

Cascades West Economic Development District Board
Thursday, September 14, 2017
9:00 am – 11:00 am
Albany Carousel & Museum
503 First Ave West, Albany, Oregon

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AGENDA

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| 1. Call to Order and Introductions | Chair Konopa |
| 2. Agenda Review | Chair Konopa |
| 3. Approval of January 26, 2017 Meeting Minutes (Attachment 1) | Chair Konopa |
| <i>ACTION: Approval of Minutes</i> | |
| 4. Albany Carousel Highlight | TBD |
| 5. EDA University Center Update | Bob Parker/Josh Bruce |
| 6. CEDS Year 2 Goals | Seth Sherry |
| <i>Review of CEDS year 2 goals and achievements to date. Discussion to include new data offerings, website development, and the Regional Economic Development Needs and Opportunities survey results.</i> | |
| 7. New CWEDD Economic Development Opportunities | Phil Warnock |
| <i>Discussion on RLID district wide expansion.</i> | |
| 8. Adjournment | Chair Konopa |

DRAFT MINUTES

CASCADES WEST ECONOMIC DEVELOPMENT

DISTRICT (CWEDD) Board

Thursday, January 26, 2017

12:30-2:30 pm

Lane Council of Governments
859 Willamette St. #500, Eugene OR
97401

DRAFT MINUTES

Members Present: Sharon Konopa, Anne Schuster, Biff Traber, Caroline Bauman, John Pascone (via teleconference), Ric Ingham, Bill Hall, Chris Pryor, and Rob Scoggin.

Members Absent: Dann Cutter, Sherry Duerst-Higgins, John Simpson, Tom Nelson, Greg James, Susy Lacer, Pam Barlow-Lind, Gary Marks, Faye Stewart, Susy Johnston, Chris Workman, and Bob Elliott

Guests Present: Ward Wimbish, Kim Thompson, Josh Bruce, Jackie Mikalonis, Maia Hardy, Jesse Dolan, Kelly Weese.

Staff Present: Brenda Wilson, Seth Sherry, Dan Betschart, and Phil Warnock.

1. Call to order and Introductions

Chair Konopa called the meeting to order at 12:32 pm. Those present introduced themselves.

2. Agenda Review

There were no changes to the agenda.

3. Approval of September 22, 2016 Meeting Minutes

ACTION: Motion to approve the September 22, 2016 meeting minutes moved by Mr. Scoggin, seconded by Mr. Pryor. Motion carried unanimously.

4. EcDev Perceptions of our Region

Mr. Wimbish introduced himself, his position at Greater Eugene Inc., and his perceptions of Lane County. He explained his job was to do targeted recruitment of businesses to the area. He said that marketing points included moderate taxes and cost effective office and rental spaces offered in the county compared to the rest of the west coast. He said the presence of Dark Fiber in the county allowed the region to remain competitive. He said projects in Coburg, Eugene, Springfield, and Oakridge had been submitted. He shared he was going to do targeted recruitment to tech companies in San Jose through The University of Oregon Alumni Association. He said the county was lacking large sites for industrial expansion, but commented the companies compatible with the Eugene area may not need large sites. He said a measure of success would be an increase in capital investment and increased wages that would lead to increased discretionary spending.

Ms. Schuester asked if Mr. Wimbish was representing Eugene or the whole county.

Mr. Wimbish clarified he was representing Lane County.

Ms. Mikalonis shared that “Greater Eugene Inc.” was chosen as a name to replace “CWEDCO” for the point of clarity. She said other cities were involved in the conversation, and it was decided that Eugene was a familiar name.

Mr. Wimbish recommended that advertising opportunities such as the 2020 Olympic Trials and the 2021 IAAF World Championships be used to the county’s advantage to build upon the existing positive perception. He spoke highly of the Eugene airport and the positives the daily Phoenix service would bring.

Mr. Traber asked what resources already existing businesses had if they wanted to grow.

Mr. Pryor responded that the Eugene Planning and Development Department aided already existing businesses. He emphasized that work with Greater Eugene Inc. was intended to be collaborative.

Mr. Bruce asked what the relationship was with RAIN and their focus on incubation and retention.

Mr. Wimbish replied that the existence of RAIN allowed the region to remain competitive with California-based companies. He said they were currently in the process of assessing the assets of the region and which industries should be targeted.

Ms. Thompson shared that the county was the largest funder of Greater Eugene Inc., and they would look for private funding in the future to keep it sustainable. She said herself and Sarah Means would be working in conjunction with Mr. Wimbish.

Mr. Warnock asked if there was concern over affordable workforce housing.

Mr. Wimbish said they hoped to recruit companies that would hire locally, but noted that the housing situation was difficult and needed to be improved.

Mr. Sherry asked what barriers Mr. Wimbish noted.

