



Economic Development Strategy

Overview

January 2016

Chris Kerr

Community Development Director

Focus Areas



Focus Areas



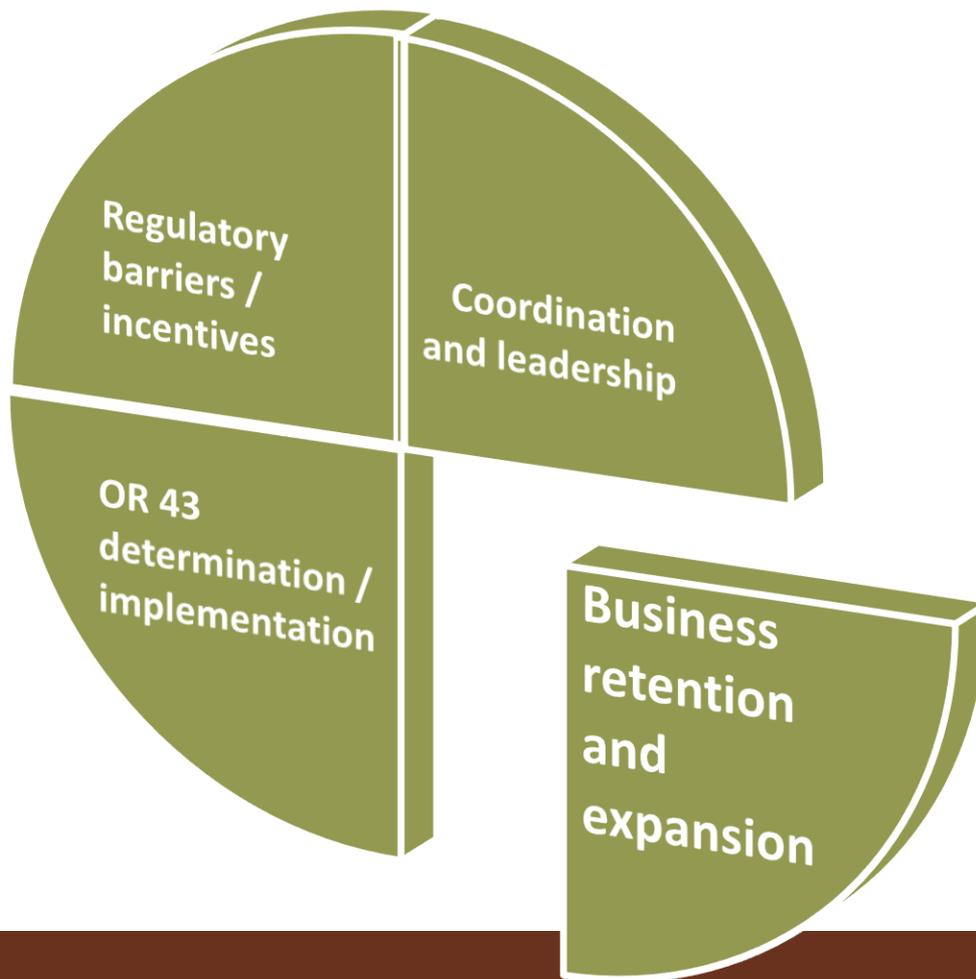
Education (private/public/govt.)

- *Business advocate*
- *Inventory /needs assessment*
- *Open channels to stakeholders*
- *Blue Heron*

Coordination

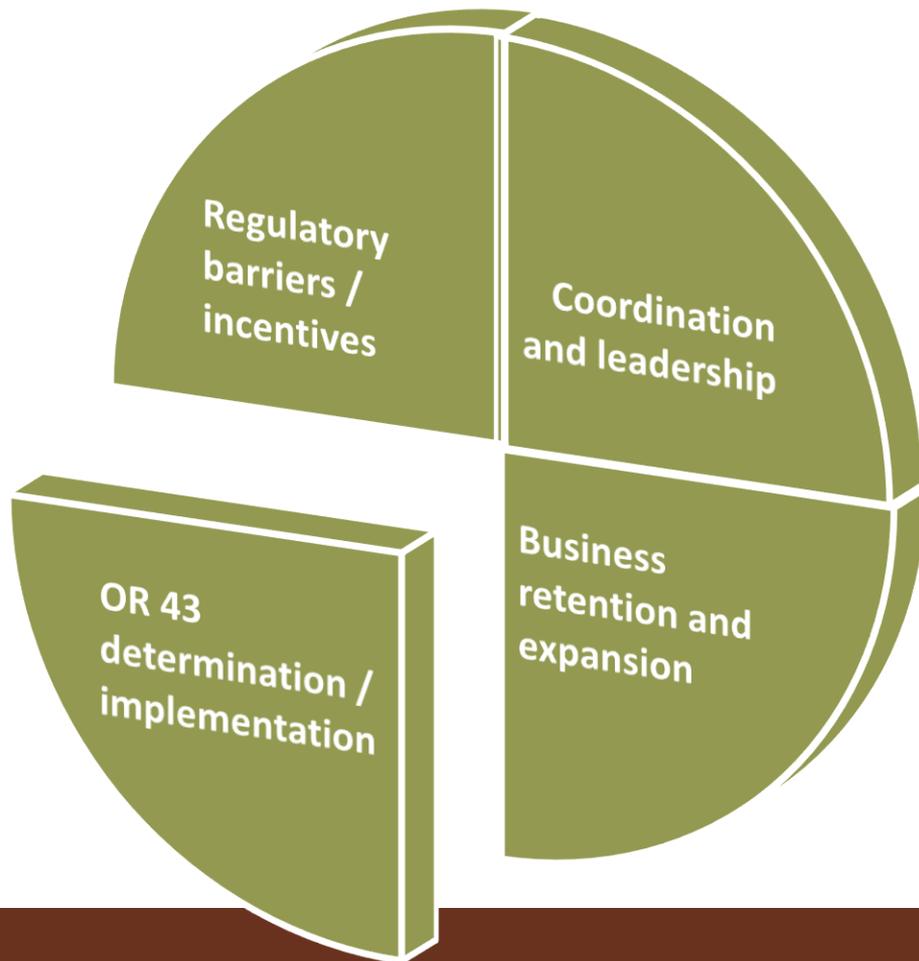
- *Individuals and districts*
- *Regional partners*
- *Chamber*
- *Main Street*
- *City Events*
- *City Committees*

