

Union County Economic Development Corporation

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Minutes October 29, 2009

Monthly Meeting: 5:00 p.m. at Alumni Room, EOU Campus, One University Blvd, La Grande
Meeting Facilitator: Howard Perry, President
Board Reporter: Janis Bozarth, Administrative Assistant
Executive Director: Mike Sanford
Members Present: Howard Perry, John Howard, Robert Strope, Mark Davidson, Bill Rosholt,
Bill Whittemore, Tim Seydel, Steve Anderson, Jeff Puckett, Mike Poe
Absentees: Gary Lillard, Dale Case

After a tour of the EOU Campus and a question and answer session led by Bob Davies, President of EOU, and Tim Seydel, UCEDC Board member and V.P. of Marketing for EOU, the meeting was called to order at approximately 5:00 p.m. by Howard Perry, President.

Howard called for a motion to approve the September minutes. Bill Rosholt moved that the September minutes be approved. Seconded by Bill Whittemore. The motion carried.

OLD BUSINESS

Building Communities – Mike Sanford

Mike reported that Brian Cole had planned on being present at the Board meeting to present the final copy of the Building Communities Economic Plan, but had something come up which prevented him from attending. He prepared a two-page summary (attached to the minutes) and will be available for the November Board meeting to discuss the plan and answer any questions. Mike went over the summary and also said a copy of the document (108 pages) is in the UCEDC office. The committee involved with this project feels they have a good document to work with. Mike reported that one of the benefits that has come about is that the core steering committee is meeting monthly. This will build a sense of teamwork. The committee generally feels that at some point someone will need to take the lead to make sure that assigned tasks are getting done. Mark Davidson stated that one of the most important things to come out of this is that we should be able to develop a strong working relationship with all of the partners. Howard recommended devoting a meeting in the next couple of weeks just to having Brian make a presentation of the plan to the Board, discussing the role of UCEDC – what they should be doing now. A tentative date of November 10 was suggested. Mike will check with Brian to see if he will be available. Howard thanked everyone who worked on this committee. Howard said the best way to implement the plan is to be a good example to others.

Business Park Signs - Mike Sanford

Mike reported that the sign is up. The lights are in, but there isn't power yet. He indicated there will be additional landscaping in the spring. The sign shows quite well

REPORTS

Finance Committee – Mike Poe

Mike Poe reported that the September financials are misleading. He indicated that the year end reports have been done, and he will get those to Mike in the next couple of days. Several adjustments need to be made that will change the financials to more accurately reflect what the financial situation is. These adjustments should be made by the November meeting.

Property Committee – Dale Case

No report. Mike Sanford indicated that the property committee had not met this month. No action items. Howard did report that as everyone is aware the PGG project is an ODOT Connect II funding program. They are now in the process of a Connect III program where there will be funding. Union County is looking at some possible projects at the airport under that program. He asked if anyone knew of any projects to consider for this program. Mark indicated that Union County is considering in partnership with the City of Elgin is a project at the rail yard, including a building that would house administrative offices and double as a depot and a railroad maintenance facility. This is in the planning stages of the application process – will have to provide a 20 percent match. Possibly there might be a role for UCEDC to be a part of. Also, Steve McClure is working on an airport-related project. Mark also indicated partnering with PGG for more grain storage since it seems they could use more storage. He said they have approached PGG about more storage and they don't seem to think they need more storage. Mike reported that all the silos are full and there are 150,000 bushels on the ground. Howard stated that the basic premise of the ODOT projects is to fund projects that will lessen the impact on highway transportation systems and trucking-type businesses. Alternative forms of transportation, and that's why the PGG project worked out. Using rail cars was more cost effective. Mike Sanford indicated that PGG had shipped 124 railcars of grain this year; one railcar equates to 3 semis.

Communications/Marketing – Steve Anderson

Steve reported that the Communications/Marketing Committee hasn't met for a couple of months, but other members of the committee held business interviews in September plus the committee met with Don Waldrop earlier, so they have completed four of their assigned meetings, and will make a real effort to get the rest of their assigned meetings completed in the next few months. These meetings are very positive both for UCEDC and for the businesses. Steve reported that when he first took over as Chairman of the committee a year ago, they had a list of items that they needed to complete. One of those items was putting together a brochure, which they have done. Another was implementing the business interviews, and they completed all the meetings last year that they needed to do and had follow-up meetings this year. Steve said that there were five items they needed to complete, and they have done two of them. His goal now is to have another committee meeting and review that list and start working on the other items. John indicated that one of the things they talked about, as a committee, was having a tour of the campus, which they have now done, and a tour of the hospital facilities, which they still need to do.

