



SCAPPOOSE *Oregon*

THURSDAY, DECEMBER 12, 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/DyDy0-68vpw>

Attendees: Chair Christine Turner, Vice Chair Karl Fenstermaker, Committee Member George Hafeman, Committee Member Paul Fidrych, Committee Member Sean Findon, Committee Member David Sideras, Committee Member Judy Isaman, City Councilor Jeannet Santiago, Port of Columbia County Commissioner Nancy Ward, 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, City Manager Ben Burgener

Committee Members Absent:

1. CALL TO ORDER

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

1.1 Meeting Agenda

Judy made a motion to approve the December 12, 2024 agenda. Vice Chair Karl Fenstermaker seconded. The motion passed unanimously.

1.2 Meeting Minutes

Judy made a motion to approve the November 14, 2024 minutes. Vice Chair Karl Fenstermaker seconded. The motion passed unanimously.

1.3 Public comment

No public comment.

2. NEW BUSINESS

2.1 Discuss and Recommend 2025-2026 Council Goals & Objectives

NJ: This meeting will focus on Council Goals and next month's meeting will focus on committee goals. The primary difference between the types of goals is that Council goals are priorities and tasks of the City as a whole whereas a committee goal is something that can be accomplished by you all. If it makes sense, committee goals can have some budget and staff time allocated to them.

Chair Christine Turner: Are we looking at these goals to recommend if Council should continue them? Some of them are very broad.



SCAPPOOSE *Oregon*

Ben: They should be broad on the Council level. If you see anything that needs to be changed, please recommend it. For this group specifically, you'd probably want to focus most of your discussion on economic development goals.

Chair Christine Turner: I think Objective 1.1 should become a focus.

Paul: I would like to add "Develop and implement a plan to create a vibrant downtown corridor that serves as a hub for economic activity and community engagement". We talk about having a downtown a lot but it's never been a goal of Council to move towards one.

The Committee members expressed general support.

Ben: I would add placemaking to that.

Chair Christine Turner: NJ, can we suggest that we move forward on 1.1?

NJ: Yes. I'd suggest a work session between EDC and Council to discuss what this branding process would look like and accomplish. We went out to bid last year and got 11 responses. That would normally be great because we have a lot of options but none of them were very responsive to what the City was looking for and 8/11 were out of our budget range. Council then told us to put the project on pause as we figure out alternatives for how to accomplish our ultimate goal.

Ben: Does it make sense to do the branding or downtown plan first?

Chair Christine Turner: It would be great to have a brand so we know what our downtown should be like.

Jeff: I feel like there's consensus around what the brand is. We're also coming up on TravelOregon grant season, which could help with some of these goals.

Laurie: We're planning to apply for a TGM grant for the downtown plan. The City of North Plains Downtown Improvement Plan is a really good example of what we're looking for and they received a TGM grant to complete it.

Chair Christine Turner: Do we always have to hire a consultant?

Laurie: We don't but it does help a ton with the capacity to complete these projects and statewide expertise. If we don't get the grant or don't go that route, it would certainly take longer to complete.

Ben: One thing I'll add is that when Council approves their goals, I typically don't like to wait around until July to get started on them. If there are no budgetary constraints, I like to get going as soon as we can.

Jeannet: I met with Bill Flood of Community Heart & Soul to discuss what community engagement and branding in Scappoose could look like.



SCAPPOOSE
Oregon

Vice Chair Karl Fenstermaker: I don't necessarily think we need to do a 2-year planning process to figure out what our brand is but I do think we don't know our selling points to attract businesses to come here. That needs to be done before we talk about downtown.

Ben: Are we lacking a vision and we need to create a brand around that or are you feeling that the branding itself is that process?

Vice Chair Karl Fenstermaker: I think we sometimes have identities about what this community is focused on but it tends to be a hodge podge based on what message we're trying to sell for an event or program.

Chair Christine Turner: What is our reason for being here though? I moved to Scappoose so that I could raise my kids in a small town. I stay in Scappoose because of OMIC. I don't think people move here for family anymore.

The Committee members expressed general disagreement and counterexamples.

Judy: The consistent theme I'm hearing is future. Technology and innovation are future. Raising kids is about the future. Do we have a vision statement?

NJ: We do but it's too long. The primary tenets are Smart Growth, Lifelong Learning, Sustainable Economy, Connected Community, Caring Community, Local Pride, and Passionate Stewardship.

Judy: Those sound like core values, not vision. Vision should be short and easy to recite for everyone.

Ben: We should probably have a separate city vision and an economic development vision.

Jeannet: My opinion is that since OMIC is so unique across the country, we should embrace and showcase that by having innovation being our brand.

Chair Christine Turner: I don't disagree that OMIC is our future and incredibly unique. However, a lot of people in Scappoose don't know it exists, which makes it hard for me to believe it can be our brand.

Vice Chair Karl Fenstermaker: We have Objective 2.3 with the Senior Center. I would like to see a partnership with the School District.

Chair Christine Turner: We are definitely separate from the District. I don't even know why the Senior Center Partnership is on here.

NJ: It was important to the Council. Anything that's important to the Council can become important to the City by getting on this list.

Vice Chair Karl Fenstermaker: A lot of people move here for their kids who go to these schools. The schools are in the center of our city and I think they need to be recognized as an important part of our community.



SCAPPOOSE
Oregon

NJ: We also bring representatives from these agencies to Council meetings once every 6 months or however frequently Council is interested in talking to them. This allows the City to understand their goals, challenges, initiatives, and identify any opportunities for partnership.

Laurie: With the schools specifically, we've shared the salary of a school resource officer.

Judy: What about a partnership with the Library? I'm new but I've seen them doing all these amazing things they're doing to enhance education and community engagement with children.

NJ: I'd be interested in a Committee straw poll on adding partnerships with the School District and Library.

Vice Chair Karl Fenstermaker: If we have a partnership with the Senior Center, I think we should do the same with the School District and Library. I move to recommend that City Council incorporate into its 2025-2026 Council Goals: 1) Develop and implement a plan to create a vibrant downtown corridor that serves as a hub for economic activity and community engagement; 2) Reopen the community branding goal/project; 3) Foster collaborative partnership with Scappoose School District; and 4) Foster collaborative partnership with Scappoose Public Library.

Judy: I second.

The motion passed unanimously.

2.2 Discuss Economic Development Strategic Plan Draft

Vice Chair Karl Fenstermaker: First, we need a single vision of where downtown is.

Chair Christine Turner: Downtown is and will be here (City Hall area).

David: I believe the highway will develop naturally and we should focus our efforts on developing around here.

George: Same.

Judy: With City Hall, Library, Watts House, and all the community events being here, I see this area as more of the civic center. I see downtown being around W Columbia Avenue across the highway with E Columbia Avenue on this side being a community gathering space.

Paul: I'm hesitant to start designating all these independent areas since we don't even have one. We need to pick an area and make it great to get things going. I think having the downtown around E Columbia Avenue makes the most sense as our area to focus on. I will say though that NE 1st Street has a lot of potential to be a walkable commercial area.

Vice Chair Karl Fenstermaker: Thank you, all. Second, I now need some help developing the Programs, Actions, and Other Levers Available section.



SCAPPOOSE
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David: I can help with that.

3. ANNOUNCEMENTS AND NEXT MEETINGS

- Next meetings
 - January 16, 2025 at 12:00 pm
 - February 20, 2025 at 12:00 pm
 - March 20, 2025 at 12:00 pm

4. Meeting adjourned at 1:21 pm.