



MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING
1300 NE Village Street
Fairview, OR 97024
September 13, 2012

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

Brian Cooper, Fairview City Councilor
Tammy Arnold

ABSENT: None

STAFF: Lindsey Nesbitt, Development Analyst

1. **CALL TO ORDER:** 5:16 p.m.
2. **REVIEW AND ADOPT MINUTES** – August 9, 2012
Moved: Renaye Delano
Second: Henry Pelfrey
3. **MAYORS BUSINESS ROUND TABLE**
 - a. Next meeting date: September 20, 2012
 - b. EDAC reviewed the agenda and discussed:
Meeting date was changed to Thursday September 20, 2012.
Police Department presentation. Concerns were raised that the presentation may last longer than 15 minutes. It was clarified that the presentation will be on helping business owners protect patrons from preventing car break-ins. Discussion was held regarding Henry Pelfrey's presentation.
EDAC update agenda item- Ed Bejarana discussed the BIKE Business Incubator for Kid Entrepreneurs program and mentioned that he will not be able to attend the roundtable because BIKE will be having a meeting at the same time. EDAC discussed how they could help promote this program and if it were appropriate to bring up at the roundtable.
Public Works Director, Allan Berry was going to give an update on the USS Ranger Project. But Allan did not want to give an update at the September roundtable.
EDAC will present off the bookmark and hand it out. Discussion was held regarding best way to distribute the bookmark at the roundtable meeting. Some ideas discussed were marking the bookmark with a specific number and give away a gift certificate to Bumpers.
Chair Hurford- asked if there were any other items EDAC would like to discuss at the roundtable.

EDAC members commented on the City newsletter that was included with the latest utility bill. The possibility of highlighting local businesses in the news letter was discussed. As well as including a message about the Mayors Roundtable in the news letter.

4. SMALL BUSINESS ADMINISTRATION PROGRAM DISCUSSION

Chair Hurford made contact with a SBA representative, but indicated that he hoped to have someone lined up for the October meeting. It is difficult to find someone willing to come to a meeting after 5 pm. Further discussion was held regarding just exactly what the SBA program was and how one qualifies. A business must be in business for at least one year and must be previously turned down by two banks in order to qualify for the SBA program. Ed Bejarana was delegated for either contacting someone from the Clackamas SBA organization, or providing Chair Hurford with contact information .

5. WELCOME PACKET BOOKMARK

Bookmark was passed out and discussed. See comments in the roundtable discussion above.

6. EDAC ACCOMPLISHMENTS

EDAC decided to combine this agenda item with #7 Staff Updates and #8 Future Agenda Items.

Discussion items included:

What does EDAC need to do to help local businesses?

-Helping local businesses would be easier if there was adequate the funding.

-Getting people to people roundtable should be a key priority- The Roundtable Meetings should have a reputation for putting out good information to businesses, inside information that businesses cannot get from a news paper. EDAC members want the meeting to provide valuable information to the business community.

-Need more informational handouts about local businesses and what they have to offer community members.

-Better networking and exposure options for businesses.

Create an opportunity for existing and future businesses to meet city staff, so people can develop a face and a relationship with City staff and really learn that the staff is here to help.

EDAc discussed the idea of doing a blurb on staff at the next Roundtable to let people know how staff is here to help and that the City is in fact open for business. EDAC would like to discuss at the Roundtable doing business within Fairview is better and easier than surrounding communities.

Discussion was held regarding fees that Fairview charges and whether or not Fairview fees are comparable. How can Fairview be more business and development friendly without charging many fees. Fee comparison study was discussed. EDAC would like to review the fee comparison study at a future meeting.

Enterprise zone discussion occurred. EDAC would like to have a Roundtable discussion on the Enterprise Zone at the next meeting. EDAC expressed interested in briefly learning more about the enterprise zone. Staff updated that Communications Technology Industry CTDI company is moving to Fairview and will be occupying the entire Birtcher building as well as utilizing the enterprise zone. CTDI will be increasing employment within Fairview by creating 116 new jobs after they relocate to Fairview. CTDI is a nation wide company. EDAC inquired how long the process took for recruitment of CTDI. Staff informed EDAC that the intial meeting with CTDI was held in the middle of June and tenant improvement and enterprise zone applications were submitted in August 2012.

