



**Banks Economic Development Commission
June 5th, 2019
MEETING MINUTES**

CALL TO ORDER The Economic Development Commission was called to order by Chair Will Moore at 6:30 pm.

ROLL CALL

EDC Present were: Will Moore, Katie Erickson, Clint Jackson
EDC Absent: Kim Post, and Rich Weitzel.

Advisory Members: Margaret Holland,
Absent: Carolyn McCormick, Mark Ward, Jeff Leo

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

City Council Liaison: Marsha Kirk

APPROVAL OF MINUTES

1. Approval of minutes from the May 8th, 2019 meeting
City Councilor Kirk noted the following correction on Page 2, "Marsha Kirk did not believe that communications with the community had been ~~addressed~~**completed**."

City Manager Becker stated she had listened to the tape and confirmed that the minutes accurately reflected what was stated. Councilor Kirk requested the minutes be changed. After some discussion about how to proceed, Chair Moore noted that there would not be a motion to change the minutes of the May 8th, 2019 meeting, because Councilor Kirk had followed up on the record during the June 5th, 2019 meeting.

Katie Erickson made a motion to approve the minutes from the May 8th, 2019 meeting as presented. Michael Walker seconded, and the motion passed unanimously.

PRESENTATIONS – None.

BUSINESS AGENDA

2. **Review Initiative Project Timeline** City Manager Jolynn Becker presented the Project Management System and elaborated on how a timeline was formed using action items from different groups. Items highlighted in green have been completed and incomplete tasks were referenced to the Road Map objective they fell under. She directed the Commission to the Parking Plan Initiative on Page 5, where the current status of Zoning Code / Legal was listed under Road Map Objective 3.2. At the May 8th EDC meeting, Commissioners and Staff wanted to find out what tasks were incomplete. Therefore, the Economic Road Map task list would be used instead of the Project Plan list to distinguish incomplete objectives by placing them under individual tasks in the Road Map.

- Several objectives in the Parking Plan were moved into the Road Map task list due to pending Code updates Staff confirmed the Code updates should be complete by June 30th 2020, presented the Project Timelines and explained how the EDC would move forward with the task list using the objectives that were referenced in the Road Map.

Chair Moore asked that the task list include more detail, allowing Commissioners to be self-sufficient in understanding the new task list at later meetings. City Manager Becker stated that she would provide Commissioners with a copy of the Road Map and ensure it was on a spread sheet to provide detailed notes.

Councilor Kirk noted that even though it said all the tasks were completed under the Communication piece, tasks were not added to that list. Items in the original plan adopted by the City Council for the original EDC had not been completed yet. City Manager Becker suggested reviewing the items after the meeting to identify what was missing. Mr. Walker did verify that the task list items were in the project plan.

Chair Moore confirmed that as long as the tasks were on the Road Map list they would be covered.

Mr. Walker presented the Banks Business Directory website that was created as part of the Business and Community Outreach Initiatives. He explained how the directory could be used by the public to gather information on area businesses and provide businesses and startups with resources.

Chair Moore expressed concern that the website would lose 30 percent of its accuracy each year and asked if Staff could ensure that the information remained up to date. City Manager Becker explained Staff would add new businesses and links as needed, and also review the list periodically to ensure accuracy. Mr. Walker explained that website links would only need updated if a business changed its domain name. Otherwise, updated versions of a business's website would be available using the existing link in the directory.

Mr. Walker stated that all of the notices sent out for Business and Community Outreach Initiatives were available for public reference under the Economic Development tab on the City website. The Staff was also in the process of adding a community information page to the website that would include items such as maps created by the EDC, transportation information, etc. Staff expected the community information page to be completed in the next six weeks.

