



**KEIZER ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
Tuesday, October 6, 2015 @ 12:00 noon
Keizer Civic Center**

CALL TO ORDER

Meeting convened at 12:13 p.m.

ROLL CALL:

Present:

Cathy Clark
Cesar Vallejo
A.J. Nash
Rick Day
Anthony Williams
Mardi Smith

Absent:

Sam Goesch
Troy Young
Scott White

Staff Present:

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

APPROVAL OF MINUTES: Rick Day moved to approve the July 2015 Minutes. Mardi Smith seconded. Motion passed as follows: Clark, Vallejo and Nash in favor with Day, Williams and Smith abstaining and Goesch, Young and White absent.

APPEARANCE OF INTERESTED CITIZENS: None

SUNSET TRIANGLE, CHEMAWA AND RIVER ROAD: Mayor Clark described the area noting that along River Road there are a number of properties that need frontage and parking improvements. Mr. Brown noted that all Cherry sidewalk improvements have been constructed. If it is the intent to improve more than the street, then there would be some businesses along Cherry that would qualify. Mr. Nash explained that in order to get action one must talk to the decision maker – the property owner. And if the goal is to encourage development then changing the names of the businesses to the names of the property owners and having a pool of information consisting of information about the property owners and their goals and priorities would be helpful.

Discussion followed regarding addressing barriers such as access, drainage and regulations, methods of remedying those barriers through use of City staff/labor and liens attached to the property (similar to the housing program) or a pool of funds that

would allow for the improvements to be made and businesses to operate and repay. Mayor Clark noted that it was her goal to have a fully developed program in place to recommend to Council on how funds could be allocated so that when program funds come in Council can adopt the program and it can move forward. She asked committee members to consider what they would want in the program; identify categories, criteria, and types of projects. Discussion followed regarding helping people recognize potential and getting the word out possibly through Keizertimes, Salem Business Journal, Saturday coffees, and direct mailings to the tax address. Mayor Clark indicated that she would work with Mr. Brown to develop a short survey and send it to Commissioners for feedback and put together a letter inviting people to a meet 'n greet. Mr. Brown suggested that personal relationships with business and property owners be utilized. Mr. Nash suggested that the names and contact information of Commissioners be included in the letter so that recipients could contact them. Mayor Clark suggested that the program could be called "Business Core Economic Development Fund. Discussion followed regarding 'leveraging' funds and development of a new urban renewal district.

PRIORITIZATION OF 'RED SITES' IN THE RIVER ROAD RENAISSANCE: Mayor Clark indicated that there was no need to prioritize the red sites; this could be included in the previous agenda item. She suggested focusing on Sunset triangle and Chemawa first.

LIST OF AVAILABLE GRANTS TO HELP BUSINESSES: Mr. Brown brought attention to a printout of the Marion County Economic Development Grant and provided details. Mr. Nash provided additional information about Business Oregon and the Economic Development Advisory Board and Mr. Day suggested contact be made with the Chemeketa Community College Small Business Management program. Commissioners decided to invite Mitchell Gee at Mitchell.Gee@oregon.gov and Marie Trucco at 503-399-5088 to the January meeting. Anthony Williams added that smaller loans are now available through banks and suggested that a banking representative come to the January meeting as well.

WHERE ARE WE MOVING WITH AREA B? IS IT THE RIGHT TIME TO MARKET OR MOVE FORWARD? Mr. Brown reported that he had a phone inquiry today about the City's intent; he is forwarding that to the City Manager.

OVERLAY ZONES OR ZONES TO FACILITATE ASSEMBLAGE AND TURNOVER OF PROPERTIES (DRIVEN BY PROPERTY OWNERS). WHAT WOULD THAT LOOK LIKE? Mayor Clark suggested that this be looped into the above conversations.

CHERRY & ALDER DEVELOPMENT: To be discussed at next meeting.

ADJOURN: The meeting adjourned at 1:14 p.m.

Next Meeting: January 5, 2016

Minutes approved: 1-5-16