

LANE ECONOMIC COMMITTEE

DATE: Monday, January 22, 2018 **TIME:** 11:30 a.m. – 1:00 p.m.

LOCATION:

Lane Council of Governments
859 Willamette Street, Suite 500
Eugene, Oregon 97401

CONTACT: Steve Dignam, 541-682-7450 sdignam@lcog.org

Lunch will be ordered for LEC Members unless you notify us of your inability to attend

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1. Agenda

Documents:

[JANUARY 22 AGENDA.PDF](#)

2. Minutes 11/13/2017

Documents:

[LEC171113.PDF](#)

3. Loan Administration Committee (LAC) Nominations

Documents:

[20018 LAC NOMINATIONS.PDF](#)

4. Appointments Of Members To Lane Economic Committee

Documents:

[2018 LECNOMINATIONS.PDF](#)

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All individuals are expected to observe respectful behavior and decorum during this public meeting. Anyone acting in a disruptive, disorderly or threatening manner will be asked to leave, and may be precluded from participating in future opportunities for public comment. Please be courteous and respectful. Please turn off or mute all cell phones and pagers.

1. Welcome / Introductions / Changes to the Agenda (5 minutes) Rob Scoggin
2. Public comment (5 minutes) Rob Scoggin
3. Comments from the Members, Chair & Staff (2 minutes) Rob Scoggin
4. Review minutes from November 13, 2017 (2 minutes) Rob Scoggin
Action item: Approve minutes
5. Update from Lane County Food and Beverage Sector (30 minutes) Micah Elconin
6. Nomination for LCOG Regional Award of Merit for Economic Enhancement (20 minutes) Steve Dignam
7. Membership Update and Officer Election (10 minutes) Rob Scoggin
8. Nomination for LCOG Loan Administration Committee (10 minutes) Steve Dignam
9. Set next meeting date: February 26, 2018 Rob Scoggin

Adjourn

MINUTES

Lane Economic Committee

Lane Council of Governments (LCOG), Fifth Floor Conference Room

859 Willamette Street—Eugene

November 13, 2017
11:30 a.m.

PRESENT: Robert Scoggin, Chair; Ric Ingham, Vice Chair; Steve Dignam, Larry Brice, Jessica McCormick, Mike Murphy, Kari Westlund, Jesse Dolin, Ellen Teninty, John Milandin, Paul Berger, Jacob Clifton, Sarah Means, Seth Sherry, Mark Bodie, Barry Miller, Larry Brice, Mike Galvin, Susie Johnston, Bob Ehler, Matt Michel.

GUESTS: Jackie Mikalonis (Regional Solutions Team), Patrick Wingard (Department of Land Conservation and Development), Howard Schussler (Lane Council of Governments).

1. Welcome / Introductions / Changes to the Agenda

Robert Scoggin convened the Lane Economic Committee (LEC) at 11:34 a.m. He announced a quorum was present.

Those present introduced themselves.

2. Public Comment

No public comment was made.

3. Comments from the Members, Chair & Staff

No comment was made.

Mr. Wingard introduced himself and his role with the Regional Solutions Team (RST) in Lane County.

Mr. Dignam said there would not be a meeting in December. January and February had interesting agenda items, such as guests Micah Elconin from the Food and Beverage Sector, and Mark Manley, the new head of Oregon Rain. Mr. Dignam noted both meetings were scheduled on the 4th Mondays.

Susie Johnston arrived at 11:37 a.m.

Mr. Scoggin said some LEC members' terms were expiring. Those members were Bob Ehler, Barry Miller, Kelli Weese, Kristina Payne, and Ric Ingham. LEC needed to appoint a committee to reappoint or recruit new members. Mr. Ingham, Mr. Berger, Mr. Brice, and Mr. Scoggin offered to be a part of the committee.

4. Review minutes from October 16, 2017

Action item: Approve minutes

Mr. Galvin moved, seconded by Mr. Berger, to approve the October 16, 2017 minutes. The motion carried unanimously.

5. Economic Development Report from Veneta

Mr. Ingham gave a PowerPoint presentation on Economic Development Activities in Veneta. Ingham said Veneta was a bit off the beaten path, and he often found people were not familiar with the town. Mr. Ingham noted Veneta was the fastest growing city since 2000, but was recently surpassed by Junction City. Prior to the 1980s, Veneta had three active mills and an active rail spur for mill, which was no longer in use. Mr. Ingham explained there were more businesses in the 1970s and 1980s than at present.

Mr. Ingham said a challenge the City faced was the multiple realignments of Highway 126. Each realignment moved the business core, and eventually left the City without a downtown district.

