



Board Meeting

Thursday, June 10, 2021

1:00 – 2:30 pm

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Passcode: 2021

Via Zoom Phone: 1-669-900-9128

Meeting ID: 810 9487 2071

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AGENDA

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| 1) | 1:00 | Call to Order & Agenda Review | Chair,
Commissioner
Heather Buch |
| 2) | 1:10 | Roll Call | Staff,
Justin Peterson |
| 3) | 1:20 | Public Comment | Chair |
| 4) | 1:30 | Minutes of May 13, 2021 Meeting (Attachment A) | Chair |
| | | ACTION: Approval of Minutes | |
| 5) | 1:35 | CWEDD and CEDS 101 <ul style="list-style-type: none">• CWEDD Binders | Staff,
Jenny Glass and
Justin Peterson |
| 6) | 2:00 | CWEDD Ad Hoc Committee
CWEDD members discussed an Ad-hoc committee of four members to assist COG staff in preparing a regional priorities survey and to prepare for the August Workshop. The CWEDD Board will be asked to formally adopt the committee.
ACTION: Approval of Committee | Staff
Justin Peterson |
| 7) | 2:10 | Discussion: Formation of Executive Committee
Proposal to consider formation of Exec Committee consisting of 5-7 board members representative of practitioners and elected officials to drive work of CWEDD including implementation of Comprehensive Economic Development Strategy (CEDs). | Chair and Staff
Jenny Glass |
| 8) | 2:20 | Other Business <ul style="list-style-type: none">• July Optional Meeting – Metrics, Regional Data, and County Snapshots. Meeting time Doodle Poll still available to fill out. | Chair/Staff |
| 9) | 2:30 | Adjournment | Chair |

CWEDD BOARD MEETING
Thursday, May 13, 2021
9:00 – 11:00 am
Zoom Remote Connection

DRAFT MINUTES

Committee Members: Commissioner Heather Buch, Mayor Jim Lepin, Councilor Randy Groves, Councilor Alan Rowe, Commissioner Pat Malone, Councilor Greg Irvin, Greg James, Kelly Hart, Chris Workman, Kate Porsche, Paul Shuytema, and John Pascone

Guests: Jennifer Damiani, and Paula Miranda

Staff: Brenda Wilson, Dan Betschart, Ryan Vogt, Jenny Glass, Nick Meltzer, and Emma Chavez

TOPIC	DISCUSSION	DECISION / CONCLUSION
1. Call to Order & Agenda Review		Meeting called to order at 9:00 am by Chair Commissioner Heather Buch There were no changes to the agenda.
2. Roll Call		Staff Justin Peterson conducted roll call.
3. Public Comments		There was no public comment.
4. Minutes of February 11, 2021	Greg James moved to approve the minutes. Kelly Hart seconded. Members met consensus.	Consensus to approve the February 11, 2021 meeting minutes as presented.
5. 2020-2025 CEDS Clarifications and Changes	Staff Peterson advised that after the adoption of the 2020-2025 Comprehensive Economic Development Strategy (CEDS); RAIN reached out to Staff in regards to updating their description. The proposed revised text was provided to members via a memo in today's agenda packet. Staff is looking for approval to update the RAIN description and advised that the document will need to go back out to	Consensus to update the 2020-2025 CEDS Clarifications to the description of RAIN and put the document back out for public review.

	<p>public comment.</p> <p>Jennifer Damiani with RAIN indicated that the agency is transitioning from Oregon RAIN to RAIN. The language change was to make things more precise in how RAIN has changed (e.g. RAIN used to be linked to two accelerators and it no longer is).</p> <p>Chair Buch asked if there may be negative ramifications if the CEDS goes back out to public review. Staff stated that, it is not expected that there would be negative ramifications.</p> <p>Paul Schutyema noted that this would be a good time to check with any other organizations that may be mentioned and ensure that those are also up to date.</p> <p><u>RAIN Grant:</u></p> <p>Jennifer Damiani reported that RAIN has received funding from EDA through their SPRINT program in the amount of \$748,833 for Benton, Lane, Linn, and Lincoln counties. It is an 18 month project that will be matched with \$193,000 funds from the region. Damiani thanked Commissioner Buch and the CWEDD for being instrumental in RAIN receiving those funds through letters of support. The project is pandemic responsive. With these funds RAIN will also be setting up a fundraising platform to allow the early stage merging businesses to raise capital in their own backyard.</p>	
<p>6. CEDS Implementation</p>	<p><u>Working Groups Ideas</u></p> <p>Staff Jenny Glass noted that the CEDS Plan gives direction on how to implement the plan; however, it is very high level. She invited members to discuss and provide feedback on how they would like to move forward with implementation of the Plan.</p> <p>Mayor Jim Lepin advised that he participates in the CWEDD and CEDS process as part of the OCWCOG Executive Committee. Lepin stated that all four counties are very different from each other and the</p>	

