



**Banks Economic Development Commission
July 6th, 2016
MEETING MINUTES**

CALL TO ORDER Economic Development Commission Chair Rachel Nelson called the meeting to order at 7:05 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, Mayor Pete Edison, John Morgan and guest Denise Holmes.

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

Staff present: City Manager Jolynn Becker.

APPEARANCE OF INTERESTED CITIZENS – None

APPROVAL OF MINUTES: Marsha Kirk noted the following corrections to the June 1st, 2016 minutes:

- Page 2, last bullet under “State of Business in Banks” – “There have been inquiries about purchase the Credit Unit **Union** ...”
- Page 2, Rachel Nelson’s Round Table comments, first sentence - “Reminded the group about Friday and the ~~Salem~~ **Salmon** Berry Coalition...”

Michael Nelson made a motion to approve the minutes from the June 1st, 2016 meeting as amended. Marsha Kirk seconded, and the motion passed unanimously.

BUSINESS AGENDA

City of Banks Economic Development Action Plan: Rachel noted the list of projects had been drafted. She explained how the projects were organized in the memorandum and requested that the Economic Development Commission (EDC) discuss priorities. John Morgan added he wanted the EDC to make some decisions so they could move forward with some of the projects in the Action Plan.

- John provided an update on a recent meeting with the Ford Family Foundation, which focuses on community economic development. He encouraged the EDC to seek assistance from the Foundation on bigger projects. The Foundation recently assisted La Pine with an overall Economic Development Plan, which resulted in a lot of business investment in their downtown area.
- The EDC discussed the Meyer Memorial Trust as a possible funding source. Applying for a grant from the Trust would not conflict with the grant the Trust already approved for the library. The Commissioners agreed that once the projects are prioritized, funding would be easier to obtain. Some of the projects could be started in the next few months, so the EDC could look for funding immediately. They agreed the Ford Family Foundation would be a good place to start.
- John explained how aspirations were used to prioritize the projects. Marsha reminded that 2021 would be the city’s 100th year of incorporation and suggested Commissioners keep this in mind when discussing project priorities.
- The Commissioners discussed how certain projects would be affected by other things going on in the City, like Code updates, which is reflected in the priorities. Several projects will be ongoing simultaneously and some projects will require Code amendments. The EDC agreed to focus on completing the branding project, which will help move the Master Plan and signage projects forward.
- John strongly supported making a market feasibility study a priority to lay a foundation for how projects could be funded, marketing data, and so that a strategy for achieving economic development goals could be developed. He explained how the study would help move the project forward, citing the success Sweet Home experienced after Mary Bosh, a market based economist did a study for that city. The EDC discussed the benefits of hiring a consultant to complete the study and how the process for a market

feasibility study would work best. The study would also provide confidence in the efforts and investments made pursuing trailhead activities, for example, and also provide other economic options to consider.

