

Union County Economic Development Corporation

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Minutes June 17, 2010

Monthly Meeting: 5:30 p.m. at UCEDC Office, 102 Depot Street, La Grande Oregon
Meeting Facilitator: Jeff Puckett, Secretary
Board Reporter: Janis Bozarth, Administrative Assistant
Executive Director: Mike Sanford
Members Present: Jeff Puckett, Gary Lillard Steve Anderson, Howard Perry,
Mark Davidson, Bill Rosholt, Jim Mollerstrom, Bill Whittemore
Absentees: Mike Poe, Tim Seydel, Dale Case, Robert Strobe, and John Howard
Visitors: Charlie Mitchell

APPROVAL OF MINUTES

Jeff Puckett called for a motion to approve the May minutes. *Mark Davidson moved that the May minutes be approved. Seconded by Bill Rosholt. Motion carried.*

OLD BUSINESS

Forensics Update – Mike Sanford

Mike reported that he had spoken with Lt. Wampler. They are still pursuing this project. Lt. Wampler indicated to Mike that with moving the patrol lab in Pendleton into the new building, the rent for the Pendleton lab would either double or triple. When that is added to what they are currently paying for Ontario it would be about in the ballpark of what UCEDC is asking for a facility in La Grande. They still don't know what is going to happen with their budget, but they are still pursuing it and still want to be in La Grande.

Video Marketing Committee – Mike Sanford

Mike Sanford reported the committee met that morning. Jon Griffith will begin filming different locations. When Robert Strobe is back in town, they will meet and start working on the dialogue. They have picked up two sponsors from the e-mail that was sent to the membership, and two others have expressed interest. He also has the paperwork to apply for a grant from Wildhorse. Jeff confirmed that the sponsorship would be \$250 and there would be an annual maintenance fee. Mark also confirmed that the county is funding \$4,000.

Open Position on the Board – Jeff Puckett

At the last Board meeting, the E-Board was asked to discuss how to fill the vacancy on the E-Board at the as the result of John Howard resigning as President. Jeff reported on the E-Board discussion which was expanded to cover a few different areas they felt needed to be addressed.

(1) The first was a recommendation from the E-Board for Board approval to consider amending the UCEDC By-laws to hold election of officers in February and have them take office in March to eliminate the problem in the past of the delay of City appointments due to changes in City Council positions. *Steve moved that this be approved. Seconded by Jim Mollerstrom.* Discussion followed and Mark Davidson asked if this was stated in the By-laws and if it was then notice would need to be given. Mike Sanford confirmed that it was in the By-laws so the By-laws will need to be revised to reflect this change.

(2) The E-Board also felt they needed to find out the Board's position on public officials sitting as officers on the UCEDC Board since they comprise a large share of the UCEDC Board. This would

include elected officials and staff. The E-board wants to know if the Board supports this or not. Historically, UCEDC has not been electing public officials to these positions, and the E-Board feels that it is narrowing the Board down too much and it may be time to revisit this. Mark Davidson agreed that this was something they needed to take a look at because one-third of the Board falls into this category. It was recommended that this be discussed when more Board members are present. Mike Sanford said it would be put on the agenda for the July Board meeting. Bill Rosholt asked if a motion was needed for a By-law change (Article XI). Mark said that the Board needs to give 10-days notice that By-law change is being considered. Steve's motion was altered to read:

Steve Anderson moved that the Board develop a list of the proposed changes to the By-laws and then give notice to the Board of the proposed changes. Seconded by Jim Mollerstrom. Motion passed.

(3) The third item that came up at the E-Board meeting related to filling the Vice President position with John Howard stepping off the E-Board - an option of continuing operations with an open Vice President position on the E-Board. If the President was absent, one of the other officers would preside at the Board meeting. This would allow UCEDC to function until the outcome of the November election is determined. That election could have some potential impact on the composition of the Board. Discussion followed, and it was felt this was a discussion that needed to be held when there is a larger contingent of Board members present. Mark recommended that if we're going to consider the proposed change, that we also consider altering Article VII which states in part that "...appointments will be submitted by December 1 of each year." If we change the time we have the elections and the time the officers take place we should change this to coincide with that - to consider changing the date to February 1. Discussion followed.

Mark Davidson moved that the date in Article VII of the By-laws be changed to reflect that the appointments will be submitted by February 1 of each year. Bill Rosholt seconded. Motion passed.