EDAC would like to add an enterprise zone discussion to a future agenda item. Discussion items should include: who has enterprise zones in Oregon, what are the boundaries of the

Fairview's enterprise zone, how are enterprise zones created, what are the benefits for business who utilize the enterprise zone, and what are the potential revenue resources for the City.

EDAC Discussed how to inform the community of the local businesses and what each business has to offer as a means to support local business and so people have the ability to shop locally. What other incentives does Fairview have to offer people wanting to invest in our city? How can we draw people to Fairview as opposed to other cities? EDAC discussed that one key feature of Fairview is the efficiency of the staff and how quickly permit reviews typically go, as well as how accessible staff is to the applicants. EDAC discussed that staff is good at letting new businesses know that they are the number one priority.

Discussion Items and Questions from Tammy Arnold:

1. Village never fully came to fruition. Was told what the vision of the Village was going to be, but it never happened. Slowly watched business on Village Street go away and convert back to residential. What were the original intentions of the village? How can EDAC help further develop main street? Discussion Chair Hurford: When Providence arrives, it will help jump start business to locate in Fairview. Brenda Ziegler commented that the city needs to help business and property owners help convert businesses. Years ago it was extremely difficult for business owners to convert the residential units into commercial businesses. Today it still is not easy to convert businesses on Village Street. EDAC would like to look at this concern and see how it can be made easier. Staff Nesbitt, clarified that the zoning allows for the entire building/structure to be converted to commercial uses. The difficulty is the issue converting the structures which were mostly built with a residential occupancy to a commercial occupancy. The building codes can sometimes be difficult to meet and retrofit residential buildings to commercial codes.
2. Troutdale provide literature to the community that states, "we love our businesses". The handouts have maps with local businesses and the services they provide. EDAC would like to look into creating this type of information for Fairview that includes a map on-line and a hand out highlighting local businesses and a business index. EDAC also discussed reaching out to other businesses within the City for their hand out informational material to be provide at the Mayors Business Roundtable. EDAC discussed that General Pacific should be the next business highlighted at the roundtable.
3. The Beaumont Neighborhood has a small fold brochure that lists all business such as eating establishments in the community. A walking map to the community is also provided in the brochure. EDAC is interested in developing this type of handout, but also discussed who should pay to create it. EDAC felt that the business community should take an active roll in creating this type of handout.

Dean – The USS Ranger project is still plugging along. The foundation is still working towards a partnership with the city and the developers. EDAC members expressed disappointment that they were not going on the tour of the Ranger.

Providence updates? What can EDAC do to help move that along. Allan was going to talk about installing a temporary sign for the local businesses.

EDAC each member going to bring one new person to the roundtable.

7. STAFF UPDATES

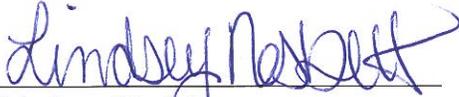
See above in item 6.

8. TENTATIVE AGENDA ITEMS – October 11, 2012

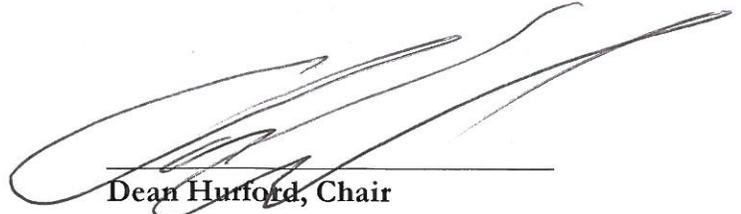
9. ADJOURNMENT Meeting adjourned at 6:31 pm.

Moved by Ed

Second by Steve Prom.



Lindsey Nesbitt
Development Analyst, Public Works Department



Dean Hurford, Chair

11/15/12

Date