



## Executive Committee

Thursday, August 28, 2025

11:00 am – 12:00 pm

Virtual Meeting

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### AGENDA

- |                                    |       |  |                           |
|------------------------------------|-------|--|---------------------------|
| 1)                                 | 11:00 | Call to Order & Agenda Review  | Chair,<br>Paul Schuytema  |
| 2)                                 | 11:02 | Roll Call  | Staff,<br>Justin Peterson |
| 3)                                 | 11:05 | Public Comment   | Chair                     |
| 4)                                 | 11:08 | Minutes of May 29, 2025, Meeting ( <a href="#">Attachment A</a> )  | Chair                     |
| <i>ACTION: Approval of Minutes</i> |       |  |                           |
| 5)                                 | 11:15 | Comprehensive Economic Development Strategy Updates ( <a href="#">Link</a> )<br>Quick update on the CEDS. The goal is to adopt the 25-30 CEDS at the September 11, 2025, meeting!<br>Public Comment Summary ( <a href="#">Attachment B</a> ) | Staff                     |
| <i>ACTION: Discussion</i>          |       |  |                           |
| 6)                                 | 11:20 | CWEDD Board Membership Discussion ( <a href="#">Attachment C</a> )<br>Initial discussion about updating the CWEDD Board membership. The high-level goal is to increase representation on CWEDD. See the attached memo for more details.      | Staff                     |
| <i>ACTION: Discussion</i>          |       |  |                           |
| 7)                                 | 11:35 | September 11, 2025, CWEDD Draft Meeting agenda ( <a href="#">Attachment D</a> )  | Staff                     |



**Action: Approval of Agenda**

**8) 11:45 Other Business**

**All**

- Letter of Support – Technical Assistance for! Underserved Businesses – CWEDD/OCWCOG/Linn Benton SBDC! application (**Attachment E**)
- CWEDD Regional Video Proposal (**Attachment F**)
- Approve reschedule of November CWEDD! Executive Committee Meeting. New date! proposed: Thursday, November 20<sup>th</sup> from 11am! to 12pm. New date will avoid holiday closures! for Thanksgiving.
- Executive Committee Member updates

**9) 12:00 Adjournment**

**Chair**

*The next regularly scheduled CWEDD Executive Committee meeting is tentatively set for Thursday, November 20, 2025. Staff will send out updated calendar invite holds within a week.*

**QUORUM REQUIREMENT:** “A quorum shall be three of five members present. Alternates may serve on the Executive Committee if the representative is not able to attend a meeting and if the representative so decides. The Executive Committee shall be conducted in compliance with the Oregon Public Meetings Laws as described in ORS 192.610 through ORS 192.690.” (CWEDD Bylaws Section VI B.4).

CWEDD Executive Committee Roster 2025	
Bryan Cutchen	City of Oakridge - Mayor
Kelly Hart	City of Lebanon - Staff
Paul Schuytema	EDALC- Lincoln County – Staff
Greg Ervin	City of Cottage Grove – City Councilor
Nancy Wyse	Benton County – County Commissioner


















**CWEDD EXECUTIVE MEETING**  
**Thursday, May 29, 2025**  
**11:00am - 12:00pm**  
Microsoft Team's Meeting Remote Connection

**Members:** Councilor Greg Ervin, Executive Director Paul Schuytema, Mayor Bryan Cutchen

**Staff:** CED Supervisor Justin Peterson; CED Director Jaclyn Disney, CED Planning Manager and Executive Assistant Ashlyn Muzechenko.

