

# 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

November 19, 2009

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

Howard introduced the guests: Charlie Mitchell, Economic Development Director for the City of La Grande; Brian Cole, Orbis Group, and Jim Mollerstrom

*Howard called for a motion to approve the October minutes. Bill Rosholt moved that the October minutes be approved. Seconded by Mike Poe. The motion carried.*

## OLD BUSINESS

### **Building Communities** – Brian Cole

Howard turned the time over to Brian Cole to give a presentation on the Strategic Plan document. Brian passed around an agenda for his presentation along with some handouts, which are attached to these minutes. During Brian's presentation, as indicated on his agenda, he summarized the need for the plan, the role of the Project Director and Steering Committee, the plan methodology, selected strategies, implementing the plan, and the capacity to implement the plan. Discussion followed regarding the strategic planning process. One of Brian's recommendations was the importance of the Steering Committee meeting, and this is already being done on a monthly basis. He also recommended a special meeting of the Steering Committee every nine months to go through a review of all the strategies and see how everyone is doing with their assigned action steps. He recommends that every three years a review should be done and possibly look at starting over with a new planning process.

Brian then discussed some of the strategies specific to UCEDC. There are 5 strategies that UCEDC is responsible for. He took one of the 5 strategies that UCEDC is the lead on and went through the process. In looking at this specific strategy, he showed how UCEDC is already doing some of the action steps that are listed in the plan. He stated that going through the strategic planning process has helped UCEDC identify their role in Union County. Another recommendation made by Brian is for UCEDC to have a competitive web site. This is critical. People going onto the UCEDC web site should be able to find information they are looking for quickly.

Another thing that keeps coming up is that UCEDC doesn't have any light or heavy industrial land. This hurts UCEDC in its business recruitment strategy. Steve said that in the business interviews that the Marketing Committee is doing, one of the businesses they interviewed complained about the covenants set for the Business Park, that it was discouraging for new businesses to have to meet these standards in the first year – that it was hard on the budget of a start-up business. Discussion followed on this and Mark agreed that the County doesn't have enough vacant industrial land, but the City and the County are working together on this issue. Mark asked Charlie Mitchell where things were with the Urban Growth Boundary, and Charlie replied that they have the land in the Urban Growth Boundary, but it isn't zoned for this type of development, and they are a couple of years away from having it zoned properly.

One obstacle for successful completion of several strategies is the lack of funding. Additional resources may be required in terms of staff or the ability to travel. UCEDC may need to ask for additional funding from its partners. Mark stated that all Union County's organizations are underfunded. Charlie stated that he feels Union County is too small to be effective on its own, and another thing to consider would be to outreach to other counties, such as Baker City and Wallowa.

One of Howard's concerns is that UCEDC won't achieve their goals if they try and take on too much at once. His suggestion would be to take one strategy each month and then spend time on that strategy. Bill Rosholt agrees with Howard, but he also stated that everyone needs to agree now to do this. Howard's recommendation is that in December the Board go through the five strategies and discuss these so that everyone has an understanding of what UCEDC's responsibility is for each one. Discussion then followed on the fact that UCEDC actually has two roles – the role of completing the individual strategies they've been assigned, and the role of shepherding the whole process. The general feeling of the Board is that everyone involved expects UCEDC to take the lead and that they will be held accountable for what is accomplished. After additional discussion, Mike Sanford was asked to get copies of the plan to all Board members, or at least the sections with the five strategies that UCEDC is responsible for. Mike reminded Board members that they were e-mailed a the complete plan. Additionally, Brian said he would furnish Mike with e-mail addresses so Mike can send an e-mail out to everyone involved in the planning process stating that the plan is finished.

Howard thanked Brian for his presentation and summarized the assignment for the December Board meeting: Board members should read and become familiar with the five strategies that UCEDC is responsible for and come to the December Board meeting prepared to discuss these strategies and give their support of the five strategies.

## **REPORTS**

### **Nominating Committee** – Jeff Puckett

Jeff reported that the Nominating Committee had met a few weeks ago to bring a recommendation for a slate of officers for 2010 to be voted on at the December Board meeting. The Nominating Committee recommends the following people for officers for the coming year:

President – John Howard  
Past President – Howard Perry  
Vice President – Dale Case  
Secretary – Jeff Puckett  
Treasurer – Mike Poe

Ballots will be available at the December Board meeting to vote for these individuals or to write in another name. Discussion followed on the process of selecting officers. After discussion, Howard recommended that the Board accept the recommendation of the Nominating Committee.

### **Finance Committee** – Mike Poe

Mike reported that the financial statements should be accurately stated now. He explained how the PGG money is being run through the UCEDC accounts. Some of the money that is in the U.S. Bank checking account is owed to UCEDC to reimburse them for some expenses. That should all be cleared up in November. Cash will accumulate over time because the payments are higher than the payment being made to U.S. Bank. That money will grow until there is enough money to pay off the loan. The cash will accumulate in the U.S. Bank checking account, which will be changed to an interest-bearing account.

