



CITY OF West Linn

ECONOMIC DEVELOPMENT COMMITTEE Draft MEETING NOTES – February 5, 2026

<u>Members Present:</u>	Jared Dean, Russel Williams, Lance Weinard, Sheri Wahrgren, Christi Lanz, Shannen Ilas, and Shannon Knight
<u>Public Present:</u>	Rebecca Hollenbeck, Historic Willamette Main Street; Victoria Meier, West Linn Chamber of Commerce
<u>Council:</u>	Kevin Bonnington
<u>Staff Present:</u>	Lynn Schroder, Management Analyst; Darren Wyss, Principal Planner; and Steve Koper, Community Development Director

Staff Liaison: Lynn Schroder- lschroder@westlinnoregon.gov

1. Call Meeting to Order

Chair Dean called the meeting to order at 6:00pm.

2. Public Comment

Rebecca Hollenbeck from Historic Willamette Main Street announced a \$3,000 grant for a new interpretive sign about town history.

Victoria Meier from West Linn Chamber of Commerce talked about the Chamber's current Love Local Campaign.

3. VISION43 Open House Debrief

Principal Planner Wyss updated the committee on the VISION43 project. Members discussed the recent Vision43 open house, which highlighted efforts to improve pedestrian and bicycle connections along the corridor. Proposed updates include increasing building height limits and modifying permitted uses within existing zones. The open house was part of ongoing community engagement to gather input on future development. Members emphasized the importance of preserving commercial space to support local businesses and discussed potential incentives for developers, such as reducing STC fees and property taxes for mixed-use projects. They also explored the use of vertical housing tax zones to encourage more appealing and concentrated development. Wyss will return to the EDC next month to discuss community feedback and questions regarding the Vision43 project.

The EDC will discuss and provide consensus on the Vision 43 concepts at the next meeting, with the aim of making recommendations later.

4. Draft SWAT Analysis

The draft SWAT Analysis was tabled until an upcoming meeting to ensure all committee members receive it.

5. Brainstorm Revenue Strategies for City of West Linn

Members discussed potential revenue strategies for the City.

- Identify recreational opportunities along rivers to generate revenue and enhance community

engagement.

- Implement a paid parking program on Cedaroak and downtown Willamette.
- Create a revenue task force focused on increasing city income separate from budget concerns.

Lanz discussed business interest in a city-wide business promotion and concerns about inconsistent sign enforcement.

Members discussed the need for improved communication and support for small businesses in West Linn. The discussion highlighted the value of small business summits and resource centers in supporting local entrepreneurs, emphasizing their role in fostering growth and community engagement. Participants also stressed the importance of maintaining accurate business license data to effectively identify and assist local businesses. Challenges related to staffing were addressed, particularly in enforcing business license compliance and promoting available resources to the business community.

Potential Action Items are:

- Create a streamlined signage guide for local businesses.
- Develop a home business survey to identify potential businesses looking to expand.
- Create a short-term business space rental for West Linn businesses.
- Create a relationship with the Clackamas County to connect popup business to West Linn.
- Increase the library's resources for small businesses.
- Holding a Small Business Summit.

6. Items of Interest from EDC Members

None.

7. Staff Announcements

None.

8. Adjourn

Chair Dean adjourned the meeting at 7:29pm.