



SCAPPOOSE *Oregon*

**THURSDAY, DECEMBER 21, 2023
ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA
REGULAR MEETING AT 12:00 PM
33568 E COLUMBIA AVE; SCAPPOOSE, OR 97056 & [MICROSOFT TEAMS](#) (HYBRID)**

Please submit public comment to N.J. Johnson at njohnson@scappoose.gov or in writing to Scappoose City Hall (33568 E Columbia Ave; Scappoose, OR 97056) by December 20, 2023 at 5:00 pm. Public comment can also be made verbally at the beginning of scheduled meetings.

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

Topic

- | | | |
|-----------|---|-----------------|
| 1. | Call to order | 12:00 pm |
| 1.1. | Approval of Agenda: December 21, 2023 | |
| 1.2. | Approval of Minutes: November 16, 2023 | |
| 1.3. | Public Comment | |
| 2. | New Business | 12:05 pm |
| 2.1. | Update 2024 Scappoose Summer Outdoor Palooza
J.J. Duehren | |
| 2.2. | Discussion Hotel Recruitment Incentives | |
| 2.3. | Discussion Downtown Enhancement Strategies | |
| 3. | Announcements | 1:25 pm |
| 3.1. | Next meetings | |
| | <ul style="list-style-type: none">• January 18, 2024 at 12:00 pm• February 15, 2024 at 12:00 pm• March 21, 2024 at 12:00 pm | |
| 4. | Adjourn | 1:30 pm |



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**THURSDAY, SEPTEMBER 21, 2023
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES
REGULAR MEETING AT 12:00 PM
33568 E COLUMBIA AVE; SCAPPOOSE, OR 97056 & MICROSOFT TEAMS (HYBRID)**

Disclaimer: These minutes 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/1Ho5LZD6004?si=ikg1gW4xrjfhQM5f>

Attendees: Chair Christine Turner, Vice Chair Karl Fenstermaker, Committee Member Brian Rosenthal, Committee Member George Hafeman, Committee Member Paul Fidrych, Committee Member Sean Findon, Committee Member David Sideras, Councilor Andrew LaFrenz, Columbia Economic Team Administrative & Program Manager Wela Negelspach, PCC OMIC Training Center Business and Industry Partnership Development Coordinator Rand Brown, Port of Columbia County Commissioner Nancy Ward, Scappoose Public Library Director Jeff Weiss, Associate Planner N.J. Johnson, Assistant to the City Manager Isaac Butman, Mayor Joe Backus, JJ Duehren, Ralph

Committee Members Absent:

1. CALL TO ORDER

The meeting was called to order at 12:02 pm by Vice Chair Karl Fenstermaker (sitting in Chair for Christine Turner, who missed part of the meeting).

1.1 Meeting Agenda

Brian made a motion to approve the November 16, 2023 agenda. George seconded. The motion passed unanimously.

1.2 Meeting Minutes

Brian made a motion to approve the October 19, 2023 minutes. George seconded. The motion passed unanimously.

1.3 Public comment

No public comment.

2. NEW BUSINESS

2.1 Updates

- Columbia Economic Team - Wela
 - Working with St. Helens on Project Sprint, a solar component manufacturing company. They're also looking at Cascade Tissues as a secondary building for assembly operations.



