

WASCO COUNTY ECONOMIC DEVELOPMENT COMMISSION

Thursday, March 21, 2013

Columbia Gorge Community College – Small Boardroom

400 East Scenic Drive, The Dalles, OR

ATTENDANCE

COMMISSION MEMBERS: Chair Joan Silver, Dan Durow, Dan Spatz, Frank Kay, Donella Polehn, Andrea Klaas, Mike Zingg, Mary Kramer, and Jeff Renard

GUESTS: Mary Merrill (CGCC SBDC), John Roberts (Wasco County Planning) and Annette Liebe (RSC)

EDC STAFF: Amanda Hoey and Sherry Bohn

CALL TO ORDER: Meeting called to order at 10:00 am.

APPROVAL OF FEBRUARY 2013 MINUTES: Frank Kay moved to accept the February 2013 minutes as presented. Mary Kramer seconded. Motion passed unanimously.

MARY MERRILL – COLUMBIA GORGE COMMUNITY COLLEGE SMALL BUSINESS DEVELOPMENT CENTER- Mary updated the committee on various clients that the SBDC has been working successfully with, including PocketFuel and Northwest Aluminum Specialties. She reported that Northwest Aluminum Specialties was entertaining Chinese delegations interested in investing next week. She expressed her thanks that Business Oregon had provided Chinese cultural/business training and was providing a translator in order to help facilitate this meeting. Mary stated that the use of a translator was a first for many of the parties involved so everyone was learning how to properly use a translator. Annette Liebe stated that she was working on getting a representative from the governor's office to attend this meeting. Mary went on to explain the various resources available from the SBDC including web based "How to Start a Business in Oregon" and "How to Start a Business in Washington." She reported that these will soon be available in Spanish. In order to allow for SBDC to follow-up with potential clients, Mary stated that users of the system are required to enter their name and contact information when accessing the web based information. Mary also presented an overview of the SBDC Management program. This includes Profit Mastery and uses a handout she provided titled "The Profit Road Map." She stated that for \$507, all inclusive, the SBDC takes businesses through this process in order to maximize success. Andrea Klaas inquired what geographic area the SBDC covered. Mary stated that they cover Wasco and Hood River counties, but do not cover Cascade Locks because it is part of the Mt. Hood Community College district. Mary also presented a 2012 Score Card. Joan Silver stated that there was not another SBDC that delivers what CGCC and Mary does and asked that the committee members let the state legislators know how successful and helpful the SBDC is to the local community.

OFFICER ELECTIONS - The EDC elects officers annually. Donella Polehn moved to elect the following slate of officers for a one year term beginning April 1, 2013.

Chair – Joan Silver

Vice Chair – Andrea Klaas

Dan Spatz seconded. Motion passed unanimously.

SUMMIT CONCEPT: During the February meeting the EDC discussed the concept of hosting another Wasco County Economic Development Summit. During the discussion a number of concerns were raised, including:

- 1) Ensuring an effective meeting with defined outcomes.
- 2) Centering on topics that address and meet the EDC's mission.
- 3) Managing expectations by clearly communicating the purpose of a Summit.

Following the February meeting EDC staff requested feedback from the Commissioners as to whether or not the commission should pursue hosting a summit and, if so, how the Summit could be structured to use people's time wisely and avoid frustration. The following options were discussed:

- 1) Do not Host a Summit
- 2) Host a Summit Focused on Connected Wasco County to the Region
- 3) Host a Summit Focused on Wasco County

Dan Spatz mentioned the Collective Impact concept and the multi-partner collaborative process discussed the previous day at The Gorge Nonprofit Day. Joan Silver stated that some of these efforts are already taking place and a potential summit could bring together collective minds. Mary Kramer stated that to make it work and to get everyone working together would require training on collective impact. Joan Silver inquired if the group would need formal training or could the concept be borrowed. Dan Spatz stated that they needed to begin with the end in mind. Frank Kay expressed the need to do the training then form the team. Amanda Hoey stated that there had been a lot of conversation around the collective impact concept and that this would tie into number two above. Andrea stated that there was no money for projects. Mary Kramer stated there was limited money and wondered if the committee should identify money sources and put together a collective group to speak to funding and for getting legislative support for SBDC. Dan Spatz stated that he would rather build on something versus building another group. Annette Liebe questioned how this would relate to Agora. Dan Durow stated that there had been a lot of work done to put together the Needs and Issues List and that the committee needed to focus on these. He stated that holding a summit is not one of them. Joan Silver reported that the summit concept was brought forth in response to a chamber economic development committee meeting. She asked if, instead of holding a meeting, the information could be posted on the website allowing for better circulation of information. Dan Spatz stated that this would be like acting a clearing house. Joan Silver stated staff could work on that format. Amanda Hoey stated that staff had information from the past summit that could populate the initial list. Frank Kay stated he was supportive of this concept and that the past summit information could be updated and made available. Mike Zingg stated that the committee spends a lot of time pruning. He finds the PocketFuel concept exciting – trying to think of things that naturally occur. He felt that with the help of Mary, the commission should spend time coming up with a core idea. Andrea asked if the staff reports and meeting minutes are sent to and/or in the chamber newsletter. Joan Silver stated that the website could be expanded and that the committee should start with the chamber.

EDC STAFF REPORT: Joan Silver announced that Sherry Holiday is willing to chair committee addressing the issues with the Pine Hollow Reservoir. Amanda Hoey presented the EDC staff report as outlined in the meeting packet, highlighting the following:

- Joan Silver and Amanda Hoey presented the recommended Technical Assistance and Infrastructure Needs and Issues projects to the Wasco County Board of Commissioners on March 6, 2013. The Commissioners approved the recommended project ranking.

