



**Banks Economic Development Commission
February 7th, 2018
MEETING MINUTES**

CALL TO ORDER Economic Development Commission Chair Rachel Nelson called the meeting to order at 6:41 PM.

ROLL CALL

Present were: Marsha Kirk, Rich Weitzel, Rachel Nelson, Michael Walker, Michael Nelson, Jeanna Kisor, Erica Harold-Heine, Jesse Orange-Hough, and Margaret Holland.

Absent: Doug Hixson, Pete Edison, Mike Soper, Carolyn McCormick, Rodney Jacobs, Mark Ward, and Jeff Leo.

Staff and Guests present: City Manager Jolynn Becker and Will Moore.

APPEARANCE OF INTERESTED CITIZENS – None

APPROVAL OF MINUTES:

1. Approval of January 3rd, 2018 minutes.

Marsha Kirk made a motion to approve the minutes from the January 3rd, 2018 meeting as presented. Erica Harold-Heine seconded, and the motion passed unanimously.

Jolynn Becker recommended Election of Officers be added to the agenda.

Michael Nelson made a motion to approve the agenda with the addition of Election of Officers. Marsha Kirk seconded, and the motion passed unanimously.

Will Moore introduced himself, noting his personal and professional backgrounds. He shared about his interest in economic development in the community.

PRESENTATIONS – None

BUSINESS AGENDA

2. **Farmers Market Update:** Jeanna Kisor handed out pamphlets that provided an overview of the analysis of starting a farmers market in Banks. The analysis included stakeholder interviews and community surveys, which revealed an interest and support for a Saturday market. The analysis also considered potential locations. Next steps include recruiting volunteers to coordinate a market, determining the structure and roles of volunteers, and utilizing the Banks Community Foundation as a 501(c)(3) partner rather than as a fiscal sponsor.
 - She explained that a partnership would be less expensive and more flexible than a fiscal sponsorship, which would require a legally binding contract and restrict fundraising efforts. Additionally, a partnership allows projects to test the market. She recommended the farmers market be more of a community led initiative rather than an EDC project. Holding the market monthly and in coordination with other events

would allow the market to test several locations, days, and times. The first year would be a pilot year and she expected a kickoff event would be held in May or June.

The Commission and Staff shared ideas about scheduling the market in partnership with other events, like National Night Out. They also discussed recruiting vendors locally and possibly at the Strawberry Festival. Volunteers would be recruited via email as soon as Ms. Kisor knew more about accessing the City's community email list. A schedule would offer vendors a deadline for signing up and finding locations for the market. It would be a good idea to consider the residents near the Market Street location, as they would be impacted by market traffic. Some locations would need a street closure permit from the City.

3. **Economic Outreach Initiative Updates:** Michael Walker provided updates on the Parking Plan, Community Outreach, Business Outreach, Regional Alliances, Marketing, and the Tourism Studio. All the updates were included in the agenda packet.

Rachel Nelson explained that the Tourism Studio, which came out of the Marketing initiative led by Carolyn McCormick, has grown to include several economic development agencies, chambers of commerce, parks and recreation departments. There is close to \$100,000 in funding for the tourism studio to create a world class visitor experience on the trail system. Banks is in the center of this trail system and should leverage these investments to help implement the Vision 2037 plans. Michael Walker added that while this tourism studio was focused on bicycle tourism, future tourism studios would focus on things like outdoor recreation and equestrian trail use.

The Commission discussed moving forward with the Tourism Studio separate from the Economic Outreach Initiative because the studio would market the entire region. Commissioners who attended the most recent Tourism Studio Steering Committee meeting shared updates about the topics and goals that were discussed.

4. **Goals for Fiscal Year 2018-2019:** Rachel Nelson explained that the EDC needed to forward their priorities to City Council, who would be establishing annual goals at their next meeting on February 8th.

City Manager Becker noted that each Commissioner's preferred goals were listed in the agenda packet. She handed out copies of goals that were received after the agenda packet was published. After considering all of the feedback, Staff categorized most of the suggestions into the five Economic Outreach Initiatives, each with assigned tasks. Recommended goals that did not fit into any of the five initiatives were categorized as New/Other. This complete list of goals as organized by Staff was included in the distributed handouts. She asked for feedback about how the priorities and goals were categorized and organized, noting that an implementation timeline would be discussed at the Commission's next meeting. City Council will be presented with the EDC's project list, showing all the new tasks.

