



Economic Development Committee Meeting Minutes

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

January 16, 2020 12:00 – 1:30 pm

Attendees:

Jeannet Santiago, Len Waggoner, Brian Rosenthal, Marty Baldwin, Alex Tardif, Jeff Weiss, Michael Sykes, Laurie Oliver, Huell White, Chuck Daughtry, Heidi Ralls, George Hafeman, Larry Ericksen, Christine Collins, Brady Preheim

Absent:

Chrissy Marquardt, Phil Griffin, Susie Wilson, Scott Burge, Alex Rains

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 liaisons introduced themselves.

1.2 Meeting minutes

Minutes from the November 21st session were approved unanimously.

1.3 Citizen Communication

Michael Leipzig of Columbia Financial Services attended the session.

2. **New Business**

2.2 Updates – County, City, Port, CRPUD, Chamber

Jeannet asked the Committee to continue with Updates first, as Larry was scheduled to leave before 12:30.

Larry Ericksen provided an update on behalf of the Port of Columbia County. *The Port is hiring again for its business development position and continuing their targeted marketing for industrial properties. Next Renewable is updating the Port at their next board meeting. Lastly, the Port has released their RFP for an updated rail study.*

Columbia County's update was delivered by Commissioner Tardif. *The Commissioners are focusing on the legislature this year, specifically HB2020/LC19 (i.e. "Cap and Trade") and how the bill could impact Columbia County. Tardif discussed with the Committee the anticipated impact on farming and logging industries in the community and how shared state revenues from the proposed taxes to be levied by HB2020/LC19 would be allocated. In addition to their*



legislative strategy, the County is working on funding for mental health and criminal justice and implementing their new strategic plan.

Heidi Ralls updated the Committee on CRPUD. The district is working currently on system reliability for customers. Additionally, CRPUD has an economic development grant available for up to \$7,500 or half of the project cost, whichever is less, for interested applicants.

Michael Sykes updated the Committee as to the progress with the East Airport infrastructure expansion, PCC's imminent groundbreaking, and the upcoming Annual Town Meeting on February 8th.

Chuck Daughtry mentioned that CCET is facilitating conversations between PCC and Columbia County as it relates to transportation service coverage and funding for the innovation district.

Len Waggoner stated that the certification documents for the dike have been sent to FEMA for review – concluding a multi-year process. The re-certification of the dike has important implications for lowering or eliminating flood insurance premiums for some property owners. Len did caution the Committee about large impervious surfaces at the East Air Park that might overwhelm the dike's system capacity.

Jeanette raised the subject of the Sauerkraut Festival. Several individuals have contacted Susan Wilson and the Community Club about how much money was made at the event. Brady Preheim stated that the profit made by the Club was \$8,641, the majority of which was made from the sandwiches. Brady also noted that the Club has hired an event coordinator for this year's event.

2.2 Goal Setting for 2020-2021

Michael kicked off the goal setting session by reviewing the SWOT analysis that the Committee conducted at its November meeting. The Committee then reviewed the goals that had been recommended to Council last year. Michael noted that the Urban Renewal goal had been successfully accomplished and could therefore be removed from the Committee's list.

The Committee suggested adding to Goal 1 – Support efforts to develop OMIC and PCC. Jeanett is interested in exploring similar programs for the Middle and High Schools, like the early college partnership between WSU and Vancouver Public Schools. The Committee agreed that Goal 3 will remain an ongoing effort. As the Committee was discussing Goal 4 – Support Community Events and Increase Community Engagement using EDC funds, Jeanett mentioned the support that Chrissy Marquardt is going to need at the Chamber. To this point, Brady stated that creating some sort of membership funding mechanism for the Chamber might be helpful. The Committee decided to retain Goal 5 – Explore the potential of a regional water and wastewater plan.



The Committee ran out of time to review and recommend the 2020-2021 Goals. The Committee will return to the subject at the February meeting.

2.3 Updates

Updates were provided at the beginning of New Business.

3. Announcements and Next Meetings

- February 20, 2020
- March 19, 2020
- April 16, 2020

4. Meeting Adjourned at 1:35pm.



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