



CITY OF

West Linn

22500 Salamo Rd.
West Linn OR 97068
www.westlinnoregon.gov

WEST LINN

ECONOMIC DEVELOPMENT COMMITTEE

Agenda

July 13, 2017
6:30 PM
Willamette Room, City Hall

1. Review of Agenda
2. Approval of Minutes
 - June 8, 2017
3. Old Business
 - Business Summit
 - Subcommittee report
 - EDC member retreat
 - Report from Troy
 - Development Code Update
 - Subcommittee report
 - West Linn Economic Development Committee Mission and Strategy Action Plan
 - Update and discussion
 - West Linn's Waterfront Project
 - Update from John
4. New Business
 - Council/EDC/PC July 17, 2017 joint work session preparation
5. Other items of interest:
 - from EDC members (5 minutes)
 - from Council or Staff liaisons (5 minutes)
6. Public comments on Economic Development matters not on the agenda (3 minutes per speaker)
7. Announcement of next meeting
 - Special City Council/EDC/PC Joint Work Session 6:00pm July 17, 2017
 - Next regular meeting 6:30pm, August 10, 2017
8. Adjourn

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.

MEMORANDUM

DATE: June 28, 2017
TO: West Linn Economic Development Committee
FROM: John Morgan, Community Development
SUBJECT: Notes for July 13, 2017 EDC Meeting

The July 13th draft agenda is attached. Please let me know if you want to see any changes. The draft June 8th minutes will be coming soon.

A primary topic of discussion for the July 13th meeting will be to prepare for the joint City Council – Economic Development Committee – Planning Commission work session coming up on Monday July 17th at 6:00 in the Council Chambers.

I have updated the Action Plan matrix, which you will find in the agenda packet, for your use in preparing for that work session.

Also, please check out our new website for the West Linn's Waterfront Project. It is a subset of the City's website. You can find it at www.westlinnoregon.gov/waterfront or by clicking the icon on the City's homepage. And, please sign up for the newsletter by clicking on the prompt on the project page. We will get those newsletters started soon.

We need to do a quorum check for the regular August 10th meeting as it is likely a number of EDC members will be vacationing. Let's discuss at the July meeting if an August meeting will be held.

Let me know if you have any questions, ideas, or other good stuff with which I can help!

West Linn Economic Development Committee Mission and Strategy ACTION PLAN

Initiative	Objective	Action	Prior ity	Responsibility	Status
1. Research and Foster Broadband					
	Understand current initiatives	Coordinate with City's IT Department project. Receive presentation		Set up presentation for July 14 - John	DONE
	Determine role	Identify potential role in assisting with project.		Assign 2 members to sit on task force – committee volunteers	DONE
		Advocate with Council for the project		EDC kept aware of project process and provides input to Council when appropriate.	DONE
2. Business Retention and Development					
	Inventory existing businesses	Develop dynamic inventory from business license records.		John – in process	PROJECT DESIGNED – NEED TO INITIATE WITH VOLUNTEERS OR INTERN
		Classify businesses by type within inventory		John – in process	PROJECT DESIGNED
		Maintain current copies of Employment Department Data		John – in process	UNDERWAY
	Track changes in businesses	Update inventory monthly with both additions and deletions		Issues with business license system have been identified. City's IT Department is upgrading business license system to allow the type of	SYSTEM UPGRADE UNDERWAY

West Linn Economic Development Committee Mission and Strategy ACTION PLAN

Initiative	Objective	Action	Priority	Responsibility	Status
				analysis desired by EDC and staff	
		Track changes in businesses by type and general location			NOT INITIATED YET
		Analyze data to develop understandings of forces, trends, and implications.			NOT INITIATED YET
		Where possible, inventory new and closing business owners to assess reasons for their actions.			NOT INITIATED YET
	Develop relationships with commercial real estate brokers	Proactively meet with commercial brokers actively working in the West Linn market.		Subcommittee designing property manager meeting	Subcommittee is working out details
		Develop channels of trustworthy communication allowing confidential conversations with staff.			Derives from property manager meeting
	Determine how the City can help commercial real estate brokers market West Linn properties	Inventory the assets, resources, and information the City can provide to help with market assessments and actual marketing.		Questions for the property owner meeting	Include in meeting
		Refine those systems so information is always current and readily available in an attractive and useable format.			Follow-up
	Develop and implement business retention and development role	Learn from other cities which have successful business retention and development programs			Late 2017

