

MINUTES  
**Veneta Economic Development Committee**  
**Wednesday, June 8, 2016 – 2:00 p.m.**

Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

Present: Jason Alansky, Linda Boothe, Thomas Cotter, Dave D'Avanzo, Gina Haley-Morrell, Charles Ruff, Herb Vloedman (Vice Chair).

Absent: Len Goodwin (Chair), Ryan Frome; Ric Ingham, City Administrator.

Others: Claudia Denton, Economic Development Specialist; Kay Bork, Community Development Director; Mayor Sandra Larson; Jay Bozievich, Lane County Commissioner.

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**1. Call to Order**

- a. Vice Chair Herb Vloedman called the meeting to order at 2:05 p.m.

**2. Public Comment**

- a. No public comment.

**3. Administrative**

- a. Approval of Minutes:

**Motion: Tom Cotter made a motion to approve the minutes from May 11, 2016. Linda Boothe seconded the motion which passed with a vote of 7-0.**

**4. Implementation of Action Plan**

- a. System Development Charges, Commercial Scenarios

Claudia Denton said that during the last meeting the Committee had expressed interest in seeing some commercial scenarios for System Development Charges (SDCs). She said Kay Bork was already working on a similar project and had put together four different commercial development scenarios for Veneta and three additional cities: Eugene, Junction City, and Creswell for comparison.

Kay Bork said she was already working on this for City Council and she learned a lot doing it, and was glad the Committee asked for it. She gave a brief background on System Development Charges in Oregon. She said she picked Eugene due to its proximity to Veneta, and Junction City and Creswell due to their smaller size and fast growth which are similar to Veneta. She said the scenarios are for four different development types: retail, which includes a 5,000 sq. ft. building with a 1" water meter and 10,000 sq. ft. of impervious surface; an office building, which includes a 3,000 sq. ft. building with a 1" water meter and 6,000 sq. ft. of impervious surface; light manufacturing, with a 10,000 sq. ft. building on a five-acre site with a 2" meter and 18,000 sq. ft. of impervious surface; and a high quality restaurant (not fast food), with a 2,000 sq. ft. building with a ¾" water meter and 5,000 sq. ft. of impervious surface. She said that each city calculates their SDCs a little differently and has different anticipations for growth and infrastructure needs. She said this is why there is so much variability and there may be reasons that they are so different.

Herb Vloedman asked if the Junction City Transportation SDC 50% reductions

were expiring. Bork said no because it is written into ordinance, and they would need to make a new ordinance removing the reduction. She said Junction City has a variety of reductions.

Herb Vloedman asked about the Veneta Transportation SDC reduction. Bork said Veneta's reduction is for non-residential, and it is a resolution which is up for renewal every year in September. Herb Vloedman said the Transportation SDC is really high without the reduction. Bork said the Transportation SDC methodology was calculated a long time ago when the population projections were about half of what the population is now, which spreads the same cost over a smaller number of people, which is one reason it is high. The 50% reduction actually brings it to about what it would be if the population projection was more accurate. Herb Vloedman asked if the 50% reduction was therefore intentional to the population projection or a coincidence. Bork said she didn't know, as it was before she started working for the City. Mayor Larson said she was under the impression that the reduction was for economic incentive purposes. Bork also said that Junction City and Creswell both expect less growth and subsequent needed improvements than Veneta, which is another reason their SDC charges may be lower.

Dave D'Avanzo asked if the costs were negotiable or firmly set. Bork said the charges are set by ordinance and are not negotiable, except through city incentive programs such as the Redevelopment Tool Kit and Business Assistance Fund as those funds can be used to pay for SDC costs. Claudia Denton said the charges have to be paid somehow, but can be paid through these other ways.

Kay Bork said the city is currently looking at the long-range plans, and there may be opportunity to recalculate the SDC methodology. Additionally, Oregon Department of Transportation is funding an update of the Transportation System Plan and the City is requesting a review to the transportation SDC methodology. She said Veneta recently completed a water study which amended the water SDC rates. She said the Parks Plan and methodology is outdated and can probably be updated in the next few years. She said that these are suggestions that the Committee can make to City Council.

Mayor Larson asked if the relocated Veterinary Hospital did an additional transportation study which lowered their Transportation SDC expenses. Bork said yes, and the study showed a reduced number of calculated trips which lowered the total amount to be paid, but did not negotiate the methodology (charge per trip).

In response to a question, Bork said staff is pretty well aware of local incentive programs and grants available to applicants.

Claudia Denton said the League of Oregon Cities is in the process of updating their research of SDC costs in cities across the state, which should be ready within one year.

b. Business Assistance Fund Final Review

Claudia Denton said this is the final Committee review of the Business Assistance Fund before going to City Council on June 27<sup>th</sup>. She said she incorporated all the recommendations from the previous meeting, and was looking for final questions, suggestions, and comments.

Claudia Denton reviewed the main changes that were recommended during the last meeting. The Committee had no comments and was in consensus that it was ready to move to City Council for final approval. Denton said she could receive comments via email through the following Wednesday, June 15<sup>th</sup>.

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

### **a. Veneta Business Connect**

#### **i. Program Update: Business Themes**

Claudia Denton reviewed the five businesses themes from the draft Veneta Business Connect report. She said the themes were not in any particular order of priority, recurrence, or importance. The themes were:

1. Infrastructure Needs (2 types)
  - a. Overall Public Infrastructure
  - b. Business Specific
2. Relationship Building (2 types)
  - a. Business-to-business
  - b. Business-to-community
3. Cash Flow/Capital
4. Business Tools
5. Workforce

Denton said there was also a secondary issue of “Lack of understanding or connections to regulatory agencies”, and that seemed to mostly relate to state agencies.

Herb Vloedman said this is useful information for the Committee to refer to in general when making decisions and plans.

#### **ii. Community Presentation, Thursday June 23<sup>rd</sup> 5:30 pm, Domaine Meriwether**

Claudia Denton briefly described the upcoming Veneta Business Connect Community Presentation. She said she was currently working on outreach and promotion of the event. In response to a question by Herb Vloedman, Claudia said she would contact the business owners from the interview process as soon as the event flier was ready. Gina Haley-Morrell said she could advertise the event on social media.

Denton said there would be a Market Analysis presentation by Tom Hogue from the Department of Land Conservation and Development as well as some time for networking.

## **6. Other**

- ### **a. Mayor Larson said she is really excited about this committee and the work being done. She said she thinks it's been great for Veneta and is looking forward to the**

accumulated objective, non-governmental views of what's going on.

- b. Commissioner Bozievich said the County is still making presentations in both cities and unincorporated areas for the Rural Prosperity Initiative and it is being well received. Claudia Denton said that one of the Lane County Hatfield Fellows who led the development of the program, Steve Dobrinich, had been very involved in Veneta Business Connect behind the scenes. She said he regularly attended team meetings, conducted business interviews, and assists in the follow-up phase of the program.

**7. Next Meeting**

- a. The next meeting was confirmed for Wednesday July 13<sup>th</sup>, 2016 at 2 p.m. with a regular meeting schedule of the second Wednesday of the month.

**8. Adjourn**

- a. Vice Chair Herb Vloedman adjourned the meeting at 2:40 p.m.