

**Marion County Economic Development Advisory Board**  
**June 8, 2016 Meeting Minutes**  
**555 Court St NE, 5<sup>th</sup> Floor Salem, OR**

**Members Present:** Nate Brown, Bill Burich, Kevin Cameron, Thomas Chambers, Chad Freeman, Jose Gonzales, Bob Hill, Jay Kemble, Nate Levin, Allison McKenzie, Angie Morris, AJ Nash, Jim Rasmussen, Dave Tibbets, Ian Tolleson, and Renata Wakeley.

**Staff and Guests Present:** Sarah Cavazos, Tamra Goettsch, Danielle Gonzalez, Mark Metzger, and Brandon Reich.

**Call to Order: 3:35pm**

**Agenda Item: Welcome, Introductions & Announcements**

**Information/Discussion:** Morris called the meeting to order, asked for introductions. **Action:** None.

**Agenda Item: May Minutes**

**Information/Discussion:** Morris presented the minutes and called for comment; no discussion was held.

**Action:** A motion was brought forth by Chambers to approve the May minutes; a second was made by Hill. The motion was voted on and approved unanimously.

**Agenda Item: GROW EDC Third Quarter Report**

**Information/Discussion:** McKenzie presented the report for GROW EDC third quarter activities (see attached). The agency served 71 clients and had 4,727 client contact hours, the high number of contact hours was largely due to the recent Travel Oregon Studio Lite workshops which hosted 75 attendees in March and 72 attendees in April. As a result of the workshops, three priority projects were identified and volunteer groups formed for planning, including: 1) regional marketing strategy, 2) building a local tourism network, and 3) launching an annual river festival. Travel Salem staff is involved and will work to support the efforts. More recently GROW EDC has organized and hosted tours of the area to expose people to the region and increase awareness among residents of local gems that would be of interest to people visiting the area. GROW EDC is working on a community-based lending program and has identified two existing programs that have great potential.

**Action:** None.

**Agenda Item: Economic Development Conference**

**Information/Discussion:** Cavazos and Reich shared the idea of holding a one-day economic development conference with an emphasis on rural community development. The general theme would be innovative strategies for rural economic development with a focus on main street development, Business Retention and Expansion Assessments, and resource development. There is a potential opportunity to secure Becky McCray, a speaker on rural economic development if the conference is held in September. A small committee will refine the agenda topics, identify speakers, and plan the event. Discussion was held and a suggestion given to provide a budget of \$10,000 in order for the committee to move planning forward.

**Action:** A motion was brought forth by Levin to approve EDAB's endorsement of an economic development conference for rural economic development with a budget of \$10,000; a second was made by Nash. The motion was voted on and approved unanimously.

**Agenda Item: Infrastructure Development Project**

**Information/Discussion:** Cavazos presented a summary of a request for funds from the city of Donald for a waterline installation. The city had an unforeseen increase in costs due to utility lines under a railway where the waterline is being laid. The new waterline will address a waterline upgrade needed by the city, as well as provide water for a new industrial park development. Wakeley shared that she is the planner for Donald, is aware of the project, and clarified that the waterline installation is identified in the city's Master Water Plan and is needed to meet the needs of the growing city. Wakeley also noted that the city is the main beneficiary of the project and the waterline being installed is not the responsibility of the industrial park developer. Cavazos asked that EDAB make a recommendation to the Board of

Commissioners to provide \$50,000 to support the project since there is no application process for the Infrastructure Development Program.

**Action:** A motion was brought forth by Levin to make a recommendation to the Board of Commissioners to grant \$50,000 of FY15/16 Infrastructure Development funding to the city of Donald for the water system upgrade; a second was made by Burich. The motion was voted on and approved unanimously.

