



MINUTES  
ECONOMIC DEVELOPMENT ADVISORY  
COMMITTEE (EDAC) MEETING  
1300 NE Village Street  
Fairview, OR 97024  
April 14, 2016

**PRESENT:**

Dean Hurford, Chair  
Brenda Ziegler  
Jeff Anderson  
Laurie Kelly  
George Lingelbach  
Renaye Delano

**ABSENT:**

Henry Pelfrey  
Ted Tosterud, Co-Council Liaison  
Dan Kreamier, Co-Council Liaison

**PUBLIC:**

None

**STAFF:**

Allan Berry, Public Works Director

**1. CALL TO ORDER:**

Chair Hurford called the meeting to order at 5:50 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**

EDAC member Ziegler moved to adopt minutes, EDAC member Kelly seconded. Motion passed.

**7. REVIEW DISCUSSION: RESOLUTION 64-2015 APPROVING INCENTIVES ON ALL VACANT LAND IN THE CITY.**

Senior Planner Palmer gave a brief update on the incentive program. Fairview City Council will be reviewing the program and proposed language changes at their upcoming meeting on the February 17<sup>th</sup>.

**7. HALSEY CORRIDOR GRANT UPDATE**

Director Berry gave an update on where the City is at in the process of the grant. The City of Wood Village has approved the IGA, will be on the City of Troutdale agenda next week, and on May 11<sup>th</sup>, goes before the Multnomah County Commissioners. The City of Fairview has the IGA on the agenda for April 20<sup>th</sup>. We will be checking with Jeff Raker (Metro) to make sure we have everything covered and after the IGA is approved, we will advertise and retain an economic development consultant, which should be a 30

day process. The Community Advisory Committee will be assembled with each city providing 3 representatives, and a council representative. That process can begin now.

Chair Hurford stated that he had had a productive meeting with Senior Planner Palmer last week and went through the committee selection process. He is concerned that this could take too long. Chair Hurford would like Fairview to expedite selection of the Fairview representatives, and thinks Council should appoint a sub-committee to evaluate applications and then recommend appointments by mid-May. EDAC feels that the committee selection should have a business focus, and that those appointees would stay with the project through completion. After discussion and deliberation, it was decided that EDAC would make a recommendation to the council that the selection process be expedited. To that end, EDAC discussed a proposed motion recommending that Council select 3 council members to fast-track the selection process for appointment to the Halsey Corridor Community Advisory committee and to employ an expedited process to select those representatives. Member Kelly offered the following proposed language "Recommend to Ted to appoint 3 Council members to fast-track corridor committee interviews and get recommendations to city council by June 1<sup>st</sup> Council meeting." The committee concurred with that language. Renaye Delano will email the language to Senior Planner Palmer so we can get that recommendation to council at the April 20<sup>th</sup> meeting.

Once the consultant is on board, this will become a staff driven project, and once the committee is set up, Council and EDAC committee input may be limited, although everyone will be welcome to attend the Halsey Corridor meetings. Everyone is encouraged to give their opinions, but in a proactive manner.

## 7. NEW BUSINESS

### Branding:

Council Goal 5 includes city branding, and that topic can now be a part of the EDAC workplan. Council need to decide what "branding" means to them. The committee felt that the council has to make that decision and provide some direction. Director Berry asked if the committee would like Council to appoint a consultant to help with this process. EDAC felt that they would like to do an initial brainstorming and come to some recommendations. Karen Schaff and Tami Arnold had previously been identified as people who would have input through their involvement in the West Columbia Gorge Chamber, but the West Columbia Gorge is a group in transition, and therefore there may need to be a slightly different tack. The group felt that the corridor name should NE a part of the branding, but not the total result of the branding process. It was pointed out that Fairview has a brand. It is "A Community of History and Vision." The committee like that, thought it worked and would explore that further. EDAC are a little confused about what branding is and think council may be similarly confused. Thoughts raised during the brainstorming included:

- What will get people to buy into a brand?
- How do we get people to visit?
- Tag line feels effective ... so where do we go from here?
- Likely outcome? Decide what the application is going to be, how will it be used and what for ?
- Who is message being directed to?
- Citizens may have a different perspective
- ½ paragraph .... Short story
- Tourism
- Graphics and colors and web based content to be considered
- Professional services at a premium in east county
- Portland appears to be focusing on gentrification, so what are we?
- Mountain, gorge, recreation, downtown Portland .... i.e. centralized location for easy access

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- Multnomah Falls, bicycling Portland to the Dalles
- A community of History and Vision

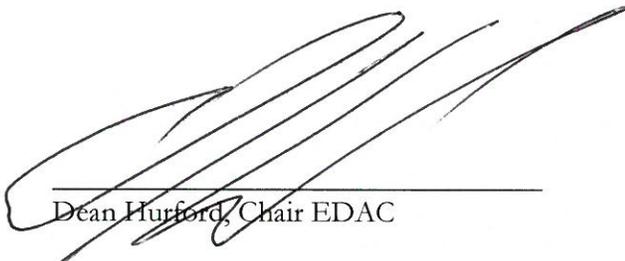
The committee voted to continue this conversation to the next meeting. A tag line that was brought up for consideration with developing a similar theme for the corridor was “Intimate symphony with infinite imagination” (which was a tag line from a non-profit) However, the group recognizes that we should focus our efforts on “branding for Fairview.” The committee feels they can help council decide what branding is.

**8. STAFF UPDATE**

Planning: 26<sup>th</sup> April 2016 – 3 duplexes

Sidewalks: Council has directed staff to obtain estimates for designing all the remaining sidewalks in the city. The committee does not feel that is good use of city resources and needs more discussion of the options by council. Staff reported that sidewalk design can be more complicated than is perhaps recognized. This would be a project where grades, drainage etc. all have to be considered. There are challenging areas within the city.

Meeting adjourned at 6:45 p.m.




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Dean Hurford, Chair EDAC

6/9/16

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Date

ERIKA PALMER

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Erika Palmer, Senior Planner

June 9, 2016

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Date