



**Banks Economic Development Commission
January 3rd, 2018
MEETING MINUTES**

CALL TO ORDER Economic Development Commission Chair Rachel Nelson called the meeting to order at 6:41 PM.

ROLL CALL

Present were: Marsha Kirk, Rich Weitzel, Rachel Nelson, Michael Walker, Pete Edison, Margaret Holland, Jenna Kisor, and Jesse Orange-Hough.

Absent: Doug Hixson, Rodney Jacobs, Erica Harold-Heine, Michael Nelson, Mike Soper, Carolyn McCormick, Mark Ward, and Jeff Leo.

Staff and Guests present: City Manager Jolynn Becker, City Planner Stacey Goldstein, John Morgan of Morgan CPS Group, and Alisa Pyszka of Leland Consulting.

APPEARANCE OF INTERESTED CITIZENS – None

APPROVAL OF MINUTES:

1. Approval of October 4, 2017 minutes.

Chair Nelson noted the requests made at the previous EDC meeting to examine particular comments made within the meeting and to flesh out the Round Table section of the minutes. City Manager Becker explained that she was unable to change what was said because the meeting was a public meeting. Chair Nelson confirmed City Manager Becker had verified the comments.

Rich Weitzel reiterated that the Chamber of Commerce had not taken a position on the roundabout interchange. Chair Nelson stated that these minutes would reflect Mr. Weitzel's statement.

Jolynn Becker stated she would add more details to the Round Table section. Marsha Kirk said she wanted to make sure there was consistency, because the previous set of minutes contained more details instead of just bullet points.

Marsha Kirk made a motion to approve the minutes from the October 4, 2017 meeting as amended. Jenna Kisor seconded, and the motion passed unanimously.

2. Approval of December 6, 2017 minutes.

Jenna Kisor made a motion to approve the minutes from the December 6, 2017 meeting as presented. Jesse Orange-Hough seconded, and the motion passed unanimously.

BUSINESS AGENDA

3. **Economic Roadmap Kick-off Meeting:** John Morgan, Morgan CPS Group, briefly reviewed the discussion about strategy at the last EDC meeting he attended, which led to the decision to create an Economic Roadmap. The roadmap would provide a market analysis of the community. He believed a

package of recommendations would be presented to the EDC in a few months, and then to the community at a public meeting. The roadmap will help scope opportunities that are feasible for the community.

Alisa Pyszka, Leland Consulting, said she reviewed the Urban Renewal Strategy, Economic Development Plan, and Vision. She understood the roadmap would intersect with those, but would also provide a more linear process towards gaining private investments. She briefly reviewed her professional experience and background, and then gave a PowerPoint presentation on the Economic Roadmap development process.

- Her presentation explained the differences between the trade sector and the local sector, the impact of both sectors on economic development, and national trends that indicated how critical a skilled workforce was to successful economic development. She also explained the competitive analysis process she would use to find what makes Banks unique within the region, and advise on commercial and residential development opportunities. The competitive analysis would consider the employment base and work shed base. She noted that housing would need to be balanced with economic growth if Banks was going to get away from their current “bedroom community” situation.

During the presentation, the Commission, Staff, and consultants discussed the following key considerations:

- The technology industry is the largest employer in the state and Banks has many residents who work from home for this industry. Data about technology employees who work from home could be useful. Some only work from home part-time and many are independent contractors. Commissioners recommended the consultants speak with some of these residents about what Banks’ needs.
- In an effort to develop a more skilled workforce, technology companies are setting up satellite offices on college campuses and the local high school has been focusing on career and technical education (CTE) and internships
- Ms. Pyszka confirmed the following stakeholders would be included in the competitive analysis:
 - Retailers - Trail Head Cafe, Jim’s Thriftway, the bike shop, and hardware store
 - Employers - Bighorn Logging, Hampton Lumber, Five Star Construction, the golf course, Legacy Health Urgent Care Clinic, and Wolverine
 - Agriculture - Pihl, David Duyck, and Sam VanDyke
 - Others – Sunset Park, the school superintendent, regional representatives from Business Oregon, and commercial brokers in Hillsboro
- The Commissioners wanted to consider high-end hotels and bed and breakfasts. Ms. Pyszka noted that tourism was outside the scope of an economic roadmap and suggested it be considered separate from this project.
- Generating energy would provide a utility as part of the infrastructure that supports the traded sector, but would not create any research and development jobs.
- The Commission requested that the developer working on the downtown core expansion be included as a stakeholder because the development would set the tone for that area of town and create a new north/south arterial through that area of town. They have already done a lot of market research and could add some valuable data to this analysis. The Commission wanted to make sure that such a large and critical developer was on the same page as the City since work was being done on the Urban Renewal Strategy, Vision, and Economic Roadmap.
 - Ms. Pyszka asked what the City had planned for downtown as the new space becomes the focus. Chair Nelson explained the new development would become the walkable shopping district with local retailers that the downtown is unable to accommodate due its mix of uses and because Main Street is a highway. The Vision 2037 Plan does recommend façade and streetscape improvements for the area, but those would take longer to implement than the Westside Development.
- Ms. Pyszka confirmed she would use relevant components of the Vision 2037 Plan to develop recommendations.
- Chair Nelson believed the information provided by the Economic Roadmap would be critical to the business accelerator the EDC is working towards, the Westside Development, and the implementation of the Vision 2037 Plan. The Commission shared details about other projects that would benefit from the Economic Roadmap, industrial lands to consider, and planned infrastructure improvements.
- Ms. Pyszka explained that the Salmonberry Trailhead would not create research and development high paying wages. However, the trailhead would be critical to Banks’ economic development as an opportunity to create an incredible destination and grow local retailers. She would gather data and projections about the trail that would be critical to the retail business. She also confirmed that the Economic Roadmap would reveal whether Banks had opportunities for natural resource technologies.

