



CITY OF  
**West Linn**  
97068

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22500 Salamo Rd.  
West Linn OR

# **WEST LINN**

## **ECONOMIC DEVELOPMENT COMMITTEE**

### **Meeting Minutes**

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**January 10, 2019**  
**6:30 PM**  
**Willamette Room, City Hall**

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#### **Members Present:**

Kazi Ahmed  
Shannen Knight  
Jennifer Harmon  
Matt Lorenzen  
Amanda Stein  
Rachael Vidin  
Russel Williams

#### **Members Absent:**

Richard Sakelik Council Liaison

#### **Staff Present:**

John Morgan Staff Liaison

#### **Citizen and Guest Present:**

IT Director Shane Boyle

#### **Call to Order**

The meeting was called to order at 6:31 pm

#### **Agenda Approval**

John Morgan supplied a copy of revisions to the agenda to change public comment section and add IT Director Shane Boyle as a speaker on Website improvements. Shannen Knight moved to approve changes to the agenda, seconded by Jennifer Harmon. Approved unanimously.

### **Approval of Minutes**

Supplied December 13, 2018 minutes approval deferred to the February meeting.

### **Public Comments**

None

### **Old Business**

Report on Website Improvements: IT Director Shane Boyle supplied a recap on the City website as a distributed content management system and explained how each department is responsible for the content of the department's page; administration is responsible overall for the website communicating a consistent message. The IT department is responsible for the server being available with no capacity issues. At the request of this EDC committee Shane became more involved in the website content, assess ability and content refresh. Due to departure of the Citizen Engagement Coordinator who Shane was working with to pioneer these projects, which went to the back burner. Within the last few month Shane has been able to get back into these projects. The City has two department sites that do not fit with consistency; the Library and Parks and Recreation departments which Shane has been working with to revise their sites to fit with the overall City look and message. The original timeline and scope was to drive improvements, tackling issues as they come up with feedback from citizens. Example would be a change to meetings page with a reverse putting newest meetings on top for easier access. Our search content is available from oldest to newest with a lot of old outdated content. With the assistance of an employee on light duty with web experience the City was able to clean up and identify pages that are irrelevant and have not been updated. The City is in the process of getting website content to its best value and delivering relevant content. We will be staying with our Drupal system, improve through a template upgrade and look at a redo in a couple years. We have been with this platform for a long time and it seems reasonable to approach new energy and ideas. Shane is hoping to get the template for Parks and Library completed by February or March and all agreed this is a window to the City and needs to get updated as quickly as possible. Highlighting Willamette Falls with pictures would get the community excited about the Waterfront Project.

Shane Boyle showed the committee a sample model for the updated website. The site will support all activities with sorting functions and streamlining in the dropdowns. Shane also showed the business license functions and discussed the website company will build any reports we need. Renewal functions will be much easier with an address qualification eliminating the need for refunds to people purchasing unnecessary licenses. He stated with the data available the City is meeting the committee's needs to study and grow business within the City. We will be able to change the template when required and add fields to collect data. Renewals are coming, if the group wants to do tailoring to the site it would need to be done before June so March or April would be ideal time for a committee with some EDC members and staff to explore ideas. With the hiring of the communications position we will be able to delve back into the analytics within the site and updating our social media profile.

Economic Development Committee Ideas and Strategy: continued discussion and development of an action plan: John Morgan stated the revised action plan and report has been given to Council. The Council will bring these item up for discussion at their upcoming annual retreat on the 17<sup>th</sup> and 18<sup>th</sup> of January. Their needs to update to the action plan and a layout of who is doing what; John needs direction of what is required of him and if he needs to work with John

Williams on the Economic Development department budget if more resources are needed to complete tasks. Rachael wanted a correction the report stating Amanda Stein as the Vice Chair, not Russell Williams.

