



## Economic Development Committee Meeting Minutes

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

February 16, 2023 12:00 – 1:30 pm

**Attendees:** Chair Christine Turner, Vice Chair Brian Rosenthal, George Hafeman, Paul Fidrych, Sean Findon, David Sideras, Andrew LaFrenz, Casey Garrett, Patty Hawkins, Nancy Ward, Heidi Ralls, Jeff Weiss, N.J. Johnson, Laurie Oliver Joseph, Wela Negelspach, Mayor Joe Backus, Pete McHugh, Kim Holmes, J.J. Duehren

**Absent:** None

### 1. CALL TO ORDER

The meeting was called to order at 12:01 PM by Chair Christine Turner.

#### 1.1 Meeting Agenda

Paul made a motion to amend the agenda so that the New Business items will be visited in the following order: 1) Welcome new members! 2) New Urban Renewal Grant Review Process 3) Community Branding 4) Travel Oregon Opportunities for Branding and Main Street Program 5) Community Partner Updates. Vice Chair Brian Rosenthal seconded. The motion passed unanimously.

#### 1.2 Meeting Minutes

Vice Chair Brian Rosenthal made a motion to approve the January 19, 2023 meeting minutes. George seconded. The motion passed unanimously.

#### 1.3 Public comment

J.J. Duehren: I am the Vice Chair of the Scappoose Parks and Recreation Committee. I've done lots of work with Jeff Weiss on Movies in the Park, which we just had our fifth year in a row, averaging 500 people per event. Last year we did an Earth Day event and I want this year to be even stronger. This year's event is April 22<sup>nd</sup> at 7:30 am in Heritage Park. In addition to cleaning the parks, we're going to hold a ribbon cutting event for the Tesla charging stations. This will be of great benefit to the economy since people will have to find things to do and eat while their cars are charging. We're going to have a ton of events, food, and giveaways at this event. I have flyers *[attached as appendix]* with all the details on the event.

### 2. NEW BUSINESS

#### 2.1 Welcome new members!

David: I've lived in Scappoose since 2007. We've recently moved the focus of our business from Portland to Columbia County. We do remodeling additions and new construction development.

Andrew: I'm really excited to be here. I moved to Scappoose 6 years ago and have two kids now, one is 3 and the other is 10 months. I work as a professor at University of Portland and as the epidemiologist for Columbia County Public Health Department. I don't have an extensive business background but I'm excited to bring a different perspective. I'm really excited to learn about the small and big businesses in the city and how City Council can help them.



# SCAPPOOSE *Oregon*

Patty: I'm really excited to be part of this committee. Our goal at the PCC OMIC Training Center is to train and develop a skilled workforce. We have a direct connection to the city's economy. We have a job fair on April 27<sup>th</sup>. We're having a fab lab grand opening on May 11<sup>th</sup>. We not only want to be a hub for manufacturing but we want to be a hub for the community. I'm really hoping this can be a great collaboration. Thank you for inviting me.

Sean, Jeff, Vice Chair Brian Rosenthal, Chair Christine Turner, George, and Paul briefly introduced themselves.

## **2.2 New Urban Renewal Grant Review Process**

Chair Christine Turner: I attended the 2/6 Urban Renewal Agency meeting with the goal of working with them to review the grant applications. We, the EDC, have been invited to a joint work session with the URA to better define the parameters of the grant program. I hope everyone can attend because this is going to be very important.

## **2.3 Community Branding**

Paul: *[With presentation attached as appendix]* I've been hearing a lot of different groups of the City talking about branding for the last several years. I have over 37 years of experience in branding and I thought that it might be helpful to have an overview discussion of what branding really means and what it can do for an organization. When you look at the logos of really powerful brands, you immediately know what they're tied to. This leads many to think that a brand is simply a logo or a slogan and that's not really the case. A brand really starts at the foundation of the company. A well-established brand informs decision making and eventually takes on a life of its own. A great brand needs to be unique, consistent, relevant, memorable, connectable, trustworthy, adaptable, and cohesive. While many of the examples I've given are corporations, Scappoose is aiming to establish community branding where the residents, businesses, and tourists are the "customers". A well-defined community brand can attract new businesses, attract tourists, build community pride, establish credibility, stand out from competition, and define properties. A brand is what people think of you as, not what you say you are.

