

**AGENDA**  
**VENETA ECONOMIC DEVELOPMENT COMMITTEE**  
**WEDNESDAY, AUGUST 10, 2016 – 2:00 P.M.**  
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

- 2:00 **I. CALL TO ORDER**
- 2:01 **II. PUBLIC COMMENT**
  - a. Speakers will be limited to 3 minutes each.
- 2:05 **III. ADMINISTRATIVE**
  - a. Approval of Minutes for July 13<sup>th</sup>, 2016 (pgs. 3-6)
- 2:10 **IV. IMPLEMENTATION OF ACTION PLAN**
  - a. Leif Hansen, LS Networks
- 2:40 **V. PROGRAM/PROJECT UPDATES**
  - a. Economic Incentives and Related Projects
  - b. Veneta Business Connect
  - c. Incoming RARE participant
- 3:05 **VI. SUBCOMMITTEE UPDATES**
  - a. Workforce Development (materials to be handed out during the meeting)
  - b. Business Infrastructure (materials to be handed out during the meeting)
  - c. Business Tools, Resources, and Relationship Building (materials to be handed out during the meeting)
- 3:20 **VII. OTHER**
- 3:25 **VIII. NEXT MEETING**
  - a. September 14<sup>th</sup> 2:00 p.m. and the Second Wednesday of Every Month
- 3:30 **IX. 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](mailto: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, July 13, 2016 – 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 (Chair), Gina Haley-Morrell, Charles Ruff, Herb Vloedman (Vice Chair)

Others: Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist; Jay Bozievich, Lane County Commissioner; Michael Held, Rural Development Initiatives; Charlie Mitchell, Stephen Dobrinich

Audience: Marie Pickett

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**1. Call to Order**

- a. Vice Chair Herb Vloedman called the meeting to order at 2:01 p.m.

**2. Public Comment**

- a. No public comment.

**3. Administrative**

- a. Approval of Minutes:

**Motion:** **Gina Haley-Morrell made a motion to approve the minutes from June 8, 2016. Jason Alansky seconded the motion which passed with a vote of 7-0.** Len Goodwin and Charles Ruff arrived shortly after the vote.

**4. Implementation of Action Plan**

- a. City-wide Economic Incentives Packet

Ric Ingham said this was one of several economic incentive items Claudia has been working on, and the packet shows the four incentive programs available in Veneta through different organizations. The four incentive programs in the packet include the Redevelopment Tool Kit, Business Assistance Fund, Lane County Rural Tourism Marketing Program, and the state-designated Enterprise Zone. Denton said it will be on the website.

In response to a question by Herb Vloedman, Ric Ingham said the packet is still open for comment until the end of July if the Committee has feedback for Claudia.

**5. Program/Project Updates**

- a. Veneta Business Connect

Michael Held introduced Charlie Mitchell, who has been working with RDI in support of the Veneta Business Connect Program. Mitchell has previously started an internationally award-winning Business Retention & Expansion program in Grants Pass, OR and has been City Manager in La Grande, OR.

- i. Business Follow-up Timeline

Michael Held reviewed the timeline with the Economic Development Committee (EDC), and said that the scheduled business follow-up will be completed by the end of the month. Some follow-up will be on a longer timeline such as bi-annually or annually. Claudia Denton said she will be

working one day a week in August and will be helping transition the new RARE.

ii. Review Final Report

Michael Held said the final report is ready and was presented at the Community Presentation. Claudia Denton said the report is also available on the website. He reviewed key portions of the final report, including *Business Priorities and Overall Issues, Themes, and Conclusion*. In response to a comment by Len Goodwin about Public Infrastructure, Michael Held said they've taken a triangulation approach and not relying on one perspective or source for information, for example referring back to the EDC Open House, EDC comments, business interviews, and Community Presentation.

iii. Community Presentation Overview

Claudia Denton described the Community Presentation for those Committee members that were unable to attend. There was a Market Analysis presentation by Tom Hogue at the Department of Land Conservation and Development (presentation and report are available on the City website), Michael presented the Veneta Business Connect findings and report (also on the website), and after the presentations there was a group activity where attendees were able to vote for their top priorities of the seven key issues highlighted in the report. She said workforce, business infrastructure, and business tools & resources were the top voted issues. The attendees broke into three groups to discuss resources, opportunities, and strategies that could apply to the top three voted issues. There were 40 attendees. In response to a question by Herb Vloedman, Claudia Denton said the descriptions for the key issues were listed in the report on pages 33-34 of the packet.

iv. Prioritization of Veneta Business Connect Key Issues

In preparation for establishing subcommittees, staff described the key issues as they were prioritized at the Community Presentation by attendees, by the Committee, and how related items were prioritized after the Open House and by the businesses that participated in the Veneta Business Connect Program.

