

Marion County Economic Development Advisory Board
August 10, 2016 Meeting Minutes
555 Court St NE, 5th Floor Salem, OR

Members Present: Nate Brown, Bill Burich, Kevin Cameron, Thomas Chambers, Bill Cummins, Lesa Goff, Bob Hill, Jay Kemble, Nate Levin, Angie Morris, AJ Nash, and Jim Rasmussen.

Staff and Guests Present: Sarah Cavazos, Mark Metzger, Dave Riches, and Brandon Reich.

Call to Order: 3:35pm

Agenda Item: Welcome, Introductions & Announcements

Information/Discussion: Morris called the meeting to order, asked for introductions. **Action:** None.

Agenda Item: June Minutes

Information/Discussion: Morris presented the minutes and called for comment; no discussion was held.

Action: A motion was brought forth by Burich to approve the June minutes; a second was made by Hill. The motion was voted on and approved unanimously.

Agenda Item: Updates – Canyon, Grants, and Economic Development Summit

Information/Discussion: Cameron provided an update on recent meetings in the N. Santiam River Canyon regarding the Detroit Lake water levels and impact on the recreation season. The prior week the water levels were about thirteen feet below fill levels requiring boats to be out of the docks in about two weeks; prime business time for the marinas have been shortened by about two months. Cameron recently took Kurt Schrader on a tour of the industrial lands in the area, followed by a boat tour of the marinas to discuss the economic vitality of the area and the impact the lake water level management has on the tourism industry. A community meeting was held with approximately 200 attendees; Marine Corps gave a presentation and the Sheriff's Office received a standing ovation for their service in the area. Marine Corps agreed to exploring dredging under the docks as a potential solution, dredging would allow the docks to move in and out as the lake levels change. A meeting was held with the Marine Corps and marina owners on August 9th to discuss the permitting process. Cameron expected an update by the end of the week. Cavazos shared that Becky McCray was confirmed for the rural economic development summit which has been rescheduled for March 7, 2017 to allow more time for planning. She is working to build the planning committee and expects more details to be available in October. Cavazos shared inquiries are coming in on the FY16/17 business grant opportunities and plans to have the business grant request for applications released by September 26, 2017 with minimal changes to the criteria. The Grant and Loan Ad Hoc Committee will continue to meeting and present a full report later in the fall.

Action: None.

Agenda Item: SEDCOR 4TH Quarter Report

Information/Discussion: Freeman had a last minute conflict and was not present to present the report. The report was included in the packet for individual review. Cameron shared that the Ground Breaking Ceremony for Henningsen Cold Storage is on the 18th at 10:00am and all are welcome to attend.

Action: None

Follow Up: Request was made for SEDCOR to provide annual non-duplicative numbers for the chart in question 5.

Agenda Item: Travel Salem 4th Quarter Report

Information/Discussion: Morris presented Travel Salem's fourth quarter report highlighting multiple successes in their marketing and communications activities including a 191% increase in their Facebook reach supported by Facebook marketing campaigns, and the launch of their Pinterest account. Morris discussed the potential future business leads and bookings report, noting that Travel Salem has already confirmed booking of 16 events for 16/17 that have a combined total community economic impact that is more than \$3 million higher than the estimated economic impact of the 24 events booked in FY15/16. Travel Salem staff works out several years in advance to recruit and secure large scale events. The question was posed if Travel Salem focuses on events that project high attendance; Morris explained that that the number of event attendees doesn't equate to high estimated economic impact, that a smaller event over a longer duration that draws a broader geographic region would could have higher economic impact than a larger, shorter

event due to the number of hotel nights and meals. Morris shared that Travel Salem pursues a variety of events from religious conferences to sports tournaments regardless of size. A more in depth review of Travel Salem's 4th quarter report can be found online at:

<https://www.youtube.com/watch?v=0iLHZJVphTg&index=8&list=PLSUQ1gg6M78UsBE3q6w4rdf59Z5rXkEi5>

Action: None

Follow Up: Request was made to provide the formula used for calculating economic impact.

Agenda Item: Land Use Case Review

Information/Discussion: Reich presented the completed land use cases for the 3rd quarter, noting that the date on the document included in the packet was incorrect. Reich noted that the County has had a role with many of the projects references in SEDCOR's report and that there is a lot of behind the scenes work that planning does behind the scenes that isn't reflected in his report that requires them to be flexible in order to support business advancement, referencing a recent exception for a sign height along the I-5 corridor. Reich provided an overview of the cases listed in his report (see attached 'Completed Land Use Cases').

Action: None.

Follow Up: Brandon to share the eclipse opportunity to the Daniel A. Fennimore and Faith M. Piper primitive campground project to see if they will have the campground up and running in time for the event.

Meeting adjourned: 5:00 p.m.

DRAFT