



City Manager's Office  
Economic Development  
501 SW Madison Avenue  
Corvallis OR 97333

**Economic Development Advisory Board**  
September 14, 2015, 3:00 – 5:00 p.m.  
**Madison Avenue Meeting Room**  
500 SW Madison Avenue

**Meeting Agenda**

Item

- I. Call to Order
- II. Approval of August 10, 2015 Minutes (Attachment 1)
- III. Visitor Comments
- IV. Strategy/Business Activity Reports (Attachment 2)
  - A. Business Activity update
  - B. EDO Activity
- V. Community Development Discussion – (Kent Weiss and Mark Shepard)
- VI. Wetlands Discussion (Kirk Jarvie - DSL)
- VII. Legislative Discussion
- VIII. Community Communication Discussion
- IX. Other Business
- X. Future Agenda Items
- XI. Adjournment
- XII. Next meeting, October 12, 2015 – Madison Avenue Meeting Room

Attachments:

- 1 – August 10, 2015 Draft Minutes
- 2 – Strategy/Business Activity Reports

**CITY OF CORVALLIS**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**DRAFT Minutes – August 10, 2015**

**Present**

Skip Rung, Chair  
 Pat Lampton  
 Josh Kvidt  
 Ann Buchele  
 Brian Wall  
 Nick Fowler  
 Frank Hann, Council Liaison  
 Jay Dixon, County Liaison

**Absent**

Elizabeth French (excused)  
 Jason Bradford (excused)  
 Tim Weber (excused)

**Staff**

Tom Nelson, Economic Development Manager  
 Amy Jauron, Economic Development Officer  
 Terry Nix, Recorder

**Visitors**

Jim Coonan, RAIN  
 Caroline Cummings, RAIN  
 Jackie Mikalonis, Regional Solutions  
 Sean Stevens, Business Oregon

**SUMMARY OF DISCUSSION**

	Agenda Item	Summary of Recommendations/Actions
I.	Call to Order	
II.	Approval of July 21, 2015 Minutes	Approved as revised
III.	Visitor Comments	None
IV.	Strategy/Business Activity Reports	Information
V.	EDAB Annual Report (Final)	Information
VI.	Regional Solutions Update	Information
VII.	RAIN Venture Catalyst	Information
VIII.	Public Communications	Information
IX.	Other Business	None
X.	Future Agenda Items	Information
XI.	Adjournment	Adjourned at 5:00 p.m.
XII.	Next Meeting	September 14, 2015, Madison Avenue Meeting Room

## **CONTENT OF DISCUSSION**

### **I. CALL TO ORDER**

Chair Rung called the meeting of the Economic Development Advisory Board (EDAB) to order at 3:00 p.m., at the Madison Avenue Meeting Room, 500 SW Madison Avenue.

### **II. APPROVAL OF JULY 21, 2015 MINUTES**

Chair Rung requested a revision: Page 4, item XI, change "ONAMI facility" to "MBI facility."

Motion: Mr. Lampton moved to approve the minutes as revised. Mr. Wall seconded the motion, and it passed unanimously with Mr. Fowler abstaining.

### **III. VISITOR COMMENTS – None.**

### **IV. STRATEGY/BUSINESS ACTIVITY REPORTS**

Economic Development Manager Nelson reviewed the Monthly Business Activity and Metrics report and Monthly EDAB Strategic Plan Update.

Discussion followed regarding start-up requests from cannabis companies, logistical and financing challenges associated with that use, and the potential for growth in the industry as federal regulations change. Economic Development Officer Jauron suggested that EDAB consider inviting Seth Crawford, a sociology professor at OSU and local expert on the marijuana industry, to discuss the related economic issues.

Sean Stevens, Business Oregon, provided additional information about some of the work being done with recruitment clients.

Ms. Jauron reviewed her business visitations for the month. She said the WiN Expo will be held on November 5 at the MBI facility. She said ATS will be closing their doors over the next few months, and discussion followed regarding that physical space, the employees, and the need for electronic technician level skills in startups. Ms. Jauron agreed to try to connect with an HR representative at the company.

