

INFORMAL SESSION MINUTES

September 19, 2011

2:00 p.m.

Oval Office

PRESENT: Commissioners Mary P. Stern, Leslie Lewis, and Kathy George.

Staff: Laura Tschabold, Chuck Vesper, Rick Sanai, John Phelan, Bill Gille, and Murray Paolo.

Guests: Hannah Hoffman, News-Register; Mike Green, Shelley Halleman, and Chris McLaran, Budget Committee; Jody Christensen, Steve Patterson, and David Beam, Economic Development Committee; and Amy Jauron, Vista volunteer.

* indicates item forwarded to formal agenda

Mary called the meeting to order at 2:00 p.m.

* Personnel - Mary presented personnel requests from various departments. See agenda for details.

* Contracts/Grants - See agenda for details.

Roads - Bill Gille discussed a proposal by Phil Darling to close the Old Station Road access to Highway 99W and build a new access road. He said that Public Works had notified adjoining property owners and addressed the few concerns that were raised.

Bill also discussed a request from residents to pave a portion of Hillview Drive. He said that the neighbors' concerns had been addressed and the paving project has been completed.

John Phelan updated the Board on the Maintenance Improvement Projects status. He said that this has been a good year, with more capital projects than usual. He reported that the Laughlin Bridge project may be moved to next year, depending on the budget, the Worden Hill Road bike path should be started the middle of October, and the Sheridan Green Bridge project has been delayed due to the uncertainty of federal funding, but will be on the schedule for 2013 at the latest.

Bypass - Leslie provided an update on bypass funding and options for where Phase 1 would end.

The meeting recessed at 2:40 p.m. and reconvened at 3:00 p.m.

Economic Development - Chris McLaran introduced the Economic Development Committee members present and explained the vision, mission, and initiative principles developed by the committee (see attached handouts). He presented the committee's recommendation that the Board establish a public/private non-profit partnership as the most effective way to implement a strong economic development program for county. He recommended that all county economic development funds be turned over to the partnership for management and distribution. He stated

that if the Board agrees with this direction, the committee would do more research and come back with some recommended options for the structure of the partnership.

Leslie stated that the Board needs to discuss how much county money would be given to the partnership, since there are some ongoing allocations, such as the bypass lobbyist, that would need to continue. Mary suggested that all unallocated economic development funds be given to the partnership. She said that that amount would increase next year as county departments are weaned off it. Mike Green stated that entities who have made funding requests to the Budget Committee in past years could continue to apply for funding under the new structure.

David Beam clarified that although the needs of different areas of the county would be addressed in an equitable manner, that wouldn't necessarily mean that funding would be allocated equally. Mike said that he would like the committee to come back with an explanation of how funds would be channeled through the organization, as well as a rough idea of the budget, so the group can see how feasible the idea is. Steve Patterson stated that the partnership would have a limited amount of resources and would need to define what economic development is for Yamhill County and set up a new filter. After further discussion, the consensus of the Board was for the committee to proceed with researching the public/private partnership option and report back in late November.

Delegation of Authority - Laura proposed that the Board grant her the authority to process personnel actions in cases where a disciplinary action has resulted in a pay decrease. She said that Rick Sanai has confirmed that this delegation of authority is lawful, and the Board would just need to modify its ordinance to do so. The consensus of the Board was to have Rick draft the appropriate language for Board approval.

The meeting adjourned at 3:58 p.m.

Anne Britt
Secretary

Yamhill County Economic Development Committee

VISION

Yamhill County aspires to achieve the highest quality of life for its citizens, providing ample opportunities for them to live, work, shop and play within their respective communities. The foundation of a community with a high quality of life includes a strong, healthy business community. Yamhill County builds and maintains this foundation by fostering a supportive business environment that enables them to prosper. This vision is achieved by providing resources to assist with the identification and implementation of sustainable, targeted investments as well as the ability to respond to business development opportunities at "speed of business".

