



Community Development  
Administration Division  
501 SW Madison Avenue  
Corvallis, OR 97333

**CITY OF CORVALLIS  
ECONOMIC DEVELOPMENT COMMISSION  
Minutes –September 10, 2012**

**Present**

Elizabeth French, Chair  
Skip Rung, Vice-Chair  
Jay Dixon  
Pat Lampton  
Rick Spinrad  
Nick Fowler  
Ann Malosh  
Dan Brown, Council Liaison

**Staff**

Ken Gibb, Community Development Director  
Claire Pate, Recorder  
Marci Laurent, Management Assistant

**Visitor**

Kyle Mason, BEC  
Tom Nelson, New Economic Development Manager  
Jim Patterson, City Manager

**Excused Absence**

Sam Angelos  
Larry Mullins

**SUMMARY OF DISCUSSION**

	Agenda Item	Summary of Recommendations/Actions
I.	Call to Order	
II.	Approval of 8.15.12 Meeting Minutes	Approved, with one revision
III.	Visitor Comments	None
IV.	Staff Update	For Information only
V.	Legislative Concept – South Willamette Valley Technology Business Accelerator	For information only
VI.	National Governor’s Association (NGA) Reports	For information only
VII.	Future Agenda Items	For information only
VIII	Adjournment at 4:45pm	Next meeting scheduled for 3pm, on 10.8.12; to be confirmed.

**CONTENT OF DISCUSSION**

**I. CALL TO ORDER.** Chair French called the meeting to order at 3pm. She welcomed City Manager Jim Patterson and other visitors.

## II. APPROVAL OF 8.15.12 MEETING MINUTES

Commissioner Rung noted that Sean Stevens name had been misspelled (change “Steven” to “Stevens”). The minutes were approved as revised, by unanimous vote.

## III. VISITOR COMMENTS - none

## IV. STAFF UPDATE

- A. BEC Update** – Kyle Mason handed out and reviewed highlights from the BEC activity summary for August 2012. In addition, he responded to commissioners’ questions relating to Volta Volare and Project Vertical from their August meeting. He stated that at one of the Airport Industrial Park tenant meetings, the topic of getting three-phase power over the entire park came up. They will be looking for assistance from the City to broker a deal with PP&L.

Commissioner Fowler asked that someone from the City look into the viability of the water supply system in that he has had issues with the feed lines which seem to be failing. Kyle Mason said he would have Dan Mason, Airport Manager, contact him.

In response to a question from Commissioner French, Director Gibb said that the new Economic Development manager, in conjunction with the City Manager and other staff, would be developing a logical transition plan and determining the role that the BEC would play during the transition.

- B. ED Manager Recruitment Update** – City Manager Jim Patterson announced the appointment of Tom Nelson as the new Economic Development Manager for the City of Corvallis in partnership with Benton County. He thanked the Commission for the work they did in developing an Economic Development Strategy, as well as being part of the interviewing process for the finalists. After thoroughly vetting the finalists, he chose Mr. Nelson in part for his understanding of the importance of partnerships and collaboration in order for their efforts to be successful in the long term. In addition, Mr. Nelson’s connections to the State Economic Development community, the Association of Regional Economic Development Partners and Oregon Economic Development Association, and his experience with urban renewal and the Association of Oregon Redevelopment Agencies will be vital to the success of Corvallis’ and Benton County’s economic development work. He will begin September 17, 2012.

Chair French welcomed Mr. Nelson on board, and encouraged him to let them know how they could best be of help to him as he transitioned into the job and community. Mr. Nelson thanked the Commission for their offer. He said that the Economic Development Strategy, as devised by the Commission and adopted by the City Council and Commissioners, would be his “playbook.” He asked that the Commission help him to maintain that focus.

- C. Other Business** – Director Gibb said the next week would be busy for staff as they attend a Benton County Planning Commission meeting to finalize a County zoning update applicable to the City’s Airport Industrial Park land and designed to make the development process less burdensome. Additionally, the City Planning Commission will

be holding a public hearing relating to a significant update to the Land Development Code. Chair French reminded commissioners that the City Council would be receiving the EDC's transmittal letter relating to its recommendation on high priority items related to the development process at its meeting on September 17, 2012. She would not be available to attend that meeting and asked that Commissioners Dixon and Lampton confirm with staff whether they would be able to attend.

