

# Union County Economic Development Corporation

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## Minutes February 18, 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, Mark Davidson, Bill Rosholt, Gary Lillard,  
Robert Strobe, Dale Case, Jeff Puckett, Jim Mollerstrom, Tim Seydel  
Absentees: Bill Whittemore, Steve Anderson, Mike Poe  
Visitors: Charlie Mitchell

### APPROVAL OF MINUTES

After one correction to the minutes, *Howard Perry moved that the January minutes be approved. Seconded by Mark Davidson. Motion carried.*

### OLD BUSINESS

#### **Horizon Wind Energy Support Letter** – Robert Strobe

Mike Sanford passed out copies to the Board members of the draft support letter for Horizon that was prepared as discussed in the January Board meeting. Robert Strobe discussed the support letter. After discussion, *Mark Davidson moved that the President be authorized to sign the support letter on behalf of UCEDC. Seconded by Jim Mollerstrom.* Gary Lillard asked that one correction be made in the last paragraph. Additional discussion followed regarding the sentence referencing UCEDC being approached by a member seeking support for the Wind Farm. After discussion, the motion carried.

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

Robert Strobe said that he felt the Board needed to spend some time talking about what was needed to do to implement the Strategic Plan. He would like the Board to have a discussion on how to make it happen. Mike Sanford reported he had contacted all the steering committee partners, and he has letters from most of them stating they are supportive of the plan and accept their lead for their respective strategies. Robert Strobe asked how the Board would be tracking progress. Mike Sanford reported that the core group is meeting monthly. Mark Davidson said that this group needs to meet quarterly to see what progress is being made on the strategies. Howard Perry recommended that minutes be kept of these quarterly meetings and distributed to the leaders. Discussion followed on the strategies that UCEDC has responsibility for and how they might be prioritized. Howard said there needs to be some type of prioritization effort to determine where our primary energy and effort might go. Mike Sanford said his understanding was that the Board was going to focus on Business Cultivation, Attracting Government Jobs, and Business Recruitment. Regarding the Value Added Agricultural, Mark Davidson said he hoped the Board could find an agricultural group to work cooperatively with. Dale Case recommended talking to the Farm Bureau. Robert Strobe suggested reviewing the three strategies to determine what we should be doing and validate those. Howard recommended, before doing that, the Board follow up on Dale's recommendation and extend an invitation to the Farm Bureau and possibly assign that strategy to them with UCEDC being the coordinator. Mark suggested calling Matt Insko and set up a meeting with a few of the executives from the Farm Bureau.

Charlie Mitchell questioned the two drafts prepared by Steve Anderson for the Business Recruitment and Business Cultivation. On the Business Cultivation proposal, the action steps listed are the action

steps for Business Retention and Expansion. He was under the impression from looking at the strategic plan that the Chamber was to be the lead agency on the Business Retention and Expansion strategy. Charlie questioned what the role of the Chamber and the City was if UCEDC takes on the role of Business Retention and Expansion? Mike Sanford suggested a meeting with Charlie, Judy Hector, and himself to clarify who is the lead on this strategy. Mike will also get together with Steve to clarify his understanding of the strategies.

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

Mike Sanford reported that there is nothing new to report on the water lab. He has called and left messages, but his calls haven't been returned. He gave the owner names of individuals to contact that could help with dollars, and she hasn't made those contacts yet. He will keep on trying to make contact.

Regarding the Forensics Lab, Mike reported a meeting is scheduled the following day with a representative of the USDA, to talk about their loan guarantee program.

Before going on to reports, additional discussion followed on the Strategic Plan and the proposals that Steve Anderson submitted for the Business Cultivation and Business Recruitment Plans and what Dale Case put together for the Property Committee. Bill Rosholt suggested that the Board meet before the next Board meeting and discuss each strategy and who is responsible. The recommendation is for the Board to meet after Steve Anderson returns and have a 1 to 1 ½ hour work session covering one or two of the strategies. Charlie Mitchell would like to be involved in this work session. March 11 at 6:00 p.m. at the UCEDC office was selected for this first work session. It was agreed that this should be an agenda item for future Board meetings. Robert Strobe suggested that for this first work session, we start with Business Expansion and Business Cultivation, and this needs to be clarified before coming up with a plan. Howard Perry suggested not changing assignments from what is written in the Strategic Plan.

