

MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING
1300 NE Village Street
Fairview, OR 97024
November 14, 2013

PRESENT:

Dean Hurford, Chair
Renaye Delano, Vice Chair
Brenda Ziegler
George Lingelbach
Jeff Townsend
Henry Pelfrey

ABSENT:

Cllr. Dan Kreamier, Council Liaison
Jeff Anderson

STAFF:

Allan Berry, Public Works Director
Erika Fitzgerald, Development Analyst

1. CALL TO ORDER:

Chair Hurford called the meeting to order at 5:15 p.m.

2. REVIEW AND ADOPT MINUTES – October 10, 2013

Chair Hurford asked the committee if they had any comments on the October meeting minutes. Committee member Ziegler made a motion to adopt the minutes. Committee member Lingelbach seconded the motion. The minutes were passed unanimously.

3. PUBLIC WISHING TO SPEAK ON NON-AGENDA ITEMS

There were no comments from the public.

4. BUSINESS SURVEY DEVELOPMENT

Chair Hurford introduced the business survey development agenda item. He stated that the discussion would be framed by considering the approach to developing survey questions to determine what the Committee would like to achieve and gain from the survey. Chair Hurford requested open discussion from the Committee and that staff would record information on the flip chart. Committee member Ziegler stated that she is interested in learning whether businesses are aware of EDAC and the website and if businesses understand that the City is here to help them. Public Works Director Berry suggested that the Committee start by coming up with six headings and categories for questions and then work down to the detail. He recorded the first heading as overall awareness.

Chair Hurford stated that survey questions will be developed from ideas about what the Committee wants to know from businesses. Vice Chair Delano stated that she wants to

know what businesses believe to be the location of Fairview's city center. Chair Hurford suggested perception of needs as a category. Vice Chair Delano asked how can we know what we want if we don't know what downtown Fairview is. Chair Hurford stated that an understanding of the perception of downtown Fairview is not necessarily all that the Committee wants out of the business survey. Committee member Ziegler stated that the Committee needs to gain information from the businesses in order for EDAC to move forward and progress. Vice Chair Delano stated that unless the businesses know where downtown is they won't know how to answer questions. Chair Hurford stated that the Committee needed to expand the discussion and scope of the survey beyond the downtown area and consider the other pockets of the city. He provided an example about the recruitment of an outboard boat business and that the core of the city may not be relevant to all businesses such as those in the city's industrial areas.

Public Works Director Berry asked the Committee about the purpose of the survey. Vice Chair Delano said that it is to learn how to set goals and focus the actions of EDAC. Committee member Ziegler stated that she would like to know where businesses go for information and how EDAC could better direct businesses to resources for information. The Committee then discussed what different factors attracted a business to an area. Staff briefly discussed the market analysis that was completed for the City in 2010 and that businesses often depend on an analysis of a market area when determining where to locate. Committee member Townsend stated that national and regional retail stores often do market analyses through in-house brokers and that demographics play a huge role in picking new locations, but that it is different for local businesses.

Chair Hurford stated that the survey could assist the committee with learning what businesses want. Committee member Ziegler said that this information could help the city know what kind of information businesses need in order help that business. Public Works Director Berry gave the example of assisting a home occupation with the process to transition their business to a storefront. Mr. Berry suggested that the survey could include questions about what a business needs to know before moving to a new location. Committee member Ziegler said that this depends on what type of business it is. Committee member Pelfrey stated that he looks for complementary businesses when finding a new location. Vice Chair Delano stated that for her business the more business that she can do with other local businesses the less overhead she incurs. The Committee then discussed the businesses in Townsend Business Park and the value and opportunity of having a variety of complementary businesses in a cluster. The Committee determined that they would like questions on the survey regarding why businesses moved to Fairview and complementary businesses.

Public Works Director Berry asked the Committee if they would like to include a question about access to workforce and skilled laborers. Chair Hurford said that this is a relative point and the survey could ask businesses if they think workforce is adequate. This prompted a discussion of what attributes businesses may look at when choosing a location. Chair Hurford also stated that the school system is an issue. The Committee discussed that misperceptions about the school district and housing options may affect a business's decision about location. Staff suggested that the Committee focus on asking questions regarding issues that the City would have the ability to affect.

Vice Chair Delano suggested that the survey ask businesses if they intend to stay in Fairview, what they need to grow and what types of incentives could be used. Chair Hurford stated that the Committee needed to bring focus to the discussion and identify what information they are looking for and what they will do with that information. Vice Chair Delano said that it was difficult to know what they will do with the information until they receive it. Committee member Ziegler asked if the survey would be on behalf of EDAC or the City. Chair Hurford stated that the survey will need to be approved by the City Council prior to distribution. He stated that staff will develop survey questions for review by the Committee at the December meeting. Public Works Director asked how many questions would be on the survey. Vice Chair Delano suggested eight to ten questions. Committee member Townsend said to keep it simple by providing five to eight open ended questions. Chair Hurford restated that staff will come to the next EDAC meeting with survey questions for the Committee to review.

