



MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING
1300 NE Village Street
Fairview, OR 97024
February 9, 2012

PRESENT: Dean Hurford, Chair
Ed Bejarana, Vice-Chair
Steve Prom
Rick Hall
Dan Kreamier
Brenda Ziegler

ABSENT: Jeff Townsend

STAFF: Allan Berry, Public Works Director
Erika Fitzgerald, Economic Development Program Manager

1. CALL TO ORDER.

Chair Hurford called the meeting to order at 5:19pm.

2. REVIEW AND ADOPT MINUTES – January 11, 2012

Chair Hurford identified points in the minutes for further discussion including filling the vacant committee spot. Councilor Kreamier asked if there had been any applications submitted. The Committee members discussed the types of applicants for the committee vacancy that they believed would best round out the committee. Suggestions included a representative from a non-profit, an educator, and a church representative. Chair Hurford stated that the person should be action oriented and that if someone comes up with a prospective applicant, their name should be referred to staff.

Chair Hurford asked about the potential of re-zoning the properties on the northwest corner of Fairview Parkway and Halsey Street. He stated that this type of work may be too much for the Committee to take on and would defer to staff. The Committee decided to delay that conversation until a later point in the meeting.

Committee member Ziegler made a motion to approve the minutes. Committee member Prom seconded the motion. The minutes were unanimously approved.

3. COMMITTEE BYLAWS

Chair Hurford asked for feedback on the draft committee bylaws. Vice-chair Bejarana asked about section 3C of the bylaws which states that a quorum shall exist when a majority of voting membership is present. Committee Member Bejarana asked if the committee is operating based on consensus rules or on majority rules and if this section should be amended. The difference between consensus rule and majority rule was discussed given that the committee will only be making recommendations to the City Council. Committee Member Ziegler stated that the quorum rule in the bylaws be maintained in order to keep the group intact. Public Works Director Berry discussed his experience with Metro's rule of consensus and recommended not using that model. It was confirmed that if there is not a majority, an official meeting cannot be held and no recommendations can be made. Chair Hurford addressed Section 3f – citizens may introduce future agenda items at the beginning of each meeting. He asked how citizens are informed of the meeting

dates and times. Staff responded that all meeting dates and times are posted on the City's website. Committee Member Bejarana made a motion to adopt the bylaws as written with no revisions. Committee member Prom seconded the motion. The motion passed unanimously.

4. DISCUSSION - Former Economic Development Advisory Committee History

Chair Hurford introduced the topic and began the discussion of the former economic development advisory committee. The Committee framed the discussion by going through the long term goals and first year objectives of the former committee which were summarized in the 18-month evaluation of the economic development program. Chair Hurford stated that the goals were redundant and ambiguous and suggested that the committee select four of the items to approach. Committee Member Bejarana noted that he didn't see what carried over to the work of the current committee and that the objectives were more a generalized list on which items were checked off with the work "accomplished". Public Works Director Berry asked what does "accomplished" mean. Committee Member Bejarana observed that the program was more about process than about achieving end goals. Public Works Director Berry suggested that the Committee take what they think is valuable from the former committee's program.

The Committee then addressed each 1st year objective.

1. Establish goals. Chair Hurford said that the purpose of this conversation is to identify goals for the Committee.

2. Establish funding. Councilor Kreamier said that he would address a budget for the Committee with the City Council. Committee Member Bejarana said that he didn't believe the committee will be spending any money as their purpose is to make recommendations to the City Council. Councilor Kreamier said that the Committee may need some money set aside for projects and suggested between \$500 and \$1000 for the Committee to have if needed. He used a trip to visit the USS Ranger as an example. Committee Member Ziegler stated that a budget would add validity to the Committee. Chair Hurford stated that that mission of the Committee is not to spend money and Committee Member Ziegler responded that money may be needed to make accomplishments. Public Works Director Berry said that he is currently looking at how money is being spent on economic development and will add a line for EDAC and the City Council will decide if money is to be budgeted to the Committee. Public Works Director Berry then briefly described the budget process.

Chair Hurford stated that he believed the budget discussion should happen now and asked for thoughts on dollar amounts for the Committee. Committee Member Ziegler suggested \$3,000. Chair Hurford confirmed that all spending had to be approved by the City Council. Committee Member Hall asked what the pressure point is and what would be reasonable? Councilor Kreamier responded that \$2,500 would be reasonable. Public Works Director Berry asked the Committee for thoughts on how the money would be used. Committee Member Bejarana suggested feasibility or impact studies. Chair Hurford stated that if the Committee has a budget in place, they may be able to ask for more if the request is project specific. Committee Member Bejarana stated that it should be a 3 year process and that in the first year the Committee could propose ideas and estimates to the City Council and request a few thousand dollars as a place holder. Public Works Director Berry suggested that money may be used for guest speakers, a trip to see the USS Ranger, or a table at an event. Chair Hurford confirmed that the Committee is requesting \$2,500.

3. Contact person to work on economic development. Chair Hurford stated that he wasn't sure if any one committee member would want to take on this role. Committee Member Bejarana asked if there was a business association in the City of Fairview. Chair Hurford responded that there is a Fairview Business Association. Committee Member Bejarana stated that there is none that is directly affiliated with the City of Fairview. This item prompted a discussion of the Mayor's Round

Table event. Public Works Director Berry stated that this would be a valuable event for committee members to attend. He then explained how the event works and that multiple businesses would be in attendance. Committee members Hall, Bejarana, Hurford, and Ziegler all requested that staff RSVP on their behalf for the event. Director Berry stated that the event is a great networking opportunity. Committee member Prom discussed the Gresham Area Referral Organization. Committee Member Prom stated that this item is reflective of the commitment that the City of Fairview wants to make towards its businesses. This item was left for further discussion at a later time.

