

**AGENDA**  
**VENETA ECONOMIC DEVELOPMENT COMMITTEE**  
**WEDNESDAY, February 10, 2016 – 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 January 6<sup>th</sup>, 2016 (pgs. 3-7)
- 2:15 **IV. IMPLEMENTATION OF ACTION PLAN**  
a. Caroline Cummings from Oregon RAIN in Eugene: Presentation and Q&A
- 2:40 **V. PROGRAM/PROJECT UPDATES**  
a. Business Retention & Expansion Program and Business List (pg. 9)  
b. Visitation Team Recruitment (pgs. 11-13)  
c. Open House Event Overview and Next Steps (pg. 15)  
d. Timeline for Future Events  
i. Lane County Economic Development Guest  
ii. SWEDCO Guest  
iii. Combined Market Analysis Event with Open House or BR&E Conclusion Event
- 3:20 **VI. OTHER**  
a. Work Plan Action 5 (1.1.4): City Prioritization for Economic Development Incentives  
i. Redevelopment Tool Kit  
ii. Business Loan Program
- 3:25 **VII. NEXT MEETING**  
a. March 9<sup>th</sup> 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](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, January 6, 2015 – 2:00 p.m.**  
Veneta Administrative Center, 88184 8th Street, Veneta, Oregon

Present: Thomas Cotter, Ryan Frome, Len Goodwin, Gina Haley-Morrell, Charles Ruff, Herb Vloedman

Absent: Jason Alansky, Linda Boothe, Dave D'Avanzo

Others: Ric Ingham, City Administrator; Claudia Denton, Economic Development Specialist; Tim Perkins, resident (in audience).

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**1. Call to Order**

Chair Len Goodwin called the meeting to order at 2:05 p.m.

**2. Public Comment**

- a. Veneta resident Tim Perkins was in attendance but did not comment.

**3. Administrative**

- a. Approval of Minutes:

**Motion:**

Herb Vloedman made a request to revise the minutes on page two with the addition of the words "a mix of" to read "The Committee decided to attempt to reach a mix of approximately 70% businesses within Veneta City Limits and approximately 30% outside.

**Thomas Cotter made a motion to approve the minutes from December 2, 2015 with the revision. Gina Haley-Morrell seconded the motion which passed with a vote of 5-0.**

There were only five voting members present during the motion. Ryan Frome arrived at 2:15 p.m., after the minutes were approved.

**4. Implementation of Action Plan**

- a. Business Retention & Expansion (BR&E) Program
  - i. Narrow Down List of Potential Businesses

Claudia Denton presented information from the Agenda Item Summary and reviewed Committee decisions from the December 2, 2015 meeting. The Agenda Item Summary contained a list of businesses suggested by staff to be appropriate for the business visitation interview process of the BR&E program. Denton requested that the Committee either approve the suggested staff list or amend the list with their suggestions to have approximately 30-40 suggested businesses to interview.

Thomas Cotter commented that some businesses may be owned by the same owners.

In response to a comment by Len Goodwin, Claudia Denton said that the

Committee had decided during the December 2, 2015 meeting that the BR&E program should conduct business interviews with 20-25 businesses.

Len Goodwin said that business interviews should not be conducted with businesses owned or operated by Economic Development Committee members.

Len Goodwin asked staff why Ray's Food Place, a large employer, was not included on the list. Claudia Denton responded that there were already three large employers on the suggested list, but of course the list could be revised. Ric Ingham commented that Ray's Food Place had closed a location in Creswell, Oregon last year and it was a loss for other retailers in the area, so it may be a good idea to add them to the list. Charles Ruff said he had specifically requested that Ray's Food Place be on the list during the last meeting, and again requested that they be added alongside the other large employers. Denton added Ray's Food Place to the list.

Len Goodwin asked the Committee if there were any other businesses that should be added or removed from the list.

Ric Ingham said that staff could easily make a primary list as well as a secondary list of businesses to contact, as businesses from the primary list may decline to participate.

After discussion from Committee members, Countryside Pizza & Grill was added to the list.

After discussion between staff and Committee members, Subway and Dairy Queen were added to the list.

Committee members and staff agreed to have a primary list of 25 businesses, and then secondary and tertiary lists of five more to be prepared under staff's discretion with Committee direction.

After discussion, Committee members requested that additional medical businesses, at minimum to include Applegate Medical Associates and Veneta Family Dentist, be added to the list.