### **V. EDAB ANNUAL REPORT (FINAL)**

Mr. Nelson said the EDAB annual report was presented on August 5 to the Administrative Services Committee (ASC), which forwarded it to the City Council with a recommendation for approval. Chair Rung said there were comments at the ASC meeting that Council had requested a report on EDAB activities rather than Economic Development Office (EDO) activities. He suggested that future annual reports could be limited to EDAB activities, and that the Board could provide a review and comments related to EDO activity as an attachment to the report. Commissioner Dixon asked that the report and attachment be provided to the County as well.

### **VI. REGIONAL SOLUTIONS UPDATE**

Jackie Mikalonis, Regional Solutions, gave an update on economic development-related funding approved in the recent legislative session. The request from this region for \$2 million to be reinvested in RAIN was approved. RAIN more than matched the initial investment last biennium and she is sure they will match the current funding. RAIN has helped more than 70 companies; about 40 companies have graduated out of the accelerators; and most of the companies are growing, hiring and attracting investment. RAIN as a tool to support entrepreneurs is working and the legislature seemed supportive.

Ms. Mikalonis said the legislature has said that investments in noncapital projects are supposed to be one-time investments, therefore, the Regional Solutions Advisory Committee for this region wants to have a policy discussion about how to make successful non-capital economic development projects like RAIN sustainable.

Discussion followed regarding future funding for RAIN. Ms. Mikalonis said the Regional Solutions operating budget is included in the Governor's Office budget and, this year, there was also \$22 million put forward for projects. The state needs to have a policy discussion about how it will move forward on economic development and its projects, including the signature research centers. With RAIN specifically, it may be helpful to list some funding options; however, the Governor's office will need to decide if they want to continue to allocate funds to these projects. The Advisory Committee has stated it would like to have that discussion, and that feedback will be welcome back to the Governor's Office.

## **VII. RAIN VENTURE CATALYST**

Caroline Cummings, RAIN Venture Catalyst Manager, described her background as a local technology entrepreneur and her work in economic development. Her current role is about supporting entrepreneurs in whatever resources they need, supporting assets for entrepreneurs, recruiting investors and capital, education and communication. She is excited to be in the role and to serve in any way she can.

Discussion followed regarding EDAB's goal related to Series B capital for companies that are well out of the accelerator phase. Ms. Cummings said she wants to work with any traded sector business in our region, including those who are ready to scale and go to another level. She provided her contact information and invited referrals.

The group discussed the need for professional services infrastructure to support start-ups and entrepreneurs.

Jim Coonan, RAIN Executive Director, provided additional information about the seed fund being developed which will help facilitate connections to Series B capital, and about legislative options being considered such as an investor tax credit program. Discussion followed.

Mr. Coonan expressed appreciation to Benton County for helping to support Ms. Cummings position. He said he is excited to have her on board and he thinks she will have a major impact.

## **VIII. PUBLIC COMMUNICATIONS**

Chair Rung said the Board previously talked about whether the economic development strategy is well understood and supported by the citizens. He said this is a time to brainstorm ideas in terms of communicating the economic development strategy and the work of the Economic Development Office (EDO) to the citizens of Benton County and Corvallis. The following points were made during discussion.

- It would be helpful to identify which metrics are most impactful and then figure out the best mechanisms to share that information.

- Citizens are probably not thinking in terms of return on investment; they are likely more concerned about quality of life issues. The best way to describe return on investment is to tell stories about the successes.
- The message may need to be customized for different audiences. For example, the City has a low unemployment rate so economic development and jobs may not be the top priority; however, Benton County has a higher unemployment rate so providing jobs is a bigger deal.
- The best way to engage people is to tell stories that relate to their interests and passions. An example would be to tell stories about new innovations that have a positive environmental impact.
- EDO staff has talked about increasing capacity by strengthening communication partnerships with other groups such as RAIN.
- Communications can include PR, which involves pushing a message; however, another approach is to offer education or information on topics people are interested in, but not necessarily with an agenda behind them.
- The risk of not communicating with people is that others will write your story for you.
- It would be helpful to communicate how economic development provides opportunities for young people and families, which in turn generates needed tax dollars.
- The City's visioning process includes economic development, and it is important that this Board be involved in that process.
- It would make sense to build off events that are already occurring by having interaction with people attending events such as the WiN Expo and Hatch events. Staff could do a better job of communicating the EDO's connection to events in order to promote those activities.
- Business activity and how it affects the tax base would have a logical connection with the sustainable budget process.
- Communications are occurring through social media and the website.
- EDO staff will be making presentations at service clubs and civic groups. It might be useful to also make some presentations to high school government or economics classes.

