

# Lane Economic Committee Meeting

**DATE:** Monday, April 16th, 2018

**TIME:** 11:30 a.m.-1:00 p.m.

**LOCATION:** Lane Council of Governments, Park Place Building, 5th floor, Buford Conference Room,  
859 Willamette St., Suite 500, Eugene, OR 97401

**CONTACT:** Dan Betschart, 541-682-3359, [dbetschart@lcog.org](mailto:dbetschart@lcog.org)

**Lunch will be ordered for LEC members unless you notify us of your inability to attend.**

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1. Agenda: April 16th

Documents:

[APRIL 16 AGENDA.PDF](#)

1.1. Minutes: March 19th

Documents:

[LEC 180319.PDF](#)

MEETING: LANE ECONOMIC COMMITTEE

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TIME: 11:30 a.m. – 1:00 p.m.

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859 Willamette Street, Suite 500  
Eugene, Oregon 97401

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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 March 19, 2018 (2 minutes) Rob Scoggin  
Action item: Approve minutes
5. RLID - Regional Land Information Database (30 minutes) Eric Brandt
6. Connect Lane – Cycling, Bike Tourism (20 minutes) Andy Vobora
7. Government Loan Programs (15 minutes) Dan Betschart
8. Topics of Interest to LEC Betschart/Walters
9. Set next meeting date: May 21, 2018 Rob Scoggin

Adjourn

## **MINUTES**

### **Lane Economic Committee**

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

859 Willamette Street -- Eugene

March 19, 2018

11:30 a.m.

**PRESENT:** Robert Scoggin, Chair; Steve Dignam, John Milandin, Ric Ingham, Karen Hyatt, Jesse Dolin, Jacob Clifton, Mark Bodie, Bob Ehler, Barry Miller, Mike Galvin, Jackie Mikalonis, Ellen Teninty, Gary Collins, Anne Fifield, Paul Berger

**GUESTS:** Maia Hardy, Dan Betschart, Sarah Means, Kristina Payne, Phil Warnock, Denise Walters, Courtney Griesel, Mark Gregory

#### **1. Welcome/Introductions/Changes to the Agenda**

Robert Scoggin convened the Lane Economic Committee (LEC) at 11:30 a.m. Those present introduced themselves.

#### **2. Public Comment**

Ms. Mikalonis announced two possible funding opportunities: One through Regional Solutions, and the other through the Water Resources Department.

#### **3. Comments from the Members, Chair & Staff**

Mr. Dignam repeated the announcement of his retirement as of April 1, 2018. He announced that Dan Betschart and Denise Walters of LCOG will take over his role on the Committee as of that date.

Mr. Warnock presented Mr. Dignam with a certificate of appreciation from Cascades West Economic Development District.

#### **4. Review minutes from February 26, 2018**

##### **Action item: Approve minutes**

Mr. Miller moved, seconded by Mr. Galvin, to approve the February 26, 2018 minutes. The motion carried unanimously.

#### **5. Sector Strategy - Advanced Wood Products**

The following sector strategy team members were introduced: Kristina Payne, Executive Director of Lane Workforce Partnership; Courtney Griesel, of the City of Springfield Economic Development; and Sarah Means, of Lane County Economic Development.

Ms. Payne showed a video promoting Next Generation Sector Partnership as a strategy to help industries grow. Businesses from a particular industry team up and to engage with, and pull what they need from, public partners in the community. This type of partnership is different because the industry is at the center, it tackles more than just workforce needs, and it engages community support.

Ms. Payne mentioned three key sectors in Lane County: Technology, Food & Beverage, both of which have sector strategists, and Advanced Wood Products. The three presenters spoke in detail about Advanced Woods Products (taking raw logs and turning them into value-added products) and how the sector strategy is helping this industry to grow. A conversation was facilitated with businesses in which they discussed obstacles to growth, trends in the industry, and the basic goals for the industry. Those goals included promotion of the wood products industry within the community; advocacy at the state and federal levels; improving the preparedness and commitment of the workers; and assistance with infrastructure, technical matters, and permitting. Several committees were formed to develop strategies, and they will report back to the industry on April 2, 2018. The goal is to hire a full time Lane County Industry Advocate for Advanced Wood Products.

A second video was shown, describing the formation of the Lane County Sector Strategy Team and the benefits of the sector strategy in general.

Mr. Milandin asked about representation of rural communities. Mr. Warnock commented that he is currently recruiting for the position vacated by Seth Sherry, and this person will be the representative for rural communities. Ms. Means emphasized that including the rural communities in this strategy is a priority. Mr. Milandin also mentioned the importance of CTE programs in high schools.

Mr. Miller wondered if sectors besides the three mentioned are engaging in sector strategies, and Ms. Payne responded that the Construction and the Maritime sectors are doing so.

Mark Gregory arrived at 12:07 p.m.

Mr. Berger asked about recruitment, and Ms. Griesel opined that the best tool for recruitment is to show that retention and expansion is thriving.

Mr. Dignam wrapped up the presentation by commending the Advanced Wood Products industry for engaging in sector strategy and praising the sector strategy team for its work.