Mr. Ingham told LEC there was a small economic base of one job per three residents. Due to the lack of employment in the area, many residents traveled to Eugene-Springfield for work and spent their dollars there, leading to a large amount of retail leakage. A highlight in the past three years had been FCR's move into Veneta – the company employed over 300 residents.

Mr. Ingham explained that Veneta's distance from the I-5 corridor posed a challenge in recruiting businesses. Additionally, businesses were concerned over the safety and freight accessibility of Highway 126. Mr. Ingham said major concerns are the high crash rates and the narrowness of the causeway. Mr. Ingham said Veneta had an ample amount of land, but lack of industrial and commercial buildings. To aid in development, the City had expanding water and sewer infrastructure to ensure it would be adequate for next 25 to 50 years.

Mr. Ingham informed LEC that Veneta's long-term focus was on community and economic development. Another focus was downtown development and place-making, because with the highway being rerouted, the community did not have an identity. Mr. Ingham shared that the City had begun highway beautification projects, however, working with ODOT presented challenges.

Mr. Ingham informed LEC of community amenities, which included a community Olympic size pool and a forthcoming kiddie pool. In addition, the City was working on several multi-use paths, one connecting Veneta to Elmira, and a second connecting Greenhill Rd. in Eugene to Veneta. Mr. Ingham said a strength of Veneta's had been the longevity of mayors and city councilors, and its active civic engagement with various committees. Veneta also had partners in business development and tourism sectors.

Ms. Mikalonis asked if any industrial properties were certified. Mr. Ingham said none of the properties were yet certified, and added that many property owners were not prepared to jump through the required hoops. Mikalonis said there were some levels lower than "shovel ready" which would still add benefit to those properties.

Mr. Berger asked about high speed internet connectivity. Mr. Ingham said Veneta was part of an LCOG project in the past, so the City had a good fiber backbone. Unfortunately, few entities could hook up to fiber because there was only one provider, and with high rates. He added the City was in the design phase of a middle mile project to expand fiber network to provide access to anyone who wanted broadband access in Veneta.

In response to a question from Mr. Berger, Mr. Ingham said the school district acted as anchor tenants for the fiber route but had issues with the equipment. Mr. Berger was thinking of a concept "pre-business recruitment" where millennials who would love to live in Veneta, could telecommute to Eugene or even beyond. He thought some sort of work center for telecommunications would do well and could possibly be associated with schools so people could have mentorship opportunities. Mr. Ingham said that was exactly what the Veneta Economic Development Committee (EDC) had recently discussed.

Mr. Ingham explained the first two years of the City's Business Recruitment and Expansion (BRE) program, in which the EDC and the City interviewed around 40 businesses. In those interviews, businesses expressed certain needs including an assistance center with classes. In response to the BRE program, the Veneta-Fern Ridge Chamber of Commerce converted part of its office space into the Veneta Small Business Assistance Center (SBAC).

Mr. Ingham said water, sewer, and storm water reached Veneta's 28-acre business park and was zoned for highway commercial and some industrial uses. Additionally, the City invested money into West Broadway's streetscape, the City's true downtown district. Mr. Sherry asked how the City decided upon buildout of the business park. Mr. Ingham said in the City's 1998 Comprehensive Plan update, the City

went through a Specific Development Plan (SDP) which identified 124 of those acres as dedicated employment lands. He explained the 28-acres that were initially platted were easiest.

Mr. Ingham said the City had secured some anchor tenants downtown, such as the Fern Ridge Service Center and a newer restaurant called Broadway Grill. Another restaurant had recently been purchased, and the new owner planned to invest around \$1.5 million into the building.

Mr. Ingham said the City kept plans up to date. For example, Bob Parker from the University of Oregon led a 2015 Economic Opportunity Analysis and 2015 Veneta Economic Development Strategy. Mr. Ingham said the City maintained a business-friendly culture.

In 2016, the City completed a broadband survey which had 140 respondents. Ninety-two percent of respondents said they were dissatisfied with their current internet service. Since that survey was completed, Charter Communications had committed to bringing advanced services.

Mr. Ingham explained that Year 3 of BRE would focus only on downtown businesses. The EDC would help support that effort, and the Committee also had three subcommittees that were very active. A finding in previous years of BRE was that businesses wanted to connect with one another. So, one of those subcommittees helped plan a Local Business Showcase where 47 businesses came together to network and share their products and services. That same subcommittee helped open SBAC which had a great conference room with a big screen TV, internet, computers, and more. As a start, SBAC planned to offer classes on social media marketing on Facebook, and training on the Square application and other point of sales systems.

