



## Economic Development Advisory Board

Wednesday, January 13, 2016

3:30pm – 5:00pm

555 Court St NE Salem – Commissioners’ Board Room

### AGENDA

3:30	Welcome, Introductions, and Announcements	Angie Morris
3:35	December Meeting Minutes – Action	Angie Morris
3:45	Membership - Action	Kevin Cameron
3:55	Land Use Cases Quarterly Update – Information	Brandon Reich
4:15	Oregon Garden Quarterly Report – Information	Mark Hunter
4:25	Community Services Update - Information	Sarah Cavazos
4:35	Marion County Position on Marijuana - Information	Kevin Cameron
5:55	Comments and Closing	Angie Morris

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### Future Meetings

- February 10<sup>th</sup> at 3:30pm
- March 9<sup>th</sup> at 3:30pm
- April 13<sup>th</sup> at 3:30pm

### Attachments & Handouts

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| <ul style="list-style-type: none"> <li>• 2015/16 Meeting Schedule</li> <li>• December Minutes</li> <li>• Board Member Application (Jose Gonzalez)</li> </ul> | <ul style="list-style-type: none"> <li>• Land Use Cases Quarterly Summary</li> <li>• Oregon Garden’s Report</li> <li>•</li> </ul> |
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# Marion County Economic Development Advisory Board

## 2015-16 Meeting Schedule

Executive Committee	Full Board
<b>Monday, July 6, 2015 at 11:00 am</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, Commissioner’s Office	<b>Wednesday, July 8, 2015 at 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, August 3, 2015 at 11:00 am</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, Commissioner’s Office	<b>Wednesday, August 12, 2015 at 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Tuesday, September 1, 2015 at 10:30 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, September 9, 2015 at 3:30pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, September 28, 2015 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, October 7, 2015; 3:00 pm – 5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room <i>*Date change due to Community Projects Grant review</i>
<b>Monday, October 26, 2015 at 1:30 pm</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, November 4, 2015; 3:30pm - 5:00pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room <i>*Date change due to Veteran’s Day</i>
<b>Tuesday, December 1, 2015 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, December 16, 2015; 3:00 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, January 4, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, January 13, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, February 1, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, February 10, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, February 29, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, March 9, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, April 4, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, April 13, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, May 2, 2015 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, May 11, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Tuesday, May 31, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, June 8, 2016; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room

**Marion County Economic Development Advisory Board  
December 16, 2015 Meeting Minutes  
555 Court St NE, 5<sup>th</sup> Floor Salem, OR**

**Members Present:** Bill Burich, Kevin Cameron, Bill Cummins, Bob Hill, Jay Kemble, Nate Levin, Allison McKenzie, Angie Morris, AJ Nash, Jim Rasmussen, Evann Remington, Dave Tibbets, and Renata Wakeley.

**Staff and Guests Present:** Sarah Cavazos, Tamra Goettsch, Danielle Gonzalez, James LaBar, Tory Banford, Nick Harville, and Brandon Reich.

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

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

**Information/Discussion:** Morris called the meeting to order and asked for introductions.

**Action:** None.

**Agenda Item: November Minutes**

**Information/Discussion:** Morris presented the minutes and noted that a small change had been made to state that in addition to Oregon Garden, SEDCOR, Travel Salem, and GROW EDC had also presented their quarterly reports. The minutes were reviewed, no discussion held.

**Action:** A motion was brought forth by Wakeley to approve the November minutes; a second was made by Cummins. The motion was approved unanimously.

**Agenda Item: Membership**

**Information/Discussion:** Cameron shared that Ian Tolleson's application had been received and was included in the packet to consider for appointment to the board; Morris called for a motion. Cameron sought clarification on pursuing Jose Gonzales for board membership, noting that he would be filling the only remaining vacancy on the board. Brief discussion was held and the board confirmed interest in pursuing Jose Gonzales for membership.

**Action:** A motion was brought forth by Cameron to recommend that the Commissioner's appointment of Ian Tolleson to the EDAB; a second was made by Remington. The motion was approved unanimously.

**Follow Up:** Cavazos to provide Jose Gonzalez with an application.

**Agenda Item: Business Development Grants**

**Information/Discussion:** Cavazos referenced the grant applications summary sheet and noted that of the applications received; only one met the criteria for review. Members shared the scores given for each application and group review was held on the Boneyard Bakery Application.

Boneyard Bakery proposal strengths include: located in rural community in the heart of the canyon where new business is needed; and company has already been operating the manufacturing portion of the business. Weaknesses include: business plan is unclear, seems to be a mix of three business ventures in one, which venture the jobs and revenues are attached to is not clearly identified; concerns with viability of the type of business in this location; lacks clear timeline, lacks design plans and flushed out concept; need to see a business plan with products, pricing, revenue projections, etc.; would want to see revenue statements for the past three years; and source of other funding is not clear.

Other discussion: Provide applicant with feedback on what we would like to see in proposal to make the application more competitive if they should choose to apply in the future. Board would like to see business plan, match revenue sources, and final design plans.

**Action:** A motion was brought forth by Hill to reject the application as presented; a second was made by Cummins. The motion was approved unanimously.

