

# **WEST LINN**

## **ECONOMIC DEVELOPMENT COMMITTEE**

### **Minutes**

**September 19, 2017**  
**6:30 PM**

**Willamette Room, City Hall**

#### **Call to Order**

6:30 Call to order by Gail Holmes - Chair

#### **Members Present**

Kazi Ahmed  
Jennifer Harmon  
Gail Holmes - Acting Chair  
Shannen Knight  
Rachael Vidin  
Russel Williams  
Richard Sakelik City Councilor  
Teri Cummings City Councilor

#### **Members Absent**

Bev Burke

#### **Staff**

John Morgan  
Shane Boyle

#### **Changes to Agenda**

Gail Holmes changed agenda to add West Linn Waterfront Update as 3A and move City Website project to 3B.

#### **Minutes**

Approval of minutes of August 10, 2017 with changes of scriveners errors. Khazi Ahmed moved to accept as written with changes. Seconded by Shannen Knight. Motion carried.

#### **Old Business**

3A West Linn Waterfront:

- John Morgan attending Sunset NA meeting tonight to discuss the waterfront. This is one of a number of NA meetings set up, John is also attending the Chamber lunch tomorrow.

- Big announcement to postpone open house scheduled for October 3<sup>rd</sup> as we will not have tangible information ready on street and transportation. Postponement for the open house probable two weeks and are hoping to set the revised date soon. Reason for postponement as needed partnership with ODOT who is looking at all of the alternatives laid out by the city, evaluating and supplying feedback. ODOT is very good about having meetings; there was a meeting two weeks ago with the Region 1 manager from ODOT, he was very supportive of our ideas and questions, more so than some of the ODOT traffic engineers.
- Public continues that traffic is the number one issue to resolve. Focus of the open house traffic and will continue discussion of land use patterns. No new ideas but firming direction, continuing to meet with the County economic development people and level of support from outside agencies continues to grow over the last six to eight months.
- Negotiations for old City Hall are still up in the air. The Mill and PGE the two biggest land owners are being very cooperative. We have taken the summer to talk things over and now October through the end of the year things will start taking form. We are moving for a draft towards the first of the year.
- Expect one open house around October 24<sup>th</sup> and do one in November that will focus more on land use. Gail Holmes discussed John Morgan coming on October 17 to Willamette Area to discuss the waterfront. Bolton and Barrington Heights would like to also be involved and Gail hoping to turn into a Town Hall to include as many people as possible. John Morgan to verify date.
- Relationship with Willamette Falls Heritage Foundation is a big player and want to get more citizens on Paper Mill tours and raise money for need repairs. Think it would help for people to see conditions and potential, especially in Mill A where the view is very impressive.
- Still working on the web cam, they is an ongoing monthly cost that we thought would be covered and now looking at a couple hundred dollars a month for access and maintenance fees that needs to be sorted out. We need to let the County tourism board how important this is. Everyone working on bringing it all together.
- Highway 43 brought back to discuss as a major issue and also the on ramps for I-205, it all ties together and also Willamette falls Drive and the Mill access. The widening project has not been funded yet so some urgencies has faded from other agencies.
- Discussion of the County taking out the Canby ferry and so County will need to be brought in at some time.

### 3B City Website Project:

Shane Boyle discussed:

#### ❖ Website Content Improvement

- Professional photographer hired to deliver 25 high quality community focused images for inclusion into the website.
- Backend Upgrade completed August 18, new tools and features delivered to staff. Easier to update and create content.
- Content Managers Technical website editing Training completed on August 23
- Content Managers Authoring website Training completed on September 8
- Content Improvement Bootcamp Scheduled tomorrow morning September 20

