

AGENDA
VENETA ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, NOVEMBER 18, 2015 – 2:00 P.M.
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

- 2:00 **I. CALL TO ORDER**
- 2:05 **II. PUBLIC COMMENT** - Speakers will be limited to 3 minutes each.
- 2:10 **III. ADMINISTRATIVE**
- a. Approval of Minutes for November 4, 2015 (pgs. 3-5)
 - b. Distribution of New Bylaws (pg. 7-9)
 - c. Committee Membership and Positions Filled
- 2:15 **IV. IMPLEMENTATION OF ACTION PLAN**
- a. Updated Prioritization Ranking (pg. 11)
 - b. Work Plan (pg. 13-15)
 - i. Inventory of Available Sites
 - ii. BRE Program
 - iii. Communications Plan
- 2:45 **V. PROGRAM/PROJECT UPDATES**
- a. Business Outreach
 - i. Distribution plan
 - ii. Mailing
 - iii. Set Open House Dates
 - b. Business Retention & Expansion Program
- 3:15 **VI. OTHER**
- a. Setting Agenda Item and Guest Speakers for Future Meetings
- 3:20 **VII. SET NEXT MEETING(S)**
- a. December 2nd 2:00 p.m.
 - b. Set regular meeting schedule and all meetings for December and January
- 3:30 **VIII. ADJOURN**

Times are approximate. This meeting will be digitally recorded. Location is wheelchair accessible (WCA). Communication interpreter, including American Sign Language (ASL) interpretation, is available if notice is given at least 48 hours prior to the start of the meeting. Contact the Economic Development Specialist, Claudia Denton, via phone (541) 935-2191, email cdenton@ci.veneta.or.us, or TTY Telecommunications Relay Service 1-800-735-1232.

To access Veneta Economic Development Committee meeting materials please go to <http://www.venetaoregon.gov/meetings>

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.

VENETA ECONOMIC DEVELOPMENT COMMITTEE BYLAWS

ARTICLE I – NAME

The Committee, being duly and officially established by the Veneta City Council, shall be known as the Veneta Economic Development Committee.

ARTICLE II – PURPOSE AND FUNCTION

The purpose of the Veneta Economic Development Committee is to attract new businesses and support existing businesses. The mission is to pursue the economic interest of Veneta by constructing and implementing policy development and programs, including, but not limited to, the following functions:

1. Plan the responsible expansion and growth of business and industry in the Veneta area.
2. Develop a working relationship with economic development-related public and private agencies, community groups and business organizations.
3. To engage in dialogue with interested third parties as it relates to the development of Veneta's industrial and commercially-zoned properties and to the general interest of Veneta's existing business community.
4. Implement the strategies and actions as outlined in the 2015-2019 Five-Year Economic Development Action Plan and perform other duties as assigned by the Veneta City Council.

ARTICLE III – MEMBERSHIP

Section I - General Membership. The Veneta Economic Development Committee shall consist of nine (9) voting members and such non-voting ex officio members as may be approved by the members. Members shall include representatives of business, education, industry, finance, government, the professions, labor and related occupations. One (1) City Council representative shall serve as a voting member of the Economic Development Committee.

Section II - Attendance at City Council Meetings. During regularly-scheduled Economic Development Committee meetings, the Chairperson, or the Chairperson's designees, shall appoint a member to report back to the Veneta City Council. The purpose of the report will be to communicate to the City Council projects and matters before the Economic Development Committee.

Section III - Officers. Chairman and Vice-Chairman will be elected by a majority vote of the Economic Development Committee. Officers will be elected during the first meeting in the new-year and serve a one-year term.

Section IV - Duties of Officers. The Chairperson will be responsible for conducting the Economic Development Committee meetings and be the chief representative for the Committee. The Vice-Chairperson will act as Chairperson in the event the Chairperson is unable to fulfill duties.

Section V - Appointment. The members of the Veneta Economic Development Committee shall be appointed by the Mayor and ratified by a vote of the council.

Section VI - Tenure of Appointed Members. The term of office for a voting member shall be three years staggered terms except for initial appointments which shall be for one, two or three-year terms.

Section VII: Vacancies and Removal. Appointments to fill vacancies shall be for the remainder of the un-expired term. A member may be removed by the Chairman of the Economic Development Committee if the member is absent from three consecutive meetings without a prior excuse submitted to the Chair or the Chair's designee. Any member removed from the Committee can appeal their removal to the City Council.

ARTICLE IV – VOTING

Each member of the Committee shall be entitled to one vote on all issues presented at regular and special meetings at which the member is present. An ex officio member shall not have a vote.

ARTICLE V – MEETINGS

Section I - Regular Meetings. The Committee shall meet on a monthly basis. Meeting time and location is to be decided by the Committee.

