

MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING
1300 NE Village Street
Fairview, OR 97024
January 9, 2014

PRESENT:

Dean Hurford, Chair
Renaye Delano, Vice Chair
Jeff Anderson
Cllr. Dan Kreamier, Council Liaison

ABSENT:

Jeff Townsend
George Lingelbach

STAFF:

Allan Berry, Public Works Director
Erika Fitzgerald, Development Analyst

VISITORS:

Henry Pelfrey
Brenda Ziegler

1. CALL TO ORDER:

Chair Hurford called the meeting to order at 5:17 p.m.

It was clarified that because former committee members Henry Pelfrey and Brenda Zeigler have not been re-appointed to the Economic Development Advisory Committee by Council, that they cannot vote and are considered members of the public. The Committee discussed if a quorum was present as only three voting members were present. It was concluded that because there are currently only five members on the committee due to the delay by Council in making committee re-appointments, that the 3 members present represented a quorum.

2. REVIEW AND ADOPT MINUTES – December 12, 2013

Chair Hurford asked the committee if they had any comments on the December meeting minutes. Vice Chair Delano made a motion to adopt the minutes. Committee member Anderson 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. NOMINATIONS FOR CHAIR AND VICE-CHAIR

Chair Hurford introduced the agenda item to nominate a new chair and vice-chair for the committee. Committee member Anderson made a motion to keep Dean Hurford and

Renaye Delano in place as Chair and Vice-Chair until City Council makes committee appointments to fill the vacant seats. Renaye seconded the motion. The motion passed unanimously.

5. BUSINESS SURVEY REVIEW

Chair Hurford introduced the agenda item to review the business survey. Staff member Fitzgerald stated that she received an email from Committee Member Townsend stating that he is happy with the business survey. Overall the Committee indicated that they are comfortable with the business survey. Chair Hurford suggested that the Committee go through the survey again to determine if there are any further revisions to be made. The Committee agreed to adding the option to put an email address to questions nine and ten and adding the option of putting in a business website on question 10. Vice Chair Delano asked if the question, "are you a sole proprietor?" be added to the first survey question. The committee decided that it should not be added and Chair Hurford added that it is important to keep the questions simple.

Chair Hurford commented on question number four regarding the location of the core & downtown of Fairview stating that it will be interesting to find out where the general public thinks the core of the city is located. Committee Member Anderson provided an anecdote about Fairview Village and that people thought that the Wood Village Commercial Center on 223rd Avenue was in Fairview. Staff member Fitzgerald commented that The Rock restaurant located in Wood Village advertises itself as being located in Gresham. Chair Hurford stated that question four will offer important information about how to improve the Halsey Street corridor.

The Committee then discussed question eight regarding challenges that businesses are facing. They commented that there are a lot of options. Councilor Kreamier stated that access to public transit has been an important issue to businesses. He referred to an article about pulling out of TriMet. Committee Member Anderson stated that it is important to look at the relationship between challenges and the location of a business when analyzing the survey results. Councilor Kreamier suggested adding "signage" after "visibility" to the options on number eight. The committee agreed.

Staff member Fitzgerald informed the Committee the city received an offer to donate a \$100 gift card to act as an incentive for businesses to complete the survey. Public Works Director Berry stated that if the Committee would like to pursue this offer, staff can further investigate. Vice Chair Delano did not agree with using the gift card as an incentive and would like businesses to respond without offering an incentive. Brenda Ziegler stated that she did think the incentive would get more businesses to respond to the survey. Chair Hurford suggested that the Committee leave it to the Council to make a decision regarding use of an incentive. Councilor Kreamier stated that the incentive may entice people to respond but that the incentive should come from the City. Public Works Director Berry stated that staff can look into whether the City could offer an incentive if the Committee decides they would like to offer one with the survey.

Chair Hurford asked the Committee how many responses they predicted the City would receive. Committee Member Anderson stated 10%. Councilor Kreamier suggested follow-up phone calls or postcards be used after the survey is sent out to remind businesses to

respond. The Committee determined that EDAC could do the follow-up phone calls and asked staff how many businesses are in the City. Staff Fitzgerald responded that there are approximately 191-200 businesses in the City including home occupations. The Committee determined that they will not include the incentive in their recommendation to the City Council. Councilor Kreamier said that he will bring the recommendation from EDAC to the Council. Vice Chair Delano made a motion to recommend approval of the revised questionnaire and follow up post card and to direct staff to compile the data from the survey and report back to City Council. Committee member Anderson seconded the motion. The motion passed unanimously

The Committee then had further discussion regarding the timing on the survey and whether a statement should be added to the survey instructing respondents to return the survey by a certain date. The Committee agreed that a statement be added directing respondents to return the survey within 30 days of the date the survey is mailed. The Committee also agreed that the reminder postcard should be sent 10 days after the survey is mailed. Committee Member Anderson suggested that the phone calls to businesses be made before the survey goes out instead of after in order to let businesses know that the survey is coming in the mail and encourage a response. The Committee will assign each Committee member businesses to call at the February EDAC meeting. Staff will bring the list of businesses with contact information. Vice Chair Delano asked if members could administer the survey over the phone. The committee decided that no, it would be better if the business was encouraged to fill out the survey and send it back to the City for consistency purposes. Committee Member Anderson stated that by calling each business the Committee will be personally acknowledging each business and that they will be more likely to complete the survey. Brenda Ziegler asked staff if a stamped return envelope will be included with the survey. Staff responded that a return envelope will be provided but it will not have a stamp on it. Chair Hurford closed the topic on the business survey.