## **V. LEGISLATIVE CONCEPT – SOUTH WILLAMETTE VALLEY TECHNOLOGY BUSINESS ACCELERATOR**

Commissioner Fowler gave a brief overview of his participation on the Governor's South Valley Regional Solutions Center Advisory Committee, along with Commissioner Spinrad and Mayor Julie Manning. He is part of a subcommittee along with OSU and UO representatives tasked with developing a framework for economic development within the region that would form the precursor to a legislative agenda for this biennial term. State Senators Lee Beyer and Frank Morse will be the likely co-sponsors of the intended legislation. The subcommittee has met with Senator Beyer as well as Scott Nelson, Chief of Staff for Governor Kitzhaber, and a presentation was developed to present to them a potential framework which could form the basis for this legislative agenda.

The approach they took, and which is represented in the presentation (attached), has elements distilled from an economic development report previously viewed by the Commission. The first contention is that the majority of job creation in this region is by very small firms and newly formed firms, and therefore the focus should be on entrepreneurs. Secondly, science and technology are more likely started by well-educated founders and bring up higher per capita income, so a second point of focus is on technology. A third point is the strength of having proximity to research universities, and therefore the focus should be on those areas which can bring to bear the strengths of the universities. Finally, the notion of clusters plays into the framework in that they tend to beget stronger and faster growth.

Commissioner Fowler then walked the commissioners through the presentation, noting that the next step is to provide a suite of ideas to the anticipated legislative sponsors, and determine which ones resonate most. One of the initiatives that seemed to resonate most with Governor Kitzhaber and Senator Beyer is the notion of an innovation cluster of a business incubator/accelerator. This could take the form of a physical plant space or be a virtual domicile. Another initiative that resonated is the use of the University's Development funds for investing in startups. The intent would be to take this vehicle and broaden it to give the investor tax credits as well as a return over time. This would make it a true fund.

They will be meeting with Senator Morse in the next week, and expect that he will also favor the same initiatives. Commissioner Spinrad added that the south Willamette Valley is viewed as a major innovation base because of the two research universities. OSU's research revenue has increased by 42% in the last two years, and the issuance of licenses has increased by 270% in just the last year. In parallel with what would be the "hard piece" of developing an accelerator, campus is doing the "soft piece" in that they are developing a startup accelerator concept between the research office and the Divisions of Business and Engineering. This would be an expandable concept.

Commissioner Rung said that he is concerned about the step after technology transfer in that the need is to capture the jobs once a startup has succeeded. Commissioner Fowler agreed that this had not been their focus, and that more work needed to be done with the Oregon Investment Fund to keep businesses here.

Commissioners offered the following comments:

- The presentation should have some hard numbers attached to the concepts, so that legislators will have that information.
- It is an intriguing concept and it is nice that this region is further ahead than the others, though it would seem likely that there would be some statewide initiatives that would benefit all regions eventually.
- The concept needs to expand so that it can be made applicable outside of the university arena as well, as there are entrepreneurs that might not fit within the university framework.
- The legislative concepts will be due in September, so time is of the essence, especially for those concepts that have a budgetary impact.
- These are all good ideas, but it will be very important to bring the community along with the process. These efforts will need public support.

Commissioner Fowler said that the concept paper was still in draft form and he was not looking for an endorsement from EDC at this time. However, there is a big need to have the Investment Development Fund reconstructed to continue the tax credits but to also allow for a return over time on the investments. This would attract more capital. It would be important to enter into this dialogue with others who might be able to effect this change. An additional issue is to determine whether there are resources that Corvallis can offer to assist with these concepts – such as the assistance of Corvallis' new Economic Development staff.

## **VI. NATIONAL GOVERNORS ASSOCIATION (NGA) REPORTS**

Chair French reminded commissioners that this document had been handed out at the last meeting, but they had not had an opportunity to discuss it. Commissioner Lampton said that he sees a lot of parallels in the report to what the EDC has been discussing. He would like to see it distributed to a larger audience. Commissioner Rung suggested that the Executive Summaries be shared with City Council, at a minimum. Chair French suggested that Mr. Nelson use the information in the report to supplement the Economic Development Strategy and be part of his "playbook." Director Gibb said he would ensure that the information, in Executive Summary form, would be included as part of an upcoming City Council packet.

