



# SCAPPOOSE

Oregon

Thursday, April 20, 2023

## ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Regular meeting at 12:00 pm

*This meeting will be held in a hybrid format. Please submit public comment to Associate Planner N.J. Johnson at [njohnson@cityofscappoose.org](mailto:njohnson@cityofscappoose.org) or in writing to Scappoose City Hall (33568 E Columbia Ave; Scappoose, OR 97056) by April 19, 2023 at 5:00 pm. Public comment can also be made verbally at the beginning of scheduled meetings.*

### Topic

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- |           |   |                 |
|-----------|---|-----------------|
| <b>1.</b> | <b>Call to order</b>  | <b>12:00 pm</b> |
| 1.1.      | Approval of Agenda: April 20, 2023  |                 |
| 1.2.      | Approval of Meeting Minutes: March 16, 2023   |                 |
| 1.3.      | Public Comment  |                 |
| <br>      |   |                 |
| <b>2.</b> | <b>New Business</b>   | <b>12:10 pm</b> |
| 2.1.      | Welcome Karl Fenstermaker!  |                 |
| 2.2.      | <b>Update</b> Hotel in Scappoose  |                 |
| 2.3.      | <b>Update</b> Keep it Local Columbia County<br>Sierra Trass, Director   |                 |
| 2.4.      | <b>Exercise</b> Community Video Project Film Shots  |                 |
| 2.5.      | <b>Exercise</b> Building a Branding RFP<br>Paul Fidrych, Economic Development Committee   |                 |
| 2.6.      | <b>Updates</b> Community Partners <ul style="list-style-type: none"><li>• Columbia Economic Team</li><li>• City Council</li><li>• Columbia County</li><li>• OMIC R&amp;D</li><li>• PCC OMIC</li><li>• Port of Columbia County</li><li>• Columbia River People's Utility District</li><li>• Scappoose Public Library</li><li>• City of Scappoose</li></ul> |                 |

This meeting will be conducted in a handicap accessible room. If special accommodations are needed, please contact City Recorder, Susan Reeves at 503-543-7146, ext. 224 in advance. TTY 1-503-378-5938

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**3. Announcements**

**1:25 pm**

3.1. Next meetings

- May 18, 2023 (vote to reschedule to May 11, 2023)
- June 15, 2023
- July 20, 2023

3.2. Upcoming Events

- Earth Day Event on Saturday April 22, 2023 at 7:30 am, Heritage Park

**4. Adjourn**

**1:30 pm**

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## **Economic Development Committee Meeting Minutes**

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

**March 16, 2023 12:00 – 1:30 pm**

**Attendees:** Chair Christine Turner, George Hafeman, Paul Fidrych, Sean Findon, Karl Fenstermaker, Brenda Michael, Heidi Ralls, Jeff Weiss, N.J. Johnson, Laurie Oliver Joseph, Isaac Butman, Chris Negelspach, Mayor Joe Backus, Councilor Kim Holmes, Len Waggoner, Jaimee Adams

**Absent:** Vice Chair Brian Rosenthal, David Sideras

### **1. CALL TO ORDER**

The meeting was called to order at 12:00 PM by Chair Christine Turner.

#### **1.1 Meeting Agenda**

George made a motion to approve the March 16, 2023 meeting agenda. Sean seconded. The motion passed unanimously.

#### **1.2 Meeting Minutes**

George made a motion to approve the February 16, 2023 meeting minutes. Sean seconded. The motion passed unanimously.

#### **1.3 Public comment**

Rand Brown: I wanted to introduce myself to the Committee. I'm the PCC OMIC Industry Outreach and Training Coordinator. I'm sitting in for Patty Hawkins today.

### **2. NEW BUSINESS**

#### **2.1 EDC's Role in Adventure Festival Fundraising**

Chair Christine Turner: Last month the Economic Development Committee had agreed to *assist* with the fundraising for Adventure Festival. At a City Council meeting, it was mentioned that EDC would be *responsible for* fundraising. I want to make sure that we're clear on what we agreed to because we, as volunteer committee members, don't have the capacity to do everything.

Isaac: It would be a lot like it was last year. Because we don't have a designated community group for events and sponsorship, we look to our agency partners for assistance. EDC won't be held responsible if we don't fully fundraise the event or anything like that.

Chair Christine Turner: Okay, I just wanted to be clear about that since it was mentioned at City Council. How much will this event cost? Are we going for 100% cost recovery with sponsorships?

