



SCAPPOOSE *Oregon*

THURSDAY, FEBRUARY 15, 2024

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/webyFGo2Ark>

Attendees: Chair Christine Turner, Vice Chair Karl Fenstermaker, Committee Member Brian Rosenthal, Committee Member Sean Findon, Committee Member David Sideras, Councilor Jeannet Santiago, Columbia County Commissioner Casey Garrett, Columbia Economic Team Executive Director Paul Vogel, Columbia Economic Team Administrative & Program Manager Wela Negelspach, Columbia River PUD Administration/Public Relations Manager Heidi Ralls, Scappoose Public Library Director Jeff Weiss, Associate Planner N.J. Johnson, Community Development Director Laurie Oliver Joseph

Committee Members Absent: George Hafeman, Paul Fidrych

1. CALL TO ORDER

The meeting was called to order at 12:04 pm by Chair Christine Turner.

1.1 Meeting Agenda

Brian made a motion to approve the February 15, 2024 agenda. Sean seconded. The motion passed unanimously.

1.2 Meeting Minutes

Brian made a motion to approve the December 21, 2023 minutes. Sean seconded. The motion passed unanimously.

1.3 Public comment

No public comment.

2. NEW BUSINESS

2.1 Updates

- Columbia Economic Team - Paul
 - Working with City of St. Helens on Project Spring, the solar manufacturing plant. Due to electricity supply, they are reducing their investment to one plant in St. Helens - no longer having the smaller plant in Scappoose.
 - If a transmission study were to take place, it may find that there are only 3-4 megawatts of power left in the Columbia River PUD system, which isn't enough to serve anything. This will lead to an increased focus in transmission planning locally and regionally.



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- 71 new businesses signed up for advising from the Small Business Development Center in 2023, exceeding our goal.
 - Working with the County to improve code flexibility for home bakers.
- Scappoose City Council - Jeannet
 - Andrew had to step down as the Council liaison to EDC because his teaching schedule conflicted with our meeting times.
 - Larry Lehman was appointed Interim City Manager.
 - Council is looking at different ways for the City to provide law enforcement services.
- Columbia County - Casey
 - Oregon State Legislature is in the middle of their short session. The Association of Oregon Counties is taking a stance on several bills.
 - Columbia Economic Team helped us secure a transmission study grant from Business Oregon.
 - Columbia Pacific Economic District is working on influencing the habitat conservation plan that the Board of Forestry is adopting.
 - Upgrades to several County facilities are still in good progress.
 - St. Helens, Scappoose, and Columbia County law enforcement agencies are struggling to keep up with the needs and costs of providing services.
- OMIC R&D
 - *No update provided.*
- PCC OMIC
 - *No update provided.*
- Port of Columbia County
 - *No update provided.*
- Columbia River PUD - Heidi
 - Crews are undergrounding Apple Valley Road and Flint Drive to prevent future outages.
 - Our board awarded the Scappoose Senior Center a \$12,000 grant for the roof replacement of the bread store.
- Scappoose Public Library - Jeff
 - *Jeff passed out flyers for Sip, Savor, and Read, attached in appendix.*
 - Earth Day is 10:00-3:00 on April 20th.
 - The Scappoose Summer Festival is currently at \$14,000 for financing.
- City of Scappoose - Laurie
 - Parks Master Plan adoption is scheduled for City Council hearings on February 20th and March 4th.
 - Chitwood Real Estate is scheduled for Planning Commission on March 14th.
 - Columbia Three-Restaurant Complex, Keys Road Reservoir, 3-lot partition for duplexes, and Smith Road Pump Station have submitted but not been deemed complete.



- We are having inquiry and pre-application meetings with applicants for a 7-lot subdivision that would support duplexes, a mini-storage facility, Wallace Construction Company, and the Wauna Credit Union relocation.

2.2 2024 Team Agreement

The Committee reviewed the proposed Team Agreement

David: Is this new?

Chair Christine Turner: We've always had this.

NJ: Every City board and committee has one of these that bring everyone on the same understanding of how we're going to do business.

Sean: I move to approve the 2024 Team Agreement as written.

Brian: I second.

The motion passed unanimously.

2.3 Economic Development Strategic Plan Research

Vice Chair Karl Fenstermaker: The packet has an outline for our strategic plan. I tried to make it very clear in the preamble that this isn't policy nor is it directing City staff. This will ultimately advise City Council so that they're thinking about the things we discuss every meeting when making decisions for the City. My questions are: 1) Is this worth doing? 2) Are there any comments on the structure of the document? 3) How do we move forward in getting to work on this?

Jeannet: Is this proposed to be a Council Goal?

Vice Chair Karl Fenstermaker: It's not about City goals. It's about informing you all, as the Council, of what we think you should be focusing on and working towards economically.