Chair Christine Turner: How do we go about defining our brand when the reasons people would move here with a family are very different than the reasons people would start a business here?

Paul: The brand has to resonate with the citizens but communities can amplify that same message in a variety of different ways. Values like community can attract people to live or open a business in Scappoose. People often open businesses for very unpredictable reasons but that's when the emotional connection comes into play.

Vice Chair Brian Rosenthal: In doing commercial real estate for 18 years, I've found that people start businesses here for one of two reasons. The first group is those who start a business to serve an existing need. The second group starts a business here because they love the community and want to live in Columbia County. The first group will exist no matter what we do but the second group is where our efforts can make a difference.

Mayor Joe Backus: We keep bringing up family and I want to highlight that because it's really important. Many Scappoose residents are second, third, and even fourth generation Scappoosians. Why do their families stay in town for all these years? It's because of family and



not just the traditional definition. The kids I coach and the people I work with all become my family.

David: Through all of this, we need to do everything we can to stay away from Highway 30. It's great for businesses that are already there but it's only going to add to the traffic and make this an undesirable place. We can look to St. Helens as an example of a cute downtown area away from the highway.

## **2.4 Travel Oregon Opportunities for Branding and Main Street Program**

Wela: *[With presentation attached as appendix]* The Columbia Economic Team is the destination management organization for Travel Oregon. Columbia County has 62 miles that abuts the Columbia River but very little of it is accessible and developable. The County and Cities within collect very little in transient lodging tax (TLT). The current TLT rate is 1.5%. Of what we collect in TLT, 65% must fund state tourism programs, 10% for competitive grant programs for tourism, 20% to implement a Regional Cooperative Tourism Program (RCTP). We played a role in assisting the City of Vernonia with their beautification project which included hanging baskets, improved trash cans, murals, and the bike hub project. We helped them secure grant funding but the work was really done on the ground with the City and an active resident playing the largest roles. The Downtown Destination Program focuses on downtowns and livability and we've been invited to participate as a county. We have a steering committee that's going to identify what projects to work on. We were recently awarded a \$38,000 capacity grant from Travel Oregon to create a tourism brand for Columbia County to promote.

## **2.5 Community Partner Updates**

- Columbia Economic Team - Wela
  - March 1<sup>st</sup> will be one-year anniversary of Small Business Development Center. Jason has 85 clients and the majority are women-owned.
  - The Keep it Local Columbia County program saw a record-breaking \$559,600 over the holidays in local spending. 88 businesses participated.
  - Next week's marketing series courses are going to cover Facebook and Instagram. The two classes after that will feature lessons on websites.
  - The Keep it Local website will launch soon, which gives these businesses even more exposure.
  - CET is taking on the Growing Rural in Oregon initiative.
  - Working with NWESD for high school fair at PCC OMIC. This is an opportunity for high school and adult job seekers.
- City Council - Andrew
  - Approved the new Urban Renewal Grant review process, which includes giving EDC a bigger voice and role. It really makes sense to get your business expertise on these applications so we're very supportive of that.
  - Thank you, Paul for bringing up branding because a lot of our Council goals relate to the branding and vision of this community.
- Columbia County - Casey
  - Public Health Center is 99% complete. We'll be cutting a ribbon very soon.
  - John Gumm Building is almost through the permit phase.
  - Reviewing proposals for Courthouse renovations and will make a decision next week.



