

# Union County Economic Development Corporation

P O Box 1208      102 Depot Street      La Grande, OR 97850  
Phone: 541-963-0926      Fax: 963-0689      e-mail: [ucedc@eoni.com](mailto:ucedc@eoni.com)      website: [www.ucedc.org](http://www.ucedc.org)

## Minutes April 22, 2010

Monthly Meeting: 6:00 p.m. at UCEDC Office, 102 Depot Street, La Grande Oregon  
Meeting Facilitator: John Howard, President  
Board Reporter: Janis Bozarth, Administrative Assistant  
Executive Director: Mike Sanford  
Members Present: John Howard, Howard Perry, Robert Strope, Mike Poe, Dale Case, Jeff Puckett,  
Steve Anderson, Tim Seydel, Gary Lillard  
Absentees: Mark Davidson, Bill Rosholt, Jim Mollerstrom, Bill Whittemore,  
Visitors:

### APPROVAL OF MINUTES

John Howard called for a motion to approve the March minutes. *Dale Case moved that the March minutes be approved. Seconded by Jeff Puckett. Motion carried.*

John asked that one item be added to the agenda under "Reports." Meeting with Grande Ronde Hospital.

### OLD BUSINESS

#### **Managing the Strategic Plan** – Board Discussion

John Howard reported that at the work session a lengthy discussion was held on health services. The decision made at the work session regarding health services was that it would not be a priority for UCEDC. If another group wanted to take over leadership of that task community-wide, UCEDC would support that. It was agreed that UCEDC would meet with Grande Ronde Hospital once a year.

At the work session, the focus was on two priorities: Business Recruitment and Business Retention and Expansion. Mike Sanford reported that a steering committee meeting was scheduled for Monday at noon. The intent is for the steering committee to come back to the board with a timeline for getting commitments from the other organizations that have lead agency responsibilities. The consensus reached was that UCEDC did not have the resources to handle six strategies and would focus on Business Recruitment and Business Retention and Expansion and combine Business Cultivation into these two strategies.

#### **Forensics Lab and Water Lab Updates** – Mike Sanford

Mike Sanford reported there was no update on the water lab. The business owner asked Mike to contact her after June 1<sup>st</sup>. Regarding the Forensics Lab, Mike reported he is still waiting to hear back from Randy Wampler. He will follow up with another phone call. Tim Seydel stated that he had received a call that they are looking for a Plan B. They asked about room at the University/Science Lab and Tim told them that they didn't have the square footage that they needed. Discussion here followed on other possible locations.

#### **Video Marketing Committee** – John Howard

John Howard reported that he has talked with a few organizations that are definitely interested in being sponsors in the video project. He indicated he has received at least \$1,000 in commitments. The committee needs to meet with Valley Video to find out how to recognize these organizations that help out monetarily. The suggestion was made to limit their recognition to displaying their logo on the web

site. The amount of the contribution will be set by the committee and should be the same for everyone. The next step will be to apply for the discretionary funds from the County, and this needs to be done soon. Mike Sanford will work on getting this done. The decision still needs to be made whether there will be segment sponsors or just straight sponsors. Jeff Puckett (Banner Bank), Howard Perry (Anderson Perry & Associates), and Tim Seydel (EOU) indicated they could be counted on as sponsors. John Howard asked about sending something out to the UCEDC membership, and it was agreed that this should be done. Howard stated that it was important to make it clear to sponsors how they will be recognized for their contribution. Mike Sanford was asked to contact the membership.

#### **OTEC Update** – Robert Strope

Robert Strope reported the City sent OTEC an e-mail stating the City would sell the four lots (8, 9, 10, 11) that they are interested in purchasing for \$39,500 each and asked them if they would like a formal proposal. The e-mail stated that the sale would require both UCEDC and the City allowing a deviation from the covenant because their use would not be consistent with the CC&Rs and also that the City would support and advocate for UCEDC either selling or giving an option to purchase the lot behind these lots (lot 12) for possible expansion. At this point, the City has not heard back from OTEC. This price is the price set for no job creation. OTEC has indicated they will not have any new jobs and they do not forecast any new jobs for the next few years.

## **REPORTS**

#### **Finance Committee** – Mike Poe

Mike Poe reported that the Finance Committee met and prepared the new budget. Copies were handed out to Board members. He indicated that the revenue has dropped. Interest income being earned at the banks is low. Membership fees are down; we're losing a few members because of the economy. Jeff reported that the budget presented is balanced without any property sales taking place. Payroll was left as it was – no inflation factors built in. A couple of new budget items include landscaping for the sign at the Business Park and the recertification that is required at the Business Park.

