



MINUTES  
ECONOMIC DEVELOPMENT ADVISORY  
COMMITTEE MEETING  
1300 NE Village Street  
Fairview, OR 97024  
February 13, 2014

**PRESENT:**

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

**ABSENT:**

George Lingelbach

**STAFF:**

Allan Berry, Public Works Director  
Erika Fitzgerald, Development Analyst

**VISITORS:**

Henry Pelfrey

**1. CALL TO ORDER:**

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

**2. REVIEW AND ADOPT MINUTES – January 9, 2014**

Chair Hurford asked the committee if they had any comments on the January meeting minutes. Committee member Townsend made a motion to adopt the minutes. Vice Chair Delano 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. COMMITTEE BUSINESS**

Chair Hurford asked if Councilor Ted Tosterud was the new Co-Council Liaison to the committee. Public Works Berry confirmed yes. Chair Hurford asked him to introduce himself to the committee. Councilor Tosterud introduced himself and gave a brief summary of his personal, educational and professional background.

Chair Hurford thanked staff for their assistance with a project on a site owned by Roy Moore and stated that this was a good example of how groups like EDAC can make an impact and that EDAC can come up with solutions if they remain focused, to the point and solution oriented.

Vice Chair Delano discussed a letter that she received from Jim Francesconi, Multnomah County Chair candidate, who spoke at the January Mayor's Round Table. She asked Chair Hurford if it would be possible to have Mr. Francesconi speak at an upcoming EDAC meeting regarding his goals for economic development in East County. Chair Hurford agreed. Vice Chair gave Chair Hurford the letter for him to contact him.

## **5. BUSINESS SURVEY DELIVERY & PHONE CALL STRATEGY**

Chair Hurford asked if the City Council approved the survey. Staff member Fitzgerald confirmed that the City Council gave direction to staff to move forward with the distribution of the survey. Staff member Fitzgerald distributed a copy of the final version of the business survey. The final version includes a return by date of April 1<sup>st</sup> to give respondents a specific date by which to return the survey. A section for additional comments was also added to the end of the survey should respondents have more comments. Staff also presented to the committee a postcard that will be sent out to the businesses two weeks after the survey is sent reminding businesses to return the completed survey by April 1<sup>st</sup>. An addressed envelope will be included with the survey for respondents to return the survey. The envelope will not have postage on it. Vice Chair Delano asked staff if there was a list of businesses to which the surveys will be sent in order to make phone calls. Chair Hurford stated that this phone call list is what we will be discussing at tonight's meeting.

Staff Fitzgerald stated that she intends to send the surveys out to all businesses with active business licenses on Tuesday, February 18<sup>th</sup>. Chair Hurford explained that the committee members will each take their segment of businesses to call regarding the business survey. Committee member Anderson asked if staff could wait another week to send the surveys in order to give the committee members time to make the phone calls to the businesses prior to the survey being sent. He believes that this will have more impact if the businesses know the survey is coming in the mail. Vice Chair Delano agreed and said that this will make it less likely that the business will throw the survey out. Staff agreed and stated that surveys can be sent out the following week of February 24<sup>th</sup>. The committee discussed that this still gives respondents ample time to respond by April 1<sup>st</sup>.

Chair Hurford suggested that when EDAC members call the businesses they let them know that the survey is coming, give a brief overview of the survey and would really appreciate if they could fill it out and provide information on how the city can best assist them. Staff Fitzgerald distributed a list of the businesses with phone numbers to the committee.

Councilor Ted Tosterud suggested that the city send out the survey on colored paper to distinguish it from other pieces of paper so that the business will recognize the survey. The committee agreed. Staff Fitzgerald stated that she will send the survey out on light blue paper.

## **6. REQUEST FOR COMMITTEE PROJECT LIST**

Chair Hurford introduced the topic of the request for committee project list. Public Works Director Berry explained that the city committees are there to advise staff on getting projects accomplished. As part of the budget process City Administrator Samantha Nelson requested committees to come up with a list of projects that they would like to work on in the coming year. These proposed projects will then be considered to determine how they may work with

a work plan given available resources and what the budget says. Public Works Director Berry suggested that committee members take some time to think about the types of projects they may be interested in working on and email Chair Hurford with their thoughts. A list can then be compiled. He used the Halsey Corridor project as an example.

Councilor Kreamier suggested that with the more formalized process for committees now put together, that the committee make a request for a small budget for the next fiscal year so that the committee has a bit of money to get some things accomplished. Chair Hurford asked staff to provide a list of projects that the committee has discussed in the past. The Committee went through a list – Halsey Street corridor projects, deferral of SDC's until completion of a project. Staff explained history of existing program and a plan to reactivate the program. Councilor Kreamier asked staff to bring a copy of the resolution that was passed in 2003 regarding an SDC deferral program.

