

Lane Economic Committee Meeting

DATE: Monday, May 20, 2019

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

LOCATION: Lane Council of Governments, Park Place Building, 5th Floor, 859 Willamette St.,  
Suite 500, Eugene, OR 97401

CONTACT: Dan Betschart, 541-682-3359, dbetschart@lcog.org

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1. Agenda: May 20, 2019

Documents:

[MAY 20 AGENDA.PDF](#)

2. Minutes: April 22, 2019

Documents:

[LEC 190422.DOCX](#)

MEETING: LANE ECONOMIC COMMITTEE

DATE: Monday, May 20, 2019

TIME: 11:30 a.m. – 1:00 p.m.

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

CONTACT: Dan Betschart, 541-682-3359; Denise Walters; (541) 682-4341  
[dbetschart@lcog.org](mailto:dbetschart@lcog.org) [dwalters@lcog.org](mailto:dwalters@lcog.org)  
Lunch will be ordered for LEC Members unless you notify us of your inability to attend

*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 April 22, 2019 (5 minutes) Rob Scoggin  
Action item: Approve minutes
5. SCALE Oregon / SCALE Express Programs (15 minutes) Barry Miller
6. Oregon 2021 / Tourism Update (20 minutes; 10+ minutes for questions) Kari Westlund
7. STIF (Statewide Transportation Improvement Fund) Update (10 minutes) Kate Wilson
8. Set next meeting date: June 17, 2019 Rob Scoggin

Adjourn

## MINUTES

### Lane Economic Committee

Lane Council of Governments (LCOG), Fifth Floor Conference Room  
859 Willamette Street -- Eugene

April 22, 2019  
11:30 a.m.

**PRESENT:** Rob Scoggin, Dan Betschart, Jacob Clifton, Mark Bodie, Mike Galvin, Karen Hyatt, Greg Ervin, Paul Berger, Rick Wiemholt, John Milandin, Gary Collins, Ashley Espinoza, Mike Eyster, Kari Westlund, Ric Ingham, Larry Brice, Michelle Amberg, Anne Fifield

**GUESTS:** Howard Schussler, Denise Walters, Corey Deel, Vanessa Ringgold, Shane Johnson

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

Rob Scoggin, Chair, convened the Lane Economic Committee (LEC) at 11:33 a.m. Those present introduced themselves.

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

There were no comments.

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

Paul Berger spoke about arts in Eugene, specifically referring to a performance of the Eugene symphony orchestra. Two local companies collaborated to design and construct lights that were used to put on a light show to complement the music. Mr. Berger was struck by the economic development potential in the arts community with collaborations such as this.

#### **4. Review minutes from March 25, 2019**

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

Mr. Berger moved, seconded by Mr. Galvin, to approve the March 25, 2019 minutes. The motion carried unanimously.

#### **5. Community Lending Works update**

Corey Deel, Senior Loan Officer at Community Lending Works (CLW) first provided an overview of CLW and it does. CLW is a community loan fund that fills the niche of affordable financing to help with startup businesses and housing. CLW targets markets in 7 counties up the Willamette Valley, and about 80% of its lending is in those markets, but it can lend throughout the state.

Anne Fifield arrived at 11:40 am.

CLW does startup lending, micro-enterprise lending, and works with businesses that need access

to capital of \$100,000 or below. It helps a business set up a road map to figure out if it is positioned to take on a loan, then CLW helps develop a business plan. CLW staff ask their clients to look at CLW as a short-term lender. Their goal is for their clients to be lendable so they can get bigger loans and investors down the road. The maximum loan term is 5 years, with a maximum amount of \$100,000.

Shane Johnson arrived at 11:42.

Mr. Deel provided an example of a smaller loan by talking about a couple who does work for the farmers' market and had been renting a tractor, but they needed to buy a new one. They came to CLW for a \$14,000 loan, using their vehicle as collateral. Now they own their tractor to continue on with their business. By making loans like this, CLW helps businesses continue on to their next phases or expand.

Mr. Deel mentioned that CLW doesn't do real estate. He also explained that because they are a non-profit, they are not federally insured, so they have the capability to loan to someone if they don't have dollar for dollar but have strong credit and can put cash down. CLW is looking to do statewide certification by end of 2021. They just launched new website and are doing rural outreach. Everyone who applies for personal or auto loans has to watch 45-minute educational video about loans. CLW is testing this to see if it can help on the business side as well. CLW also has a loan ready packet, which is an outline they go over with business owners outlining what will be required if they want to get financing, including building a relationship with a bank or credit union and understanding credit.