# SCAPPOOSE *Oregon*

- The interpretative sign campaign has seen 35 structures installed on the Crown Z Trail.
  - Commissioner Magruder and I just got back from a conference in Washington, D.C. and I volunteered to be on the National Association of Counties Arts & Culture Commission.
  - Coming in May, we will have an enhanced law enforcement levy on the ballot.
- Port of Columbia County - Nancy
  - Mr. Freeman has asked us to look into doing a through the fence at the light industrial properties that are up for development.
- Columbia River PUD - Heidi
  - The Tesla charging stations will be breaking ground very soon.
- Scappoose Public Library - Jeff
  - *[Passed out flyers attached as appendix]* We partnered with OHSU to do a walking study. The purpose is to track the benefits of participants who currently don't exercise.
  - The Dolly Parton Imagination Library raised over \$6,600 last weekend.
- City of Scappoose - Laurie and NJ
  - Upcoming inquiry meetings:
    - 3-parcel restaurant complex
    - Fire District expansion
  - Reviewing
    - Peak Performance Fitness
    - Columbia Commerce Center Phase III final plat

### **3. ANNOUNCEMENTS AND NEXT MEETINGS**

- Announcements
  - Annual Town Meeting; Saturday, April 8<sup>th</sup> at 9:00 am at Scappoose High School
  - Joint Urban Renewal Agency/Economic Development Committee meeting; Monday, April 17<sup>th</sup> at 6:00 pm at Scappoose Council Chambers
- Next meetings
  - March 16, 2023 at 12:00 pm
  - April 20, 2023 at 12:00 pm
  - May 18, 2023 at 12:00 pm

### **4. Meeting Adjourned at 1:33 pm.**

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email [njohnson@cityofscappoose.org](mailto: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.

# Earth Day CELEBRATION!!!

Saturday, April 22, 2023, 8am-3pm

Heritage Park

52469 SE 2nd St, Scappoose, OR 97056

City of Scappoose Parks & Rec Committee

## WIN A FREE ELECTRIC BIKE!!!

Free Raffle!!!



FREE HOT DOGS,

**BURGERS AND PIZZA!!**

Free food starts at 11am

seated, first come, first served

## Activities!!

7:30am-8am: Meetup at Heritage Park for FREE continental breakfast & supplies for Park Cleanup

1. 8am-10:30am: Clean up at various Scappoose Parks
2. 11:00am-2pm: Free Pizza, Hot Dogs and Burgers with Scappoose Police Department
3. Noon: Ribbon Cutting of new vehicle charging station by Library!!
4. 11am-3pm: Explore Electric Vehicle and Bicycle Demonstrations with local businesses
5. 11am-3pm: Free Live Music by Generations - Free Giveaways!
6. 11am-3pm: Info Talks: Green Technology, home grown veggies, Rebate programs and more!
7. 2:30PM: FREE RAFFLE GIVEAWAY, FREE ELECTRIC BIKE, TONS OF PRIZES!!

You must be present to win

**Tires LES SCHWAB**



**COLUMBIA RIVER  
PUD**  
A COMMUNITY-OWNED UTILITY



**SCAPPOOSE**  
Public Library

**Fred Meyer**

# The Importance of Community Branding

Presentation by Paul Fidrych  
for Scappoose Economic Development Committee  
2/16/23



When we think of brands



We usually think of this

# A Brand is not a logo or slogan

A brand serves as the foundation of a company, providing direction and guidance to all aspects of the business.

From product development to customer engagement and resource allocation, a well-established brand informs and shapes decision-making processes.

A successful brand takes on a life of its own, inspiring and influencing employees, partners, and customers alike.

Only after a strong brand DNA has been established does the creation of visual elements, such as logos, fonts, and slogans, become meaningful and effective.

# What makes a great Brand?

**Uniqueness:** Stands out from the competition by being unique and offering something different and valuable.

**Consistency:** Has a consistent look, feel, and message across all touchpoints, including website, packaging, social media, and marketing materials.

**Relevance:** Is relevant to its target audience and meets their needs and wants.

**Memorable:** Is easy to remember and quickly recognizable.

**Emotional connections:** Creates an emotional connection with its audience, evoking positive feelings and building loyalty.

