

CITY OF WEST LINN
ECONOMIC DEVELOPMENT COMMITTEE
Meeting Minutes

March 15, 2018

Call to Order

6:42 Call to order by Gail Holmes

Members Present

Kazi Ahmed

Bev Burke

Jennifer Harmon

Shannen Knight

Russel Williams

Rachael Vidin

Richard Sakelik City Councilor

Members Absent

None

Staff

John Morgan

Approval of Minute

No meeting in February

Review of Agenda

Review and Selection of CPP Grants moved to beginning of agenda.

Review and Selection CPP Grant Requests to be recommended to Clackamas County Tourism: there is \$20,000.00 to award; discussion around the 4th of July celebration and that the City will now manage. Shannen Knight, makes a motion to not consider the 4th of July application; Kazi Ahmed seconds; motion passes unanimously.

Gail Holmes suggest going in the number order on the spreadsheet. Before starting discussion regarding Historic Main Street and not receiving the money from last year's award for the walking tour. This has been on hold waiting for the City component before the grant money will be allotted for the app, QR code, and Web site.

Ranking will be done on supplied spreadsheet for the applicants. Discussion about how the applicants should be scored, score as you see it. Based on application, how it is written and the criteria list, sometimes it is not clear from the application. Initial scores given and the average final score listed. Kazi Ahmed thinks the applicants should come in and make a presentation. Six months from now we should let citizens know in advance. Discussion of group; we need a better outreach. If people do not know we have these grants that is a shame; need earlier announcement and promotion. It does go in the newsletter, which some think no one reads, past participants and inquirers do get an email, and if you part of the County Tourism newsletters it is in there. People completing the grant forms need to do a better job completing the information required on the form, as compared to coming in and presenting. There is an agreement it is easier to present in person when you can't always express on paper. Kazi Ahmed wants only to get a better understanding on the applicants. Not everyone agrees on presentations due to time and knowledge of technology. Paper applications is the most level playing field.

Linger Longer: Average score 53.8. Shannen Knight recused herself from voting

Good way to identify rooms available and the City could apply a fee, and fee would be decided. Build a page on the Main Street website specific to lodging. There are 30 Air B&B's in West Linn and only two that are legally registered with the county. Outreach to Air B&B's to get legal letting them know they would then be eligible to be included on the website. We would also draw revenue to the City with a room tax and business licenses. The City should be regulating this and they are not, this is one item on Councils list to generate income. This is a free marketing plan for B&B's using Facebook ads, Main Street will hire a company to handle the ads. Bev Burke sees this as a wishful thinking and blue sky grant. Initial scores were changed by some members.

Living History Tour: Average score 44.9.

If you look at criteria some items on application are not allowed. Maybe the horse drawn carriage and printing. They will be a later discussion on how much money to give out. They are not asking for full funding, asking for \$5,000.00 when you at the program overview sheet it makes Gail nervous on things they are asking. Gail thinks it is a great event, wishes it was held for more days as it sells out quickly. Shannen agrees it has no potential to grow so has to ask for grant every single year; not self-sustaining. Kazi Ahmed believes, this is a small, limited, event. Bev thinks they could push harder to supply subjective numbers for the application which would give themselves additional information on how to improve the event. This event needs to be expanded which is difficult as people are required to move cars in a six block radius and modern conveniences from their homes. This is an ongoing request and how long should grants be given and is there not a limitation? Should the group be asking for less money every year? This is a problem with people writing grants, this is all volunteers. Group asking for \$2,000.00 for scriptwriting, which cannot be done; possibly fund \$3,750.00. General consensus; need to become self-sustaining.

97068 App, Average score 42.3. Gail Holmes recused herself from voting.

App and website, it takes 6 to 9 months to app finished through phones. It is the security components that take the time. Discussion around making website mobile convertible. John Morgan noted that the County Staff has concerns with this application as it appears to be a private venture looking for venture capital and not a nonprofit. Gail believes the County is contradicting themselves as the program overview say it can be awarded to a private, public, or non-profit organization. Bev thinks another applicant with lot of blue sky with no real objectives on how they are going to do it. How is this going to attract additional people to the area? Once people are here there is good information, but this app is competing with Yelp, Google Maps, Trip Advisor, etc. The County has concerns on how would people even know this existed? They would have to advertise via social media, place signs at baseball fields and such to download this free app. John Morgan says Sunriver has such an app and it is very active although Sunriver is different as an established tourist destination. Jennifer believes that of all applications this most of the criteria and one of the better ideas. Russel looking form a consumer perspective and believes it has no value as an example he would use Trip Advisor and if he downloaded the app he would delete the day after he left town. Shannen think this is a great app for citizens of West Linn not so much for tourism.

Willamette Falls Heritage Collation Booth and Material, Average Score 55.9

1st Annual Traditional Salmon Bake and Music. Bev disappointed that the application calls for handing out paper which is not sustainable, will go in the ground or garbage, and believes app would be better. Scores high for having multiple partners but this does not seem modern and she does not see how they could become operational. Shannen has concerns on how the event would directly benefit West Linn, as the salmon bake would be at the end of the Oregon Trail. Russel shares Shannon concerns, sure brings people that have never been to it, but not benefitting West Linn; no hotel, no shopping district here. Kazi likes the fact that is does not involve just us, it encompasses a larger area. This could be beneficial if it draws some of its energy to us.

