

AGENDA
VENETA ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, SEPTEMBER 14, 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 13th, 2016 (pgs. 3-5)
b. Introduction of New RARE Participant: Marina Brassfield
- 2:10 **IV. IMPLEMENTATION OF ACTION PLAN**
a. Review & Revise Work Plan (pgs. 7-8)
b. High Speed Internet Community Survey (pgs. 9-10)
c. Highway 126: Joint Legislative Committee Follow-up
d. EDC Newsletter Proposed Articles & Timeline
- 3:10 **V. SUBCOMMITTEE UPDATES**
a. Recruitment Efforts to Date
- 3:20 **VI. OTHER**
- 3:25 **VII. NEXT MEETING**
a. October 12th 2:00 p.m. and the Second Wednesday of Every Month
- 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, August 10, 2016 – 2:00 p.m.
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

Present: Jason Alansky, Linda Boothe, Thomas Cotter, Ryan Frome, Len Goodwin (Chair), Charles Ruff, Herb Vloedman (Vice Chair)

Absent: Dave D'Avanzo, Gina Haley-Morrell

Others: Sandra Larson, Mayor; Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist; Stephen Dobrinich, Program Specialist; Leif Hansen, Director of Engineering & Operations (LS Networks); Bryan Adams, Director of Sales & Marketing (LS Network).

1. Call to Order

- a. Chair Len Goodwin called the meeting to order at 2:03 p.m.

2. Public Comment

- a. No public comment.

3. Administrative

- a. Approval of Minutes:

Motion: **Herb Vloedman made a motion to approve the minutes from July 13, 2016. Jason Alansky seconded the motion which passed with a vote of 5-0. Tom Cotter and Linda Boothe arrived after the vote.**

4. Implementation of Action Plan

- a. LS Networks Presentation

Leif Hansen and Bryan Adams introduced themselves and LS Networks to the Committee. Leif Hansen said LS Networks is working to push their services and infrastructure into smaller, rural areas across Oregon. Bryan Adams showed a PowerPoint presentation which mainly outlined LS Networks' Cooperative-ownership business model, the Connected Community Program, a case study from Maupin, OR, existing conditions in Veneta, and opportunities for public-private partnerships for fiber telecommunications service.

Adams specified that LS Networks is not interested in becoming a monopoly provider, and consistently works with other providers for an open infrastructure model. Adams went into more detail regarding LS Networks' existing conditions in Veneta, stating that partnership would focus on expanding distribution from the existing core network.

Adams and Hansen answered questions from the Committee and participated in discussion.

Len Goodwin asked what LS Networks would need in order to make Veneta part of their expansion plan. Adams said they would need a confirmation of interest, an idea of what the program, infrastructure, and service area would look like, and a

discussion about costs and funding options. A dedicated subcommittee for LS Networks to work with would help. Adams said that being transparent and pursuing this project together is the best approach. Hansen added the need for a basic needs assessment through a survey, as well as a map of all existing infrastructure. Len Goodwin said that part of the Veneta Business Connect surveys collected data about businesses' need for high speed internet. Ric Ingham added that the City's utility billing system can send out information in the monthly water bills, including newsletters and surveys.

There was consensus to continue this effort to the next level. Hansen asked if the Committee would like LS Network to drive some next steps. Goodwin said yes, and the Committee would think about its own next steps, including the possibility of forming a smaller group of the Committee to work on this.

5. Program/Project Updates

a. Economic Incentives and Related Projects

Claudia Denton informed the Committee that the Economic Incentive Programs work, including the Business Assistance Program and Economic Development Incentives Resource Guide, was completed. The Business Assistance Program was adopted by resolution by City Council during the August 8th meeting. She said she was in the process of adding the documents to the City website.

b. Veneta Business Connect

Claudia Denton said there was not a lot of new information, but that the subcommittee work has started which would be discussed later in the agenda. She said the follow-up was going along well.

c. Incoming RARE participant

Ric Ingham announced that the new RARE participant Marina Brassfield will start on September 12th. Ric Ingham and Len Goodwin said the City interviewed five great candidates, and Marina brings great energy and skills, and specifically requested to work with Veneta. Ingham said the Committee will get to meet her during the September 14th Economic Development Committee meeting.

