

MEMORANDUM

Date: August 1, 2025
To: West Linn Economic Development Committee
From: Rory Bialostosky, Mayor
Subject: Economic Development Committee 2025-27 Priorities and Work Plan

As part of our effort to maintain greater communication with our community advisory boards, the City Council would like to share with you the Council Priorities for 2025-27 (attached) that align with a work plan we are providing to each of the community advisory groups. Council wants to ensure that limited City and volunteer resources remained focused on the primary goals of the Council and delivering quality core municipal services. The City's Municipal Code section 2.020(2) provides these workplans as a way for Council to provide direction and focused alignment on the city's priorities. We believe these work plans are a positive step in this direction and hope that you find it helpful in your efforts in influencing policy for the City.

We also want to take time to emphasize our overarching goal of belonging and reaching out to the community. Community advisory groups are a key part of connecting with our community and we greatly value the role you play in this. We hope the Economic Development Committee continues to find new ways to engage and involve a broad range of community members in the important work that you do and considers ensuring belonging and inclusivity in all the work that you do.

Based on your annual report we received from your group and in furtherance of the Council's adopted Priorities, the Council would like the Economic Development Committee to focus attention on the following work this biennium:

1. **Vision Statement:** Update the vision statement for the EDC
2. **Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis:** Perform a SWOT analysis of the EDC (based on existing purpose statement) to guide future workplans.
3. **Consultant:** Partner with the Chamber of Commerce and Willamette Main Street to participate in research to determine successful programs that will support existing businesses and bring additional businesses to West Linn
4. **Waterfront/Vision43:** Provide recommendations on the Waterfront Vision and Vision43 Plans as requested by consultant team*
5. **Community Engagement & Belonging:** Work to improve diversity, equity, inclusivity and belonging in the community and consider recommendations and actions through an equity lens*
6. **denotes a direct 2025-27 Council Priority*

If something arises during the year that you believe necessitates a change to this work plan, please feel free to have your chair forward your request to the Council in writing for our consideration and we will provide you with feedback. CAGs may request funding or sponsorship for events, activities, or programs not specifically listed in this workplan through their Council liaison or by providing a request in writing.

As always, a heartfelt thank you for your dedicated service to West Linn,

Mayor Bialostosky