Mr. Ingham said the City had a very competitive incentive program, including the Redevelopment Toolkit, the Business Assistance Program, and an Enterprise Zone. Current projects included Highway 126 improvements, broadband buildout, and a downtown market analysis and next steps strategy. He ended with a recap of the past ten years of City investments into the community.

Mr. Milandin asked how the Chamber of Commerce fit into the BRE program. Mr. Ingham said they helped support the program, but that the Chamber struggled with membership and volunteer recruitment. He added that often chambers or other volunteer organizations in small communities reuse the “tired ten,” meaning the same ten volunteers were doing multiple things in the community. Mr. Milandin asked why Highway 126 was a safety problem. Mr. Ingham responded that the highway was rated as the 3rd most dangerous highway in the state. He said its condition was deplorable, and it was difficult for public safety vehicles to reach an accident on the causeway over Fern Ridge Reservoir.

Mr. Milandin said Highway 58 is similar, and they contend with the freight industry. He thought all two-lane highways should have rumble lines because they helped with safety. Ingham said ODOT did put some in which helped, but during the last snowstorm they were plowed off.

Mr. Berger said he used to be involved in economic development with Metro Partnership, he was surprised to hear there was some serious economic development recruitment going on through tailgate parties for sports. He said the Oregon Country Fair (OCF) attracted a lot of interesting people, and he wondered if there had been any attempt to recruit businesses surrounding the fair. Mr. Ingham said they had outreached to the Country Fair Board to discuss a Country Fair marketplace open year-round. Unfortunately, OCF considered itself a destination and did not want OCF population to associate with the program outside of the fair.

Jesse Dolin arrived at 11:40.

6. CEDS Update – Review of District Needs Survey

Mr. Sherry presented a PowerPoint to update LEC on a District Needs Survey distributed by the Cascades West Economic Development District. Mr. Sherry explained that the Comprehensive Economic

Development Strategy (CEDS) was in the second year of high priority actions which was developed around four specific areas. He said that as issues or projects came up, they could be placed under those areas.

Mr. Sherry introduced the Rural Development Working Group. He explained that when doing a CEDS update, the group conducts a Strengths, Weaknesses, Opportunities, Timeline (SWOT) assessment. From that, regional priorities could be decided upon. He noted many people were pushing regional economic development, however, it was still important to pursue local economic development because businesses do not think about political boundaries. Businesses go where they have resources, so local entities must think holistically to be competitive.

Mr. Sherry said out of the CEDS process, it was found that there had not been efforts to think about the region holistically and consider specific barriers each town might be facing. For example, if multiple towns had the same barrier there could be an opportunity to meet the need through a combined solution. Mr. Sherry explained the survey was designed to tease out those commonalities. He noted there were 253 contacts, 64 responses, and a 25% response rate. There was a good mixture throughout the region. Mr. Sherry added that a few tribes responded, 3-4 utilities responded, as well as city managers, planners, and chamber of commerce and destination marketing organizations.

Mr. Sherry said the survey was a learning process. He noted there were hundreds of responses for each question. The working group discerned where there were projects or needs, decided a communication process, and finally a timeline. Mr. Seth said it was illustrative when he put the responses into a word cloud program. For example, when asked about access to resources “grants” was most the answer most often used. During the session, the City Administrator of Halsey suggested hosting a grant writing support group, and a virtual group, to discuss the application process and hear advice from communities who had been successful in the past. Mr. Sherry said that framework was being developed.

Mr. Sherry explained that access to resources could be troublesome because it was often difficult to remember what agencies were providing resources, and at what time. He noted CEDS would host a resource roundtable on a regular basis. The first one would be in Lincoln County, where several Economic Development (ED) funding agencies would provide brief presentations on what they were working on and what types of funding were available.

Mr. Sherry said most rural communities do not have staff to conduct BRE. He said an interesting approach was case style management of economic development. For example, utilizing a Customer Relationship Management (CRM) software can help ensure business needs do not fall through the cracks. The software helped to promote continuity, and connect businesses to appropriate resource providers. Mr. Sherry shared a Resource Map that SEDCOR put together. It was a helpful tool to connect resources to those businesses or communities in need.

Mr. Sherry explained it was difficult to get timely, single point data which could be useful in the grant writing process. He shared there were tools where, if communities pooled resources together, the district could host an industry analysis software to provide data.

Ms. Means said the Lane County region did have CRM software that was not currently being used. She said there were many conversations happening on how best to launch CRM, and the County was currently building the bones of the program. Lane County Community and Economic Development talked about a system like eImpact, to have access to different sorts of economic analyses. She said the department would be interested in pooling resources.

