



**Banks Economic Development Commission
August 5, 2020
MEETING MINUTES**

CALL TO ORDER Economic Development Commission Chair Will Moore called the meeting to order at 6:30 pm.

ROLL CALL

Present were: Mayor Peter Edison, Margaret Holland, Clint Jackson, Will Moore, Carolyn McCormick, and Marsha Kirk.

Absent: Rich Weitzel, Kim Post, Mark Ward and Jeff Leo.

Staff present: City Manager Jolynn Becker and City Planner Lauren Scott.

APPEARANCE OF INTERESTED CITIZENS – None

APPROVAL OF MINUTES:

1. Approval of June 3, 2020 minutes.

Margaret Holland made a motion to approve the minutes from the June 3, 2020 meeting as presented. Clint Jackson seconded, and the motion passed unanimously.

PRESENTATIONS

No presentations.

BUSINESS AGENDA

2. **Banks Entrance Sign Status Update:** City Manager Becker reported that the sign would cost about \$56,000, and Mr. Jackson and Greg Henes offered to donate \$36,000. At the next City Council meeting, the Council will consider a resolution to accept a contract for the work.
3. **Banks Façade Improvement Program Status Update:** City Manager Becker said one application had been submitted so far. The application deadline is August 31st. In September, the Commission will review all of the applications and identify recipients. She confirmed for Ms. McCormick that several businesses on Main Street had expressed interest in the program and provided details about those business's plans. Clint Jackson and Chair Moore suggested Staff make a follow up call to businesses and remind them of the deadline and get feedback. Mayor Edison also suggested that Commissioners follow up with businesses they have relationships with. Commissioners shared details about businesses they had spoken to about the program, noting which ones were interested and which ones were not.

Commissioners and Staff discussed whether the application deadline should be extended. The program dates had already been revised once in response to Covid-19. However, extending the deadline might result in more applications. The Commission could consider extending the deadline later in August if the City does not receive many applications.

4. **Wayfinding Signage Discussion:** City Planner Lauren Scott presented best practices for a citywide wayfinding signage project and asked for Commissioners what types of signs and designs the Commission believed were most appropriate. City Manager Becker added that the Commission needed to identify the style of the signs and their locations. Mayor Edison noted that the City's branding was completed three years ago as precursor for projects like this one. Chair Moore suggested a meeting be scheduled just to

discuss the work that has already been done and discuss an approach to this project. Planner Scott responded that the approach would depend on how much public involvement the Commission wanted to include. After some discussion, the Commission decided to add this topic to the next meeting's agenda.

Mayor Edison excused himself from the meeting at 7:04 pm.

Chair Moore asked how Commissioners should prepare for the discussion at the next meeting. Commissioners and Staff suggested that they think about appropriate locations, sign designs, visitor hot spots, sign orientation, and how many signs would be appropriate. The Vision 2037 Plan should also be reviewed before the next meeting because it contained recommended concepts. Additionally, Staff would send Commissioners the City's branding booklet.

5. **CARES Act Grant:** City Manager Becker said the County had allocated funding to the Cities and Banks would receive \$75,000 for a grant program for small businesses. The City as already signed the intergovernmental agreement (IGA) with the County and Staff would be sending out a notice that the grant is available to businesses and non-profits affected by Covid-19 between April 10, 2020 through August 28, 2020 to pay for rent, utilities, and building retrofits to accommodate re-opening. Grants will be between \$1,000 and \$10,000. On Monday, Staff would hand deliver applications to businesses on Main Street and at the shopping center. The City would like one member of the EDC to serve on the application review committee that will recommend recipients to the City Council. After a brief discussion about schedules and availability, Clint Jackson volunteered to serve on the application review committee.

The Commission returned to Item 4. Wayfinding Signage Discussion at this time.

NON-AGENDA DISCUSSION ABOUT TEMPORARY SIGN:

City Manager Becker reported that the temporary sign at the end of Banks Rd requires a building permit from the County, which increased the total cost of the sign to \$6,000. An engineer plan must be submitted with the permit application. She, Mayor Edison, and Councilor Kirk had discussed hanging a banner on metal posts in concrete footing. If the banner is less than 7 ft high, no permit would be necessary. The Port of Tillamook and the Oregon Department of Transportation (ODOT) have both agreed that the location is owned by the Port. The City would sign an agreement with the Port and pay a one-time fee to use the site. She answered questions about the County's permit requirements and said she wanted to present the banner option to City Council next week. Staff wanted to have the sign up in the next couple of weeks.

Marsha Kirk stated the original sign would cost \$6,400 and she was told that Mayor Edison preferred to spend that money on more permanent wayfinding signs instead of a temporary sign. A banner would reduce costs, but the size of the banner and mounting is still undecided. She had provided City Manager Becker and Mayor Edison with examples of sign concepts. Staff would get price estimates on the concepts sent by the City of Vernonia. She offered to have Staff send Commissioners copies of the concepts. She displayed some existing signs on the screen and noted their locations. She noted that in July, more than 20,000 people used the Banks Trailhead.

Commissioners discussed appropriate locations for signs. Suggested locations included the Banks Trailhead, the Highway 6 intersection, and the intersection of Banks Road and Cedar Canyon.

Ms. Kirk provided cost estimates for a variety of banner sizes installed on a wooden base.

Ms. McCormick believed the City should move quickly to share local businesses with visitors. She also noted that the Banks Chamber of Commerce was given \$4,500 and she hoped the money would be used to offset costs and do something now to introduce visitors to Banks. She thanked Ms. Kirk for all her work on this project.

Ms. Kirk said the Banks Chamber of Commerce has donated \$1,000, but she was not sure the City could still get Travel Oregon grant funding since the original sign concept has changed. Once the costs of the new sign are determined, funding sources will be identified.

City Manager Becker explained that the City needed to approve the project because the City would be signing the agreement with the Port and paying the fee. If Commissioners had any input or feedback, Staff needed to receive it by Tuesday, August 11, 2020.

Commissioners discussed what types of businesses would be appropriate to advertise and several design concepts. City Manager Becker offered to send Commissioners a list of businesses with business licenses.

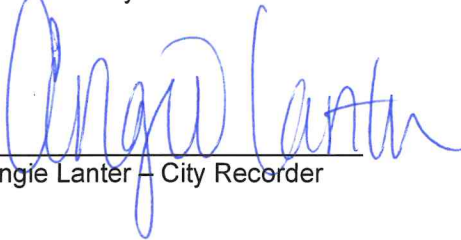
ROUND TABLE:

Chair Moore said the next meeting would be full with reviewing Façade Improvement Grant applicants, so he encouraged Commissioners to come prepared.

City Manager Becker confirmed for Clint Jackson that the agendas are attached to the meeting invitations.

ADJOURNMENT: The meeting adjourned at 7:36 pm. Next Regular Meeting will be held on Wednesday, September 2, 2020 at 6:30 pm.

Submitted by:



Angie Lanter – City Recorder