**Agenda Item: Strategic Plan Scope of Work**

**Information/Discussion:** Cavazos opened a discussion referencing the five previously identified economic development strategy areas. In meeting with various partners to collect information for drafting a scope of work for the strategic plan,

Cavazos noted that it may be more beneficial for the county to implement inventories, cluster studies, and other more focused reports, to compile information on the current status of the county prior to beginning strategic planning. Cavazos asked the group to provide input on what information is needed on the economic conditions of the county in order to better position the County to develop a strategic plan that is relevant to where we are and where we want to go. See attached 'Economic Development Strategy Areas, December 16<sup>th</sup> Discussion Notes'. Due to time limitations, input on Business Development, Education and Workforce, and Community Development/Livability, was deferred to a future meeting.

**Action:** None.

**Meeting adjourned: 4:55 p.m.**

DRAFT



**Marion County**  
OREGON

**Volunteer Application  
for Appointment to  
a Committee, Board, Commission,  
Task Force or Council**

**Personal Information to establish residency:**

Name Jose B. Gonzalez

Home address [REDACTED]

Preferred mailing address (if different) \_\_\_\_\_

City Salem, Oregon Zip code 97301 Telephone [REDACTED]

E-mail [REDACTED] Fax 503-391-0499

Applying for student position?  Yes  No School \_\_\_\_\_

Are you under 18?  Yes  No

**Personal references - Please list two non-relative references. If you are a student, one must be a teacher from your school:**

1. Name Forrest Peck Phone [REDACTED]

Address [REDACTED] City/St/Zip Salem/OR/97301

Relationship Executive Director for Non-Profit which I am a Board Member
2. Name Baltazar Molina Phone [REDACTED]

Address [REDACTED] City/St/Zip Salem/OR/97317

Relationship Fellow Board member, he and I founded the Latino Business Alliance

*I give my permission for the named references to be contacted if needed either verbally or in writing. All the information on this application is true to the best of my knowledge.*

Signature: [Handwritten Signature]  
Date: 11/5/16

We welcome your willingness to serve Marion County. Please return this completed form to: Cathy Crocker, Volunteer Services Coordinator, Human Resources, 325 13<sup>th</sup> St NE, P.O. Box 14500, Salem, OR 97301, telephone (503) 588-7990, fax (503) 588-5495.

(Please complete the back of form)

**Note: Information on this page is considered public record and may be made available upon request.**

Name: Jose Gonzalez

City of residence: Salem

**Business information:**

Occupation/business Tu Casa Real Estate

Business address 1605 Fairgrounds Rd NE

City Salem, Oregon Zip code 97301 Business telephone [REDACTED]

Business e-mail [REDACTED] Business fax [REDACTED]

I would like to be considered for the [REDACTED] position on  
(lay or representative designation)

the Marion County Economic Development Board

(name of committee, board, council, task force or commission)

The reason I am applying for this appointment is

I am interested in learning how I can best serve my community, through increasing the economic well being of our residents. I feel I can best do that by sharing my insight with the appropriate group and connecting our message to the residents.

The personal and professional interests that prompted me to apply for this appointment are Business startup and growth. I have spent a lot of time volunteering and bringing together people on various issues, a few examples are entrepreneurship, politics, leadership, housing, financing.

Have you served on any other Marion County board, commission, committee, council, or task force? (If yes, please list)

1. N/A 2.

Please list qualifications and skills you have which you believe would be valuable if you are appointed to this position (include relevant skills, activities, training, and education)

Life long Willamette Valley resident, have lived in Mt. Angel, Woodburn, Hubbard, Aurora and Salem.

Long time business owner.

20 years experience in real estate sales, leasing and marketing.

2015 Salem Chamber of Commerce Distinguished Service Recipient.

What community or school activities, committees or special activities have you participated in?

MERIT (board member), SMART (statewide board member), Oregon Community Foundation (Leadership Council), Farmworker Housing Development Corp (Board Member), Latino Business Alliance (Founding Board President), Salem Multicultural Institute (Board Member), Salem City Budget Committee. These is a current list, I can submit past community involvement.

# **Marion County Planning**

## **Commercial and Industrial Development-Related Land Use Cases**

### **September through December 2015**

#### **Administrative Review Cases**

#15-028. Juniper Financial Services LLC. Determine whether a 22 acre portion of a 44.92 acre parcel is subject to a Limited Use Overlay that was applied in 1991, the 22 acre portion is zoned ID (Interchange District) while the remainder of the property is zoned EFU. 4205 Brooklake Rd NE, Salem.

#### **Conditional Use Cases**

#15-052. Silverton Solar LLC. Establish a photovoltaic solar power generating facility on a 23.8 acre parcel in an EFU zone. 6,100 block of Airport Road NE, Silverton.

#15-050. Establish a dog training business as a home occupation on a 1.5 acre parcel in an AR (Acreage Residential) zone. 4192 Chandy Wy S, Salem.

#15-049. DAKM Properties LLC. Establish a photovoltaic solar power generating facility on a 38.4 acre parcel in an EFU zone. 14,300 block of Butteville Road NE, Gervais.