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- Columbia County SBDC is up to 50 new clients, with the 2023 goal being 70. Working on childcare cohort with surrounding counties.
- Keep it Local for the Holidays is kicking off tomorrow, which encourages people to shop locally.
- Keep it Local app has a wonderland trail on their app, which is like small business scavenger hunt. Completed journeys will be entered into a raffle to win \$500.
- CET staff presented at the Oregon Recreation Summit.
- Tourism branding project will have logos and designs available on November 27th.
- Scappoose City Council - Andrew
 - Adopted Urban Renewal Grant Program guidelines, criteria, and process. Thank you EDC for your help on that.
 - We appreciate EDC's feedback on the Adventure Festival.
 - Goal setting process is getting started.
 - We do have a childcare shortage in Scappoose. I have two young kids that I have to drive to St. Helens for childcare.
- Columbia County [No update provided]
- OMIC R&D [No update provided]
- PCC OMIC - Rand
 - Pre-trades class happening right now.
 - December 1st is our first Women in Manufacturing event with 180 middle schoolers, 50 high schoolers, and 9 vendors attending.
- Port of Columbia County - Nancy
 - On Sunday morning at 6:00 am, a gravel barge was being towed by a tug at Port Westward. It came between the dock and the land and took out all of the infrastructure. We are investigating the cause of this and working out a plan to fix the damages. Many people rely on that dock and so this is a big deal.
- Columbia River PUD [No update provided]
- Scappoose Public Library - Jeff
 - Partnering with Northwest STEM Hub to introduce STEM to children, will start March 16, 2024.
- City of Scappoose - NJ
 - Putting together final touches on community video. Next Council showing will be December 11th.
 - The RFP for the Community Branding Project closed on November 13th. We received 11 proposals, which gives us a good variety of options to choose from.
 - Working with applicants to bring a few Site Development Review proposals into completeness, including Chitwood Real Estate and the Martinhagen Project.



- City Engineer Chris Negelspach and I will be presenting to Council on November 20th to discuss the downtown streetlights you all helped recommend the design and features of.

2.2 Hotel Market Study

Chair Christine Turner: You all received the market study via email from NJ last week. I sent the site information that NJ provided to Wyndham, Holiday Inn Express, Best Western, and Choice Hotels. Hotels are generally most interested in the site behind Starbucks. The people I've talked to are interested in Scott Parker's property as well but don't think Scappoose has the demand for that yet. The demand we currently have would support an economy hotel on Highway 30.

Brian: I move to swap agenda items 2.3 and 2.4.

David: I second.

The motion was approved unanimously.

2.3 2024 Scappoose Community Event

JJ passed out the preliminary proposal for the Scappoose Summer Outdoor Palooza. This is included in the appendix.

JJ: The idea behind the Scappoose Summer Outdoor Palooza is to create an event that fosters this community's love for nature. If we can do that, we can create stewards for the environment. The event would be June 8, 2024 at 10:00 am. There will be events for attendees of all ages. We have volunteers already on board to help, which is the heart of any successful community event.

Brian: I didn't see anything in your budget for police. How is that being accounted for?

JJ: I'll reach out to Chief Lougal.

Isaac: The Police Department does not participate in the Farmers' Market.

Paul: The Vernonia Salmon Fest is \$2,500 and the North Plains Garlic Festival is \$5,000. I think we should be targeting that for price. Do you think that's possible?

JJ: I think that's possible in year two or three of this event. One of the bigger expenses is to pay for Library interns to staff the front desk so that Jeff can spend his time helping us. I'm confident that we will be able to raise money but I don't know what that amount will be yet.

NJ: In your budget proposal, is total City-wide event costs what you're asking the City to contribute?

JJ: That's what I'm asking the City to contribute and pay some of it back after sponsorships.



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Paul: NJ, how would police overtime be calculated?

JJ: Let me interject and say that we would allow the police to have a booth and that's normally enough of a deterrent to stop people from doing anything wild.

Brian: Back in the days of the Sauerkraut Festival, vendors would leave their stuff overnight and then a police officer would patrol the event area overnight to make sure nothing is stolen.

Isaac: I've talked with Chief Lougal and we don't have the staff time for that. If you want them at the event, that's going to have to be a new discussion with Chief Lougal. What was the total event cost?

JJ: \$20,000. To address Brian's concern, there's not going to be a lot of setup due to the scale of the event.

Chair Christine Turner: Have you contacted the sponsors that you list in your packet?

JJ: I've worked with all of these sponsors before on other events. I don't want to ask them for support on this one if it's not going to happen.

Chair Christine Turner: I'm just asking because I'd like to help with sponsors.

JJ: That would be great! We need volunteers to make this event successful.

Paul: I have requested to move the Run with Neil to June 8th to be aligned with this event.

Joe: I'm assuming too that you'll be requesting grant money to offset some of the cost of this event.

Jeff: With seven events that we do every year, we can't offset all of them and we can't go to the PUD seven times.