## **REPORTS**

#### **Finance Committee** – Mike Poe

No report.

#### **Property Committee** – Dale Case

Dale reported that the property team had not met.

#### **Communications/Marketing** – Gary Lillard

Gary reported the committee had not met since the last meeting. John Howard reported that he had met with Tim Seydel and Robert Strobe to talk about video marketing. He passed around a copy of a web page from the City of Boise website and discussed how video marketing could work with the UCEDC web site and different businesses/organizations in the community that could be approached to help pay for segments. Robert added that UCEDC could pull portions out of videos that have already been prepared to use. One concept the committee discussed is approaching different interest groups (maybe 5 or 6) about paying for their segment. Howard Perry recommended that they select a qualified individual to prepare the segments so they would be consistent in quality, style, etc.

*After discussion, Mark Davidson moved that the committee develop a budget and bring a proposal to the Board. Seconded by Howard Perry. Motion carried.*

#### **EOU** – Tim Seydel

Tim reported on what is happening at the University. Ball games coming up and that will bring economic development into the community. He also reported he and Bob Davies have been working with the EOU Foundation and a consultant to test focus groups on a major campaign for the University. It takes a few years to develop a major campaign. They've been

meeting with donors and small groups throughout the region. The feedback has been good. In meeting with different groups in the different communities, when you ask them “What Does Eastern Mean To You?” the economic impact is the #1 issue. They like to be able to say that they’re connected to the University.

**Membership** – Bill Rosholt

Bill reported he has had a couple of meetings with Jim Mattes. Jim Mattes has some personal issues he’s dealing with now, but would like to meet with the membership committee the first week in March.

**Administrative Report** – Janis Bozarth

December minutes were sent out to the membership.

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

The committee lists were updated and are in the Board notebooks. Janis asked that the Board members review the lists to see if any changes need to be made.

The membership list was updated through January. Renewing members for January were Dave Baum, OTEC, and Seydel, Lewis, Poe, Moeller, and Gunderson.

The new computer is now working with the printer.

**Executive Report** – Mike Sanford

Mike reported he had attended the breakfast for Congressman Walden and attended the session he held at EOU. Met with Congressman Wyden’s staff,, Cathey Cathey and a gentleman from Bend, talking about possible projects for the area. Had lunch with Scott Fairley from the Governor’s Economic Revitalization Team. Forwarded some information on wetlands delineation that had been requested from the State. Visited with Dave Baum and furnished him with some maps of the Business Park and shared with him what ground was available. He reported that the Executive Board had discussed the possibility of selling some land at the Business Park to OTEC for a new building site. Dave indicated he would take that information to the OTEC Board. A lengthy discussion followed about different locations that OTEC may be looking at for their new proposed building.

Mike Sanford reported that the Banner Bank account info needs to be updated to take Craig Thompson off their records and authorize Mike and Janis to retrieve account information. John, Howard, Dale, and Mike Poe also need to be added to the Banner Bank accounts as signers.

*Dale Case moved that Craig Thompson’s name be taken off the Banner Bank records and that Mike Sanford and Janis Bozarth be authorized to retrieve account information. Further, that John Howard, Howard Perry, Dale Case, and Mike Poe be added as signers to the Banner Bank accounts. Robert seconded. Motion carried.*

**NEW BUSINESS**

**Letter to City of La Grande re: Urban Renewal** – Mike Sanford

Mike passed out copies of a draft letter to the City of La Grande he prepared in support of keeping the Urban Renewal District. After review of the letter and discussion, *Mark Davidson moved that the letter be approved and prepared for the signature of the President. Seconded by Howard Perry. Motion carried.*

**EXECUTIVE SESSION**

No Executive Session.

**FOR THE GOOD OF THE ORDER**

The meeting was adjourned at 7:20 p.m.

Respectfully submitted by:  
Janis Bozarth, Administrative Assistant

**Note:**

**Next Board Meeting:** Thursday March 18, 2010 at 6:00 p.m.  
UCEDC Office at 102 Depot St.

**Executive Meeting:** Tuesday, March 9, 2010 at 7:30 a.m.