



Executive Committee

Thursday, April 25, 2024

11:00 am – 12:00 pm

Virtual Meeting

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AGENDA

- | | | | |
|------------------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 1) | 11:00 | Call to Order & Agenda Review | Chair,
Paul Schuytema |
| 2) | 11:05 | Roll Call | Staff,
Justin Peterson |
| 3) | 11:10 | Public Comment | Chair |
| 4) | 11:15 | Minutes of October 26, 2023 (Attachment A) | Chair |
| ACTION: Approval of Minutes | | | |
| 5) | 11:20 | Election of Officers and Executive Board Discussion | Staff |
| | | <ul style="list-style-type: none">• Paul was elected Chair at the February 8th CWEDD Board Meeting.• The Vice Chair was not selected. LCOG appointments were still pending. Vice Chair will need to be a LCOG member.• Commitment to the Executive Committee. Any changes? | |
| 6) | 11:30 | CEDS 2025-2030 Update Discussion | Staff |
| | | Focused discussion about what we want to see out of the CEDS update. Staff is working on a scope of work and schedule for the update (Attachment B) | |
| 7) | 11:50 | May 9th CWEDD Draft Meeting agenda (Attachment C) | Staff |



ACTION: Approval of CWEDD Board Agenda

8) 11:55 Other Business

All

- Innovation Hub Update
- Executive Committee Member updates

CWEDD Executive Committee Roster 2024	
Vacant	Vacant
Kelly Hart	City of Lebanon - Staff
Paul Schuytema	EDALC- Lincoln County – Staff
Randy Groves	City of Eugene – City Councilor
Nancy Wyse	Benton County – County Commissioner

QUORUM REQUIREMENT: “A quorum shall be four of five members present. Alternates may serve on the Executive Committee if the representative is not able to attend a meeting and if the representative so decides. The Executive Committee shall be conducted in compliance with the Oregon Public Meetings Laws as described in ORS 192.610 through ORS 192.690.” (CWEDD Bylaws Section VI B.4).



CWEDD EXECUTIVE MEETING
Thursday, October 26, 2023
11:00 am-12:00 pm
Microsoft Team's Meeting Remote Connection

DRAFT MINUTES

Members: Paul Schuytema, Alysia Rodgers (*Alternate for Kelly Hart*), Councilor Randy Groves, and Commissioner Nancy Wyse
Staff: CED Planner Justin Peterson; and CED Administrative Assistant Ashlyn Muzechenko.

TOPIC	DISCUSSION	DECISION / CONCLUSION
1. Call to Order & Agenda Review	<p>The Vice-Chair, Paul Schuytema called the CWEDD Executive Committee meeting to order at 11:03am.</p> <p>The Vice-Chair, Paul Schuytema conducted the Agenda Review and the group concluded that there were no changes to the agenda.</p>	<p>Meeting called to order at 11:03 am by the Vice-Chair, Paul Schuytema</p> <p>There were no changes to the agenda.</p>
2. Roll Call	Roll call was not conducted as everyone in attendance knew each other.	There was no roll call conducted.
3. Public Comments	There were no members of the public present, therefore there were no public comments presented to the CWEDD Executive Committee.	There were no public comments.
4. Approval of Minutes from July 27, 2023 (Attachment A) Action: Approval of Minutes	<p>There were no changes made to, or discussion on the July 27, 2023, CWEDD Executive Committee meeting minutes.</p> <p>Commissioner Wyse moved to approve the meeting minutes from July 27, 2023, and Councilor Groves seconded. The motion passed unanimously.</p>	Commissioner Wyse moved to approve the minutes from July 27, 2023, and Councilor Groves seconded. The motion passed unanimously.
5. Innovation Hub Discussion	<p>Vice-Chair Schuytema provided an overview of the Innovation Hub for this CWEDD (Cascades West Economic Development District) Region for the CWEDD Executive Committee Members in attendance.</p> <p>Vice-Chair Schuytema mentioned that Onward Eugene was successful in attaining one of the Innovation Hub planning grants. As</p>	

