



**Banks Economic Development Commission
June 1, 2016
MEETING MINUTES**

CALL TO ORDER Economic Development Commission Chair Rachel Nelson called the meeting to order at 7:00 PM.

ROLL CALL

Present were: Marsha Kirk, Carolyn McCormick w/Washington County Visitors Association, Rich Weitzel, Planning Commissioner Rachel Nelson, Councilor Michael Nelson, Councilor Mark Walsh, Doug Hixson, Mayor Pete Edison, and John Morgan.

Absent: Michael Samson, Planning Commissioner Rodney Jacobs, Mark Ward, and Jeff Leo.

Staff present: City Manager Jolynn Becker.

APPEARANCE OF INTERESTED CITIZENS – None

APPROVAL OF MINUTES: Marsha Kirk had a correction to page 4. The sentence reads “Marsha stated the Chamber has received Ford Family Funding for this, but it can never seem to get off the ground.” It should say “community” not “chamber. Doug Hixson had a correction to page 5. The sentence reads “He said the overall feeling was that Banks is not business feeling.” It should say “friendly” not “feeling”. Marsha Kirk made a motion to approve the minutes from the May 4th, 2016 meeting as amended. Michael Nelson seconded, and the motion passed unanimously.

BUSINESS AGENDA

Banks Economic Development Commission Initial Strategy for Pursuing Economic Development:

Initiative #3 – Marketing and Communications – Rachel stated this is information pulled from one of the older reports. Some of the information needs updating, although most information has remained consistent.

- Trade Area – Rachel stated that this gives a lot of demographics that need a bit of updating. Rachel asked if anyone had any other changes or suggestions for this item. There were no additional comments.
- Other Target Markets – Rachel stated that this highlights tourists, second homeowners, visitors. It would be nice to have an updated statistics on the number of visitors and spending trends. Carolyn spoke on information that she has from the Visitor’s Association. There was general discussion regarding tourism and spending in Washington County. Rachel asked if anyone had any other changes or suggestions for this item. Marsha mentioned that the campsites at Stub Stewart State Park, taxes are also assessed.
- Lifestyle characteristics – Rachel gave a brief overview of this bullet point. Rachel asked if anyone had any other changes or suggestions for this item. Pete asked what big sky vs. small town family was. Rachel said it didn’t really specify in the document.
- Marketing to Locals & Visitors – Rachel went over a couple of things that stood out to her. There was general discussion regarding county programs that are already in place for marketing. Rachel asked if anyone had any other changes or suggestions for this item. Marsha brought up the fact that Stub Stewart State Park should be added to the list, and the Rails to Trails Attraction amended. Carolyn suggested adding the Killin Wetlands to the list of attractions.
- Marketing to Businesses – Rachel gave a brief overview on this item. There was discussion regarding Business Oregon, and general discussion on this topic. Rachel also discussed business accelerators. John Morgan spoke about “incubators” and how they work.
- Strategy: Get aggressive with your marketing – Rachel wanted to add some type of online promotional hub to the list of items under this topic. Rich mentioned that at the last Chamber of Commerce meeting they discussed Saturday market. His thinking was to do the market around an event such as the Banks BBQ. Marsha stated that the Chamber used to have the Farmer’s Market on Wednesday’s at the Log Cabin Park, but it there was not a good turnout. They then moved the Farmer’s Market to Friday’s at the Jim’s Thriftway parking lot in hopes of getting some of the weekend out of town traffic, and those residents living

in the development. There was discussion on how to improve the attendance at an event like Farmer's Market. Rachel asked if anyone had any other changes or suggestions for this item. There were no additional comments.

City of Banks Economic Development Action Plan:

- John Morgan drafted an Economic Development Action Plan for the City of Banks. John complimented the group on their work on reviewing the initiatives, rather than reinventing the wheel. John went over the process of reducing the number ideas into an effective, implementable action plan. John emphasized that his draft of the Action Plan is rough, but it was made to stimulate conversation about the topic. He then went through the project, discussing the importance and purpose of some of the strategies and sections.
- There was discussion about the organization of the plan, including reducing the pages and putting the most important information first. There was also talk about tourism, what it is and how to market it, including the subject of hotels.
- Rachel asked about getting a market survey or economist come, and what that encounter would be like. John responded that it would be whatever the group wanted it to look like, and gave an example of Yamhill County and their wine industry. This led to a discussion about priorities, and what needed to be done first.
- John brought up that Banks needs to find its direction and goal, what it wanted it's "thing" to be, i.e. branding. Rachel said that Banks already had its thing, being rural, small town, recreational get-away. This led to a discussion about trails, and whether that could be part of the branding. Rachel talked about priorities, and that branding could be focused on more at a later date.
- Jolynn began a discussion about parking, including that additional parking is needed for the trails, but that currently they should focus on high-level tasks, and could work on the details later. Jolynn asked when they expected to have this done and ready to present to the community, and John said that it would not be ready until/should be presented in September. Jolynn though this was good because it gave plenty of time.
- A discussion on how to expand the town followed, including what was needed (e.g. a place to sleep, a place to eat, a reason to come), and challenges of attracting businesses when the town was not growing.
- The upcoming visit of the Ford Family foundation on June 23rd was brought up, and everyone was encouraged to attend, as they could be beneficial for Banks. Rachel then stated that the Economic Development Action Plan topic was at a close, and would be reported back on next week.

Main Street Parking Project Jolynn gave an update of the project. ODOT had informed her that an engineer would be required to create a map for the project, which would get submitted to the state, approved, and then Main Street would get marked. The worst-case cost would be \$16,000, which would include paying the engineer (\$7,000), a private company to do the marking and signs. This information will be presented at the next city council meeting. This led to another discussion about trails and parking.

"State of Businesses in Banks" Discussion Led by Jolynn:

- The bar/tavern has a new owner, who will take it over June 30th. It's not known if the name will change.
- The café also has new owners. They make their own hamburger buns.
- The pellet mill went out of business. An out-of-state business bought it, but only for the equipment, which is being shipped out.
- A building on Main is going to become two-stories and become a wellness center.
- There have been inquiries about purchasing the Credit Union, including by a dentist.

Round Table:

(blended in with "State of Business" discussion)

Marsha Kirk: No comments

Rich Weitzel: Brought up that the power lines were down on Main Street. Jolynn said that they were looking into it.

Rachel Nelson: Reminded the group about Friday and the Salmonberry Coalition who is visiting, and that if anyone could join it would be great. The Washington County Visitors Association Grant Program is being revised, and people can apply between August and October. Banks is her favorite town. Some people with the Walton Family Foundation will also be visiting Banks soon to look at the trail.

Michael Nelson: No comments

Rodney Jacobs: Absent

Mark Walsh: No comments

Mark Ward: Absent

Jeff Leo: Absent

John Morgan: No comments

Michael Sampson: Absent

Carolyn McCormick: No comments

Doug Hixson: No comments

Pete Edison: Mayor thanked everybody for working so hard.

Jolynn Becker: No comments

ADJOURN The meeting adjourned at 9:17 PM. Next Regular Meeting will be held on July 6th, 2016 at 7:00 pm.

Submitted by:

Angie Lanter – City Recorder