



CITY OF BEND

# Minutes

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

**Monday, September 14, 2020**

**Virtual Meeting due to Covid-19 - Via Webex**

Staff Liaison: Ben Hemson

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

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

Heather Ficht, Jim Sansburn, Ken Betschart, Kevney Dugan, Don Myll- ExOfficio

### **1. Public Input**

None

### **2. Approve August 3 Meeting Minutes**

Approved with exception to correct first line after item 4 which has a typo.

### **3. Advocacy Subcommittee Discussion: Housing & HB3450 | Kevin Cole**

Does BEDAB want to recommend ask discussed in Advocacy Subcommittee to Council?

Micro-unit development. Proposal was originally to allow in all residential zones. After input from NLA, Planning Commission changed to only allow in mixed use zones and not allow in RL and RS. Common kitchen provided for every 10 micro-units Density: 4 micro-units = 1 dwelling unit. 150-400 square feet. Lower parking requirements but on par with Core Area. Goal to remove barriers to get things built.

Small dwelling unit developments. Zero lot line developments – allows stacking. Intended to provide more usable yard area and development flexibility. 10 feet between lots not a 10 foot setback for each lot. Pauline confirmed cannot become short term rentals. Would be possible to have an ADU or duplex in small dwelling unit developments. State law allows with single family. Advocacy felt these changes were consistent with BEDAB goals.

HB3450 – Allow high density housing in areas zoned for commercial mixed use districts. No more than 40 acres. Not allowed in industrial (IL). Already allowed in commercial limited, general commercial and mixed use. Only change is to remove requirement that first floor must be employment space. Not allowed in opportunity areas or master plan areas. No more than 5 acres. Showed map of what is eligible and vacant.

Keith asked what happens if owner of land decides to convert? Mentioned example of RV & Marine. Is there a place for them to relocate? Need to be cognizant of this concern. Pauline: had to first identify employment land that was developable. Maximum of 40 acres, total only 10%. Travis – we need all the levers to increase affordable housing. In favor of all. To Keith's point, do need to watch out for employment lands and make sure don't disappear. Might shift only 1-2%. Would allow to go without retail on first floor. Helps a bit but doesn't swing it very far.

It is up to BEDAB to decide if want to weigh in and if so, regarding what specifics. Lisa had concern regarding SDCs, that might not be as affordable. Does it accomplish goal? Ben's response – once City View goes into effect, City will look at SDCs.

Kevin what is Advocacy's recommendation? Don't necessarily need to weigh in. This is deregulatory in nature. For that reason is a good move, could support. Lisa would like us to weigh in. Doesn't see it as a conflict with business interests. Would be a win for employers. Falls in line with goals and objectives. Heather is in support of having a favorable opinion. We don't have a lot of opportunities that impact workforce. Ben – we can support and site concerns regarding large lots. Travis – question on public feedback. Pauline received a lot of comments on micro units. 50/50. Planning Commission did remove the allowance in RL and RS zones.. Similar to apartments.

Travis said this is giving developers opportunity to be creative and see how the market responds. Development Code still governs. Lisa agrees.

Lisa Goodman made motion in support with notation about parcel size concern and SDC discussion. Travis Davis seconded. Others in favor. Ben will draft letter and Chair will sign. Will share draft with Travis, Lisa and Keith. Stephanie mentioned that bunkhouse in Prineville is a good example of way to use in pro workforce way.

#### **4. BEDAB Strategic Plan Review | Group**

Received some feedback.

1 - Business satisfaction. Needs attention. Planning a fall survey. Listening session: held 1 of 3 in 2019. We have weighed in on policy recommendations 3 times including today's meeting. Feedback so far has been listened to by Council. Completed goal of expanding mailing list. Open rate slightly lower than goal. Click through rate is a bit lower. However, we want eyes on information not on getting clicks. Stephanie suggested an engagement metric. Frictionless permitting: waiting on City View. Now late 2020. By next Council check in should have a more definitive go live date.

2 – Grow a talented workforce

Childcare. Lost a lot due to Covid-19. Was on track prior to shutdown. Maybe goal should be maintain the number of slots that existed prior to Covid-19.

East Cascades Works – appointed an ex-officio member to BEDAB. Heather will provide information at future meeting. Stephanie suggested putting in newsletter.

Housing policy is on track.

Support objectives that increase infrastructure funding in Goal 3. On track.

### 3 – Ensuring an adequate supply of land

Buildable lands inventory – BLIS launched in summer 2020 for residential lands only. BEDAB can push for commercial inventory.

Ensure JRMAB meets. – they are continuing to meet. Advocacy will receive progress report in late September.

Survey sample of development community representatives on concerns and sentiment -in progress. Surveyed once in 2019.

Thoughts?

#### Goal 1–

Covid has changed things a lot. Lisa – would it be timely to conduct a business satisfaction survey or some listening sessions regarding current concerns. Reach out proactively. Heather said to focus on common industry needs. Those most impacted. Lisa asked if staff needs help on fall survey? Ben said will bring to BEDAB in October or November. Could peel off into smaller working group. Keith agrees need to find out current priorities of what businesses need now. Lisa – may want feedback first before we change goals. Stephanie – listening session last time was selected group. Survey will be more inclusive. Wildfire resiliency and smoke may come up especially in developing Juniper Ridge. Lisa said feedback/surveys need to be more than annually. Need to be more flexible. Especially in current environment.