4. Marketing Information. Economic Development Program Manager Fitzgerald shared the marketing piece that had been put together by a previous staff person with the Committee. The Committee discussed the value of having a marketing packet and emphasized that the contents are very important and that the inventory that was prepared by staff could also be used for marketing purposes. Councilor Kreamier stated that it would be good to have marketing information on the website. Committee Member Bejarana suggested the idea of developing a chamber of commerce. Committee Member Prom said that that idea had been suggested years ago and never took off. Committee Member Ziegler stated that she sees value in creating a folder of marketing information and as a business, would like to see this type of information come from an Economic Development Committee as opposed to a Chamber. Chair Hurford said that this item will be left as a question to address at a later time. There is value but it will be left for further discussion.

5. Develop a website. Staff person Fitzgerald informed the Committee of the recent project to develop a webpage for economic development on the City's website and offered to show the Committee the web pages at an upcoming meeting. Chair Hurford stated that this item could be marked off because the City has already addressed it.

7. Maintain developable lands inventory. Chair Hurford commented that this had already be completed by City staff.

Items 8, Identify infrastructure needs and funding opportunities, and 9, Organize and conduct varied outreach efforts were crossed out.

10. Seek grants or other financial assistance programs to foster economic development. Committee Member Bejarana commented that these needed fine tuning and that the Committee addresses this. For example, they may want to explore an insurance model for small businesses – a possible group plan.

Item 11, Complete development agreements with industrial land owners in Fairview, was crossed off as this is taken care of by the City.

12. Make changes to development regulations where appropriate to achieve economic development goals. Chair Hurford stated that it is part of the Committee's mission to make recommendations regarding development regulations.

13. Create an economic development committee. This item is complete.

14. Mission of the Economic Development Committee. Create an effective Master Plan: Chair Hurford stated that the master planning is to be done by the City. Staff discussed the Industrial Lands Master Plan that was completed for the City of Fairview in 2005. Chair Hurford stated that this type of project is out of the league of the Committee. Develop a successful business recruitment program: The Committee discussed that they would like to have cooperative relationships for recruitment purposes. Provide timely recommendations to the City Council regarding economic

development issues: Chair Hurford stated that the Committee should stay within Fairview for actions. Committee Member Ziegler said that it would be valuable to sit in on other meetings to learn from one another such as the Rockwood redevelopment committee. Chair Hurford agreed that it would be valuable to learn from one another but not to partner with each other.

Committee Member Ziegler summarized that the past committee was largely show and tell. Committee Member Bejarana said that it was likely process impediments that prevented that past committee from moving forward. Chair Hurford pointed out that the economy was different at that time. Councilor Kreamier stated that he believed there was more of an adversarial relationship between the City and the business community at the time of the last committee and that relationship has changed today in that the city wants to have a good working relationship with the business community. Chair Hurford stated that the chances for success are greater and that this committee will be focused on accomplishments.

5. ECONOMIC DEVELOPMENT 101 - Zoning Basics (E. Fitzgerald)

Economic Development Program Manager Fitzgerald presented a power point presentation on the basics of zoning. The presentation included a description of current zoning districts and the foundation of zoning. The elements of the Vision 2022 Document were discussed. This document represents the results of the community outreach effort completed for the periodic review process in 2002 in the form of action items for the future development of the 4 major sections of the City – Old Town, Town Center, Sandy Boulevard, and The Lakes. Chair Hurford summarized that this Committee does not want to take on the task of re-zoning properties. The Committee discussed the commercial opportunities on the properties along the Columbia River.

6. DISCUSSION ITEMS NOT ON THE AGENDA

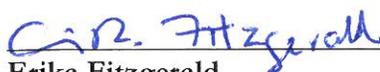
Chair Hurford stated that El Pollo Loco, Sargo's and Wendy's (all restaurants in Wood Village) were closing. Committee Member Ziegler requested that staff share items and give updates regarding economic development in the City such as new businesses. Staff gave a brief update regarding recent pre-application conferences. Based on the discussion of new businesses, the Committee discussed the idea of creating a welcoming committee for new businesses.

7. TENTATIVE AGENDA – March 8, 2012

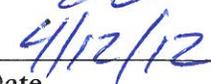
Tentative agenda items for the March meeting were discussed including discussion about a spearhead group/welcoming committee for new businesses. Public Works Director Berry gave an update on the East Metro Connections Plan public outreach process and Regional Flexible Funding. The Committee confirmed that they wanted to discuss a welcoming committee for new business and/or program or event to re-connect current businesses through networking and recognition efforts at the next meeting. Staff also stated that she will give a presentation comparing fees among surrounding cities at the next meeting. Committee Member Ziegler suggested that the fee comparison be posted on the website. Chair Hurford discussed City of Troutdale's amusement fee.

8. Adjournment

Committee Member Bejarana made a motion to adjourn the meeting. Committee Member Prom seconded the motion. Chair Hurford adjourned the meeting at 6:39pm.


Erika Fitzgerald
Economic Development Program Manager
Public Works Department


Dean Hurford, Chair


Date