In response to a question from Ms. Espinoza, Mr. Deel said that CLW can loan to people with only ITIN numbers.

In response to a question from Mr. Berger, Mr. Deel explained that CLW is working in Eugene and Springfield as well as in rural areas. They are updating their website with the goal of being able to do everything online, which helps rural clients. Mr. Deel is in charge of Lane County and Southern Oregon. CLW has USDA funds and wants to expand in rural areas.

Ms. Fifield mentioned that she works at the City of Eugene, and she pointed out that the library is the front line for very small business owners doing research on how to grow their businesses. Ms. Fifield wondered if CLW coordinates with the non-fiction staff at the library to help people who use the library for a resource in this area, as the library personnel could direct people to CLW. Mr. Deel answered that CLW does not do this yet, but he expressed interest in doing so, and Ms. Fifield agreed to make the connection.

Mr. Eyster wondered if CLW is connected to the various Chambers of Commerce, and Mr. Deel replied that they do work with the Springfield, Eugene, and Veneta Chambers.

## **6. SHINE - Sustainability Hub of Interchange Negotiation Experts**

Shane Johnson works in day-to-day operations of RAIN Eugene, which is an entrepreneur-based

non-profit, offering an accelerator, education, and networking, among other projects the help build the entrepreneurial community in Eugene.

SHINE came from a request to help with a layoff aversion program mandate. Since the RAIN accelerator develops strategy and looks at markets, they were approached and started a pilot program to look at companies that might have a problem and need to make layoffs 15-18 months out. SHINE works with a company by focusing on its leadership, strategy, and core programs.

The SHINE program is now only funded in Lane County, but the hope is that it will go statewide. SHINE talks to companies of 6-50 people and looks at their management structure and alignment. Usually the SHINE program involves team-building and raw business advice, including cleaning up debt, costs of goods, staffing levels, etc. The SHINE program has helped save over 100 jobs on a budget of under \$150,000. It is a cost-effective way to save businesses and save jobs. They call in experts from various fields for specific advice.

Mr. Johnson explained that the acronym “SHINE” was chosen to complement “RAIN.”

Ms. Westlund asked for confirmation that SHINE’s main purpose is to help avert layoffs by coming in to help avert layoffs by helping to fix problems with a business and reducing the negative impact on employees. Mr. Johnson confirmed that, and gave the example of a company that has had a bad quarter. SHINE provides neutral eyes to come in and look at the company to see what’s going on. Mr. Johnson’s personal goal is to keep the business open. The service SHINE provides is anonymous and completely free to the companies. Local competitors will not find out that a company participating in this program. Mr. Johnson added that at the moment, SHINE is working with five companies, and they have had as many as nine at one time. He personally spends about 1.5 hours per week with each management team or manager in a company who is participating. management team or person.

Mr. Bodie wondered what geography SHINE covers and if it can handle larger companies. Mr. Johnson responded that SHINE is mandated to cover entire state, but all companies right now are in Eugene and Springfield. The biggest company they have handled is about 40 people. He has talked to some larger companies, but they usually need a larger team of management consultants to help.

In response to a question from Mr. Eyster, Mr. Johnson shared that SHINE services all types of companies, including manufacturing, service, and food manufacturing, but they do not serve restaurants. He feels that restaurant consultants have the specific expertise to help restaurants.

Ms. Fifield asked how businesses find the program, and Mr. Johnson replied that is largely through word of mouth. The City of Eugene has a loan program that has started referring people to SHINE. Additionally, Mr. Johnson talks to various groups such as the LEC, and they try to coordinate with Community Lending Works. They try not to use the term “layoff aversion,” as that makes small companies uncomfortable.

Ms. Espinoza wondered how long the process is once a company comes to SHINE. Mr. Johnson explained that the onboarding process is about two weeks, with two meetings, and then SHINE

decides if they can help. They have refused a few companies. SHINE considers the attitude of the team and if they are coachable. When a company comes in, all the management people fill out a questionnaire, and each teammate is interviewed separately. Then SHINE works with them all together. Mr. Johnson reiterated that the program is free. He added that if a company has fewer than 10 people, it is hard to juggle resources to save that company. The program would help more with leadership, culture, and team alignment to help develop a strategy.

Mr. Brice inquired about the charter to make this program statewide. Mr. Johnson responded that it was originally funded through Workforce Lane County, and when it was renewed, it was approved to go statewide. At the moment, all the clients are still in Lane County.