**Trustworthy:** Is honest and builds credibility with its audience by delivering on its promises and maintaining high standards.

**Adaptability:** Is flexible and adaptable, able to evolve and stay relevant as the market and consumer needs change.

**Cohesiveness:** Has a clear and cohesive identity, including a mission statement, values, and messaging that align with its brand promise.



# What is Community Branding?

Familiar and ubiquitous brands such as Nike, Starbucks and McDonald's have a profound impact on our daily lives.

But cities are not companies, so what exactly is Community Branding?

Community Branding serves a similar purpose in that it should reflect the identity and essence of a city.

It will provide guidance and direction for its growth and development.

The key stakeholders, or customers, in this case, consist of residents (and future residents), businesses (existing and future businesses), and visitors (tourists) to the city."

# What makes a great Community Brand?

Community Branding is important to increase visibility, promote tourism, and attract new businesses because it helps establish a unique identity and creates a positive image.

**A well-defined Community Brand can:**

**Attract new businesses:** A positive and well-known brand can make a small town more appealing to new businesses, helping to stimulate economic growth.

**Attract tourists:** By promoting the town's unique features and attractions, a strong brand can help to attract visitors and boost tourism.

**Build community pride:** A strong brand can help to build a sense of pride and community among residents, making the town a more desirable place to live, work and

**Establish credibility:** A well-positioned brand can help establish credibility and legitimacy, making the town more attractive to potential investors, residents, and visitors.

**Stand out from the competition:** In a crowded market, a well-defined brand can help a town stand out and differentiate itself from other communities.

**Define Priorities:** A strong brand will provide guidance for resource allocation and give direction on how communities plan their future.



Next Steps:

Defining your Community Brand



**COLUMBIA  
ECONOMIC  
TEAM**

# **Columbia County Tourism**

# Columbia County, Oregon



- 53,000 residents
- Six distinct communities
- 62 miles of Columbia River
- 80% undevelopable land
- VERY little TLT
  - 2 lodging properties (120 rooms)
  - 5 Campgrounds; 160 campsites
- Scarcity of developed, economically productive destinations



# Tourism Funding

In 2003, HB 2267 established Travel Oregon as a semi-independent state agency and created a state transient lodging tax, imposed at a rate of 1% to provide funds for the promotion of Oregon's tourism programs. HB 4146 (2016) increased the transient lodging tax rate from 1% to 1.8% for the period of July 1, 2016-July 1, 2020. On July 1, 2020, the rate decreased to 1.5%. [ORS 320.335](#) authorizes the Department of Revenue (DOR) to collect and retain up to 2% of tax collected and remitted (net of a 5% fee retained by the transient lodging tax collector) for administrative expenses. DOR reports taxes remitted and processed monthly by region and distributes the balance to the OTC monthly. In addition to the transient lodging tax, OTC also receives revenues from the Governor's Conference on Tourism attendee registration and sponsorship fees, various agency workshop registration fees, interest income, grants and the Welcome Center Brochure program.