3. Oregon Main Street Program Discussion – Sheri Stuart, Oregon Main Street Coordinator

Sheri Stuart provided an overview of how the Main Street Program would work as a comprehensive approach to creating a healthy and successful main street district, explaining the design elements, promotional elements, and organizational components of the program. An important aspect of the program's success was identifying programs and activities for the town and engaging with community members to get involved. She listed potential volunteers and suggested an action plan based on a four-point structure that included elements of organization, design, promotion, and economic vitality. An action plan would provide a structure for budgeting, specific steps for implementation, a timeframe to complete tasks, and a detailed record for measuring success and for future reference. Forms were handed out to the Commissioners and Staff that provided examples of how the Main Street Program should be structured and how it would link to an action plan.

Mr. Walker explained that the EDC could use the Main Street approach to address goals listed in the Economic Road Map, potentially creating a foundation that would allow the EDC to approach these goals in a volunteer capacity. An important aspect of success in the Main Street Program was to find volunteers with a strong ownership and passion about the activities they were involved in. Ms. Stuart added it was also important to provide a short and concise document when approaching potential volunteers who were unfamiliar with the program. Chair Moore stated that the role of the EDC in the Main Street Program would be centered around interaction with community members to determine priorities based on what the community wanted to see.

Chair Moore expressed concern that donations could be limited in a small community with few volunteers. He requested more information about what funding would be available for the Main Street Program and who would be responsible for obtaining additional funds if needed. Councilor Kirk suggested that the EDC reach out to contacts such as the Washington County Visitors Association (WCVA), Historical Society, and Chamber of Commerce for funding. City Manager Becker added the City already had a knowledgeable grant writer on contract who would complete grant applications as needed. Ms. Stuart stated she could also help in terms of finding and acquiring grants for the program and she described the various types of projects that Oregon Main Street provided grant funds for.

Ms. Stuart suggested that the EDC establish teams to do specific activities including creating and implementing the action plan, record keeping, and reporting back to the EDC about projects and activities. However, the EDC was advised to be cautious, because too many teams would be unmanageable for the Staff and volunteers involved. It was suggested that the EDC choose one or two objectives based on their level of priority and what could be done at that time to prevent overwhelming the Staff and volunteers. Ms. Stuart reviewed key points of her presentation on the Main Street Program with the Commissioners and Staff.

City Manager Becker requested that Commissioners and Staff discuss whether or not to pursue the Main Street Program. Commissioners agreed they wanted to wait until Kim Post and Rich Weitzel were present and updated on the Main Street Program before a final decision was made. Members of the EDC discussed items on the form provided by Ms. Stuart, as well as possible action plan objectives, who would be involved, and what kind of budget would be needed.

City Manager Becker requested that the EDC skip the July 3rd meeting and reconvene at the regular time in August due to the upcoming holiday. Instead, members of the EDC were asked to attend the Downtown Brick & Mortar Summit lead by Michelle Reeves at the Fire Station on July 18th at 7:00 pm where she would review the material gathered during her interviews and discuss the tools, she believed would help the community economically. She briefly described how the existing documents and new information could be used to form an action plan. Clint Jackson agreed, because he did not believe they could move forward with an action plan until receiving the updates from Ms. Reeves.

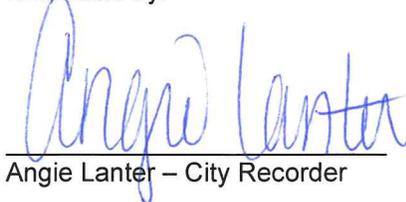
City Manager Becker noted that Mr. Walker's last day was July 31st. The City would hear on Friday whether another volunteer member would be appointed to the City to help with economic development; otherwise, City Staff would be following up on the task list going forward.

Commissioners and Staff reviewed the topics for discussion at the August meeting and also discussed possible methods for recruiting volunteers.

ROUND TABLE – None.

ADJOURN The meeting adjourned at 8:30 pm. Next Regular Meeting would be held on Wednesday, August 7th, 2019 at 6:30 pm.

Submitted by:



Angie Lanter – City Recorder