## **VII. FUTURE AGENDA ITEMS**

Chair French asked for input on future agenda items. At the August meeting, there had been discussion about having a meeting on the OSU campus with OSU students and other interested parties to get feedback from them. Commissioners made the following suggestions:

- The intent is to have this as an outreach event. A special agenda will need to be

developed; one which engages the participants in conversation. It cannot be a “business as usual” agenda.

- There also needs to be an outreach meeting with LBCC’s Business Department and the Small Business Development Center. It might make more sense to have these as two separate meetings: one with OSU in the fall and with LBCC at the Benton Center in the spring.
- Part of the goal is for commissioners to listen and learn from others. Another goal could be to introduce upper classmen and graduate students to the Corvallis business community. Columbia, Missouri is an example of a community that did a good job of this integration.
- The City Council could also be invited to one of the meetings.
- It was suggested that a smaller subcommittee be formed to plan an agenda for these meetings with both OSU and with LBCC.

Chair French said that she would not be in town for the next meeting scheduled for October 8, 2012; and the November meeting would likely need to be rescheduled since it falls on Veteran’s Day. Staff will be in contact via e-mail to find out if someone else can chair the October meeting and what might be a good day for rescheduling the November meeting hopefully to be held on campus. Chair French further suggested that Senator Morse and/or Helen Higgins, Corvallis Chamber of Commerce Business Advocacy Chair, could be invited to an upcoming meeting to discuss upcoming legislative initiatives.

Commissioner Rung suggested that it would be good to have future agenda items relating to discussions of elements of the Economic Development Strategy. The Strategy’s second “Big Idea” relates to campus and spells out “leveraging the OSU-Corvallis relationship and Memorandum of Understanding to provide unprecedented advantages to Corvallis-based startups, including research infrastructure access, incubator/accelerator resources, HR and purchasing infrastructure, and innovative community networking.” It seems timely to have a discussion around this point, in light of the fact that the MOU does not at this point incorporate Economic Development. There is a need to do outreach and communication around the Strategy, so that, at a minimum, economic development initiatives involving OSU can be identified and done at the same time as the elements spelled out in the MOU. These two tracks can run in parallel, and there is no need for economic development efforts to wait on the other initiatives associated with neighborhood and parking issues. There needs to be more outreach so that the community understands the importance of moving ahead with economic development initiatives in light of declining 509j enrollment numbers and a diminishing tax base.

### **VIII.ADJOURNMENT**

The meeting adjourned at 4:35 p.m. The next meeting is scheduled for 3:00 p.m., October 8, 2012, Madison Avenue Meeting Room, though the meeting might have to be rescheduled. Staff will notify the commissioners by email.



# The Business Enterprise Center

Success Starts Here

460 SW Madison Avenue, Suite #1 Corvallis, Oregon 97333 Tel: 541.758.4009 Fax: 541.758.7319

## Business Enterprise Center Activity Report August 2012

### City Contract Activities Status

The BEC continued to act as principal contact for economic development inquiries for the City of Corvallis and to market the Corvallis Airport Industrial Park (AIP). In addition, Bill Ford served as the Enterprise Zone Manager for the Benton County-Corvallis Enterprise Zone.

### General Economic Development Activities included:

- Fielded/made 46 calls regarding business resources for startup companies, assisting businesses with various needs, technical assistance, and referrals.
- No recruitment leads or requests for information were received from Expand In Oregon.
- Bill Ford attended a meeting sponsored by the Corvallis Chamber of Commerce which was presented by Andy Olsen on leadership traits and principles, along with 16 other business leaders from the area.
- Bill Ford attended the Regional Economic Development Forum hosted by Cascades West Council of Governments, at which Congressman DeFazio delivered the keynote address.
- The BEC held a brown bag session entitled Wealth Management for clients and community members put on by Nancy Beaudry of Waddell Reed Financial Planning.
- Bill Ford and several BEC board members attended a reception for the four local finalists being interviewed for the Economic Development Manager position.
- Provided services to six start-ups ranging from office space, advising, and additional business resources.