Focus Areas



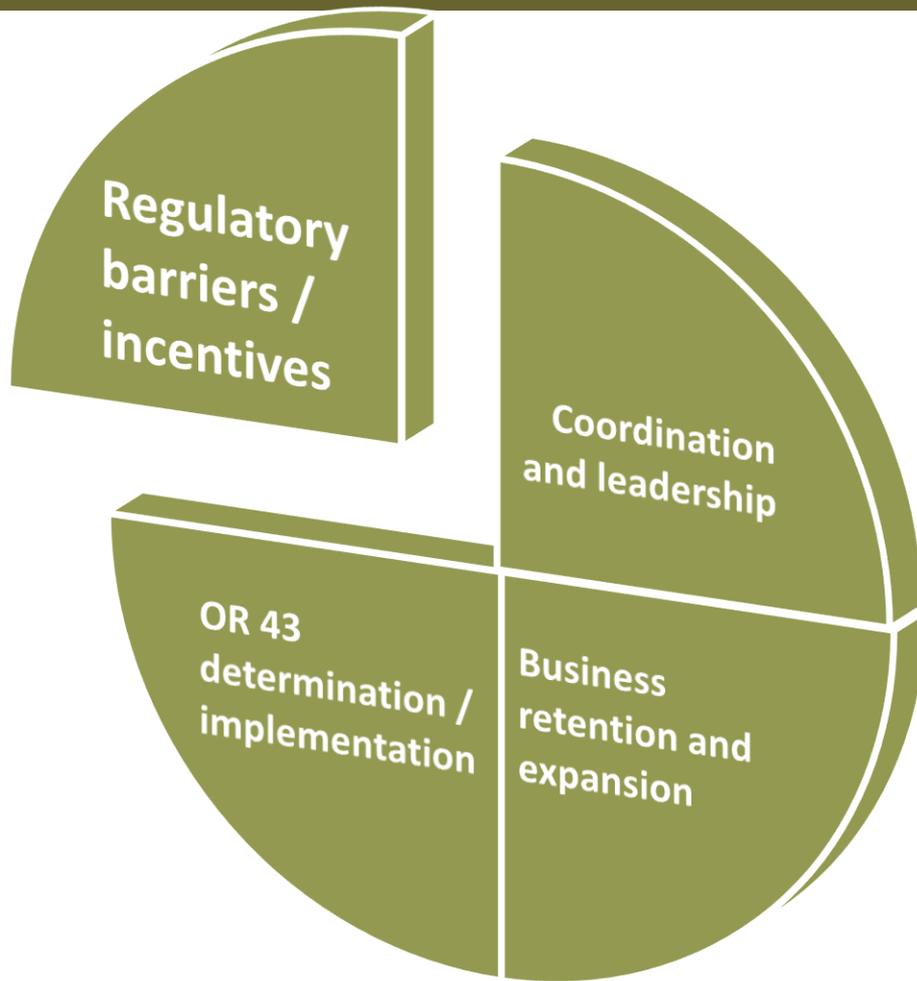
- Business ombudsman
- New ED web site
- Create plan for priority sites
- Training/education
- Marketing/tourism efforts
- Toolkit for new businesses
- Increase tourism
- Entrepreneurial asst.
- HBB assistance
- Welcoming committee
- Financial incentives
- Outside grants

Focus Areas



- Arch Bridge / Bolton MP
- Outside consultant
- Planning phase
- Adoption

Focus Areas



- Fees/licensing
- Audit all codes
- Rezoning
- Permitting
- Public works
- Reward/incentive programs
- Construction issues
- Code enforcement
- Parking/signage

Implementation



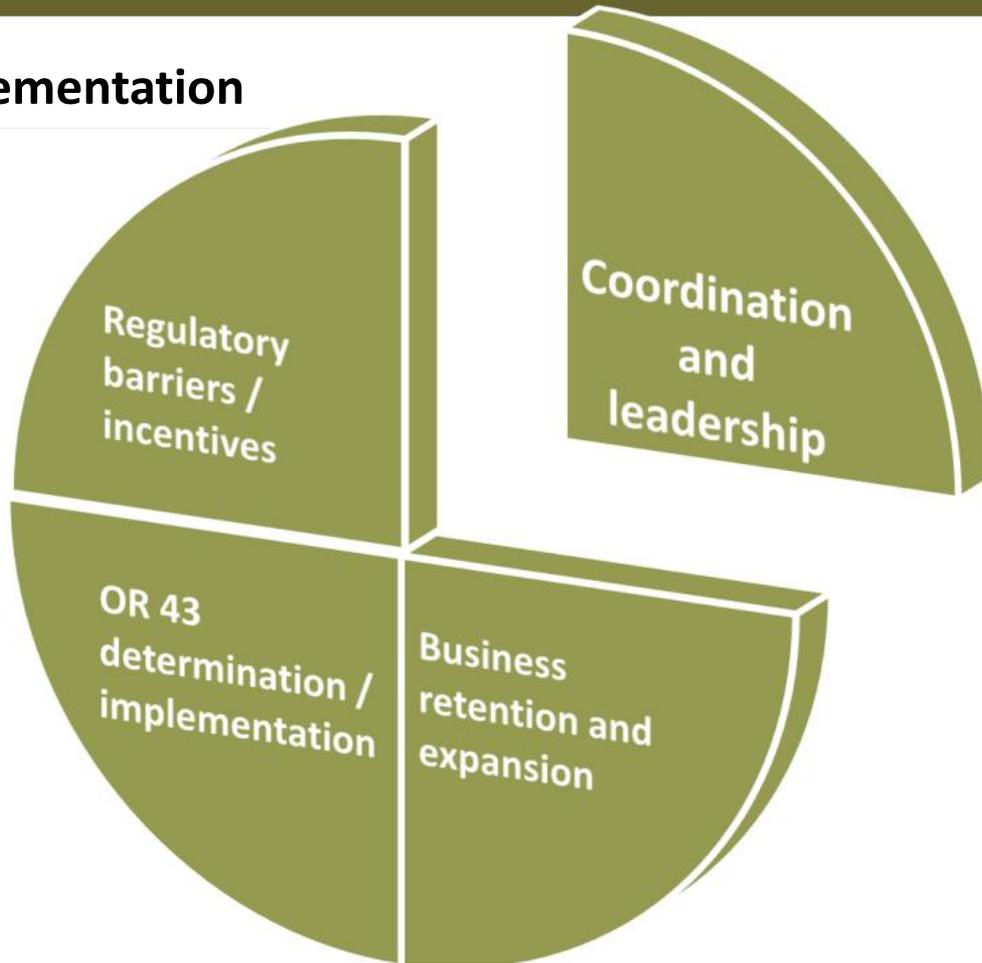


West Linn Business Exchange
NOW LIVE! Connect with other business owners and developers in the area through a new LinkedIn Group, the West Linn Business Exchange.
[read more](#)

