



MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE (EDAC) MEETING
1300 NE Village Street
Fairview, OR 97024
November 12, 2015

PRESENT:

Renaye Delano
Brenda Ziegler
George Lingelbach
Henry Pelfrey
Jeff Anderson
Laurie Kelly

ABSENT:

Dean Hurford, Chair
Ted Tosterud, Co-Council Liaison
Dan Kreamier, Co-Council Liaison

PUBLIC:

None

STAFF:

Erika Palmer, Senior Planner

1. CALL TO ORDER:

Vice-Chair Lingelbach called the meeting to order at 5:50 p.m.

2. ROLL CALL

Vice-Chair Lingelbach identified who was present by roll call.

3. PUBLIC WISHING TO SPEAK ON NON-AGENDA ITEMS

4. ADOPTION OF MINUTES

None – to be placed on December's EDAC agenda

5. COUNCIL LIASION UPDATE

Co-council liaisons not present. Senior Planner Palmer passed out Resolution 64-2015 and gave an update on the resolution approving development incentives on all vacant land in the city.

EDAC member Delano stated that EDAC's original proposal was for all new development and not just development on vacant land. The adopted resolution doesn't encourage new development/upgrades on existing development within the city.

EDAC member Ziegler asked if the approved resolution was retroactive. Senior Planner Palmer clarified and stated that it was not and it expires on June 30, 2018.

EDAC member Delano would like to see this as an agenda item on the next EDAC meeting to discuss with Council Liaisons.

EDAC member Pelfrey stated that EDAC gave their proposal a lot of thought and wanted to see a program that benefited everyone in the city and not just new development on vacant lands.

EDAC member Ziegler asked staff if the lots that Jeff Parker owns on Halsey would be considered vacant. Senior Planner Palmer stated that the site would be considered vacant.

EDAC member Ziegler said that members could review Council minutes to gain a better understanding of their position and intent on this program.

5. REVIEW OF COUNCIL APPROVED WORK PLAN FOR 2015/2016

Halsey Corridor Project

Senior Planner Palmer gave a brief update on the Halsey Corridor project. Metro did provide extra grant funds estimated around \$12,000 for project management assistance. Metro understands that Fairview has a small staff and that this money can go towards project management assistance.

EDAC member Delano asked who would be involved in the consultant selection process. Senior Planner Palmer stated that most likely all parties (cities & county) would be involved in some way.

Senior Planner Palmer stated that the Halsey Corridor project will be kicking off in early 2016.

City Branding

EDAC member Ziegler said that Fairview has a tag line, "City of History and Vision."

EDAC member Delano said that a brainstorming session would be good to have.

EDAC member Anderson asked what is the goal of branding? Is it a new tag-line or is more than that?

EDAC member Kelly asked how people are going to know the city's brand other than placing it on a sign.

EDAC member Anderson stated that branding typically means more than a tagline.

Senior Planner Palmer said that staff will work on this item and bring back a task list and timeline for EDAC to review to move forward.

Re-evaluate Vacant Lands Inventory

Senior Planner Palmer stated that the city will be updating its vacant lands inventory. The city completed a vacant lands inventory of commercial and industrial lands in 2011.

6. STAFF UPDATES

Senior Planner Palmer stated that she has been in contact with the owner of The Hoppy Brewer who is looking for commercial space for expanding his business. He likes Village Street but it appears that nothing is for lease at the moment.

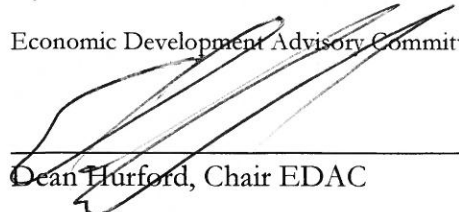
7. NEW BUSINESS

EDAC member Delano stated that EDAC in the future needs to think about Old Town Fairview and improvements that are needed in that area – not just sidewalks but other amenities such as street lighting, etc.

EDAC member Kelly said that in her research of incentive programs, it wasn't the financial incentives that drove new growth but other improvements and amenities increasing livability of the place.

Christmas tree lighting is December 5th at the Community Park 4:00 – 6:00 pm

Meeting adjourned at 6:40 p.m.



Dean Hurford, Chair EDAC

1/5/16

Date

ERIKA PALMER

Erika Palmer, Senior Planner

12.30.15

Date