**Agenda Item: Strategic Business Recruitment Fund**

**Information/Discussion:** Cavazos shared that the Grant and Loan Committee will be working on criteria for accessing the Strategic Business Recruitment Fund established through the FY16/17 budget and solicited input from members. Initial discussion on establishing criteria for the program included using a rating scale with weight given to: a) size of private investment, b) number of jobs created, c) job wages, and d) potential impacts to increase jobs or investments through supply chains or neighboring sites. Some discussion was held with emphasis placed on the importance of weighting private investment and job wages.

**Action:** None.

**Meeting adjourned: 4:58 p.m.**

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## Economic Development Allocations Quarterly Report

<b>Organization:</b>	<b>GROW EDC</b>		
<b>Quarter Ending:</b>	<b>March 31, 2016</b>		
<b>Allocation:</b>	<b>\$60,000.00</b>	<b>Received YTD:</b>	<b>\$60,000</b>

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

### 1. Objective – Launch a regional tourism initiative

In the first quarter of 2016 much of our time and energy went into planning, recruiting for and hosting the first of our two rural tourism accelerator studios with Travel Oregon, focused on outdoor recreation opportunities in our region from Aumsville/Scio to Marion Forks & Breitenbush. These trainings, the online video trainings between studios, and the follow-up coaching for our action teams are designed to help our region build a compelling outdoor product and brand, build relationships between tourism businesses and attractions, and create high value authentic experiences for visitors to Oregon. Tourism is the third largest industry in Oregon. Our aim is to become a visitor destination in our own right, thereby deepening and strengthening the role that tourism plays in our local economy.

In preparation for these events we solidified our steering committee, which met several times before the first event, organized and hosted a familiarization (FAM) trip for the Travel Oregon destination development team in February, created a robust asset inventory of the area with special help from one of our Young Professionals, launched a PR campaign to encourage stakeholders to participate in the trainings, and recruited for the studios. In this newly developed pilot program from Travel Oregon these trainings are progressive, with knowledge building from one session to the next. Our goal was to have as many people as possible attend both trainings and take the online video sessions in between. We had 75 people in our first training on March 29.

Next steps: We held our second training on April 12 with more than 70 participants, with 89 individuals participating in the studios overall. With such high participation levels, Travel Oregon recommended that we take on three projects rather than the single project anticipated from these events. Three action teams have formed out of this process with more than 30 volunteers working on creating a regional marketing strategy, building a local tourism network and launching an annual river festival the weekend of the 2017 eclipse. Travel Salem, the chambers of commerce, DLRABA and other local stakeholders are playing important roles on these teams. More detailed information about the workshops and action teams will be included in the next report.

### 2. Objective – Youth engagement/workforce development.

We continue to look for ways to empower our young professionals group and find a meaningful process for connecting middle and high school students with local businesspeople. This quarter several of our young professionals participated in mock interviews and career days at local schools. We have had preliminary discussions with Willamette Promise and INCITE about potential collaborations for one-day or ongoing learning events that would help connect our young professionals and local entrepreneurs

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with local students, and give our students an opportunity to build confidence while they explore local career opportunities. We have also asked INCITE about training some of our young professionals to be facilitators for a youth coaching program that helps build essential skills (decision-making, critical thinking, etc).

Two of our young professionals are also taking lead roles on our tourism steering committee. During our first tourism studio, hospitality business owners discussed the challenges they have finding and keeping competent staff, particularly in the kitchen and especially in the upper canyon communities. One concept that came out of that studio is to explore how we might be able to tie our tourism initiative into a workforce development project that could help create a local employee base for restaurants. These workforce conversations are continuing.

Next up: Explore the curriculum used in the student/parent coaching at Aumsville elementary to see if it might be an appropriate alternative to the more intense and lengthy essential skills INCITE program.

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### **3. Objective – Launch a community-based lending program.**

This quarter we met with MESO (Microenterprise Services of Oregon) to discuss alternative lending programs for entrepreneurs, and have had preliminary conversations with Community Lending WORKS about their program based in Springfield. Both programs could provide a source of capital for businesses that are not quite strong enough for traditional lenders.

