



Economic Development Committee Meeting Minutes

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

November 17, 2022 12:00 – 1:30 pm

Attendees: Chair Christine Turner, Vice Chair Brian Rosenthal, George Hafeman, Paul Fidrych, Paul Vogel, Jeff Weiss, N.J. Johnson, Isaac Butman, Mayor-elect Joe Backus

Absent: Len Waggoner, Robby Backus, Sean Findon

1. CALL TO ORDER

The meeting was called to order at 12:08 PM by Chair Christine Turner.

1.1 Meeting Agenda

Vice Chair Brian Rosenthal made a motion to approve the November 17, 2022 meeting Agenda. George seconded. The motion passed unanimously.

1.2 Meeting Minutes

Vice Chair Brian Rosenthal made a motion to approve the July 21, 2022 meeting minutes with an amendment to include Heidi Ralls in the attendance. George seconded. The motion passed unanimously.

Vice Chair Brian Rosenthal made a motion to approve the October 20, 2022 meeting minutes with an amendment to include Heidi Ralls in the attendance. George seconded. The motion passed unanimously.

1.3 Public comment

No public comment was submitted.

2. New Business

2.1 Welcome Paul Fidrych and Sean Findon!

Paul F introduced himself and provided a background on his experience. This included:

- Engineering degree
- First job in manufacturing engineering for Polaroid Corporation
- Product manager for Burton Snowboards
- Director of product for Burton Snowboards
- Recruited by Nike to start Action Sports
- President of Nike subsidiary
- Many senior management positions at Nike
- Chief Marketing Officer for Fox Racing Shocks
- Helped his wife found Cycle Dogs
- Wharton Business School

2.2 Review Progress on FY 22-23 Council Goals

NJ: The adopted goals are included in the meeting packet. Earlier this year, the EDC provided the following goal recommendations to Council:

1. Participate actively in the 50-Year TAC.



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2. Promote urban renewal by exploring incentive programs, including Main Street programs, and recommend incentives and programs that align with the Urban Renewal Agency's current plans.
3. Market, promote, and supporting business development in Scappoose by collaborating with community partners.
4. Work with CET, Columbia County, Port of Columbia County, and others to promote the development of OMIC R & D and the PCC OMIC Training Center.

Paul F: The EDC could be useful in setting standards for urban renewal because there aren't specific standards. The EDC could be the first step for businesses applying for urban renewal grants and then they would make a recommendation to the Urban Renewal Agency.

The Committee informally agreed with Paul F's suggestion.

NJ: Whatever your recommendation is, please be considerate of the organization of authority since both the Urban Renewal Agency and the Economic Development Committee serve the City Council. The two subordinate bodies of the Council are not on the same line of authority.

Vice Chair Brian Rosenthal: When the idea of urban renewal in Scappoose was originally introduced, we were told that the funds would go to projects of common good like sidewalks, water treatment facilities, etc. It seems that it's gone away from that. Could we request to Council that the EDC runs the urban renewal program?

Isaac: You could request it but I don't know if Council can legally delegate that to EDC since the Urban Renewal Agency is a separate organization. Additionally, the design of urban renewal is to increase the tax increment by supporting projects that increase property values. From there, the increases in property tax revenues increase the increment to the point where larger projects are feasible.

Vice Chair Brian Rosenthal: This wasn't how urban renewal was presented to us. It seems like a slipper slope to give tax dollars from one property owner to another.

2.3 Form Recommendation of FY 23-24 Council Goals

Chair Christine Turner: I would like to have aesthetic standards for what our town and its businesses will look like. I also want to see standards for urban renewal grants.

Vice Chair Brian Rosenthal: I think we could do that by updating the Downtown Overlay chapter of the Scappoose Development Code. Also, we might want to require that these developments have decorative streetlights.

Paul F: I think that we need to have a brand and an identity if we're going to create a single design aesthetic. I like to look at the wonderful job Sandy, Oregon has done with embracing their access to Mt. Hood as their brand.

Chair Christine Turner: Wela from Columbia Economic Team informed me about main street programs that Travel Oregon can administrate for small cities.



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NJ: As part of the 50-Year Plan public outreach effort, we asked community members “What do you love about Scappoose?” and “Why did you move to Scappoose?” I can send this Committee the data we collected from that.

Vice Chair Brian Rosenthal: If other members are on board, I’d like to recommend to Council that the EDC be the first to review urban renewal applications. We wouldn’t have the final authority but we could vet them and give pros and cons.

Chair Christine Turner: I agree.

George: I’d like to improve signage along Highway 30 to better advertise the outdoor recreation activities we have. They’re hard to find if you’re just driving through town.

Vice Chair Brian Rosenthal: I think our signage could be improved but I also believe it might be premature. The other thing I wanted to bring up is downtown light standards. Is that still of interest?

Chair Christine Turner: I don’t think that has anything to do with economic development. Do you want to do that work with Chris Negelspace on behalf of EDC?

Vice Chair Brian Rosenthal: I’d be happy to.

- 1) Chair Christine Turner: I think it’s time to wrap up goal setting. We currently have 1) Explore the opportunity to partner with Travel Oregon to administrate a main street program that would have limited impact on staff time. 2) Create vision recommendations. 3) Update the design/aesthetic standards of SMC 17.80 – Downtown Overlay. 4) Work with the Urban Renewal Agency to request that the Economic Development Committee be the first to review grant proposals. 5) Market the Urban Renewal grant program to Scappoose businesses.

Vice Chair Brian Rosenthal made a motion to recommend that City Council adopt these goals for Fiscal Year 23-24. Paul F seconded. The motion passed unanimously.

3. Announcements and Next Meetings

- December 15, 2022 at 12:00 pm

4. Meeting Adjourned at 1:31 pm.

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email njohnson@cityofscappoose.org. The EDC conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938