Chair Rung said this was a good starting discussion and he would like to revisit the topic at the October meeting.

**IX. OTHER BUSINESS** – None.

**X. FUTURE AGENDA ITEMS**

The Board agreed that the September agenda would include an update and clarification about wetlands issues and attempts to pre-mitigate certain properties; discussion about the perception that it is difficult to do business in Corvallis; and preparation for a potential discussion with state elected officials at the November meeting.

**XI. ADJOURNMENT**

The meeting was adjourned at 5:00 p.m.

**XII. NEXT MEETING**

The next meeting will be held on September 14, 3:00 p.m., at the Madison Avenue Meeting Room.

## Monthly Business Activity and Metrics Report – August 31, 2015

### Start-ups:

- Responded to a start-up request – Project Hemp
- Eight start-up follow-ups

### Retention

- Responded one retention issue with an existing company

### Retention:

- One follow up meetings with existing retention client

### Recruitment:

- Worked on and submitted response to Project Borealis
- Ten follow ups with recruitment clients

<b>Assisted with</b>	<b>Past Month</b>	<b>Past 12 Months</b>	<b>This Fiscal Year</b>
Start-up	1	13	3
Start-up Follow-up visits	8	28	8
Expansion	0	1	0
Expansion Follow-up visits	0	44	6
Retention	1	3	2
Retention Follow-up visits	0	8	0
Recruitment	1	26	3
Recruitment Follow-up visits	10	34	15
Economic Development Officer visits (1st time)	0	61	2
Economic Development Officer visits (Follow-up)	8	86	18

## Monthly Economic Development Advisory Board (EDAB) Strategic Plan Update

The following is a report of Economic Development Office activity to address the Strategies and Tactics over the past month.

### 2015 Strategies

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- Support the development and deployment of resident and next stage capital, as well as identifying the likely financing sources for clients, when needed.
  - o *The EDO continues to assist clients with access to capital from a variety of sources.*
- Support business growth by providing properly zoned and serviced land, buildings, and development projects and by maintaining a timely and predictable development review process. Verify via benchmarking that Corvallis is best-in-class regarding comparable university towns across the U.S.
  - o *The EDO continues to assist businesses in access to property for location or expansion.*
- Collaborate locally, regionally, and statewide on long-term transportation plans, including access to markets, surface transit, and people travelling. Corvallis is well positioned for ground transportation, but lacks access to convenient aerial travel and foreign markets.
  - o *Cascades West Council of Governments staff is working with Regional Solutions staff and the EDO to continue a Regional Airport discussion.*

### 2015 Tactics

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- Maintain and improve an effective communication plan that includes e-news, social media, and blog posts, as well as maintain a best-in-class information gateway portal that will provide resources to support business development with information about demographics and economics, technical and financial assistance programs, available land, and building resources.
  - o *The YesCorvallis and City websites continue to be updated with articles of interest connected with EDO work.*
  - o *The EDO posts social media updates weekly*
- Support programs sponsored by local and regional partners to facilitate innovation, entrepreneurship, and business investment. Examples include the Willamette Angel Conference (WAC) and Willamette Innovators Network (WiN).
  - o *The EDO contracts with the Small Business Development Center for business training and advisory services for all small businesses.*
  - o *The EDO continues to coordinate monthly board meetings and pubtalks for WiN. In addition, planning has begun on the November/2015 WiN Expo*
  - o *The Oregon Cascades West Council of Governments – Community & Economic Development Director has begun Regional Economic Development meetings that include his office, City of Albany, and our office.*

- Build a strong relationship with the local business community through the account manager concept, and an ongoing Business Visitation program.
  - o *The Economic development officer conducted 8 follow-up visits with businesses. In addition, she had 9 resource partner visits, made 1 presentation, and attended 3 community events.*
- Ensure that the City has an effective and productive relationship with Business Oregon, the State's economic development agency, for access and response to business development leads.
  - o *The Economic Development Office is on the planning committee for the Oregon Economic Development Association Annual Conference.*
- Provide a business-oriented welcoming program for key recruits of local employers.
  - o *Our membership in Civic Outreach resulted in 13 new executive and 2 new business greets for the month.*