

MINUTES  
**Veneta Economic Development Committee**  
**Wednesday, November 18, 2015 – 2:00 p.m.**  
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

Present: Linda Boothe, Thomas Cotter, Dave D'Avanzo, Ryan Frome, Len Goodwin, Gina Haley-Morrell, Charles Ruff, Herb Vloedman

Absent: Jason Alansky

Audience: Jim Heric, local resident

Others: Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist

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**1. Call to Order**

Chair Len Goodwin called the meeting to order at 2:00 p.m. He welcomed the Committee's new member, Ryan Frome, stating that the Committee is now fully staffed at nine members.

**2. Public Comment**

- a. Local resident Jim Heric said he wanted to sit in on the meeting and observe to understand what direction the Committee is taking and how economic development is moving forward in Veneta. He said he has seen several improvements over the years and that Veneta is a great place to live and has a lot of potential, but is concerned about the future, particularly in terms of tourism.

Chair Goodwin thanked him for his comment and said it could be good to involve local residents like Mr. Heric in various Committee activities and volunteer opportunities. He said the Committee is action oriented and committed to getting things done.

**3. Administrative**

- a. Approval of Minutes:  
**Motion: Gina Haley-Morrell made a motion to approve the minutes from November 4<sup>th</sup>, 2015 as submitted. Thomas Cotter seconded the motion which passed with a vote of 7-0. Charles Ruff abstained from voting as he had not been able to attend the last two meetings.**
- b. Distribution of New Bylaws:  
The new Economic Development Committee bylaws were adopted by resolution No. 1182, repealing the previous bylaws and resolution No. 700.
- c. Committee Membership and Positions Filled:  
Ric Ingham explained the three year membership terms for members of the Committee, and due to a need to stagger membership, the first three applicants (Cotter, Vloedman, and Goodwin) received three year terms to expire 9/14/2018, the second three applicants (Haley-Morrell, Boothe, and D'Avanzo) received two year terms to expire 9/14/2017, and the last three applicants (Alansky, Ruff, and Frome) received one year terms to expire 9/14/2016. He strongly encouraged

members with one year terms to resubmit applications to continue membership for more than one year.

**Motion:** Herb Vloedman made a motion to adopt the membership term schedule and expiration dates as explained and described on the contacts sheet. Tom Cotter seconded the motion which passed with a vote of 8-0.

#### 4. Implementation of Action Plan

a. Updated Prioritization Ranking:

Claudia Denton explained the updated prioritization ranking sheet and that it included the results from all nine members of the Committee compared to the previous version which only had results from seven members.

b. Work Plan:

Claudia Denton explained how the goals, strategies, and actions from the Veneta Economic Development Strategy: Five-Year Action Plan, 2015-2019 fit into the Committee's work plan. Each of the three items contained suggested activities, a lead person, supporting members, partners and resources, a timeline, and a budget for the Committee to review and discuss.

i. Inventory of Available Sites:

Denton explained how action item 2.2.2 "Develop a program to identify and document sites that are "shovel-ready" and can accommodate development" fits in with the Committee's work plan and staff efforts. The Committee requested to be updated periodically when various sub-activities are completed by staff.

ii. BRE Program:

Denton explained how action item 2.1.2 "Develop an outreach program to better understand and meet the needs of local businesses" fits in with the Committee's work plan and staff efforts.

There was brief discussion about the Business Retention & Expansion program with RDI, the new outreach handbill, and various subtasks.

iii. Communications Plan:

Denton explained how the proposed action item "Develop a communications plan" fits in with the Committee's work plan and staff efforts, and how this will be important for the Committee to work on even though it was not explicitly stated in the Five-Year Action Plan.

Len Goodwin opened this item up for discussion, and suggested the Committee take an active role and have the quarterly newsletter become a responsibility of the Committee.