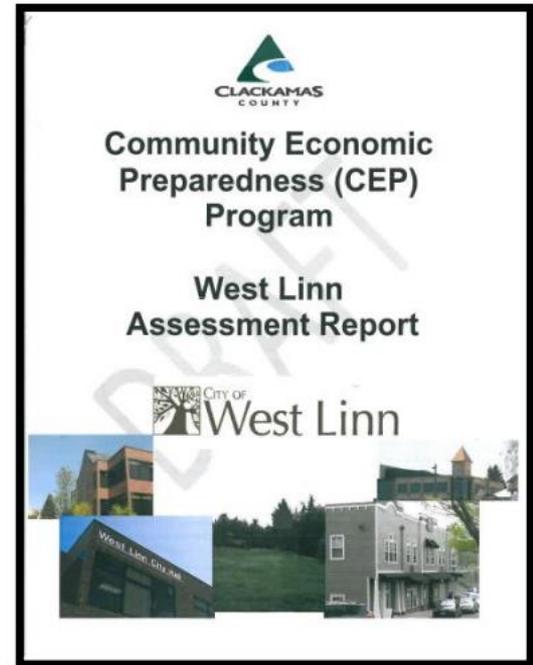
Economic Development



Implementation

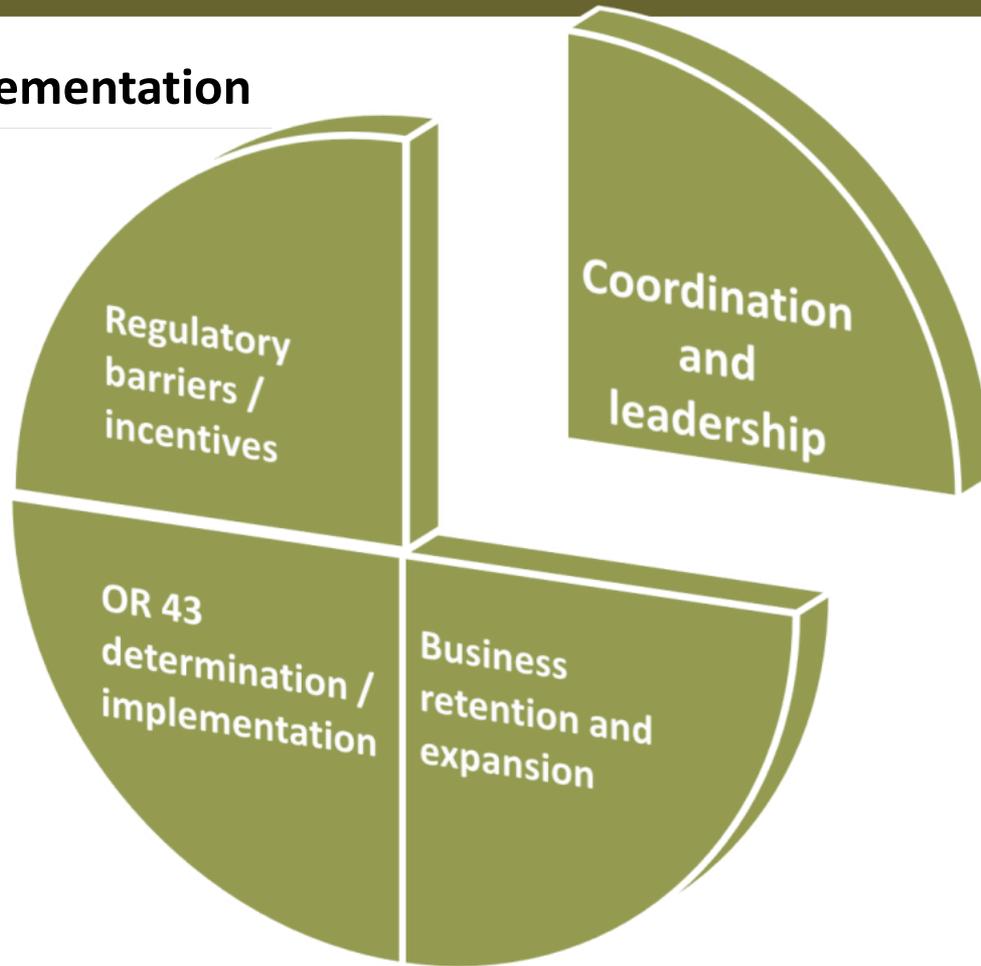


Partners





Implementation



Partners

Employment Lands Asset Mapping

Site Search - Your tool for identifying development ready employment sites.



Find My Site

[Site Search](#)

Looking for [business incentives?](#)

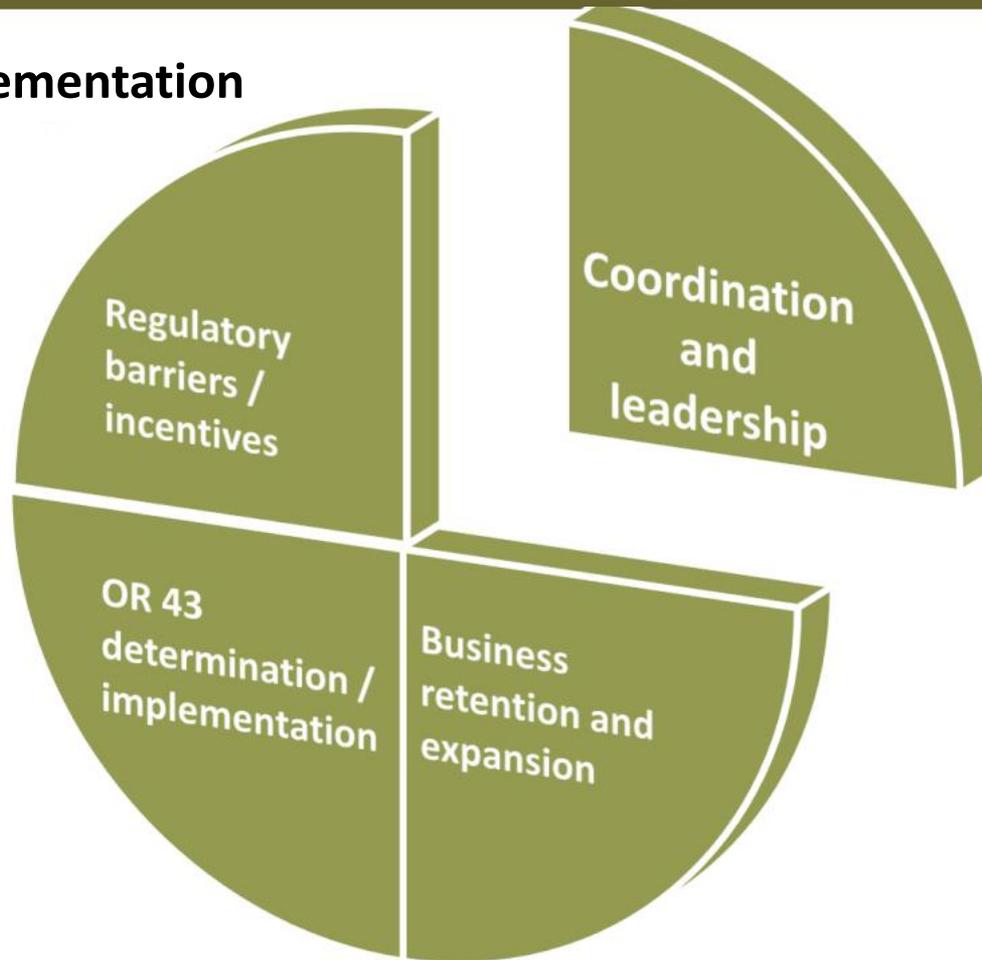
Visit our [Tools for Business Success](#)

Additional resource: [Business Oregon](#)