Next up: schedule a workshop and facilitated meetings with MESO and/or Community Lending WORKS for local entrepreneurs OR introduce three local entrepreneurs (already identified) to these programs as part of a pilot project to test the viability of using these programs in our area

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### **4. Objective – Apply value chain methodology to the natural resources industry.**

This project is on hold right now. For a value chain process to work there must be an existing problem of demand that has not been met, and any major industry players need to be enthusiastic about and committed to the program. This is a long-term process and requires the involvement of multiple stakeholders to work. We have not yet identified an existing problem of demand or checked in with our key local stakeholders to see if we can use this process in the wood products industry.

We do see how this methodology can be applied to tourism, and will consider this structure as a potential framework for future work and collaboration if we think it will provide enough value for the investment required.

Next up: conversations with SEDCOR and our key wood products manufacturers to ascertain demand and interest.

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### **5. Other – Individual and small business consulting.**

Seventy-two clients received direct services from GROW in the fourth quarter, 64 of whom received individual counseling sessions and 64 of whom were returning clients. Two of these existing clients required unusually extensive help into the first quarter of this year, with lengthy and multiple counseling sessions. In addition to the first rural tourism studio, we held 7 learning events this quarter with 52 total attendance. When we include the tourism workshop, total attendance at workshops was 127. Our client contact hours were quite high for this quarter, nearly double our already high norm. GROW

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clients come from a wide variety of industries, but the top three are services, retail/wholesale and hospitality. As a result, many of our clients are involved in the tourism initiative and have become more active with GROW in recent months.

Next up: our *Small Steps, Big Results* monthly class and our Young Professionals groups go on hiatus over the summer. We are planning a workshop for restaurant owners, a field trip to Dayton to explore how they used their Main Street program to build a local tourism economy, and an alternative lending workshop for local entrepreneurs. In early June our tourism coach from Travel Oregon spent the day with all three action teams and the steering committee. The steering committee will receive coaching from our tourism coach for the next few months. We will be asking Travel Oregon to continue that in-person coaching with our action teams on a quarterly basis too.

### 6. Other – Please provide a brief narrative of other items of importance not identified above.

- We continued to work with the Aumsville PARC board & staff to help them successfully operate the school-year phase of their United Way partners in education grant. This includes an after school homework & arts program, parent coaching, a Science Night to explore healthy food options and a June Safety Day during the school carnival. We continued to work with this group to overcome logistical and management hurdles as they finished the school-year programs and prepared for their summer reading/literacy program.
  
- A Douglas Fir National Monument has been proposed for a gigantic portion of our region in forest lands that are already very well-protected. When we learned about this proposal in February, we informed the Linn Co commissioners, Rep. Sherrie Sprenger and other key stakeholders (Marion Co was already aware of the issue). During a meeting with Sen. Merkley’s office we learned that this proposal is still in its very early stages and is not likely to move forward anytime soon. We remain concerned about a monument’s impact on our wood products industry as well as the tourism industry we are building here and will continue to monitor this situation

### 7. Activity and Output Metrics. Complete the following for each quarter.

Number of Clients	Q1	Q2	Q3	Q4	Total
# of new clients	19	10	8		
# of returning clients	58	53	64		
<b>Total Active Clients</b>					
Type of Clients	Q1	Q2	Q3	Q4	Total
# of clients with existing businesses	67	58	65		
# of clients with prospective/new businesses	10	5	7		
Services Provided	Q1	Q2	Q3	Q4	Total
# of clients that received counseling	64	50	64		
• # of individual counseling sessions provided	150	114	172		
# of workshops/ events held	4	6	7		
# of individuals participating in workshops	31	28	26		
Total # of workshop attendees	58	52	52		
Travel Oregon rural tourism studio workshop attendees – March 29			75		
Total # of client contact hours (includes all activities, workshops, counseling, etc.)	2130	2441	4727		