

MINUTES
Veneta Economic Development Committee
Wednesday, November 4, 2015 – 2:00 p.m.
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

Present: Jason Alansky, Linda Boothe, Thomas Cotter, Len Goodwin, Gina Haley-Morrell, Herb Vloedman

Absent: Dave D'Avanzo, Charles Ruff

Others: Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist; Ryan Frome; Economic Development Committee applicant.

1. Call to Order

- a. Chair Len Goodwin started the meeting at 2:00 p.m.

2. Public Comment

- a. No public comment.

3. Administrative

- a. Approval of Minutes:

Motion: Thomas Cotter made a motion to approve the minutes from October 21st, 2015 as submitted. Linda Boothe seconded the motion which passed with a vote of 6-0.

- b. Continued Discussion about Committee Purpose and Function:

The Committee used the exercise provided prior to the meeting in the meeting packet to facilitate the discussion.

Ric Ingham briefly discussed the role of the Five-Year Action Plan and how the document could help the Committee focus its purpose and functions.

Herb Vloedman said he aimed for three things: “establishing an accurate message of what is desired”, “effectively communicating that to the stakeholders”, and “measuring the success of adherence to that message”, and to that end listed the following goals: 1. assist in the development of clear messaging, 2. facilitate effective information sharing, 3. act as a safe conduit for ideas and concerns, 4. encourage stakeholder involvement, and 5. track success.

In response to a comment by Len Goodwin, Herb Vloedman said an important aspect is to have information and advocacy in both directions; to be a voice and pathway in both directions for both the business community and the City government.

In response to a question by Len Goodwin, Gina Haley-Morrell said the Committee is here for a common goal of assisting established businesses and to invite new businesses into the area.

After some discussion, the Committee decided to reverse the order of “to attract

new businesses and support existing businesses” to read “to support existing businesses and attract new businesses” in the mission statement and general communications as appropriate.

The Committee briefly discussed the possibility of taking on a role as a liaison between developers or businesses and the Veneta City Council. Ric Ingham responded that the City planning staff does a good job communicating with developers.

There was brief discussion about external Committee communications.

4. Implementation of Action Plan

a. Work Plan Exercise: Three Action Item Exercise:

The Committee went through the Action Item Exercise, focusing on the second item (#8, 2.1.2). The Committee discussed the Business Retention & Expansion (BRE) program being the bulk of the second item. The third item about shovel-ready sites was postponed for another meeting.

Thomas Cotter discussed to opportunity for media communications and advertising, including newspapers such as the Register Guard, and local television.

Len Goodwin said the Committee will be hosting an open house for the local business community.

Ric Ingham suggested Claudia Denton could assist in social media communications.

5. Program/Project Updates

a. Business Retention & Expansion (BRE) Program/RDI Update:

Ric Ingham gave a brief update on the BRE program. The Memorandum of Understanding was received from RDI, Inc. by staff before the meeting and was shared with the Committee. Ingham briefly reviewed the Memorandum with the Committee. Staff asked the Committee to review and provide comments if necessary.

b. Business Outreach Handbill:

The Committee reviewed the outreach handbill created by Claudia Denton and Dave D’Avanzo.

There was discussion about wording, purpose, and long-term communications related to the handbill. The Committee agreed to both hand it out to local businesses and send it in the mail later on. Overall the Committee liked the handbill and provided feedback to revise it before printing.

The Committee discussed the timeline of open houses, mailings, and BRE program events.

6. Other

There was brief mention about activities at the Fern Ridge Chamber of Commerce as well as a reminder about the WealthWorks webinar series.

7. Set Next Meeting

- a. The next meeting was confirmed for Wednesday November 18th, 2015 at 2 p.m.

8. Adjourn

- a. Chair Len Goodwin adjourned the meeting at 3:21 p.m.