



# SCAPPOOSE *Oregon*

THURSDAY, OCTOBER 19, 2023

## ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

REGULAR MEETING AT 12:00 PM

33568 E COLUMBIA AVE; SCAPPOOSE, OR 97056 & MICROSOFT TEAMS (HYBRID)

*Disclaimer: These notes are intended to summarize the conversations that took place in this meeting rather than provide a full transcript. Anyone wishing to view the full conversation can find a recording of this meeting on YouTube at:*

<https://youtu.be/2Q1ypAHoK1k?si=WcSj4YMIPGMSn7c5>

**Attendees:** Chair Christine Turner, Vice Chair Karl Fenstermaker, Brian Rosenthal, Paul Fidrych, Sean Findon, David Sideras, Andrew LaFrenz, Paul Vogel, Rand Brown, Heidi Ralls, Jeff Weiss, N.J. Johnson, Laurie Oliver Joseph, Isaac Butman, Mayor Joe Backus

### **Committee Members Absent:**

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

The meeting was called to order at 12:03 pm by Chair Christine Turner.

##### **1.1 Meeting Agenda**

Paul F. made a motion to approve the October 19, 2023 agenda with an amendment to include an update on Run with Neil before the update and discussion on Adventure Festival. Vice Chair Karl Fenstermaker seconded. The motion passed unanimously.

##### **1.2 Meeting Minutes**

Vice Chair Karl Fenstermaker made a motion to approve the July 20, 2023 minutes. Brian seconded. The motion passed unanimously.

David made a motion to approve the September 21, 2023 notes. Vice Chair Karl Fenstermaker seconded. The motion passed unanimously.

##### **1.3 Public comment**

*No public comment.*

#### **2. NEW BUSINESS**

##### **2.1 Run with Neil Update**

Paul F: I started the Run with Neil event during the Scappoose Centennial in collaboration with the Run with Neil Foundation. The second and third Runs were on the same day as Adventure Festival but are separate events. The Run this year had around 350 runners, 800 attendees, and raised a net \$11,000. We reached people as far as eastern Oregon. One thing that worked against us was being on the same day as the Garlic Festival since they also have a run. We want to thank everyone for participating. Are there any questions?



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Chair Christine Turner: Why did Council want the Run to be paired with Adventure Festival?

Paul F: It worked well to be paired with the City's signature event because people could run early in the morning and then hopefully stay for the community event. We're open to it being separate or paired in future years.

Jeff: Do you have a date for next year?

Paul F: Not yet. We're open to anything right now.

David: Has Adventure Fest asked you to partner in 2024?

Paul F: Not at this time, no.

Isaac: Which events are you open to partnering with?

Paul F: There's been discussions of Earth Day but we're open to anything at this point.

## **2.2 Adventure Festival Feedback**

Isaac: I'm here because Council asked me to collect feedback from the City committees on the 2023 Adventure Festival. Specifically, they're interested in your thoughts on renaming the event and the event in general.

Brian: The event itself was fine. I was disappointed in the attendance as I'm used to Sauerkraut Festival numbers with over 10,000 people. The Adventure Fest did have a good amount of fun stuff for kids to do and you could tell kids were having fun. Marketing is still a problem.

David: I don't believe we were ever asked to fundraise.

NJ: For the record, this committee unanimously approved an initiative for itself to fundraise for Adventure Festival.

Brian: We had requested lower dollar amounts for sponsorship packages but we were told no. People don't like to be made to feel like they're cheap so offering lower amounts would've helped. I normally bring the sponsorship packet around to my tenants but I didn't feel comfortable doing that this year with \$1,000 being the minimum.

Isaac: The lowest package was \$750, not \$1,000. \$750 just doesn't come with as high of a return on investment. What do you think the lowest sponsorship package should be priced at?

Brian: Investment is the wrong word because sponsoring this type of event is never going to financially pay off for a business. People do it because they're part of a community. I think we should have a package of \$250 on the lower end.



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Chair Christine Turner: I'd say start at \$100. When I asked you for the reduction and you said no, it turned me off from the whole event. I want partnership and collaboration, not to be thrown under the bus.

David: If you start lower, you allow people to be more generous than the minimum.

Brian: I agree and this gets at the bigger point. Starting low allows people to feel good about their contribution to the community.

Isaac: What contribution level is appropriate for sponsors to be able to have naming rights to kids zone, specific events, etc.?

David: What does Treadway think about this?

Isaac: When Treadway created this sponsorship packet, they were asked by Council to create a packet that would get the City to full cost recovery, not necessarily trying to right size it to the community. That wouldn't be appropriate because they're not from the community. Treadway said that their packet could potentially get the event to 50% cost recovery.