2.4 2024 EDC & Council Goal Recommendations

Vice Chair Karl Fenstermaker: The EDC Goals, as written, are 1. Advertise the Urban Renewal Grant Program to businesses in the Urban Renewal District; and 2. Meet with community leaders who have recently partaken in dedicated downtown development work. The Recommended Council Goal, as written, is 1. Develop a comprehensive downtown strategy with the assistance of a Transportation Growth Management (TGM) grant.

Paul: I think EDC Goal #2 is a little soft. We talked about more than just meeting with community leaders. We know the importance of a downtown in a small town like ours. We should be finding case studies and seeing what has and hasn't worked in other places. "Meeting with leaders" is limiting.

NJ: Would "research" get at this better?



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Vice Chair Karl Fenstermaker: I thought we discussed in the last meeting creating a strategy document?

NJ: That's what the Council Goal accomplishes.

Vice Chair Karl Fenstermaker: I know. I'm saying I don't want it to be a Council goal; I want it to be our goal.

NJ: It would be very difficult for a committee to produce a comprehensive strategy due to the amount of times you all meet. That's why I thought it made more sense to have EDC be the core advisory group but put that capacity on a consultant through the TGM grant. In my professional opinion, that would be the most achievable way to produce a quality downtown strategy. This level of a strategy document is really like a master plan. Our master plans have to understand and be aligned with other master plans. That wouldn't be something we ask a committee to do.

David: We were told last meeting that there was no money and no staff.

NJ: That's the purpose of a grant and consultant. The 50-Year Plan is expected to be complete at the end of calendar year 2024. We could then start this project by applying for a TGM grant in March 2025, which would be in the next fiscal year from today.

Chair Christine Turner: I thought we discussed that we could do research outside of our meeting as long as we don't discuss policy. We realize that we're limited if we only discuss this one hour per month.

Vice Chair Karl Fenstermaker: We need to decide if we want to just talk to people and get a grant in 2025 for a plan that we'll implement in 2027. That's the timeline we're talking about.

Paul: That's right.

Chair Christine Turner: We want to be effective.

David: We were told that staff doesn't have time or money so we shouldn't expect anything. What you just got done saying seems to be a total about-face. I'd be in favor of keeping the downtown goal as an EDC goal.

Chair Christine Turner: If we produce a strategy document and Council adopts seven of our ten recommendations, that would be fine. All we want is for it to be a consideration. Would it be considered if we did something like this?

NJ: It depends on what that looks like. You could recommend changes to the Downtown Overlay code but that's a whole process that's more than just EDC to Council. We have to notice the State's land use agency, hold work sessions with Planning Commission, have staff evaluate it. There's a limitation to what kinds of actions can be taken without a highly comprehensive plan. Otherwise, they're just recommendations with insufficient findings.



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Vice Chair Karl Fenstermaker: We have a lot of knowledge and access to knowledge on this committee.

Brian: If I'm understanding you correctly, you want to create a foundation of a downtown strategy rather than a finished product? And when staff has time, they take that foundation and develop it into a finished product with grants and consultants. Is that right?

Vice Chair Karl Fenstermaker: Yeah, it's a strategic document. We provide our recommendations for what we think would improve downtown and list the people we talked to so nobody's starting from scratch in two years.

Brian: Okay, that's fine.

David: It's what we decided we wanted to do last meeting. What we don't know is to our advantage. We're not starting this process with handcuffs of everything we can't do.

Chair Christine Turner: Is this okay with you, NJ?

NJ: I'm still struggling to understand what the tangible outcomes of the strategy document will be. Is it policy in the Downtown Overlay?

Vice Chair Karl Fenstermaker: We're talking about a document that would clearly define what we believe to be the best path forward for a vibrant downtown in Scappoose.

David: And it would be a better use of our time than spending two hours looking at streetlights and then not being told what the lights are going to look like.

Brian: The Downtown Overlay code would be a component of this but it wouldn't be the whole thing.

Vice Chair Karl Fenstermaker: We are lacking a vision for what our downtown should look like. Things like what type of businesses we want to attract into what specific locations. The motor for accomplishing that, yes, is something that involves Council and a bunch of other groups but we can provide a vision.

