



Economic Development Committee Meeting Minutes

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

November 21, 2019 12:00 – 1:30 pm

Attendees:

Len Waggoner, Jeff Weiss, Susie Wilson, Brady Preheim, Jeannet Santiago, Michael Sykes, Christine Turner, Marty Baldwin, Brian Rosenthal, Laurie Oliver, Alex Rains, Chuck Daughtry, Heidi Ralls, Chrissy Marquardt

Absent:

Phil Griffin, Scott Burge, Larry Ericksen, George Hafeman

1. **CALL TO ORDER** - The meeting was called to order at 12:00 by Chair Jeannet Santiago

1.1 Introductions

All Committee members, City Staff and new liaisons introduced themselves. New Liaisons were Heidi Ralls & Chrissy Marquardt.

1.2 Meeting minutes

Minutes from the October 17th session were approved unanimously.

1.3 Citizen Communication

Scappoose High School Civics Class student, Chrissy Marquardt greeted the Committee.

2. **New Business**

2.1 Review of 2019-2020 EDC Goals and Accomplishments

Alex Rains provided the list of 2019-2020 Goals and Accomplishments; the Committee took a few minutes to review the document.

General Discussion: The Committee then began asking questions of Staff regarding the status of certain projects/items, Michael began by noting that PCC had submitted all of their building documents for review to the City and they are working through the condemnation process to gain immediate possession of the property. Michael also noted that PCC has a new representative out at OMIC, Andrew Lattanner. Len Waggoner then asked about what's been happening with the School and PCC regarding their equipment and Michael responded by saying that they were reconciling their differences and moving forward.

Staff then announced that the Annual Town Meeting was scheduled for February 8th at the Middle School from 9am – 12pm.



Brady Preheim noted that he was still wondering if PCC was serious. Len Waggoner and the Committee in general responded that they are serious and are moving forward, noting that they wouldn't condemn the property if they weren't. It was mentioned by Michael that PCC had spent a half million dollars on the site, and that they are very serious about moving forward. The grading permit is ready to be issued by the City once staff is able to confirm ownership.

2.2 Goal Setting for 2020-2021

There was some initial questions regarding the identification of goals for City staff and those that the Committee could tackle themselves. Alex went over the Goal setting process Council completes each year and how the Committee's Goal setting fits into that larger process. The schedule for setting Goals for 2020-2021 will require the Committee to develop their goals between now (November) and January 2020. Michael noted that the City has been very focused and strategic in the last few years and that a lot of the projects take more than one year.

Jeannet Santiago then asked some general questions of the Committee – why is the group here? What do you think the Committee should be doing? Jeannet answered those general questions first to get the discussion started by saying that she was part of the Committee because she's passionate about Economic Development and helping the City grow in a beneficial way.

Len Waggoner began by stating that he'd been in Scappoose the longest of anyone at this table, and that it's been fun to watch it grow and be part of it. He noted that Scappoose was a uniquely viable community capable of really impressive growth and that we're moving in the right direction.

Brady noted that he was volunteering on the Committee largely because of OMIC. OMIC will gave a huge impact and he wants to be part of the change. He also noted that we should work more with the Main Street Program.

Susie then jumped in to say that she also wants to focus on the Main Street Program.

Brian Rosenthal explained that he came across Scappoose 20 years ago and that later he had asked Scott Burge to create a Committee and he did. Brian said that he thinks it's a huge problem that we don't have a hotel/motel in town. He noted that permit fees and SDC reductions should be considered as incentives to spur development. He also suggested that the hotel/motel tax be used to help with downtown improvements and infrastructure.

At this point, Alex and Michael redirected the conversation in order to complete a new SWOT Analysis, the results of which are attached as Exhibit A. Alex and Michael noted that the results of the SWOT would be distributed to the Committee so that each member and all liaisons could vote on the top 5 items they felt were most important to focus on from each category. Condensing the lists in this way will make it easier for the Committee to use the information gained out of this exercise to draft goals to recommend to Council.



2.3 Updates

No Updates were provided for November's meeting as there was no time remaining after the Goal Setting Session.

3. Announcements and Next Meetings

- December 19th, 2019
- January 16, 2020
- February 20, 2020

4. Meeting Adjourned at 1:30pm.



Exhibit A

EDC SWOT Results – November 2019

Strengths:

- OMIC
- Close to Portland
- Available industrial parcels
- Transportation (airport, HWY)
- High median income
- Strong Council, City Staff & City Manager
- Business Friendly, no business license fee
- Community involvement
- Proximity to nature, nice view, CZ Trail
- Safety
- Livability
- Park system improving
- Good schools
- Fuel Tax
- PCC
- Perry Tech

Weaknesses:

- Lack of hotel/motel
- Close to Portland
- Lack of available buildable land for residential development
- Resistance to change
- Railroad tracks
- Rising cost of living
- Lacking infrastructure
- Transportation grid, traffic
- Bedroom community (commuters)
- Underdevelopment of 1st St
- Storefronts on HWY 30
- No sense of place
- Lack of public transportation (CC Rider)
- Aesthetics
- Lacking local jobs
- Lack of advertising for tourists/visitors
- Underdeveloped attractions, i.e. Chapman Landing

Opportunities:

- Main Street Program
- Support OMIC/PCC
- Incentives
- Urban Renewal
- Work with Chamber, Shop Local, CCET
- Create better marketing materials
- Tourism, Columbia County Tourism Initiative
- Branding
- Signature Community Events
- Embrace history of the area
- Business recruitment, more local jobs
- Support local businesses
- Advocate that PCC add small business & economic development classes
- Develop attractions
- Capitalize on traffic flowing through the City on HWY 30

Threats:

- Lack of City Staff
- Lack of branding
- OMID might not develop
- Lack of affordable housing
- Traffic
- Lack of funding
- Lack of jobs
- Lack of water
- Water/sewer improvements
- Lack of connectivity between east/west
- Anti-growth sentiment (minimize growing pains)
- Lack of signature events & involvement of local businesses
- Lack of volunteers/community involvement