Laurie: Staff has a recommendation for a title change to the document to clarify that it's a collection of research and thoughts. We recommend the title being "Economic Development Strategic Plan Research". As we were going through the Economic Opportunities Analysis as part of the 50-Year Plan, I asked ECONorthwest what an economic strategic plan would look like and cost. The quote was around \$35,000-37,000 and they didn't highly recommend us doing that because we have OMIC and they essentially said that OMIC is our economic future.

Vice Chair Karl Fenstermaker: This document is meant to be a straightforward strategic plan for Council to use to grow our local economy. We don't need to pay a consultant a lot of money for something we already know.



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Paul: My understanding of this document is that this is to direct this committee's goals and projects.

Vice Chair Karl Fenstermaker: No, this is going to be produced by the Committee but it is ultimately a guiding document for the City when some or all of it is completed and adopted.

Jeannet: I agree with Paul and how he described your plan being used. As Council, we have goals we pass down to committees but we need to know what you're willing to do.

David: With nobody on EDC attending every Council meeting, there have been mischaracterizations about what we're willing or unwilling to do. We get handed a lot of tasks that evaporate in 5 minutes.

Brian: I think we're going off in tangents. We should get back to discussing Karl's proposal. I think the layout is fine and I'm fine with staff's request to amend the title. Given that it's an advisory document and not codified by the City in any way, I move we agree to move forward with developing the strategic plan and divide sections among ourselves.

David: I second.

The motion passed unanimously.

NJ: Do you want to divide responsibilities for this now?

Vice Chair Karl Fenstermaker: I'm happy to compile information anyone feeds me. Maybe next time we can assign sections to different folks.

Chair Christine Turner: Okay.

Paul: I'd recommend reviewing ECONorthwest's Economic Opportunities Analysis since it has a lot of information that will be relevant to your project.

2.4 Columbia Economic Team Tourism Branding

Wela: We have developed the first ever tourism brand for Columbia County. We've focused on asset development and are now ready to promote ourselves outside the County. We had several workshops about who we are and who we want to attract. With very few hotels, we're leaning into marketing ourselves as a day trip destination.

Wela screen shared a video that can be viewed in this meeting's [YouTube video at 50:59](#).

Wela gave a presentation on the outcomes of the tourism branding project that can be viewed in this meeting's [YouTube video at 53:01](#).

Brian: I like it overall. I wish it didn't say type A people wouldn't like Columbia County because it's not true and prevents those people from coming out here. I'd go with something like, "If you don't like waiting in lines at the airport, this may be the place for



you.” It plays on the fact that we’re more regional, not a Vegas sort of destination you have to fly to.

Chair Christine Turner: Where will this ad be playing?

Paul: It’s not an ad, it’s a visualization of what our brand could be.

Jeannet: Have you been working with the Chamber of Commerce to push this out?

Wela: Columbia Economic Team is the destination management organization for Columbia County so this is something we’d work with economic development partners around the state to push out.

Vice Chair Karl Fenstermaker: The phrase “Just roam” resonated with me more than “Your place of wander”.

Casey: I feel like this represents Columbia County so well that it should be our general brand, not just tourism focused. They did a really nice job with this.

2.5 Update on Community Branding Project

NJ: The City put together a request for proposal for a City-level community branding project that was released October 6th and closed November 13th. We received 11 proposals and we found that very few of them showed a true understanding of the project’s needs and all of them were over the City’s budget for the project. We provided this information to Council and they ultimately instructed us to cancel the current RFP and put their goal for community branding on pause.

Jeannet: The cost was just too high for us to continue. We’ll reassess what community branding looks like for Scappoose.

2.6 Urban Renewal Grant Program Advertising

David: I printed applications for the Urban Renewal Grant Program and distributed the packet and information to over 30 businesses in the Urban Renewal District. I’ll likely go out and do it again.

3. ANNOUNCEMENTS AND NEXT MEETINGS

- Annual Town Meeting
 - April 6, 2024 at 9:00 am at Scappoose High School
- Boards and Committees Dinner
 - February 28, 2024 at 6:00 pm at Ixtapa
- Next meetings
 - March 21, 2024 at 12:00 pm
 - April 18, 2024 at 12:00 pm
 - May 16, 2024 at 12:00 pm

4. Meeting adjourned at 1:17 pm.

Sip, Savor, & Read



**An evening of Wine, Food & Fun
to benefit the Columbia County's
Dolly Parton's Imagination
Library.**

February 16: 6 - 8:30

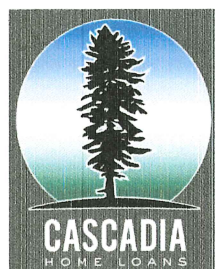
LOCATION

**The Barn at Scappoose Creek
53760 West Lane Rd
Scappoose, OR 97056**

MORE INFORMATION & TICKETS



United Way
of Columbia County



CAYMUS
VINEYARDS



YOUR HOMETOWN TEAM