Isaac: Approximately \$90,000. The City Council and City Manager have been pretty firm on getting as much cost recovery as possible. Last year we had to pull from contingency to support the rest of the event's expenses. In order to make the Adventure Festival a sustainable event



year to year, we have to get it to a level where we can expect full or nearly full cost recovery every year. Part of how we do that is through sponsorships.

Paul: What are we doing to show potential sponsors that we're making improvements?

Isaac: There's a lot of general feedback we've received that will be incorporated next year. Given that 2022 was the first year of the Adventure Festival, we can pivot a lot of these things more easily. One big thing is that we will be spending more on marketing this year to bring more people in.

Chair Christine Turner: How much did we collect in donations last year?

Isaac: Between \$22,000-\$27,000.

Sean: Can we advertise the Adventure Festival at Earth Day?

Isaac: We can certainly look into that.

Len Waggoner: I would suggest going to Betsy Johnson and having her ask CalPortland, Fred Meyer, and Michael Curry.

Chair Christine Turner: If we don't raise enough money for full cost recovery, would certain events be cut?

Isaac: That would be up to City Council.

Paul: After this year's Adventure Festival, I think we need to do an economic analysis and decide whether we want to prioritize several small events like Movies in the Park or having one large event like Adventure Festival.

Jeff: The thing about big events is that you want to bring in people from outside of Scappoose but in the summer, you're competing with a lot of other massive events in the greater Portland area.

Isaac: I go to a lot of events in my personal time and I can say that Jeff isn't wrong. With large events in small cities, what you see is the city government gives a large sponsorship donation to a volunteer community group of some kind and they organize the event. Scappoose doesn't have a group like that.

## **2.2 Keep it Local Columbia County**

Mayor Joe Backus: Keep it Local Columbia County has launched a soft opening of their website. You can sign up your business or check out the available businesses that have registered.

*NJ shared screen to display the website.*

Jeff: What this website does is takes a business's social media and website links and posts it on the Keep it Local page under one name.



## 2.3 Downtown Overlay Standards

Paul: Laurie, what outcomes are you looking for from EDC?

Laurie: We are looking at the Downtown Overlay chapter as part of the overall code change process in the 50-Year Plan. I've heard this committee talk about looking into the location of the Downtown Overlay boundary, design/aesthetic standards, and streetlights.

NJ: This will be multi-part process where we open up the discussion, provide some basics about what the Downtown Overlay is and how it works, get your initial feedback on things you want us to look into, review items with our 50-Year Plan consultant team, get some examples from other cities, and bring you back tangible code changes for you to consider.

Paul: If downtown amenities are one of our attractions, we should make a plan to improve on what we have. Sandy, OR was a completely different looking town 20 years ago. I think the new Tesla charging station will help a lot because it's a draw to Scappoose and it makes people stay in Scappoose for 20-30 minutes.

Laurie: I think everyone knows we have a very lean staff. When we're working on a project as big as the 50-Year Plan in addition to all of our other responsibilities, it makes it hard to take on additional large projects. DLCD and ODOT have a joint grant program called TGM (Transportation Growth Management) that looks at the relationship between land use and transportation. They offer downtown development assistance as part of this program. If this is something we pursue in 2024, we can hold off on wholesale code changes to this chapter now and save those for when we start the project.

Paul: We had a great presentation at our last meeting demonstrating how powerful grants can be in supporting beautification. How can we do that?

Laurie: As part of the work Columbia Economic Team is doing to brand Columbia County and develop tourism opportunities, we have a steering committee with some workshops on May 17<sup>th</sup> and 18<sup>th</sup>.

## 3. ANNOUNCEMENTS AND NEXT MEETINGS

- Announcements
  - Food Cart pods were submitted yesterday to Chris.
  - Chair Christine Turner is meeting with hotel developers March 31<sup>st</sup>.
  - One of the three restaurants in the three-parcel restaurant complex will be Taco Bell and the other two are yet to be determined.
  - Paul will be providing City Council with an introductory branding presentation.
  - 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
  - April 20, 2023 at 12:00 pm
  - May 18, 2023 at 12:00 pm
  - June 20, 2023 at 12:00 pm



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**4. Meeting Adjourned at 12:55 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.