Economic Development



Implementation



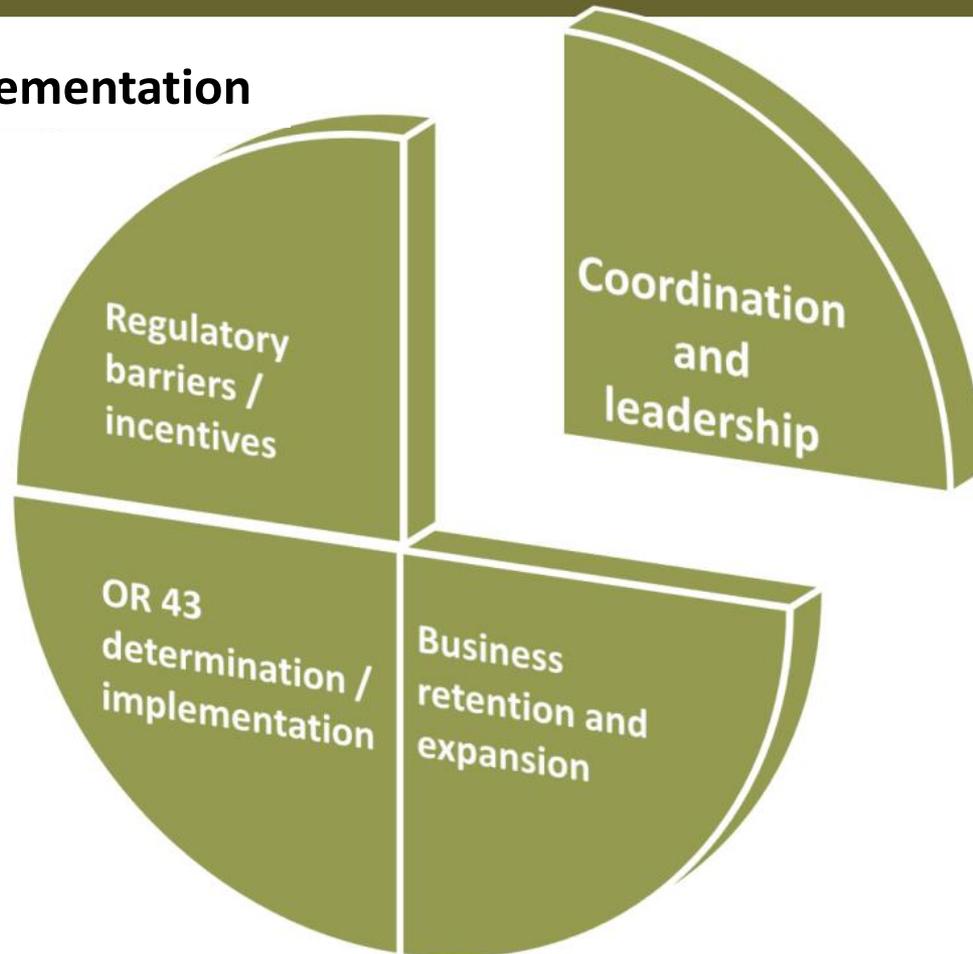
Leadership



Economic Development



Implementation



CITY HALL - 22500 Salamo Rd. - West Linn Oregon - 97068

TEL: (503) 657-0331 FAX: (503) 650-9041

CITY OF
West Linn

June 6th, 2013

RE: --> Important update from the City of West Linn regarding the Lake Oswego Tigard Water Partnership ("Partnership") project

Dear Robinwood Business Owner/Operator:

As the Economic Development Director for West Linn, my highest priorities are to support and enhance our existing businesses and to create more economic development opportunities in our community. My intent in reaching out to you is to let you know that I fully support the proposed water project as I am certain that it will be good for business and will provide long-lasting benefits for the community as a whole.

As you may be aware, the West Linn City Council recently approved a set of applications by the Partnership to renovate and upgrade Lake Oswego's 45-year-old water treatment plant located at 4260 Kenthorpe Way. Of particular importance for businesses in the Robinwood neighborhood is a component of the project that involves replacing the existing 24" water line that runs under Highway 43 with a new 42" water line. Attached is more detailed information about the project. Ultimately, this

Taking Care of Businesses During Construction

Lake Oswego - Tigard Water Partnership

The Lake Oswego Tigard Water Partnership's highest priority during construction of its pipeline on Hwy 43 is to make sure customers can reach their favorite businesses. The Partnership promises to keep the Robinwood Business District "Open for Business" during construction and respond promptly with solutions to business and neighbor concerns.

Customer Access

The Partnership's contractors will coordinate construction work to minimize impact to businesses.

- All traffic lanes on Hwy 43 will be open during the business day. All pipeline construction will be at night—from 8:00 p.m. to 5:00 a.m. when most businesses are closed.
- Traffic will be directed to alternate driveways for businesses open during construction hours.
- Businesses will be given advance notice of construction activity.
- The construction schedule will be maintained—progressing about 50 feet per night.
- Contractors will make sure regular nighttime deliveries and local business construction activities are

Making Sure You are "Open for Business"

The Partnership will provide communication and marketing support to let customers know you are "Open for Business." There should be no impact to most businesses because all existing Hwy 43 lanes and driveways will be open during the day.

The Partnership works closely with businesses to help them thrive during construction.

Economic Development



Face to face meetings





Face to face meetings



West Linn consults local businesses in economic development efforts

Created on Thursday, 27 June 2013 04:00 | Written by [For The Tidings](#) |

[0 Comments](#)

City creates LinkedIn group for local businesses

The West Linn City Council and staff have been holding meetings with local business owners to determine ways that the city can help local businesses grow and be more successful. Most recently, City Councilor Jenni Tan and Economic Development Director Chris Kerr met with Miffy Jones of Miffy's Foods (Miffy's Marvelous Muffin Mix), a home-based business in West Linn.

Just a few months ago, Miffy and her company completed a highly successful first year in business, and there are plans to scale up production and distribution in the coming year.

Originally from Australia, Miffy moved to the United States in 1995. She inherited her mother's gift for baking and has experimented with various forms of the Marvelous Muffin Mix for nearly 20 years. With a busy life that necessitated creative efficiency, Miffy began making several batches of the dry mix at a time so that she could store the extra and quickly make muffins in the morning before work.

She shared her muffins with friends and co-workers, who raved, but when they asked for the recipe, Miffy gave them a mix instead.

After some clear initial success, and



by: SUBMITTED - Miffy Jones makes her muffins from all organic whole grains, including local Bob's Red Mill whole wheat flour, oats and oat

Economic Development



\$5,000 Main Street Grant for YMP



Economic Development



Have acquired over \$1,000,000 million for improvements to building/site/programs





Economic Development

West Linn
Search

[Residents](#) [Business](#) [Departments](#) [Connect](#)

Economic Development

[Why West Linn?](#) [EDC](#) [Business Resources](#) [News, Events & Publications](#) [FAQ](#) [Contact](#)

West Linn Business Directory
As a service to residents, the City of West Linn maintains a Business Directory and now you can edit the information for your business's entry.
[read more](#)

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- ▾ Why West Linn?
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 - EDC Meetings 2013 to Present
 - Cut the Red Tape
- ▾ Business Resources
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Key Topics

	Economic Development Department Newsletter		Why West Linn?
	West Linn Business Exchange		West Linn Business Directory
	Film and Media Permitting		Available Industrial & Commercial Properties

Department Resource Center

Forms, Permits, & Applications
Documents
Press Releases
Services

- Tourism Project Funding Application

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CITY OF West Linn

Business Community Updates

September/October



This Month From the Director's Desk

A primary focus of the Economic Development Department has been working toward the [City Council's goal](#) of modifying codes and processes to remove regulatory and financial barriers, and to incentivize positive community economic efforts. In July, I presented proposed code amendments to the Planning Commission and the City Council. Public hearings were held before the Planning Commission on August 7th and September 4th. The next hearing will be on October 2nd and the Council is expected to review the changes in November. The Department continues to reach out to local businesses by conducting meetings with local business owners, if you own or operate a business in the City and would like to meet me one-on-one please feel free to contact me at ckerr@westlinnoregon.gov. Additionally we established a "West Linn Business Exchange" group on LinkedIn to communicate directly with businesses in West Linn.