TOPIC	DISCUSSION	DECISION / CONCLUSION
1. Call to Order & Agenda Review	The Chair, Paul Schuytema, called the May CWEDD Executive Committee meeting to order 11:01am.  There were no additions or other changes to the agenda.	<b>The meeting was called to order at 11:01am by The Chair Paul Schuytema</b>
2. Roll Call	CWEDD Staff Justin Peterson conducted roll calls for the members and staff in attendance.	<b>Roll call was conducted.</b>
3. Public Comments	There were no members of the public present, therefore there were no public comments presented to the CWEDD Executive Committee.	<b>There were no public comments.</b>
4. Approval of Minutes from February 27, 2025 (Attachment A)  <b>Action: Approval of Minutes</b>	Councilor Greg Ervin moved to approve the CWEDD Executive Committee minutes of October 31, 2024. Benton County Mayor Bryan Cutchen seconded. The motion carried successfully, and the minutes were approved.  Councilor Greg Ervin voted for approval. Mayor Bryan Cutchen voted for approval. Chair Paul Schuytema voted for approval. There were no votes against.	<b>Councilor Greg Ervin moved to approve the CWEDD Executive Committee minutes of October 31, 2024. Benton County Mayor Bryan Cutchen seconded. The motion carried successfully, and the minutes were approved.</b>
5. Comprehensive Economic Development Strategy Update	Peterson shared the Comprehensive Economic Development Strategy (CEDS) updates with the CWEDD Executive Committee members and staff in attendance.  A few comments have been received but nothing major has come up. A PDF full version for June will contain all edits and comments. This will be folded into the front end of the CEDS document and will be available for review for the June CWEDD Board Meeting.	

	<p>Most of the sections are 95% complete. Stakeholder engagement is still ongoing. After our June meeting, this plan will go out for a 30-day public comment period. This will come back for final approval from the CWEDD Board at the September 2025 meeting.</p> <p>One other piece is this information also went to the EDA for review to flag anything that may need updates or have issues.</p> <p>Peterson shared the new and updated CEDS Proposed Priority Areas. The new areas are:</p> <div> <div>CEDS PROPOSED PRIORITY AREAS</div> <table> <tr> <td></td><td>Priority Area 1</td><td>Regional Collaboration and Partnerships</td></tr> <tr> <td></td><td>Priority Area 2</td><td>Grow Economic Vitality Through Business Development</td></tr> <tr> <td></td><td>Priority Area 3</td><td>Infrastructure Resilience</td></tr> <tr> <td></td><td>Priority Area 4</td><td>Foundations for Economic Wellbeing</td></tr> <tr> <td></td><td>Priority Area 5</td><td>Rural Vitality</td></tr> </table> </div> <p>Chair Schuytema shared one goal is to let folks who aren't just the CWEDD Board that once this is adopted, it is out there and available. This is a resource and "scaffolding" to look at for idea generation.</p> <p>Chair Schuytema recommended doing a short video to oreint new viewers to the CEDS.</p> <p>Councilor Ervin added this video could also include a little introduction to the EDA and what grants are available within that program.</p>		Priority Area 1	Regional Collaboration and Partnerships		Priority Area 2	Grow Economic Vitality Through Business Development		Priority Area 3	Infrastructure Resilience		Priority Area 4	Foundations for Economic Wellbeing		Priority Area 5	Rural Vitality	
	Priority Area 1	Regional Collaboration and Partnerships															
	Priority Area 2	Grow Economic Vitality Through Business Development															
	Priority Area 3	Infrastructure Resilience															
	Priority Area 4	Foundations for Economic Wellbeing															
	Priority Area 5	Rural Vitality															
6. June 12, 2025, CWEDD Board Draft Meeting Agenda	Peterson shared the draft CWEDD Board meeting agenda for the June 12, 2025, meeting.	<b>The CWEDD Executive Committee Members approved the June Board</b>															

