



Executive Committee

Thursday, July 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 | Bylaw Change Update
The Full CWEDD Board approved staff to move forward with a bylaw change to update the quorum requirements for the executive committee from four to three. The change will be on LCOG's and OCWCOG's September meetings. | Staff |
| 6) 11:25 | CEDS 2025-2030 Update Discussion
The scope of work was finalized at the last CWEDD meeting. Time to discuss next steps and updates from staff. | Staff |

Staff created a SWOT survey to send out to partners (Attachment B). Proposed Timeline: Send survey by August 1st, allow two-three weeks for responses, prepare memo with survey results for the September CWEDD meeting.



7) 11:40 CWEDD Regional Meeting for CEDS Update Discussion (Attachment C) Staff

Tentatively Staff is looking at Thursday October 3rd and Tuesday October 29th for the regional meeting.

8) 11:55 Other Business All

- Funding Updates
- Add additional Exec meeting on 8/29 to discuss the Full Board meeting and the October Half-Day Meeting
- Executive Committee Member updates

CWEDD Executive Committee Roster 2024	
Greg Ervin	City of Cottage Grove – City Councilor
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>

2025 CWEDD SWOT Analysis Survey

August 2024

You

* This form will record your name, please fill your name.

1. The following growth in these industry clusters are a marketable strength in the CWEDD region. Mark all that still describe marketable strengths.

- Research industry
- Maritime industry
- Medical supply industry
- Specialty metals
- Value added food products or food manufacturing
- Tourism
- Other

2. The following aspects of connectivity are a marketable strength in the CWEDD region. Mark all that still describe marketable strengths.

- Direct access to I-5
- Multi-use ocean ports for fishing, research, and trade
- Local, regional, and national international rail network
- Freight infrastructure
- Highspeed or fiber internet access
- Other

3. The following support a culture of innovation as a marketable strength in the CWEDD region. Mark all that still describe marketable strengths.

- Business incubators/accelerators and other business development or startup resources
- Research institutes and higher education institutions
- Proven track record of successful business starts (e.g. Nike, Garage Games, Molecular Probes)
- Other (please explain)

4. The following promote a supportive business climate as a marketable strength in the CWEDD region. Mark all that still describe marketable strengths.

- Small business support (e.g. chambers of commerce, Small Business Development Centers, Cascades West Financial Services)
- Workforce training centers
- Adaptive and attractive business code processes
- Other

5. The following provide technical support as a marketable strength in the CWEDD region. Mark all that still describe marketable strengths.

- Local government economic development departments
- Councils of government (LCOG, OCWCOG)
- Multiple economic development related non-profits and foundations
- UO Economic Development Administration University Center
- Small business development centers
- Other

6. (Optional) What additional marketable strengths exist in the CWEDD region that are not listed above. Please describe.

7. The following describe the challenges of coordinating a large and diverse region. Mark all that still describe regional weaknesses.

- Size, scale, and resource-base of local economies that make up the region
- Lack of agreement on regional economic development priorities
- Divides between urban and rural areas
- Divides between geographic areas (coast, valley, and mountain)
- Divides between COG territories
- Other

8. The following aspects of connectivity are a regional weakness in the CWEDD region. Mark all that still describe regional weaknesses.

- Lack of available and accessible regional public transportation
- Limited east-west connectivity
- Limited regional airport service
- Lack of multi-modal transfer stations between valley and coast
- Lack of rail connections to the coast
- Rural broadband access
- Maritime infrastructure
- Other

9. The following descriptions of demographics are a regional weakness in the CWEDD region. Mark all that still describe regional weaknesses.

- Lack of skilled labor force (not enough trained workers)
- Decreasing higher-ed enrollment
- Aging population and increasing number of retirees
- Relatively small population
- Lack of racial or ethnic diversity
- Other (please explain)

10. The following are institutional barriers are a regional weakness in the CWEDD region. Mark all that still describe regional weaknesses.

- High demand for and limited supply of affordable housing
- Limited regional collaboration and partnership
- Lack of regional brand/identity
- High demand for and limited supply of technical assistance to communities
- Government regulations (too many)
- Lack of care economy services (Daycare, senior health aids, etc.)
- Other

11. The following aspects of infrastructure describe regional weaknesses. Mark all that still describe regional weaknesses.

- Water and sewer infrastructure
- Limited access to capital project financing
- Lack of financial support services for startups
- Rural broadband internet access
- Transportation infrastructure
- Other

12. (Optional) What additional regional weaknesses exist in the CWEDD region that are not listed above. Please describe.