	<p>well as at the end of October, the final report will be going back to Business Oregon, and a new larger grant program will be opened up in January for more innovation hubs, and not only for those who received the planning grants.</p> <p>One of the recommendations would be to have the “home” of a virtual innovation hub in the CWEDD region. Functionally, the Oregon Cascades West Council of Governments (OCWCOG) would serve as fiscal agent, staffing, and manager for this grant if it was awarded.</p> <p>Currently there are no action items required from the Economic Development Region.</p> <p>Awards will not likely be shared or awarded until Spring of 2024 at the earliest.</p> <p>Staff Justin Peterson asked about a Phase 2 Deadline, Vice-Chair Schuytema answered that there hasn't been one released yet.</p> <p>Peterson noted that Anne Whittington, of OCWCOG was part of the process, and later on himself, and the OCWCOG Executive Director Ryan Vogt were involved in bringing the parties together and planning for looking forward.</p> <p>Councilor Groves added conceptionally this is a great deal, however he would like to see the details before he is fully on-board.</p>	
<p>6. November 9th CWEDD Board Meeting Agenda (Attachment B) Action: Approval of CWEDD Board Agenda</p>	<p>Peterson shared that the upcoming CWEDD Board meeting will be in Lincoln County with a tour scheduled for afterwards adding an interactive element to the meetings for members.</p> <p>Peterson noted that staff are encouraging members to attend in person, but there is the hybrid element as well to join via teams if in person is not an option for members.</p> <p>Peterson shared an overview of the November 9th CWEDD Board</p>	<p>The CWEDD Executive Committee approved the November 9th CWEDD Board Meeting Agenda by consensus.</p>

	<p>Agenda, which is “Attachment B” in the meeting agenda packet.</p> <p>Vice-Chair Schuytema noted that the restaurant management course has launched, and he wouldn’t need a full 30 minutes for his update, but those would be his only edits for the agenda.</p> <p>Peterson shared that staff plan to send out a 2-week reminder after this meeting to try and get more attendees in person at the Lincoln County location.</p>	
<p>7. Other Business:</p> <ul style="list-style-type: none"> • CED Director Update • Executive Committee Member Updates 	<p>Other Business:</p> <p><i>CED Director Position:</i></p> <p>Peterson shared that OCWCOG has gone through 2 sets of interviews attempting to find a CED Director, for which the right candidate has not been found yet. OCWCOG is still actively searching for a CED Director with the position being posted again just 2 weeks ago with new update materials describing the position’s summary and what the culture is like at OCWCOG.</p> <p><i>Executive Committee Member Updates:</i></p> <p>Councilor Groves shared that Eugene City Council has been hacked twice with racial attacks, where certain groups of people were attacked. His advice is to check with legal counsel on how to go about dealing with an attack if it were to happen.</p> <p>Commissioner Wyse added that while using Zoom, they (Benton County) had issues with being hacked as well.</p>	
<p>8. Adjournment</p>	<p><i>The next CWEDD Executive Meeting is scheduled for January 25, 2024.</i></p> <p><i>The next CWEDD Board Committee Meeting is scheduled for November 09, 2023</i></p>	<p>The meeting was adjourned at 11:28 am by The Vice-Chair, Paul Schuytema</p>

DRAFT Scope of Work:

Cascades West Economic Development District: Update of Benton, Lincoln, and Linn Portion of the Regional Comprehensive Economic Development Strategy 2025-2030

Background

The Cascades West Economic Development District (CWEDD) is a partnership between Oregon Cascades West Council of Governments (OCWCOG) and the Lane Council of Governments (LCOG). The CWEDD is designated by the U.S. Department of Commerce Economic Development Administration (EDA) to work on economic development efforts in Linn, Benton, Lane and Lincoln Counties. The Oregon Cascades West Community and Economic Development Committee and the Lane Economic Committee (LEC) play lead roles in defining regional community and economic development issues, opportunities, vision, goals, and work programs.

According to the EDA, a comprehensive economic development strategy (CEDs) is designed to bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen regional economies. The CEDs should analyze the regional economy and serve as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action, and identifying investment priorities and funding sources. The COVID-19 crisis impacted local, regional, state, national, and global economic activity, EDA is requiring EDDs to consider and integrate economic resilience and recovery into CEDs updates.

