



CITY OF BEND

## Minutes

**Bend Economic Development Advisory Board (BEDAB)**

**Monday, April 29, 2019**

Staff Liaison: Ben Hemson

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### **12:07 pm BEDAB Meeting**

**Roll Call:** Stephanie Senner-Chair, Keith Dodge-Vice Chair, Erich Schultz, Kevin Cole, Lisa Goodman, Travis Davis, and Wendy McGrane

Heather Ficht, Jerry Schulz, Kevney Dugan, Kip Barrett- ex officio

#### **1. Public Input**

None.

#### **2. Approve April 1 Meeting Minutes**

Approved.

#### **3. Visit Bend Business Plan | Kevney Dugan**

Sharing Business Plan today, would like feedback. Formal recommendation at May 6<sup>th</sup> BEDAB meeting for May 15<sup>th</sup> Council meeting. Council approves Business Plan.

Noelle Fredland, Visit Bend Board Chair is here and can answer any questions. Visit Bend adopted Mission/Vision/Values to embrace sustainability. Historically focused on economic impact. Adding social and stewardship focus. Language reflective of who Visit Bend is today. Numbers are based on 31.2%. There are 13,000 jobs in region for hospitality and leisure because of tourism. \$6.7 million projected contribution to City General Fund for FY19 - 69% of TRT.

2020 Business Plan and Budget continues to focus on Oct-May (94%). Projecting a 4% growth in TRT. Average Daily Rates (ADR) did not drop even with new supply.

Stephanie Senner asked if tourism facility/convention space is needed. Kevney sees need for mid-size space with a capacity for 400 people in a room. Do we need to ask to change city code? State law is specific with intent that facility must bring more tourists. If desired, recommendation should come from BEDAB to Council. It was suggested that background on state law and also on city code be shared with BEDAB at a future meeting. Most communities have facilities in their code.

Net income will go into cash going forward to cover costs. Not comfortable at this time to move to reserve.

Stephanie asked about tax audit on Airbnb. Carolyn said City is doing. There likely will be a nominal impact to budget, pay for audit.

Total expenses \$3,197,920. \$168,312 to reserve fund.

Only addition suggested was mentioning business tourism. If have any additional feedback, send to Kevney so can make changes before next meeting on May 6<sup>th</sup>.

**4. EDCO 2019-21 Scope of Work & Strategic Plan | Kip Barrett**

Kip shared revised Scope of Work incorporating feedback from last meeting. Changed to more services oriented Scope of Work. Question asked regarding issues of lack of commercial and industrial space as well as housing. Response was they are targeting businesses that fit in current environment. Wendy likes condensing to one page. Makes it more relevant to BEDAB. Stephanie stated that it looks like goals that can make happen barring unusual outside forces.

Suggestion made to move #5 – new flights down to under notable goals.

**Motion: Scope of Work accepted with amendment to move # 5 to other notable goals. Wendy McGrane made motion and Lisa Goodman seconded. All in favor.**

Suggestion made for presentation to Council. Add to presentation infographics like airline, Milliken Report showing accomplishments.

**5. BBA 2019-21 Expenses & Business Registration Fee Changes | Ben Hemson**

Council recommended fee changes including raising business registration fees. BEDAB discussed creating late fee and new registration fee, keeping renewal the same. Beginning with Leap in October 2019, would bring in \$29-31,000 in new revenue. General fund allocation will be reduced by about 33% meaning business community will bear more of cost of EDCO through business registration fees.

Ben asked for volunteers for CEDR. Add Keith. Need to set up criteria for sponsorships.

Suggestion made to look at incentivizing inclusion. Get data and bring back.

**Motion: Accept budget as presented. Keith Dodge made motion, Kevin Cole seconded. All in favor**

**Motion: Amend fees to \$50 year for renewals, \$70 for late registration, \$75 for new registration. Keith Dodge made motion, Erich Schultz seconded. All in favor.**

**6. City Mural Code Discussions | Ben Hemson**

Council/City received request to develop a mural. There is currently no code outside Maker's District regarding murals. Referred to Planning Commission. Implication – if Planning Commission and Council don't approve/put in code, existing murals out of Maker's District would be non-conforming and would be subject to code enforcement. Monitor, reach out to businesses who have current murals or might want them. Those interested should weigh in now.

**7. Juniper Ridge Update & Timeline | Ben Hemson**

Moving along. Matt Stuart, Urban Renewal Project Manager is helping. The Juniper Ridge Plan was amended to add the North Interceptor as a project. Construction moved up and is expected to begin in summer 2019. BURA Chair Livingston will receive email regarding prospective appointments to Advisory Board. Hoping for appointments to be made at the beginning of June with meetings starting in July.

**8. Adjourned at 2:05 pm.**