Section II - Special Meetings. Special meetings may be held as necessary and may be called by the Chairperson, Vice-Chairperson, or a majority vote of the Economic Development Committee. Persons calling a special meeting shall fix the time and location for the meeting.

Section III - Notice and Access to Meetings. Notice of all meetings shall be given to the City Recorder, all members and ex officio members in accordance with Oregon State law on open meetings and with the Americans with Disabilities Act.

Section IV - Conduct of Meetings. All formal actions shall require the vote of at least a simple majority. A simple majority shall consist of five (5) voting members.

ARTICLE VI – SUB-COMMITTEES

Section I - Pro-Tern Sub-Committees. Pro-tern sub-committees may be appointed by the Economic Development Chairperson. Members of the pro tern sub-committee shall serve until the work of the sub-committee is complete or until their successors have been elected or appointed.

Section II - Sub-Committee Officers. Each sub-committee shall have a Chairperson appointed by the Economic Development Committee Chairperson. Sub-committee Chairpersons can appoint a sub-committee Vice-Chairperson as needed.

Section III - Sub-Committee Meetings. Meetings of each sub-committee may be called by the Chairperson of such a committee. Notice of such a meeting shall be given to all sub-committee members at least two days prior to such a meeting. A majority of all the subcommittee members shall constitute a quorum. An act of the majority of a quorum present at the sub-committee meeting shall constitute the act of the sub-committee.

ARTICLE VII – AMENDMENTS TO BYLAWS

These By-laws may be amended or repealed, or new bylaws may be adopted by a simple majority vote of the members of the Committee present at any regular or special meeting. Written notice of such proposed amendment and the nature thereof shall have been given to the membership of the committee at least seven days prior to the date of the meeting at which amendments are to be considered.

ARTICLE VIII – RATIFICATION

These Bylaws, and any amendments adopted by the Economic Development Committee, shall take effect after ratification and approval by resolution of the Veneta City Council.

Economic Development Committee Action Prioritization

Rank	Action	Description	H	M	L
1	4.1.2	Pursue the expansion and installation of a fiber optics line to, and throughout, Veneta to bring the City more fully into the communication age.	8	1	0
2	1.2.1	Collaborate with regional economic development agencies and other local municipalities to recruit industry to the area.	7	1	1
3	2.3.1	Collaborate with regional economic development groups and communities to recruit industries and businesses to Veneta.	7	1	1
4	4.1.3	Continue to advocate for ODOT to fund and construct the preferred alternative consistent with the adopted HWY 126 Fern Ridge Corridor Plan.	6	2	1
5	1.1.4	Develop criteria used to determine how the City of Veneta prioritizes projects and allocates funding and other support for incentivizing economic development.	6	1	2
6	4.2.1	Continue to make improvements along Highway 126.	6	1	2
7	2.1.2	Develop an outreach program to better understand and meet the needs of local businesses.	4	4	1
8	1.1.5	Collaborate with Lane Workforce Partnership to demonstrate the City's commitment to supporting workforce development in the community.	4	3	2
9	3.1.1	Collaborate with Oregon Department of Transportation (ODOT) to increase wayfinding signage and direct traffic off of Highway 126 into downtown Veneta.	3	6	0
10	3.1.2	Continue to upgrade existing downtown infrastructure.	3	5	1
11	2.1.3	Work with regional tourism associations and wine industry to increase tourism activity in the area.	3	4	2
12	4.2.2	Collaborate with ODOT to install consistent and attractive wayfinding signage directing drivers to Veneta businesses.	2	7	0
13	4.2.3	Continue to monitor "problem properties" through code enforcement and nuisance ordinances.	2	6	1
14	2.2.2	Develop a program to identify and document sites that are "shovel-ready" and can accommodate development.	2	5	2
15	4.3.1	The City should continue making beautification improvements at key locations or along corridors that are not only appealing to residents and visitors, but signals to prospective businesses that the community invests in public aesthetics.	2	5	2
16	3.2.1	Conduct a market analysis to better understand the types of products and services desired by Veneta residents.	1	6	2
17	4.1.1	Focus improvements on pedestrian and streetscape infrastructure as needed.	1	5	3
18	2.2.1	Develop a quarterly newsletter highlighting City of Veneta's economic development initiatives.	1	2	6
19	1.2.2	Provide regular updates to real estate agencies on availability of developable sites.	0	6	3
20	2.1.1	Create a business registry database that inventories all current businesses located in Veneta.	0	6	3
21	4.2.4	Incorporate local art into downtown streetscape improvements.	0	6	3
22	1.1.1	Allocate economic development funds to support the hiring of a RARE placement or Economic Development Intern in Year 1.	COMPLETED		
23	1.1.2	Amend Veneta Comprehensive Land Use Plan and Zoning Code.	COMPLETED		
24	1.1.3	City leadership and staff support and assistance with implementation of the strategic plan.	COMPLETED		
25	1.1.6	Establish an Economic Development Committee	COMPLETED		