### Activity

### Participants

### Notes

2.1.1 Act as principle contact	Fielded and made 46 calls regarding entrepreneurial resources for starting companies, assisting businesses with various needs, and referrals.	
2.1.2 Assist local businesses in retention/expansion plans	Provided services to six start-ups ranging from office space, advising, and additional business resources.	

Business Name	Contact	Subject of Meeting
Trade Ya!	Jason Stoop	Business expansion to Corvallis area, joining the BEC as a resident client.
Cascade Counseling	Max Fabry	Possible expansion of her business to include a retreat center in Cottage Grove.
Top 30 Sportsboards	Nick Drapela	NCAA conference licensed logos on magnetic boards for conference standings, joining the BEC as a resident client.
PRN Temporary Staffing	Sami Molvi	Processed his Idea Resume for BEC Application as affiliate client

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(Local writer)	Amy Spies	Joining the BEC as a resident client
Grill-a-Pro	Curtis Short	Presenting company at Will It Fly?

2.1.4 Collaborate with other agencies in economic diversification.	Attended the Regional Conference at Linn County Expo Center on Revving the Economy.	Rick Spinrad was one of the panelist.
2.1.5 Provide data to regional and state entities.	Provided information on a suggestion for a high- tech Ocean Corridor from off shore at Newport to Lebanon.	

### AIP Administration

2.2.1a Designated point of contact	Bill Ford (541) 829-9468	
2.2.1.b Respond to inquiries with detailed info.	No responses required this month	
2.2.1.c Present info. And Market AIP at local/regional Conferences.	Revving the Regional Economy held in Linn County.	Pam Silbernagel did a marvelous job. Commissioners Dixon and Modrell attended.
2.2.1.d Conduct outreach and business developments as opportunities are presented.	Bill Ford spoke with Paul Peterson of Volta Volare (Aircraft Company) regarding possible relocation and expansion to the Corvallis Municipal Airport	
2.2.1e Website	Continued to review the Expand in Oregon website. Examining ways to update and improve the data and usage of the site.	
2.2.2 Follow up on initial business contacts.	Spoke with Paul Peterson and Rick Peterson on expansion to the CMAIP.	
2.2.3.a Maintain contact with AIP tenants.	Held two tenant meetings. Used Perpetua Power Sources conference room for both meetings. Phil Warnock and Greg Wilson briefed the group about the <u>Drive Less Connect</u> program. Drive Less Connect is a state wide program that allows people to post online when and where they will be driving. People can seek out people to carpool with and or obtain vans to transit people with.	Issues, broadband and 3 Phase electrical power throughout the park.
2.2.3. b Inform city of concerns if/when they arise.	Dan Mason attended the tenant's meeting and heard of the need for additional broadband and 3 phase electricity throughout the industrial park.	Penny York future city councilor and Biff Trabor current city councilor

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		attended this meeting.
2.2.4a Represent City's Interest to prospective tenants.	Met with Jeremy McDermond of Kattare Internet on their electrical power expansion needs.	
2.2.4b Be a resource to City Staff.	Accomplished the contracted items including General Economic Development support which includes the Regional Incubator, and WIF.	Looks as if the WIN will not be held in 2012 and that WAC will be coordinated by the Eugene Chamber of Commerce.
2.2.4c Attend and participate at a staff level with AIP Development Committee.	Met with the AIP Sub Committee and heard city staff update on the results of their combined meeting with the Benton County Planners.	Need more flexibility not less.
2.2.4. d Maintain shovel ready status.	Status maintained and certified until June 2014.	

### **EZ Administration**

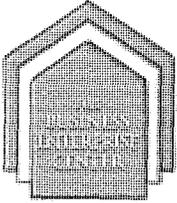
2.3.1 Schedule/facilitate EZ Committee Meetings.	Met on site with NuScale and they are happy with the support and processing of their EZ application and status.	
2.3.2 Mtgs. With county & parties interested in the EZ benefits.	NuScale was our only meeting this month.	
2.3.3 Annual EZ Report	Special information was sent to Art Fish at state of Oregon which is supposed to negate the November report.	