Brian: I'm fine with the higher tier sponsors getting higher level naming rights and things like that. I just think that a sponsorship basic for even lower tier sponsors is to have a banner and I didn't see any banners.

Isaac: Correct.

David: How many sponsors were there and how much did it pull in?

Isaac: There were 4 or 5 sponsors and we brought in around \$20,000. Comcast was the largest at \$10,000. Columbia River PUD was next at \$5,000.

Chair Christine Turner: I'd like to move on from sponsorships and discuss the event in general.

Isaac: I'd like to get your feedback on marketing since it was brought up. We made Facebook posts; four billboards; yard signs on Highway 30; sent a postcard to every residential address in the city, including apartments; Treadway's email list; a Columbia County Spotlight ad; and PDX Parent. What additional outlets would you like us to hit?

Paul F: How much was spent on marketing?

Isaac: Between \$7,000 and \$10,000.

Paul F: How would you grade the marketing?

Isaac: I don't know how else to spread the message to every resident besides sending every resident a postcard.

Paul F: This is what I'm getting at. It sounds like you did a pretty good job with marketing. You can market all you want but sometimes people just don't want to go.



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Vice Chair Karl Fenstermaker: I agree. I think your topic about the branding is the most important piece of this. How do we make people decide to go to Adventure Fest in a prime summer weekend?

Isaac: We did estimate attendance at about 6,000.

Jeff: I think the marketing came out too late. The website wasn't updated with 2023 information until June or so. A weekly Facebook post that's pretty generic isn't enough to get people excited.

Brian: The Adventure Festival should've been in the utility bill 4-5 months before the event. I would also turn down the music. It was way too loud to talk to people in the beer garden.

Chair Christine Turner: Would you want to change the structure of the event to go back to more of a Sauerkraut Festival feel?

Brian: The Sauerkraut Festival was great and well attended but it did occur to me that reverting to the old ways of doing festivals would be looking to our past, not our future.

Jeff: If you're going to create a new event theme, you have to have a target audience and communicate what makes it special.

Chair Christine Turner: I'd like to open this event up to a community organization or volunteer putting on the event because it's too high of a cost for the City to bear every year.

David: Why did Council ask you to get our feedback?

Isaac: I can't say for certain but I know Council likes to hear from the community and our committees are a good extension of our community since you all are active volunteers.

Paul F: I believe we should have a community event. The community aspect was missing from the Adventure Fest. I was on the group that helped put on the Centennial Event and volunteering with everyone else was half the fun of the whole things because the community got to be part of the event. Going with a community group would also help us save costs.

Chair Christine Turner: Volunteers also want to be appreciated for their time and contributions. They want partnership with the people they're working with.

Isaac: I've been hearing a lot that there's interest in having a community group take on this event. The last I've heard about Community Club was that they don't have the bandwidth to do anything. Now I'm hearing that they could take on our annual community event. Who should we reach out to?

Paul F: I think we should reach out to JJ McKay for recommendations, given her work on Movies in the Park and Earth Day.



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Jeff: JJ and I talked about this on Monday. Community Club is interested in helping out. I don't think JJ is interested in leading the charge at this point, though she'd probably be willing to be on a committee.

NJ: This conversation is why the City needs to see a proposal or at least a commitment from someone because we're hearing completely opposite stories about the level of interest of JJ and Community Club.

Brian: I think we should scale the event down in general. Go down to one day and put it on SE 2nd Street so that people actually run into each other.

Isaac: Thank you for all your feedback.

### **2.3 Economic Development Committee Goal Setting**

Chair Christine Turner: Now that we've got it revamped, I'd like EDC to market the Urban Renewal Grant Program to businesses within the District to make them aware of this opportunity.

Brian: I'd be willing to hit up businesses with this.

David: So would I.

Paul F: Scappoose is lacking a downtown. The emptiness echoes throughout our community. Businesses want to be next to other thriving businesses because it means more people are in the area walking around. I think we need a true downtown plan.

Chair Christine Turner: We should look at Vernonia and Clatskanie because they have thriving downtowns. Laurie, what do you think?

Laurie: We had looked into getting a Transportation Growth Management (TGM) grant through the Department of Land Conservation and Development (DLCD) to bring on a consultant and develop a downtown plan. Staff wouldn't have capacity to coordinate another project with another consultant group until the completion of the 50-Year Plan.

Chair Christine Turner: It wouldn't involve staff; we would just be getting information from other agencies.

NJ: So I've heard two different ideas and I want to be clear. One of these is a downtown plan which certainly involves staff and consultant time and dollars, the other is just bringing in folks to talk about their downtown experiences. Which are you going for?