Wetland Delineation – Mike Sanford

Mike gave an update on the wetland delineation that was required to be done at the Business Park. Anderson Perry employees have been out to the park and have performed the field work and are in the process of creating the report. Howard reported it would be finished soon.

REPORTS

Finance Committee – Mike Poe

No report.

Property Committee – Dale Case

Mike Sanford reported he had been contacted by a businessman who was interested in property at the Business Park, but he wanted to purchase land at the fire sale price. Mike informed him that the price would be \$39,900. He then asked if he purchased two acres, could he get jobs incentives for each acre. Mark Davidson asked about the job creation idea, if UCEDC could afford what they offer in their pricing policy. Discussion followed and it was felt the Property Committee should take a look at this. Mike Sanford will get a copy of the UCEDC Land Sale Pricing Policy at the Business Park to Mark and the Property Committee will meet and review it. The question was asked "What is considered a good wage rate in the market?" Howard thought that UCEDC had set what that would be for this area. Mike Sanford will look into this. Charlie said that \$12 to \$15/hour is a rate that he has seen used in rural Oregon for manufacturing jobs.

Mike Sanford and Charlie also reported that Scott's Heating and Air Conditioning approached the City to see if they were interested in purchasing back their lot. Some discussion followed on this and the fact that Scott's can sell to a third party. Howard suggested that if the City isn't in a position to buy the lot, UCEDC should look at purchasing it. Charlie recommended that this be turned over to the Property Committee. Mark said this item would be put on the agenda for a Property Committee meeting.

Communications/Marketing – Steve Anderson

Steve reported the committee had met June 16 at which Charlie Mitchell presented an outline of what he felt the Business Retention and Expansion Plan and the Business Recruitment Plan should be and the tasks that would be undertaken and the work that would be involved. Steve then prepared a recommendation to the Board for implementation of the Strategic Plan goals for both the Business Retention and Expansion and Business Recruitment. A copy of the Committee's report and copies of the plans developed by Charlie are attached to these minutes. For the Business Retention and Expansion plan, one of the recommendations is expanding the committee to about 15 people in the next four months, continuing with their business and retention meetings during this period and also during this period they would work on development of a list of "Targeted Businesses and Industries" so they would focus their business and expansion meetings in the following months on those targeted industries as outlined in the plan. They also would work on a conversation template during this period of time so they would have this by October 1. Then they would embark on a 12 to 18-month plan of going out and meeting with those businesses on a once a week basis. The bottom line would be they would determine some county-wide business and retention strategies based on the findings of these meetings. It's simply a larger version of what they are currently doing, only with more people and targeted industries and a more defined conversation template for the business cultivation aspect, and can be effectively implemented by the Communications and Marketing Committee. After going through the Business Recruitment goals of the plan, they realized that they have enough to do with the Business Retention and Expansion Plan. The committee agreed that the Board should consider the formation of a separate Business Recruitment committee in order to meet the goals of the Strategic Plan. The Communications and Marketing Committee doesn't feel they can do both. This could be a smaller group (4 to 6 people) and it would need a budget line item that the committee can use to work with in order to accomplish the goals outlined in the Strategic Plan. Steve's suggestion would be to reduce the size of other committees for a 2 to 3-year period and bring in individuals from these other committees to form this committee. Steve stressed the importance of the Executive Committee to get together with Robert to determine what Charlie's role will be – how much time he will have to devote to this. Steve said his committee is ready to move forward with the Business Retention and Expansion element under Charlie's plan – expanding the committee and continuing the meetings with the businesses and then developing this focus toward targeted industries. He recommended that the Board discuss the Business Recruitment element at their July meeting and how to handle that. Jeff commended the committee on their work and suggested that they bring a budget to the July meeting. Jeff recommended that a list be brought to the July Board meeting of all the committees and who is on each one.

Howard stressed the fact that there is a lot to be done and it will take resources. If the funds aren't there, we're spending a lot of energy and won't gain anything. Mark indicated that there were funds in the County's economic development line item to fund this effort. Jeff asked about who they had in mind outside the Board to assist with this effort. Steve said that a suggestion had been made to go back to the selected members from the Chamber's 2009 team who participated in the development of the strategic plan and other local business resource providers and possibly some agency representatives. The recommendation is to start contacting these individuals now, so they could be trained in September, and ready to go in October.