Mr. Brice asked what the four working groups were. Mr. Sherry said there was rural development, workforce, entrepreneurial development, and a general “catch all” of economic development. He noted those areas were identified as a need in 2014; however, in the interim between 2014 and 2016, there had been efforts from other groups pursuing workforce effectively.

Ms. Mikalonis asked when the Lincoln County effort would commence. Mr. Sherry said Thursday, November 16th, 2017. Mr. Sherry said he would relay Business Oregon opportunities, including the broadband, and workforce housing programs. He noted the Lincoln County forum was designed specifically for touchpoints to business.

Mr. Berger suggested reaching out to Ford Family Foundation for mentorship for grant writing. He explained the organization may be able to provide a donation. Mr. Sherry said he was crafting an ask letter for many foundations. Mr. Berger added Moonshadows as an organization to keep in mind.

Mr. Dignam asked Ms. Means about the county CRM program. Ms. Means provided a brief update on the CRM purchased, called Executive Pulse. The Cities of Eugene and Springfield and their chambers had partnered to go in on the purchase of the program. Ms. Means said the groups were in the middle of trying to build framework around software, and noted Greater Portland Inc. also used Executive Pulse so they were looking to them as a model. She said it could be a very useful tool, but it was difficult to get all the partners engaged. Ms. Westlund said Travel Lane County uses a CRM program, and had for the past 15 years. She said the platform was very deep and broad, and that the organization could help Ms. Means. She noted the parameters would be different for destination management rather than economic development.

Mr. Shussler arrived at 12:31 p.m.

Mr. Milandin asked exactly what CRM. Ms. Means said it is contact relationship management software. For example, if she met with a business in Veneta, she could enter the conversation into the program so everyone on the team can see what the conversation was. It would allow everyone throughout the region to be on the same page and have a greater understanding of economic and business trends.

Mr. Berger said he had been involved in CRM projects. He advised to consider having data come into one person or one group to maintain consistency.

7. Update from Regional Solutions Team regarding Grant Opportunities

Ms. Mikalonis reminded LEC that RST's purpose was to connect communities to opportunities, resources, and agencies. She said when in doubt, call and she would make the link for the community.

Ms. Mikalonis provided an overview of what grants were available. She said Governor Brown was interested in connecting to communities with immediate needs. Ms. Mikalonis said the Governor saw workforce housing as a need statewide. Ms. Mikalonis added that lack of workforce housing was a huge barrier to business expansion. She said all LEC members received a survey regarding workforce housing needs in their community. She said that over 30 responses were received. The Governor's office was looking at the needs and categorizing them. After that, an RFP would be published, likely in early December.

Ms. Mikalonis said in terms of workforce housing, the State was looking for a combination of local community, a developer, and a business sector or industry that had jobs needing to be filled with a connection to housing development. She noted identifying those barriers in a proposal would be great.

Mr. Dignam asked what the size and range of funding would be. Ms. Mikalonis was unsure; she explained the reason to request information on specific needs was to decide areas and amounts of funding. Mr. Dignam clarified whether the eventual RFP would be for brick and mortar business, or for further analysis. Ms. Mikalonis said it could be either; she thought they were looking for creative solutions.

Ms. Mikalonis said the Regional Infrastructure Fund was also requesting applications. During the last legislative session, about \$4 million was dedicated to a statewide infrastructure fund. She explained a RFP had not yet been published, only a RFI. Ms. Mikalonis noted there were about 140 responses received for the RFI, 6 from the Lane County region. She said the RFI had two purposes: to seek

examples of projects for the informational hearing in front of Ways and Means in February, and to demonstrate need. It was also an opportunity for applicants to receive exposure and feedback on their projects. Ms. Mikalonis said to look for the application process in December and January.

Ms. Mikalonis said there were two other initiatives available. The first was Rural Opportunities Initiative (ROI), which had a letter of intent due on December 1, 2017. She said it was an opportunity for rural communities to look at what opportunities they had for business and entrepreneurial development. Ms. Mikalonis noted the Governor wanted to focus on rural economic development, because although Oregon's economy was thriving, it was not thriving in rural areas. She thought Lane County was in a good position for ROI, as RAIN and Hatch were based in the County.

Ms. Mikalonis said the second opportunity was the Rural Broadband Capacity Program. She said the purpose of the RFI was to build, expand, or pursue broadband capacity in rural areas. Broadband access and affordability was a number one priority for economic development. Ms. Mikalonis noted the interest response was due at end of November. Applications for a project would be due at the end of February 2018. She said communities could apply, even if they did not submit an RFI.

