



CITY OF BEND

Minutes

**Bend Economic Development Advisory Board
(BEDAB) Thursday, June 11, 2020
Virtual Meeting-Via Webex**

Staff Liaison – Ben Hemson

Noon BEDAB Meeting

Roll Call: Keith Dodge-Chair, Lisa Goodman-Vice Chair, Brecht Palombo, Brenda Speirs, Jamie Klopp, Kevin Cole, Stephanie Senner, and Wendy McGrane

Karen Koppel-Alternate

Heather Ficht, Jim Sansburn, Kevney Dugan, Roger Lee/Don Myll- Ex Officio

Mayor Russell

1. Public Input

None.

2. Approve June 1 Meeting Minutes

Approved.

3. Review & Recommendation FY21 Visit Bend Business Plan | Group

Ben updated that he shared a message regarding Visit Bend business plan with TRT remitters on Monday. Message had a 45% open rate. NLA also discussed business plan a little bit. Kevney said there were only small edits since the one BEDAB reviewed earlier in the month. Also shared with industry stakeholder list. Some said they want to get started with recovery. Focus on recovery but still be thoughtful to community during a health crisis. Organization is nimble.

Kevin Cole asked if there was any response on EIDL application. Have received notice that they will be receiving \$149,900. Not included in budget as they are waiting to receive. Do you plan to spend on additional activities? Kevney said he would like to spend and reinvest into plan. Are you going to update projections to Council? Response: yes. How to account for is being discussed. Want to prioritize investments in recovery. Have never borrowed in past and want to pay back as soon as can. Payments required next year.

Stephanie Senner she thinks Visit Bend plan that allows for a lot of flexibility but also holds some reserve. Marketing is world class, multilayered and integrated.

Fully support Council passing plan. Right plan for right now.

Carolyn wants to address repayment. Recommends that BEDAB recommend Council to adopt business plan without repayment. First dollars that come in above \$2.1million would go toward repayment. Kevney is supportive of that. So many unknowns. Allows Visit Bend to commit to plan. If come in above projections, then can payoff \$35,000. If commit to repayment schedule and come in under projections, then is an issue.

Stephanie asked if \$35,000 a program impacting amount? Response: They are tourism funds, finance is comfortable with this. Will be a bigger hardship if don't invest funds well.

Kevin Cole asked what is feel for occupancy rate in relation to projections? Response: most recent. May 31-June 6th average 44% versus 70% last year. Has been pretty steady. Bigger issue is less room nights along with an average rate that is way down. \$100 vs \$170. Revenue projections: 70% decrease for May. 55% for June decrease. About 5% better for May and so far for June. The quicker we see occupancy rates rise, the average daily rate will go up. Numbers are still not pretty.

Keith asked if Visit Bend has a contingency if have to go into shut down again? Kevney's response was we go back to bare bones. Marketing dollars are weighted towards digital outlets. Can turn off immediately if necessary. Not investing full breadth of reserve fund. They are in a good cash position across board but the plan balances hard reality in case it happens. Will keep in contact with health information. Will not market to a geography where cases are prevalent.

Stephanie brought up that STRs are converting to longer term occupancy or selling. Kevney said they are watching.

Motion: Stephanie Senner moved that BEDAB recommend Council to adopt the Visit Bend Visit Bend as is and recommend that no repayment of funds the coming fiscal year with provision that first funds above \$2.1 million would go towards repayment. Jamie Klopp seconded.

Keith Dodge: aye; Brecht Palombo: qualified aye, questions goals; Kevin Cole: aye; Stephanie Senner: aye; Wendy McGrane: aye; Brenda Spiers: aye; Motion passes.

Ben asked if want to recommend to Council to hear from Visit Bend later in year. Stephanie: more visibility is better. Kevney is happy to report as much as any one would like them to. January or February: give a 6 month update. More regular reports to BEDAB or to Council. Maybe recommend a midpoint check in for Council. Update on where trending in TRT. BEDAB gets updates. Kevin suggests deferring to Council. Keith asked if we need a separate vote? Mayor Russell said she recommends statement coming from BEDAB. BEDAB's job is to review and recommend and give reason's behind. Let's wait until we hear update. At that point we can recommend Council to hear. BEDAB hears quarterly. Stephanie mentioned the main point is that Council meetings are well reported. Is a

transparency question. BEDAB can look at first. No need for new motion.

Mayor Russell mentioned that Council will be looking at budget again after November when County revenue comes in. Council depends on BEDAB to look into in-depth. Keith Dodge said important for BEDAB to do our due diligence with quarterly Visit Bend check-ins.

4. BEDAB Strategic Plan & Potential Revisions | Carolyn Eagan

Need to reimagine portion of Council's economic vitality goal. This is where Economic Development department fits and BEDAB. Primary goal was increase supply of shovel ready land for housing and employment. There were four strategies. Now contemplating a new strategy 5.