#15-048. Establish an agricultural equipment, trailer, parts and service facility as a commercial activity in conjunction with farm use on a 3.88 acre parcel in an EFU zone. 8097 Parr Road NE, Woodburn.

#15-047. Bell Southside, LLC and Bell Northside, LLC to establish a maraschino cherry processing facility as a commercial activity in conjunction with farm use on a 200 acre parcel in an EFU zone. 3441 and 3461 Waconda Road NE, Gervais.

#15-044. T&G Corvallis LLC. Establish a trucking depot for automobile parts and a variance to reduce the required side yard setback to 10 feet from the west property line and to reduce the required 70 foot centerline setback to 60 feet on a 1.48 acre parcel in an ID zone. 12134 and 12144 Ehlen Road NE, Aurora.

#15-039. Store agricultural products in existing storage buildings as a commercial activity in conjunction with farm use on a 35.59 acre parcel in an EFU zone. 18651 Westwood Lane NE, Aurora.

#### **Zone Change Cases**

#15-003. Change the zone from UD (Urban Development) to RM (Multiple Family Residential) on a 0.23 acre parcel. 3892 Ward Drive NE, Salem. Pending.

#15-002. Change the zone from RS (Single Family Residential) to CO (Commercial Office) and to change the Comprehensive Plan designation from Single Family Residential to Commercial on a 0.34 acre parcel located at 925 Lancaster Drive SE, Salem. Pending.

## EXHIBIT D – QUARTERLY REPORT



### Economic Development Allocations Quarterly Report

<b>Organization:</b>	<b>OREGON GARDEN FOUNDATION</b>		
<b>Quarter Ending:</b>	<b>December 2015</b>		
<b>Allocation:</b>	<b>\$100,000.00</b>	<b>Received YTD:</b>	<b>\$50,000.00</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 – Review & develop comprehensive integrated fund development plan.** Elements of our plan include planned giving; endowment; annual giving; maintenance fund program; website upgrades to giving; and grant writing. Through the annual budget process and identifying Foundation needs an integrated fund development plan is being developed. Not only are we addressing dollar goals, but we are addressing organizational issues with our plan. Of high priority is the development and recruitment of a functioning fund development committee.

**2. Objective – Launch Strategic Plan process.** On January 8<sup>th</sup>, we launched a six month process to address long term goals for The Oregon Garden and The Oregon Garden Foundation. Areas to address will be mission; administration; facilities; program(s); board development; Foundation marketing; and fund development. Task Force members represent each of the key partners at The Oregon Garden. The goal is to create a common vision with attainable objectives for The Oregon Garden Foundation.

**3. Objective – Clean up current historical donor list, create and execute Annual Holiday Appeal. Financial goal for AHA - \$10,000.** Identified early on was the critical need to address the historical donor list. Over the years it has not been given adequate attention, thus creating the challenge of communicating with our current donors as well as bringing past donors back into the annual process. Through cleaning up the list and reaching back 10 years we have been able to improve the Annual Holiday Appeal. An improved more compelling letter was written with the inclusion of a simple "Quick Look Guide" to show some of the great things happening at The Oregon Garden. The results including improved number of donors, per donor gift; total amount raised; and the return of 'lost' donors. Although positive results- there is a tremendous amount to be gleaned from this year's effort and improvement opportunities for future annual mail appeals.

**4. Objective – Develop new collateral marketing materials, to include brick recognition program and overhaul of website messaging on The Oregon Garden website.** In partnership with the Marketing Department at The Oregon Garden Resort, we have been in the process of



## EXHIBIT D – QUARTERLY REPORT

creating new collateral material for the Foundation’s fund development efforts. Steps to improvement include printed material that more adequately message the current mission of the Foundation and updating of webpages on The Oregon Garden Website. Key to our messaging is creating a stronger factor of inclusion for our donors – emphasizing their key role in our success and the outcomes of growth in the Garden. Key elements of our re-messaging are scheduled to launch during the January-March quarter of 2016.

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### 3<sup>rd</sup> Quarter Objectives

1. Launch & implement elements of the Development plan.
2. Complete the Organizational Assessment; ID goals; and hold three meetings for the Strategic Plan Task Force.
3. Implement follow up and begin relationship building with annual giving donor list.
4. Introduce new collateral marketing material for use for Foundation fund development.
5. Raise \$30,000 through legacy and annual giving.

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### 6. Performance Measurements. Complete the following for each quarter.\*

Metric	Q1	Q2	Q3	Q4	Total
Number of fundraising events held	1	1			2
Gross amount raised from events	\$21,000	\$9,000			\$30,000
Net amount raised from events	\$6,500	Not finalized			\$6,500
Number of donors	Not Available	89			89
Total donations received (excludes event sales)	Not Available	89			89
Number of returning donors; or percentage of donors retained	Not Available	59 or 66%			

\* Not included in this metric table:

- A planned gift from the Steiber Family of \$100,000 in Quarter 1
- A \$10,000 legacy gift received in December.
- A planned gift announcement of 10% of total assets from a Garden volunteer.
- Two successful small grants from Gray Family Trust - \$4,500 (OCF) & from American Conifer Society - \$3,000.