



MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING
1300 NE Village Street
Fairview, OR 97024
June 14, 2012

PRESENT: Dean Hurford, Chair
Ed Bejarana, Vice-Chair
Renaye Delano
Steve Prom
Jeff Townsend
Brenda Ziegler

ABSENT: Rick Hall
Dan Kreamier

STAFF: Allan Berry, Public Works Director
Erika Fitzgerald, Economic Development Program Manager
Lindsey Nesbitt, Senior Planner

1. CALL TO ORDER.

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

2. REVIEW AND ADOPT MINUTES – April 12, 2012 & May 10, 2012

Committee Member Prom made a motion to adopt the minutes. Committee Member Ziegler seconded the motion. Minutes were adopted unanimously.

3. DISCUSSION ITEMS NOT ON THE AGENDA

Chair Hurford asked the Committee to move the Discussion Items Not on the Agenda portion of the meeting up in the agenda so as to allow Lonnie Dicus, Senior Advisor for the USS Ranger Foundation, to give a brief presentation on the progress of the project. The Committee agreed. Mr. Dicus discussed the recent announcement of a 30 acre land donation to the USS Ranger Foundation and explained that this is a huge piece of the project. He went on to explain that the Foundation is continuing its work on Phase II of the application to the Navy for donation of the ship. He stated that it is difficult to appreciate the urgency necessary to move the project along, that the Foundation needs to raise \$20 million and that it is important to keep a singular focus. He ended his presentation by stating that the project will continue to pick up speed in the next 6 months and looks forward to support from the Economic Development Advisory Committee. He then took questions from the Committee. Committee member Delano asked if the Foundation will be having a booth at Fairview on the Green. Mr. Dicus responded that he did not know and will bring that up at a future staff meeting. Committee Member Delano asked who to contact to invite the Foundation to participate in future events. Mr. Dicus responded that he will make the necessary connections. Chair Hurford stated that the project is gaining momentum and Mr. Dicus followed up stating that there is a lot of activity happening. Committee Member Prom asked if the Foundation is getting the kind of help they need from the City. Mr. Dicus stated that a lot of time has been spent on connecting with the community and issues and challenges will be brought to the City such as the rail road bridge. He said that there is a sense of urgency and solutions are needed to deal with some of these challenges. Committee Member Ziegler asked if all agencies are working with the Ranger Foundation. Mr. Dicus responded that they have received support but need to have approvals and that a demonstration of support in real terms will be significant. Public Works Director Berry asked

when the report is due to the Navy. Mr. Dicus responded that the Foundation must get through all phases of the application by 2014. He went on to explain that the Navy needs to know that there is a dedicated site, organization to support the project, and a viable business plan. Mr. Dicus stated that approvals will be made along the way and that the City will have to take on a risk, but that the commercial component of the project reduces the risk by increasing the size and scale of the destination. Mr. Dicus closed by showing the concept plan for the project and said that this is a transformative project for the region. Committee Member Townsend asked about the infrastructure for the project and what impacts this may have on the Townsend Business Park. The scale of the impacts is not known at this time. Chair Hurford disclosed that he is a one third owner of the company that donated the land and will be developing adjacent properties. Mr. Dicus stated that the best place to learn more information about the project is on the USS Ranger Foundation website.

4. STAFF UPDATE – Budget Overview

Public Works Director Berry gave a brief update on the budget. He explained that the Public Works department lost three positions and gained one new position. The Public Works counter will be open in the morning, five days per week. Pre-application conferences will be held on a monthly basis.

5. DISCUSSION – Mayor’s Business Round Table

Chair Hurford introduced the agenda item to discuss the details for the Mayor’s Round Table scheduled for the next day, Friday, June 15th. Chair Hurford requested that a USS Ranger presentation be added to the agenda. Committee Member Townsend stated that he is putting together a 30 minute presentation on the history of Townsend Farms for the meeting. Chair Hurford suggested that Mr. Dicus be introduced during the local business spotlight portion of the round table. The Committee then discussed the details of the Mayor’s Round Table agenda and assigned times to each item. Committee Member Ziegler confirmed with staff that comment cards would be available at the event for participants to bring up additional issues. Staff confirmed that these cards would be provided at the event.

5. DISCUSSION – Welcome Packets

Chair Hurford introduced the discussion on welcome packets for new businesses to Fairview. Committee Member Ziegler presented a template for the welcome packet folder and proposed a bookmark with contact information. Public Works Director Berry asked how much thumb drives would cost. Committee Member Ziegler said that thumb drives with a logo and pre-loaded data would be around four dollars apiece. Committee Member Bejarana suggested using QR codes that could be used to download the packet on cards or bookmarks. Committee Member Ziegler asked if a printed welcome packet is necessary if it could be distributed digitally via the QR code and the website. Committee Member Bejarana explained that the QR code could be put on a 1/3 sheet. Committee Member Prom suggested that contact information including phone numbers and the website address be provided on the card. Chair Hurford asked which direction the Committee wanted to take regarding the packet – whether to move forward with a printed packet in a folder concept or the bookmark/card with the QR code. Committee Member Ziegler stated that she will put something together for the next meeting. Committee Member Bejarana stated that he can work to set up the QR code and asked the Committee where it should be linked. Committee Member Ziegler suggested that it be linked to the website and that the economic development pages could act as a landing page for new businesses. Chair Hurford asked about new content on the economic development web pages.

7. STAFF UPDATES – Tour of economic development web pages.

Erika Fitzgerald, Economic Development Program Coordinator, gave a brief tour of the economic development web pages on the City’s website. The Committee commented that the information on the web pages will be a great resource for new and existing businesses in Fairview.

6. TENTATIVE AGENDA – July 12, 2012

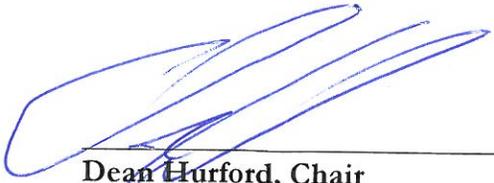
The following tentative agenda items for the July meeting were discussed:

- Re-cap and follow-up of June 15th Mayor's Business Round Table
- Discuss future round table agenda items
- Continue the discussion on welcome packets

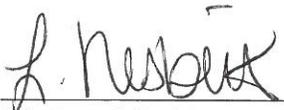
Committee Member Delano asked staff for an update on the red light cameras. Public Works Director Berry stated that more information including sample videos can be obtained from Police Chief Johnson.

7. ADJOURNMENT

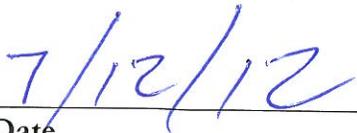
Committee Member Bejarana moved to adjourn the meeting. Chair Hurford adjourned the meeting at 6:38pm.



Dean Hurford, Chair



Lindsey Nesbitt
Development Analyst
Public Works Department



Date