Mark Davidson moved that the Board authorize the Marketing and Communications Committee to proceed on the Business Retention and Expansion plan as laid out in their report. Seconded by Howard Perry. Motion passed.

Mark indicated that there were funds in the Economic Development Fund for the purpose of funding this recruitment activity. He requested that a presentation be made at one of the County's meetings in July (7th, 21st) with an outline of the plan. He suggested that the group making the presentation be comprised of Steve Anderson, Mike Sanford, and Charlie Mitchell. Howard recommended the presentation be given on the 7th before the July Board meeting so a report could be given at the July Board meeting.

Steve and Gary also reported that they had a BR&E meeting on the 18th with EONI and they had met this week with Eagle Carriage.

Charlie asked if the group felt they were open to the regional partnership concept (aligning Union County with another county(ies) that he discussed at a previous Board meeting. Discussion followed and the general feeling of the Board is that they are open to this concept.

Membership – Bill Rosholt

Bill reported the Membership Committee met on the 16th. They identified some individuals and businesses that they plan on contacting. They looked at a Power Point presentation that Steve put together they will use in July for a meeting with a group of realtors. Bill said that collections are doing well. Jeff asked how many members were 90 days' past due. Janis said about six, and Mike said they are making calls to these businesses. Mike Sanford reported that the Membership Committee has targeted three areas to make presentations: realtors, contractors, and service clubs. The Power Point presentation will work very well for the realtors and the service clubs. Steve also mentioned that at the Membership Committee meeting they talked about getting more brochures out. Some suggestions were putting them into packets that parents get when they are here for EOU graduation, getting them out to the motels, and to the RV parks.

EOU – Tim Seydel

No report.

Administrative Report – Janis Bozarth

Janis reported that the April minutes were sent out to the membership. The financial reports were prepared and given to Mike Poe. Copies are in the Board member notebooks. Invoices were sent out for June membership renewals. The membership list was updated through May. Renewing members for May were U.S. Bank and Wheatland insurance.

Steering Committee – Mike Sanford

Mike reported that the Steering Committee is meeting the second Monday of the month. They have letters of commitment in support of the Strategic Plan from the County, Tourism, the City of La Grande, and Tim indicated one is coming from EOU. Mike has spoken with Lisa at NEODD and she was a letter coming. Discussed changing dates to make them current. The material that Charlie has put together fits right into what is being done with the Steering Committee. Charlie said at some point, we'll need to figure out how to deal with the strategies assigned to Tourism because that lead agency may change. Mike suggested this could be written in as part of the RFP. Charlie will bring that up at the meeting on Tuesday.

Executive Report – Mike Sanford/Mark Davidson

Mike reported he did Work Source for Main Street this month, had a marketing committee meeting with Eagle Carriage, attended a Membership Committee Meeting, Steering Committee meeting, Chamber meeting, and a Video Committee meeting this morning. Was in Baker this morning for the second regional economic meeting. Took care of the weeds around the sign at the Business Park, have an EONI meeting and timber tour on Friday.

NEW BUSINESS

Howard asked how things stood with the City's funding, if any decisions were made. Mark reported that the County increased their projected revenue into the general fund and then transferred the same dollar amount into the economic development line item, but they haven't made a decision as to whether they will honor the City's request and fund that portion. Charlie's feeling is that UCEDC will get funded – it's just whatever the City and County decide to do. Mike did remind the Board that UCEDC could be \$6,000 short from the County this year because of the reduction in transit room taxes that they'll be receiving.

Mike reported that Ray Hyde came in regarding UCEDC's office lease which expires July 31. He will be increasing the rent to \$400, up \$25.00 from what UCEDC is currently paying. Some discussion followed here on space that is available at the County. Howard recommended that Mark and Bill put together a

proposal for the next Property Committee meeting. Steve said he feels it isn't good business for a business to move around a lot, and Mark said there is an advantage to being downtown and having a separate identity from the County. These are things the Property Committee needs to look at when they discuss this.

The meeting was adjourned at approximately 6:35 p.m.

EXECUTIVE SESSION

No Executive Session.

Respectfully submitted by:
Janis Bozarth, Administrative Assistant

Note:

Next Board Meeting: Thursday July 15, 2010 at 5:30 p.m.
UCEDC Office at 102 Depot St.

Executive Meeting: Tuesday, July 6, 2010 at 7:30 a.m.