6. DISCUSSION – HALSEY CORRIDOR PROJECT

Chair Hurford introduced the Halsey Street Corridor Project agenda item stating that the purpose of the project is to market the Halsey Street corridor and to determine over the next decade how to get more people to pull off of the freeway to experience the corridor. He stated that it is important to tie the three communities together in order to market the corridor. He discussed various options including the use of technology and a special app that would direct drivers off of the freeway to the corridor from the Pelfrey property at the Fairview Parkway exit all the way to the Yoshida property in Troutdale.

The Committee discussed approaching Troutdale and Wood Village to create their own economic development committees and that a joint group could be created to meet quarterly. This group could discuss like topics including regulations regarding natural resources or signs and traffic issues. Chair Hurford stated that this is likely a decade long project with a focus on growing the communities. Councilor Kreamier stated that all three cities will have to create a common vision for economic development along the Halsey Street corridor. Chair Hurford also stated that other parts of the community including Fairview Village and the Townsend Business Park would be considered in the process but that the focus would be Halsey Street as that is a major thoroughfare. Vice Chair Delano stated that this is a great opportunity for Village businesses. Councilor Kreamier asked staff if the City can require a multi-business sign at the VA clinic site. Staff responded that no,

the city cannot require it, but that the city could work with a future developer to potentially include that in their plans. The Committee agreed that this process to group the cities together to grow this vision will help to create continuity along the Halsey Street corridor.

Public Works Director Berry stated that this process will also be a good avenue for the three cities to communicate on various issues including how to spend transportation dollars from the County and that coming together to form a common goal may help to heighten the priority of projects along the corridor. Councilor Kreamier stated that it is important to get the County involved in the discussion. Vice Chair Delano agreed that if the three cities come together they will be a stronger voice when working with the County. Chair Hurford asked how to move the project forward. Public Works Director Berry stated that the three cities meeting is scheduled for the following week and that Councilor Kreamier could potentially bring up the topic at this meeting to plant the seed with the other communities. Committee Member Anderson commented that getting the three cities to work together will be a good outcome and that the biggest hurdle will be getting the economic development groups created. Chair Hurford stated that it is a matter of getting businesses from the three cities together at a table to move the idea forward. He asked if the Committee is comfortable with the corridor project idea. The Committee said yes. Councilor Kreamier stated that there are a lot of development opportunities along the Halsey Street corridor. Chair Hurford said that he would call the Mayor regarding the project idea so that it is on his radar for the three cities meeting.

7. STAFF UPDATES

Staff gave a brief update on the Council direction regarding medical marijuana facilities and that the City Council will be considering an ordinance which would not allow businesses in violation of the federal controlled substances act and make some changes to the business license code language. Staff also updated the committee on the upcoming Mayor's Business Round Table. Neil MacFarlane, general manager at TriMet, will be the keynote speaker. Committee members requested that they be included on the RSVP list for the event.

As a follow-up to questions posed by Committee members at the December EDAC meeting, staff updated the Committee that notice requirements for city committee meetings are 24 hours and that an option to be included on a business directory will be added to the business license application.

Vice Chair Delano asked when the City Council would be adopting the new committee rules. Councilor Kreamier said that the Council committee is still working on the rules and once the rules are reviewed and adopted by Council they will be distributed to the Committees. Chair Hurford asked when the EDAC re-appointments would be made. Councilor Kreamier stated he did not know when the re-appointments will be on the Council's agenda. Public Works Director Berry stated that he believed the re-appointments were deferred until the City Council vacancy is filled.

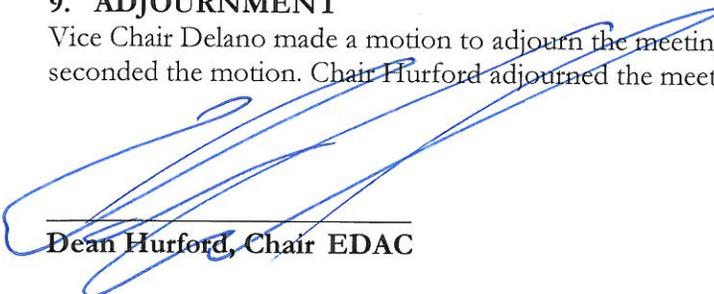
Staff provided information to the Committee about a system development charge deferral/financing program. This program was established by resolution in 2003 and staff is working to reactivate the program. Staff is working on strategies for administering and marketing the program with the Finance Department. Councilor Kreamier suggested bringing information regarding this program to an upcoming Mayor's Round Table event.

8. TENTATIVE AGENDA ITEMS – February 13, 2014

No tentative agenda items were discussed. Staff will meet with Chair Hurford prior to the next meeting to discuss the agenda for the February 13 meeting.

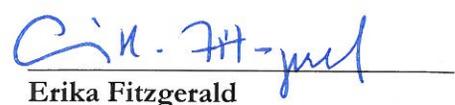
9. ADJOURNMENT

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



Dean Hurford, Chair EDAC

2/13/14
Date



Erika Fitzgerald
Development Analyst, Public Works Department

2/13/14
Date