New strategy: Build community and economic resiliency in response to Covid-19.

New action: business and family support assistance

New action: new industry development focusing on adaptation

New action: thinking about vulnerable populations

New action: around natural resource stewardship

Wanted to give context. Use City's CARES funding for business assistance and also connecting businesses to what is out there from others.

BEDAB Strategic Plan: there is room to rename/revise current list.

Current list Talks about business satisfaction. Growing and developing a talented workforce. Continue to make sure have adequate land available.

Stephanie – subgoal infrastructure Innovation District? Response: There is still a partnership with OSU. They have made a grant application. Still in works. Not on hold. Progress has slowed down.

Ben: Travis couldn't be here he shared that goal 1 needs to be reworked. Increase business satisfaction for those doing business with City of Bend. Goal 2 and 3 components still relevant.

Ben is working bringing information on buildable lands inventory. Also bring in EIPD to discuss CIP and what is moving forward. Also childcare. Where do folks stand? What jumps out at you that should be discussed?

Stephanie Senner: on childcare topic, said there is an added urgency because of school closures and lessening of summer programs. Is as important as ever for employers that their employees have access to childcare. Under first set of goals, already doing great communicating. Economic Development department doing great. We do need to make sure we are listening sessions with under represented businesses. Get ahead of satisfaction issues. Holding space for that is important. Create a connection to Council's DEI goals. If we hold a purse and giving money out, must be aligned to Council's goals.

Brecht Palombo – most people he is talking to, uncertainty of schools is a major

factor. Would like to hear from businesses that are not tourist related. Will provide for more stable future. Talent is a concern as well as cost of living. Listen to them.

Keith Dodge: remote workers do not work for local businesses. Creates issues. Does it help or hurt? Adds to workforce housing issues. Brecht Palombo said he disagrees. They do spend money in local economy. Kevin Cole said we are going to attract remote workers no matter what. Agrees with Stephanie regarding childcare. We can have traction. School scheduling may create workforce challenges.

Stephanie Senner said infrastructure helps everything in regards to broadband and other resiliency. Can we say we need to be wired fully? Market can then shape the demographics. Also create a community for remote workers. Role of city government is important for BEDAB to think about. How much regulation do we impose? How much stimulus? Objectives around regulation, connecting disconnected units like Parks which is a big childcare provider. How do we get more infrastructure investment? Direct grants worry her.

Ben: childcare discussion in July or sooner. Stephanie: rattle cage on broadband providers and asking them provide reporting on what service levels and overlay on map of business lands. Offices can be houses. Overlay service areas over where gaps exist.

Keith Dodge: infrastructure bond question. City will have a shortfall. Need to focus on residential and buildable lands. Also continue improvements that were going to happen with the bond. Ben will reach out to chair and vice chairs about prioritizing these. Ben will set up plan for summer. Updates on topics, actionable goals. Maybe have shorter more frequent meetings. Maybe have a plan/schedule in July or August. Can also discuss at Advocacy once more defined and policy related.

Stephanie – Follow up on a process for direct grants. Review RFP from past and what went well and what didn't. Ben said he likes the idea but can also look at AHAC's process.

5. Future BEDAB Discussions | Group

See above.

6. Upcoming BEDAB Openings | Ben Hemson

Existing members that term off don't leave until replacement is appointed. Stephanie and Wendy terming off. Will open up to applications soon. If think of any potential new BEDAB members, send them Ben's way. Stephanie willing to continue on. Would like for Board to consider certain industries. We should look long and hard at who is not at the table and who never gets to be at table. Ask Council to carve out a seat for those not represented. Maybe minority business owners. We did an intentional job of finding woman in past. Encourage members to consider who might be missing. Kevin Cole said a childcare provider or at least someone who knows about childcare as a business.

Mayor Russell said it is timely to think that way due to DEI Council goal. Think

more creatively in that arena about business sectors that we are missing. Please communicate ideas. Heather Ficht asked how are members reached out to and elected. What is process? Response: Committee openings are posted. We send out announcement and Mayor appoints. Ben said we share announcement with business registration list. We accept all applications however, want business diversity in membership. Ben ranks for Mayor and Councilor Piper. Writes a brief narrative and ranks on industry. Council also tries to look at other diversity including geographic.

Heather mentioned that people of color in our committee get tapped for many committees. However, ask them who they think might be good. Some folks being asked. Wendy happy to stay until find replacement. Some other considerations that we haven't thought of with Covid-19 that might add unique perspectives. What are businesses that are thriving during this period? Be curious about different perspectives.

Start having conversations now.

7. Adjourned at 1:17 pm.