



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

Economic Development Advisory Board

November 9, 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 October 12, 2015 Minutes (Attachment 1)
- III. Visitor Comments
- IV. Support letter for OSU Venture Development Fund (Attachment 2)
- V. Strategy/Business Activity Reports (Attachment 3)
 - A. Business Activity update
 - B. EDO Activity
 - C. WiN Expo Report
- VI. Heather Stafford, Assistant Director – Innovation & Entrepreneurship, Business Oregon
- VII. Comprehensive Economic Development Strategy (CEDS) – Fred Aboulseman and Charlie Mitchell (CWCOG)
- VIII. Community Communications
 - A. Leadership Corvallis Presentation
 - B. Small Business Forum
 - C. Traded Sector Video Update
 - D. Sustainability Coalition video sponsor
- IX. Other Business
- X. Future Agenda Items
 - A. Community Communications
- XI. Adjournment
- XII. Next meeting, TBD – Madison Avenue Meeting Room

Attachments:

- 1 – October 12, 2015 Draft Minutes
- 2 – OSU Venture Development Fund Support
- 3 – Strategy/Business Activity Reports

CITY OF CORVALLIS
ECONOMIC DEVELOPMENT ADVISORY BOARD
DRAFT Minutes – October 12, 2015

Present

Skip Rung, Chair
 Pat Lampton
 Elizabeth French
 Nick Fowler
 Ann Buchele
 Brian Wall
 Tim Weber
 Frank Hann, City Council Liaison
 Jay Dixon, Benton County Liaison

Staff

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

Visitors

Jackie Mikalonis
 Sean Stevens

Absent/Excused

Jason Bradford
 Josh Kvidt

SUMMARY OF DISCUSSION

	Agenda Item	Summary of Recommendations/Actions
I.	Call to Order	
II.	Approval of September 14, 2015 Minutes	Approved
III.	Visitor Comments	None
IV.	Strategy/Business Activity Reports	Information
V.	Legislative Discussion	Information
VI.	Community Communication Discussion	Information
VII.	Other Business	Information
VIII.	Future Agenda Items	Information
IX.	Adjournment	Adjourned at 4:48 p.m.
X.	Next Meeting	November 9, 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 SEPTEMBER 14, 2015 MINUTES

Mr. Lampton moved to approve the minutes as presented. Mr. Rung seconded the motion, and it passed unanimously with Fowler, Weber, Wall and Buchele 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. He distributed copies of the monthly Small Business Development Center report (Attachment A). Brief discussion followed.

Economic Development Officer Jauron reminded that the WiN Expo will be held on November 5th. There has been a great response for sponsorship. There are over 20 confirmed booths and efforts to recruit more are underway. Discussion followed regarding some of the planned participants and activities.

Ms. Jauron said that she attended and gave a presentation at the International Economic Development Council conference in Alaska, and that she attended the first meeting of the Oregon Northwest Workforce Investment Board. She said the WiN Pub Talk will be held October 13, 6:00 p.m., at the Sunnyside Café.

V. LEGISLATIVE DISCUSSION

Mr. Nelson said Sen. Gelser and Rep. Rayfield are unable to attend the November meeting; he will see if they can attend in December or January. It was noted that Rep. Rayfield will be holding a town hall focused on small businesses on November 9, 5:30 p.m., at the Corvallis-Benton County Library.

Jackie Mikalonis, Regional Solutions, reported that the Governor is leaving today with a delegation on an economic development venture to Japan, Viet Nam and China. In terms of legislative activity this interim session, RAIN has been doing a lot with individual representatives and there is an emphasis to do more outreach to the rural parts of our region. Sen. Beyer is putting together a small group discussion on obstacles and opportunities with changes in federal law around freight mobility, and what can be done in our region. The Oregon Leadership Summit is scheduled for November 14th.