- Staff provided the County’s letter of support for the Columbia Gorge Regional Airport projects to the Klickitat County Economic Development Department.
- During the County Commission meeting, a discussion of the County’s new GIS system took place, with Joan Silver noting the role of the EDC in advocating for the system. Tyler Stone requested EDC support to ensure continued operational support to maintain the system.
- Amanda Hoey met with Mike Davis to discuss his concepts for establishing a nonprofit in South Wasco County to support a variety of economic development related projects.
- Annually, the EDC discusses and recommends a budget for EDC staffing consideration in the County’s budgeting process. Staff develops the request along with a summary of annual accomplishments. Last year, the request was for \$40,000 to support staffing. The EDC is asked to review a similar request and staff will again develop the formal request.

Donella Polehn moved to approve the \$40,000 budget request to support EDC staffing. Frank Kay seconded. Motion passed unanimously.

Amanda Hoey stated that if committee members have not had an opportunity to use the Agora site, please visit www.agora-platform.com to sign up. She emphasized that it is still in beta phase. The team is working towards getting all of the approved needs and issues projects inputted into the system. They are also working to get the capital providers online. The community priorities will be shown within the site. Dan Spatz stated that he found the site very easy to use. He also stated that is very user friendly and it is what we make of it. Amanda Hoey reported that there will be a joint meeting in April, with the MCEDD Board and the Regional Solutions Committee, to discuss roll-out of the project. They are looking at a May roll-out. She also stated that the platform will allow pools of funding to collaborate. Mary Merrill asked about the reporting mechanisms. Annette Liebe stated that Agora is not intended to effect changes to reporting at this time, but is designed to be flexible in the future. Dan Spatz stated that it is designed as more of a two way dialogue. Amanda Hoey explained that the team is in the process of developing “badging” to indicate community priorities. Annette Liebe inquired if Agora would include all of the identified needs and issues projects. Amanda Hoey stated just the top ten will be inputted by staff, but the system is open to users to make additions. John Roberts asked if Agora was international. Amanda stated that the technical team, Zanbata is international, but Agora is focused currently on the pilot in MCEDD’s Oregon and Washington counties.

APRIL MEETING OBJECTIVES: Joan Silver stated that the objective for the April meeting was to allow the communities of Tygh Valley to give updates and to open a dialogue with them about what they want and need. She also stated that it was an opportunity for the state agencies to describe funding opportunities especially for water and waste water projects. Frank Kay stated that he had encouraged Mike Davis to find a way to support Wamic and Maupin. Joan Silver stated that they needed to come together and become their own advocates. She felt the committee’s role was to help them recognize their potential. Dan Spatz questioned if the EDC should be the catalyst and/or take a leadership role. Frank Kay stated he felt the EDC should take it on as a project. Joan Silver stated that the state should come and explain what it can do. Annette Liebe inquired if they were talking about a specific project or a collaborative effort. Joan Silver stated that one project had risen to the top but she would like to get more people to the meeting in order to discuss what resources are available, what do the communities need to be successful and what barriers exist.

Amanda Hoey will work with Annette on the state agency section of the agenda, focused to a conversation around:

- 1) What resources do state agencies have available?
- 2) Who can be the recipient of funds?
- 3) What do local communities need to do/prepare in order to be successful in obtaining funding (including a review of rate structures)?
- 4) What barriers exist to coordination? Discuss solutions, share expertise and talk about mechanisms to support, such as district formations.

Joan Silver inquired if the committee members wish to enjoy lunch after the meeting. Everyone agreed. Staff will request rsvps and Joan Silver will let the Potlatch know how many are eating.

COMMISSION MEMBER REGIONAL UPDATES:

- Donella Polehn noted that cherries are in bloom early.
- Dan Durow stated that the riverfront trail change of scope was now done and that the project end date is approximately one year. He also reported that the downtown hotel/conference center project was experiencing archaeological challenges. They will be drilling two holes to find out what their options are and how the hotel can be built.
- Dan Spatz stated that Readiness Center is progressing on time. He also reported the Regional Center for Innovation was becoming part of a pilot program for middle school math. He stated that Lockheed-Martin was rethinking their relocation plans and that EPA was now involved.
- Andrea Klaas stated that the Port was going ahead with the North Chenoweth infrastructure project and that the wetlands project was getting reception in Washington D.C.
- Mary Kramer reported that the Balch Hotel was hosting their Supper Club.
- Frank Kay announced that RiverFest was scheduled for two days over the Memorial Day weekend. He also reported that Mike Davis had been invited to the Maupin Economic Development meeting to explore opportunities in the area outside of Maupin.
- John Roberts reported that the county GIS is up and working with about 60% of the parcel data in the system. He also reported that there were two Mass Gathering permits issued – Run 21 on July 21st in Tygh Valley with an expected attendance of between 2000 and 2500 people and What the Festival the last week of July in Dufur with an expected attendance of between 5000 and 6000 people. He also stated that they were working on a number of winery and cidery applications
- Joan Silver reported that the sequestration budget cuts were affecting Older American Act - Nutrition Program by 5% and that the federal fiscal year vs. the state fiscal year might cause a three month gap in funding. She stated that communities are going to need to reassess how they are going to support themselves.

Meeting Adjourned at 12:05 PM

NEXT MEETING: April 18, 2013

Submitted by Sherry Bohn, EDC Staff