



**Banks Economic Development Commission  
May 8th, 2019  
MEETING MINUTES**

**CALL TO ORDER** The Economic Development Commission meeting was called to order by City Manager Jolynn Becker at 6:37 PM.

1. Elect Chair and Vice Chair

Rich Weitzel moved to elect Will Moore as Chair. Kim Post seconded the motion. The motion passed unanimously.

Katie Erickson moved to elect Kim Post as Vice Chair. Clint Jackson seconded the motion. The motion passed unanimously.

**ROLL CALL**

Present were: Mayor Peter Edison, City Councilor Marsha Kirk, Katie Erickson, Rich Weitzel, Clint Jackson, Kim Post, and Will Moore.

Absent: Margaret Holland, Jesse Orange-Hough, Carolyn McCormick, Mark Ward and Jeff Leo.

Staff present: City Manager Jolynn Becker and Economic Development Coordinator Michael Walker.

**APPEARANCE OF INTERESTED CITIZENS – None**

**APPROVAL OF MINUTES:**

2. Approval of March 6<sup>th</sup>, 2019 minutes.

Marsha Kirk noted the following corrections:

- Page 2, paragraph 5 - "Councilor Kirk requested details **said details were available** from Oregon State Parks..." She had also stated the park manager could attend an EDC meeting.
- Page 3, paragraph 3 – "... Park Manager Curtis **Gerd**es."

Kim Post made a motion to approve the minutes from the March 6<sup>th</sup>, 2019 meeting as corrected. Katie Erickson seconded, and the motion passed unanimously.

**PRESENTATIONS**

3. **EDC Overview (Member Roles, Initiatives, and Strategic Plans):**

City Manager Becker provided each Commissioner with a packet of information on the EDC. She and Economic Development Coordinator Walker provided an overview of how, when, and why the EDC was formed. They reviewed the City's mission statement, list of aspirations, planning summary, the Vision 2037 Plan, and efforts to rebrand the city, as well as the Urban Renewal District. The Commission was also updated on Commissioner roles and responsibilities, EDC goals, a list of EDC projects and initiatives, community partnerships, the Economic Roadmap, and ongoing EDC initiatives.

During the presentation, Staff responded to questions and comments from Commissioners as follows:

- The EDC's collaboration with the County and State on tourism is coordinated by Economic Development Coordinator Walker, who works at the Washington County Visitors Association (WCVA) and has partnered with Travel Oregon's Rural Tourism Studio. Staff can request the City's participation in any of their projects and apply for grants.

- Staff receives notifications of grant opportunities from a variety of sources. Additionally, when projects have been identified, Staff searches for funding opportunities. Staff provided a detailed description of the methods used to obtain information on funding sources for all types of projects. Commissioners requested that Staff make the EDC aware of any funding opportunities that might be appropriate for the EDC's projects and initiatives. Staff and Commissioners shared information about organizations that provide grants, loans, and other types of funding.
- Staff provided an overview of plans to continue to Economic Development Coordinator Walker's work after he leaves in July, efforts to get another Resource Assistance for Rural Environments (RARE) Representative in September, and the projects that Coordinator Walker was currently working on. Marsha Kirk requested a more detailed and in-depth presentation on the projects. City Manager Becker said she would schedule the presentation for June or July.
- The Oregon Main Street Program has grants that would apply to many of the projects on the EDC's project list. However, in order to take advantage of their opportunities, the Commission must volunteer to facilitate downtown revitalization efforts.
- Staff shared details about business outreach efforts that had already been planned and recommended that at least one Commissioner attend a steering committee meeting led by Michelle Reeves to consult with local business and commercial property owners. Staff would let Commissioners know when the meetings have been scheduled.
  - After all of the stakeholder meetings, Ms. Reeves will host a seminar to present the findings from those meetings and make recommendations.
- Staff confirmed that the EDC would continue to work on the Economic Road Map task list items that were not yet complete. Marsha Kirk did not believe that communication with the community had been addressed. Additionally, she wanted the new Commissioners to have the original list of initiatives identified by the EDC when the Economic Road Map was first developed. Staff also reviewed the task list items that were complete.

The Commission and Staff briefly discussed work done to date on the Economic Road Map and plans to continue moving forward with the initiatives and projects identified in the plan.

**BUSINESS AGENDA:** None

**ROUND TABLE:**

Marsha Kirk: Handed out copies of a list of the public transportation options available in Banks. She asked Commissioners to promote public transportation as part of the city's Economic Development Strategy. Bus services could be expanded if funding was available.

Staff and the Commission discussed the benefits of public transportation on tourism and local residents who commute for work. They also discussed several things going on in the area that were likely to increase the use of public transportation, plans to expand services and marketing, and routes throughout the region that connect in Banks. Commissioners suggested links to the service providers' websites be added to the Banks website, posted on Facebook, sent out via email and with the water bill.

Marsha Kirk provided details about WCVA's efforts to put wayfinding signs in the State park directing park users to businesses in Banks. She recommended that signs located near the trail head, in the right-of-way but off State property, that advertised specific businesses because advertising is not allowed on State property.

Commissioners discussed Ms. Kirk's idea and believed such a sign could be beneficial. However, the potential for a roundabout at the intersection would need to be a consideration when deciding where to place the sign. Commissioners wanted input from the businesses to find out if there is interest in such a sign. Ms. Kirk stated the Chamber of Commerce was also considering a sign near the trailhead to advertise businesses. Mayor Edison added that wayfinding signage has been identified in the Economic Road Map, but funding is needed. Staff briefly described the City's process for designing and approving signs and noted that Codes were being updated so it might be beneficial to postpone a signage project until the updates were complete.

Katie Erickson did not believe signage should be prioritized until Banks had more businesses. Will Moore recommended that the EDC's initiatives be prioritized at the next meeting.

Clint Jackson: asked if branding for the downtown district had been established and explained how other towns implemented branding through design standards, which he believed Banks should establish to provide a structure. City Manager Becker said branding was part of the wayfinding project and Mayor Edison noted that no specific

design had been chosen yet. They also provided details about the City's efforts to overhaul its codes, which will include design standards and development requirements, and explained how Commissioners could be involved in the code update process.

Will Moore: suggested the next meeting include a discussion on prioritizing the EDC's efforts. The Commission agreed and confirmed for Staff that the presentation on the Oregon Main Street Program should remain on the agenda for the next meeting. The Commission briefly discussed which documents should be reviewed by the new Commissioners to prepare for upcoming presentations.

Rich Weitzel: announced that six houses were under construction in the new development and the first residents will move in in August.

Pete Edison: provided an update on the railroad intersection project, which was delayed because of issues with the rights-of-ways. The issues have been resolved and the County is continuing with the design phase of the project. All jurisdictions involved will be invited to provide input on the concept plans that are developed during the design phase. He explained that the list of projects in the Vision 2037 Plan was necessary to get grant funding.

Kim Post: No comments.

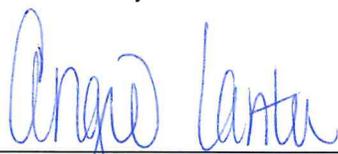
Katie Erickson: No comments.

Jolynn Becker: No comments.

Michael Walker: No comments

**ADJOURNMENT:** The meeting adjourned at 8:37 pm. Next Regular Meeting will be held on Wednesday, June 5<sup>th</sup>, 2019 at 6:30 pm.

Submitted by:



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Angie Lanter – City Recorder