CWEDD last updated the regional 2020-2025 CEDs in 2020. Furthermore, in 2015, CWEDD completed a wide-ranging community and stakeholder engagement process that resulted in an extensive re-write of the 2010-2015 CEDs. The EDA requires economic development districts to update their CEDs every five years. Thus, the 2025-2030 CEDs is at the end of its five-year cycle. The CWEDD Board of Directors will be initiating discussion on the CEDs update this year. In addition, CWEDD worked with the Institute for Policy Research and Engagement (IPRE) at the University of Oregon on economic resilience implementation activities in 2020-21 under a Hazard Mitigation Grant Program grant from the Federal Emergency Management Agency. The end product was the “Economic Resilience Metrics: Measurement Framework and District Profile” that was added to the CEDs appendix in February 2022.

Given the extensive update completed in previous years, the Executive Committee Discussions indicate our update will focus on the implementation framework and integrating resilience. This work program describes how Staff will work with the CWEDD Board to update the CEDs consistent with EDA requirements pursuant to 13 C.F.R. § 303.7.

Scope of Work

This scope of work describes how Staff will work with the CWEDD Board to update the 2025-2030 CEDS. CWEDD Staff will lead the plan update. Staff will work with Aniko Drlik-Muehleck, IPRE Portfolio Manager at the UO. CWEDD plans to work with IPRE on updating the CEDS. Staff intends to have IPRE help with the implementation framework of the CEDS and review the draft CEDS for EDA compliance.

Task 1—Project Kick-off

Staff will meet in a hybrid format with the CWEDD Executive Committee, the CWEDD Board, and other interested parties to clarify the goals and objectives of the project. We will review the sequence of activities, the timeline, and budget, required for the completion of the work. Staff will confirm the goals and objectives with the full CWEDD Board at the May 9, 2024, meeting. Then officially kick-off the project at the August 2024 meeting.

Timing: August, 2024 (Approve scope in May 2024)
Meetings: 1 hybrid meeting
Product: Meeting minutes
Task Lead: Staff

Task 2 – Stakeholder Engagement

A foundational element of the Economic Development Strategic Plan is stakeholder engagement and community input. EDA requires that the CEDS process be overseen by an economic development strategy committee. The “strategy” committee must represent the main economic interests of the region and must include private sector representatives. The CWEDD already has two committees that meet the EDA requirements: (1) the Lane Economic Committee, and (2) the Cascades-West Council of Governments Community and Economic Development Committee. Staff will coordinate with the chairs of both committees and the CWEDD Board to contribute to, review, and comment on the CEDS update.

OCWCOG proposes a stakeholder engagement and community input strategy that includes two meetings with the CWEDD strategy committee (i.e. combined membership of the Lane Economic Committee and Cascades West Council of Governments Community and Economic Development Committee). In addition, we will hold an in-person open house where members of the strategy committee, CWEDD Board, and local/regional business leaders and economic development stakeholders can engage with and comment on the materials. Each engagement strategy is described in further detail below...

Meeting 1

We will hold the first meeting with the Strategy Committee **in October 2024**. The purpose of this meeting will be to solicit feedback from the committee on the SWOT Analysis and CEDS Action Plan. This includes reviewing the status and priority of existing actions as well as the format and organization of the strategies within the plan. In addition, we will seek to identify opportunities to link economic recovery considerations with the CEDS update. Finally, we will work with the committee to identify other key stakeholders the committee would specifically like to invite to participate in the CEDS update process.

In-Person Open House

In order to engage as many stakeholders in the CEDS update process as possible, we will host an in-person open house in **late January/February**. We will present materials in an interactive format. We will directly invite stakeholders identified by the strategy committee to participate. In addition, we will invite participation from any members of the CWEDD economic development ecosystem to participate through general solicitations. Staff will collaborate with CWEDD to host the open house. We will utilize information and feedback collected during the open house to inform updates to the CEDS.

Meeting 2

We will hold a second meeting with the strategy committee in late **March or April 2025**. The purpose of this meeting will be to review the draft CEDS and solicit input on any final edits. We will request a formal endorsement and recommendation for the Board to approve the CEDS at this meeting. CWEDD adoption of the CEDS will occur at a separate meeting of the CWEDD Board to be scheduled in December.