DRAFT



**COMMUNITY PROJECT:** Scappoose, OR  
**CONTACT:** Isaac Butman // Alexandra Rains // N.J. Johnson, 503-543-7146 x226  
**SHOOT DATE & TIME:** TBD  
**STARTING LOCATION:** 33568 E. Columbia Ave. Scappoose, OR 97056

**Notes for the Videographer** | **Notes for the Editor** | **Notes for your Team**

You are responsible for coordinating, scheduling, and setting up all people, props, and locations.

**Photos & Clips** may be sent to [This Dropbox](#) - Please email me when sending anything in so I may save it to your project files! Thank you!

- Please be sure to send your files as an MP4 or MOV file.

# of Takes	Clip ID	SHOT DESCRIPTION	SCRIPT	LOCATIONS
<b>VIDEO 1: Welcome</b>				
<b>SCENE 1:</b>				
□S1C1 □S1C2 □S1C3		<b>MS:</b> Joe Backus on camera, smiling/speaking while looking to the side of the lens <ul style="list-style-type: none"><li>Have person say and spell name and state title before beginning</li><li>Test microphone and check audio quality before beginning</li><li>Get 3 good takes with a nice background &amp; location</li></ul> <b>GRAPHIC:</b> Joe Backus, Mayor	<b>(On-Camera - Mayor Joe Backus)</b> Welcome to Scappoose, Oregon! With a friendly, small town atmosphere and a wide variety of attractions and amenities, Scappoose has something for everyone!	
<b>SCENE 2:</b>				
□S2C1 □S2C2 □S2C3 □S2C4 □S2C5		Scenic Scappoose Rural setting Urban setting Recreational opportunities	<b>(CGI Voiceover)</b> Located 25 miles outside Portland, Scappoose offers a unique balance of rural and urban living, with access to exceptional educational, cultural, entertainment, and recreational opportunities.	
<b>SCENE 3:</b>				
□S3C1 □S3C2 □S3C3 □S3C4 □S3C5		Chapman Landing Multnomah Channel Walk Bike Crown Z Trail Railroad	<b>(CGI Voiceover)</b> Explore Chapman Landing for scenic views of the Multnomah Channel, or walk or bike along the Crown Z Trail, which follows more than 27 miles of historic railroad.	
<b>SCENE 4:</b>				
□S4C1 □S4C2 □S4C3 □S4C4 □S4C5		Candle	<b>(CGI Voiceover)</b> Scappoose features the second largest candle in the world, the 50 foot tall Peace Candle of the World.	
<b>SCENE 5:</b>				

	<input type="checkbox"/> S5C1 <input type="checkbox"/> S5C2 <input type="checkbox"/> S5C3 <input type="checkbox"/> S5C4 <input type="checkbox"/> S5C5	Airport	<b>(CGI Voiceover)</b> The city is also home to Scappoose Airport, the second most traveled non-towered airport in Oregon, which sees over 60,000 operations every year.	
SCENE 6:				
	<input type="checkbox"/> S6C1 <input type="checkbox"/> S6C2 <input type="checkbox"/> S6C3 <input type="checkbox"/> S6C4 <input type="checkbox"/> S6C5	Family Businesses Scenic shots of Scappoose	<b>(CGI Voiceover)</b> Whether you're raising a family, starting a business, or looking to be part of a community that looks out for one another, Scappoose has it all!  <b>Word Count: 144</b>	
VIDEO 2: Economic Development				
SCENE 7:				
	<input type="checkbox"/> S7C1 <input type="checkbox"/> S7C2 <input type="checkbox"/> S7C3 <input type="checkbox"/> S7C4 <input type="checkbox"/> S7C5		<b>(CGI Voiceover)</b> Scappoose is a fast growing suburban city that maintains its strong community ties, while developing the modern amenities of an urban area - making it an ideal location for a variety of businesses, attractions, and more.	
SCENE 8:				
	<input type="checkbox"/> S8C1 <input type="checkbox"/> S8C2 <input type="checkbox"/> S8C3 <input type="checkbox"/> S8C4 <input type="checkbox"/> S8C5		<b>(CGI Voiceover)</b> The city is home to abundant natural resources that have sustained the community for years, along with available land and buildings for industrial development.	
SCENE 9:				
	<input type="checkbox"/> S9C1 <input type="checkbox"/> S9C2 <input type="checkbox"/> S9C3 <input type="checkbox"/> S9C4 <input type="checkbox"/> S9C5		<b>(CGI Voiceover)</b> From locally owned businesses to larger operations, Scappoose can accommodate the needs of many businesses and industries. The Columbia Commerce Center is a local industrial park with sites available for development.	
SCENE 10:				
	<input type="checkbox"/> S10C1 <input type="checkbox"/> S10C2 <input type="checkbox"/> S10C3 <input type="checkbox"/> S10C4 <input type="checkbox"/> S10C5		<b>(CGI Voiceover)</b> Among the businesses based in Scappoose are Cascades Tissue Group, a leading manufacturer of hygiene products; and OXBO ( <i>pron: ox-boe</i> ), which specializes in transport solutions.	
SCENE 11:				