6. Subcommittee Updates

Claudia Denton shared draft work plan handouts relating to each subcommittee. She said Steve Dobrinich is the main contact for the subcommittees until Marina starts in September. Denton and Dobrinich explained the components of the draft work plans and reported on the recruitment activities. Len Goodwin said it's important to make it clear that the subcommittees should clarify and refine their own purpose and activities, and should feel informed, not restricted, by the draft work plan and Veneta Business Connect final report.

Steve Dobrinich said he was aiming for subcommittees to start meeting in August, but it depends on everyone's schedules. Len Goodwin said realistically, subcommittee meetings may not be able to be scheduled until September.

7. Other

a. Len Goodwin reported on the State Joint Committee on Transportation meeting on July 20th and the testimony from community members. He said the committee members he spoke to were impressed by the work done by Veneta. He was told

by Ric Ingham that the ODOT Area Manager had put in a request for funds for a NEPA process and preliminary engineering work for the Fern Ridge Corridor Plan to be included in the upcoming Transportation Package. He said he feels that Veneta has the legislators' attention, and now needs to continue to push for this to be addressed and funded.

Ric Ingham said the City and the Committee needs to continue this work with a more detailed plan.

8. Next Meeting

- a. The next meeting was confirmed for Wednesday September 14th, 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 3:34 p.m.

Economic Development Committee Work Plan Update

Rank	Action	Description	Current Status	Notes
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. (May include recommending code changes to require CAT 5 wiring).	Ongoing	Ongoing conversation with project partners; developing household survey
2	1.2.1 2.3.1	Collaborate with regional economic development agencies/groups and other communities to recruit industry and businesses to the area.	Ongoing	Building on relationships established through Veneta Business Connect and other economic dev. efforts.
3	4.1.3 4.2.1	Continue to advocate for ODOT to fund and construct the preferred alternative consistent with the adopted HWY 126 Fern Ridge Corridor Plan. Continue to make improvements along Highway 126.	Ongoing	Committee members and citizens spoke to State Joint Transportation Committee on July 20 th about need for Hwy 126 improvements
4	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.	Completed	Completion of Redevelopment Toolkit, Business Assistance Program, & Economic Incentives Program Guide
5	2.1.2	Develop an outreach program to better understand and meet the needs of local businesses.	Ongoing	Accomplishing through Veneta Business Connect
6	1.1.5	Collaborate with Lane Workforce Partnership to demonstrate the City's commitment to supporting workforce development in the community.	Forthcoming	Included as part of Workforce Development subcommittee work plan
7	3.1.1 4.2.2	Collaborate with Oregon Department of Transportation (ODOT) to increase consistent and attractive wayfinding signage and direct traffic off of Highway 126 into downtown Veneta and to Veneta businesses.	Forthcoming	This item is on the RARE work plan
8	3.1.2	Continue to upgrade existing downtown infrastructure.	No Current Action	
9	2.1.3	Work with regional tourism associations and wine industry to increase tourism activity in the area.	No Current Action	
10	4.2.3	Continue to monitor "problem properties" through code enforcement and nuisance ordinances.	Ongoing	Code enforcement activities
11	2.2.2	Develop a program to identify and document sites that are "shovel-ready" and can accommodate development.	Forthcoming	Inventory of commercial and office space in progress
12	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.	No Current Action	
13	3.2.1	Conduct a market analysis to better understand the types of products and services desired by Veneta residents.	Forthcoming	Downtown Veneta Retail Market and Development Strategy
14	4.1.1	Focus improvements on pedestrian and streetscape infrastructure as needed.	No Current Action	
15	2.2.1	Develop a quarterly newsletter highlighting City of Veneta's economic development initiatives.	Ongoing	Newsletter launched, ongoing editions
16	1.2.2	Provide regular updates to real estate agencies on availability of developable sites.	No Current Action	
17	2.1.1	Create a business registry database that inventories all current businesses located in Veneta.	No Current Action	
18	4.2.4	Incorporate local art into downtown streetscape improvements.	No Current Action	

