



**ECONOMIC OPPORTUNITIES ANALYSIS TASK FORCE
MINUTES
October 3, 2012
Keizer Civic Center**

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

Present:

Lore Christopher, Mayor
Cathy Clark, Councilor
David McKane, Councilor
Mark Caillier, Councilor
Brandon Smith, Councilor
Jim Jacks, Planning Commission
Angela Lazarean, State of Oregon
Tom Hogue, DLCD
Kelly Walther, Housing
Mia Nelson, 1,000 Friends
Ann Lewis, Chemawa Station LLC
Brandon Reich, Marion County
James Hauge
Art Picullel
A.J. Nash
Marlene Quinn, Council Candidate

Absent:

Kevin Hohnbaum
Albert Castaneda
Erick Peterson
Craig Prins
Austin McGuigan, Polk County

Staff:

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

INTRODUCTIONS

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

MARKET ANALYSIS/DISCUSSION

Consultant Jerry Johnson explained that focus would be on the economic forecast and how it will affect land supply needs. He noted that items in red were added after the last meeting and provided a summary of the process which included the Economic Opportunities Analysis, Housing Needs Analysis and Preliminary Goal 14 Findings. He reviewed targeted industries noting that Oregon does not score well with corporate headquarters; existing corporate headquarters are primarily homegrown. He also noted that sporting events are generally tied to parks but they can have an economic development outcome if they bring in large tournaments. He then reviewed the preliminary employment forecast and preliminary employment land forecast; office, industrial and retail commercial land needs and forecasts and provided a summary of all categories. Mr. Johnson then reviewed site criteria and employer site requirements and showed the buildable lands inventory in Keizer.

Mr. Johnson cautioned against focusing on renewable energy technology noting that it is getting less and less appealing because other energy is available at a lower cost. He added that the numbers need to be justifiable and dialog needs to take place to determine if the targeted industries are worth pursuing. The City will need to show why it wants to pursue certain industries and why it will be successful. It is necessary to have the right location, supply chain, etc. before doing any recruitment.

Discussion then took place regarding various aspects of the report including professional businesses and the current vacancy rate, medical business needs, and scaling the land use to the employment use. Mr. Johnson noted that the north side of Keizer appears to be the best spot for a major medical location which would also be an employment generator. This needs to be characterized and determination made that the location makes sense and the City can actually serve the need because the medical industry has high infrastructure needs. It is important to have land around the hospital to allow for nearby offices, surgi-centers and alternative health care, however, hospital systems don't always like vacant land nearby because they want doctors to office in their building.

Further discussion took place regarding industries that would be appropriate around the sewage treatment plant.

NEXT STEPS

Mr. Johnson explained that he would have the Housing Needs Analysis for the next meeting and a refinement of the forecasts. He will have three but the task force will need to pick one that is defensible so he will give a couple of options and a strong recommendation. Mr. Riech noted that the baseline needs to be based on the population number that Council adopted.

Mr. Brown added that this course of action has been carefully crafted over more than a year. It is important to be responsive to issues, but the City will still have to justify and explain decisions, and put measures in place to make things happen. The task force is on the right track.

Mr. Johnson noted that besides the preliminary reconciliations he will have policy review and recommendations at the next meeting. He noted that he would also bring a figure of the amount of developed retail land so that 1,000 Friends can see how fast the retail supply will grow.

The next meeting was scheduled for 5:45 on Thursday, November 1.

Meeting concluded at 7:10 p.m.