There was general discussion about possible content, timelines, audience, and more. Linda Boothe was concerned about a lack of content for the newsletter. Dave D'Avanzo suggested the newsletter not be quarterly as it may be necessary to send it out more or less often, but rather be an "occasional" newsletter. Thomas Cotter suggested the

newsletter be available on the City website, and expressed concern about the Committee being responsible for producing the newsletter. Len Goodwin offered to be responsible for the newsletter and bring a draft of what it may look like to a future meeting. Ric Ingham said it would be valuable for newsletter articles to be written by Committee members or to feature Committee member profiles, but that staff could provide a supporting role. In response to a question by Tom Cotter, Gina Haley-Morrell said the Fern Ridge Chamber of Commerce could be a conduit and provide contact information for an audience.

The observing resident Jim Heric asked if the Committee or staff knew how many inquiries Veneta had received for new or expanding businesses to open. Ric Ingham responded saying he did not know the exact number, but that there was more interest and inquiry in the last three months than the last three years, with 4-5 currently active projects. Ingham also said a big hurdle is the lack of building stock in Veneta. Mr. Heric asked what the main negatives or deterrents are in Veneta and if any developers had expressed interest in constructing buildings in the area. Ingham said there has been interest in residential construction for several years [but not for commercial or industrial construction]. There were comments on the lack of available commercial and industrial spaces in Veneta.

Ric Ingham said the newsletter would be a good place to advertise the dates for upcoming meetings and events, and that a draft of the newsletter should be produced for Committee review. Len Goodwin requested to take a leading role in producing the draft newsletter as he had several ideas.

## **5. Program/Project Updates**

### **a. Business Outreach:**

#### **i. Distribution Plan and mailing:**

Claudia Denton showed the newly printed outreach handbills to the Committee and reminded interested Committee members to take several with them.

Herb Vloedman said the Economic Development Committee did not have its own page on the City website under the Boards & Committees section.

There was brief discussion on making sure the Economic Development portion of the website was up to date and compatible with the Committee's presence, mission, actions, and events.

Linda Boothe said she would bring outreach handbills to the Holiday Bazaar [November 20<sup>th</sup> and 21<sup>st</sup>] to engage the vendors.

In response to a question by Ric Ingham and Dave D'Avanzo, Gina Haley-Morrell said she would assist in providing a mailing list of Fern Ridge Chamber of Commerce businesses and mention Committee activities in the weekly "Chamber Chatter" newsletter.

There was brief discussion on getting contact information when interacting with business owners to create a contact information database.

Claudia Denton said the Oregon Secretary of State provides a list of all active businesses and organizations by zip code.

In response to a comment by Ric Ingham, Claudia Denton said she would keep a database of contact information for the Committee, and send an email explaining what information would be helpful to collect.

Gina Haley-Morrell said she would post the handbill graphic on the Fern Ridge Chamber of Commerce social media sites.

ii. **Set Open House Dates:**

After discussion, the “Open House” community introduction to the Committee was set for Thursday, January 14<sup>th</sup> 6:00 p.m. to 8:00 p.m. at the Fern Ridge Community Library Konnie room.

The decision to set a date for the second event was postponed to accommodate RDI staff availability.

In response to a question by Herb Vloedman, Gina Haley-Morrell offered to help advertise the event using Fern Ridge Chamber of Commerce resources.

b. **Business Retention & Expansion Program:**

Ric Ingham said the next Committee meeting on December 2<sup>nd</sup> would be with RDI staff to develop the Business Retention & Expansion program, and that the Committee would serve as a policy team for the program.

**6. Other**

a. **Setting Agenda Item and Guest Speakers for Future Meetings:**

Ric Ingham described the plan to pair every Committee meeting with at least one action item from the Five Year Action Plan and/or a guest speaker to help bring active content to the Committee’s work plan.

Len Goodwin suggested also inviting local business representatives that relate to specific meeting activities and action items.

**7. Set Next Meeting(s)**

a. The next meeting was confirmed for Wednesday December 2<sup>nd</sup>, 2015 at 2 p.m.

A meeting was also scheduled for Wednesday January 6<sup>th</sup>, 2016 at 2 p.m. with a regular meeting schedule of the second Wednesday of the month at 2 p.m. tentatively starting on February 10<sup>th</sup>, 2016.

**8. Adjourn**

a. Chair Len Goodwin adjourned the meeting at 3:18 p.m.