ECONOMIC OPPORTUNITIES ANALYSIS TASK FORCE
MINUTES
November 1, 2012
Keizer Civic Center

Meeting convened at 6:00 p.m. In attendance were:

Present:
- Lore Christopher, Mayor
- Cathy Clark, Councilor
- David McKane, Councilor
- Brandon Smith, Councilor
- Jim Jacks, Planning Commission
- Tom Hogue, DLCD
- Kelly Walther, Housing
- Mia Nelson, 1,000 Friends
- Ann Lewis, Chemawa Station LLC
- Brandon Reich, Marion County
- Marlene Quinn, Council Candidate
- Mike Erdmann, Homebuilders Assn.
- David Fridenmaker, School District
- Austin McGuigan, Polk County
- James Hauge
- Art Picullel
- A.J. Nash
- Kevin Hohnbaum
- Craig Prins
- Albert Castaneda

Absent:
- Erick Peterson
- Angela Lazarean, State of Oregon

Staff:
- Nate Brown Community Development Director
- Sam Litke, Senior Planner
- Debbie Lockhart, Deputy City Recorder

Consultants:
- Jerry Johnson, Johnson Reid
- Matt Hastie, Angelo Planning Group

INTRODUCTIONS

People seated around the table and in the audience each introduced themselves.

REFINED EOA EMPLOYMENT NEEDS

Consultant Jerry Johnson with Johnson Reid provided a summary of the process and the basic methodology. He noted that it was not necessary to spend a lot of time on the community vision because the City has a recent one in place that will be built upon. He pointed out that he had modified the target industries based on previous discussion to include medical and sports but he cautioned that both these industries have specialized needs so the choice of land parcels would be limited. It will be important to check the inventory for a parcel that will fit those needs. He also adjusted the employment forecast and took out warehousing since there is so much available in Salem.

Regarding the summary of forecasted land need, Mr. Johnson indicated that his office recommends going with the baseline since it is the most defensible. Keizer has land needs for both residential and employment and it is important to keep both defensible; inventory is limited. He then explained that the baseline forecast takes the existing forecast of growth rate, grows that with a ten-year forecast, extends the growth rate for 20 years and integrates that into needs related to employment, construction and land need. The baseline takes a look at how the trended forecast is expected to grow in a broader region. In this case it includes Marion, Polk and Yamhill Counties.

Mia Nelson, 1,000 Friends, noted that she had looked at the historical employment growth in Keizer and there is data going back to 2002. Keizer's growth rate from 2002 to 2010 is 4.9%, there is a loss of manufacturing jobs of 5% per year, health care grew at 9%, public administration 8%, education 8%, real estate 7%, finance 3% retail 5% and there were no losses in other categories. This includes the recession years. Therefore even the high growth scenario is reasonable. Mr. Brown added that the baseline does not adequately capture the historical; there is defensibility for more than just the baseline.

Mr. Reid added that more land will be needed over the next twenty years for continued growth; possibly 150 acres. Previous growth was heavy on retail/commercial and Keizer added employment during the downturn which is atypical, but is not sustainable. The City can try to be aggressive on growth because there is a historical precedent and room; medical is strong; retail was good, but that is not likely to continue. He noted that forecasting is difficult because the investment in infrastructure can be done and the forecast not occur, but alternatively opportunities can be missed by being unprepared. Mr. Reid confirmed that he thought the medium forecast was the most accurate and would be easy to defend; it might even be conservative.

Following discussion with input from all committee members, it was agreed that everyone favored a medium to medium-high forecast.

HOUSING NEEDS ANALYSIS

Mr. Brown voiced concern that recent subdivision applications may create a need to update the projection. Additional discussion took place regarding various lands shown on the map with members pointing out areas that were not included as buildable properties. Mr. Reid noted that the capacity of buildable lands is less than half of the demand. Mr. Hastie with Angelo Planning Group explained that property inventory would be run through a Constraints Analysis; each piece of available land would be reviewed to see if it meets the land need requirements of each employment sector so ultimately a more accurate number would be reached.

POLICY ISSUES

Mr. Hastie reviewed work done on consideration of policies that will need to be included in the Comprehensive Plan. He noted that review had included the Community Vision document, the regional Economic Opportunities Analysis and this study. Review had taken place in regard to other types of policies to recommend for Goals 9 and 10 including housing and economy sections and urban growth. He noted that in general the City has a good set of policies but review will need to be done on single family developments and findings will need to be updated to reflect the results of the regional work now being done. Committee members suggested including a broader collaboration, not just Salem, perhaps including Polk County; and including training such at technical training and alternative programs like Habitat for Humanity.

Further discussion took place as to whether the verbiage "healthy mix of all-wage jobs" did not cover training. Mr. Hastie cautioned against writing detailed language into policies because it could restrict what the City can do if the policy is adopted. Dialog followed regarding changing the industrial warehouse property to something else; redistributing it to different zones; altering it to accommodate other economic pressures.

Mr. Hastie noted that Keizer has a good range of policies to support different types of land use but it is important to ensure that policies do not make it harder to do business and to weigh the different land uses evenly. The findings will need adjustment based on the local and regional housing needs analysis and some specific numbers will need to be adjusted. Discussion followed regarding system development charges, grants, target density, housing density and tweaking the housing policy.

NEXT STEPS
Mr. Reid indicated that he would be sending committee members numbers to review in December and he would get a refined version of the medium-high forecast for the next meeting. Mr. Hastie indicated that he would take the next steps on the policy revisions in context with the policies already in place. The next meeting was scheduled for 5:45 on Thursday, January 10.

Meeting concluded at 7:37 p.m.