Vice Chair Karl Fenstermaker: The ultimate goal is to develop a comprehensive downtown strategy. To do that, we want to start by informing ourselves about how to be successful so we're going to bring in other communities who have done this.

David: I think the goal is to get more information to do this in the future.



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Laurie: To your point, you can get started by inviting staff from other agencies in and ask for their advice and lessons learned.

Chair Christine Turner: We should bring back the Travel Oregon guy who walked our downtown. I'd love to hear his thoughts.

Paul F: I think we're getting too in the weeds here. There shouldn't be any barriers on our goals regarding capacity. EDC should be able to say that it's our goal to have a viable town center. How we get there cannot be solved today.

Brian: Something we have to figure out how to do without getting the City sued is preventing apartments from developing in the downtown because once apartments come in, there will be no downtown.

Laurie: Mixed use development would still allow for a downtown feel because there would be commercial on the bottom.

Brian: Mixed use is fine but we're up against a clock here.

Laurie: I hear what you're saying. Although, we haven't heard much in terms of anyone being interested in developing the downtown corridor.

Jeff: If we don't have staff capacity to do a downtown plan in the next year, we should be intentional about bringing people in to our meetings in that timeframe.

NJ: This sounds exactly like an EDC goal, as opposed to a Council goal so this is good clarity.

Paul F: I still think we're too deep in the weeds. We should set it as a goal to develop a downtown plan.

Chair Christine Turner: I agree we shouldn't be too deep in the weeds but how can we help Council with our downtown goal if we don't get somewhat into the weeds?

Vice Chair Karl Fenstermaker: I think we're all saying the same thing here. We want to develop a downtown through a downtown strategy but we're getting in the weeds in terms of how we get there.

Laurie: I don't know if collecting information will help develop *the* strategy but it could be *a* strategy.

Vice Chair Karl Fenstermaker: I think we can put together what we think the strategy should be and make the case for it to Council.

Laurie: Yes. The Downtown Overlay code currently is the implementation method of our downtown strategy. It is implemented every day when we get questions or process applications. I would also be interested to think about developing and promoting monthly activities that bring people to the downtown. I don't know that we have enough to promote that currently.



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David: What do you envision NW 1st Street developing into?

Laurie: A walkable, downtown feel with mixed use and commercial buildings.

NJ: We've developed two EDC goals now. Does anyone have any ideas to for a Council Goal recommendation? If adopted, these are the level of goals that have a budget and staff capacity built into them.

Paul F: Why can't developing a downtown plan be a City-wide Council goal?

NJ: It certainly can and in fact, I would recommend you do that. To be frank, collecting information and talking to other communities is part of the work but it itself is not going to result in a downtown plan or strategy. That would need to be a Council goal with a budget, consultant, and staff time.

Paul F: Agreed. It should be a City goal.

David: I was shocked to hear that the 50-Year Plan didn't include a downtown component.

NJ: We did ask this group and the consensus was to push that off until the completion of the 50-Year Plan so that we can do a deep dive.

Brian: My concern is that if this takes staff time and staff doesn't have the time, we won't be able to get our work going until after the 50-Year Plan.

Paul F: It doesn't have to be a mountain of work at the beginning. It could be as simple as us talking to other communities.

Brian: That's fine with me if it's framed that way.

NJ: Laurie can speak to this better than I could but when we set Council goals, it's done very collaboratively between Council and staff. The City Manager and department heads are very upfront and realistic with Council about capacity and timelines.

Vice Chair Karl Fenstermaker: I feel pretty strongly that nothing can be effectively done until the 50-Year Plan and the Community Branding Project are complete. I want to make sure these get completed. We can be self-directed, which may be easier than waiting for direction from Council.

Paul F: I'm just saying we should get it on Council's list of goals.

Vice Chair Karl Fenstermaker: I agree.

Laurie: Going back to David's comment about the 50-Year Plan, this is really a matter of micro and macro. The macro being the 50-Year Plan, which focuses on land use, Development Code updates, a potential UGB expansion, and the establishment of urban reserves. Doing that macro work first allows us to do downtown development work, which is more micro.



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David: I agree and recognize its importance. All I'm saying is that we will always be a bedroom community unless we have a strong business core.

NJ: This all sounds great. Are there any other ideas for goals?

Vice Chair Karl Fenstermaker: I would rather do two really well than spread out our efforts.

Paul F: I agree.

**3. ANNOUNCEMENTS AND NEXT MEETINGS**

- Next meetings
  - November 16, 2023 at 12:00 pm
  - December 21, 2023 at 12:00 pm
  - January 18, 2024 at 12:00 pm

**4. Meeting Adjourned at 1:32 pm.**