NJ: We do have a downtown plan that was adopted in 1999. The Downtown Overlay Code is our vehicle to implementing that, not the plan itself. The plan certainly could use an update but it's not true to say that there is no plan or vision. The Downtown Overlay code promotes walkability, parking flexibility, storefronts, alternatives to street trees, etc.

Paul: The great thing about this is that thousands of other cities have gone through this exercise. There have been cities that establish an arts district and give incentives to businesses that have attractive art outside their store. That's just an example.



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Vice Chair Karl Fenstermaker: What's the downside to trying this though? The upside is that we have a clear strategy for our downtown and the downside is that we get three months in and realize it's too much work.

Chair Christine Turner: This is the essence of what we are. If we spin our wheels and they don't adopt it, that's fine. It'll have been a good exercise.

David: Then it'll be like every other meeting.

Vice Chair Karl Fenstermaker: We're not asking for staff time or additional resources.

NJ: What if we remove EDC Goal #2 and instead do as Brian described where this is groundwork for the TGM grant and keep that as the recommended Council goal? This would allow the TGM project to start somewhere, running off all of the work you've done in the year prior.

Brian: I just want to make it clear that I'm not disagreeing with them. I'm not the counteroffer; I'm with you guys.

NJ: I'm not trying to split teams; I'm trying to write something down that I can give to Council.

Vice Chair Karl Fenstermaker: I'd strike the TGM grant element of the Council goal and move it up to an EDC goal. We don't want to recommend anything be a Council goal. We understand that they don't have the time or resources to do anything with this in the next year.

NJ: A Council-level goal of a downtown plan through a TGM grant actually would begin in the upcoming fiscal year; it's just that it's more than a calendar year from today.

Brian: I want to make it a goal to have Christmas lights on our streetlight poles in downtown.

NJ: We'll be able to do that with the new streetlights. We've talked to the PUD and they agreed to charge us a prorated electrical bill for those string lights because they would only be up in December.

Brian: I'll withdraw that because it sounds like it's already happening.

JJ: I'd recommend having a few of these streetlights be able to support electric bicycles so that they can visit the downtown.

Brian: As someone who was very involved in setting up the power system in downtown, I can tell you that our wires won't support a heavy use like that.

Paul: I have one more goal suggestion and that is to draft essentially the Sandy plan, where they provide grant incentives to outdoor dining. Scappoose is very lacking quality outdoor dining space.



Brian: The Urban Renewal Grant Program already supports outdoor dining.

Paul: This kind of program would be targeted at outdoor dining specifically.

Jeff: Where do you anticipate outdoor dining being located? You'd have to slip me a 50 to eat on Highway 30.

Paul: That's not for us to decide. We shouldn't be limited because we can't see where it would be.

Vice Chair Karl Fenstermaker: I like setting goals that I can control and I don't feel like I have control over this.

David: We could use the \$90,000 we just saved from Adventure Festival.

JJ: A lot of people use the Tesla chargers. If we had a sign that directed people to all we have in the downtown, that would be a big economic development driver.

David: I like this idea a lot.

Vice Chair Karl Fenstermaker: How do we put these in the form of a goal?

Paul: Mine was specific to outdoor dining. If we want to direct people to the Urban Renewal Grant Program, that's fine with me.

Brian: Where's the money going to come from?

Paul: The general fund; we just saved \$90,000 on Adventure Fest. We have a \$42 million budget; I'm sure we can find \$10,000 somewhere.

Vice Chair Karl Fenstermaker: I think we should discuss outdoor dining and downtown signage at a future meeting.

David: I move to adopt the following as EDC goals for calendar year 2024: 1. Advertise the Urban Renewal Grant Program to businesses in the Urban Renewal District; and 2. Develop a comprehensive downtown strategy to present to City Council in furtherance of pursuing a Transportation Growth Management (TGM) grant.

Vice Chair Karl Fenstermaker: I second.

The motion passed unanimously without discussion.

2.5 Consider Canceling December 21, 2023 Meeting

No motion to cancel the meeting was made so the December 21, 2023 meeting will remain.