Mr. Wimbish said one of the barriers were demographics concerning crime and the county’s schools. He said ways to combat the barriers would be to have testimonials prepared from local companies.

5. **USFEMA Economic Resilience Grant Update**

Mr. Bruce gave an update on the grant. He said the four counties were collaborating with Purdue University who were researching the concept of “strategic doing”, or the breaking down of long-term strategic planning into manageable and action oriented portions. He said they were taking advantage of the flexibility that FEMA had built into the grant program. He shared that the grant would be 75% federal share and required a 25% local match and they submitted for a total project of \$250,000. He commented that more applications were submitted than there were funds to cover. He said they should expect to hear preliminary results early spring and funding received in the summer or fall.

Ms. Schuster asked for clarification on what he meant by flexibility in the grant program.

Mr. Bruce replied historically Hazard Mitigation Grant Programs required funds be used to update a Hazard Mitigation Plan. He said the post-disaster planning funds had been changed to include a range of other activities such as enhanced regional

risk assessment and recovery planning, provided there was nexus back to the mitigation plans. He said generally FEMA was flexible to cover a wide range of topics such as green infrastructure. He said they were currently pilot testing the process model for communities. He said a project identified by South Coast share-holders was the idea that Bandon could serve as a pilot community for post-Cascadia reconstruction and recovery. He said in February they would be working with Newburg.

Ms. Schuster asked if there was consideration for the Sister-County idea that AOC was promoting.

Mr. Bruce replied that if funding was made available it would be an interesting option to explore. He said that the recovery interval was dependent on the capacity on the local level to interface with the state, the feds, and larger private sector dollars. He commented that they wanted to avoid outside consulting firms doing the work that could be done on a local level. He suggested this could be avoided with proper training and planning. He said Oregon was #7 of federally declared disasters and recommended that they practice with a recovery operations center during these chronic events. He emphasized the concept of "precovery" to help identify weak points.

Mr. Traber expressed concern that the creation of a plan would not be enough preparation for dealing with the feds and outside organizations.

Mr. Pryor replied that there had been a significant lack of coordination between local agencies in events such as Hurricane Katrina. He emphasized that a designated team that had already collaborated was essential to the success of a plan. He said creating a structure first was imperative for creating a team.

Ms. Schuster asked what would happen in the event that teams were broken up due to the disaster.

Mr. Bruce replied sister-city relationships would allow for a depth in teams and back up plans.

Mr. Traber recommended that the board work to make the invitation more palatable to help find team members.

Ms. Thompson emphasized the importance of business continuity.

Mr. Bruce suggested that they use investments for 2021 IAAF World Championships for multiple purposes and said smart choices made now would help them stay resilient. He said EWEB was working on connecting to a second source of water as part of a resiliency plan.

Ms. Wilson shared that currently EWEB expected to only have three days of drinking water in a post-Cascadia event, and that they had a list of 50 high-priority sites. She emphasized the importance of collaborating to ensure resiliency plans made sense.

Ms. Schuster commented that even if they did not receive the grant, the post-Cascadia preparation work was essential.

6. Working Group Updates

Mr. Scoggin gave an update on the Rural Working Group meeting that occurred earlier that day. He said they had six line items for putting together a rural survey.

Mr. Hall expressed that representation from throughout the region would have been optimal, but that there was good turn-out.

Mr. Sherry said one of the ways they intended to serve the rural communities was by performing a regional needs assessment and in the process of updating the last CEDS they performed a SWAT assessment. He said these assessments did not lead to conclusive findings on what the barriers preventing the community from economic development and vitality were. He said the new survey would go out to the four county region to identify the barriers in the hopes of identifying areas they could provide resources to. He said they also hoped to identify specific projects that the board could assist in obtaining EDA funds. He shared they were also mapping the economic development ecosystem.

7. CWEDD 2017 Agenda Discussion

Mr. Warnock said that in order to accommodate the schedule of both the board and the working groups he proposed they continue having biannual meetings on the fourth Thursday of the month.

Chair Konopa suggested that the next meeting be held in June since the fourth Thursday of July was the Mayor's Conference.

Mr. Warnock shared that the staff's 2017 calendar to support the board included work on communications and branding concepts through the presence of the website, considering a poignant name for the board other than CWEDD, providing relevant research information within the region, and understanding how to support rural banking and businesses.

Mr. Traber suggested that RAIN staff hold an informational session for the CWEDD board.

Mr. Ingham asked if the universities could help support the sub-work groups.

Ms. Bauman suggested improved awareness of the RARE program.

Mr. Bruce agreed that there were many different programs that could be capitalized on and would want to be more involved in community service wherever their services could be applied. He said they believed they could add the most value by working with rural areas.

8. Adjournment

Chair Konopa adjourned the meeting at 2:22 pm.