Information recorded on the flip chart:

Awareness

Website

EDAC

Where is information available

Other businesses

Networking

Complementary Services

Find local opportunities

What are local needs

Shared services

Location

Why here

Do you intend to stay

Incentives

Availability of adequate/ skilled workforce

1-8 questions

5. HALSEY CORRIDOR PROJECT

Chair Hurford opened the discussion by stating that the waterfront development is dead and that he wanted to introduce a new idea for further discussion at the next EDAC meeting. He stated the importance of taking a more global look at the Halsey Street corridor from Target (Fairview Parkway) to the Sandy River in Troutdale. He believes there is an opportunity for positive change in the corridor and that the scope of the project will also span as far as Townsend Business Park to the former dog track in Wood Village. He stated that he believes the corridor project could have a positive effect on continuity from Target to Glen Otto Park and that good things happening in a neighboring community would be good for Fairview. Chair Hurford went on to explain that this concept could potentially change or alter EDAC to expand the focus to the wider Halsey Street corridor. He presented the idea of a liaison from Wood Village City Council and Troutdale City Council be included in the group. The idea would be to grow a more parallel corridor concept through more consistent codes between the cities. Chair Hurford used the recent processes to revise natural resource regulations in the three cities as an example.

Committee member Townsend asked if Troutdale Mayor Doug Doust was in support of the idea. Chair Hurford stated that he believes so. Vice Chair Delano asked if Wood Village was in support of the idea. Chair Hurford stated that he will bring the idea to them but that the idea needs to be further developed. Vice Chair Delano stated that it would be good to work together. Committee member Ziegler agreed that it would be more productive to come together.

The Committee then discussed the transportation project on 242nd Avenue in Wood Village. Public Works Director Berry explained the purpose of the transportation project to create two lanes up, one lane down and bike/pedestrian facilities. He also explained that Metro will allocate the money for the project to Multnomah County as a result of conclusions from the East Metro Connections Plan process.

6. STAFF UPDATES

Staff gave a brief update about the project to address natural resource constraints on commercial properties on Halsey Street and Sandy Blvd. Staff is currently working with the property owners, real estate brokers and a natural resources consultant to establish a project plan for identifying ways to address these barriers to development.

7. TENTATIVE AGENDA ITEMS – December 12, 2013

Tentative agenda items for the December 12, 2013 meeting include further discussion of the business survey and to continue the discussion about the Halsey Street corridor project.

Vice Chair Delano asked Chair Hurford for a few moments to bring up a topic that she discussed with Councilor Kreamier. Chair Hurford agreed. Vice Chair Delano stated that she and Councilor Kreamier had a discussion about meeting visitors and ensuring that non-committee members be seated separately from the Committee to clarify roles. She requested that meetings be moved to Council Chambers as this would provide more room for visitors to sit away from the table. Public Works Director Berry stated that it may also be beneficial as it would create a more formal atmosphere for the Committee. Committee member Ziegler stated that it is also important to control the time that the public speaks on non-agenda items. Vice Chair Delano suggested using a timer. Public Works Director Berry said that it is important to have consistency of procedures between the advisory committees.

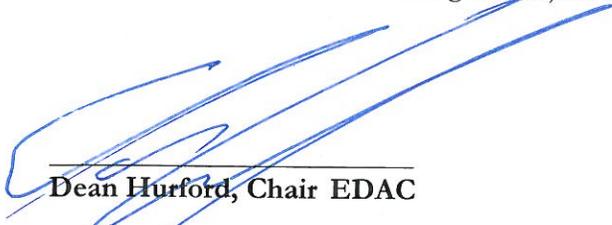
Chair Hurford clarified with staff that the “parking lot” items on the agenda were for future meetings and not necessarily the next EDAC meeting. Staff confirmed that the parking lot items serve to inform the Committee of future agenda items that had been discussed at previous meetings.

Public Works Director Berry stated that Committee members Pelfrey and Ziegler are up for reappointment this year. Chair Hurford asked if EDAC could make a recommendation to City Council to re-instate members Pelfrey and Ziegler as the committee is just starting to gain momentum. Public Works Director Berry said that yes, EDAC could endorse their reappointment at the City Council meeting.

The Committee briefly discussed putting together a work plan for EDAC at the January meeting. Public Works Director Berry said that the budget process may dictate the roles of the committees which may inform the work plan.

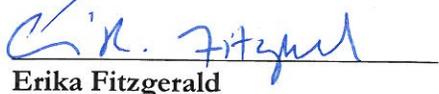
8. ADJOURNMENT

Vice Chair Delano made a motion to adjourn the meeting. Committee member Ziegler seconded the motion. The meeting was adjourned at 6:34 p.m.



Dean Hurford, Chair EDAC

12/12/13
Date



Erika Fitzgerald
Development Analyst, Public Works Department

12/12/13
Date