(Attachment B)	<p>The CWEDD Executive Committee Members approved the June Board agenda by consensus.</p> <p>Councilor Ervin voted for approval. Mayor Cutchen voted for approval. Chair Schuytema voted for approval. There were no votes against.</p>	<b>agenda by consensus.</b>
<p>7. Other Business:</p> <ul style="list-style-type: none"> <li>• Innovation Hubs Status Update</li> <li>• HB3395 Update</li> <li>• Executive Committee Member Updates</li> </ul>	<p><b>Other Business:</b> <i>Innovation Hub Update:</i> The next round of action fund had the application submitted by RAIN Catalyst as lead agency. CEDO and EDALC will support as well.</p> <p><i>HB3395 Update:</i> This update will be shared at the Governing Board meeting.</p> <p><i>Executive Committee Member Updates:</i> Chair Schuytema shared the BEAD program is now officially on hold.</p> <p>The new OCWCOG Agency Director Paul Egbert will be taking on the early childhood education face who will be new to taking that one.</p> <p>Mayor Cutchen shared Lane County will be coming out to the city to do a presentation and help Oakridge focus their efforts.</p> <p>Councilor Ervin shared downtown Cottage Grove main street project is underway and new sidewalks are being put in now.</p> <p>Chair Schuytema shared that the director of Hatfield Marine Science center will be retiring in June 2025.</p>	
8. Adjournment	<i>The next CWEDD Executive Meeting is scheduled for August 28, 2025.</i>	<b>The meeting was adjourned at 11:35 pm by The Chair Paul Schuytema.</b>



## Community and Economic Development

1400 Queen Avenue SE, Suite 205 • Albany, Oregon 97322  
(541) 967-8551 • FAX (541) 967-4651 • TTY/TDD 711

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### Background

The 2025 – 2030 Comprehensive Economic Development Strategic Plan is due for adoption in September 2025, after a full year of deliberation and revision. A key step in this process is public review, which has occurred both at the quarterly meetings of the CWEDD Board and Executive Committee, and importantly, within the designated 30-day public comment period of the document, held between July 10<sup>th</sup> and August 11<sup>th</sup>, 2025.

To facilitate speedy and actionable public comment, staff prepared a short survey under the advisement of the CWEDD Board, which focused the public to provide their feedback on the individual chapters of the plan, as well as soliciting their broad opinions on the readability and usability of the document. Staff, with the assistance of a working group made up of CWEDD Board members, identified rural and urban news outlets to promote the opportunity to comment, as well as a social media engagement strategy that CWEDD and its members could follow to drive further outreach.

### Survey Results

The survey received eight (8) responses from the public, which while small, marks substantial progress in public engagement, as previous plans have received almost no interest from the public. Seven out of the eight respondents were from rural communities, and most were from Lane County. They identified as public sector workers, business owners, retirees, and members of the nonprofit sector. Feedback was generally positive, and respondents broadly agreed that the draft is easy to understand and logically structured. In alignment with Federal best practices, the respondents appreciated the number of graphics and data visualizations.

Respondents found that the Priority Areas identified by the CWEDD Board were well targeted to the goals of the region, with one writing *"Business Development and regional collaboration are absolutely key to long-term success"*. The highest-ranking priority areas in terms of relevance and impact for respondents' communities were "Foundations for Economic Wellbeing" and "Grow Economic Vitality through Business Development". Which is notable as these two Areas received the most attention from the Board and staff during this plan revision (as compared to the Priority Areas of the previous plan).

### Implementation, Accountability and Metrics

Many respondents indicated a desire for CWEDD to more clearly track and communicate progress during plan implementation. Suggestions included using a public dashboard/scorecard (or similar) to share progress. A common refrain was a call for CWEDD to make a concerted effort to engage stakeholders within the business community and the public, traditionally underrepresented rural views. As one commentor put it:

*"Communicate, communicate, communicate with the public"*



## Community and Economic Development

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### MEMORANDUM

**Date:** August 20, 2025  
**To:** CWEDD Executive Committee  
**From:** Justin Peterson, OCWCOG CED Supervisor  
**Re:** CWEDD Membership Discussion

The Cascades West Economic Development District (District) is governed by a board of twenty (20) members, appointed as specified by the Articles of Agreement. Per Article IV of the Articles of Agreement "The District shall be governed by a Board of twenty (20) members. Six (6) members shall be the members of the Oregon Cascades West Council of Governments Executive Board, six (6) members shall be members of the Lane Council of Governments Executive Committee, and eight (8) members shall be representatives of economic interests. These eight (8) representatives shall be representatives of each District County who are not elected officials."