Business Spotlight: The Kids' Dentist

[The Kids' Dentist](#) is a unique pediatric dentistry practice owned and operated by Dr. Dana Anthony Yip, 2013 will mark Dr. Yip's 10th year in business. He treats children from infancy through adolescence, including children with special needs, and employs 7 staff members. In addressing the City's questions about economic development, Dr. Yip shared ideas for improving the business climate. Due to the family-centric atmosphere

Economic Development



City of West Linn

Residents Business Departments Connect

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Economic Development Committee

West Linn's [Economic Development Committee](#) (EDC) bridges the gap between the business community and the City by working in close partnership with the West Linn Chamber of Commerce, neighborhood associations, and the public. Currently the EDC is working on the City's regulatory streamlining project, [Cut the Red Tape](#). Next up for the EDC will be processing a Clackamas County tourism grant and giving input on the Arch Bridge/Bolton area planning process.

OREGON'S MT. HOOD TERRITORY
explorers welcome

West Linn Accepting Applications for Tourism Grants

The City is accepting applications for up to \$20,000 in grant money for tourism related projects. [Submit your application](#) by October 11, 2013.

Learning & Networking Opportunities

Join us on LinkedIn

We're enhancing the business climate in West Linn by increasing support for business owners. As part of this support, we've created a new online community, the [West Linn Business Exchange](#), to enhance relationships between local businesses and connect members with resources, like relevant news and events, to help them be successful. The aim of this LinkedIn Group is to create a collaborative environment where West Linn businesses can share best practices, ask questions, and support one another. Request membership on LinkedIn to be part of this online community, or email bkittelson@westlinnoregon.gov

Grow Oregon

Thinking about growth or how to stay profitable now and in the years ahead? The Oregon Small Business Development Center Network presents [Grow Oregon](#), a program offering specialized services to qualified businesses, including: strategic needs assessment, advanced market research and analysis, digital media assistance, search engine optimization guidance, CEO networking/mentoring, business planning, financial analysis, debt and equity financing assistance, export assistance, and government contracting assistance. If these sound like services you need, then check out Grow Oregon and see if you qualify.

Create a Business Plan

Creating a business plan is one of the most important steps you can take to help your small business grow.

SBDC biz CENTER.ORG

An Opportunity for Local Businesses!

The first three people to email [Chris Kerr](#), will receive **free** tickets to the [Oregon Small Business Fair](#), which are a \$35 value each. "This is a one-stop resource event that offers small business information, training, and networking." The fair is on Saturday, September 28th, 2013 at the PSU Business Accelerator, 2626 SW Corbett Ave, Portland, OR 97201.

Economic Development



The screenshot shows the City of West Linn website. At the top, there is a search bar and navigation links for Residents, Business, Departments, and Connect. Below this is a blue header for 'Economic Development' with sub-links: Why West Linn?, EDC, Business Resources, News, Events & Publications, FAQ, and Contact. The main content area features a 'West Linn Business Directory' section with a photo of a house and a 'read more' link. To the right is a 'Economic Development Home' sidebar with a list of links including Why West Linn?, EDC, EDC Meetings 2013 to Present, Cut the Red Tape, Business Resources, Permits, Codes, Forms & Fees, Start or Grow Your Business, West Linn Chamber of Commerce, West Linn Business Exchange, West Linn Business Directory, Available Industrial & Commercial Properties, Film & Media Permits, News, Events & Publications, Department Newsletter, Press Releases, FAQ, and Contact. Below the sidebar is a 'Key Topics' section with a grid of links: Economic Development Department Newsletter, Why West Linn?, West Linn Business Exchange, West Linn Business Directory, and Available Industrial & Commercial Properties. The 'Film and Media Permitting' link in this grid is highlighted with a red box. At the bottom is a 'Department Resource Center' with tabs for Forms, Permits, & Applications, Documents, Press Releases, and Services, and a link for Tourism Project Funding Application.

The screenshot shows the 'Film and Media Permitting' page. The header includes 'Economic Development' and navigation links: Why West Linn?, EDC, Business Resources, News, Events & Publications, FAQ, and Contact. The breadcrumb trail reads: West Linn Home » Economic Development Home » Business Resources » Film and Media Permitting. The main heading is 'Film and Media Permitting' with a photo of a stream. The text reads: 'Thank you for your interest in filming in beautiful West Linn. The City welcomes film and media production and our objective is to make your filming experience as convenient and efficient as possible. Below you'll find helpful resources to aid you in obtaining the required permits, but please don't hesitate to contact us with questions. Reach West Linn's Economic Development Director, Chris Kerr, by phone at 503-723-2538 or by email at ckerr@westlinnoregon.gov. We appreciate your business!' Below this is a section titled 'Applying to Film in West Linn: A County-wide Process' with a link to 'Uniform Clackamas County Film & Media Permit Application'. A paragraph states: 'Once submitted, your application will be reviewed by City of West Linn staff. You will receive an email or phone call within 3 business days to resolve any questions, confirm your request and schedule your fee payment.' A section titled 'Filming in West Linn: Important Details' contains two bullet points: 'Film and media operations within West Linn require a Film & Media Permit. However, activities that meet certain criteria must obtain a Special Event Permit instead. If your film or media production will use the public right of way, involve more than 300 people on City property, will occur at night, or will involve loud noises/special effects or the closure of a park, a Special Event Permit will be required. Read more about Special Event Permits below, and obtain a permit here.' and 'The City of West Linn requires all film and media productions to provide a Certificate of Insurance naming the City of West Linn as an additional insured. Contact your...'. On the right side, there is a 'Business Resources' sidebar with a list of links: Permits, Codes, Forms & Fees, Start or Grow Your Business, West Linn Chamber of Commerce, West Linn Business Exchange, West Linn Business Directory, Available Industrial & Commercial Properties, and Film & Media Permits.

Economic Development



City of West Linn

Residents Business Departments Connect

Economic Development

Why West Linn? EDC Business Resources News, Events & Publications FAQ Contact

West Linn Business Directory
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Key Topics

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Department Resource Center

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- Tourism Project Funding Application



Economic Development



Search

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read more

Key Topics



Economic Development Department Newsletter



Why West Linn?



West Linn Business Exchange



West Linn Business Directory



Film and Media Permitting



Available Industrial & Commercial Properties

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6

19062 Willamette Dr - Bldg B - Willamette Village



Location: Bldg B
N of South Cedar Oak Dr.
I-5 Corridor Cluster
Lake Oswego/West Linn Submarket
Clackamas County
West Linn, OR 97068

Building Type: Retail/Freestanding (Strip Center)
Bldg Status: Built Apr 2009
Building Size: 2,000 SF
Typical Floor Size: 2,000 SF
Stories: 1
Land Area: 0.81 AC
Total Avail: 2,000 SF
% Leased: 0%
Total Spaces Avail: 1
Smallest Space: 2,000 SF
Bldg Vacant: 2000

Landlord Rep: NAI Norris, Beggs & Simpson
Developer: -
Management: -
Recorded Owner: Seely Douglas E & Ruthann
Expenses: 2011 Tax @ \$6.98/sf

Parcel Number: 00360638

Cross Street: S Cedar Oak Dr
Street Frontage: 97 feet on Willamette Dr (with 0 curb cut)
Parking: 43 Surface Spaces are available

Floor	SF Avail	Floor Contig	Bldg Contig	Rent/SF/Yr + Svs	Occupancy	Term	Type
E 1st	2,000	2,000	2,000	\$26.00/mn	Vacant	Negotiable	New

NAI Norris, Beggs & Simpson / Chris Schneider (503) 223-7181 / LJ Unger (503) 273-0341
• Excellent exposure on Highway 43, serving West Linn and Lake Oswego. • Recently constructed retail center serving affluent West Linn. • Join new nearby tenants including Walmart, US Bank and Chase Bank.