Chair Rung initiated discussion about OSU's Venture Development Fund, an expired tax credit that the university would like extended. It was noted that the fund is important as a driver for identifying potential high growth startups coming out of the universities. Mr. Nelson agreed to look into whether it is appropriate for EDAB to comment to the legislature on this issue.

Ms. Mikalonis noted that RAIN was enabled through the Regional Solutions process and a policy discussion is needed regarding how the state can continue to encourage this type of economic development effort. One possible home for RAIN is Business Oregon but a policy discussion is needed to make that determination.

Board members agreed that it may be beneficial to hear from a representative of the Oregon Innovation Council. Mr. Fowler suggested that consideration be given to inviting Rep. Tobias Read to discuss his ideas around overhauling the tax structure.

VI. COMMUNITY COMMUNICATION DISCUSSION

Chair Rung initiated discussion about ways to gain support or engagement on the part of the community around economic development and advancement of prosperity.

Discussion followed regarding the upcoming City visioning and comprehensive plan processes and ways in which EDAB could participate or contribute. It was noted that it will be important to include economic vitality and sustainable budget discussions in the visioning process.

Further discussion regarding ways to facilitate community communication around economic development and economic vitality included the following:

- Staff is prepared to give a presentation at civic clubs, schools, etc.
- It may be helpful to develop a communications plan that identifies who we want to reach and how to best reach those people.
- The WiN Expo is a near opportunity to create an impression. It would be good if the media made a connection between this event and the Economic Development Office.
- There are success stories about businesses that are growing and hiring. A smart presentation might define how economic development impacts City services, wrap personal stories around that, and then get the message out using multiple communication sources.
- An effective presentation must be interesting, informative and short.
- Chalk talks are short videos which have been found to be effective in reaching and informing people.
- EDAB could recommend that the City Council consider funding the production of a series of short videos about economic development and other community issues as part of the visioning process.
- As a first step, EDAB could develop a presentation or set of data that tells a story and information about how economic development funds services that people care about such as parks, emergency services, and the library. The presentation could be shown first at Councilor ward meetings to see how it's received.

It was agreed that Chair Rung will work with staff to gather content which will be brought back for further discussion. EDAB will then work to get to agreement related to the objective, the message, and the presentation.

VII. OTHER BUSINESS – None.

VIII. FUTURE AGENDA ITEMS

Discussion followed regarding potential future agenda items, including the following:

- A report back from the Chair and staff regarding content that might be included in a short presentation on how economic development affects services that people value.
- Sen. Gelser and Rep. Rayfield will be invited to attend whatever meeting date works for them.
- A possible visit from Rep. Tobias Read.
- An update on the OSU Venture Fund and RAIN.
- Additional OSU representatives and potential field trips.

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IX. ADJOURNMENT

The meeting was adjourned at 4:48 p.m.

X. NEXT MEETING

The next meeting will be held on November 9, 2015, 3:00 p.m., at the Madison Avenue Meeting Room.



**Small Business Development Center & Corvallis/Benton Economic Development
Partnership Report for 2015 July - September**

Thank you for partnering with the Small Business Development Center (SBDC) at Linn Benton Community College. Your support helps us to help entrepreneurs start and grow successful businesses.

Client Advising Results

Metrics	Partnership Goals	2015 Jul-Sep
Total number of advisory clients served		29
Total client advisory sessions	24-36/quarter	53
Total advising hours		78
Long-term clients (5+ hours)	7-9 total	19
Long-term client advisory sessions		34
Long-term client advising hours		54
New business starts	2	1
Jobs created/retained	9	1
Capital infusion	300,000	45,000
Increased revenue	500,000	0
Training events held	3/quarter	5

Training Activities

Program	Location	Total Attendees	Corvallis / Benton Attendees
Going Into Business - July	Albany	10	2
Going Into Business - August	Lebanon	7	3
Going Into Business - September	Corvallis	13	8
Foundations of Business Success	Corvallis	22	10
Guided Tour of QuickBooks	Albany	6	2

Success Story

We've been advising the co-founders of Corvallis-based retail business that has five stores and also sells on the Internet. Our engagement began when the company was facing financial challenges including inadequate revenue to service their debt. The SBDC advisors helped the founders identify ways to cut costs, reduce inventory, and improve their sales process. As a result of this long-term engagement, the company increased profits and paid off their debt. Our focus now is helping the founders develop a three-year roadmap to continue growth.