In Summary, the District Board is made up of Lane Council of Governments (LCOG) and Oregon Cascades West Council of Governments (OCWCOG) members. LCOG and OCWCOG each have 6 members appointed from their respective Boards. Then the other representatives have an economic interest in the region.

The current membership list is below.

OCWCOG Members		Title	Agency
Nancy Wyse	Commissioner		Benton County
Claire Hall	County Commissioner		Lincoln County
Alex Johnson II	Mayor		City of Albany
Sherrie Sprenger	Commissioner		Linn County
Charles Maughan	Mayor		City of Corvallis
Rick Booth	City Councilor		City of Waldport
Paul Schuytema	Executive Director		Economic Development Alliance of Lincoln County
Chris Workman	City Manager		City of Philomath
Kelly Hart	Community Dev. Director		City of Lebanon
John Pascone	President		Linn Economic Development Group (LEDG)
Pam Barlow-Lind	Tribal Planning Director		Confederated Tribes of Siletz Indians
Christopher Jacobs	Economic Development Manager		City of Corvallis
Lane Members		Title	Agency
Greg James	Director		WillamaLane Parks and Recreation District
Shery Durest-Higgins	Board Member		Lane ESD and South Lane School District
Bryan Cutchen	Mayor		City of Oakridge
Steve Recca	Board Member		Fern Ridge Libradry District Board Member
Ashley Espinoza	Board Member		Bethel School District Board Member
Pete Knox	Board Member		Lane Transit District
Greg Ervin	City Councilor		City of Cottage Grove
Matt Michel	City Manager		City of Veneta

Staff have found that the current membership structure lacks representation from some economic interests in the region. For example, the current structure does not include Community Colleges, Small Business Development Centers, Chambers, or Universities. Who should be represented on the Board? How can we restructure the current membership to better reflect the region and to facilitate better attendance?

The Board membership could include replacing existing membership (e.g. less directly appointed COG Board members). For example, six (6) OCWCOG Board members are appointed to the CWEDD Board. Historically, not all six OCWCOG Board members have attended the CWEDD meetings. This can make meeting quorum requirements a challenge. The Board size could be increased; however, twenty (20) is a large Board membership.

Staff recommend that the current structure is reviewed by the Executive Committee and then by the Board. After the discussions Staff will work on updated bylaws and Articles of Agreement.





## Board Meeting

Thursday, September 11, 2025

9:00 am – 11:00 am

**Benton County Kalapuya Meeting Room  
4500 SW Research Way, Corvallis OR 97330**

*or*

**Join Virtually via Teams**

**TEAMS Meeting by clicking [HERE](#)**

Meeting ID: 291 224 730 274

Passcode: wwGdy8

**Mobile 1 Click Number:**

**[+ 1 872-242-8088](#)**

Phone Conference ID: 347 254 52#

### AGENDA

- |  |       |  |   |
|--|-------|--|---|
| 1.   | 9:00  | <b>Call to Order &amp; Agenda Review</b><br><i>Welcome to Benton County!</i>   | <b>Chair, Paul Schuytema</b>                    |
| 2.   | 9:05  | <b>Roll Call</b>   | <b>Staff,<br/>Justin Peterson</b>               |
| 3.   | 9:10  | <b>Public Comment</b>  | <b>Chair</b>                                    |
| 5.   | 9:18  | <b>Minutes of June 12, 2025, Meeting (Attachment A)</b>  | <b>Chair</b>                                    |
| <b>ACTION:</b> Approval of Minutes                                     |       |  |   |
| 6.   | 9:20  | <b>CEDS Update and Approval to Start Public Comment Period</b><br><i>Update on the CEDS Process – Presentation from Staff</i> <ul style="list-style-type: none"><li>• Draft 2025-2030 CEDS (<a href="#">Link</a>)</li><li>• Public Comments Memo (<b>Attachment B</b>)</li></ul> | <b>Staff, Corum Ketchum and Justin Peterson</b> |
| <b>ACTION:</b> Approval to adopt 2025-2030 CEDS                        |       |  |   |
| 7.   | 9:50  | <b>CEDS Marketing Video Proposal (<b>Attachment C</b>)</b><br>Discussion about the proposed CEDS/regional marketing video.   | <b>Staff and Chair</b>                          |
| <b>ACTION:</b> Approval to move forward                                |       |  |   |
| 8.   | 10:00 | <b>CWEDD Board Membership Discussion</b><br>Discussion about the CWEDD Membership and future updates to the membership ( <b>Attachment D</b> )   | <b>Staff, Justin Peterson</b>                   |
| <b>ACTION:</b> Approval for Staff to start drafting Membership updates |       |  |   |

