



Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

April 19, 2018 12:00 pm – 1:30 pm

Attendees:

Chris Holden, Larry Ericksen, Brian Rosenthal, Michael Sykes, Alex Tardif, Libby Calnon, Laurie Oliver, Len Waggoner, George Hafeman, Carmen Kulp, Brady Preheim, Christine Prockish, Phil Griffin, Garrett Peterson, Alexandra Rains

Absent:

Natalie Sanders, Scott Burge

1. **CALL TO ORDER** - The meeting was called to order at 12:04 by Committee Chair Len Waggoner
 - 1.1 No introductions
 - 1.2 Meeting minutes from March 15th were approved with modifications to pages 2 and 3
 - 1.3 No Citizen Communication

2. **New Business**

2.1 Update on City Branding Program – Garrett Peterson

Garrett did not continue the exercise from last month's meeting. He noted that he presented on the Branding Program to Council on Monday, 4/16/18, and explained that when you have a marketing plan (and, or, a tourism plan) you want to focus on unique and valuable assets, such as the CZ Trail, OMIC, Chapman Landing, etc. However, in the case of Scappoose, these key assets are not fully developed which is a problem for immediate marketing. The pitch to Council was to focus on a regional marketing plan in the short term. The Mayor has been working with Columbia County and Travel Oregon on a regional plan, and the City feels that this is the best course of action for now. The City will launch their own marketing/tourism plan in a few years when assets have been further developed. In the near future, Council will look into the Oregon Mainstreet Program for assistance in creating a marketing plan; the Program provides technical assistance and grant funding opportunities, it helps small Cities create a downtown core and identify the City's desired projects such as a focus on tourism, community events, façade improvements, etc. Council has agreed to have a follow up work session to go over the Mainstreet Program from 6:00 – 6:30 on May 21st. Members of the EDC are welcome to attend the work session if they are interested in learning more.

General Discussion on Mainstreet Program – Len Waggoner asked whether or not the Mainstreet Program could cover construction. Garrett and Carmen both noted that this program does not cover construction, it focuses on providing support for feasibility studies,



guidance, concepts etc. The point was again reiterated that the City has attractions but they are not ready to be advertised to the general public. A Regional Plan makes more sense for now. The Chamber was awarded \$40,000 for a marketing/tourism plan, this will help cover the cost of a regional effort. Michael Sykes mentioned that Travel Oregon has several grant programs available the City could consider applying to in order to help develop assets in the future. There is some question as to whether or not CCET or the City of St. Helens will take the lead on tourism, hopefully that will be resolved soon.

2.2 Establish Nominating Committee

Brian Rosenthal nominated Len Waggoner to act as Committee Chair, Alex Tardif seconded, Brian called for a vote, and he was confirmed unanimously for another year as Committee Chair. Alex Tardif made a motion to make Christine Prockish Vice Chair, Carmen seconded, and she was confirmed unanimously. Michael and Alex mentioned that all Committee Members' terms are up in September and that tentatively the plan is to reappoint the entire committee but stagger the duration of their terms between 1-3 years. Michael requested that if anyone had a preference, they contact Alexandra Rains. Alex Tardif volunteered for a 2 year term. Finally, the Committee noted that they would like to find a replacement for Natalie Sanders, as she is unable to attend meetings because of her work schedule.

2.3 Letter of Support for Regional Infrastructure Fund Grant

Alexandra Rains explained the Wagner Court Wastewater Line Upsizing Project and requested the Committee allow Len Waggoner to sign a letter of support on behalf of the Committee. Larry thought Craig Allison should look at the project, he said he would pass it along to him today. Alexandra requested that any information come back to the City ASAP. Brian made a motion to allow Len to sign the letter on behalf of the Committee, Alex Tardif seconded and it was passed unanimously.

General Discuss on Public Transportation – Alex Tardif mentioned the importance of public transportation infrastructure in the City's industrial zone. Laurie Oliver noted that there has been discussion of adding CC Rider stops along the CZ Road extension, it could be 2-2.5 years before there is a complete road that is serving the community, but this is something that's being considered. CC Rider submitted comments stating they wanted access for bus stops.

2.4 Updates

County – Alex Tardif began by mentioning the County's turn over in the transit department; they made an offer this week to a new transit director. The County hired a new roads director in November, and thus far has been very impressed with his work. As department heads retire, the County is looking for people who are a good fit and want to get things done (succession planning). They are also working to streamline permitting and operations. Alex Tardif noted that he expects a few more rough spots to arise but that things are getting better. He mentioned his work on the annual budget and that funding is tighter this year than last year, so the focus has been on mandates. They are working hard to address as many inefficiencies as possible. Alex



noted that the County sent a letter to the City regarding Chapman Landing, and that they are excited about moving the park development forward.

