



CITY OF BEND

## Meeting Minutes

**Bend Economic Development Advisory Board  
(BEDAB) Monday, May 6, 2019**

---

**12:04 pm BEDAB Meeting**

**Roll Call:** Keith Dodge-Vice Chair, Brenda Speirs, Erich Schultz, Jamie Klopp, Kevin Cole, Lisa Goodman, and Wendy McGrane

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

### 1. Public Input

None

### 2. Approve April 29 Meeting Minutes

Approved

### 3. Visit Bend Business Plan-BEDAB Recommendation | Kevney Dugan

Carolyn Eagan mentioned there had been a question regarding markets for media buys. Councilor Piper: one Councilor had suggested minimizing marketing and maybe looking at different markets. Councilor Piper wanted to know more on how markets are chosen and if visiting relates to in-migration. He said he does realize return on investment is important but wants to make sure aren't duplicating markets.

Kevney Dugan said this is a good reminder to him. Did miss including market information in presentation. Did not change plan but added Tourism Ecosystem page. Addresses how Travel Oregon, Visit Central Oregon and Visit Bend market and to whom. Communication goes on behind scenes between Visit Bend and Visit Central Oregon. Visit Central Oregon tends to market to the more affluent as they market for resorts and stays are longer. Visit Bend targets Portland (primary market), Eugene, Seattle, San Francisco, Sacramento, Boise (to a lesser extent). Return on investment focus.

70% from State of Oregon. 55% from Portland, 15% Eugene I-5 corridor, 15% Northern California, 15% Washington. Seeing some upticks in other areas some related to flights and Visit Central Oregon. 80% via vehicle.

Carolyn: Visitors becoming residents "tracked" in past via survey only, not actually who moved. What did you learn? Kevney: is there a direct correlation? Don't have information. Councilor Piper: way too many variables to pinpoint. Others things play a part. Carolyn mentioned that a 1,000 businesses depend on tourists coming to Bend. Kevin Cole feels positive impact more than offsets negatives. Kip Barrett mentioned recruitments of businesses for employees are more successful if

employees have heard of Bend and find it desirable. Allows to recruit businesses.

Kevney mentioned that target audiences on list are refined due to seasonality. Keith Dodge: if changed mission seems more harmful than helpful to tourism, businesses. Would it help housing – no correlation. Councilor Piper said the additional slide is helpful. Carolyn mentioned that the data is not collectable from other sources.

**Motion: Wendy McGrane motioned to support the Visit Bend Business Plan. Erich Schultz seconded. All in favor.**

#### **4. Council Goals & Council Check-In Recap | Chris Piper & Kevin Cole**

Work session – how BEDAB goals tie in. Buildable Land Inventory is being worked on. Starting with residential, then commercial and industrial.

Councilor Piper: economic vitality (housing, employment lands).

Carolyn Eagan: Juniper Ridge, Urban Renewal, Airport, Affordable Housing. More tax exemptions adopted. Private- public partnerships. Will vet with BEDAB prior to taking to Council. North interceptor moved up. Will help Juniper Ridge. Juniper Ridge Management Advisory Board applications are with Council now. Matt Stuart will do Core Area and Juniper Ridge. Formal announcement in June to BEDAB.

#### **5. Bend Innovation District | Katy Brooks**

Update on big picture on innovation districts. Want to bring to Council in next few months. May 2017 – proclamation for Emkay, Colorado Simpson area. Passed but did not gain momentum. OSU Cascades has added 15 acres on their site for innovation district as part of Master Plan. RFP for feasibility study. Is now underway.

Article on what makes them work from the Brookings Institute. Anchor of district being housed in academia. Acts as a place making process. Can go after grants, accelerate process. Walkable, vibrant part of town, spaces where people gather and exchange ideas. Includes housing, outdoors, connectivity. From OSU down to river.

Carolyn talked with Cassie Lacy, Sustainability Coordinator for the City. Could test sustainability learning labs. Also technologies. Location adopted in proclamation. Want to adopt in Municipal Code with handful of criteria. Same sort of boundary as Economic Improvement District (EID). Also might be able to try different housing types. Question asked if there were any risks. Response: doesn't see any. Keep separate from development code. Mixed use zoning. Programming: can be outside district as part of programming.

Carolyn Eagan: Will go bigger than just in proclamation. Colin include all MU there on map. Kip Barrett what about MU and MR. Can look at. Council looking to set a date for work session. To BEDAB in June with map and draft list of criteria. To work session after when there is time.

Other than grants, what are benefits? Helps with leverage. Talent recruitment. Known internationally. Incentivize development in area.

Next steps: proposal, map and draft criteria to BEDAB. Will look at other zoning. Kip – check inventory of land.

**6. Adjourned at 12:59 pm**