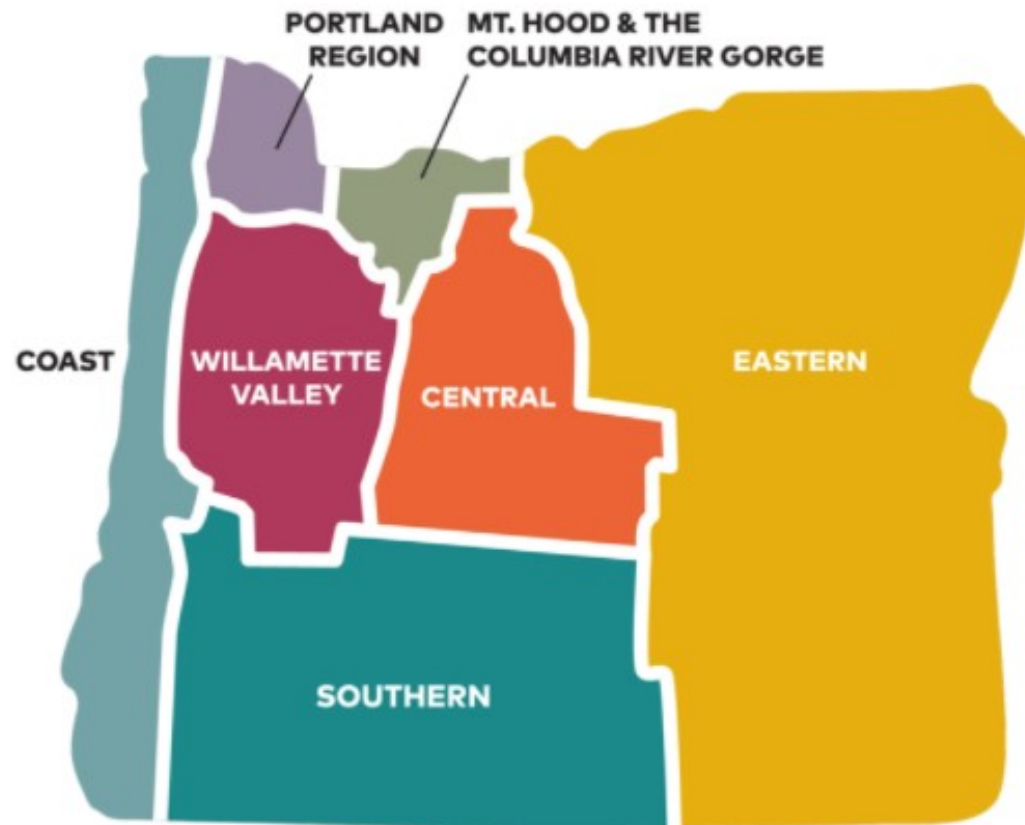


# Transient Lodging Tax (TLT)

- Starting with the 2017-19 biennium, [ORS 284.131](#), as modified by HB 4146 (2016), stipulates that OTC utilizes transient lodging tax moneys as follows:
- At least 65% must be used to fund state tourism programs. HB 4146 (2016) removes the provisions that funds can only be used for marketing programs.
- 10% must be used for a competitive grant program which may include tourism-related facilities and tourism-generating events, including sporting events.
- 20% must be used to implement a Regional Cooperative Tourism Program (RCTP) using a regional allocation formula that distributes revenue to regions in proportion to the amount of lodging tax revenues collected in each region.
- To provide some predictability to the regional entities designated to develop and execute plans for use of state lodging tax dollars, OTC determines RCTP awards based on prior calendar year transient lodging tax receipts and disburses the state lodging tax upon approval of the regional plans, usually in July of the following fiscal year.



# Travel Oregon Regions



# Portland Region

- **Travel Portland (Regional Destination Marketing/Management Organization) RDMO**
  - **Oregon's Mt Hood Territory**
    - Lake Oswego Chamber of Commerce
    - North Clackamas County Chamber of Commerce
    - Oregon City Chamber of Commerce
    - West Linn Chamber of Commerce
  - **Tualatin Valley/Washington County Visitors Association**
    - Beaverton Area Chamber of Commerce
    - Forest Grove/Cornelius Chamber of Commerce
    - Sherwood Chamber of Commerce
    - Tigard Area Chamber of Commerce
    - Tualatin Chamber of Commerce
    - Washington County Chamber of Commerce
  - **Gresham Area Chamber of Commerce Visitors Center**
  - **Columbia Economic Team**



# Columbia County Tourism Milestones

## **2018: CET selected as DMO in 2018**

- Completed Destination Development Strategic Plan -- Enhancing Outdoor Recreation assets

## **2019: Planning & Execution**

- Prescott Beach Master Plan (Portland Region Shared Un-allocated Funds)
- Salmonberry Lake Master Plan (Portland Region Shared Un-allocated Funds)

## **2020: Project Completion**

- CrownZ Trail
  - Ruley Trailhead completed (Portland Region Shared Un-allocated Funds)
  - 20+ Informational kiosks (RCTP direct funding)