Building Notes

Located on Hwy 43, just north of South Cedar Oak Drive.

Economic Development



CITY OF West Linn Search

Residents Business Departments Connect

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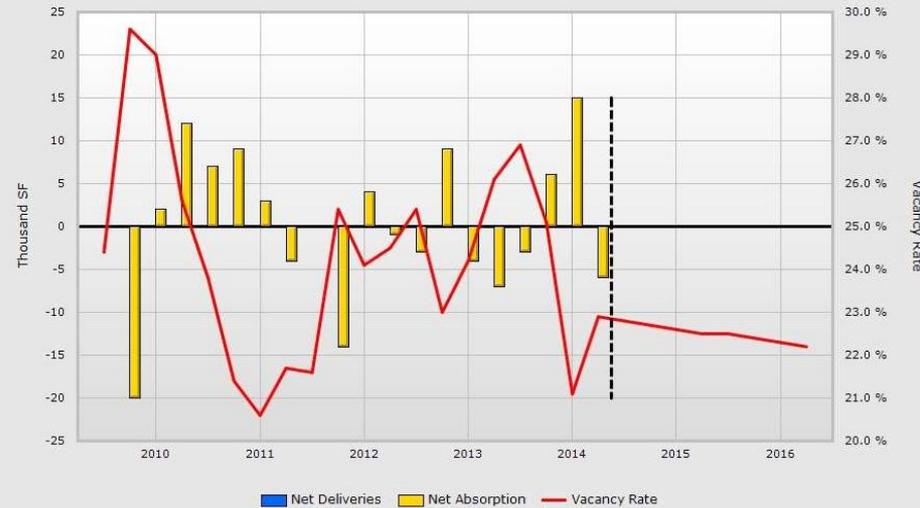
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Forecast Report



Forecast Report

Period	# of Deliveries	Rolling 2-yr Average Deliveries (SF)	Future Deliveries (SF)	Demolished (SF)	Net Deliveries (SF)	Rolling 2-yr Net Absorption (SF)	Net Absorption (SF)	RBA	Vacant Space (SF)	Vacancy Rate
2016 Q2	0	0	0	0	0	295	295	386,139	85,874	22.2%
2016 Q1	0	0	0	0	0	-586	295	386,139	86,169	22.3%
2015 Q4	0	0	0	0	0	1,322	295	386,139	86,464	22.4%
2015 Q3	0	0	0	0	0	2,132	295	386,139	86,759	22.5%
2015 Q2	0	0	0	0	0	1,701	295	386,139	87,054	22.5%
2015 Q1	0	0	0	0	0	771	295	386,139	87,349	22.6%
2014 Q4	0	0	0	0	0	123	295	386,139	87,644	22.7%
2014 Q3	0	0	0	0	0	1,261	295	386,139	87,939	22.8%
Current Qtr	0	0	0	0	0	798	-6,754	386,139	88,234	22.9%
2014 Q1	0	0	0	0	0	1,458	15,559	386,139	81,480	21.1%
2013 Q4	0	0	0	0	0	132	6,773	386,139	97,039	25.1%
2013 Q3	0	0	0	0	0	-2,550	-3,152	386,139	103,812	26.9%
2013 Q2	0	0	0	0	0	-2,118	-7,142	386,139	100,660	26.1%
2013 Q1	0	0	0	0	0	-1,743	-4,887	386,139	93,518	24.2%
2012 Q4	0	0	0	0	0	-753	9,398	386,139	88,631	23%
2012 Q3	0	0	0	0	0	-785	-3,407	386,139	98,029	25.4%

Economic Development



Clackamas County Tourism & Cultural Affairs Community Partnership Program



OVERVIEW:
Community Partnership Program (CPP) grants are to fund tourism-related projects in local communities. Eligible projects are those that are designed to increase tourism or tourism activity.

The legal definition of tourism per state statute and county ordinance is: "economic activity resulting from tourists." A tourist is defined as "a person who, for business or pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence." For a trip to qualify as tourism the person has to travel "more than 50 miles from the community of residence; or includes an overnight stay."

The funding for this program comes from Clackamas County's 6% transient room tax revenues. Therefore, increasing overnight stays is the ultimate goal.

Distributed \$40,000 to 10 different projects to promote tourism

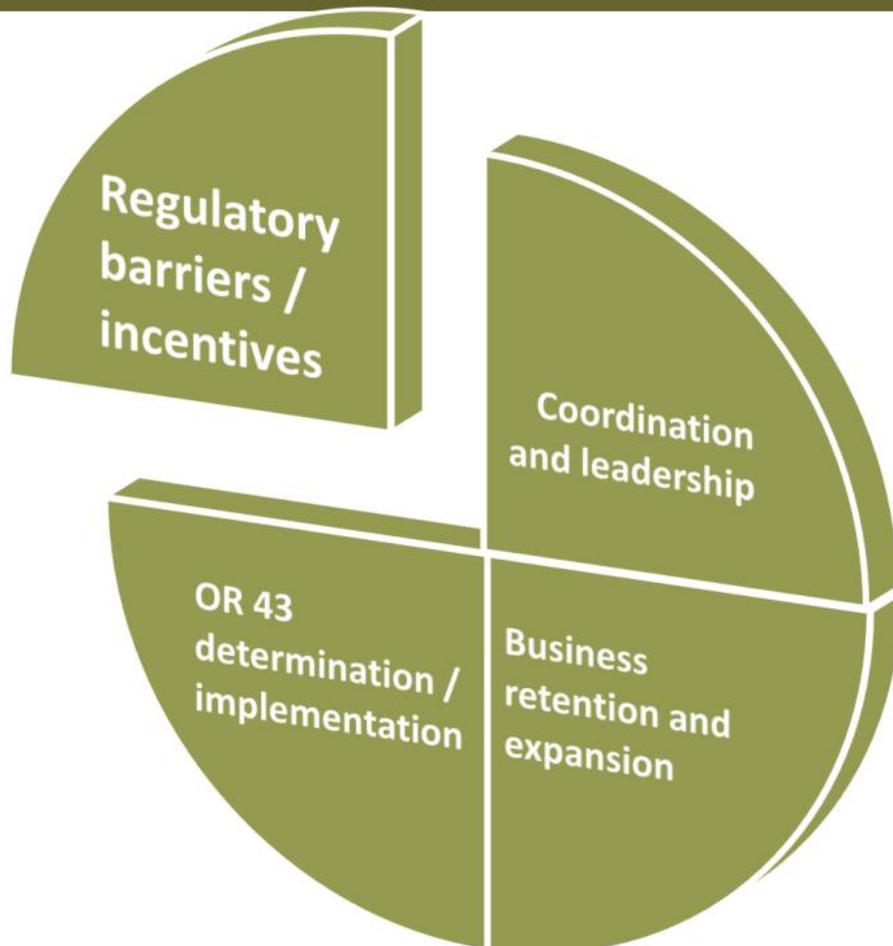
Economic Development



Non-residential street fee

Increase in Revenue:	Per Month	Per Year
Proposal 1: Increasing Commercial Cap		
\$562.00 Cap	\$884.00	\$10,608.00
\$892.50 Cap	\$5,450.20	\$65,402.40
Proposal 2: Adding a Tier		
\$562.00 Cap	\$822.58	\$9,870.96
\$892.50 Cap	\$5,251.31	\$63,015.72
Proposal 3: Raising the Public Cap		
\$347.78 Cap	\$300.28	\$3,603.36
\$383.88 Cap	\$516.81	\$6,201.72
Total:		
Min	\$1,122.86	\$13,474.32
Max	\$5,768.12	\$63,015.72