### **Reports and Performance Measures**

4.1.1 Establish benchmarks, outcomes, and expectations.	Monthly summary report, Monthly Airport Commission report. Regular formatted Monthly report all submitted as required.	
4.1.2 Format quarterly written reports to City.	4th Quarterly report to the airport commission was submitted as required at the July 2 <sup>nd</sup> meeting	
4.1.3 Meet quarterly with public works staff.	Airport Commission pre-meeting was cancelled.	
4.1.4 Quarterly updates to	Fourth quarter's report was presented at the July 2, 2012	

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Airport Commission.	meeting.by Kyle Mason.	
4.1.5 Attend Airport Commission quarterly Meetings.	Kyle Mason attended the July meeting.	
4.2.1 Keep monthly records of all statistics requested by the city.	On file at the BEC and reported as required.	
4.2.2 Submit monthly reports by the 15 <sup>th</sup> of the month following the reporting period.	Kyle Mason submitted the July report to Ken Gibb on the 18 <sup>th</sup> of September.	



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- Bill Ford attended a meeting sponsored by the Corvallis Chamber of Commerce which was presented by Andy Olsen on leadership traits and principles, along with 16 other business leaders from the area.
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- The BEC held a brown bag session on financial planning for clients and community members put on by Nancy Beaudry of Waddell & Reed.
- Bill Ford and several BEC board members attended a reception for the four local finalists being interviewed for the Economic Development Manager position.
- Provided services to six start-ups ranging from office space, advising, and additional business resources.

#### Local business and startup meetings:

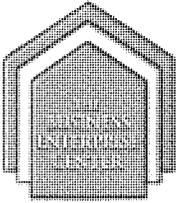
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### **AIP Activities included:**

- Development and maintenance of a web page marketing the City of Corvallis Municipal Airport Industrial Park (CMAIP).
- Bill Ford spoke with Paul Peterson of Volta Volare (Aircraft Company) regarding possible relocation and expansion to the Corvallis Municipal Airport
- Bill Ford talked to Rick Petersen (Peak Internet) on expansion of fiber optic cable to the CMAIP.
- Conducted two AIP tenant meetings, as required by our contract with the City of Corvallis. The meetings were useful for gathering tenant input. Phil Warnock and Greg Wilson briefed the group about the Drive Less Connect program. Drive Less Connect is a state wide program that allows people to post online when and where they will be driving. People can seek out people to carpool with and or obtain vans to transit people with.
- Dan Mason, City of Corvallis Airport Manager, attended one of the tenants' meeting and received comments regarding the need for additional broadband and 3 phase electricity throughout the industrial park.
- Met with Jeremy McDermond of Kattare Internet regarding their electrical power expansion needs.
- Met with the AIP subcommittee of the Airport Commission and heard City staff update on the results of their joint meeting with the Benton County Planning Department.

### **Enterprise Zone Activities included:**

- Conducted follow-up meeting with NuScale Power, LLC to ensure their Enterprise Zone application was completed to their satisfaction. Contacted local WorkSource Oregon office their behalf to assist with posting jobs, as required by their First-Source Hiring agreement.



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### **Corvallis Municipal Airport Industrial Park Tenant Meeting Summary on Friday 08/24/12 2:00 PM at Perpetua Power**

#### **Present at Meeting:**

Bill Ford (EZ Zone Manager)  
Kyle Mason (Associate Business and Marketing Manager for the BEC)  
Phil Warnock (Cascade West Council of Government; Drive for Less Connect Guest)  
Greg Wilson (City of Corvallis Drive Less Connect Guest Speaker)  
Dan Mason (City of Corvallis Airport Manager)  
Bill Gleaves (Airport Commission)  
Lanny Zoeller (Airport Commission)  
Jack Mykrantz (SASO)  
Bob Brown (Perpetua Power)  
Rich Hurley (Western Pulp)  
Jeremy McDermond (Kattare, Inc.)  
Biff Traber (Corvallis City Council)  
Gary Rodgers (CMAIP Tenant)

#### **Purpose:**

The purpose of the meeting was to 1) update tenants regarding the City of Corvallis Economic Development Strategy; 2) discuss food carts and service at the Airport; 3) give an update on the Airport Industrial Park Master Plan; 4) give an overview of the Drive Less Connect program.