MISSION

The Yamhill County Economic Development Committee will establish and grow a highly effective economic development program for existing and new businesses in the Yamhill Valley.

INITIATIVE PRINCIPLES

Identify and implement the most effective organizational structure. Some form of public/private partnership is a very effective model and should be considered. We need to examine the issue of what system would work best for Yamhill County.

Commit to a long-term investment. A successful program needs a secured commitment of resources. A 5 year commitment is critical to develop a strong program. A thorough evaluation at the end of this period regarding the effectiveness of the effort would determine whether or not the program should be continued.

Treat urban and rural communities equitably. Successful economic development will likely require the implementation of different tools to match the unique qualities of each community. We need to identify these various tools and seek out buy-in from those communities that will use them.

Focus on traded-sector, growth oriented businesses. A principle goal of the economic development program should be to create new jobs and new wealth for Yamhill County. A focus on helping these types of businesses be successful will be a strong strategy in achieving this goal. The hard truth is that not all businesses are created equal. A strong primary business sector must exist if all other aspects of our communities are to remain healthy, including secondary businesses.

Focus on retention/expansion of existing businesses. We should demonstrate a belief in the abilities of our own citizens. Attracting new businesses can be a good economic development tool if done properly. However, the economic development strategy that is most likely lead to the greatest level of success would be one the focuses the majority of its resources on investments that help existing businesses achieve success.

ACTIONS & RESOURCE DEVELOPMENT

Coordinate existing economic development resource partners. We have a number of silo activities and initiatives within our county and region. It will be essential to network with our resource partners and communicate their valuable services to the business community.

Create an adequate supply of shovel-ready development sites for businesses. Today, decisions regarding business relocations and/or expansions are very fast paced. For a community to be competitive, these types of sites must be immediately available, in a variety sizes and qualities.

Create/maintain a detailed inventory and description of available developable sites and existing vacant facilities. Again, business decisions today are made rapidly. A competitive community must have this type of information available in advance to take advantage of opportunities when they come.

Research and implement mechanisms to streamlining business development permitting processes. This will save time and money that businesses can use to grow their businesses. Also, this work will support business attraction/retention/expansion efforts.

Develop and/or utilize an existing economic gardening program. EG programs focus the development of growth oriented, traded-sector businesses. These companies have the potential of a high ROI on the economic development resources we put into the effort. Organizations with EG programs we may be able to utilize that exist or will soon be in operation include Grow Oregon Council, Greater Portland Inc. and Oregon Microenterprise Network (OMEN).

Support website improvements for all resource partners. Today, websites are the "front doors" to a business or a community. That entrance must be welcoming and user friendly. As is often said, "You never get a second chance at a first impression"!

Define available business incentives and investment expectations in-advance. Incentives can be an effect business attraction and retention/expansion tool if implemented well. By defining this economic development tool in advance, we can ensure that the resources used will benefit both the businesses using the incentives as well as those providing the incentives.

NEXT STEPS

What structure should the initiative use to implement a strong economic development program for Yamhill County?

YAMHILL COUNTY ECONOMIC DEVELOPMENT COMMITTEE

Structure Option Matrix

	Strengths	Weaknesses	Opportunities	Challenges
Option #1 Create a filter for economic development funding distribution*	More focused economic filter for fund distribution	Does not coordinate silo activities, does not create point of contact, does not include a long term vision for growth	More strategic than current method of distribution	Has a short sighted approach, project driven, cumbersome
Option #2 Hire a Yamhill County Economic Development Director*	Establishes a county employee focused as a business resource	Has limited authority to be agile/move at "speed of business"	Gives the county a point person for business development efforts	Has limited authority to be agile/move at the "speed of business", the battle for a sustainable funding source for the director vs. leveraging money for more EC.DEV. projects
Option #3 Establish a public/private non-profit partnership	Clear, focused, long-term economic strategy, efficient ROI	Push to execute NOW, need time to establish system and communicate effort	Develop highly effective resources and positive business development environment, engages private industry	Patience to execute an excellent program