Economic Development



Predictability - for community and applicants

Streamlining - unnecessary processes

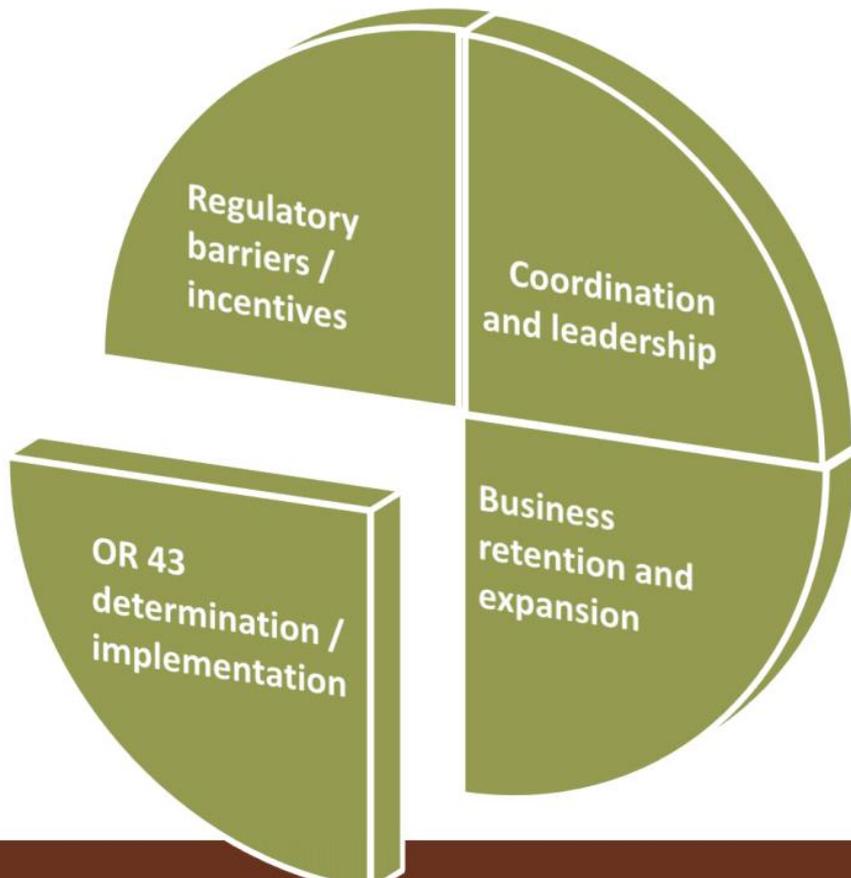
Efficiency/Waste - costs to residents and applicants



SUMMARY OF PROPOSED AMENDMENTS

- Encourage desirable public improvements (bike racks, sidewalks)
- Variance criteria clearer and more defensible
- Greater flexibility in lot layout
- Minor variance category (signs, landscaping)
- New “special waiver” opportunity
- On the record appeals
- Removed unnecessary/redundant submittal requirements
- Encourage shared parking
- Permit use of on-street parking
- Added minor process for CUP modifications
- Clarity: Less ambiguity/less subjectivity
- Changes to use tables (hotel)
- Encourage A-frame signs

Focus Areas



Arch Bridge / Bolton Master Plan

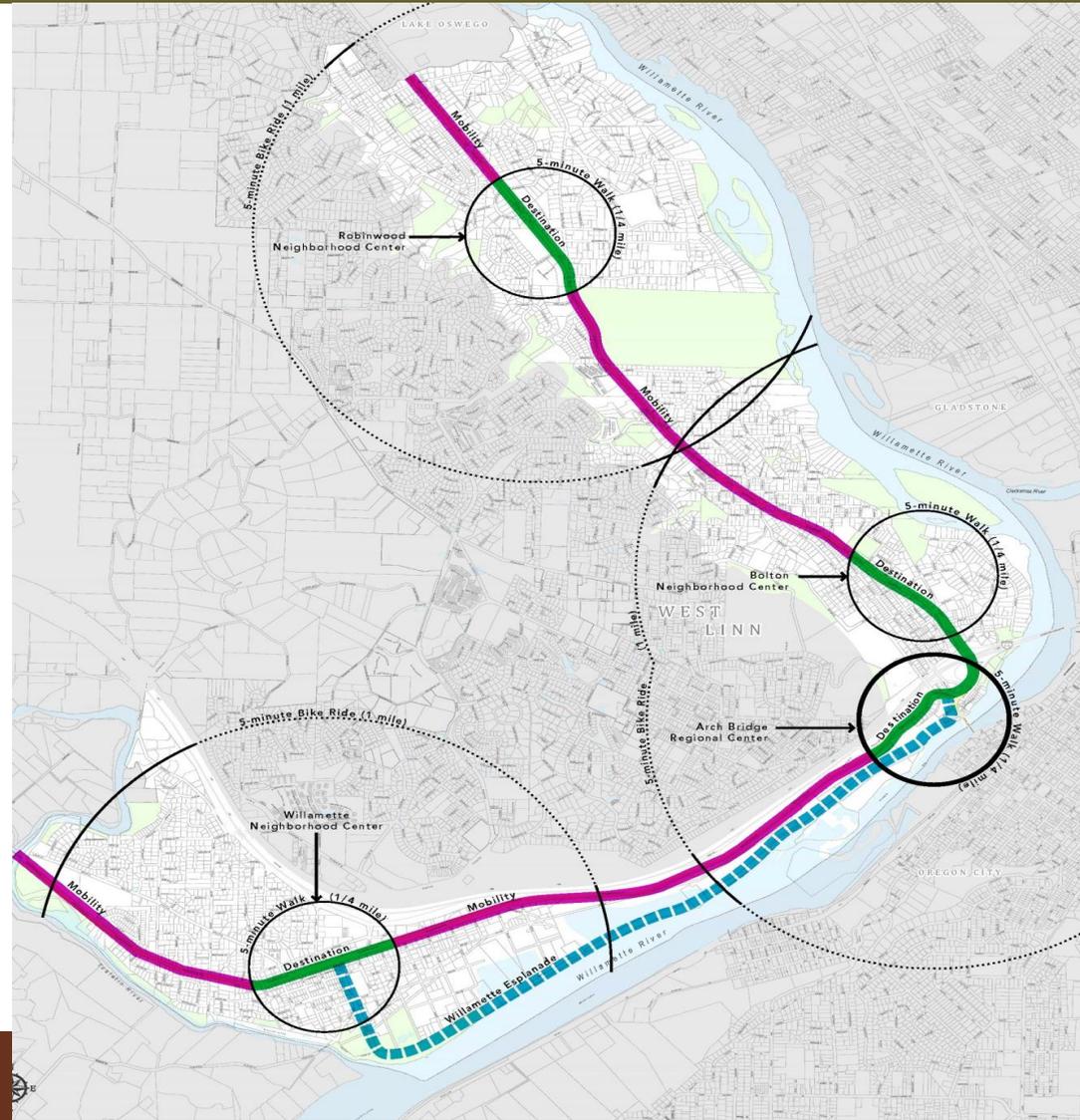


Overview of Highway 43 / WFD Vision



2011 Council Goal: Identify what problems people want addressed in the corridor and their long term aspirations for the future of corridor.