The Commission briefly discussed goals to create more multi-modal transportation opportunities in the city. Ms. Pyszka noted that those efforts would help retail and attract employers.

4. **Economic Outreach Initiative Updates:** Michael Walker stated he had completed the business directory and was still working on the parking inventory. He shared copies of a draft of the business outreach initiatives, noting that the quantifiable data would be added after the surveys and interviews were done. The document would be finalized within the next couple of months. Next, he would work on developing external communications, community outreach, marketing, and business outreach.
5. **Goals for Fiscal Year 2018-2019:** Jolynn Becker recommended the Commission decide on three goals to share with City Council as they proceed with the budgeting process for the next fiscal year. She confirmed that City Council's next goal was to complete a study on the feasibility of hiring a planning review consultant. She planned to recommend that the City hire another AmeriCorps RARE representative. Commissioners need to send their goal recommendations to Staff before January 20th. At the EDC's February 3rd meeting, the Commission will need to decide which goals to forward to City Council, as they will discuss the goals at their February 15th meeting.

Chair Nelson suggested the Commission discuss their priorities and initiatives for the next year at their February meeting. The Commission also agreed to review the last year's goals and discuss the farmer's market.

ROUND TABLE:

Rich Weitzel: Suggested a field trip to North Bethany's Downtown to learn about the development process. Parking spots and utilities have been installed. The completed downtown can be seen at the Bethany Pub. Jolynn Becker confirmed she would contact the County to get more information.

Jesse Orange-Hough: Recommended that the Commission find out what economic development commissions in other cities were doing. Chair Nelson said this would be done during the next phase of the Economic Outreach Initiative. She suggested Forest Grove's Economic Development Director be contacted. Ms. Pyszka noted that economic development commissions typically aligned with urban renewal boards. The Commissioners discussed several individuals in the area that should be added to the contact list for the Economic Outreach Initiative.

Marsha Kirk: Suggested an email contact group that included all of the Commissioners' email addresses. Jolynn Becker explained that emails to the EDC should be sent to Angie Lanter who would forward them to the individual Commissioners. Emails to the entire Commission create a public meeting and public meetings must be noticed in advance. Ms. Kirk said Carnie Wilson and her business partner started a coffee shop and a bakery in Sherwood. She wanted their coffee shop or one like it in Banks. Chair Nelson added they would be perfect mentors for the business accelerator. The Commission's letter of intent to apply for the Business Accelerator Grant indicated a desire to attract the same type of business, a brick and mortar retail with the potential to expand beyond the geographic limitations of a single location by selling online. Ms. Pyszka added that businesses like the coffee shop and bakery cannot afford to go into brand new buildings, so they could be a good fit when Banks' reshapes Main Street.

Michael Walker: No Comments

Pete Edison: No comments

Jolynn Becker: No comments

Rachel Nelson: No comments

Jenna Kisor: No comments

Michael Nelson: Absent

Rodney Jacobs: Absent

Margaret Holland: No comments

Mark Ward: Absent

Jeff Leo: Absent

Carolyn McCormick: Absent

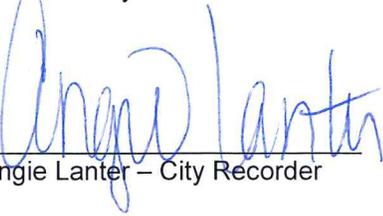
Doug Hixson: Absent

Erica Harold-Heine: Absent

Mike Soper: Absent

ADJOURNMENT: The meeting adjourned at 8:23 pm. Next Regular Meeting will be held on Wednesday, February 7, 2018 at 6:30 pm.

Submitted by:



Angie Lanter – City Recorder