***Role of Government in Economic Development** (http://www.parcel-sales.sc.gov/maint/ssDocuments/1/EcDev_Strucs_-_Best_Pracs.pdf)

While each region had a different relationship with government, the public sector was a support for, not a leader of, economic development efforts. In all comparative regions, the economic development council took the lead in developing its long-term strategic plan, where they involved county and municipal government and business in plan development. Many regions had a dedicated staff person at the city or county level that was the primary interface between the EDC and government agency. For the most part, the government staff person had two key roles: 1) to help the EDC and businesses navigate government and 2) to be a catalyst within government to raise awareness about economic development, and to work with various departments to support, rather than hinder, economic development efforts. In very few cases did the government position lead or implement economic efforts.

SORED I - Southern Oregon Economic Development
 Structure: Private, non-profit membership organization
 Board of Directors: 21 members
 Staff: 6 FTE
 Funding: It is the mission of SOREDI to be the leader in developing and nurturing economic partnerships among private, community, and public entities to: collectively build employment opportunities; diversify the economy; and promote the creation of jobs with wages and benefits higher than the regional average, compatible with community values.
 Representation: As a private non-profit organization serving Jackson and Josephine Counties since 1987, we represent more than 100 private companies, public utilities, and local governments. SOREDI exists to help business create and sustain good jobs and diversify the economy of Southern Oregon.

Economic Development Alliance of Lincoln County
 Structure: Non-profit, public-private partnership
 Board of Directors: 16 members includes private industry, city elected officials, one commissioner as Board Member
 Staff: One FTE
 Funding: Room Tax, Lottery
 Example: Income \$99,055 Expenses \$82,063 Emeritus-no term limit/ex.officio
 Mission: The Economic Development Alliance of Lincoln County is a nonprofit, public-private partnership dedicated to diversifying the Central Coast's economy, and facilitating the creation of quality jobs locally.
 Representation: The Alliance also serves Lincoln County by providing coordination for economic development with local economic development efforts and agencies, regional groups, and public-private partnerships, and the Oregon Business Development Department
 Measures of Success: Regional Investments Job Creation: Workforce Response Services, small business management scholarship, USDA Rural Dev. Grant

MEDP - McMinnville Economic Development Partnership
 Structure: Public-Private non-profit partnership organization
 Board of Directors: One representative from founding partners - City, Water&Light, McMinnville Industrial Promotions, Chamber and Area Business
 Staff: One FTE
 Funding: 70% public/ 30% private
 Mission: MEDP's mission is to develop long-term sustainable economic vitality for the McMinnville Community.
 Representation: MEDP is a public-private partnership serving businesses in the McMinnville area and Yamhill County.
 Measures of Success: Retention and expansion of local business, workforce; business consults and resource connections; high performance company support

Organization	Structure	Funding	Board of Directors	Staff	Mission	Representation	Measures of Success
Greater Portland Inc.	Privately funded organization	Sponsors- 100K- \$2500 for three or five years	52 investor board members - Greenlight Ambassadors, CEO Advisory Council, Board of Directors	5-6 FTE	Incisive, targeted research. Greenlight's research team compiles current economic, demographic and quality of life data to create reports on industry sectors, workforce and the Portland-Vancouver region overall.	Greater Portland Inc. is privately funded by business leaders who are passionate about helping increase the vibrancy of the greater Portland-Vancouver MSA economy. Greater Portland members believe that bringing new business to the region benefits all.	
SEDCOR - Strategic Economic Development Corp	Private, non-profit membership organization	Members, county and cities	40 plus board members including resource partners, service providers, commissioners and private industry	4 FTE	Our mission is to enhance and diversify the economy of the Mid-Willamette Valley.	SEDCOR, the lead economic development agency for Marion and Polk Counties is a private, non-profit membership organization, composed of over 500 business and community leaders.	