West Linn Economic Development Committee Mission and Strategy ACTION PLAN

Initiative	Objective	Action	Priority	Responsibility	Status
		Learn from Brokers what the City can do to augment and support them in their work, and what the City can do that will stymie their work		Subcommittee designing property manager meeting	PENDING
		Implement business retention and development program			NOT INITIATED YET
3. Highway 43 Corridor and Willamette Falls District Economic Plan					
		Receive briefing on the Highway 43 Improvement Plan			Complete
4. Regulatory framework reform to encourage businesses					
	Understand market potential	Develop a market analysis of West Linn and its commercial and industrial districts. Determine market potential within these districts		Market Roadmap for Old City Hall district completed. EOA includes applicable data.	Roadmap adopted late 2016
	Understand regulatory constraints	Identify the City's regulatory framework from fees to zoning which constrains business activity and development		PC is working on potential full update of Code. This action is consistent with that effort. Joint Workshop with City Council to discuss	Joint workshop scheduled for July 17 th
		Analyze the regulatory framework to understand the public value represented by each element and			TO BE PART OF CODE UPDATE

West Linn Economic Development Committee Mission and Strategy ACTION PLAN

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		the costs and benefits of changing or eliminating the element.			
		Develop better sense of the desired outcomes			TO BE PART OF CODE UPDATE
		Revisit the “Red Tape” project to determine why it did not progress			
	Address regulatory reform	Partner with the Planning Commission to audit the Codes to find opportunities to needed reform		Maintaining contact with Staff – John. Audit is being considered.	TO BE PART OF CODE UPDATE
		Partner with the Planning Commission to develop a package of recommended code amendments.			EDC ASSERT ROLE WITH PC AND CC TO ASSURE INVOLVEMENT
5. Tourism Development					
	Understand tourism framework	Inventory existing tourism assets			NOT YET INITIATED
		Inventory and understand other regional tourism efforts			JOHN IS PARTICIPATING IN REGIONAL TOURISM MEETINGS
	Understand market potential	Explore demand for hotel type and space		Being generally covered in Economic Roadmap	COMPLETED IN INITIAL ECONOMIC ROADMAP. MORE REFINEMENT TO BE DONE IN

West Linn Economic Development Committee Mission and Strategy ACTION PLAN

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					SUBSEQUENT WORK
		Explore demand for tourism support businesses i.e. restaurants, etc.			COMPLETED IN INITIAL ECONOMIC ROADMAP. MORE REFINEMENT TO BE DONE IN SUBSEQUENT WORK
		Explore demand for recreation and experiential tourist activities and programs i.e. boating, museum, etc.			COMPLETED IN INITIAL ECONOMIC ROADMAP. MORE REFINEMENT TO BE DONE IN SUBSEQUENT WORK
	Leverage other tourism assets	Forge working relationships with Clackamas County Economic Development (Mt. Hood Territory), Travel Oregon, Chamber of Commerce, etc.		Staff level contacts being made. Consider having representatives attend EDC meetings for presentations and discussion - John	STAFF CONTINUES MEETINGS. INVITATION TO PARTICIPATE IN WFHA PROCESS. CLACKAMAS COUNTY HAS BEEN INVITED TO MAKE PRESENTATION TO EDC
	Create Tourism Strategy	Develop strategic plan based on needs, opportunities, and assets.		Stems from strategic economic plan	NOT YET INITIATED

West Linn Economic Development Committee Mission and Strategy ACTION PLAN

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		Tie into and leverage other tourism efforts and resources			
	Implement Tourism Strategy	Create needed local resources to advocate for and carry out the tourism strategy			TO FOLLOW STRATEGY DEVELOPMENT
	Tourism Grants – status – accountability?	Get report from County on grant progress and results – any way to promote the projects receiving grants		Reports provided in May 2017	EDC reviewed and recommended on 2017-2018 grant requests. Grants awarded by County. Complete for 2017.
6. Arch Bridge District Plan					
	Set a foundation for completing the Arch Bridge project	Develop a “financial road map” to analyze and guide on all economic factors			COMPLETED
		Engage discussions with area property owners to develop better understanding of situations, needs, plans, and aspirations		Under way - John	COUNCIL MEMBERS AND STAFF MET WITH PROPERTY OWNERS. ENGAGEMENT CONTINUES AS PART OF WEST LINN'S WATERFRONT PROJECT
		Expand the study area to include all of the riverfront west of the I-205 bridge		John	ACCEPTED BY COUNCIL

West Linn Economic Development Committee Mission and Strategy ACTION PLAN

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		Design the project to better integrate into the Willamette Falls Heritage project		Under way - John	ACCEPTED BY COUNCIL. INCORPORATED INTO WEST LINN'S WATERFRONT PROJECT