Mr. Sherry said the ROI had a fast turn-around, so he recommended the community already have a solid idea. In response to a question, Ms. Mikalonis said people could visit the Regional Solutions Team or Business Oregon websites for more information.

Mr. Murphy left at 12:47 p.m.

8. Set next meeting date: January 22, 2018

Mr. Scoggin said the next LEC meeting would be on January 22, 2018. He adjourned the meeting at 12:49 p.m.

(Recorded by Marina Brassfield)



January 22, 2018

To: Lane Economic Committee
From: Steve Dignam
Subject: Loan Administration Committee (LAC) Nominations
Action Recommended: Approve Nominations

Background

The LAC reviews and approves loans under LCOG’s USDA Intermediary Relending Program and also under the EDA Revolving Loan Fund. The LAC Workplan requires that new committee members be approved by the LCOG Board after recommendation by the Lane Economic Committee (LEC).

The LEC made the following recommendation at its meeting on December 12, 2017:

- Jamie Louie Smith to replace Dean Hansen to represent Banking.

The following membership list is based on the assumption that the above nomination is approved by the LCOG Board.

Member	Employer	Membership Category
Don Churnside	Gaydos Churnside Balthrop	Attorney
Barry Miller	Soft Hands 2 Care	Business and Industry
Jamie Louie Smith	Columbia Bank	Banking
Tricia Welch	Citizens Bank	Banking
Bruce Webber	Banner Bank	Banking
Thomas Cotter	Fern Ridge Realty / Veneta City Council	Elected Official / At-Large
Howard Schussler	LCOG	LCOG employee
Sarah Case	Lane County	Lane County representative



January 4, 2018

To: Lane Economic Committee
From: Steve Dignam
Subject: Appointments of Members to the Lane Economic Committee

Action Recommended: Recommend Appointments

Background:

The Lane Economic Committee (LEC) operates under Bylaws approved by the LCOG Board. Under those Bylaws, appointments or re-appointments of LEC members are to be approved by the LCOG Board of Directors. The LEC solicited applications in December, 2017. The LEC nominating committee makes the following recommendations:

Barry Miller	Business Owner	Term expired 12/31/17. Appoint to a new three year term.
Kelli Weese	Government – City of Florence	Term expired 12/31/17. Appoint to a new three year term.
Jessica McCormick	Business / Labor Lane Workforce Partnership	Jessica McCormick is a project manager at Lane Workforce Partnership. She has been serving as the alternate for Kristina Payne. Kristina’s term expired 12/31/17. Appoint Jessica to a new three year term. Kristina will become the alternate.
Ric Ingham	Government – City of Veneta	Term expired 12/31/17. Appoint to a new three year term.

The LEC received one new application: Gary Collins is a manager at First Interstate Bank in Eugene. He can serve as an alternate to Mark Bodie, employee at Wells Fargo Bank. This will give Mark two alternates from the local banking industry. There is no restriction in our Bylaws regarding the number of potential alternates.

The attached table shows the full member list of the LEC and assumes favorable action on these recommended nominations for appointments and re-appointment.

MEMBER	EMPLOYER	REPRESENTING	Term Began	TERM EXPIRES	Alternate
TBD*	Lane County	Government-Lane County	N/A	12/18	Sarah Case
TBD *	City of Springfield	Government – City of Springfield	N/A	12/18	Courtney Griesel
TBD *	City of Eugene	Government – City of Eugene	N/A	12/18	Anne Fifield
TBD **		Government – Small Cities		12/18	
Barry Miller	Soft Hands 2 Care	Business	2012	12/20	Jake Clifton
Kelli Weese	City of Florence	Government	2009	12/20	Jesse Dolin
Jessica McCormick	Lane Workforce Partnership	Business / Labor	2012	12/20	Kristina Payne
Ric Ingham	City of Veneta	Government	2014	12/20	
Michael Galvin	Lowell School Board	Education	2014	12/19	Jared Cobb
Ellen Teninty	Cogito Partners	Business	2005	12/19	Julie Fischer
Mark Bodie	Wells Fargo Bank	Business / Finance	2016	12/19	Mike Murphy Gary Collins
Robert Scoggin	Homestead Furniture	Business	2001	12/19	John Milandin
Karen Hyatt	University of Oregon	Education	2017	2018	
Susie Johnston	Lane Community College	Education	2016	12/18	
Paul Berger	Score 4 Reading	Business	2014	12/18	Larry Brice
Matt Michel	Lane Electric	Ex-Officio	2017	N/A	
Kari Westlund	Travel Lane County	Ex-Officio	2003	N/A	

* These positions are appointed by their respective elected bodies.

** This position is appointed by the LCOG Board.

Changes are indicated in **Bold**