Chair Hurford asked committee members to stay on focus and come up with four or five ideas of what EDAC wants to accomplish. Vice Chair Delano asked if other committee projects needed to be considered and what is the deadline. Staff stated the quicker the better and that other committee projects will be considered by the budget committee. Staff Fitzgerald added that the committee has discussed better signage for Fairview Village as a possible future project. Chair Hurford said that this could be incorporated into the Halsey Street corridor project. Chair Hurford added that EDAC could play a role in diffusing the tension between the developer and the city and focus on improving the working relationships with the city – continue to grow the role of EDAC as a business advocate. Councilor Kreamier suggested that information be put on the city website to direct people to EDAC if they are having an issue they would like to discuss. The committee discussed specifically inviting businesses to EDAC meetings. Chair Hurford stated that he would like to maintain the platform of business networking at the Mayor's Round Table. The Committee discussed a complaint that was overheard regarding credit card fees when paying for a business license. They determined that this is something that should be looked at more closely. Public Works Berry stated that this would be an issue to be discussed with Samantha Nelson, the City Administrator.

Chair Hurford requested that committee members email him ideas for projects and measurable objectives for the next year.

## **7. HALSEY STREET CORRIDOR PROJECT UPDATE**

Chair Hurford introduced the topic of the Halsey Street Corridor project and gave a brief history of the project. He discussed that the goal of the project is to take advantage of the entire corridor from Fairview Parkway to the Sandy River and to develop a pipe dream for what people want to accomplish along the corridor over the next 10 years. The Committee then discussed potential uses for properties and challenges that exist along the corridor. Chair Hurford explained that part of the purpose of this project will be to pull Fairview, Wood Village and Troutdale to work together. Public Works Berry gave an example that by working together, the group can focus on specific elements such as access and transportation. Councilor Kreamier stated that as the project progresses it will be important to also bring Multnomah County to the table to get their support as they are an important player. Public Works Director Berry stated that by working together, the three cities may be able to accomplish more in the context of getting dollars for transportation improvement

projects such as traffic calming projects and that they can have more influence by working together.

Chair Hurford stated that EDAC should be looking from Target to Sandy River to create a district concept that creates a cohesive flow along the corridor and focus on the idea that growth in each city will benefit all. He requested that EDAC buy into the corridor project concept and work with a consultant to develop a master plan for the corridor. Committee member Townsend stated that there are a lot of opportunities along the corridor that need to be considered such as restaurants. Councilor Tosterud stated that it is important to include Edgefield in the discussion. Chair Hurford stated that it is important to look forward beyond current conditions in the development of the corridor concept. Vice Chair Delano expressed the importance of filling in the gaps along Halsey Street. Committee member Townsend stated that the low income housing on Halsey presents a challenge for the corridor. Vice Chair Delano stated that part of the goal will be to pull people off of the freeway and that the future improvements will not just be directed to current residents but to attract people to the corridor to spend money.

Committee member Townsend stated that creating a vision for the corridor is a challenge because it is hard to control the types of development that will come to the corridor. Public Works Director Berry stated that it is important to concentrate on the elements that the city can influence such as parking, access, and street design. Chair Hurford asked the committee if they agree to this pursuit and if contact should be made with a consultant. The committee agreed. Public Works Director Berry stated that we need buy-in from all three cities and the County and once that is achieved we can reach out to a consultant. Chair Hurford stated that he would like to get buy in from the three cities and then begin to look for consultants within the next 2-3 months.

Committee member Anderson asked if a fragmentation of the three cities hurts or helps the vision. The committee determined that a coordinated effort between the three cities is important. Vice Chair Delano asked if there are other examples of where this type of project was done between three cities. Chair Hurford said that this is the type of information that the consultant would be bring. Chair Hurford closed the topic by stating that he believes the project does have traction and that a coordinated effort is important because the bigger the group, the more influence the cities will have to move the project along and be able to compete for transportation dollars to improve the corridor. The master plan will provide a vision for development into the future that can be used for recruitment purposes. Chair Hurford will reach out to the other communities to continue to secure support for the project.

## **8. STAFF UPDATES**

None

## **9. TENTATIVE AGENDA ITEMS – March 13, 2014**

Tentative agenda items include further discussion of the Halsey Street corridor project including discussion on how properties along the corridor can be used.

The Committee also requested that staff bring updates on:

Timeframe for the VA Clinic

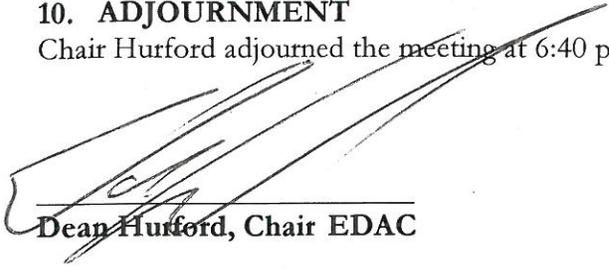
New businesses in Fairview

Status of development on Providence property

Councilor Kreamier informed the committee that he requested that retiring the water bond be put on the City Council agenda for the March 5<sup>th</sup> meeting. Vice Chair Delano asked staff if Committee rules and committee appointments will be adopted by the next meeting. Staff said yes, and that the new rules will be added to the agenda for the March meeting for further discussion.

**10. ADJOURNMENT**

Chair Hurford adjourned the meeting at 6:40 p.m.



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Dean Hurford, Chair EDAC

3/20/14  
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Date



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Erika Fitzgerald  
Development Analyst, Public Works Department

3/20/14  
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Date