## **6. SCALE Oregon/SCALE Express Programs**

Barry Miller led the presentation on SCALE Oregon, a program sponsored by the State of Oregon and SBA. He introduced Mark Gregory, State Director of the SBDC Network. Mr. Miller explained that the program's goal is to provide high-level consulting services to medium-sized growing companies in Oregon. It is geared to traded-sector companies with a minimum of 7 employees, \$1 million in revenue, and demonstrated growth in 3 of the past 5 years. SCALE is offered in Salem, Lane County, Bend, Linn-Benton Counties, and Astoria, and the budget is \$10,000 per client, for 20 clients. Each company is assigned a consultant to provide a variety of services to help the business grow further.

A second program, SCALE Express, is geared toward rural communities and serves smaller traded-sector companies with a minimum of 5 employees, \$500,000 in revenue, and growth in the past 2 years. SCALE Express also has a budget for 20 clients, with up to \$2,500 in benefits per client.

Ms. Griesel asked about the costs or performance requirements for businesses entering this program, and Mr. Miller responded that SCALE Oregon has a \$250 registration fee, while SCALE Express has no fee.

The performance requirements are met through follow-up meetings detailing plans going forward. Ms. Griesel also wondered whether some clients double up with other programs. Mr. Miller replied that after a business has gone through RAIN and grown, it may go through SCALE. Smaller clients that aren't yet ready for OMEP (Oregon Manufacturing Extension Partnership) may be able to go to SCALE.

Ms. Fifield asked from which industries the clients come to SCALE. Mr. Gregory provided examples of Molecular Probes, craft brewers, value-added food and beverage companies, tech, software, and biotech.

Mr. Collins asked if any companies have been turned down, and Mr. Gregory replied that until the eligibility statistics were altered to a minimum of 7 employees, companies that had fewer than 10 employees were turned down.

Ms. Hardy asked if an owner counts as a full-time employee, and Mr. Miller replied that it does. He added that contract employees might also count in considering eligibility for the Express program.

Mr. Collins asked about the time commitment is for the SCALE programs, and Mr. Miller explained that it is 5-9 months, but they keep in contact with the businesses afterwards and can help with smaller, ongoing issues.

Mr. Dignam wondered how SCALE might market its programs to the banking industries. Mr. Collins suggested that the Risk Management Association might be a good fit for a SCALE presentation.

Mr. Milandin asked what percentage of out-of-state activity meets the traded-sector requirement, and Mr. Miller answered that there is no particular number. Rather, the focus is on growth potential.

Ms. Mikalonis suggested SCALE work in conjunction with Regional Solutions Business Development Officers.

Mr. Warnock wondered if one aim of the Express program could be to help companies become traded-sector companies. Mr. Miller stated that the Express program is flexible in that regard.

## **7. Update from Community Lending Works**

Maia Hardy explained that Community Lending Works started as the lending arm of NEDCO. CLW provides capital to people who cannot find it in traditional manners. Clients include low income individuals, businesses who cannot qualify for loans from banks, etc. CLW is a CDFI (Community Development Financial Institution), which lends money for the purpose of community development. It lends up to to \$75,000 to small businesses and consumers. It is a relationship lender, with access to SBDC, RAIN, and others who do business planning assistance. CLW helps to connect people with capital and a team who can help start a business. CLW is now its own organization but is still affiliated with NEDCO.

Ms. Mikalonis left at 12:43 p.m.

Ms. Hardy shared that CLW is an investment vehicle for banks, foundations, tribal lenders, and individuals in the community. When borrowers repay loans, the money comes back to CLW and goes back to the investors. Loan funds and guarantees allow CLW to make loans to risky borrowers. HACSA guarantees housing loans, for example, and CLW also helped NEDCO use a \$1 million grant for down payment assistance.

Ms. Hardy listed CLW's three major business loan products: Farmer's Market Loans, Microenterprise Loans, and Small Business Loans. She also listed the main types of consumer loans: Credit Builder Loans, HACSA Deposit Assistance Loans, and Personal Loans. Ms. Hardy added that CLW's technical assistance partners help businesses get ready to be approved for loans. If they are approved, CLW does quarterly site visits to make sure a business is successful and intervenes if there are any problems. After a business pays off its loan, CLW makes sure it has a banking relationship set up so it can continue to flourish.

Ms. Hardy presented two success stories of businesses that received loans from CLW. She also presented data showing the number of people and businesses assisted by CLW. She mentioned that CLW's immediate plans include conducting listening sessions with borrowers, strengthening banking relationships, intensifying marketing, equity investments, expanding into other counties, and growing the fund.

## **8. CEDS Update**

Mr. Warnock provided a brief update from the Cascades West Economic Development District. He announced a Chamber Directors' meeting on May 9, 2018. He spoke about a project called Gaming the Eclipse, which involves an assessment of the economic impacts of a major event. He also mentioned a FEMA-funded hazard mitigation project on pre-disaster economic preparedness. Finally, he announced that the Scenic Byways Committee has reconvened after a long hiatus.

## **9. Set next meeting date: April 16, 2018**

Mr. Scoggin said the next LEC meeting would be on March 19, 2018.

Mr. Scoggin adjourned the meeting at 1:01 p.m.

*(Recorded by Rachel Burstein)*