



**Banks Economic Development Commission
January 13, 2016
MEETING MINUTES**

CALL TO ORDER: City Manager Jolynn Becker called the meeting to order at 7:00 PM.

ROLL CALL

Present were: Marsha Kirk, Michael Samson with U.S. Bank, Rich Weitzel with SWATCO, Carolyn McCormick with the Washington County Visitors Association, Rodney Jacobs Banks Planning Commissioner, Doug Hixson with Quail Valley Golf Course, Michael Nelson City Councilor, Rachel Nelson Banks Planning Commissioner, Mark Walsh City Councilor, Jeff Leo Banks School District Superintendent,

Absent: Mayor Pete Edison, Mark Ward

Staff present: City Manager Jolynn Becker, and Banks Library Director Denise Holmes

Also present: John Morgan, Principal of Morgan CPS Group

APPEARANCE OF INTERESTED CITIZENS – None

SELECTION OF CHAIR & VICE CHAIR: Mark Walsh nominated Rachel Nelson for the position of Economic Development Commission Chairperson, seconded by Marsha Kirk, passed unanimously. Mark Walsh nominated Rich Weitzel for the position of Economic Development Commission Vice-Chairperson, seconded by Michael Nelson, passed unanimously.

MEETING DATE & TIME: Jolynn Becker asked the group to confirm the date and time of the monthly meeting. It was confirmed that the meetings will be held on the first Wednesday of each month at 7:00 p.m.

APPROVAL OF MINUTES: Michael Nelson motioned to accept the minutes as written, Mark Walsh seconded and the motion passed MOTION CARRIED 9-0.

ECONOMIC VISION / ASPIRATION / GOALS – JOHN MORGAN W/MORGAN CPS GROUP

John Morgan gave a brief overview of the previous training session he held in Banks with the City Council and Planning Commission. John Morgan went around the room and asked each participant why they were a member of the EDC, and what Economic Development means to them.

Marsha Kirk: Would like to see something in town to draw people and businesses to come to town and stay. Make Banks a place where people want to come to stay and play, not just a road bump. The addition of a community center, and a way to get the north and south parts of town to intermingle more.

Michael Samson: Balance of business (bigger franchises), but keep the small town feeling. More signage to help direct the flow of traffic through town. John Morgan asked why U.S. Bank is still in Banks, when other businesses have left. Michael said the bank is not doing the revenue that it used to, but the possibility for more business is there.

Rich Weitzel: This community is in the right location, and the city needs to match the beautiful location.

Rodney Jacobs: Is on the commission as a liaison between the EDC and the Planning Commission.

Jolynn Becker: Developing the plan for Main Street, to develop a list of capital projects to assist with applying for grants.

Carolyn McCormick: The Tualatin Valley Scenic Bikeway comes through Banks. It is one of the most used bikeways in Oregon. The Visitor's Center wants to help however they can with development and tourism in Banks. They have a lot of resources to offer to the City to assist with growth and development.

Doug Hixson: As a representative of the golf course, they have always wanted to be a good neighbor. He is very excited to see the completion of the master plan, and see the growth and development that will happen in the next 5-10 years.

Michael Nelson: There is a lot of momentum building for a lot of change in the City. There is a lot of behind the scenes ground work being done, and he is looking forward to the changes that the next 5-15 years will bring. He was happy to see the formation of this commission, and the people that have a passion for this topic that are participating on this commission.

Rachel Nelson: What is beautiful and desirable about Banks needs to be identified, and build upon that. This is an interesting time for the City. It is a blank canvas, and we have the opportunity to create a sense of place, and develop the character of our small town.

Mark Walsh: Why would Banks be the place for a franchise to locate? This is one of the questions the commission needs to answer to help guide the direction of expansion.

Jeff Leo: Lots of room in the schools. He would like to see opportunities for high school students to be able to be employed locally, and have internship opportunities in this community. Also some places for activities for the kids to do after school and on weekends.

Prosperity is an interesting word. John Morgan asked the commission what Banks look like in 10-15 years when it is "prosperous". Some ideas thrown out were: no empty storefronts, lots of foot traffic, and home building.

The average family income in Banks is around \$61,000.00. Most people spend the money where they work. The commission needs to think about how to get people to spend money in the community where they live. Things that have worked in other communities are farmers markets, businesses that sell ice cream, the library, etc. It helps to build the momentum for how a community operates.

What is prosperity? Jobs, ringing cash registers, low commercial vacancy rates, people shopping locally, available housing for all price points, strong property values, adequate resources for government operations, net importer of wealth, philanthropy, volunteerism, support for arts and cultures, support for sports, partnerships with other cities and organizations. Looking 5-20 years down the road, can we be a community that defines prosperity?

John Morgan asked what everyone thought was the most important things on that list. Rachel Nelson said the ringing cash registers, and the support for arts & culture are important. Marsha King stated that sports is well supported in this community.