In response to a question by Len Goodwin, Claudia Denton confirmed she had enough direction from the Committee to finalize the list.

## ii. Report on Business Outreach

Claudia Denton reported that she had sent out 194 handbills in the mail to nearby businesses, inviting them to the Committee's upcoming Open House and the BR&E Kickoff event. Denton also said she had sent information about the two events to the Fern Ridge Review, listed information on the City website, and that there was a flier insert in the City of Veneta January water bill.

Denton also reported that she and other BR&E Leadership Team members had invited various business resource partners to the BR&E Kickoff.

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

- a. Open House at the Fern Ridge Community Library
  - i. Purpose and Intended Outcomes

Claudia Denton reviewed the attached item outlining the purpose and intended outcomes for the Open House with the Committee.

Herb Vloedman requested that “advertise regular meetings” and “provide a method for community members to contact the Committee” should be added to the list of purposes.

Thomas Cotter asked about the possibility for an additional event for employees and community members, as the Open House and BR&E program focuses more on business owners. Len Goodwin responded that he felt the Committee should host a follow-up event aimed toward employees and customers.

Claudia Denton said she would add time to the February meeting agenda to make plans for a second Open House or similar follow-up community event.

- ii. Agenda

Len Goodwin said that he thought it would be better for participants and Committee members to already be seated at the tables rather than “break into groups” from standing up front during introductions. Claudia Denton responded that she left the wording of the activity open to interpretation, but had a feeling that Committee members would prefer to already be seated.

Gina Haley-Morrell said she thought it would be good to have two Committee members per table in order to capture as much information as possible.

Len Goodwin asked how many of the Committee members would be able to attend. Ryan Frome had a previous commitment and could not attend. Len Goodwin, Gina Haley-Morrell, Thomas Cotter, Charles Ruff, and Herb Vloedman all said they planned to attend. Dave D’Avanzo, who was absent from the meeting for health reasons, was not expected to be able to attend. Claudia Denton said Linda Boothe was out of town until January 20<sup>th</sup> and would not be able to attend. Claudia Denton and Ric Ingham both said they would be in attendance to assist the Committee. Ric Ingham said that Mayor Larson planned to attend.

Len Goodwin said that Committee members should be acting as meeting facilitators at the Open House to prompt discussion if needed. Also, if there were two Committee members at a table, one should be a note-

taker. He requested Claudia Denton be the primary note-taker and to consolidate all of the evening's notes.

Ric Ingham asked what questions the Committee would like to have as conversation starters. Len Goodwin suggested "do you want to expand your business and is there a challenge to doing that?". Thomas Cotter asked about the conversation starter questions on page 29. Claudia Denton responded that those questions were suggested by Michael Held from RDI for the BR&E Kickoff event, but could be used for the Open House as well. Charles Ruff responded that he liked the type of questions but they should be more specific to individual businesses rather than the whole community. Ryan Frome said he anticipated the conversations to be more organic.

iii. Other Details

Claudia Denton reviewed the expected set-up and materials needed for the Open House. Herb Vloedman requested a large zoning map and satellite view map to be displayed on easels.

Len Goodwin requested to have a copy of the Land Development Ordinance, Land Division Ordinance, and the City Ordinance with System Development Charges information.

b. BR&E Kickoff Event with RDI Staff at Our Daily Bread

i. Agenda

Claudia Denton reviewed the draft BR&E Kickoff agenda provided by RDI staff.

Len Goodwin said the Q&A time allotment was too brief, and requested more time.

Len Goodwin said that the results from the Open House should be communicated to RDI staff to help inform the BR&E program and the Kickoff agenda. Claudia Denton said she would communicate the findings to RDI staff during their weekly meetings.

Charles Ruff asked about the differences in the intended audience for the Open House event and the BR&E Kickoff event, as he was concerned that the two events would become too similar. In response to this and a question by Len Goodwin, staff responded that the Open House was intended to introduce the Economic Development Committee to the community through a listening session format, while the BR&E Kickoff was intended to explain and launch the BR&E program as well as recruit visitation team volunteers.

Committee members and staff said the targeted discussion questions may not be appropriate for the BR&E Kickoff as it may end up feeling like a repeat of the Open House event. Staff was directed to relay this information to RDI staff.

c. Visitation Team Recruitment

Claudia Denton reviewed the attached BR&E flier and explained the visitation team commitment and qualifications. Ric Ingham discussed the resource partners that staff and other members of the BR&E leadership team has been in contact with.

