

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

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

Others: Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist; Michael Held, RDI program manager; Aniko Drlik-Muehleck and Stephen Dobrinich, Lane County Hatfield Fellows.

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**1. Call to Order**

Chair Len Goodwin called the meeting to order 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 November 18<sup>th</sup>, 2015 as submitted. Gina Haley-Morrell seconded the motion which passed with a vote of 8-0.**

There were only eight voting members present during the motion. Linda Boothe arrived at 2:13 p.m., after the minutes were approved.

**4. Implementation of Action Plan**

- a. Business Retention & Expansion (BRE) Program – Program Design and Development with RDI Staff

Michael Held, RDI program manager, introduced the BRE concept and program to Committee members.

The Committee decided on a hybrid, mostly targeted business approach to the BRE program, with the following categories:

- Large employers
- Retail
- New/emerging
- Home-based/emerging
- Anchors
- Previous or unsuccessful businesses
- 5 target industries from the City of Veneta Economic Opportunities Analysis:
  - Food processing
  - Professional, scientific, and technical services (focus on high-tech)
  - Secondary wood products
  - Small scale or specialty agriculture/horticulture
  - Tourism and wine industry

The Committee decided to attempt to reach a mix of approximately 70% businesses within Veneta City Limits and approximately 30% outside. Michael Held said by the next meeting there would be a list of potential businesses shared with the Committee for review.

Michael Held described the three program teams:

**Leadership Team** – Veneta Economic Development Committee members, Ric Ingham, Claudia Denton, Michael Held.

**Visitation Team** – to be determined, may include Committee members.

**Business Resource Team** – Aniko Drlik-Muehleck, Stephen Dobrinich, Claudia Denton, Ric Ingham, and Michael Held.

In response to a request by Ric Ingham, Stephen Dobrinich presented information from a Business Resource Guide created by Dobrinich for Lane County. The Guide will be used by the Business Resource Team during the BRE Program.

Committee members discussed the potential need for a commercial space inventory to be created for use by the Business Resource Team. The inventory would be used to find spaces available for lease by emerging or existing businesses in the area. This could be added to the City's current initiative to identify and database existing industrial lands.

## 5. Program/Project Updates

- a. Open House at the Fern Ridge Community Library  
Date, time, and location for the Open House was confirmed for January 14<sup>th</sup> at 6:00-8:00 p.m. at the Fern Ridge Community Library Konnie Room.

Ric Ingham asked the Committee to discuss and clarify the intended purpose, set-up, and other details of the event.

The Committee wanted to start with a short introduction of the Committee, and to have flip boards, maps, notepads and pens, tables for 5-8, and refreshments such as coffee, tea, and cookies.

Linda Boothe reported on her visits with emerging businesses during the Veneta Holiday Bazaar on November 20-21, and said the main takeaways were a need for a marketplace and a shared commercial kitchen.

Herb Vloedman said that the language surrounding the event was very focused on "business owners" [or managers] rather than customers or residents, who should not be forgotten during Economic Development efforts.

- b. Community "Listening" Event with RDI Staff  
Date and time for the BRE Kickoff with RDI staff was confirmed for January 28<sup>th</sup> at 6:00-8:00 p.m. with location to be determined.
- c. Communications Plan
  - i. Newsletter  
Claudia Denton showed a simple mockup of the newsletter template and said there was a need for Committee members to write short articles. Len

Goodwin discussed what types of articles and information would be good to have in the newsletter. In addition to articles, the newsletter should include a list of Committee members as well as 3-4 member profile write-ups with pictures. He suggested the first newsletter be released in January 2016.

Linda Boothe requested copies of the newsletter be available during the Open House and Kickoff events in January.

ii. **Mailing List for Outreach Handbill**

Claudia Denton requested that Committee members forward any business contact information to her via a provided Excel spreadsheet or contact her directly via phone or email.

Ric Ingham said the Veneta Business License list and Chamber of Commerce member list would provide a good starting mailing list for the Open House event.

**6. Other**

No other Committee business.

**7. Next Meeting**

- a. The next meeting was confirmed 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. starting on February 10<sup>th</sup>, 2016.

**8. Adjourn**

- a. Chair Len Goodwin adjourned the meeting at 3:37 p.m.