



SCAPPOOSE
Oregon

Economic Development Committee Meeting Minutes

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

June 21, 2018 12:00 pm – 1:30 pm

Attendees:

Brian Rosenthal, Michael Sykes, Alex Tardif, Laurie Oliver, Len Waggoner, Brady Preheim, Garrett Peterson, Paula Miranda, Alexandra Rains, JJ Duehren

Absent:

Scott Burge, George Hafeman, Carmen Kulp, Phil Griffin, Christine Prockish, Larry Ericksen, Chris Holden

1. **CALL TO ORDER** - The meeting was called to order at 12:06 by Committee Chair Len Waggoner
 - 1.1 Introductions – Nick Hurliman, he’s interested in joining the Committee
 - 1.2 Meeting minutes from April 19th were not approved as there was not a quorum of members present. Brian Rosenthal raised the idea of making the Committee Liaisons alternate members of the Committee, capable of filling in for absent members when approval of meeting minutes and other votes are required.
 - 1.3 No Citizen Communication
2. **New Business**

2.1 Presentation on Main Street Program – Garrett Peterson

Garrett first provided a quick update on the Columbia Century Challenge and Party in the Park event that held on June 16th. He mentioned that, overall, the event was pretty successful, the weather was decent, the music was good and the beer garden was well received. He noted that this event was a good starting point to get the Community Club back into planning events. Another Party in the Park event is scheduled for September 29th. Bill Blank said that the farmers market vendors were really happy with the event, it was by far their best day in a long time. Brian Rosenthal and JJ Duehren were sponsors for the event and Garrett thanked them both. Three food vendors would be better for the next event. He also mentioned that three food vendors rather than two would be better for future events.

General Discussion: Brian Rosenthal noted that the Mexican food truck almost ran out of food and the plant vendor sold \$2000 worth of plants. He said there should have been two types of beer available in the beer garden, the music should have started earlier, and marketing materials for the event should have been distributed earlier, however, overall, he thought the event was good for a first try. Beer was affordable, it was \$4 for a Coors light. There were 10-15 people in the beer garden continuously, the beer garden was gated, and in the parking lot near the skateboarding park.



Garrett then moved on to the topic of movies in Heritage Park. He noted that the library would host these events and that entrance would be free. Garrett introduced Jeff, the new Director at the library and gave him the floor to speak. Jeff went on to explain that the Library is proposing 5 movies in the month of August, every Friday night. They will need to buy equipment to make this happen, unfortunately renting is not an option as local rentals are inadequate and expensive. Jeff distributed a first year budget for the venture, and noted that \$4800 worth of equipment is needed to get started. Each movie costs \$350 at least. Movies would start between 8:30 pm and 9:00 pm. He noted that the Library is currently looking for sponsors and that there are various sponsorship levels available. There is a tentative plan to show The Goonies and Black Panther, and the other films are TBD. Garrett then requested \$1,000 from the EDC fund to sponsor the event. He also noted that the City would then have access to the equipment purchased by the Library for other events in the future, so it would really be a partnership on the equipment.

General Discussion: Brian Rosenthal asked if the Committee would need to – we will need to vote at the next meeting on whether or not to approve a \$1000 donation for movies in the park? Committee members ultimately decided they could show support without holding a formal vote and notified both Jeff and Garrett that the City intended on donating \$1000 to the Library for movies in the park.

At the conclusion of the discussion on movies in the park, Garrett presented on the Mainstreet Program. He began by saying that his work on marketing and branding of the City led him to discover this program. He thought it would fulfill a lot of the marketing and branding goals identified by the City Council as well as the EDC. Garrett explained that a representative from the Oregon Mainstreet Program came to Scappoose to present to Council last month and that there was a follow up work session on 6/18, where he provided information on what it takes to apply. That same evening, City Council passed a resolution to approve the City's application to the program at the Exploring Level. Exploring level benefits include direct phone consultations and technical assistance, surveying of historical buildings, help in creating a downtown district and creation of a main street plan. The program also offers grants for as much as \$100,000 (requiring a 30% match), to acquire, rehab and, or, construct new buildings, as well as other uses (detailed in handout). Garrett continued to explain that the program could help create a strong downtown core. Representatives from the Mainstreet Program notified Garrett that historic preservation is required, so the historic buildings off of HWY 30 must be part of the downtown area, and it was suggested that the City consider a combo of the City Hall area and the area across the HWY as a combined downtown core.