## **2021: New Destination Development**

- Vernonia Beautification Project (2021 Competitive Grant)
- Bike Hub Project (Destination Ready 2021)

## **2022: Destination Ready 2022**





## Focus on Asset Development



# Bike Hub Project

- Kiosks, benches and repair stations in 4 communities: Clatskanie, Rainier, Vernonia and Scappoose
- 4 new family-friendly bike routes designed by Travel Oregon consultant, uploaded on RidewithGPS.com
- Key: Placement enhances local recreation assets; Locals & visitors know they're there and use them





# Vernonia Downtown Beautification Project

- Key stop on CrownZ Trail (alignment)
- Gateway to county campgrounds & recreation
- Complete Main (Bridge) Street clean-up
- Replaced all waste containers; locally handmade, ADA accessible with seasonal planters
- Electrified & irrigated all lampposts, year-round plantings
- Replaced dead spaces with public garden/seating
- Repaired all hell strips (safety/appearance)
- Key: Better place to live...and visit











Graffiti Against The System or **GATS** is an American street artist and international graffiti legend. Although he created artwork worldwide, from Palestine, via the Philippines to Italy, few people know more about the life of this anonymous artist. He is known for his iconic mask, which he started painting when he was in the Middle East.





# Destination Ready 2022

**Think tank:** Economic & Community development stakeholders we work with every day

- County, Cities of St. Helens & Scappoose, Port of Columbia County, CrownZ Advisory Council, CET Board, Travel Oregon DDev

**Start:** Outdoor Recreation Strategy

**Focus:** Our greatest natural asset: Columbia River

**Priorities:** Alignment & Leverage

- Projects, facilities, activities that *communities & citizens* want
- Projects, facilities, activities *visitors* want
- Projects that leverage existing investment & other economic/infrastructure resources
- Fundability



# 2023



# Downtown Destination Program

This cycle of Travel Oregon's Destination Ready program will expand on the 21-22 selected destinations who prioritized main street and downtown commerce areas as a primary or secondary lure. The follow-up programming will bolster downtown products and experiences that will aid in destination recovery and resiliency moving into the post-pandemic tourism landscape.

## **Program Outcomes:**

- Increase understanding of the value of downtown development as a critical lure for destinations
- Engage a representative cross-section of the community in a dialogue to identify strengths, opportunities, and downtown connections to primary & secondary lures
- Engage existing local business and property owners to strengthen and stimulate new local business development and assess basic infrastructure to create improved conditions
- Draw additional visitation to downtown from core lures & reduce leakage
- Cue up a strategic priority list of short-term projects

## **Timeline:**

- Steering Committee Engagement & Pework: February – March
  - A 90-minute steering committee meeting in February or March
- Studio Workshop: March – May
  - A 90-minute steering committee meeting in February or March
- Project Implementation: April – beyond



# Branding Columbia County Tourism

- Travel Oregon 2023 Capacity Grant received
- Develop a Countywide tourism brand with a distinctive voice, look & feel, capturing and elevating awareness of tourism assets and opportunities.
- Target audiences include:
  - County residents who are looking for places to go, things to see and do, recreation
  - People who are passing through our county on their way somewhere else
  - People in the surrounding metropolitan area who are looking to day trip and weekend trip



# Thank you!



# New Walking Group

Walk with your neighbors once a week!

Do you engage in physical activity less than 3 days per week? You are invited to join a walking group in your community.

A partnership between Scappoose Public Library and the School of Nursing at OHSU is inviting adults in Scappoose and Columbia County to participate in a study about group-based walking programs. Participants will receive a Fitbit and t-shirt, and are invited to participate for two years. Participants will also be invited to complete surveys and health assessments. Study #24665. Principal Investigator: Cynthia Perry.

Interested? Email [jweiss@scappooselibrary.org](mailto:jweiss@scappooselibrary.org) or call 503-543-7123