Schedule:	January - March, 2025
Meetings:	2 hybrid meetings with the strategy committee, one January/February and one March; one meeting with the CWEDD Board in February.
Product:	Meeting minutes; virtual open house feedback summary
Task Lead:	Staff

Task 3 – Review and Update the District Profile

Staff will review the District Profile. The 2020-2025 CEDS included minor edits to the District Profile and did not include a full rewrite. This exercise will take economic impacts associated with COVID-19 into consideration. In addition, Staff will incorporate relevant findings from economic resilience assessment into the 2025 District Profile. Following the strategy committee meeting, Staff will prepare an updated draft District Profile for review and comment. Staff will incorporate feedback and insert the final District Profile into the CEDS.

Timing:	June-September, 2024
Meetings:	1 hybrid meeting (Meeting 1 in Task 2)
Product:	Updated District Profile Chapter
Task Lead:	Staff

Task 4 – Review and Update SWOT Analysis

Staff will review the 2020 Strength Weaknesses Opportunities and Threats (SWOT) assessment. We will conduct a meeting with the strategy committee to review and amend the SWOT. This exercise will take economic impacts associated with COVID-19 into consideration. In addition, Staff will incorporate relevant findings from economic resilience assessment into the 2025 SWOT. Following the strategy committee meeting, Staff will prepare an updated draft SWOT for review and comment. Staff will incorporate feedback and insert the final SWOT into the CEDS.

Timing:	July-September, 2024
Meetings:	1 hybrid meeting (Meeting 1 in Task 2)
Product:	Updated SWOT Chapter
Task Lead:	Staff

Task 5 – Update Action Plan

OCWCOG will review the 2020-2025 Action Plan. As a first step in the review process, OCWCOG will document progress on each action item. We will consult with CWEDD staff and strategy committee members as needed to determine progress. Once we have completed a draft progress assessment, we will meet with the strategy committee to review and confirm the assessment. At this meeting we will solicit action plan update ideas from the committee. Staff will submit a draft Action Plan to the committee and broader stakeholder community for review and comment. Staff will incorporate feedback and insert an updated Action Plan into the CEDS. The modified Action Plan will be discussed during the second strategy committee meeting. As part of this task, we will reformat the actions for clarity, usability, and implementation.

Timing: October 2024 -March, 2025
Meetings: 2 virtual meetings (Meeting 1 and Meeting 2 from Task 2)
Product: Updated Action Plan
Task Lead: Staff

Task 6 – Resilience Revisions

In this task, Staff will revise the CEDS to integrate and incorporate economic resilience as a central component in the plan, as required by the EDA. This activity will build on the existing CEDS Resilience sections and will formally incorporate findings, analysis, and information from the FEMA resilience work into the CEDS. Staff will complete this re-write. The modified CEDS language will be discussed during the second strategy committee meeting. Staff will then incorporate feedback into the finalized CEDS document.

Timing: January- March, 2025
Meetings: 1 hybrid meeting (Meeting 2 from Task 2)
Product: Updated CEDS language related to resilience
Task Lead: Staff

Task 7 – Review and Update Implementation Framework

Building on work completed by the region by CWEDD staff and consultants, Staff will review and update the implementation framework. Specifically, this task will review a proposed structure to better facilitate collaboration across the region. This task may be supplemented with up to five (5) stakeholder interviews. The primary objective of this task will be to build upon the Region's strengths and opportunities and resolve the weaknesses and threats, including long-standing resource allocation and capacity issues in the region. The modified implementation framework will be discussed during the second strategy committee meeting. Staff will then incorporate feedback into the finalized CEDS document.

Timing: January- March, 2025
Meetings: 1 hybrid meeting (Meeting 2 from Task 2)
Product: Updated implementation framework
Task Lead: Staff

Task 8 – Update Performance and Evaluation Framework

Building on work completed through the FEMA resilience work, Staff will review and update the CEDS Performance and Evaluation Framework. This task may include up to five (5) stakeholder interviews. The primary objective of this task is to create a monitoring system that will be manageable for CWEDD staff to implement and effective for tracking progress on CEDS goals. The modified performance and evaluation framework will be discussed during the second strategy committee meeting. Staff will then incorporate feedback into the finalized CEDS document.

