | Jim Sansburn

Introduced Jim Sansburn: CFO Hayden Homes in Redmond representing the Bend Chamber of Commerce.

4. Climate Action Steering Committee Survey Results | Cassie Lacy

Cassie wanted to update group. Reminder that Jamie Klopp is on committee. Working group meetings held in fall. Update on survey and strategies considering. Want to get BEDAB's input on high ranking climate action strategies. Survey closed yesterday. Data Cassie is presenting is from week ago but ratings staying consistent.

What's next: Consultant doing analysis of survey. Need to determine the costs, greenhouse gas reduction potential, ability to scale with Bend specific information, co-benefit analysis for the top strategies.

The would set targets and determine metrics and determine implementation details and responsibility.

66% felt important felt the important for City to take action vs 25% who felt it was not important.

Rank of co-benefits:

Protecting the natural environment 79%

Community health and safety 78%

Economic vitality 72%

Affordability 71%

Want feedback: What industries would be strategies help/hurt?

Energy Supply

- Simplify and speed up permitting processes for renewable energy installations.
- Investigate investment in renewable community energy sources.
- Provide financial incentives for renewable energy installations.

Stephanie Senner mentioned #1 one aligns with BEDAB. Learned in past that hard for City to be a loan entity. Cassie responded that City may not be entity implementing. Questions asked if we know # of permits vs rest of permits; if process is complicated and slow now; and do we want to put ahead of others.

Kevin Cole might have some concerns with #2 and City contributing. Should be market driven. Kip Barrett mentioned City would not likely invest, more of an agreement to purchase. For bio related companies, would help with capacity of city waste plant. There could be a path in certain scenarios.

Energy supply may not be best one to invest in.

Energy in Buildings

- Create policy incentives
- Create financial incentives
- Create community outreach and education programs
- Develop new programs and tools that help community. Members measure their energy use.

Where does money come from to create financial incentives? State and federal programs exist. Seems duplication when city funds are tight. Travis thinks this is the low lying fruit especially commercial. Residential already building efficient homes. Older homes and existing buildings are the biggest users of energy due to leaking. What is missing? Knowledge and some incentives. Kip mentioned misalignment of interest. Owner vs tenant. Tenant paying for energy. Owner would have to pay for upgrades. Erich is a marketing issue. Makes property more desirable. Need to do for future. Travis: Education important. City has an opportunity to require more from franchisees. Jerry: need to know about how much effect would be on each sector.

Waste and materials:

- Create programs that help residents and businesses reduce waste
- Create new programs and tools that help residences and businesses reuse materials
- Promote economic benefits of purchasing products locally.
- Difficult to get a lot of gains. Promote locally has been done.

Transportation

- Invest in infrastructure that makes it easier to use alternative transportation (will work with TSP).
- Expand public transportation services to be more convenient.
- Encourage employers to provide incentives for alternative transportation like public transportation passes.

Success of #3 is contingent upon #2. It was mentioned that St Charles tried it and there was low utilization as work and transit schedules did not match.

Keith – densification missing. Mentioned Central district. Erich mentioned schools. School bus versus parents or kids driving. Stephanie pointed out that have to live more than a mile away from school for a bus to be provided. Need smaller busses for K-3. Get school district involved.

Travis – electric vehicle power stations. Has it been talked about?

Email Cassie or Jamie any further ideas.

Steering committee coming up with 15 priorities this month. Can share in (April).

Share results of consultant analysis – (July)

Consult BEDAB as a stakeholder in implementation planning (May-July).

Ben click through rate good but not many opened last week when mentioned survey.

5. EDCO Quarterly Update | Kip Barrett

Program results for Q4:

Move: 1 vs 5 done deals. Grow 1 vs 8.

Visits and leads, assists and referrals lower. Experts and SOE higher.

Through Q4:

Move 6 companies vs 5 but jobs and dollars are lower. Smaller companies. Stephanie asked why have a target that can't be met. Grow 2 companies vs 8. Jobs close. Industrial land inventory is a constraint. Stephanie asked what types of companies do we want to move here?

Kip: Will see significant progress in 19.

Travis how does this look relative to neighbor communities like Redmond. They have space/land to add manufacturing jobs (more employees).

Wendy asked about the 6 companies. Why did they move here and vs others? Products and tech companies. Moving here for lifestyle. From higher cost/higher hassle markets. A lot from California. Other areas: Boulder, Austin, St. George. Bringing workforce in a lot of cases. Some word of mouth. Erich asked how often hearing that can't find place for business. Less often per Kip. They tend to bounce early in progress before engagement is made. Don't even look at us or only very early in process.

Stephanie mentioned anti-growth rhetoric. There are other economic benefits – long term

growth of company, upward mobility. Need to have metrics that tell the story, the work EDCO does.

Kolletive moved here in 2014. Has grown to 50 employees. Not reflected in statistics. Are there metrics of maintained relationships.

Opportunity Zones: still waiting for guidance. Conference in March bringing people together. Parks & Rec looking to add commercial SDCs. EDCO's Board will weigh in. Only 2 parks allow special events.

Reminder that BEDAB advises Council. Advocacy to look at in February and make recommendation to BEDAB. Community listening events are being held. Katy stated that some adjustments made. Looking at new SDCs based on square footage, multifamily decreased. Looking at larger houses, hotels, and commercial. **Stephanie Senner made a motion that BEDAB have Advocacy look at. Travis Davis seconded. All in favor.**

6. Advocacy Subcommittee-Recommendation on COAST Funds | Kevin Cole

Advocacy recommendation to full BEDAB is to allow COAST to retain funding given in 2016. American Airlines returned funding due to success of flight. Would like to retain for future flights. **Motion: Keith Dodge moved that BEDAB funds remain with COAST. Stephanie Senner seconded. All in favor.**

7. Finalize BEDAB Strategic Plan & Next Steps | Group

Ben said there was agreement about goals 3 and 1. Feedback that BEDAB wants to acknowledge housing as a goal. Added: Support policy that results in additional housing units. Support policy that allocates funding for critical infrastructure investment. Stephanie likes broadness. Ben can measure.

Councilor Campbell wanted to get the word out that industrial vs residential land is valuable. UGB annexed areas. Kip mentioned concerns of SE corner land owners.

Stephanie: Adopt today. Get listening sessions going. Outreach. Add East Cascades spot on board.

Approved Strategic Plan as written. Wendy McGrane made motion, Keith Dodge seconded. All were in favor.

8. Adjourned at 1:51 pm.