JJ Duehren also helped to present on the Mainstreet Program and began by first discussing her own background, she noted that she used to own radio stations in Portland, before selling them and investing in real estate in Columbia County. She noted her Involvement with the Mainstreet Program back in 2012-2013 in St. Helens, she had volunteered to put on their 4th of July



celebration that year and got involved with the Mainstreet Program in the process. She completed her undergraduate degree in Orlando, and her time there helped her learn about marketing and tourism. JJ recommended investing main street funds in rehabbing buildings to make them more attractive and entice people to stop who are driving through town. The Mainstreet Program may also be used to help facilitate big events. Adding to the City's already positive elements like Heritage Park and 2nd street will be great for the City. This program could facilitate the addition of planters, façade updates, etc. JJ noted that she would be happy to help with the Mainstreet Program in Scappoose.

General Discussion: Brian Rosenthal asked if the money could be spent on Chapman Landing. Garrett responded that it was highly unlikely as its not located downtown or even in the City limits for that matter.

Garrett continued the presentation by mentioning that the next step in the application process is an open house, in which it will be especially important for business owners in downtown to participate. Garrett noted the possibility of creating a sub-committee for this program, to include EDC members and others.

General Discussion: Brady wanted to know how the Mainstreet Program worked in St. Helens and JJ responded that St. Helens is a poor example and recommended looking at Oregon City instead. Brian noted that he didn't think any program should single out individual owners and give them grant money, because it unfairly gives them an advantage. Paula mentioned that she though updating the colors of the buildings would do a lot to get drivers to stop in Scappoose. The Committee determined that they would like to have a representative from the Oregon Mainstreet Program come to the next EDC meeting in July. Garrett said he would see if that's possible.

2.2 Discuss Work Session with Council on Urban Renewal – Alex Rains

Alex Rains provided a brief report to the Committee on the Work Session that was held with City Council on 6/18 on the Urban Renewal Feasibility Study. She noted that the Council seemed interested in the possibility of completing a full Urban Renewal Plan, based on the recommended blend of projects between the downtown core and industrial area, and directed staff to look into the cost.

2.3 Discuss Reappointment of Committee Members in August – Alex Rains

Alex Rains informed the Committee that all Committee member appointments were expiring in September. So, the Mayor will be recommending that all Committee members be reappointed to serve on the Committee but with staggered terms of 1, 2 and 3 years so that moving forward, the expiration of terms wouldn't happen all at once.

General Discussion: The Committee noted that the PUD Liaison, Libby Calnon, had taken a new position and could no longer represent the PUD. There was consensus that the Committee would like a new PUD Liaison.



2.4 Bylaws Amendment – Alex Rains

As there was no quorum, no vote was held. This was postponed to the next meeting and a sub-committee was formed to review the bylaws for the possibility of recommending additional amendments.

2.5 Updates

Alex Tardif & JJ Duehren provide an update for Columbia County – the CZ Trail Committee began meeting, the Chair is former County Commissioner Tony Hyde and JJ is the vice chair. JJ noted that she is a big advocate that ownership of Chapman Landing be transferred to the City and that they are going over the City's response to the County's conditions. She said she believes the City will be granted ownership of Chapman Landing eventually. Alex noted that the County has a new website launching soon.

Paula Miranda provided the update for the Port of St. Helens – She began by saying that the Port is looking into changing their name, the Commissioners have approved the concept and instructed staff to look into it. Some possible names include: Port Authority of Columbia County, International Port of Columbia County Oregon and Columbia County Port Authority. A significant portion of their rebranding campaign has been helped by their new public affairs specialist, who works Monday – Wednesday, they are also working on a new website and a new logo and hope to be done with this process at the end of fall. Paula noted that there have been issues with Debban Air and Premier Jets due to statewide fire codes (foam). Premier Jets is going to walk away from the project even though there have been efforts to address the fire code issue at the state level. The Port is buying the property back. There is a good possibility that a 90,000 square foot spec building will be built in the not too distant future. Additionally, Paula noted that the Port still plans on completing a property exchange with Ed Freeman.

3. Announcements and Next Meetings

July 19, 2018

August 16, 2018

4. Meeting Adjourned at 1:30pm.