Octoberfest, Average Score 28.7

Gail is disappointed there is no advertising, we need to get the tourism groups to advertise to draw people into West Linn. It is a reoccurring event that they should have figured out by now how to market. This is not a money maker, seems more like a local event. Bev would like more objective numbers to quantify the event. Could be fun but needs work.

Haunted Trail, Average score 64.0

Shannen has issues with a grant as this is a charged event; they charge money and seem to be making money so why do they need money? Russel sees outside people coming to the event but no sustaining them; they come to the nighttime event and then leave. It is a fun successful event, a lot of the communities kids come, does draw some outside people but they could sustain themselves. This is a City sponsored event, where does all the money go? There is no reason for anyone to stay and spend additional dollars in West Linn. Tourism money should not be given away; we can give a lesser amount then what they are asking for.

Farm Loop, Average Score 62.6

Reaching out to several communities, shared tourism. Bev think their website has improved from last year; but everyone little town is listed except West Linn on the map. There are a couple participants in West Linn, we asked them last year to include our town and that has not happened. If they want some money we have to be included. Russel sees they are asking the same amount form several cities where we may not benefit as much as the other cities with more farms. Where will the people go, to the area with more farms like Wilsonville? Even though farms may technically be out of County, most people think of this as West Linn and they carry at 97068 zip code. We must be included on the map if money is awarded and signage should be available and obvious to follow.

Lighting of Maddox Woods, Average Score 5.0

There is no information on the application, there is a cover letter from the Friends of Maddox Woods discussing the history that took place in Maddox Woods. No change of numbers as application is incomplete.

People are asking for \$38,480.00 is what people are asking for if we remove Maddox Woods and the 4th of July; we only have \$20,000.00 to award.

Awarding:

Haunted Trail	\$3,500.00
Farm Loop	\$1,750.00 Subject to adding West Linn to the Map
WFHC Salmon Bake, Booth and Materials	\$2,000.00
Linger Longer	\$2,230.00
Living History Tour	\$2,520.00 Horse carriage and marketing move to be self-sustaining and add hours
97068	\$00.00 Asking for too much money. This is not developed enough
Octoberfest	\$00.00
Total Amount	\$12,000.00

Jennifer Harmon makes a motion to award the tourism grants as reflected on the spreadsheet to conditions listed. Bev Burke second. Approved unanimously.

If we give feedback on why these decisions were made and why no money was given to some applicants this will be good feedback for the applicants.

Shannen Knight made a motion to request the County to create a way to give the applicants more feedback on why decisions are made. Rachel Vidin seconded. Passes unanimously.

Forward to next agenda to see if the County agrees to this.

Old Business

Mixed Use Task Force:

Shannen Knight gave a report on the Mixed Use Task Force. The only that that has happened in the last meeting was discussing was requesting from the City was adding to the Mixed use and Commercial Zone the ability to have small scale manufacturing added to the code. Wording of, a certain percentage of the floor could be for manufacturing the rest has to be for retail sold on site, not wholesaling. The task force will meet again next week. This will go to Council who will then revert it back to the Planning Commission to follow the proper procedure.

Waterfront Project/WLP Mill Update:

John Morgan talked about open house to be held at the Library on April 3, 5:00pm to 7:00pm, focusing on transportation and street projects. Boiled down to three alternatives that the public accepts and are viable. Open house at Library on April 5, 5:00 to 7:00 pm on general Land Use patterns. Based on what comes out of the open houses, we will start forging an actual draft. The legal issues are settled with the ownership of the mill, the major investors own the assets; now we will be able to move and do things. Conversations are being held with the land owners, especially PGE, and it will be an interesting year.

West Linn Chamber Activities:

Russel Williams discussed there is a Linked In network event to be held at the Willamette Christian Church, with a guest speaker. They will be closing the physical location of the Chamber which will now be virtual.

Other items of interest

EDC Members

Shannen Knight gave comment on the people interested in going into the gas station in Willamette and being displeased with the \$1,000.00 fee to paint the building; required to go to the Historic Review Board as it is in the Historic District. Is it possible to have a palette of acceptable paints colors requiring no public review and fees as an option? If applicant wants to paint the building another color they would have to go to the board.

Bev Burke makes a motion for the HRB to support the business community in West Linn by adopting an acceptable color palette of 5 colors to paint buildings as in the sign code with no public review and no fees as an option to the permit process which is still in place for other colors. Kazi Ahmed seconded. Passes 5 to 2.

It was discussed because the station is the last property in the Historic district the City had recommended that they petition out of the Historic District.

Gail Holmes went to a pre-app meeting for the Shari's building which will come down and discussed separating it for a dental office and a fast food restaurant. Gail Holmes suggested to them they would be a hero to buy the property behind them and put an additional road into the property as 8th court is a mess, all in agreement. Discussion around the Planning Departments role, Gail Holmes remind them this is only in the pre-app stage, Shannen Knight believes that Planning will push through residential

development to collect hundreds of thousands of dollars in SDC's, and okay we don't care about the code and they will interpret the code loosely, and but if it is a business they are reading letter to the law. Members of the EDC wondering why are we here if Planning keeping shutting business down, John Morgan asks when the EDC committee is planning on having a strategy meeting. Richard Sakelik said as far as 10th Street goes that is part of the GO Bond and transportation improvements, they have not really defined what that is yet. Richard then asks the group what economic development piece would impact or be enjoyed by the GO Bond. Council will be attending NA meetings to explain where we are at with project.

Next Meeting

April 12, 2018

Adjourn

Meeting adjourned 8:48 pm.