Ben said not talking business satisfaction more like impact. Keith said 2 and 3 should stay. Need to look at 1<sup>st</sup> goal. Stephanie – need more feedback mechanisms. BEDAB cannot represent all business types. Gather more input without fatiguing people with surveys. Lisa – core of what we do won't change but we are out of touch with current changes. Need to increase feedback.

BEDAB wants more frequent updates on goals.

#### Goal 2–

Lisa – childcare, sense of urgency. We have lost 60% of slots due to Covid-19. Want to make sure it stays in sharp focus for this group. Is a huge issue for employers and workforce. Stephanie – what can the City actually do to help? Heather – Better Together. Would be helpful to amplify those messages. Ways for employers to engage. Value to refresh ECW programs. Finds cross cutting workforce needs. To push relationship further. Received some funding. Wants to be strategic.

Katy Brooks– if do a survey and want to check in on childcare, micro centers. Childcare inside businesses. Need business to step forward. Need to get word out. The Chamber is moving forward with RFQ. Stephanie asked if City can be one of these businesses with childcare space. Ben – City has been working on things, but not sure where we stand. Ben will send message out about subcommittee.

Table discussion and take back up at future meeting as we have lots to cover.

## **5. EDCO Quarterly Update | Don Myll**

All of his time now is outreach regarding CARES Act, other resources available. Touched many companies in short time frame. Mostly traded sector companies. Response was positive. For the most part Covid-19 is behind for traded sector. Have pivoted beyond. Many companies participated in CARES Act funding. Supply chains issues are resolving. 2/3rds of jobs are back. 7 companies are discussing moves to Bend. There were no relocations in first 2 quarters. Likely one in Q4. May have accelerated timing but most were already thinking about.

Start - vibrant. Entrepreneurs active and there is venture capital funding. In middle of BVC conference.

Grow – actively assisting companies. 6 grow projects. Enterprise Zone. Manufacturing, engineering, bioscience, and tech. Aviation industry. Incentives require employment targets. Covid-19 has affected meeting those targets. Working with companies and legislature to resolve.

Events – still happening. First virtual, then a combination, now some in person. BVC is happening.

Concerns: property tax exemption with enterprise zones. Roger working on requesting changes. Land shortage and expense. EDCO is involved in SE Area planning (Elbow).

Fire: polling companies. Supply chain is a bit constrained. Couple of companies laid off people briefly due to air filtration issues.

Mostly positive. Juniper Ridge is receiving a lot of attention. The Bend Airport is receiving a lot of interest. Will send out regional progress dashboard.

Brecht – is there something EDCO can do to help with in recruiting employees? Roger mentioned IBEX. Have worked with in the past and will continue.

Roger – regarding Start. 19-21. Increased revenues by \$24 million, added 86 jobs. Engaged 98 angel investors. Stable of experts – mentors for companies engaged 417. 467 companies assisted.

Travis said nothing was mentioned about changes due to Covid-19. Don: Will we see an uptick. Employees are moving here but companies not as much. Companies are not moving just allowing people to work from home. We will see some companies get fed up but too early to tell. Roger said he sees accelerating timelines. Sees companies making own decisions and not involving EDCO. Travis asked about civil unrest in Portland and perception of northwest. Will it affect us at all in Central Oregon? Roger said we have heard from companies about ICE incident in Bend. Was likely in context with unrest in Portland and Seattle.

## **6. Chamber Business Resiliency Grants Process | Brenda Speirs & Ben Hemson**

Skipped due to lack of time.

## **7. BEDAB Recruitment Update | Ben Hemson**

8 applications received so far. Others have shown interest. Brenda – is there a hole in business type? Ben said maybe development. We are seeing more interest from those have been impacted harder due to pandemic which is good.

## **8. Business Advocacy Budget Update | Ben Hemson**

Business License Revenue by month. Funded by business registrations. Funds the Business Advocate and EDCO contract. We are down a bit. Business Advocacy fund: with launch of City View we were going to charge more for late registrations but City View has not yet launched. Some impact from Covid-19 and delayed payments. Operating at a deficit. Will be some returned funds when EDCO had no Bend area manager.

All City departments were asked to reduce budget by 10% - we reduced discretionary to almost zero. We could not do a full 10% due to salaries. Reserve analysis – carry over from last year, required contingency. \$50,000 available for reallocation before shortage. Estimated balance by end of next fiscal year FY2021 \$3,593. Getting some revenue back from EDCO, \$10,000. Do you want to allocate some of \$10,000 for sponsorship for BVC.

Wendy – what is need of sponsorship dollars? Is it different from past? Roger – given venue limitations, attendance will be smaller but will need multiple venues. Anticipating costs up and revenue down.

Roger said there was no contractual obligation from EDCO to return funding. Carolyn and Ben made offer. No deal was made. Was a conversation. Is BEDAB interested?

Keith said CARES Act funds not accounted for in example as is not EDCO refund. Really will have more money. Also gap should close with City View.

Wendy, what does City benefit by providing sponsorship? Roger – presence at Conference. Marketing materials. Typical things. Stephanie – directly stimulating the economy and demonstrating we are a City in support of economic development. However, we need a check list or scoring sheet for transparency. Ben – we do have a framework that BEDAB approved late last year. We didn't have a sponsorship budget this year so didn't go into.

Travis – if it is a need to pull off, then he is okay. In support between \$5,000-\$10,000. Keith Dodge make a motion to approve sponsorship in the amount of \$7,000 as requested. Travis Davis seconded. 8 members voted in favor, Stephanie Senner opposed.

## **9. Adjourned at 1:05 pm.**