- Contract for supplemental content management review in process
    - Interviewing an ADA firm as part of the contract content management
  - Items Changed or in process to change in order to improve website content to date
    - Meetings page changed to sort newest data at the top oldest at bottom
    - Meetings page Agenda/minutes/audio/video for all meetings updated with content
    - Dead Links removed or repaired through-out site
    - Irrelevant content unpublished through-out site
  - Return in November to provide another update and possibly a preview of site content
    - Requesting a domain name that bypasses the main city website (WestLinnBusiness.com,...)
- ❖ City's Main Landing Page & Site Template
- We have decided to implement a new main page template
  - Parks & Rec / Library Site moved into standardization with rest of city website
  - Highly utilized microsites will be given extra attention for rework
  - Conducting analysis on website content via Google Analytics and other Municode internal tools
    - Ex.( Analysis on pathway to highest access content, ...)
- ❖ Citizen Involvement in Website Improvement (has to work for both staff and citizens or doesn't work for either)
- Building Website Mock Up Main Page for Input and Suggestions
    - Community Thought Leaders (ex. NA Presidents, other engaged citizens)
    - Conduct feature and usability Board & Committee Focus Groups (all boards equal no hierarchy)
  - Build website Mock Up of Highly utilized Microsites (planning, projects,..) for Input and Suggestions
- ❖ Business Licensing Software Replacement
- Research on software is being conducted by John Williams, Shane Boyle, and Lauren Breithaupt.
  - We would like to offer 2 members from the EDC to participate in those vendor demos
    - Want feedback from an end user of the system and as insider with reporting needs
  - Business Licensing Software Replacement Process
    - Software requirement development
    - Vendor Identification & Product Demos
    - Vendor Selection and Installation Planning
    - Implementation & Data Migration
    - Software Go Live

#### ❖ Communications Plan Development

- Very expansive plan governing how departments conduct themselves on social media, city website,
- A solid draft of the website portion of the plan has been requested by January 2018 at the latest.

#### Discussion on presentation included:

- Have Shane Back to the November 9 meeting to share an update on Business Licensing & Website Improvements.
- Discussion on fee, some members thought it might make sense in the business licensing fee structure to include a permit for outside seating and a fee associated with it and improve public access of sidewalk where table and chairs are blocking right-of-ways.
- The committee would like to see at least 30 days of meetings on the website event calendar, regardless of having an agenda or other supporting materials attached.
- Move each board/committee annual report to council from the January council retreat document packet to the respective board or committee microsite. Also includes board goals on the site.
- These members volunteered to sit in and provide feedback on business licensing software: Shannen Knight, Rachel Vidin, and Gail Holmes.
- Shane Boyle requested several ideas for a domain name that could be purchased and setup to direct visitors right into the Economic Development page.
- Requested the group send any ideas for overall site improvement to Shane Boyle but immediate improvement items to Courtney Flynn related to the EDC page.

#### **New Business**

- Kazi Ahmed discussed amount of cars at personal residences; maybe some way to curb excess cars on street. Discussion around home occupations, enforcement of code, and personal issues as not to step on citizens toes. Suggestion to send anonymous complaints and issues to Your Gov app and how that system works.

#### **Other items of interest**

#### **EDC Members**

- Discussion of vacant retail space due to high rent; charge to owner of vacancy fee which could back fire as it will be back charged to tenants. John Morgan will recheck this discussion that he put to the legal department, will follow up.
- Need to come up with creative ideas to find a solution. Create sign code and check zoning laws.
- Meet and have an agenda and solutions with commercial real estate agents. Meeting needs to be very diplomatic, how can we help each other? How can we get to the owners if commercial agents not cooperative to take offers to the owners. Come with solutions to next meeting to schedule open house with commercial brokers.
- Implement on EDC microsite a property locator, commercial property for interested business owners.

#### From Council or Staff liaisons

- Richard Sakelik would like this committee weigh in on Old City Hall building on interested parties. Need to look at long term big picture on revenue potential and offers to date. Discussion of upcoming bond vote, and if City would invest building could be a keynote building for the Waterfront. Discussion around public owned property, business driven vs community driven. Should this building highlight West Linn as the gateway, such as housing the Chamber and bringing people to the City for additional economic gain? Clackamas County Tourism potential deal is not good for the City.

Motion from Kazi Ahmed that City Council formally bring to the EDC for the Committee input on use of building before any action taken. Second by Russel Williams. Motion approved.

Motion amended by Kazi to include the addition of a joint work session. 5 approvals and 1 abstention by Shannen Knight.

#### **Adjourn**

Meeting adjourned at 8:25