After general discussion about the Economic Development Committee's potential role on the Visitation Team, the Committee agreed that it would be most appropriate for the Committee to serve on the Visitation Team only if there was a shortage of volunteers. Economic Development Committee members would be willing to serve on the Visitation Team as needed, but not as the primary group. Thomas Cotter felt that as a Committee member and City Councilor, he should not serve on the Visitation Team. Herb Vloedman said that if he could be of assistance based on fit or need, he would be supportive of that.

In response to a question by Herb Vloedman, Claudia Denton said that Visitation Team volunteers did not need to be business owners or have business experience.

**6. Other**

Ric Ingham said that a state agency partner, Tom Hogue from Department of Land Conservation and Development, has a program for developing detailed market analyses, which can include retail leakage analyses and business opportunities. Additionally, Lane Council of Governments (LCOG) also offers community wide internet-based surveys to develop tools and reach out to businesses. Ingham said that it could be a good idea to invite these agency partners to future Open Houses, Committee meetings, or other events. Len Goodwin said that partnering with these agencies could be a good next step to outreaching to the broader community after the first Open House, and expressed interest in a market analysis. Ric Ingham said that drafting survey questions and working with LCOG to get started on such a project would be a good idea and he would look into a potential timeline.

**7. Next Meeting**

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

**8. Adjourn**

- a. Chair Len Goodwin adjourned the meeting at 3:20 p.m.



## Intended Business List for BRE

Business name	Category	Description
<b>Primary</b>		
1 Applegate Medical Associates	Services, medical	Medical
2 Bi-Mart	Lg. employer/retail	Retail/variety
3 Broadway Grill	New/retail (restaurant)	Restaurant
4 Cascadia Hemp Works	New	Cannabis oils and salves
5 Countryside Pizza & Grill	Retail (restaurant)	Restaurant
6 Domaine Meriwether Winery	Winery/tourism	Winery
7 First Call Resolution	Lg. employer	Call center
8 Goaty Girlz Milk Soaps	New/home-based	Goat milk products
9 Holte Manufacturing	Lg. employer	Traded sector Well drilling tool mfg.
10 Kurzhal Family Kickin Pickles	New/home-based, sm. ag., food pro	Canned goods prod.
11 Long Tom Custom Saw Mill	x	Saw mill
12 Our Daily Bread	Retail (restaurant), anchor	Restaurant
13 Plough Monday Brewing	Sm. Agriculture, emerging	Brewing/hops growing
14 Ray's Food Place	Lg. employer/retail	Retail/grocery
15 Robbie's Windowbox Caffe	Retail (restaurant)	Coffee shop
16 Sweet Cheeks Childcare	Services	Child care
17 Tall Firs Brewing	Home-based	Brewing
18 Taste	Closed	Closed (café)
19 The Farm Store	Retail/anchor	Farm store
20 Veneta Chiropractic Clinic	Services, medical	Medical
21 Veneta Crossfit	x/(services?)	Gym
22 Veneta Family Dentist (Dr. Tracy Robinson)	Services, medical	Medical
23 Veneta Rub Company	New/home-based, food processing	Rubs/spice products
24 West Lane Fitness	x/(services?)	Gym
25 Yurtel	New/tourism	Lodging

<b>Secondary</b>		
1 The Catbird Seat Bed & Breakfast	Tourism	Bed & Breakfast
2 Dancing Half Moon Studios	New/emerging	Music studio
3 L'Etolie Farm	Sm. Agriculture	Farm
4 Pet Paws Dog Wash & Nutrition	Retail	Dog wash/food
5 Sweet Creek Foods	Food processing	Canned goods prod.