#### **Summary:**

Bill Ford began the meeting by introducing everyone in the room to each other. Phil Warnock briefed everyone about the Drive Less Connect program. Drive Less Connect is a state-wide program that allows people to post online when and where they will be driving. People can seek out people to carpool with and or obtain vans to transit people with. The idea of coordinating this service with the OSU Athletic Department as a means of transporting people who fly into the Corvallis Municipal Airport who need transportation to Reeser Stadium for OSU Football games was revisited. Gary Rodgers inquired about the status of the City of Corvallis providing bus service to the Industrial Park at the Airport

After this discussion Jeremy McDermond requested a discussion regarding Kattare Internet's need to obtain 3 Phase Power at their current location at the CMAIP (Corvallis Municipal Airport Industrial Park). He stated that they would like to stay at their current location but lack of power is becoming an issue for their business. They are seeking help from the City of Corvallis to help negotiate / and or help fund getting 3 Phase Power to their current site. Biff Traber inquired whether the adjacent shovel ready site has 3 Phase Power. Dan Mason pointed out it was available at one corner of the shovel ready property but is not conveniently located.

Afterwards, Bill Ford gave a summary to the group regarding the update to the CMAIP (Corvallis Municipal Airport Industrial Park) Master Plan.

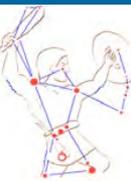
The next topic discussed was services and the possibility of a food cart servicing the airport. Bill suggested several food cart vendors who could be approached regarding the opportunity of servicing and or catering to businesses located at the CMAIP

Bill Ford then gave an overview of the newly adopted City of Corvallis Economic Development Strategy status. Lastly he informed the group that the City of Corvallis would likely be announcing who the new Executive Director of Economic Development will be.

# Economic Development through Innovative Start-Ups

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Kimberly Espy, Nick Fowler, Rick Spinrad  
Subcommittee - Southern Regional Solutions Center