The Commission went through Staff's list, extensively discussing each goal one by one. For each goal, the Commission decided whether to keep the goal on the list, move the goal to a list to be considered sometime in the future, or delete the goal altogether. Commissioners also decided to consolidate goals that were similar. Most of the goals were incorporated into the Business Outreach Initiative as tasks under each of the five categories in the initiative. During the discussion, the following key points were made:

- Business Outreach Initiatives and goals should be reconsidered in July after the Economic Road Map is complete because the findings in the road map may lead to amending some of the goals and initiatives.
- Business retention goals should be implemented in tandem with the Economic Road Map and Tourism Studio by connecting businesses with resources and providing opportunities for business to collaborate with those resources.
- After the Business Outreach Initiatives were complete, the Commission would make new business recruitment a priority. Currently, the City does not have lands ready for new development, so the focus should be on supporting existing businesses.
- A meeting between the EDC and City Council would be scheduled to discuss a draft of Economic Road Map Plan. Details of this meeting and the draft would be shared with stakeholders.
- The Parking Plan portion of the Business Outreach Initiatives would include a request that City Council consider funding for the model parking lot because the lot would be developed within the next year. Additionally, the parking study identified the need for shared parking and a model parking lot would clearly identify to visitors where they can park.

- Bike racks were already listed as a goal in the parking initiative and should be part of the Main Street facelift. The Urban Renewal District could provide some funding for the bike racks through its Façade Improvement Program. However, that program was still being developed. Also, bicycle safety and infrastructure improvements, like bike paths, would be necessary before Banks would be considered bike-friendly.
- Staff would begin sending a follow up email after meetings to remind Commissioners of tasks assigned outside of the Economic Outreach Initiatives.
- City Manager Becker briefly explained public meetings laws to Commissioners and advised on how to properly communicate about initiatives, goals, and tasks outside of scheduled meetings.
- The State of Oregon is actively encouraging businesses to develop continuity plans to ensure businesses can survive while waiting for infrastructure to be rebuilt after a natural disaster. The questionnaire in the Business Outreach Initiative could be used to find out which businesses have a plan in place. The City is working with the County and the school district on a resiliency plan, which could be shared with businesses as a resource. There are also other existing preparedness plans that the EDC could share with local businesses.
- Investments in technology infrastructure and improvements to internet infrastructure would impact the City's ability to attract high-wage and technical jobs. Programs are available to boost internet capacity in rural communities. Additionally, fiber optics could be considered as a future project in Economic Road Map so that grant funds could be secured.
- The EDC should adapt elements of the Vision 2037 Plan to capture the economic impact of visitors in conjunction with Tourism Studio. This would be done by developing restaurants and other businesses geared towards visitor experiences, as well as public infrastructure to accommodate visitor needs,
 - Commissioners debated whether to work on this goal now or postpone it to future. The public plaza recommended in the Vision 2037 Plan is still just a concept, but planning should begin now since the tourism studio is already so active and because the plaza would likely be a public/private partnership.
 - After some discussion, the Commission agreed to add this as a new goal referred to as the Tourism Initiative. Implementation of the goal would focus on components of the Vision 2037 Plan that would make Banks a bicycle hub. The plaza concept would be removed from conversation with the Tourism Studio to build a case for a project in Banks.
- The school's robotics team and robotics programs were discussed. The EDC could not financially sponsor school activities. However, promoting the robotics activities on the City's website and adding robotics events to the community calendar could help attract highly technical businesses.

The Commission and Staff recapped their discussion to make sure there was a consensus among Commissioners and clear direction provided to Staff about the EDC's goals for 2018.

Jeanna Kisor moved that the Economic Development Commission approve the following three goals for 2018 and forward them to City Council:

1. Continue to work on the Business Outreach Initiative with the new tasks noted and review them in July.
2. Develop a Tourism Initiative with focus on components of the Vision 2037 Plan that would make Banks a bicycle hub and leverage the opportunity for a Tourism Studio project in Banks.
3. Obtain a RARE student for the year.

Motion was seconded by Jesse Orange-Hough. Motion passed unanimously.

Jessie Orange-Hough confirmed he would lead the Tourism Initiative.

ELECTION OF OFFICERS:

5. Election of Chair and Vice Chair for 2018.

The elections were postponed to the March 7th meeting. Rachel Nelson briefly described the responsibilities of each role.

ROUND TABLE:

Rich Weitzel: No comments

Jesse Orange-Hough: No comments

Pete Edison: Absent

Michael Walker: No comments

Jolynn Becker: No comments

Rachel Nelson: No comments

Jenna Kisor: No comments

Michael Nelson: No comments

Rodney Jacobs: Absent

Margaret Holland: No comments

Mark Ward: Absent

Jeff Leo: Absent

Carolyn McCormick: Absent

Doug Hixson: Absent

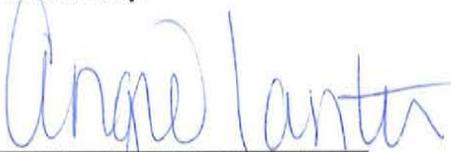
Erica Harold-Heine: No comments

Mike Soper: Absent

Marsha Kirk: No comments

ADJOURNMENT: The meeting adjourned at 8:50 pm. Next Regular Meeting will be held on Wednesday, March 7th, 2018 at 6:30 pm.

Submitted by:



Angie Lanter – City Recorder