



**KEIZER ECONOMIC DEVELOPMENT COMMISSION  
MEETING MINUTES  
Tuesday, November 4, 2014 @ 12:00 noon  
Keizer Civic Center**

**CALL TO ORDER**

Meeting convened at 12:10 p.m.

**ROLL CALL:**

**Commissioners Present:**

Cathy Clark  
Rick Day  
Anthony Williams  
Scott White  
Cesar Vallejo  
Sam Goesch  
Troy Young  
A.J. Nash  
Mardi Smith

**Staff Present:**

Nate Brown, Community Development Director  
Debbie Lockhart, Deputy City Recorder

**INTRODUCTIONS** – Members each introduced themselves.

**ELECTION OF CHAIR AND VICE CHAIR** – Cathy Clark and Rick Day were elected as Chair and Vice Chair respectively by unanimous consent.

**APPEARANCE OF INTERESTED CITIZENS:** None

**REVIEW OF TASK AND WORK PLAN** – Community Development Director Nate Brown noted the importance of commissioners understanding the tight sense of community in Keizer as well as the intent and content of the River Road Renaissance program and the Keizer Compass visioning exercise. Chair Clark added that the commission needs to focus on how the City engages in the process of economic development and consider if there are parts of the River Road Renaissance program that can move forward.

**BRAINSTORMING SUGGESTIONS:**

- A more festive River Road with banners and flower baskets
- Close Sam Orcutt for a Wednesday market
- Beautification with an advertising purpose

- A pedestrian friendly River Road
- Keep money in town and bring it in
- Grants tied to job creation
- Grants or loans tied to vacant space with tenant sharing some cost
- Develop a business proposal to leverage money in grant applications or small business loans for building/façade improvements - tied to outcomes including job growth and occupation of property
- Mixed use projects with commercial establishments on the lower level and living quarters above
- Increase industrial lands
- Offer incentives to businesses
- Improve living conditions
- Free Wi-Fi in the business corridor

Mr. Brown directed attention to the Economic Opportunity Analysis which builds the foundation for the current land supply and possible urban grown boundary expansion. He noted that the analysis shows a deficit of land supply but in order to move ahead the City has to do a specific analysis of the transportation system. Grant applications to accomplish this have been denied so staff is trying to work out a plan to use city funds spread over multiple years. The City must show how the additional land would be funded and which land is most suitable but the study must be done first.

Mr. Brown urged the KEDC to develop a grant program to attract industries and develop a plan to make things happen and stressed the importance of Commissioners going out into the community to get letters of support that the City could include in grant applications.

Commission determined the following immediate tasks:

- Barrier identification and removal
- Identification of opportunities
- River Road Renaissance review
- Develop criteria/process for an Economic Grant Program tied to performance
- Assist in grant applications (letters of support)
- Share grant opportunities with local businesses
- Partner with banks to leverage funding

Commissioners were urged to review the River Road Renaissance program and determine what is still current, outdated or complete and to develop a vision for the future of the program. Mr. Brown indicated that he would send members a list of the remaining projects and suggested that projects in a specific area be combined for greater impact and economy.

**ESTABLISH REGULAR MEETING TIME** – Members agreed to meet at noon, on the first Tuesday of January, April, July and October.

**ADJOURN:** The meeting adjourned at 1:17 p.m.

***Next Meeting: January 6, 2015***

*Minutes approved:* 1-06-15