



**Banks Economic Development Commission
February 6th, 2019
MEETING MINUTES**

CALL TO ORDER - City Manager Jolynn Becker called the meeting to order at 6:40 PM.

1. Elect Chair and Vice Chair
City Manager Becker said elections would be postponed until the next meeting since so many members were absent from this meeting.

ROLL CALL

Present were: City Councilor Marsha Kirk, Margaret Holland, Rich Weitzel, Kim Post, and Will Moore.

Absent: Jesse Orange-Hough, Clint Jackson.

Staff present: City Manager Jolynn Becker and Michael Walker.

APPEARANCE OF INTERESTED CITIZENS – None

APPROVAL OF MINUTES - None

PRESENTATIONS - None

BUSINESS AGENDA

2. **Economic Coordinator Updates:** Michael Walker provided updates and answered questions about the Code updates, as well as the Parking, Community Outreach, Business Outreach, and Tourism Initiatives, and the Economic Roadmap Study. Currently, 30 percent of the community has subscribed to email updates and 50 percent of the emails are opened. Staff continues to solicit new subscribers on Facebook and create marketing materials. He provided an example of a post card that would be distributed at the library, City Hall, and in utility bills. Will Moore suggested the post card be mailed to everyone within the school district instead of limiting distribution to within the City limits. Commissioners provided feedback about the contact information that should be printed on the card. Staff confirmed the printed materials would be updated and mailed to everyone in the school district.

Commissioners and Staff explained to the new Commissioners that the Business Outreach initiatives were specifically tailored to the business community while the Community Outreach initiatives specifically targeted residents. The façade program, for example, was only available to businesses, so that information would not be sent to residents. Will Moore suggested communications for both initiatives be combined and sent to all subscribers, businesses and residents. Anyone who felt they were receiving irrelevant information could opt out of receiving communications. Kim Post and Rich Weitzel agreed, and Staff confirmed they would begin working to combine the community and business outreach communications.

Marsha Kirk suggested the Commission apply for a grant to pay for print media advertising. Commissioners and Staff discussed the pros and cons of online marketing and print media and shared ideas for distributing flyers throughout the community. Staff provided details about their online marketing efforts and confirmed they would continue to look for ways to reach people who do not use email.

Staff provided details about working with Comcast to improve internet service in the community. Commissioners and Staff explained to the new Commissioners the intent was to attract internet-reliant businesses to the community.

Michael Walker listed the tourism-related updates being made to the visitor section of the City website, which would coincide with brochures, maps, and flyers. He also provided updates on Rural Tourism Studio projects, which included wayfinding signage and infrastructure updates at the Banks-Vernonia Trail Head.

Jolynn Becker announced the Planning Commission would be making recommendations to City Council for Code updates to incentivize development and economic growth. She briefly described some of the Code updates being considered and said the recommendations would be presented to the EDC once they were complete. The EDC would also have the opportunity to forward recommendations to City Council. The parking plan will be on hold until after the Code updates have been made.

Jolynn Becker noted that on Tuesday, February 12th, at 6:00 pm, Michele Reeves would make a presentation to City Council at their work session on her outreach to businesses on Main Street. The City would use the data Ms. Reeves collects to develop a needs assessment and a façade program.

Will Moore suggested the City acquire property and market it to developers. Jolynn Becker and Marsha Kirk confirmed that the City had considered public/private partnerships in the past, but no action had been taken. Commissioners and Staff discussed opportunities to acquire properties for the expansion of City facilities and economic development. Jolynn Becker stated she would gather more information on the City's process for acquiring property and present her findings to the Commission at a future meeting.

Will Moore asked for updates on the roundabout and the water issue.

Jolynn Becker reported on the work regarding the roundabout, which had been put on hold because the Port of Tillamook wanted to buy the tracks south of Banks Road, but Portland & Western (P&W) wanted to buy the track north of Banks Road, which would have jeopardized the Salmonberry Project and the City's roundabout project at Highway 47 and Banks Rd. Because Port of Tillamook's Board voted to only sell the tracks south of Banks Road, those issues were resolved, so she had been contacting the County about getting the roundabout project started up again. Additionally, Oregon Department of Transportation (ODOT) required the City to consider a roundabout at the intersection of NW Aerts Road and Highway 6 to prevent that intersection from failing as the east side is developed.