	<input type="checkbox"/> S11C1 <input type="checkbox"/> S11C2 <input type="checkbox"/> S11C3 <input type="checkbox"/> S11C4 <input type="checkbox"/> S11C5		<b>(CGI Voiceover)</b> Scappoose works closely with the South Columbia County Chamber of Commerce and the Columbia Economic Team to promote local quality of life and encourage further development in the area.	
SCENE 12:				
	<input type="checkbox"/> S12C1 <input type="checkbox"/> S12C2 <input type="checkbox"/> S12C3 <input type="checkbox"/> S12C4 <input type="checkbox"/> S12C5		<b>(CGI Voiceover)</b> Whether you're starting a new business or looking to relocate, Scappoose is ready for you.  <b>Word Count: 159</b>	
VIDEO 3: Quality of Life				
SCENE 13:				
	<input type="checkbox"/> S13C1 <input type="checkbox"/> S13C2 <input type="checkbox"/> S13C3 <input type="checkbox"/> S13C4 <input type="checkbox"/> S13C5	Scenic rural shots Amenities	<b>(CGI Voiceover)</b> With a rural, small town feel and access to all the amenities of an urban environment, Scappoose residents enjoy an exceptional quality of life.	
SCENE 14:				
	<input type="checkbox"/> S14C1 <input type="checkbox"/> S14C2 <input type="checkbox"/> S14C3 <input type="checkbox"/> S14C4 <input type="checkbox"/> S14C5	Scappoose School District	<b>(CGI Voiceover)</b> The Scappoose School District is dedicated to helping local students earn a well rounded education and achieve their full potential while preparing them for college or a career.	
SCENE 15:				
	<input type="checkbox"/> S15C1 <input type="checkbox"/> S15C2 <input type="checkbox"/> S15C3 <input type="checkbox"/> S15C4 <input type="checkbox"/> S15C5	Portland Community College	<b>(CGI Voiceover)</b> When it comes to higher education, the Portland Community College OMIC ( <i>pron: Oh-mick</i> ) Training Center is a great place to start, with apprenticeship programs in manufacturing.	
SCENE 16:				
	<input type="checkbox"/> S16C1 <input type="checkbox"/> S16C2 <input type="checkbox"/> S16C3 <input type="checkbox"/> S16C4 <input type="checkbox"/> S16C5	Parks  Events - supplied?	<b>(CGI Voiceover)</b> The city's beautiful parks offer endless opportunities to explore and connect to nature.  The community comes together for numerous events throughout the year, whether it's movies in the park or the Scappoose Adventure Festival, a regional event with performances, activities, and refreshments the whole family can enjoy.	
SCENE 17:				