What is Economic Development? Carolyn McCormick said it is jobs, creating, and sustaining jobs. Rachel Nelson felt lots of businesses bring lots of money in, and keeping it in the community. There was discussion about the industrial area of town, how much is there. Jolynn Becker explained the process that needs to be gone through to bring property into town. Rachel Nelson would like to see more career advancing jobs created in town, to encourage people to work and play in the community which they live, instead of Banks being a "bedroom community".

Gene Stout stated that without investment, there will not be jobs. There needs to be an environment that people want to have businesses in. Marsha Kirk stated that she heard from a lot of the community that they do not want the mill in town, or the railway. They like the "sleepy" town feel. There was then discussion about the Banks Lumber Mill annexation.

Economics 101 – Every town wants Economic Development. Some are successful.....some are not. John Morgan feel that Banks is "ripe" for Economic Development success. John will forward an editorial from the newspaper in Canby regarding the Metro area. He feels that Banks is right on the cusp of developers knocking on the door to start developing and building, and transportation will be very big.

John Morgan asked what a crucible is. The crucible of prosperity is one that has the heat and pressure of change and transformation. There are three layers of the crucible. Layer one is infrastructure of place (i.e. window dressing

– flower baskets), adequate land to meet all needs, water rights, treatment plants, etc. Layer two is infrastructure of economics – understanding how the market works. Cities don't build cities.....private investment builds cities. Create an environment that invites investment. Layer three is infrastructure of opportunity. This is the willingness to create the opportunities. A community that has created a strong sense of itself, and worked out great process and partnerships, know its inventory, and has its "act together" will succeed. What is the hook? What does the City of Banks have to offer perspective business owners?

Jolynn Becker said that the aspirations should include some of the process, and make sure that the City code matches the process. This could lead to changes to the city code, to make the process easier, and less cumbersome.

What is the most important thing for this commission to work on? Carolyn McCormick suggested a timeline, and to have a field trip of town. Jolynn Becker suggested looking at prior studies (parking study, bike and pedestrian plan). John Morgan suggested reviewing the things that the city has done, and get everyone up to speed. See what information can help the commission move forward. Doug Hixon brought up the fact that the railroad tracks divide town. There needs to be a bigger area of land to have more businesses together, so that people are not having to travel from business to business. Doug Hixson also pointed out that that Sunset Speedway/Sunset Park is the perfect spot for a hub for activity for the trailheads. There are more trails in the works, and with already 250,000 visits, the potential is there for many, many more users. John Morgan said the group needs to figure out the "branding". What do we want to be known for? Doug Hixson said he felt the branding should be the trailheads. Rachel Nelson suggested the old cannery building, which is currently the bike shop and dance studio, as a perfect location for a welcome center, or a brewpub. Somewhere to draw people too, and it is a perfect location right by the parking lot for the Banks-Vernonia Linear Trail.

Marsha Kirk asked what happened with the plans for development on the piece of land behind the homes on Main Street. Jolynn Becker said that no one has come forward asking for the property to be annexed in to the City. Riche Weitzel asked if the Economic Development Commission can approach the property owner, and ask if they want to be annexed and look at development. Rachel Nelson suggested figuring out the Economic Development Commission figure out their vision, and then invite the property owner to a meeting to hear what direction the EDC is going. Carolyn McCormick asked about bussing service in Banks. Marsha Kirk said that Ride Connection runs two times a day, and the Tillamook Bus comes through four times a day.

John Morgan asked the group what they would like Jolynn Becker and himself to come back with for the next meeting. Is there any research the group would like them to do? Jolynn Becker asked if she and John Morgan should work on a draft of the aspirations for the group, and they can bring that to them next month. Rachel Nelson suggested that she work with John Morgan, and Jolynn Becker to come up with a list of ideas that came out of tonight's brainstorming, and they can send it out to the group to vote on which items they would like to work on. Carolyn McCormick asked if there was a list of businesses in town. Jolynn Becker stated that the City has a listing of all the business licenses issued in town. Carolyn McCormick also suggested polling citizens to see what direction that they would like town to move. Jolynn Becker stated that a group of citizen participated in the Main Street Revitalization Workshop held a few years ago. Rich Weitzel is interested to her what in the UGB is buildable? Do those owners have a desire to build? What types of items, such as the railroad tracks hold up development? Jolynn Becker will ask Stacey Goldstein to present some of the items that staff is working on at the next at EDC meeting. Jolynn Becker asked everyone to check out the information that is currently available on the City website. Marsha Kirk asked if everyone could exchange email addresses. Jolynn Becker needs to check on this, to see if City email addresses need to be set up for the members. Jolynn reminded everyone that this is a public meeting, and emailing each other would be a public meeting. Jolynn will bring all this information back to the group at the next meeting.

ADJOURN The meeting adjourned at 9:05 pm. Next Regular Meeting will be held on February 3rd, 2016 at 7:00 pm.

Submitted by:

Angie Lanter – City Recorder