



# **WEST LINN**

## **ECONOMIC DEVELOPMENT COMMITTEE**

### **Agenda**

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

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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

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

A primary topic of discussion for the July 13<sup>th</sup> meeting will be to prepare for the joint City Council – Economic Development Committee – Planning Commission work session coming up on Monday July 17<sup>th</sup> 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](http://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 10<sup>th</sup> 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   | Priority | Responsibility   | Status  |
|--|--------------------------------|--|----------|--|---|
| <b>1. Research and Foster Broadband</b>      |                                |  |          |  |   |
|  | 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  |
|  |                                |  |          |  |   |
|  |                                |  |          |  |   |
|  |                                |  |          |  |   |
| <b>2. Business Retention and Development</b> |                                |  |          |  |   |
|  | 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                                       |

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|------------|--|---|----------|---|---------------------------------------|
|            |  |   |          | 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                             |

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| 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                                  |
|   |                                   |   |          |  |  |
|   |                                   |   |          |  |  |
|   |                                   |   |          |  |  |
| <b>3. Highway 43 Corridor and Willamette Falls District Economic Plan</b> |                                   |   |          |  |  |
|   |                                   | Receive briefing on the Highway 43 Improvement Plan   |          |  | Complete   |
|   |                                   |   |          |  |  |
|   |                                   |   |          |  |  |
| <b>4. Regulatory framework reform to encourage businesses</b>             |                                   |   |          |  |  |
|   | 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.<br><br>Joint Workshop with City Council to discuss | Joint workshop scheduled for July 17 <sup>th</sup> |
|   |                                   | 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**

| <b>Initiative</b>             | <b>Objective</b>             | <b>Action</b>  | <b>Priority</b> | <b>Responsibility</b>   | <b>Status</b>  |
|-------------------------------|------------------------------|--|-----------------|---|--|
|                               |                              | 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                 |
|                               |                              |  |                 |   |  |
|                               |                              |  |                 |   |  |
|                               |                              |  |                 |   |  |
| <b>5. Tourism Development</b> |                              |  |                 |   |  |
|                               | 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

| Initiative                          | Objective   | Action  | Priority | Responsibility               | Status   |
|-------------------------------------|---|---|----------|------------------------------|--|
|                                     |   | 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.             |
|                                     |   |   |          |                              |  |
|                                     |   |   |          |                              |  |
|                                     |   |   |          |                              |  |
| <b>6. Arch Bridge District Plan</b> |   |   |          |                              |  |
|                                     | 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 |
|            |           |   |          |                  |   |
|            |           |   |          |                  |   |
|            |           |   |          |                  |   |
|            |           |   |          |                  |   |