General Discussion – Brian Rosenthal asked Alex Tardif why the County's budget is tighter this year than last year. Alex noted that the County had a 4% COLA increase. Alex then mentioned that he hoped a Recycling facility could be established at Port Westward, this could help deal with the fact that China has stopped taking the US's recycling. It's an opportunity for the County to take recycling from the metro area, create 200-500 jobs, and create energy.

Port of St. Helens – Larry Ericksen echoed Alex Tardif's desire to establish a recycling center at Port Westward and noted that the Port's Executive Director is looking at it carefully. A company from Canada will be making a trip to the area to look at the site and consider options, this company takes recycling/trash and turns it into jet fuel. Debban Air's new location is in jeopardy, the project went \$1 million over budget, so their lease has doubled and they may not move forward. The Premiere Jets Project is also in jeopardy, the issue of foam for fire suppression is still outstanding. It's a mistake that they didn't communicate the with the City sooner, the Port will encourage new businesses to speak with the City sooner in the future. Larry noted that the Port is working on an agreement with Ed Freeman to complete a land swap, an east side for west side property, which would allow the Port to build a spec building. Larry also mentioned that a letter of intent has been signed to move forward with establishing a manufacturing center for magnetic bumpers in Columbia City, it would employ 200 people. It's expected that most of the individuals hired would be local to Columbia County. It will increase the tax base and create jobs. Larry noted that this is a clean industry, there are no smoke stacks, and the bumpers are made by hand. The Port hired a new customer service representative and PR specialist. They are currently working to rebrand the Port and will be changing the name, there is no port in St. Helens and its confusing to people.

PCC – Chris Holden shared what he knew about PCC's property purchase (likely happening in August) and that 6 proposals were received in response the Design/Build RFP. As of now, they expect the facility to be opened Fall of 2020. Chris noted that he is continuing to work with local employers to develop standards for apprentices. He is also working to keep the partnership with Scappoose High going, two new pieces of equipment are coming in the next month or so. There are also efforts to clean up the school's existing metal shop and bring them new equipment for that facility. PCC was awarded a grant to develop and expand the apprenticeship program, the funds will be used to hire an instructor and administrative support. Chris noted that he served on the hiring committee for the Executive Director position for OMIC's R & D Center. They hired Craig Campbell, he starts May 1st.

General Discussion – Len Waggoner asked about why home occupancy businesses can't take advanced manufacturing apprentices. He noted this is problematic and that they should be able to take apprentices. Alex Tardif responded that he highly values apprenticeships and will look at the County's existing policies. Laurie Oliver noted that one of the major issues with allowing



advanced manufacturing apprenticeships for home occupancy businesses is that those types of operations should likely be in an industrial zone rather than a residential zone. The uses are incompatible. Alex Tardif recommended Chris Holden contact educators at St. Helens High School to set up a program there similar to the one at Scappoose High School.

City – Michael Sykes began by updating the Committee on the Charles T. Parker Way Project, noting that the City is currently bidding for construction, bids are due on May 2nd. Laurie Oliver is currently working through the COA's for Scott Parker's partition and she also noted a 15 lot subdivision going to planning commission next month and that more apartments would be constructed this year over single family homes. One of the apartment buildings proposed would be mixed use. The Crown Zellerbach Road extension will be happening this year. The City is currently working on the new park off of Seely. The park name selected by Council is in question in terms of historical accuracy and staff is looking into different sources to verify the current spelling. The S. Scappoose Creek Bank Restoration project is underway, and hopefully there will be a trail along the creek one day. Michael mentioned that the City is trying to disincentivize building homes in the floodplain.

General Discussion – George Hafeman questioned whether or not a hotel would be coming to the City anytime soon. There has been interest from three separate developers, one looking to build a hotel near the OMIC facility. More infrastructure is needed to support such a facility. It's on everyone's radar, it just hasn't happened quite yet.

Community Events Sub-Committee – Carmen & Garrett both provided pieces of this update to the Committee. There have been multiple meetings, one at Xtapa and the other at the Scappoose Creek Inn. People are looking into entertainment options and will be meeting at the park soon to decide the placement/layout of the event components. There are lots of "what ifs" so there is a meeting being held next week on Tuesday at noon at Longfellows to address the lingering questions. The beer garden will likely go in the back of the City Hall parking lot, some designation will be made between the farmers market and event vendors and Fort George will likely provide the beer garden. Dates are 6/16/18 and 9/29/18. There will hopefully be movie nights organized in between these two events.

3. Announcements and Next Meetings

May 17, 2018 – Second TAC Meeting

June 21, 2018

4. Meeting Adjourned at 1:20pm.