



**Banks Economic Development Commission
April 4th, 2018
MEETING MINUTES**

CALL TO ORDER Economic Development Commission Chair Rachel Nelson called the meeting to order at 6:44 PM.

ROLL CALL

Present were: Marsha Kirk, Rachel Nelson, Michael Nelson, Pete Edison, Erica Harold-Heine, Jesse Orange-Hough, and Margaret Holland.

Absent: Mark Ward, Rich Weitzel, Jenna Kisor, Mike Soper, Carolyn McCormick, and Jeff Leo.

Staff present: City Manager Jolynn Becker and Michael Walker

APPEARANCE OF INTERESTED CITIZENS – None

APPROVAL OF MINUTES:

1. Approval of February 7th, 2018 minutes.

Erica Harold-Heine made a motion to approve the minutes from the February 7th, 2018 meeting as presented. Jesse Orange-Hough seconded, and the motion passed unanimously.

The Commission proceeded to Economic Outreach Initiative Updates at this time.

PRESENTATIONS - None

BUSINESS AGENDA

2. **Elect 2018 EDC Chair and Vice-Chair** This item was addressed following Item 4 and Will Moore's arrival.

Will Moore arrived at 7:07 pm.

Marsha Kirk acknowledged the great job Rachel Nelson had done as Chair for the last two years. Marsha stated that she believed the Commission was still working within the momentum Rachel helped get started, so retaining her as Chair to see some of the projects come to fruition might be beneficial. Rachel Nelson stated she was interested in economic development in Banks and would be happy to serve another term or let someone else lead the Commission. Will Moore stated he did not seek and would not accept a nomination. Erica Harold-Heine stated she was willing to serve as Vice-Chair.

Marsha Kirk nominated Rachel Nelson as EDC Chair and Erica Harold-Heine as EDC Vice-Chair for 2018. Michael Nelson seconded. The motion passed unanimously.

Jolynn Becker updated the Commission on the Economic Roadmap, which the EDC would review with consultants at the meeting in May. She also provided details about the open house, where the Economic Roadmap would be presented to the public.

The Commission proceeded to Round Table at this time.

3. **Economic Outreach Initiative Updates:** This item was addressed following Approval of Minutes (Agenda Item #2).

- a. External Communications – Ms. Becker reviewed the process for different types of communication policies and procedures, which was included in the agenda packet. She answered questions about the process and confirmed it was compliant with the City’s public records and retention requirements. The Commission discussed how public records could potentially be used. Ms. Becker stated she would confirm with the city attorney how the Commission’s list of email addresses could be used by a member of the public.

The Commission returned to Elect 2018 EDC Chair and Vice-Chair at this time.

- b. Outreach Efforts – Michael Walker provided updates on the Initiatives, which were included in the agenda packet, as well as the Tourism Studio. He reviewed the progress to date, including the work done on Community Outreach. Only about 10 email addresses, mostly for non-profit groups, were on the contact list for Community Outreach communications. After discussing whether it would be appropriate to add email addresses for individuals, the Commission decided that email addresses collected through the brand survey, farmers market survey, and the Vision 2037 open house should be compiled in a separate list. Individuals would have the option to opt out of outreach communications. The Commission also shared ideas for using social media, utility bills, and the local newspaper to encourage people to opt in to receive the emails. Mr. Walker briefly reviewed the topics that would be addressed in the emails.

Chair Nelson suggested the findings from the Economic Road Map be shared at an event for local business people. The event would also allow the Commission to gather information and have discussions about concerns among the business community. Ms. Becker confirmed an event was being planned, but it would be scheduled after the Economic Road Map was complete.

The Commission and Staff shared the names of individuals who had expressed interest in speaking or should be invited to speak, including a Greater Portland Regional Economic Development Alliance Representative, Rick Turoczy from Portland Incubator Experiment, and the Economic Development Lead from the City of Scappoose. Ms. Becker believed it would be best for Staff to schedule two speakers per year for EDC meetings. Chair Nelson suggested speakers be scheduled quarterly. Mr. Walker and Michael Nelson agreed to work together to schedule speakers.

4. **Project Dashboard:** Chair Nelson reviewed the process and task management improvements discussed at the last work session. She had entered the recommended improvements into a spreadsheet, which she would make available to Commissioners. She explained how the spreadsheet could be used at each meeting to prioritize and track tasks for each Initiative. The Commission discussed changes and additions to the list of tasks, including strategies for increasing tourism, which would be updated at the next meeting.

ROUND TABLE:

Jesse Orange-Hough: Suggested the EDC have a presence at the Chamber of Commerce golf tournament fundraiser and updated the Commission on the Chamber’s Green Team fundraiser for scholarships.

Marsha Kirk: Provided updates on her meeting with City’s new park manager.

Pete Edison: Announced a meet and greet with County Commissioner Bob Terry on Saturday, April 7th at 10:00 am at Will Moore’s home, which was open to the public. Commissioner Terry and two other Commissioners were running for Chair. The Commission briefly discussed the candidates. Mr. Edison thanked the Commission for their work on the Initiatives.

Jolynn Becker: Said the City would be submitting an application to have Michael Walker continue at the City for a second year after a six-week break and updated the Commission on the work he was currently doing.

Michael Walker: No comments

Rachel Nelson: No comments

Jenna Kisor: Absent

Michael Nelson: No comments

Rodney Jacobs: Absent

Margaret Holland: No comments

Mark Ward: Absent

Jeff Leo: Absent

Carolyn McCormick: Absent

Doug Hixson: Absent

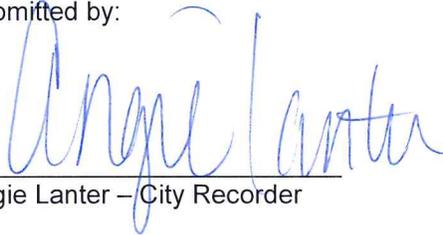
Erica Harold-Heine: No comments

Mike Soper: Absent

Rich Weitzel: Absent

ADJOURNMENT: The meeting adjourned at 7:38 pm.

Submitted by:



Angie Lanter – City Recorder