Nelson, Tom

From: City Attorney Brewer
Sent: Friday, October 16, 2015 10:35 AM
To: Nelson, Tom
Subject: RE: University Venture Development Fund

Tom:

I spent a little time going through lobbying rules. I think the EDAB can advocate for approval of this fund. Some considerations: I'm assuming the City isn't getting any money from federal or state grants or contracts that would pay for any of the advocacy. I'm also assuming the state doesn't have any federal grants or contracts for the university venture fund. If the City is getting money from federal or state grants or contracts that pay generally for some economic development costs, then we may still have a requirement under that grant or contract to file a public disclosure form.

My thought is this is a pretty remote possibility, but I'd hate to have to pay back a grant or contract amount.

Having said that EDAB can do this, the best practice would be to check in with the City Council. In terms of process, either the EDAB can make a recommendation to the Council that the Council submit a letter on behalf of the fund and authorize the EDAB to advocate for its approval, or ask the EDAB council liaison to bring it to the Council table under new business or council reports. The liaison should have a conversation with the Mayor before raising it, but the Council check in is necessary to make sure the EDAB doesn't take a position that the Council objects to.

Jim

-----Original Message-----

From: Nelson, Tom [<mailto:Tom.Nelson@corvallisoregon.gov>]
Sent: Monday, October 12, 2015 3:41 PM
To: City Attorney Brewer
Subject: University Venture Development Fund

Approval of this fund will be before the legislature in the short session.
Can EDAB advocate for its approval with a letter and testimony?

Sent from my iPad

Monthly Business Activity and Metrics Report – October 30, 2015

Start-ups:

- Two start-up follow-ups

Expansion:

- Five follow up meetings with existing expansion clients

Assisted with Oct / 2015	Past Month	Past 12 Months	This Fiscal Year
Start-up	0	13	4
Start-up Follow-up visits	2	34	16
Expansion	0	1	0
Expansion Follow-up visits	5	48	14
Retention	0	3	2
Retention Follow-up visits	0	7	0
Recruitment	0	14	3
Recruitment Follow-up visits	0	35	24
Economic Development Officer visits (1st time)	5	61	9
Economic Development Officer visits (Follow-up)	13	86	31

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

- 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

- 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*
 - o *The EDO worked with Silverman Productions to update the "Traded Sector" video*
- 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. The SBDC provides quarterly reports.*
 - o *The EDO continues to coordinate monthly board meetings and pubtalks for WiN. In addition, planning and coordination for the November/2015 WiN Expo (November 5th) are complete. A verbal report will be given at the November 9th EDAB meeting.*

- *The Oregon Cascades West Council of Governments – Community & Economic Development Director has Regional Economic Development meetings that include his office, City of Albany, and our office. We have included Caroline Cummings (RAIN Venture Catalyst) in the most recent meeting.*
- *The ED manager participated in review of the Comprehensive Economic Development Strategy commissioned by CWCOG.*
- Build a strong relationship with the local business community through the account manager concept, and an ongoing Business Visitation program.
 - *The Economic development officer conducted 5 new company visits and 13 follow-up visits. In addition, she had 18 resource partner visits, made 3 presentations and attended 7 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.
 - *The Economic Development Office is on the planning committee for the Oregon Economic Development Association which planned and conducted a successful Annual Conference in Medford with 120 in attendance.*
- Provide a business-oriented welcoming program for key recruits of local employers.
 - *Our membership in Civic Outreach resulted in 10 new executive and 7 new business greets for the month.*