Staff said Committee members are encouraged but not required to participate on a subcommittee. Ric Ingham said Steve Dobrinich, formerly working with Lane County and on the Veneta Business Connect Program, would be working temporarily for the City to support the subcommittees and other projects.

In response to a question by Len Goodwin, Ric Ingham said staff envisioned the subcommittees as having at least one Committee member with a total of 4-7 members. Additional members would be recruited targeting those that attended the Community Presentation or participated in the Veneta Business Connect Program.

Len Goodwin asked what involvement the School District should have on the Workforce subcommittee. Ric Ingham said he thought it should be more

up to the subcommittees to develop work plans, but long-term relationships with the school district and charter school may play a role.

Len Goodwin asked the Committee if there was a consensus to proceed with what staff recommended. There was no objection.

## 6. Subcommittees

### a. Establish Subcommittees

**The Committee established three subcommittees: Workforce, Business Infrastructure, and Business Tools, Resources, & Relationship Building.**

Len Goodwin recommended that one Committee member from each subcommittee serve as a Liaison to the EDC.

### b. Desired Outcomes and Process for Forming

In response to a question by Herb Vloedman, Claudia Denton said she and Steve Dobrinich would be working on the recruitment for subcommittee members and supporting their development.

In response to questions by Len Goodwin and Herb Vloedman, Ric Ingham said staff envisioned the subcommittee work plans to be developed more organically as members joined, but subcommittees could be provided with 2-3 key points and directives.

Michael Held asked Charlie Mitchell to discuss his thoughts and experiences on how to go from this stage to implementation stage, and what some first activities might be. Charlie Mitchell said there's no wrong way, but the ideas so far are good and in the right direction. He suggested to keep in mind the original issues brought up by the businesses, and maybe integrate those into the work plans. He said it's important to involve resource providers early in the process, and to explain the issues to them. He said it's very good that the private sector is already engaged and motivated, and engaging the school district with Workforce is a good idea. He said having a Committee Liaison is a must. Having a suggested timeline and expected commitment would help orient potential members. Ric Ingham recommended an initial expectation of six months, but potentially longer if the subcommittee needs or chooses.

### **Committee members joined subcommittees as follows:**

Workforce development subcommittee: Tom Cotter (liaison)

Business Infrastructure subcommittee: Ryan Frome (liaison)

Business Tools, Resources, & Relationship building subcommittee: Jason Alansky, Dave D'Avanzo, and Charles Ruff (liaison to be determined; Charles Ruff requested not to be liaison).

Commissioner Bozievich volunteered to join the Workforce Development subcommittee in an unofficial capacity. Herb Vloedman said he may be able to participate down the road, but not within the next six months.

Charlie Mitchell suggested that since new businesses experience high growth and are typically recruiting employees, having them participate on the Workforce Development subcommittee may be insightful and beneficial, and would be

beneficial for the new business. Michael Held said he thought about half of the businesses interviewed mentioned workforce as a concern. Charlie Mitchell mentioned the possibility of reaching out to existing associations like a local Human Resources professionals association, or the Oregon Employer Council for the Workforce subcommittee.

In response to a question by Len Goodwin, Ric Ingham said that while public infrastructure is not a subcommittee, he envisions the EDC as an unofficial public infrastructure committee as topics such as Highway 126 and fiber communications are brought to the EDC on a regular basis.

## **7. Other**

- a. State Joint Transportation Committee: July 20th 5 p.m. Prince Lucien Campbell Hall, Room 180, University of Oregon, 1415 Kincaid St. Eugene  
Ric Ingham strongly encouraged Committee members to attend the meeting to promote the Highway 126 issues affecting Veneta and communities along the highway all the way to Florence.

There was discussion about the best approach to present testimony at the meeting. Commissioner Bozievich said that testimony becomes more powerful if you not only raise the issues that need funding, but that you're in support of funding options, such as taxes and fees, as well.

Ric Ingham had printed material available for those that were interested.

- b. Ric Ingham briefly mentioned that an incoming RARE participant would take over Claudia's duties in September, and that interviews were being scheduled in July.

## **8. Next Meeting**

- a. The next meeting was confirmed for Wednesday August 10<sup>th</sup>, 2016 at 2 p.m. with a regular meeting schedule of the second Wednesday of the month.

## **9. Adjourn**

- a. Chair Len Goodwin adjourned the meeting at 3:16 p.m.