



CITY OF BEND

# Minutes

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

**Monday, March 2, 2020**

**City Hall | Council Chambers**

Staff Liaison: Ben Hemson

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## **12:02 pm BEDAB Meeting**

**Roll Call:** Keith Dodge-Chair, Travis Davis-Vice Chair, Brecht Palombo, Kevin Cole, Wendy McGrane

Karen Koppel-Alternate

Heather Ficht, Jim Sansburn, Kevney Dugan, Ken Betschart, Roger Lee- Ex Officio

### **1. Public Input**

None.

### **2. Approve February 6 Meeting Minutes**

Approved.

### **3. Introduce New COCC-SBDC Director | Ken Betschart**

Introduced self as new Director.

### **4. Visit Bend Quarterly update & Business Plan Review Process | Kevney Dugan**

Quarterly review as well as Business Plan timeline. July-Dec 2019

TRT collections up 8.8%. (Projected 4%. Thinks will come down.) Hotel growth year over year did not grow for the first time. Down in November and December. Vacation rentals carried increase.

Demand still up. Occupancy fluctuates based on supply. More weight on demand.

Traditional \$500k for December: \$320k-\$330k from hotels.

Website: unique visitors – up 23.4%. Driving traffic to industry stakeholders.

Sustainability and brand development: renewed focus on content creation. 23 short form videos. Pledge for the Wild up to 15 towns. Cascades Gravel Scenic Bikeway developed. (gives e-bike users a place to recreate). Marketing arm. Also partnering with group that does GPS mapping.

Partnered with Google to serve up content to their knowledge panel regarding Bend. Hoteliers are concerned about vacation rentals.

Timeline: March goal setting. Begin business plan after. Between now and May, let Visit Bend know of any concerns so can build into plan if appropriate.

## **5. Childcare Goals & Council Community Building Subcommittee | Carolyn Eagan**

Megan – working on exploring modular units for temporary childcare assistance. Do have some 34 land prospects in works. Working with providers like St Charles to see if can partner. OSU/COCC pilot. Trying to convene a group of financial partners who could provide financial tools to providers. Oregon Community Foundation - possible financial assistance. Looking at a lot but still is up in air. Struggling on land piece.

Keith asked if they have any paperwork/information about tax credits available instead of just saying contact your CPA.

Where can modulars go? Carolyn: it is possible. Ben: will state license it? Site and project specific. Carolyn: private schools. Get a listing of schools. Building buzz.

Memo to Council provided to Committee. 1. Communication with businesses. Is it an issue? 2. Outreach to smaller provides to increase size. 3. State barriers. Need to understand repeated barriers. Start to have conversations about which need to be changed and by whom. 4. Lack of housing as a crisis. Resolution on books at City. Will do a similar resolution for childcare. 5. Council creating a fund to subsidize building fees. 6. CDD staff who will work with providers to take across finish line.

Megan is in conversations with Wonder School which is like Airbnb of childcare. They manage and help market in-home facilities. They are interested in working here. Might be an interesting tool.

Ben: Communication piece – sent out a quick survey. No one said yes, some said no. Others interested by don't have resources. Will do digging on who businesses might be. Travis suggested businesses with HR managers. Heather – industry community.

## **6. Core Area Code Changes | Ben Hemson**

BEDAB provided feedback to Council regarding Core parking and maximum size. Committees agreed. Council voted for changes. Tax incentives (MUPT- property tax abatement) being discussed in worksession. Travis says his contacts say this is important. Ben: have to take into account taxing districts. Only would be dollars that go to City. Russ also talking to Council about SDC financing programs.

## **7. Future Topics for Advocacy Subcommittee | Ben Hemson**

Over last 3 or 4 months, focused on working on Council subcommittee process. Section 4.7, Core Area. Build out list of topics for future.

Upcoming planning commission worksession. Know what is moving through Council. What else is out there? A list of topics gives Ben a reason to communicate about if BEDAB discusses.

- **Remote workers – who are they and discuss their value to community**
- **Construction industry workforce efforts**
- **Business relocation program – Core Area and US 97 construction impacts, 40 businesses. Need smaller lot sizes than Juniper Ridge currently offers. Also use changes. City does not have a relocation program. DO FIRST.**
- Corporate activity tax debrief – possible update. More informational. Could be data opportunity for Bend businesses.
- Regional health initiatives – Brecht entrepreneurship – hard to get or too expensive. Is a hurdle. Is an issue if don't have employees. Also consultants, sole proprietors. Try to understand who is not accessing right care. Carolyn: mental health, environmental, other transportation options. Regional Health Plan information coming out. Lack of specialists. Heather – look at physicians agreements. Have Health Council come in.
- Transportation next steps – city roles, COIC, funding after bond, sources/services.
- Coronavirus preparedness – No. Send out information in weekly update.
- Police department diversity, equity & inclusion initiative
- **Karna: next UGB discussion, may reduce price of land as bring in more. What does City need to start to get on radar. Russ: discussions are happening. Look at next budget. Public communication: Where we are now? Need to think longer term.**
- **Building Land Inventory - Carolyn: why is land not available? Cost, infrastructure, etc. Including areas being pulled into UGB. Russ can provide update. Can ask Council for update for BLI.**

Kevin suggested topics along lines where we have impacts. Tangible action. Due to limited time. .

Public Comment: Gary Vodden– no deadline to review UGB per Nick Arnis. Carolyn: paper regulation. In City Comprehensive Plan, committed to review in 5 years, so 2021. Conversations are going on internally. Do we want to be more visual/public in what city is doing?

## 8. Adjourned at 1:39pm