<b>Tertiary</b>		
1 A&J's Upholstery Hospital	x	Furniture repair
2 Applegate Eye Clinic (Dr. Snyder)	Closed (services), medical	Closed (medical)
3 Michael's Computer Services	Services	Computer services
4 Muse Woodcraft	Secondary wood	Wood products
5 Precision Cabinets and Countertops	x/(services?)	Cabinets & countertops

<b>Extra</b>		
1 Dairy Queen	Retail (restaurant)	Restaurant
2 Maricle Stainless	x	Custom metal kitchens/counters
3 Subway	Retail (restaurant)	Restaurant
4 Bob Sutherland Tackle	Closed (retail)	Closed (tackle shop)

Criteria category: lg. employer (4), retail (10), new or home-based (8), anchors (2), closed (3), medical (4) or target industry (14 total): food processing (3), services/high tech (5), secondary wood (1), small ag. (3), tourism (3)

Primary: (4) (7) (7) (2) (1) (3) (9 total): food (2) services (4) secondary wood (0) small ag. (2) tourism (2)

Secondary: (0) (1) (1) (0) (0) (0) (3 total): food (1) services (0) secondary wood (0) small ag. (1) tourism (1)

Tertiary: (0) (0) (0) (0) (1) (1) (2 total): food (0) services (1) secondary wood (1) small ag. (0) tourism (0)

Extra: (0) (2) (0) (0) (1) (0) (0 total): food (0) services (0) secondary wood (0) small ag. (0) tourism (0)

01/29/16



# Business Retention and Expansion Program Veneta, Oregon



The key to business vitality is having a strong, locally-owned business base that has the capacity to endure and grow in today's rapidly changing economy. While every rural business faces unique challenges, there are proactive and proven economic development strategies that can help existing businesses recognize their full potential. To this end, Veneta, Oregon is partnering with Rural Development Initiatives (RDI) to develop and deliver a Business Retention and Expansion Program beginning January 2016. Alongside countless partners, the City of Veneta, RDI, and the newly formed Veneta Economic Development Committee (EDC) aim to assess business needs, connect direct assistance, and develop long-term strategies to support the local business base.



RDI's specially trained and certified economic development practitioners will work hand-in-hand with local leaders in designing and delivering customized business retention and expansion services that address a community's unique business needs. Below is an outline highlighting key activities:

1. Assess local business climate and needs
2. Develop business outreach and visitation processes
3. Leverage and deliver existing local and regional resources to businesses and connect to outside expertise

## Project Timeline

Typically, a BR&E program takes six months to launch and implement. During this time, RDI, the City of Veneta, and the EDC will reach out to community members, resource providers, and other key stakeholders to build capacity and coordinate resources. The project is slated to begin January 2016 and wrap up by summer 2016.

## Program Goals

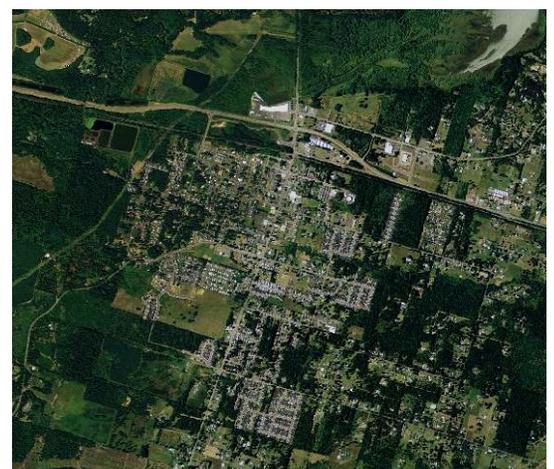
- Interview 20-25 businesses during spring 2016
- Connect, provide, and deliver technical assistance and capital to Veneta businesses
- Create a long-term outreach strategy that involves locally trained and skilled leaders
- Better connect local businesses with public and private resources

## Questions?

Michael Held, Program Manager, RDI  
541.684.9077 ext. 7033 | [mheld@rdiinc.org](mailto:mheld@rdiinc.org)

Claudia Denton, Economic Dev. Specialist  
City of Veneta | 541.935.2191 ext 312  
[cdenton@ci.veneta.or.us](mailto:cdenton@ci.veneta.or.us)

**“Veneta is very excited to have RDI’s expertise in developing and launching the Business Retention and Expansion program. This will set the stage for long-term economic vitality in our community, stable jobs for our region, and a good quality of life for our residents and business owners.” Ric Ingham, Veneta City Administrator**



## How can you get involved?

The deliberate cultivation of relationships is the heart of every successful Business Retention and Expansion program and requires significant investment from community members. **This is where we need your help!** To understand the needs and issues of businesses, we need volunteer Visitation Teams to help gather information and foster supportive relationships that aim to strengthen Veneta businesses.

