

Cascades West Economic Development District Board

Thursday, January 26, 2017

12:30 – 2:30 pm

Lane Council of Governments

859 Willamette St. #500, Eugene OR 97401

You may join the meeting from your computer, tablet or smartphone through:

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Teleconference is available via the following phone number:

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AGENDA

1. **Call to Order and Introductions** **Chair Konopa**

2. **Agenda Review** **Chair Konopa**

3. **Approval of September 22, 2016 Meeting Minutes (Attachment 1)** **Chair Konopa**
ACTION: Approval of Minutes

4. **EcDev Perceptions of our Region** **Ward Wimbish**

Mr. Wimbash recently came to our region to direct Greater Eugene Inc. He will share his initial perceptions of our region, both strengths and weaknesses. Questions welcomed.

5. **USFEMA Economic Resilience Grant Update** **Josh Bruce**

In December 2016, our EDD submitted a grant proposal to USFEMA to support a regional planning effort aimed at improving economic resilience post a Cascadia type event. Mr. Bruce will provide an update on what we can expect if awarded the grant.

6. **Working Group Updates** **Board Liaisons**

An opportunity for Board Liaisons to provide an update on Working Groups.

7. **CWEDD 2017 Agenda Discussion** **Phil Warnock**

Discussion to include staff proposed agenda and meeting structure for 2017. Additional discussion will include staff proposals on Working Group organization and outcomes.

8. **Adjournment** **Chair Konopa**

The meeting location is accessible to persons with disabilities. Sign language, interpreter services or other accommodations can also be provided by contacting Emma Chavez at least 72 hours prior to the meeting. Emma can be reached at 541-967-8551 (TTY/TTD 711) or echavez@ocwocg.org.

**CASCADES WEST ECONOMIC DEVELOPMENT
DISTRICT (CWEDD) Board
Thursday, September 22, 2016
Hatfield Marine Science Center**

DRAFT MINUTES

Members Present: Anne Schuster, Biff Traber, Caroline Bauman, Dann Cutter, John Pascone, Sharon Konopa, Tom Nelson, Chris Pryor, Faye Stewart, Rob Scoggin, and Susy Johnston (via GoTo)

Members Absent: Sherry Duerst-Higgins, Ric Ingham, John Simpson, Greg James, Susy Lacer, Bill Hall, Pam Barlow-Lind, Gary Marks, Chris Workman, and Bob Elliott

Guests Preset: Josh Bruce (via GoTo), Bob Parker (via GoTo), Jackie Mikalonis, Amy Jauron, Allison Robertson, Bud Shoemake, Kevin Greenwood, Janet Steele, and Heather DeSart.

Staff Present: Brenda Wilson, Seth Sherry, Phil Warnock, and Emma Chavez

1. Call to order and Introductions

The Chair, Sharon Konopa called the meeting to order at 1:10 pm. Introductions were conducted.

2. Agenda Review

There were no changes to the agenda.

3. Review of April 7, 2016 Meeting Minutes

Correction needed to Anne Schuster last name under attendance record. Mention location of meeting under Agenda Item 1; Monroe Library.

ACTION: Motion to approve the January 7, 2016 meeting minutes with corrections made by Biff Traber, seconded by Anne Schuster. Motion carried.

4. Approval of CEDS Resilience Appendix

Phil Warnock reviewed recent updates to the document, noting that the majority of the edits were to pages 21 through 23. It was clarified that this document is an appendix to the CEDS and the audience is the CWEDD Board members and practitioners.

ACTION: Motion to approve the CEDS Resilience Appendix made by John Pascone, seconded by Tom Nelson. Motion carried.

5. Working Groups Update

Seth Sherry reviewed Year 1 & 2 high priority actions. He noted that with the CEDS update, a new framework called for the creation of Working Groups during Year 1. Four Working Groups have been created; the Economic Development Practitioners, Entrepreneurship & Innovation Working Group, Workforce Development Working Group, and the Rural Development Working Group. Each group is designated two CWEDD Board liaisons.

Working Groups will focus on completing specific actions outlined in the strategic action plan. They will also identify projects of regional significance that may qualify for funding from outside sources, including the EDA. The Economic Development Practitioners have met a couple of times this year already and the Workforce Investment Board Group met for the first time earlier today.

Commissioner Schuster stated that she would like further clarification on who the liaisons to the Working Groups are and what is expected of them and that she felt out of her league on the Work Force Development Working Group. Warnock advised that those details are still being refined and clarifications as well as updates will be emailed to the liaisons. He also noted that the Working Groups may be flushed out and broadened as necessary.

Caroline Bauman reported on the Economic Development (ED) Practitioners Working Group meeting from today. She noted that the ED Practitioners held a roundtable discussion of how each of their organizations is funded and organized. Members discussed a variety of ways to be governed and the different funding sources and grants. She noted that members discussed how the goals of the CEDS should not be duplicated.

Anne Schuster reported on the Workforce Development Working Group meeting. Members discussed grant writing availability, goals, and brainstormed workforce efforts taking place in the counties. Members also discussed not overlapping efforts with those of Regional Solutions.