Rachael Vidin would like to see an overview of what the New Year may look like before delegating tasks; let's have a plan and timeline with small goals. Jennifer Harmon stated the broker initiative needs to come first if we want to have open houses as starting in spring the brokers will be busy. Tourism depends on the Waterfront Project so will be holding. John Morgan stated improving the business climate through changes to regulations, standards, fees and process will require the Planning Commission and staff involvement meaning the Council will really have to agree to commit the resources. The Waterfront Project and this are the items which will take a lot of time. Other items on the list are not dependent on other factors and can be done independently to report to Council in future meetings. Discussion on plan of attack of tangible items. One item would be inviting Council and Department heads to meetings, another item would be to get information on business licenses and report to Council on the historical data and analysis: explain the deficiencies, what needs to grow, what are the trends, where should we market. Is it possible to have this information by the March meeting; Amanda Stein will do the analysis. Suggestion to add zoning project on Highway 43 and Willamette Falls Drive, similar to the zoning project done in Willamette. Because Willamette Falls Drive is tied to the Waterfront Project it would be best to focus on Hwy 43. A clean copy of the strategy action plan will be given to City Council by John Morgan who stated this is another large project requiring many resources that needs Council approval. John also stated it would be best to get Council approval of resources before having any open houses with brokers. We are already working on the tourism piece and just need to amplify those. As goal setting for Council is next week answers will be coming shortly.

John Morgan updated on the Waterfront. Portland General Electric (PGE) asked us to hold off on open houses until PGE could develop their knowledge and opportunities as the property owners. PGE's major concern is the Sullivan Power Plant and the Federal Energy Siting Council Permit allowing them to continue that plant with any issues. The new regional representative for PGE will be Eric Underwood, the City of Oregon City's prior Economic Development Director. In the interim the City has been working on the transportation issues, including the two traffic circles and realignment of Willamette Falls Drive to the bottom of the hill. ODOT staff has concurred, PGE thinks it works fine, Council will see at the at the workshop February 5, 2019 to get their blessing to go to ODOT for approval and then on to a Council meeting to be formally adopted as an amendment to the City's transportation plan. ODOIT will be attending the workshop as an observer and has been in discussion with the City on who will be paying for what on the project. PGE will also attend to present an update to the Council and will be unveiling a design with ideas and alternatives from a design firm in Seattle. Discussion of PGE are the principal owners of the land and the BC Vancouver Investors own the lease hold interest on the building in the area and the upland. There is a development company interested in the pond area owned by Clackamas County WES. The area would need remediation and a change from the current industrial zoning to be a viable project. John Morgan believes with PGE's presentation this project may be moving forward within the next months as they is a lot of movement behind the scenes now; with a general hope a plan will be adopted by December.

In terms of other partners. John Morgan stated our relationship with Oregon City continues to grow with the Willamette Falls Heritage project and also that organization. The locks project is

moving along very positively with money in the Governors proposed budget to rehabilitate and reopen the locks. Discussion of a loop with Oregon City connecting the two old industrial areas and waterfront with a pedestrian bridge. There will be a trolley feasibility study as part of Council goals that would complement this project as well as the entire City.

#### **New Business**

No new business.

#### **Other items of interest EDC Members:**

Amanda Stein stated she will get started on the data collection project.

Discussion on moving the February 14th meeting to February 7<sup>th</sup>. Rachael Vidin asked if everyone was in favor of moving the February meeting to the 7<sup>th</sup>, all members in favor. Meeting officially moved to February 7, 2019.

Russell Williams stated the Chamber of Commerce will move their work session to next week. Russell said he did meet with the Chamber president and gave her the information the EDC would like to collaborate on with the Chamber. The Chamber will be reporting quarterly to City Council but has nothing to report at the moment.

Jennifer Harmon asked if there was any news on the Dutch Brothers and Haggen's area. It was reported the Haggen's building is back on the market and Dutch Brothers is hiring. The committee tossed out ideas for viable business for the area.

Shannen Knight talked to the old gas station property in Willamette becoming a kayak and bicycle rental business. As the park and river is a steep downhill, an idea for weekends is a bus with a trailer that would run back and forth. Matt Lorenzen stated Clackamas River Outfitters may be interested in serving the West Linn market. Matt will ask the owner if they have interest and report back. This would have to be a pop up business in the parking lot until code and tanker issues are addressed for the property.

Matt Lorenzen stated with talk of the pond redevelopment he does not want Willamette area zapped with new development, it needs to synergize.

Rachael Vidin reminded the committee to be present and active bringing tangible, positive change. If you plan not to be attendance please let Rachael or John Morgan know in advance.

#### **Adjourn**

Reminder of next meeting February 7, 2019.

Meeting adjourned at 8:08 pm.

DRAFT