## What do the Visitation Team Trainings entail?

Each Visitation Team volunteer must attend mandatory trainings. The trainings include a framework for the entire visitation process, desired outcomes, and reality-based deliverables. This includes things like explanation of the purpose/intent of the BR&E program, description of participating organizations, and the resources they represent as well as anticipated outcomes for the subject business and community as a whole. Typically, trainings will be conducted over two or three “building block” sessions. Training times and dates are flexible to reflect the dynamic scheduling needs of every day workers.

### Visitation Team Commitment and Qualifications

RDI and the City of Veneta are looking to recruit up to 18 volunteers to help support the Business Retention and Expansion Program by serving as members on Business Visitation Teams. Below are highlights of tasks, responsibilities, and qualifications for participating members.

- **Two-person teams**
- **Visit 2-4 businesses each**
- **Commit up to 20 hours of volunteer time over 3 months**
- **Be respectful, open, and communicative with the ability to listen**
- **Be open to training other visitors in the future**
- **Attend up to 3 trainings (mandatory)**
- **Be willing to engage businesses quarterly for 1 year**
- **Refrain from bringing a personal agenda or “baggage” to business interviews**
- **Must be highly confidential and agree to sign confidentiality statements**

## Visitation Team Timeline

January 28	February 11-12	February 22-26	March 21-25	March 21 - April 22	May 2-6	Summer 2016
<b>BR&amp;E Kick Off Event!</b>	<b>BR&amp;E In-person Visitation Team Recruitment Q&amp;A</b>	<b>BR&amp;E Visitation Team Training</b>	<b>Get to know Veneta Businesses!</b>	<b>Conduct Business Interviews</b>	<b>BR&amp;E Project Debrief and Celebration</b>	<b>Community Presentation</b>
	Learn more about the BR&E Program to determine if you'd like to volunteer!	Held at two different times (AM/PM)  Three-hour mandatory training  Refreshments provided	Two hours of on-your-own business research  Learn about the business, location, name of the owner, and any news/press about company	Volunteers work in teams of two and interview three businesses  Up to two hours per interview with an hour debrief for each	Mandatory two-hour in-person Visitation Team Debrief  Refreshments provided	Optional and open to the public  90 minutes

If you have any questions, or are interested in learning more, please contact Claudia at 541-935-2191 ext 312 or email [cdenton@ci.veneta.or.us](mailto:cdenton@ci.veneta.or.us).

Resident  
Address  
City, State, Zip

February 9, 2016

As you may know or have heard, the City of Veneta, in partnership with Rural Development Initiatives, Lane County Community Economic Development, and the Fern Ridge Chamber of Commerce, are working to develop a Business Retention and Expansion Program. This program aims to support Veneta area businesses by:

1. Listening and inventorying existing business needs and issues;
2. Connect and link direct assistance to address needs;
3. Develop short and long-term strategies to address common business issues.

As part of this program, we need volunteers to join our Business Visitation Team to help interview businesses and gather information over the next several weeks. You were specifically selected as a potential member for the Business Visitation Team based on your positive reputation and leadership skills. We would like to personally invite you to join us as we support Veneta-area businesses. Below are some roles, expectations, and time commitments.

#### **Visitation Team Commitment and Qualifications**

- Two-person teams
- Visit 2-4 businesses each
- Attend up to 2 trainings (mandatory)
- Commit up to 20 hours of volunteer time over 3 months
- Be respectful, open, and communicative with the ability to listen
- Be open to raining other visitors in the future

Please contact Claudia Denton with any questions: (541) 935-2191 ext. 312.

Thank you for your consideration. We look forward to speaking with you and exploring this great opportunity for you and our community!

Best regards,





## Economic Development Committee Open House Overview

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**Date:** January 14<sup>th</sup> 2016

**Location:** Fern Ridge Community Library

**Attendees:** 5 EDC members, 2 staff, 1 elected official, 16 community members (24 total)

**Recurring themes:**

- Need for networking/collaboration opportunities
- Need for incubator spaces
- Shortage of quality, affordable commercial and office space
- Problematic downtown (away from Highway, undeveloped, not visible, etc.)
- Highway 126 problems
- Signage/visibility (of the City, downtown, Farmers Market, businesses, etc.)
- High development/permit fees (both residential and commercial)
- Role of Farmers Market
- No City focus point/driver for business, visitors, activity
- Ideas on what services/businesses would do well or are needed in the area