John Howard said that he would like to see UCEDC produce a community profile video. John indicated that he has had good results from the video that he prepared for his business. John said you can include a great deal of information – photos, testimonials, etc., in a 4 to 6 minute video. It would be a good marketing tool. A video can show the recreational opportunities available in our area – the quality of life available here. Tim indicated that he could have students from the University help put this together. Once it is prepared it could then be included on several different websites. It could also be put on a CD and sent out in mailings. Steve recommended discussing this at the next Marketing Meeting. Howard suggested that if the Marketing Committee felt they didn't have time to look into this now, that a subcommittee could be formed that could work on this. John Howard will get with Tim to see how the University might be able to help with this. The Marketing/Communication Committee will discuss this at their next meeting and bring back a recommendation to next month's board meeting.

Membership Committee – Bill Rosholt

Bill reported that the committee has identified the businesses who letters with brochures will be sent out to. Will try and coordinate with the Business After Hours to get people interested in showing up for that and personal contacts will also be made to try and build some membership.

EOU – Tim Seydel

Tim didn't make a formal report here, since most everything was covered during the tour and question/answer session prior to the Board meeting. He reiterated that enrollment numbers are up and

budget cuts are expected.

Administrative Report – Janis Bozarth

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

**Lynn Harris, Robert Brooks Painting, Eastern Oregon Title,
EONI, Community Bank, Grande Ronde Hospital, Avista,
Hermann Financial, Union County**

Janis reported that the job share with Violet seemed to be working well. November schedule has been prepared.

Executive Report – Mike Sanford

Mike reported it had been a busy month. There will be another “meet and greet” in the UCEDC office on November 3, at 10:00 a.m. with Valerie Franklin with Horizon Wind. Their new Project Manager will be present and their Regional Director. UCEDC has joined the American Wind Energy Assn., and will now receive their newsletters, workshop notices, etc. Earlier in the month there was a “meet and greet” with Rick Minster. Mike attended a Sustainable Energy Workshop put on by Northwest Seed. He met with several vendors at the workshop. Monthly meetings are being held with UCEDC, City, County, Tourism, and Work Source people. Final wrap-up has been done on Alicel. Mike has been asked to serve on the Region 13 Work Source Board for Work Source Oregon. He attended a Webinar that Charlie Mitchell hosted, discussing ways in which to utilize community colleges in education-type opportunities for economic development. Charlie will be hosting another one on December 17 on Business Retention. Mike reminded everyone of the Business After Hours for UCEDC on November 12, from 5:00 to 6:30 p.m.

Mark suggested to Mike, when doing research for the wind energy group and businesses, to keep an eye open for opportunities for businesses that are already here. Steve said that he has two projects he is working on for clients in Baker City that are private wind farms recycling and refurbishing wind turbines from Central California. While working on these projects, he will try and see how the businesses work. Steve suggested it may be possible for him to get the individual that he is working with to come to a meeting and talk about the process. Also, another idea would be for UCEDC to sponsor a workshop for people interested in developing this type of business. Invite people that have done wind energy projects and put together speakers that would talk to local people. Mark indicated that the County has set aside a percentage of the tax revenues received from Elkhorn Valley and put into a renewable energy fund and there is a renewable committee that reviews applications for project support from that fund and makes recommendations. Steve said he would like to see UCEDC somehow educate potential entrepreneurs in our valley for doing that kind of work.

John indicated that he had attended the NEODD Pub Talk recently where a man had come over from Hood River to talk about Angel Investing. This was a very interesting topic. People who have done well over the years pull their funds together and their knowledge base and then pick a project or a business and help fund that, and use their life experiences to help the business grow and expand. They have had good success in the Gorge area and are now starting a group in Pendleton or Hermiston, and there is a group in Baker. They are now looking at this area.

EXECUTIVE SESSION

No Executive Session

NEW BUSINESS

Nominating Committee – Howard Perry

Howard said that a nominating committee needs to be organized for our 2010 officers. The goal would be have election of those officers in December so they can take office in January. Jeff Puckett agreed to chair the nominating committee. Howard asked who might want to serve on that committee with Jeff. Robert Strobe and Steve Anderson volunteered to serve.

Howard asked about the status of the board member through the membership. Mike reported there was one nomination received - for Bill Whittemore. Howard asked what the procedure should be with just one nomination. The general consensus was that we need to send out a ballot with Bill's name and a blank space for a write-in. The deadline for having the ballots returned would be prior to the December Board meeting.

Jeff asked Janis to e-mail him a list of Board members and their terms.

Robert reported that the City is now advertising for the position they have open.

FOR THE GOOD OF THE ORDER

Mark Davidson opened up a discussion regarding a business that may be interested in locating in the Business Park. Mark will provide additional information at the November Board meeting.

The meeting was adjourned at 6:00 p.m.

Respectfully submitted by:
Janis Bozarth, Administrative Assistant

Note:

Next Board Meeting: Thursday November 19, 2009 at 6:00 p.m.
UCEDC Office at 102 Depot St.

Executive Meeting: Wednesday, November 11, 2009 at 7:30 a.m.
UCEDC Office at 102 Depot St.