The resulting vision...



Arch Bridge / Bolton Master Plan





Arch Bridge / Bolton Master Plan

DRAFT OBJECTIVES

1. Build on the rich natural and cultural history of West Linn and its relationship to the environment, particularly the Willamette River
2. Create a town center that serves as a focus of community activity, commerce, recreation and housing opportunities.
3. Ensure that the evolving town center respects the scale and character of the community while introducing any increased density and height and new building forms.
4. Establish the alignment of the trail from Willamette Park.
5. Improve the street network and waterway connections to provide for better pedestrian access, bicycle and transit use, and to establish a strong, clear identity for the town center.



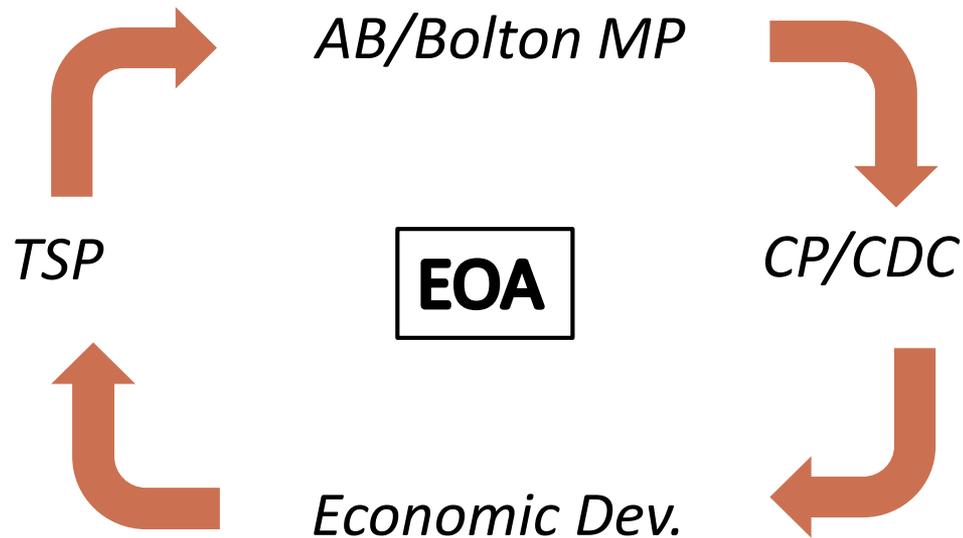
Economic Opportunities Analysis Summary



What is it?

- Critical planning tool for the City:

**Legal requirement to complete under Goal 9*





What is it?

- Critical planning tool for the City:
 - Updates data population, employment projections (supply/demand analysis) – 20 years
 - Identifies economic assets, needs, forecasts, trends (local/regional/national)
 - Statement of Economic Development objectives/outcomes
 - Identify site specific Ec. Dev. opportunities and constraints
 - Recommend implementation measures and policies
- Received \$35,000 TA grant from DLCD
- Timeline: Summer 2014; 10-12 months to complete
- Last completed over 20 years ago
- EDC will act as the steering committee - Council will adopt final EOA

Non-residential Street fee



Residents

Business

Departments

Connect

Economic Development

Home » Economic Development Home » EDC

Proposed street maintenance fee changes

CALENDAR DATE:

Friday, May 9, 2014 - 7:30am to 9:00am

Add this event to your personal calendar (ical).



BACKGROUND:

▶ Why West Linn?

▼ EDC

EDC Meetings 2013 to Present

[Proposed street maintenance fee changes](#)

Cut the Red Tape

▶ Business Resources

▶ News, Events & Publications

FAQ

Contact

Contact Information

Chris Kerr, Economic Development
Director: 503-723-2538
ckerr@westlinnoregon.gov

[View Full Contact Details](#)

West Linn Small Business Center



WestLinn Tidings

NEWS EDUCATION SPORTS OBITUARIES COMMUNITY CALENDAR CONTACT

Home to life - Tuesday, 20 May 2014 07:00

 **Like** YOUR HOMETOWN NEWSPAPER

West Linn adding small business resource center

Created on Thursday, 08 May 2014 01:00 | Written by [Patrick Malee](#) | 

 Like  Share 0  Tweet 1  +1 0

 Comment  Share

'Home base' will be located in library

With the goal of providing a "home base" for local small businesses, West Linn plans to open a new small business resource center.

The resource center will be located in a vacated office space inside the West Linn Library, and should be open by the end of the summer according to Assistant City Manager Kirsten Wyatt.

"For a couple years, we've been hearing, especially from the business community, that having a home base where you could do face-to-face business would be helpful," Wyatt said. "We had office space open in the library and realized it was the perfect place for a small business center."

Based on planning from the economic development committee, Community Development Director Chris Kerr and Library Director Holly Mercer, the center is slated to include conference space for up to 12 people, Internet Capabilities, color copying, audio-visual equipment and perhaps even notary services.

Those plans may be altered or improved upon based on feedback garnered from a survey that is available online.

"We just wanted to make sure the



Work Plan



- ◆ This document lists a series of goals, strategies, and actions that will improve West Linn's economic development
- ◆ http://westlinnoregon.gov/sites/default/files/fileattachments/economic_development/page/10510/west_linn_economic_development_plan.pdf

Economic Development Website



Economic Development

Home » Business



About the Small Business Resource Center

West Linn's Small Business Resource Center is located in the RAIN (Resources Aiding Innovation and Networking) room of the West Linn Public Library. The room is a space for small business owners and entrepreneurs to work, collaborate and hold meetings. It is open during West Linn Public Library's normal business hours.

[Read More](#)

- Why West Linn?
- EDC
- Business Resources
- News, Events & Publications
- FAQ
- Contact

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Key Topics



Free SCORE Mentoring



Upcoming Events at the Small Business Resource Center



Free Small Business Webinars



Economic Development Strategy

Upcoming Events

- Marketing 101: How to Find and Keep Customers
01/13/2016 - 11:30am
- SEO - Search Engine Optimization
01/20/2016 - 11:00am

[View the Monthly Calendar](#)

<http://westlinnoregon.gov/economicdevelopment>



How to Find Meeting Materials

- ◆ Go to City of West Linn Homepage
- ◆ Click Agendas & Minutes on the left side panel
- ◆ Click Economic Development on the departments drop-down list and then click Apply
- ◆ Scroll to the meeting date you are searching for
- ◆ The meeting will have an agenda, an audio recording, and/or minutes

◆ **Meeting Materials Link:**

<http://westlinnoregon.gov/meetings?start%5Bvalue%5D%5Bdate%5D=&end%5Bvalue%5D%5Bdate%5D=&bd=All&dept=45&n=All&=Apply>



Meeting Logistics and Leadership

- ◆ When: First Tuesday of the month at 8:00 AM
- ◆ Where: Bolton Room at City Hall
- ◆ At least 4 members are needed at the meeting to have a quorum, which allows decisions to be made.
- ◆ Current Chair: Troy Wolfe
- ◆ Current Vice Chair: Gail Holmes
- ◆ Staff: Chris Kerr