Marion County Economic Development Advisory Board
February 14, 2018 Meeting Minutes
555 Court St NE, 5th Floor Salem, OR

Members Present: Nate Brown, Kevin Cameron, Bob Hill, Jay Kemble, Nathan Levin, Allison McKenzie, A.J. Nash, Dave Tibbetts, Renata Wakeley, Chad Freeman. Wendy Veliz, Lisa Goff (via conference call).

Staff and Guests Present: Tamra Goettsch, Sarah Spinks, Tom Hogue

Agenda Item: Welcome, Introductions & Announcements
Information/Discussion: Hill welcomed the group and asked for self-introductions.
Action: None.

Agenda Item: November Minutes
Information/Discussion: Hill presented the minutes and called for comment; no discussion was held.
Action: A motion was brought forth by Cameron to approve the November minutes; a second was made by Cummins. The motion was voted on and approved unanimously.

Agenda Item: Economic Development Strategy Draft
Information/Discussion: Spinks presented the Economic Development Strategy Draft document, and provide a summary of Leland Consultant Group's process. At the November focus meeting the consultant identified 3 vision areas of focus:1) Agriculture/Technology, 2) Great Place, and 3)Workforce/People; following the consultant's work,staff worked to refine the information to make it less task oriented and more outcome oriented. Staff revisions also included a shift from 3 goals to 5 goal areas which included: 1) Build Organizational Capacity, 2) Strategically Use of Land, 3) Create Business Opportunity, 4) Enhance Natural Resource Innovation, and Foster a Great Place (see attached document). Spinks highlighted a few activities that are embedded under each goal area including:

Goal 1: Build Organizational Capacity examples included:
- Partnering with MC Public Works reviewing permitting process. Hogue has begun conversations with the Public Works Director who is excited to collaborate with economic development.
- Based on consultant feedback, staff will be looking at how current Advisory Board structures are being utlized, and what the economic development program is needs from its Advisory Boards. The Executive Committee has had some conversations surrounding this idea and will bring ideas back to EDAB for further discussion.
- Providing cities with technical supports, training and resource brokering andsupport with projects and activities that align with the Economic Strategy.

Member comments and feedback on Goal 1 included:
- Change wording from capacity to efficiency (objective 1.1.1)
- Concerns around interpretation of capacity vs. efficiency

Goal 2: Strategically Use Land examples included:
- Conducting land supply inventory
- Identifying the needs of thebusiness industry regarding land supply
- Identifying policies that will need to be adjusted in order to reach our goal and future forecast of land needs
Member comments and feedback on Goal 2 included:
- Look at the possibly of adding advocacy roles, either internally or externally
- Look at land use and transportation issues
- Relocate Ag-related to EFU zones to open up existing industrial space
- Explore opportunities to partner with other Counties

Goal 3: Create Business Opportunities examples included:
- Conducting an assessment of the startup and microenterprise ecosystem to identify strategies to support their growth.
- Partnering with SEDCOR and other stakeholders in the manufacturing industry to identify needs and priorities that may lead to cluster analysis or supply chain development work.
- Assessing the housing supply, specifically workforce housing, and exploring strategies to address the lack of entry level housing for the working class.

Member comments and feedback on Goal 3 included:
- Viability in infrastructure design and planning
- Expand UGB and have resources
- Go after State & Federal dollars

Goal 4: Enhance Natural Resources Innovation, Spinks noted that the activities have not been developed because staff are not experts in this area, the department will work with stakeholders and industry leaders in the coming months to help build out this goal area and create a work plan.
Member comments and feedback on Goal 4 included:
- Explore partnerships with Universities.
- Work with SEDCOR's member organizations to identify what actions need to be taken in each of the areas to support creating a work plan.

Goal 5: Foster A Great Place, Spinks noted that the activities have not been fully developed but key areas have been identified including affordable living, development of rural downtowns and recreation destination development, and telling the county's story of place to attract workforce talent. This goal area will be developed over the coming months with input from stakeholders.
(Goal 5 has not been developed, consultant suggest building with partners in the coming months)
Objective 5.1 *Encourage affordable living through accessible housing and transportation costs*
Objective 5.2 *Support and promote Agritourism, rural downtowns, and recreation destination development*
Objective 5.3 *Tell the Marion County story of place to attract a skilled workforce*

Member comments and feedback on Goal 5 included:
- Area's being developed to house people who do not work in the Salem area (Portland's bedroom community) need to find a way to embrace it.
- Expand our reach for those that can go into AG zones, invest in infrastructure with Pods and bring economic dollars in the area.

Action: None

Agenda Item: New Business, Comments and Closing

Information/Discussion: Cameron gave an update on the potential draining of Detroit Lake. The Army Corp of Engineers are building water mixing tower in order to regulate the temperature for the fish and planto lower the water levels to 1300 feet in order to build the tower; there has been a lot of opposition due to water shortage to surrounding areas as well as the economy. Owners of the Marina's say they could possibly be able to manage for 1 year butnot a longer period of time. The Army Corp has said they will come back in October to present other options.

Meeting adjourned: 5:00 PM