Also reported, was that Sherry and Warnock recently met with Senator Merkley's office. Staff reported to Merkley's office that the CWEDD Board now meets two to three times a year which is a change from an annual meeting and that Working Groups will be meeting throughout the year. This increase in meetings requires more administrative work and staff is looking for funding to help strengthen that support. Staff reports that Merkley is supportive of these efforts.

6. Regional Needs Assessment Discussion

A regional needs survey of economic development practitioners and community leaders will serve to inform the Rural Development working groups' efforts and priorities, and promote the CEDS as per the CEDS objective 1.2.

- Network communication (Agency, CWEDD etc.) / Regional Coordination
- Community visioning/economic development planning
- Funding resources/access to capital/grant identification
- CEDS utility (how can this be improved for practical use)
- Misc. planning/technical needs (i.e., GIS)
- Economic Resilience (event based and economic downturns)
- Business retention/expansion/attraction

7. Federal Emergency Management Agency (FEMA) Grant Applications Update

The Community Service Center staff at UO briefed the COG Board on the CEDS Resilience Appendix. The COG Board directed staff to look into what it would look like if the communities in the region started to work on resiliency with an economic impact focus. Soon after, an opportunity through FEMA came up to put together an application

Attachment 1

for planning around Continuity of Governance and economic resilience. The FEMA applications are due by December, 2016. The grant would be intended for a planning effort around post disaster preparedness, focusing on continuity of governance and economic recovery.

Benton County has expressed interest in this work, however it would be ideal for all four counties to join in. Staff needs feedback on interest in order to move forward with the application. Funds are dependent on the total partners and match required. At this time it's thought that ideal matching amount may range between \$40-80 thousand. With the match ratio, a total local commitment of \$20,000 would enable the FEMA application amount to be on the higher end.

Janet Steel noted that this would be very valuable. Rob Scoggin added that it would be more valuable if done as a four county region.

ACTION: In support of the FEMA applications submittal, a motion was made by Dan Cutter for staff to write letters to the cities, counties, and economic partners in support of the FEMA application. Motion carried by consensus.

Strategic Doing – Bob Parker gave a brief informational presentation on Strategic Doing. Parker noted that when thinking of economic development, one must think of divisions or private sectors and attempt to balance leadership and direction. He stated that success may be hindered from economic development strategies due to networks, hierarchical, top-down approach, rapidly changing conditions, lack of commitment at all levels, and over analyzing. New ways of thinking is important for economic success. Parker went on to give a brief presentation on strategic doing. The power point will be emailed out to the CWEDD Board and a full presentation will be made at the January meeting.

8. **Pipeline to Jobs, Workforce Development Presentation**

Janet Steele, Albany Area Chamber of Commerce Director gave a presentation on the Pipeline program.

Steele reported that two and a half years ago the Chamber brought manufacturers together to find out how the Chamber could better assist them. Feedback received indicated that there aren't skilled workers or those that have the all-around attitude for the jobs available. In order to assist, the Chamber formed a Workforce Development Task Force with industry leaders, LBCC, Linn County, and Greater Albany Public Schools (GAPS). There are many quality job openings that pay a living wage without requiring a four-year degree.

Hutchins Advertising was contracted to do the initial outreach. They put together focus groups, as well as student and teacher surveys. Through the outreach, it became evident that parents, students, teachers and educators needed to be educated on career opportunities within Albany area businesses. National statistics indicate that 70% of high school students don't go on to a four year university but need secondary education or training in order to obtain a successful career.

Local industries identified that there are over 1,100 skilled employees needed in the next 5-7 years in just 7 industries in the Albany area, workforce education for specific skills

Attachment 1

on specific equipment needed and ongoing training is needed, and that if the local businesses don't make, build, or create it, people will get it from somewhere else.

Samaritan Health Services, LBCC, GAPS, and Linn County stepped in to assist financially to support the development of the Pipeline program. The City of Albany will be funding \$2.8 million of economic development funds for equipment purchases for the next 6+ years of career forecasts. Pipeline provides many hands on tours, clubs, and manufacturing days for students throughout the year. Pipeline has been very successful and there is hope for the program to be replicated regionally.

9. Economic Development in Lincoln County

Bauman reported that the Oregon Coast Community College is working on opening up a new building for a Trades Program, similar to the Pipeline Program. Also, the Marine Studies Initiative has attracted scientific meetings such as the Marine Technology Society. Meetings have been hosted at the Hatfield Marine Science Center. The Marine Studies Initiative at Hatfield is a huge expansion as part of OSU. It will drastically change the economy and continue to expand into education and opportunities in marine research.

Bud Shoemake, Port Manager for Port of Toledo noted that the marine/fishing industry in Toledo is bigger than tourism, timber, etc. Toledo is an industrial town that provides a lot of services to commercial fisherman. Toledo's boatyard is the only one in the Yaquina Bay. Newport has the number one fishing Port in the west coast. Toledo received *ConnectOregon V* funds for a mobile lift and *ConnectOregon VI* funds for an environmental work building.

10. Newport Port Tour Briefing

Members were advised of the tour location.

11. Adjourned

Chair Konopa adjourned the meeting at 3:10pm.