- |     |       |  |                                      |
|-----|-------|--|--------------------------------------|
| 9.  | 10:15 | <b>Linn Benton Brownfields Grant</b><br><i>Update on the progress of the Linn Benton EPA Brownfields Coalition Grant</i>   | <b>Staff, Justin Peterson</b>        |
|     |       | <b>ACTION:</b> Discussion  |                                      |
| 10. | 10:35 | <b>Discussion: CEDS Working Groups (Open time for any updates)</b> <ul style="list-style-type: none"> <li>• <i>Innovation Hubs</i></li> <li>• <i>Broadband Action Team (BAT)</i></li> <li>• <i>Blue Economy Update from EDALC</i></li> <li>• <i>Cascades West Regional Consortium (CWRC)</i></li> <li>• <i>Early Childhood Education (new appointee needed)</i></li> <li>• <i>Rural Economic Alliance (REAL)</i></li> <li>• <i>Lane Economic Committee (LEC)</i></li> <li>• <i>Other workgroup updates?</i></li> </ul> | <b>Chair/ Staff, Justin Peterson</b> |
| 11. | 10:45 | <b>Other Business (if time allows)</b> <ul style="list-style-type: none"> <li>• <i>Mass Timber Webinar 2-3:30PM on September 11, 2025</i></li> <li>• <i>Regionally Significant Updates (Example – a large manufacturing company announced a new site development)</i></li> <li>• <i>Executive Committee Updates</i></li> </ul>   | <b>Chair/Staff</b>                   |
| 12. | 11:00 | <b>Adjournment</b><br><i>Next Meeting: December 11, 2025</i>   | <b>Chair</b>                         |



**Cascades West Economic Development District**  
Oregon Cascades West Council of Governments  
Community and Economic Development  
1400 Queen Avenue SE, Suite 205  
Albany, Oregon 97322

August 19, 2025

Application Screening Committee  
2025-2027 Technical Assistance for Underrepresented Businesses Program  
Attention: Mark Brady, Innovation and Entrepreneurship Manager  
775 Summer Street NE, Suite 310  
Salem, Oregon 97301

Dear Application Screening Committee:

The Oregon Cascades West Council of Governments respectfully submits this application for consideration on behalf of the Cascades West Economic Development District (CWEDD). The CWEDD is designated by the U.S. Department of Commerce's Economic Development Administration to support and work on economic development initiatives and projects in Linn, Benton, Lane, and Lincoln counties. The Oregon Cascades West Council of Governments is the legal administrator and lead entity for this District, an eligible grant applicant, and will serve as the project manager and grant administrator.

This proposal has three strategies to support and catalyze emerging Low English Proficiency small businesses in Linn and Benton counties: 1) Hold a series of professional development workshops featuring local experts (e.g., financial education, doing business and building in Albany, artificial intelligence, business planning, and access to capital; 2) offer five "Intro to Going into Business" workshops for Spanish business owners in rural jurisdictions (e.g., Millersburg, Harrisburg, and Philomath) and one business resource fair in Lebanon, and 3) provide bilingual business advising. All strategies are well-aligned with the 2025-2030 District's Comprehensive Economic Development priorities: 1) Regional Collaboration and Partnerships (e.g., leveraged partnerships), 2) Grow Economic Vitality Through Business Development, and 3) Foundations for Economic Wellbeing (e.g., entrepreneurship and workforce development).

Please consider the merit of this application. Thank you for your time.

