



CITY OF
West Linn

**WEST LINN
ECONOMIC DEVELOPMENT COMMITTEE
Meeting Minutes**

**May 11, 2017
Willamette Room, City Hall**

Members Present:

Kazi Ahmed
Bev Burke
Jennifer Harmon
Gail Holmes
Rachael Vidin

Members Absent:

Troy Wolfe

Staff Present:

Darren Wyss
Shane Boyle

Call to Order – 6:35 pm

Gail Holmes sitting as chair; Troy Wolfe unavailable

Review of Agenda

Approved as written

Approval of Minutes

March 9, 2017 Approved with one change. Change Bev Burke to Jennifer Harmon reporting on Albertsons property. Approved as amended. Vote: 6-0

April 13, 2017 Approved Vote: 6-0

Please help us to accommodate citizens who are chemically sensitive to fragrances and other scented products. Thank you for not wearing perfume, aftershave, scented hand lotion, fragranced hair products, and/or similar products.

Old Business

Update on City Website and Technology presented by Shane Boyle IS Director

Shane talked about four major issues:

- Business licensing and data
- Geospatial Information
- Content Searching on the City website
- Design of the Website

First discussion focused on content/design and who maintains content. Aha Consulting supplies platform to website and all departments are responsible for each site; it is decentralized. Members suggest EDC page needs updating. There is no staff time available to keep the site updated. EDC members feel there is a lot of room for improvement and the site needs to be updated. Starting with a brand new provider would be very expensive.

Second discussion on business license database. Aha is getting out of business and City is looking for new business licensing software.

Boyle will talk to John Williams about involving EDC members in the discussion of a new software.

Third Discussion on Neighborhood Association Webpages, especially about the Willamette NA page and the Main Street Organization. Members wondering why Main Street cannot be linked to the Willamette NA page. Question on who can NA's contact on staff to update the NA pages. John Morgan could report back. This would also be good information for the Neighborhood Association Presidents meeting.

Tourism Grants

The Committee discussed scoring for the grant requests and decided to use the average of member's individual scores. Reviewed scores, discussed criteria, and made recommendation on applicants. \$20,000.00 for disbursement.

1. Haunted Trail – Award \$5,000.00 For Profit Issue – A lot of Partners- People do come from outside city -Asking for Infrastructure not allowed – Trying to meet criteria – Best marketing plan.
2. Farmlandia Loop - Award \$1,000.00 – Not Highlighting West Linn Farms - Stipulation that they add links to West Linn on their website and add farms to map and West Linn Farmers Market – Asking for Infrastructure; signs.
3. Walking Brochure Award \$1,350.00– Brochure used over the last 10 years –Helping business by walkers using restaurants, coffee shops. Distributed in many locations Need to be more strategic in marketing, promotion and updates – Weak promotion of Historic

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- sites –Dated but good information –Discuss with Historic Review Board tie into HRB Grant.
4. 4th of July/Octoberfest Award \$3,000.00 – Tourism dollars should not fund a community event.
Octoberfest needs outreach – Fireworks show is good, how big a draw is it.
 5. Webcamera Award \$7,000.00 – (now #4) No Tourism Partners – For profit company - No Growth Potential – Does not leverage additional resources - Needs to go on our Website – Unique Viewpoint but has to mean more to West Linn - Potential to bring People to the City – Need to promote 2nd largest falls – Place restrictions on advertising has to promote West Linn - Who manages It.
 6. Living History Tour Award \$2,500.00 – For profit - Marketing Plan Inefficient – No Room for Growth – Sold out every year – People come from 50 miles to attend – Learn history of West Linn – Needs to run more than one night – Needs cooperation from neighbors.

It was discussed that in the future applicants should make a presentation.

Business Summit

Discussion regarding the business summit. Sense is people take business elsewhere due to City wanting them to jump through hoops. The subcommittee believes EDC needs to meet with planning and discuss code changes to make it easier for business. Subcommittee report tabled in favor of going to CCI to discuss code updates. Motion to table Vote: Approved 6-0

Economic Strategy Action Matrix review

This will be reviewed periodically for notes and suggestions. Darren Wyss stated Community Development Director John Williams has developed a docket of projects and code updates identified by the Planning Commission, Planning staff, and the community. This has been taken to Council twice and prioritized based on staff and budget.

EDC Goal Setting

No discussion

EDC member retreat

Tabled to next meeting

New Business

Council Request for a joint work session,

Need documentation and items of interest; push to July.

Richard Sakelik, Council Liaison

Development Code updates

Tabled until June, see request for joint work session.

Other items of interest EDC members

Khazi Ahmed will be unavailable June 10 to July 11, 2017.

Sharing of Main Streets streetscape. Survey results for streetscape including protective bike lanes, angled parking, and electric car stations, extensions of sidewalks. Need

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approval of City Plan to go after grants. Possible to see the webcam from the tourism grant. Will try to schedule best for most members.

Council or Staff liaisons

Waterfront Open House is June 6th from 5:00 to 8:00 at the Library

Announcement of next meeting

Next regular meeting 6:30pm, June 8, 2017

Adjourn 8:38 pm