



MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE (EDAC) MEETING
1300 NE Village Street
Fairview, OR 97024
July 9, 2015

PRESENT:

Dean Hurford, Chair
Renaye Delano
Brenda Ziegler
Henry Pelfrey
George Lingelbach
Ted Tosterud, Co-Council Liaison
Dan Kreamier, Co-Council Liaison

ABSENT:

Jeff Anderson

PUBLIC:

Karen Schaff, West Gorge Chamber of Commerce
Tammie Tlustos-Arnold

STAFF:

Erika Palmer, Development Analyst

1. CALL TO ORDER:

Chair Hurford called the meeting to order at 5:47 p.m.

2. ROLL CALL

Chair Hurford identified who was present by roll call.

3. PUBLIC WISHING TO SPEAK ON NON-AGENDA ITEMS

None

4. ADOPTION OF MINUTES

One change on Item 7 should not read EDAC Chair, Tlustos Arnold. Correction was noted. EDAC member Delano motioned to approve minutes, second by EDAC member Ziegler. Minutes approved unanimously.

5. COUNCIL LIASON UPDATE

Co-Council Liaison Kreamier stated that Ed Bejarana and Tammie Tlustos-Arnold have been appointed by Council to fill the two vacant positions and a parking study has been conducted to look at safety issues throughout the city.

Chair Hurford asked if this study included looking at the parking needs in the Village. Co-Council Liaison Tosterud stated that parking was looked at for safety within the Village to make sure vision clearance. Chair Hurford clarified that EDAC brought up specifically a parking study for businesses within the Village because as new businesses move and develop within the area, there is going to be a need for extra parking.

6. BRANDING DISCUSSION

Karen Schaff, West Gorge Chamber of Commerce discussed the concept of branding the city with EDAC. Schaff stated that the City is in Travel Oregon under the West Gorge Chamber of Commerce.

Chair Hurford asked, how is Fairview being marketed? What makes us special? Co-Council Liaison Kreamier stated that Fairview has 1) the busiest boat landing (Chinook Landing) in the Metro area and Blue Lake Park as a large recreation facility and 2) the city has the most parks per capita in the Metro region and possibly the state as well.

Schaff stated that she is writing articles in the Travel Oregon magazine about Fairview and the city could play on the water and recreation activities within the city. Co-Council Liaison Tosterud stated that everyone will be reading this in the Outlook but Fairview has been ranked the healthiest city in Oregon according to NerdWallet.

The committee discussed what makes Fairview special. Schaff said that developing a brand could occur within just a couple of meetings when the right people are invited to the table and people start to brainstorm. EDAC member Delano asked, what is the ultimate goal of branding? Schaff responded, a tag line. Wood Village's tag line is, "Everything you need in one square mile."

Chair Hurford, stated that branding process is a topic that can be put on EDAC's agenda in the future. There are two ideas here: 1) coming up with a brand and 2) how to market that brand.

Council Liaison, Kreamier suggested that EDAC form a committee to work with Karen Schaff to help to develop a brand.

7. BUSINESS DEVELOPMENT INCENTIVE PROGRAM

Chair Hurford stated that the proposed recommendation is simple it just waives any fees that are not to second parties. It should not adversely affect city staff. Council Liaison, Kreamier asked that the first paragraph of the document be modified to read, "The City waives all fees that can legally be waived."

Council Liaison Tosterud asked if the committee had thought about the return on investment to the city based on how long it will take for the city to recoup the money. What is the best time for return on investment, 5, 8, or 10 years?

Council Liaison Tosterud, asked EDAC if what they really mean when talking about waiving fees, is waiving all internal city fees?

Council Liaison Kreamier stated that the language in the proposed draft is good and will be clarified by the city attorneys.

Council Liaison Tosterud stated that we should look at an example of how this would work for different development scenarios at different costs.

EDAC member Delano motioned to send EDAC's proposed Development Incentive Program to Council as is and to let Council to clarify.

8. STAFF UPDATES

Planning staff received in inquiry to develop a tasting room on Village Street. The process that EDAC and Steve Winstead developed was used to seek full compliance. Gresham building and fire staff met with the owner as transition occurs with the building departments. The tasting room will be in compliance and there will be a new business on Village Street. The owners of the tasting room own a distillery in St. Helens and make Rum and Vodka spirits. The location is Angels Attic.

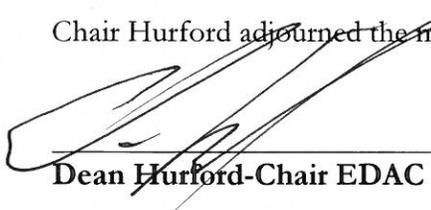
9. HALSEY CORRIDOR

Chair Hurford stated that staff is confident that the grant will most likely be funded as it is a cooperative grant between three cities and the county.

10. TENTATIVE AGENDA ITEMS

Branding Discussion

Chair Hurford adjourned the meeting at 7:00 p.m.



Dean Hurford-Chair EDAC

10/27/15
Date



Erika Palmer
Senior Planner

10-27-15
Date