	<p>Plan should represent the needs of all four counties. In order to do that, Lepin stated that all four counties need to be represented at the table. There needs to be effort in finding collaboration amongst the communities and work together to move forward.</p> <p>John Pascone reported that he has been involved in the CEDS process for close to thirty years and he has never noted any funding available besides that which goes towards updating the CEDS Plan and administrative work. Pascone went on to state that it is typical for RAIN to receive funds but no funds are available for local work. The CEDS might be a good Planning document, he went on to state; but it does not do much when there are no funds attached to it.</p> <p>Paul Schuytema voiced that as part of the CEDS implementation; there needs to be a look at the five areas, the key partners, and ways to reach out to them about projects and how to help them get funding. Research what has been done, what partners are aiming to do, and if there is an opportunity for regional projects, then create a to-do list.</p> <p>Staff Glass reported that OCWCOG staff has been discussing building on energy already in the region, such as broadband and build off of those energies to build the working groups. Glass asked member what a process may look like.</p> <p>Schuytema suggested a small group to come up with non-arduous set of questions to ask of those key partners. Could look at synergies and look at ways to collaborate.</p> <p>Katie Porsche suggested a large round table to discuss who is working on what, to discuss the five priority areas, and what are the ways to implement the CEDS Plan.</p> <p>Chair Buch stated that a lot of people are not aware of what the CWEDD does for the communities and the region. She stated that she would like to see basic marketing and discussion on why the District is important. Buch went on to state that if the pitch can't be made that the</p>	
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	<p>CEDS process is important, then why all this energy would be spent trying to implement the plan. There is need to ensure making the process important to key partners.</p> <p>Contractor Mike Corwin stated that Staff has reached out to small towns and that the Plan will be the catalyst for funding in the future. Corwin stated that he hopes to see the CEDS Plan be a tool for funding of projects in the future.</p> <p>Pat Malone stated that coordination of efforts will help to have a better idea of what projects are moving along and where there may be gaps. The CWEDD can help to identify those. Malone went on to state that he hopes for an in-person meeting in the future.</p> <p>Randy Grove stated that he has been involved in local governments for many years and in working with the City of Eugene, he has been involved with a number of economic development projects yet he did not know the CWEDD existed until he was appointed to serve as a member. Grove stated that he does not believe people know of the CWEDD and CEDS document. He concurred with Chair Buch that there may need more work on marketing of what the CEDS is and what the CWEDD does for the four counties.</p> <p>Staff Glass stated that she and Chair Buch recently discussed the important of education of the CWEDD and CEDS internally to members and that this needs to occur prior to moving on to educating the communities. Glass asked if members would like to have an information meeting for members and members concurred that they are interested in an educational meeting. Glass went on to state that staff has been working on member binders which will help members to have the background information, organizational structure, etc. In building from that, staff can begin working on external marketing.</p> <p>Chair Buch asked Glass if she received the feedback she needed on the Work Group ideas to which, Glass responded that Staff is not in a hurry to form the work groups and that as suggested by members; it</p>	
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	<p>may be helpful to have a round table on what the priorities area and form there move forward to build the work groups.</p> <p><u>Planning for Kickoff – Half Day Workshop? Other ideas?</u></p> <p>Glass stated that this could be the round table discussion and defining the priorities in the region. Chair Buch stated that it can be challenging to calendar a large chunk of time therefore, she suggested to calendar out a couple of months in advance to have time on schedules.</p> <p>Chris Working stated that in looking at the implementation section of the CEDS; the CWEDD is in line with what the implementation is. He went on to state that it will be up to members as to whether the document becomes a book on the shelf or the plan is implemented. Workman went on to state that there may be need for quarterly to at least semi-annual meetings of the CWEDD Board. There is need to develop the groups centered on the priorities. The groups could be regional or topical. Workman recommended that the groups get formed up to keep moving the process forward.</p> <p>Greg James reported that he has been associated with the CWEDD Board for several years and he is hearing the same theme. The CEDS update is done in purpose to align with EDA requirements. However, it is critical that the CWEDD commit to using the document and not having it sit on the shelf. James went on to state that he agrees that the CWEDD needs to get the work out that the CEDS document is in place and it is a key to funding for the region and that it is a coordinated effort. He went on to state that anyone interested is aware of the process and able to engage moving forward. If there is a plan for a session to talk about projects or things that have happening in the local jurisdiction; it will be beneficial for those jurisdictions to share information prior to the meetings in order to be organized ahead of time. Time needs to be used efficiently and effectively.</p> <p><u>Increased engagement form private sector:</u></p>	
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	<p>This was discussed in previous discussions.</p> <p>ACTION: Next steps for implementation</p> <ul style="list-style-type: none"> • Hold a CWEDD/CEDS 101 for June/July • Hold a Roundtable at the August 12th meeting (extend the meeting time) • Send out a Survey by July, prior to the August 12th Roundtable • Staff to compile survey results and send out with August 12th agenda packet <ul style="list-style-type: none"> ○ Focus roundtable on overlap areas, the five priorities, and the creation of working groups • Create a group to work on quarterly meetings and agenda build <ul style="list-style-type: none"> ○ Chair Buch, Pat Malone, and Chris Workman and Paul Schuytema 	
7. CARES Technical Assistance and Capacity Building	<p>Staff Anne Whittington reported that the application for the CARES Technical Assistance and Capacity Building funds will be open from June 1st through June 15th. There is \$100,000 available for cities and counties to apply to. Guidelines have been developed, as well as a flyer which will be posted on a project webpage.</p> <p>Pat Malone moved to approve the Technical Assistance Application Process. Jim Lepin seconded. Members met consensus.</p>	Consensus to approve the Technical Assistance Application process.
8. Other Business	<ul style="list-style-type: none"> • Future EDA Funding Training Previously discussed. • Member Binders Staff is working on putting together a CWEDD member binder that will include background information, acronyms, member contact information, bylaws, meeting calendar etc. The member binder will be posed online and a hard copy can be provided to members who would like one. After discussing the agenda build group; Paul Schuytema and Jim Lepin were added to 	Staff to provide hard copies of the member binders to Pat Malone, Heather Buch, and Jim Lepin.

	<p>the group.</p> <ul style="list-style-type: none">• Meeting Schedule – How often to meet? Previously discussed.• Future Agenda Items Chair Buch advised that she likes to work quickly and efficiently through the agenda items and if members feel there is need for more time at any point, to let her know. She also noted that she and staff will work with Malone and Workman on future agenda items. She thanked them both for being willing to assist with the agenda build.	
9. Adjournment		Meeting adjourned at 10:08 am.