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

19	1.1.1	Allocate economic development funds to support the hiring of a RARE placement or Economic Development Intern in Year 1.	PREVIOUSLY COMPLETED
20	1.1.2	Amend Veneta Comprehensive Land Use Plan and Zoning Code.	PREVIOUSLY COMPLETED
21	1.1.3	City leadership and staff support and assistance with implementation of the strategic plan.	PREVIOUSLY COMPLETED
22	1.1.6	Establish an Economic Development Committee	PREVIOUSLY COMPLETED

South Wasco Community Broadband Access Project

Community High Speed Internet Demand Survey

*The South Wasco Alliance, Mid-Columbia Economic Development District and the Wasco County Economic Development Commission are working together to find opportunities to bring high speed internet service to the community. We will work to determine the demand for internet in underserved areas of Wasco County, which will enable internet service providers to better understand opportunities and allow us to seek funding to support investments. This survey is the foundation for this effort, and **we appreciate your support in taking five minutes to fill it out!***

1. What type of internet connection do you have at home?

- Dialup Satellite DSL Cable Wireless Fiber to the home
 Wireless mobile card or cell service I do not have internet service (Skip to question #8)

2. Which company provides your internet service?

- AT&T CenturyLink Charter Bend Broadband GorgeNet HughesNet
 Qnect North State Telephone Sprint StarBand US Cellular Verizon RTG
 Mosier WiNet Skycasters Warm Springs Telecom Other _____

3. What are the primary reasons you use the internet at home? Check all that apply.

- Communication (email, Skype, etc.) Work from home (home-based business)
 Work from home for an employer (telework) General information/research
 Entertainment (TV/videos, music, gaming, etc.) Taking online courses/distance learning
 Other (please describe) _____

4. Are you satisfied with your current home internet service? Yes No

Please explain _____

5. Do you own or work at a business located in a storefront or office that uses the internet?

- Yes No

6. If yes, what are the primary reasons you use the internet in that business? Check all that apply.

- Communication (email, chat, etc.) General information/research
 POS/Credit Card Processing streaming video video conferencing
 uploading large files downloading large files cloud computing
 Other (please describe) _____

7. Are you satisfied with your current business internet service? Yes No

Please explain _____

8. If a new or alternative high speed internet service were available to your **home**, would you be interested in acquiring it? Yes No

Please continue on the other side!

9. If interested in purchasing new or alternative high speed internet service, how much would you be willing to pay per month for a new or alternative high speed internet service (average price for high speed is approximately \$53)?

- \$31-\$40 \$41-\$50 \$51-\$60 \$61- \$70 \$71 or more

10. If not interested in purchasing high speed internet access or new, higher speed internet service to your home, what are the primary reasons? (check all that apply)

- Dial-up access meets my current needs Cannot afford high speed internet
 Satellite is my only option, but installation and monthly service costs are too high
 Cannot afford a computer Do not know how to use a computer
 Do not have a reason to use a computer Other _____

11. Please provide your contact information and check the boxes below that apply to when you are willing to let us use this information.

Name _____

Address _____

Phone/email _____

- I would like to receive additional information and updates about this project.
 I would be willing to sign a letter of intent to purchase new service, or a petition in support of grant funding to bring high speed internet to my community.
 I would like my contact information shared with internet service providers interested in increasing service in the area.

Note: This question is optional. We will only use this information for the purposes you selected. This information will allow the project team and internet service providers to better understand the demand for internet and make an investment case.

12. Please feel free to share additional comments on your community’s internet service and its impacts on community vitality below.

Please return your completed survey to a drop box around town (City Halls, Libraries, Stores, etc) or MCEDD (515 E 2nd Street, The Dalles OR, 97058) by Monday, February 16, 2015. OR take it online at gorgebroadband.org/survey.php.

If you have any questions about the survey, or the South Wasco County Broadband Access Project, please feel free to get in touch with Carrie Pipinich at carrie@mcedd.org or 541-296-2266. For more information on the project, please visit www.gorgebroadband.org Thank you for your support!