Mr. Brice wondered if SHINE has expertise in areas other than the layoff aversion approach, and Mr. Johnson remarked that they have the ability to match some professional services. For example, they can pay half of someone's salary up to a certain amount. However, Mr. Johnson feels that this is problematic.

Ms. Fifield asked if there are management and restaurant consultants to which SHINE can refer clients. Mr. Johnson responded that they do have management consultants, but they are careful with the service providers they use.

## **7. Topic Requests**

Mr. Betschart asked Committee members to share ideas for topics to be covered at future meetings, adding that people may email him ideas at any time.

Ms. Westlund suggested:

- (1) an update in the fall on planning for Oregon '21;
- (2) a presentation by the Arts & Business Alliance of Eugene, regarding the economics of the arts sector, as well as their work on a UNESCO designation to have Eugene identified in the applied arts realm regarding gaming development.
- 3) she herself could do a presentation on all the current projects going on in Lane County.

Mr. Eyster suggested a presentation on transportation improvements in the area, given the passage of new funding for statewide and regional transportation, and the formation of STIF (State Transportation Improvement Fund) to make recommendations on how those funds will be spent. Parts of those funds have been allocated to rural transportation communities and doing improvement within communities. Kate Wilson of LCOG and the Lane Area Commission on Transportation would be appropriate contacts on this topic.

Mr. Berger suggested:

- (1) an update on the status of old LCC building downtown, especially with respect to the possibility of the building being turned into an innovation center (Mr. Eyster remarked that the president of LCC was recently authorized to start negotiations regarding that building, and the City is interested);
- (2) an update on the status of the old metro partnership and what is being done to promote economic development in our area;

- (3) a presentation on affordable housing and how it is an important as an economic development issue;
- (4) panel discussions of three tiers of government economic development activities - city, exurbs, and rural (for example, Oakridge is more rural), and what the current major issues are in each segment;
- (5) presentations from various sectors, such as arts & business, travel & recreation, recreational manufacturing, educational research, food business, biotech, and advertising & media.

Mr. Ingham suggested a presentation on the regional strategic plan for fiber.

Mr. Scoggin remarked that he and Mr. Betschart will try build out a program for the remainder of the year using some of the suggested topics.

Mr. Galvin suggested an update from Lane County Emergency Management on how they plan to improve support beyond the metro area and into rural communities. This idea came from the poor support the rural communities received during and after recent storms.

Mr. Eyster suggested a presentation on the City of Springfield's development of policies surrounding Accessory Dwelling Units.

Mr. Bodie suggested a presentation by the City of Eugene on zoning and planning issues that affect affordable housing.

Mr. Eyster suggested a presentation by the Springfield Utility Board about its newly-developed policy to incentivize private sector telecommunications outfits to install fiber from the street to houses.

Mr. Milandin suggested a presentation about improving the reliability and service of resources for power during heavy storms.

Mr. Ervin, as a new member of the LEC, requested an explanation as to the purpose of the Committee.

Mr. Betschart explained that the LEC involves many people from Lane County organizations and cities, etc., working together for the betterment of Lane County as a whole. Mr. Scoggin added that the LEC started 30 years ago as a group whose task was to find economically viable businesses and helping them to grow. It has new tasks now. Half of the members are from private businesses, and half are from some form of government body. LEC wanted one member of the council from each small region or from city government in each small region.

Ms. Fifield asked who gives LEC its task, and Mr. Scoggin replied that LCOG, or Lane County as a portion of the EDD, gives LEC its task.

Mr. Berger shared that the CEDS is the document that goes to the federal government, laying out the plan to get federal money. This Committee produces the CEDS. The LEC is a great way to communicate with governments and to make connections, but its real deliverable is the CEDS,

which is updated every five years.

Mr. Scoggin added that the CEDS update is coming up next year.

Mr. Milandin suggested looking at the LCOG website.

Mr. Brice remarked that the LEC provides interactions between small business people and governments. It serves as a vehicle to interact between small business and government to figure out how to stimulate the economy, especially when economy is not doing well.

Ms. Westlund said that historically, each community would prioritize projects and there would be master list that would go into funding streams. This group still has regular community updates to allow for awareness of happenings throughout the county.

Mr. Scoggin mentioned that last month, the City of Cottage Grove gave a report on what is happening there, and over the next 3-6 months, we will hear similar presentations from Veneta, Creswell, McKenzie River, etc.

**8. Set next meeting date: May 20, 2019**

Mr. Scoggin announced that the next LEC meeting will be on May 20, 2019.

Mr. Scoggin adjourned the meeting at 12:32 pm.

*(Recorded by Rachel Burstein)*