3. ANNOUNCEMENTS AND NEXT MEETINGS

- Next meetings
 - December 21, 2023 at 12:00 pm



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- January 18, 2024 at 12:00 pm
- February 15, 2024 at 12:00 pm

4. Meeting adjourned at 1:29 pm.

DRAFT

SCAPPOOSE SUMMER

Saturday

8TH

JUNE 2024



OUTDOOR PALOOZA!



HERITAGE PARK, SCAPPOOSE 10AM-8PM

Preliminary Organizers: JJ Duehren, Michael Sykes, Scott Burge, Christine Turner, Joe Backus

Scappoose Summer Outdoor Palooza! Saturday, June 8, 2024, 10am-8pm, Heritage Park.

In conjunction with Scappoose Farmers Market

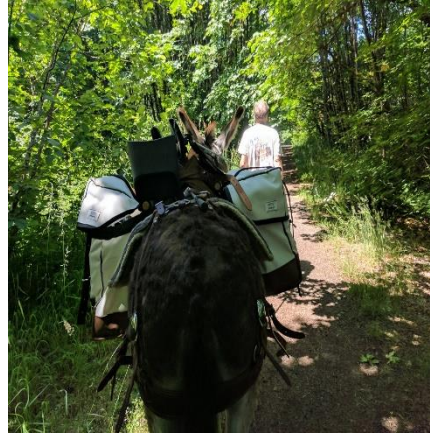
Mission Statement: A nature themed event that will create excitement for the outdoors and nature in Scappoose and the Columbia River corridor, ultimately fostering a love for the outdoors and stewardship empowering attendees to protect our wild spaces for generations to come.



Activities include for the kids: Campfire storytelling booth, Kids Nature art show, with works done before and the day of the event, with great prizes and awards in the afternoon. Kids fishin' hole, (a pool with toys and gifts for the kids), outdoor activities for kids in the park, Splash Park, (weather permitting), Smokey the Bear for kid pics, Jr. firefighter class teaching fire safety with the Scappoose Fire Department, wild plant identification with the Scappoose Bay Watershed, Free nature themed face painting by the Scappoose Chamber of Commerce, Exploring the Watts house and tours of how people lived before modern conveniences like electricity and smart phones, Scouts booth, Portland Audubon Society teaching wild bird watching. Barlow bikes doing free kids bike checks and free helmets while supplies last. The Scappoose Library showcasing kids' outdoor books for check out in the library. Live kids music

by Grammy nominated artist Aaron Nigel Smith.





Fun for the adults! Nature themed local vendors like Fred Meyer, Bi Mart, Les Schwab tires, Barlow Bikes, Next Adventure, (Kayaking in Scappoose Bay), Columbia River Motorsports, Channel Marine, Family Fun RV, Scappoose Grocery Outlet and more having great outdoor products for display and sale. Community Organizations like the Scappoose Community Club, the City of Scappoose booth, The Audubon Society having a nature book sale and Nature authors on site to discuss books and sign copies. Scappoose Parks Committee Booth with information on Scappoose parks and outdoor spaces, Columbia County Parks booth, Oregon forestry Booth, Columbia County extension office with booth, Columbia County Oregon Equestrian Trails booth on horseback riding opportunities in Columbia County and gear. Live music all day, local food vendor, (non-profit), 10K Run with Neil Run. 80's Dance Party starting at 6pm with fun band. Possible Parade, big prize giveaway, (Bike?) Mayor Joe Bacus also suggested a Dunking tank.

Outdoor sessions in the Main Library meeting can include:

Fire safety with the Scappoose Fire Department

Outdoor cooking tips and supplies from Scappoose Grocery Outlet

Fun Rving with Family Fun RV

ATV safety from Columbia River Motorsports

Boat Safety by Columbia County Sheriff Marine Patrol

Backyard bird habitat with the Portland Audubon Society

Wildlife friendly outdoor gardening with Chip Bubl and the Oregon Extension Office

Next Adventure Kayaking 101

Outdoor gear with Fred Meyer demonstration

Total cost before sponsor participation: \$20,000, including \$10,000 for teen library staff hires for event.

Projected sponsor participation: \$4,000- \$10,000. See attached spreadsheet.