Order by
action #

1.1.4 5
1.1.5 8
1.2.1 2
1.2.2 19
2.1.1 20
2.1.2 7
2.1.3 11
2.2.1 18
2.2.2 14
2.3.1 3
3.1.1 9
3.1.2 10
3.2.1 16
4.1.1 17
4.1.2 1
4.1.3 4
4.2.1 6
4.2.2 12
4.2.3 13
4.2.4 21
4.3.1 15

Five Year Action Plan: Work Plan

Goals and Strategies:

1. Economic Development Commitment

- 1.1 Demonstrate consistent commitment and support for long-term economic development in Veneta
- 1.2 Establish and maintain relationships with business development partners and local, state, and federal economic development organizations.

2. Business Retention, Expansion, Recruitment, and Entrepreneurial Development

- 2.1 Facilitate economic development in Veneta through the retention and expansion of existing businesses.
- 2.2 Make the community attractive to businesses and residents through marketing efforts.
- 2.3 Increase capacity to recruit commercial, industrial, and traded sector businesses.

3. Retail and Commercial Development

- 3.1 Create a vibrant downtown core area that encourages residents and visitors to shop and spend time.
- 3.2 Focus on quality retail and commercial development that will offer a full spectrum of products/services for the community.

4. Infrastructure Improvement

- 4.1 Continue infrastructure improvements to support the needs of current and future Veneta businesses.
- 4.2 Make aesthetic enhancements to make Veneta attractive to residents, visitors, and potential industries.
- 4.3 Implement a community beautification program.

Work Plan:

Goal 2: Business Retention, Expansion, Recruitment, and Entrepreneurial Development

Strategy 2.2: Make the community attractive to businesses and residents through marketing efforts.

Action 2.2.2: Develop a program to identify and document sites that are “shovel-ready” and can accommodate development

- o Activities:
 - i. Create an inventory of available industrial/commercial sites for internal use.
 - ii. Create a map and information for interested parties on the City website.
 - iii. Update industrial site inventory of shovel-ready sites for Business OR.
 - iv. Update industrial/commercial site inventory of shovel-ready sites for SWEDCO/Lane County.

- Lead person(s): Claudia
- Supporting members: City staff
- Partners and resources: Business OR, Lane County and Hatfield Fellows.
- Timeline: Ongoing with various deadlines.
 - Internal inventory started October 2015 to be completed November 2015 with ongoing updates.
 - Map and online information on City website in Winter 2016.
 - Updates to Business OR November 2015 – completed.
 - Updates to SWEDCO by December 2015.
- Budget:
 - No external costs. Staff time (Claudia).

Goal 2: Business Retention, Expansion, Recruitment, and Entrepreneurial Development

Strategy 2.1: Facilitate economic development in Veneta through the retention and expansion of existing businesses.

Action 2.1.2: Develop an outreach program to better understand and meet the needs of local businesses.

- Activities:
 - i. BRE program with RDI, Inc.
 1. Step 1: Program Design, Development, and Evaluation Activities
 2. Step 2: Task Force Orientation and Visitor Training
 3. Step 3: Business Visitation Outreach
 4. Step 4: Data Review, Synthesis, & Draft Report

- Lead person(s): Claudia
- Supporting members: Economic Development Committee and City staff
- Partners and resources: RDI, Inc.
- Timeline: Ongoing with various deadlines in the next 6 months.
 - December 2: meeting with RDI staff for program design and development
 - January: Open house and “listening” event
 - January: Task force training by RDI
 - January/February: Business visitation outreach
 - February/March: Data review (RDI)

- April: Community input
- April: Final report (RDI)
- April/May: Action plan development
- Repeat BRE program process in 1-3 years
- Budget:
 - Minimal to no external costs. Staff time (Claudia and Ric).

Goal 2: Business Retention, Expansion, Recruitment, and Entrepreneurial Development

Strategy 2.2: Make the community attractive to businesses and residents through marketing efforts.

Action: [New idea](#) – Develop a communications plan

- Activities:
 - i. Create outreach fliers for handing out and mailing (completed).
 - Identify target businesses (coordinate with RDI for BRE program).
 - ii. Host an open house to introduce the Committee to the community.
 - iii. Host a “listening” event to introduce the BRE program to the business community.
 - iv. Develop quarterly newsletters (action 2.2.1).
- Lead person(s): Claudia
- Supporting members: Economic Development Committee
- Partners and resources: For general communication ideas – research and contact other cities such as Florence.
- Timeline: Ongoing.
 - Open house in first half of January
 - Listening event in second half of January around the time of BRE launch.
- Budget: Handbills \$155. Mailing handbills (\$.35 each times a few hundred). Staff time.