# Background

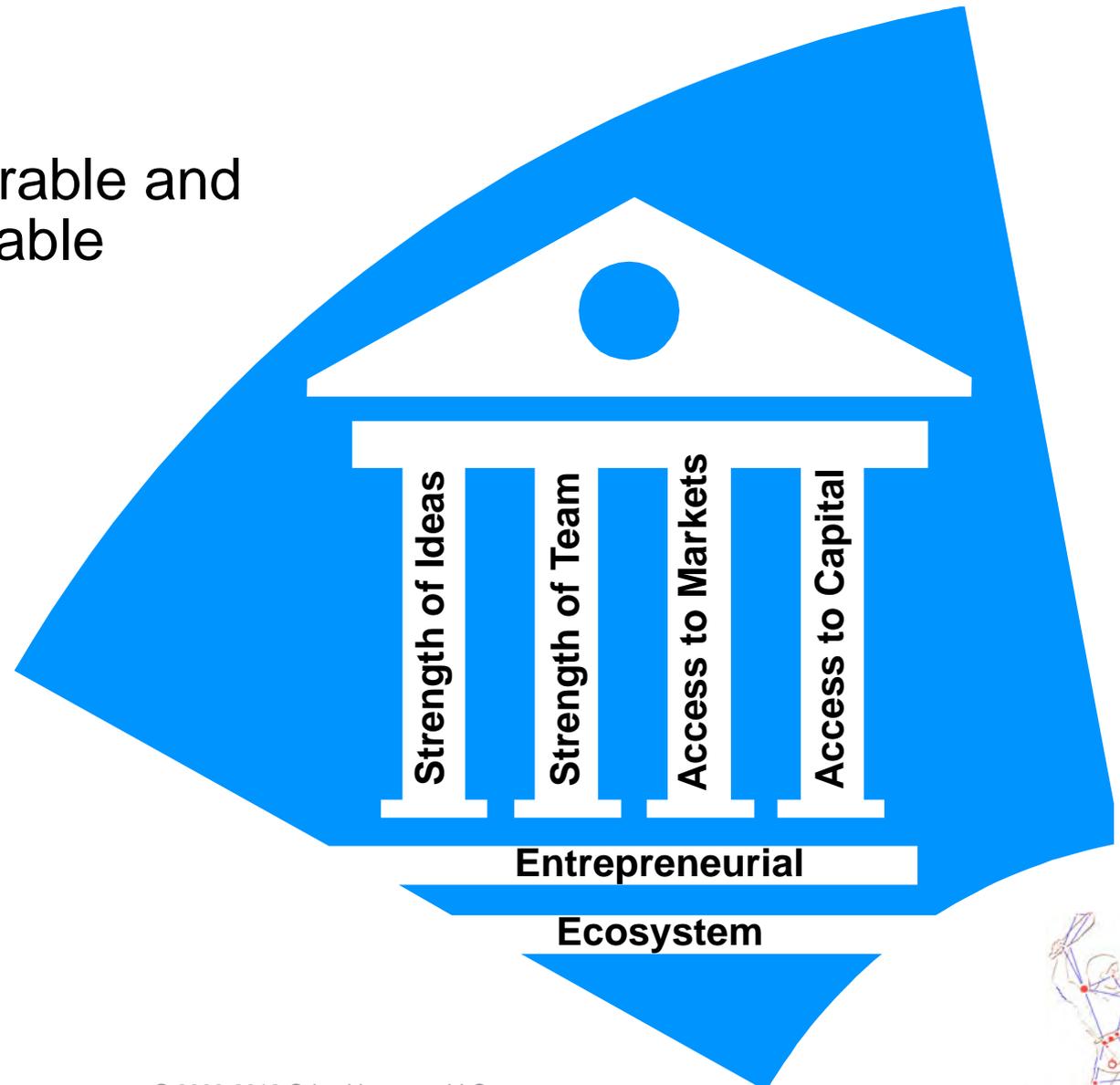


- Majority of job creation by very small firms (<20 employees) and newly formed firms (<5 years). (Stangler, 2010).
  - Science and technology firms are more likely to be started by well educated founders and drive significantly higher per capita income. (Wadhwa, Freeman, & Rissing, 2008).
  - Companies want to locate R&D near research universities because of talent and knowledge pools locally available. (National Academies of Sciences, 2010).
  - Industry clusters foster innovation via dense networks of firms, colleagues, rivals, and knowledge institutions in close proximity. (Audretsch & Feldman, 2004).
- **Entrepreneurs**
  - **Technology**
  - **OUS Strength**
  - **Clusters**



# Keys to a Successful Startup

Obviously desirable and uniquely attainable



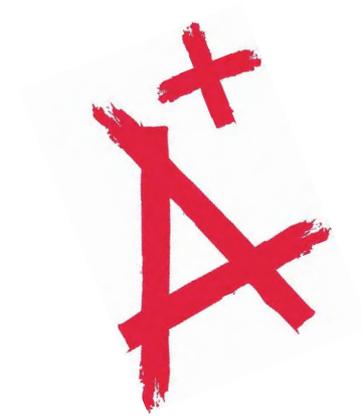
# Entrepreneurial Ecosystem



- “Big Idea”
  - Innovation Cluster Business Incubator/Accelerator
- Aggressive
  - OUS Infrastructure Access
- Easy
  - Virtual Resource Cache



# Strength of Ideas



- “Big Idea”
  - Tech Transfer to Commercialization
- Aggressive
  - STTR Program Office
- Easy
  - SBIR Matching Program



# Strength of Teams

- “Big Idea”
  - Cross Discipline School for Start-ups
- Aggressive
  - Deepen entrepreneurship, EE/CS, materials science programs
- Easy
  - Entrepreneurs In Residence



# Access to Markets



- “Big Idea”
  - Extension Service/Business Oregon
- Aggressive
  - Traded Sector Chambers of Commerce
- Easy
  - Business Oregon Focus

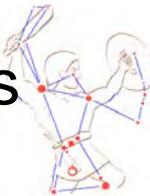


# Access to Capital

(Oregon Investment Fund Framework)



- “Big Idea”
  - Mobilize/Incent Angel Capital – University Development Fund Amendment
- Aggressive
  - Debt Guarantees
- Easy
  - Investment in Regional Angel Investment Conferences



# Next Steps

- Confirm, Adjust, Course Correct
- Develop Key Program Summary Sheets/White Papers
- Chart End Game and Mobilize End Game



# Keys to a Successful Startup

Obviously desirable and uniquely attainable