	<input type="checkbox"/> S17C1 <input type="checkbox"/> S17C2 <input type="checkbox"/> S17C3 <input type="checkbox"/> S17C4 <input type="checkbox"/> S17C5	Senior Center Various shots from inside Senior Center	<b>(CGI Voiceover)</b> The Scappoose Community and Senior Center is open to all, offering opportunities for Bingo, quilting, gardening, and a variety of classes.	
SCENE 18:				
	<input type="checkbox"/> S18C1 <input type="checkbox"/> S18C2 <input type="checkbox"/> S18C3 <input type="checkbox"/> S18C4 <input type="checkbox"/> S18C5		<b>(CGI Voiceover)</b> No matter what brings you here, Scappoose has everything you need to live well.  <b>Word Count: 158</b>	
VIDEO 4: History				
SCENE 19:				
	<input type="checkbox"/> S19C1 <input type="checkbox"/> S19C2 <input type="checkbox"/> S19C3 <input type="checkbox"/> S19C4 <input type="checkbox"/> S19C5		<b>(CGI Voiceover)</b> Scappoose has a rich history.	
SCENE 20:				
	<input type="checkbox"/> S20C1 <input type="checkbox"/> S20C2 <input type="checkbox"/> S20C3 <input type="checkbox"/> S20C4 <input type="checkbox"/> S20C5		<b>(CGI Voiceover)</b> Scappoose was a popular meeting ground for Northwest Native Americans. The area's first settlers made a living from the rich fertile lands through logging and farming.	
SCENE 21:				
	<input type="checkbox"/> S21C1 <input type="checkbox"/> S21C2 <input type="checkbox"/> S21C3 <input type="checkbox"/> S21C4 <input type="checkbox"/> S21C5		<b>(CGI Voiceover)</b> Today, the city's past can be explored through the Scappoose Historical Walking Tour, which features many of the city's landmarks.	
SCENE 22:				
	<input type="checkbox"/> S22C1 <input type="checkbox"/> S22C2 <input type="checkbox"/> S22C3 <input type="checkbox"/> S22C4 <input type="checkbox"/> S22C5	The Watts House	<b>(CGI Voiceover)</b> The Watts House was built in 1902 by James Grant Watts, one of the town's founders and the first Mayor of the City. Now known as the Watts House Pioneer Museum, it is maintained by the Scappoose Historical Society and listed on the National Historic Register.	
SCENE 23:				
	<input type="checkbox"/> S23C1 <input type="checkbox"/> S23C2 <input type="checkbox"/> S23C3 <input type="checkbox"/> S23C4 <input type="checkbox"/> S23C5	The Heritage Park Fountain	<b>(CGI Voiceover)</b> The Heritage Park Fountain was designed by Scappoose based artist Michael Curry. It features a stylized tree that represents the community's historic roots to timber.	
SCENE 24:				

<div> <div>□S24C1</div> <div>□S24C2</div> <div>□S24C3</div> <div>□S24C4</div> <div>□S24C5</div> </div>	<div>The Scappoose Veterans Memorial Heritage Park</div>	<div>(CGI Voiceover)</div> <div>The Scappoose Veterans Memorial in Heritage Park proudly honors the lives of our community’s veterans.</div>	
<div>SCENE 25:</div>			
<div> <div>□S25C1</div> <div>□S25C2</div> <div>□S25C3</div> <div>□S25C4</div> <div>□S25C5</div> </div>		<div>(CGI Voiceover)</div> <div>With a bright future ahead, Scappoose continues to write its own story.</div> <div>Word Count: 149</div>	

<div>LEGEND</div>	
<div> <div>INT: Interior Location</div> <div>EXT: Exterior Location</div> <div>XWS: Extreme Wide</div> <div>WS: Wide Shot</div> <div>WMS: Wide Medium Shot</div> <div>MS: Medium Shot</div> </div>	<div> <div>MCU: Medium Close Up Shot</div> <div>CU: Close Up Shot</div> <div>XCU: Extreme Close Up Shot</div> <div>O/S: Over the Shoulder Shot</div> <div>V/O: Voice-over</div> <div>O/C: On Camera</div> </div>
<div>CLIENT NOTES</div>	<div>VIDEOGRAPHER NOTES</div>
<div> <div>If anything needs to be staged, please have someone available to play the role of each mentioned person. This includes anyone giving a testimonial (if applicable). If any props and/or locations are needed to stage or set the scene, please have that prepared as well. Specific locations are to be chosen at the discretion of the client and videographer and is the responsibility of the client to have planned. CGI is not responsible for setting up people, props, or locations unless specifically noted on your shot list.</div> <div>You may see some highlighted item(s) in yellow. If so, these items are information, photos (large .jpeg or .png format), footage, or logos that need to be sent to us.</div> <div>After reviewing the shot list, please respond to my email with your approval or feedback for revisions. If you would like to discuss the shot list over the phone please call:  <div>Producer - Karalee Brickle: (585) 427-0020 Ext. 471</div> </div> </div>	<div> <div>After reviewing the shot list, please respond with any questions you may have. If you would like to discuss the shot list over the phone please call:  <div>Producer - Karalee Brickle: (585) 427-0020 Ext. 471</div> </div> <div>Please bring a wireless mic for any on-camera testimonials or reads. Have each person do their read at least 3 times on camera. Please shoot as much additional b-roll footage as possible within the allotted time. Shoot 2-3 takes of every shot listed above, each a MINIMUM of 6 seconds long.</div> <div>If you need more time during the shoot, contact the producer before proceeding past the scheduled shoot time.</div> </div>
	<div>EDITOR NOTES</div>
	<div>Notes in gray.</div>