- Commissioners agreed that certain projects, such as the market feasibility study, Master Plan, and branding work, could go on concurrently without slowing down progress.
- Jolynn gave an update on the Main Street project, noting that the project would be complete by the end of the year. Then, Code updates would begin in January 2017. Code amendments could take from four to seven months to complete. She reviewed some of the details of the Master Plan, noting that projects in the Action Plan would likely not begin until about 2018 or 2019.
- Commissioners discussed prioritization of the trailhead project. The study completed in 2002 could provide a good starting point, particularly when construction planning begins on the east side. Construction is anticipated to begin in the next six to nine months. Many residents in Timber are opposed to having trailheads in their communities, which could free up funding for a trailhead with parking in Banks. They discussed progress on the Salmonberry Trail and current trailhead needs, and agreed the trailhead project should be a high priority. However, efforts to address parking problems need to fit in with the Main Street Master Plan. If the depot were developed into a parking area, it could provide access to both the trail and the plaza that has been planned for the Main Street project. For now, signage indicating additional parking at the school could alleviate some of the issues. The EDC agreed to add a short term parking project to the list because the need for such a project is such a high priority.
- Jolynn confirmed the 2002 Tourism Plan would be updated so it could be integrated into the Main Street Plan. A consultant would begin on that work in the next few weeks. The consultant's scope of work was briefly discussed. Rachel offered to serve on the steering committee that would be working with the consultant.
- John asked for feedback on the way projects were prioritized. The EDC agreed the Cannery Revitalization Project should be a top priority and part of the feasibility study. They briefly discussed options for revitalizing the building and how private ownership of the building could impact the project.
- Building relationships can begin immediately and would not require outside assistance. Additionally, thriving tourism and local jobs are not mutually exclusive. The Commissioners briefly discussed proposed Code amendments to allow food carts on Sundays, which City Council will consider at their next meeting.
- The Portland Incubator Experiment (PIE) helps communities build accelerators. Other groups and people could assist with an accelerator as well. While grants can help fund a rural accelerator, crowd funding equity can make it easier for local businesses to participate.
- John shared how several groups in McMinnville created a strategy for economic development that outlined each group's responsibilities for implementing the strategy.
- The Development Code updates will eliminate barriers that prevent projects from moving forward and create incentives that encourage certain aspects of the Action Plan. The EDC agreed that hiring consultants should be added to the list of tasks.
- Community engagement needs to be a top priority. The EDC discussed various ways to involve the public in the process and agreed to hold an open house and have a booth at the National Night Out event on September 22nd. They debated about when to hold an open house but decided to schedule an event before September 15th, 2016. Branding should be the focus of both events. Commissioners also discussed keeping the public updated through email and a project website.
- The EDC briefly discussed ways to begin capitalizing on the 100th anniversary and enterprise zones as part of a potential funding strategy.
- Parking issues are currently being considered by other entities like the City and Port of Tillamook Bay. The EDC could work with those entities now to help alleviate the problems by facilitating a group discussion on shared parking in the downtown area. Additionally, the Parking Concept Plan could be integrated into the Master Plan. The EDC agreed to add a shared parking project to the list as a stand-alone project.
- Some of the short-term strategic and logistic priorities, like parking and processes that support better business development, were briefly discussed. Jolynn said the Buildable Lands Inventory could be updated to help plan for future business growth.
- John suggested the Main Street Plan include a photograph of every building, with signs, dimensions, parking areas, and topographic maps, which could be completed by a community group, the EDC, or a high school class. The EDC agreed the Ford Family Foundation would prefer a community or student group.
- The EDC could work with Columbia Pacific Economic Development (Col-Pac) as a regional partner, particularly with regard to marketing. The EDC agreed to create a flyer for businesses listing services and funding sources.
- The EDC discussed next steps and John offered to revise the draft plan according to Commissioner's comments at this meeting. He also suggested they seek feedback from the Ford Family Foundation about the Economic Development Plan.

- Funding needs for the branding project, creating an economic road map, and the Main Street Master Plan were discussed. The Ford Family Foundation might assist with the market study for the Master Plan because the City has already identified some funding for the project. Staff could apply for Department of Land Conservation and Development (DLCD) grants for other projects and volunteers are working on the branding project.
- After a brief discussion, Commissioners agreed to add the 100th anniversary to the list of projects.
- Rachel confirmed next steps and the EDC discussed ways to encourage merchants to attend future meetings. Instead of sending out email notices, meeting invitations would be sent requesting a response from recipients, in addition to the paper meeting packets currently sent.
- Jolynn suggested September 22nd, 26th, 28th or 29th for the open house, which would accommodate the City's meeting schedule and allow people two weeks to transition into the new school year.

Round Table:

Marsha Kirk: Encouraged the City to hold the Town Hall (Open House) meeting at City Hall, which is the heart of the city, and where Staff has control of the building.

Rich Weitzel: No comments

Rachel Nelson: No comments

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: Absent

Pete Edison: No comments

Jolynn Becker: Confirmed businesses in town are getting taxed on equipment. A separate bill is sent to all businesses and the tax is incorporated into personal property taxes, so a share does come to the City. She did not know the percentage, but a guest speaker would explain the tax and how the City received its share at the next City Council retreat.

ADJOURN The meeting adjourned at 9:09 pm. Next Regular Meeting will be held on August 3rd, 2016 at 7:00 pm.

Submitted by:

Angie Lanter – City Recorder