Sincerely,

Paul Egbert, Agency Director  
Oregon Cascades West Council of Governments  
[pegbert@owccog.org](mailto:pegbert@owccog.org)  
Phone: 541-967-8630



## CWEDD/CEDS Awareness Video Proposal

This project proposal, submitted by the Economic Development Alliance of Lincoln County, is to create a three to five minute professional marketing video to create awareness about the strengths of our Economic Development District region, the role of the Cascades West Economic Development District and the latest update to the Comprehensive Economic Development Strategy.

### Why EDALC?

The Economic Development Alliance of Lincoln County (EDALC) is a solid choice for this work. EDALC has served as Lincoln County's sole Economic Development Organization for over 31 years. Over the last four years, EDALC has become engaged at the regional level (starting with the last CEDS update process), and has a deep desire to promote cross-regional coordination and collaboration aimed at enhancing our collective economic vitality.

EDALC also has the experience to do this video production work cost effectively. Our organization has created numerous economic development and marketing videos over the past five years, including entrepreneurial founder videos (in support of Lincoln County's Youth Entrepreneurship Program), a series of Drinking Water Protection videos in partnership with DEQ, a series of videos showcasing the "Pillars of Our Local Economy" as well as a video in support of a grant application for the Cascades West Innovation Hub.

We have the necessary equipment (4K video camera, remote microphone, stabilization gimbal, tripod, mobile lighting setup, teleprompter, access to Envato assets and Adobe Premier professional video editing software) and multiple team members familiar with video shooting, production, editing and post-production.

## Aspects of the Video Project

The video should help to address the following questions (subject to revision after initial planning meetings):

- What/where is the Cascades West Economic Development District?
- Who runs and governs this EDD?
- What does being part of this EDD mean?
- What are the economic strengths of our region?
- What projects has the EDD helped move forward in our region in the past?
- What is a regional Comprehensive Economic Development Strategy?
- What is in the newly updated CEDS for our region? Where do I find it? How do I use it as a tool?
- How is the current CEDS aligned with the EDA and Governor's Office priorities?
- How to get involved, get support and reach out?

Below, we outline the various aspects of this video project, from planning, to production to post-production:

### Planning

- Kick off meeting with CWEDD and COG (CW and Lane) staff to determine primary and secondary audiences for the video as well as desired results and actionable “next steps” for an engaged viewer.
- Meeting with Justin Peterson (CWEDD/CWCOG) to discuss completed projects that the video should highlight
- Identify potential on-camera and voice over talent for the video
- Identify regionally significant b-roll to capture in each county

### Production

- Site travel to each county for key b-roll filming
- Conduct needed video and voice over interviews
- Creation of any needed infographics

## **Post-Production**

- Preliminary editing of video
- Select background music and any additional regional b-roll (Envato)
- Creation of video titles, insertion of logos, etc.
- Draft video delivered to CWEDD team for review and comment
- Revise and re-edit
- Collaboratively develop awareness marketing plan to share out video

## **Cost and Timeline**

We are respectfully requesting \$5,000 for this video project, to be invoiced at 50% at project start and 50% at project completion and approval. This cost includes staff time and travel.

We estimate a turnaround timetable of four to five weeks from inception to finished product - pending scheduling and coordinating of talent schedules for field interviews and b-roll travel.

## **EDALC Contact Information**

### **Economic Development Alliance of Lincoln County**

Physical Location: 3120 Crestline Drive, Waldport, OR 97394

Mail: P.O. Box 716, Newport, OR. 97365

BusinessLincolnCounty.com

*Paul Schuytema, Executive Director*

paul@businesslincolncounty.com

O: 541.867.8579 | C: 541.961.8800

*The Economic Development Alliance of Lincoln County (EDALC) is an independent Oregon 501(c)(6) nonprofit economic development organization. EDALC staff members work every day to attract, support and grow businesses in Lincoln County to ensure community-wide economic well-being and an improved quality of life. EDALC has served Lincoln County for over 31 years and is governed by a passionate local board of directors. We receive our funding from local governmental units, public sector organizations, our local business community and grant dollars.*