Jolynn Becker provided details on the two-year moratorium that limits water for future development. There was an exception for shovel ready industrial areas and multi-family developments, up to certain capacities. Staff was currently looking for new water sources and was planning the work to replace the transmission line along Sellers Road. The transmission line was currently losing about 1.4 million gallons a month, so replacing it could provide more volume for development. Once the transmission line was replaced, Staff would reevaluate the City's water supply. Marsha Kirk noted City Council would be going on a field trip to the water source.

Jolynn Becker offered to share a copy of the Economic Road Map with the new Commissioners. She noted the road map had not been published on the website yet because it was not complete.

3. **Banks Visitor Guide Brochure / Farm Trail:** Michael Walker shared draft copies of the brochure and provided details on the work necessary to complete it. He explained how the brochure was developed and reviewed the information provided in the brochure.

Will Moore said he expected to see more promotion of Banks as a bike hub and a tree center in the brochure. He believed the brochure was more informational than promotional and suggested that key branding concepts be included.

Marsha Kirk noted the Trail Head Café was closed and might not re-open, so the kiosk would be removed. She suggested a new information center at the Banks Historical Society building. She, Michael Walker, and Jolynn Becker answered questions by Will Moore about the purpose of the brochure and how the brochure would be used to promote economic development.

Michael Walker provided handouts on the farm trail concept and explained how the concept was developed. He noted the concept was a trial and was intended to promote the economic development of agricultural businesses in the area. He shared how other food trails in the area have been successful and added that there were a lot of visitor-ready agriculture-based businesses in the area.

Marsha Kirk recommended that Mr. Walker be sure the brochures were included in the Tillamook Forest Center's large brochure rack. Discussion also included adding brochures in kiosks at Stub Stewart State Park and at trailheads.

Commissioners briefly discussed interest in the community to develop more bed and breakfasts and rentals to advertise on Airbnb.

- 4. Main Street Program Status Update:** Jolynn Becker updated the Commission on the Sherry Stuart's presentation to the EDC in November on the State of Oregon Main Street Program. The EDC has been accepted into the program and broadband projects were being identified. Most of the projects would be derived from the Economic Roadmap Study. Once complete, the project list would be shared with the EDC for feedback. A process for moving forward would be discussed at the March EDC meeting.

Jolynn Becker recommended the EDC meet every other month unless there were enough agenda items to keep the EDC busy every month. She offered to get new Commissioners up to date outside of meeting times. She answered questions from new Commissioners about City boards and commissions and the Urban Renewal District. She explained how Urban Renewal Funds would go towards certain EDC projects.

ROUND TABLE:

Jolynn Becker: Provided updates on and answered questions about the new In and Out market, which would open in February or March. Issues with the contractor delayed the project by more than year. She also noted a credit union inquired about opening a branch in Banks. She made recommendations on possible locations for the credit union.

Rich Weitzel: Announced Hop Cycle Brewery and Killin Wetlands had opened, and the model home for the 37-home development would be built. Jolynn Becker added the City had started to receive site plans for the development, and the sidewalks and trees in the area were being fixed.

Marsh Kirk: Noted that Hop Cycle would begin brewing by March and confirmed the brewery was not affiliated with the Hop Cycle in Portland. She also provided an update on the farmer's market, which would be held every other Saturday from 10:00 am to 2:00 pm on the south side of Schlegel Hall in Sunset Park, beginning in June. Vendor solicitation would begin by the end of the month. She added that State Park Manager Curtis told her the helicopter tree harvesting did not go as planned. So, harvesting would be done as part of a five-year plan, which would result in closures of trails and facilities. Work would be done May through October each year. She provided details about the harvesting work planned for 2019, which would result in closure of the rustic camping area. Money from the timber would pay for the work.

Will Moore: No comments.

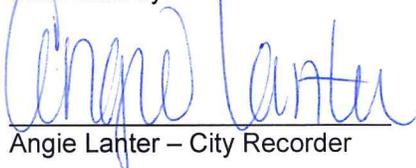
Kim Post: No comments.

Michael Walker: No comments.

Margaret Holland: No comments.

ADJOURNMENT: The meeting adjourned at 8:16 pm. Next Regular Meeting will be held on Wednesday, March 5, 2019 at 6:30 pm.

Submitted by:



Angie Lanter – City Recorder