



MINUTES
KEIZER CITY COUNCIL WORK SESSION
Monday, August 13, 2012
Keizer Civic Center
Keizer, Oregon

**CALL TO
ORDER**

Mayor Christopher called the work session to order at 5:45 p.m. The following were present:

Present:

Lore Christopher, Mayor
Cathy Clark, Council President
Jim Taylor, Councilor
Brandon Smith, Councilor
Joe Egli, Councilor
David McKane, Councilor
Mark Caillier, Councilor

Staff:

Chris Eppley, City Manager
Nate Brown, Community Development
Tracy Davis, City Recorder

Guests:

Bruce Anderson, Economic Development and Government Affairs
James Hauge, Economic Development and Government Affairs
Christine Dieker, Executive Director Keizer Chamber of Commerce
Nick Harville, SEDCOR

DISCUSSION

a. Economic Development Discussion

1. Economic Opportunity Analysis (EOA) as it is applying to Economic Development.

Community Development Director Nate Brown noted that it was important to consider how the Economic Opportunities Analysis (EOA) is going to fold into the vision of both the public and private sector for economic development. He explained that the EOA is required under periodic review to look into employment trends in Keizer and try to ascertain employment needs. A consultant is working with the City on this with information received from the state office of Economic Development consisting of tracked statistics and job categories for the area and is reconciling that with the information that was received from the Regional Study. Local and regional stakeholders will be contacted to proof the Economic Vision developed by Keizer. The vision includes medical facilities, technical support industries, educational research, sporting events and professional services but if none of the targeted industries are interested in relocating to Keizer then the City can revise the vision based on that information.

The Economic Opportunities Analysis Task Force is scheduled to meet on August 29 and other parties have been invited including 1,000 Friends, homebuilders,

neighborhoods and other jurisdictions. It is hoped that this effort will result in determining how much land is needed and how to develop an infrastructure plan to serve needs. It is anticipated that this process will be complete around March or April of 2013.

2. **Chamber of Commerce Economic Development and Government Affairs (EDGA) Objectives/Roles/History.** James Hauge filling in for Rich Duncan reviewed the membership of the committee and explained that many of the issues addressed by this committee are government affairs so the group has been making an effort to focus on economic development over the past 1½ years. The committee is expecting to revamp the website, implement the IRIS program and explore ways to bring about more economic growth in the area. The economy is slow but that provides an opportunity to unify efforts and prepare for better economic times. The committee is trying to figure out what they can do as a group to handle potential requests and position the City to look more attractive than other areas in the region and state.

Mayor Christopher questioned Mr. Hauge regarding his opinion about formation of a Business Advisory Committee. He responded that it is his hope to work with the City as a group. Discussion then took place regarding the role of EDGA, the Chamber, advocacy, EDGA and Chamber membership, attracting business, participation with SEDCOR, identification of trends, and identifying portals to capture businesses interested in relocating to the area. Further dialogue took place regarding the role of the City and City Council as it relates to recruiting new businesses. City Manager Chris Eppley suggested that one agency should be chosen to lead the effort but not the City. He noted that the City has a role to play but it is not the best suited group to recruit business.

3. **Chamber of Commerce Economic Development and Government Affairs (EDGA) Response to the Results of the Economic Opportunity Analysis.** Bruce Anderson voiced appreciation for the relationship that the City and Chamber share which is a good example of what Keizer is about: folks working together. He noted that everyone hopes that things will get going right away; getting involved in different areas is a key and the Chamber plays a great role in being the business representative for the city. He explained that EDGA has surveyed folks, facilitated joint open houses and promotions and played an active role in promoting tourism. It is important to identify barriers to economic development and this is being done as new programs are being developed. He added that SEDCOR plays a key role in helping businesses relocate. Getting the results of the EOA will benefit the City of Keizer and help determine what will fit the area and what will make sense.

Mayor Christopher indicated that she would like to see a broader Business Advisory Council, with a Marion County representative, Nick Harvill from SEDCOR, two staff persons, and two City Councilors to work together with a group of people, meeting once a month to get information and find a way to stimulate economic growth. Mr. Hauge voiced concern about a new group being formed noting that he felt it would be better to be focused exclusively on Keizer. He suggested that EDGA could formalize their plan and come back to the table with more specific clarity and goals on how the outreach and expectation would be accomplished.

Additional discussion ensued regarding urban growth boundary expansion, getting the word out nationally, opportunities that are coming up and the role of the Keizer Chamber of Commerce.

b. Population Forecasting

Councilor Clark indicated that she wanted to make the group aware of what is going on statewide in terms of how the urban growth boundary and population are being viewed. Mr. Brown noted that it is a big issue statewide but not so much so for Keizer. He explained that the City adopted the PSU number for Keizer and the State, through the League of Oregon Cities, is suggesting that all cities do the same. If this happens, then it is non-appealable. It is a third-party estimate and is not subject to local political issues. The intent is to make it more predictable in EOA processes and remove some obstacles that delay the process. The State is trying to be responsible in creating a predictable process for population projection because that is an important key in growth boundaries. Mr. Brown then reviewed the benefits of this process and implementation and noted that it does not have a detrimental effect on Keizer because the City has already adopted the PSU number. Mayor Christopher suggested Mr. Brown give the population presentation at an EDGA meeting.

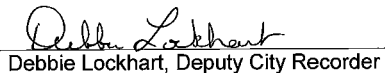
Councilor Clark explained that economic analysis and housing needs always go back to this population number. That is why it is important to have the right numbers. With the four year cycle the ten year projections will not be done and there will be flexibility.

ADJOURN Meeting adjourned 7:25

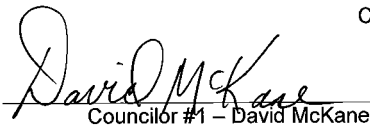
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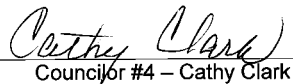
MAYOR:

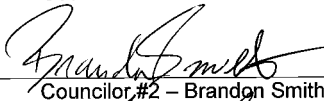

Lore Christopher

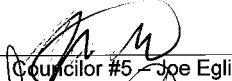

Debbie Lockhart, Deputy City Recorder

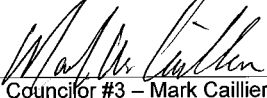
COUNCIL MEMBERS

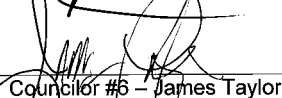

Councilor #1 – David McKane


Councilor #4 – Cathy Clark

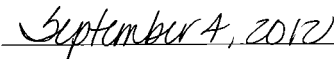

Councilor #2 – Brandon Smith


Councilor #5 – Joe Egli


Councilor #3 – Mark Caillier


Councilor #6 – James Taylor

Minutes approved:


September 4, 2012