Timing: February - March, 2025
Meetings: 1 virtual meeting (Meeting 2 from Task 2)
Product: Updated performance and evaluation framework
Task Lead: Staff

Task 9 - Draft and Final Economic Development Strategic Plan

Staff will update the CEDS based on the research findings and public involvement input collected. This update will allow the plan to reflect current public opinions and attitudes and provide the region with up-to-date strategies for addressing growth, service, and other issues. Staff will work with CWEDD to post the draft plan for the required 30-day public comment period. Staff will incorporate public comment into the final document prior to submittal to the Board for approval. As part of this task, we will develop a short, graphic summary of the CEDS. The summary will include key actionable information and serve as an accessible means for partners to interact with the CEDS on an ongoing basis.

Schedule: Draft Plan, May 2025 (Presentation at the May CWEDD meeting)
Final Plan, June/July 2025
Adoption, August 2025
Project close out, August 2025
Meetings: One with CWEDD Board (May 2025), one final adoption meeting August 2025
Product: Draft and Final CEDS with supporting documentation
Task Lead: Staff



CWEDD | ECONOMIC
DEVELOPMENT
CASCADES WEST | DISTRICT

Board Meeting

Thursday, May 9, 2024

9:00 am – 11:00 am

LCOG Camas Conference Room
859 Willamette St.
Eugene OR 97401
Lane County
OR

Join Virtually via Teams

TEAMS Meeting by clicking [HERE](#)

Meeting ID: 267 001 785 157

Passcode: ycBCiM

Mobile 1 Click Number:

[+ 1 872-242-8088](#)

Phone Conference ID: 149 601 420#

AGENDA

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|----|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| 1. | 9:00 | Call to Order & Agenda Review | Chair, Paul Schuytema |
| 2. | 9:05 | Roll Call | Staff,
Justin Peterson |
| 3. | 9:10 | Public Comment | Chair |
| 4. | 9:15 | CWEDD Board Membership (Handout) & Election of Officers (Attachments A and B)
See attached bylaws for discussion of membership and election of officers.

ACTION: Election of Vice Chair | Staff, Justin Peterson |
| 5. | 9:20 | CWEDD Executive Committee Appointment(s)
New CWEDD Executive Appointments may be required based on the Officer appointments. | Staff, Justin Peterson |
| 6. | 9:25 | Minutes of February 8, 2024, Meeting (Attachment C)

ACTION: Approval of Minutes | Chair |
| 7. | 9:30 | Deputy's Story: The Holiday Farm Fire | Video |

The meeting location is accessible to persons with disabilities. Sign language, interpreter services or other accommodations can also be provided by contacting Ashlyn Muzechenko at least 72 hours prior to the meeting. Ashlyn can be reached at 541-812-2002 (TTY/TTD 711) or amuzechenko@ocwcog.org.

- | | | | |
|-----|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| 8. | 9:40 | Broadband work after the Holiday Farm Fire
<i>-Update on the broadband work after the Holiday Farm Fire and Resiliency efforts.</i>
<i>-Ways to support or get involved</i> | LCOG,
Keith Testerman |
| 9. | 10:20 | CEDS 2025-2030 Update Conversation
<i>Strategic Conversation about the CEDS update. Process and focus. Organization and the implementation of the CEDS.</i> <ul style="list-style-type: none"> • CWEDD Annual Report (Attachment D) | Staff, Justin
Peterson |
| 10. | 10:45 | Discussion: CEDS Working Groups (Open time for any updates) <ul style="list-style-type: none"> • <i>Broadband Action Team (BAT)</i> • <i>Cascades West Regional Consortium (CWRC)</i> • <i>Early Childhood Education</i> • <i>Rural Economic Alliance (REAL)</i> • <i>Lane Economic Committee (LEC)</i> • <i>Blue Economy Update from EDALC</i> • <i>Other workgroup updates?</i> | Chair/ Staff,
Justin Peterson |
| 11. | 10:50 | Other Business (if time allows) <ul style="list-style-type: none"> • <i>Executive Committee Updates</i> • <i>Regionally Significant Updates</i> • <i>CWEDD Regional Project list (Attachment E)</i> • <i>Reschedule August meeting to September?</i> | Chair/Staff |
| 12. | 11:00 | Adjournment
<i>Next Meeting: Scheduled for August 8, 2024.</i> | Chair |