Howard asked about the money going into the income account that basically becomes a part of the operating funds. He asked if everyone was comfortable in utilizing those funds in that regard, or are there other uses that could be made of those funds so we don't become dependent upon them as part of

the ongoing operations. Discussion followed and Mark feels that since UCEDC has talked in the past about being under funded, this money should be used for operations. Jeff stated that if we use that money to escalate the loan by paying the loan down faster, the property becomes the property of PGG faster and doesn't benefit UCEDC. Mike responded that the budget was put together this way with this money going into the income account.

**Property Committee** – Dale Case

No report

**Communications/Marketing** – Steve Anderson

Steve reported the committee has done well with business retention and recruitment meetings. They have had four meetings in the last two weeks. He reported that the process was started in April, and it seems like most of the good work is done in October, November, and December. The meetings have been very successful. Their committee met in October and finalized their goals. Mike Sanford is beginning to look into researching NAICS Codes, because one of the goals was to target specific industries in those NAICS Codes and get some letters out to them. Mike reported it is a very convoluted system to try and sift through these codes to find local businesses. Steve indicated the committee would meet again in December and Mike will report on where he's at with this and the committee will then decide whether they want to go ahead with getting those letters out. Steve recommended that next year he would like to see the Board take the committee's plan – their goals and objectives - and see if they can't make it fit better with the strategic planning process. Steve said he's tried to make sure their goals are doable and that the committee is actually doing them. He reported that the additional goal that was added at last month's Board meeting – developing a video – had been given to John Howard to complete. John indicated he had just found out that the leadership class has been working on a video for several years, and they are just now in the final stage of completion. John will look into this and see if the information contained in this video would be useful. Steve said the Communications/Marketing Committee is willing to take this on as an assignment, but they would like to have an additional Board member assigned to work on the committee. John will contact Judy Hector to get more information on the video, i.e., the completion date, and see if they can get a copy for the Marketing Committee to view.

Mike reported that Robert Strobe made the suggestion of specifically targeting some of the RV related industries since we are in an area where there is a lot of RV manufacturing going on. The committee also talked about Mike and Steve going out to talk to Ron Nash to see if there was some area in the RV trade show circuit that it might be worthwhile for UCEDC to do some specific marketing on. If this was something they felt UCEDC could do, they would bring it back to the Board to let them know what they wanted to do and how much it would cost and then a decision could be made on whether or not to go forward. Mike also indicated he had found a conference in Portland – a supply chain roundtable for the wind industry - in December that he feels could be a worthwhile conference on how to get involved in the supply and equipment needs for wind farms. Mark Davidson encouraged Steve to develop the tradeshow proposal he brought up at the October Board meeting. Steve indicated that was something they would work on next year.

***Bill Whittemore moved that Mike Sanford be given permission to attend the supply roundtable conference in Portland in December, seconded by Mark Davidson. Motion carried.***

**Membership Committee** – Bill Rosholt

Bill reported that letters are going out to potential members and also that he and Mike have been making personal contact with some of the business people who the letters are going out to. He and Mike also reported that the Business After Hours went very well.

**EOU** – Tim Seydel

No report.

**Administrative Report** – Janis Bozarth

October minutes were sent to the membership;  
Financial Reports through October were prepared by Mike Poe  
The membership list has been updated through October;  
Invoices and letters for November membership renewals were sent out;  
Renewed members of UCEDC for October included:

**Northwood Manufacturing**  
**Sandridge Agriprises**  
**A & B Enterprises**  
**Bagett-Griffith & Blackman**  
**Bowman Trucking**  
**The Observer**

**Executive Report** – Mike Sanford

Mike reported he had two meetings with Horizon Wind in November. The first one was a meet-and-greet where Horizon brought in their Business Development Director, Project Manager, and Valerie Franklin. On November 18, Mike again met with Valerie and their PR Consultant who will be working in the area. Mike attended a Work Source Board meeting where he obtained some good information. He also attended four Business and Expansion meetings in November: the Observer, U.S. Bank, Bowman Trucking, and Eagle Cap Steel. He hosted the Business After Hours, and attended a Chamber Board meeting. He reported things are still busy.

## **EXECUTIVE SESSION**

The Board went into Executive Session at 7:30 p.m. and came out of Executive Session at 7:45 p.m.

The meeting was adjourned at 7:45 p.m.

Respectfully submitted by:  
Janis Bozarth, Administrative Assistant

**Note:**

**Next Board Meeting:** **Thursday December 10, 2009 at 6:00 p.m.**  
UCEDC Office at 102 Depot St.

**Executive Meeting:** **Tuesday, December 8, 2009 at 7:30 a.m.**