Robert Strope discussed the City's partnership fee with UCEDC and the fact that the City may not be able to provide funding this next year to UCEDC. Robert explained an option that the City is proposing to the County where the County would receive some additional dollars of property tax revenues that could then be used as the City's funding of UCEDC. It is not known if the County will agree to this, but they will need to let the City know by May 10. The property tax funds the County would be receiving are the result of a proposal to reduce the Urban Renewal Agency tax levy, which would provide approximately \$37,000 of General Fund dollars to Union County that otherwise would go to the La Grande Urban Renewal Agency. The City has used URA revenues to fund UCEDC in the past. Robert suggested that John Howard attend the City's budget hearing on May 10, which is when the City Council budget committee will hear testimony to talk about funding for UCEDC.

Howard Perry commented that the amount budgeted for Advertising/Marketing is low and it was discussed at the work session that in order to be effective in marketing efforts, more dollars are needed. Discussion followed on how to increase this item. Where would the money come from? Jeff stated that the Finance Committee doesn't have an answer for this now. Robert suggested that if we sell some property, we make a budget amendment to dedicate some of the property sale dollars into the Advertising/Marketing item. It is recognized that this budget item is weak and there are a few unknowns at this time. Mike Poe reminded the Board that UCEDC does need to present its budget to the City prior to their budget hearings. It was previously discussed that if additional marketing funds were needed, we would approach the City and County and ask for more dollars. With that mind, his recommendation is that we adopt some proposal to give to the City in the next few days.

Steve Anderson asked about the proposal the City is making to the County. Would it be possible to increase the amount of the City's contribution to what the County's is for budgeting purposes and take

the additional amount and put it into the Advertising/Marketing budget? Robert said the City has already been approached for one figure and the figure couldn't be changed at this point. However, UCEDC could approach the County and ask the County to dedicate the entire amount that they may be getting, that they would not otherwise be getting, to UCEDC and this additional amount would be put in the Advertising/Marketing item.

Robert Strobe recommended that UCEDC adopt their budget for the purpose of providing a copy to the City for their budget hearing and then revisit it at a later date.

***Howard Perry moved that the budget be adopted as presented. Dale Case seconded. Motion carried.***

**Property Committee** – Dale Case

This was covered earlier in the meeting.

**Communications/Marketing** – Steve Anderson

Steve Anderson passed out a revised list of the business and expansion meetings developed for the Communications/Marketing Committee. The committee will begin this month visiting more businesses, members and non-members, in an attempt to get some new members. He plans on having a committee meeting next week. He also will be expanding the committee to add additional members. Steve requested that Robert Strobe and Charlie Mitchell attend this next meeting, and Robert asked that Charlie be added to the Communications/Marketing Committee list.

**Membership** – Bill Rosholt

No report.

**EOU** – Tim Seydel

Tim Seydel reported that the University hired a new Provost, Stephen Adkison from Idaho State. He will be starting in July. He should be a good fit, since he knows what it's like to be in a rural area. He was the Assistant Provost at Idaho State. John Howard stated he feels Bob Davies is a good representative for the University.

**Administrative Report** – Janis Bozarth

February minutes were sent out to the membership.

The financial reports were prepared for Mike Poe and copies put in the Board notebooks.

Invoices were sent out for April renewals.

The membership list was updated through March. Renewed members for March include:

Boise Cascade

W.C. Construction

Banner Bank

John Howard & Associates

Violet and Janis have been helping Mike prepare the annual report to give to the City.

Jeff Puckett asked how many renewals were 90 days past due. Mike Poe responded that he compared this year with last year, and he reported on businesses who haven't paid this year compared to last year, a few of who have indicated they would not be sending in a renewal this year because of economic conditions. Steve Anderson suggested that the membership committee take on the task of contacting these businesses. Mike Sanford and Janis will get a list of businesses to the committee.

**Executive Report** – Mike Sanford

Mike Sanford said he felt everything was covered earlier in the meeting. On Friday he will be attending a regional meeting for economic development people hosted by EOU. He reported that the membership committee met with representatives of the Grande Ronde Hospital on April 9, 2010.

## **NEW BUSINESS**

### **EXECUTIVE SESSION**

The Board went into Executive Session at 7:20 p.m. The Board came out of Executive Session at 7:40 p.m.

### **FOR THE GOOD OF THE ORDER**

Dale Case reminded the Board of the Crop Tour to be held June 23.

The meeting was adjourned at 7:40 p.m.

Respectfully submitted by:  
Janis Bozarth, Administrative Assistant

**Note:**

**Next Board Meeting:** Thursday May 20 , 2010 at 6:00 p.m.  
UCEDC Office at 102 Depot St.

**Executive Meeting:** Tuesday, May 11 , 2010 at 7:30 a.m.