13. The following describe the top district-wide opportunities. Mark all that still describe district-wide opportunities.

- Quality of place for growing population segments (i.e. retirees, families, aging baby boomers, climate migrants, etc.)
- Workforce training and education
- Increase economic diversity across the region
- New and expanding markets (e.g. value-added forest products, marijuana, tourism, craft beer and wine, etc.)
- Businesses with environmental, social, or governance goals (ESGs)
- Nonprofit sector
- Enterprise zones
- California and Washington markets
- Growing national and international economies
- Growing trade between US and Asia
- Access to available capital
- Renewable energy
- 'Lay-down' areas for multi-modal freight transfers
- Small business development, startups, and entrepreneurship
- Care economy (health care services, daycares, home health aids, senior centers, etc.)
- Other

14. The following disaster events describe potential threats. Mark all that still describe potential threats.

- Catastrophic natural hazards (e.g. Cascadia subduction zone earthquake and tsunami)
- Long-term impacts from climate change
- Chronic natural hazards (e.g. floods, winter storms, wildfires, landslides, etc.)
- Public health emergencies or pandemics
- Other

15. The following aspects of coordination describe potential threats. Mark all that still describe potential threats.

- Shift from resource and manufacturing to service-based economy
- Lost economic development opportunities (due to lack of collaboration)
- Duplication of efforts
- Competition from other metro areas
- Jurisdictional competition within the region
- Other

16. The following aspects of taxes pose a potential threat. Mark all that still describe potential threats.

- Uncertain state tax structure
- Decreasing gas tax revenue
- Personal income tax structure
- Corporate or business taxes
- Other

17. The following describe general potential threats to the CWEDD region. Mark all that still describe potential threats.

- Housing scarcity, including workforce housing
- National/international economic downturn
- Declining natural resource availability or quality
- Agricultural impacts of climate change (declining or changing growing conditions)
- Other

18. (Optional) What additional potential threats exist in the CWEDD region that are not listed above? Please describe.

19. I am located or represent...

The coast

The valley

The Cascades

Urban

Rural

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Regional CWEDD Meeting

Thursday, October XX, 2024

9:00 am – 3:00 pm

Location

OR

Join Virtually via Teams

TEAMS Meeting by clicking [HERE](#)

Meeting ID: 267 001 785 157

Passcode: ycBCiM

Mobile 1 Click Number:

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AGENDA

1.	8:30	Coffee and Snacks	All
2.	9:00	Call to Order & Agenda Review	Chair, Paul Schuytema
3.	9:20	Comprehensive Economic Development Strategy (CEDS) Overview	Staff, Justin Peterson
4.	9:30	Awarded EDA Grants – 5-minute highlights <ul style="list-style-type: none"> • Cottage Grove Main Street Improvements • Cottage Grove Bohemian Park (Bohemia Foundation) • Eugene – Suzanne Arle Bike Trails • Mass Timber Phase II • Broadband OCWCOG 	Multiple
5.	10:00	Regional Data and Trends <ul style="list-style-type: none"> • Oregon Employment Department Presentation • Childcare 	Multiple
6.	12:00	Lunch and Keynote Speaker -XXX	TBD
7.	1:00	SWOT Analysis Survey Results and Discussion	Staff, Justin Peterson

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.

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|-----|------|--|--|
| 8. | 2:00 | Implementation and Action Plan <ul style="list-style-type: none">• xxx | Chair/ Staff,
Justin Peterson |
| 9. | 2:45 | Next Steps <ul style="list-style-type: none">• xxx | Chair/Staff |
| 10. | 3:00 | Adjournment
<i>Thank you all!</i> | Chair |

Attendance (For Quorum Purposes)

OCWCOG Members	Title	Jurisdiction	Attendance
Nancy Wyse	Commissioner	Benton County	
Claire Hall	Commissioner	Lincoln County	
Alex Johnson II	Mayor	City of Albany	
Sherrie Sprenger	Commissioner	Linn County	
Chas Jones	Mayor	City of Philomath	
Rick Booth	Mayor	City of Waldport	
Paul Schuytema	Executive Director	EDALC	
Chris Workman	City Manager	City of Philomath	
Kelly Hart	CED Director	City of Lebanon	
John Pascone	President	LEDG	
Pam Barlow-Lind	Planning Director	CTSI	
Sophie Adams	ED Manager	City of Albany	
Lane Members	Title	Jurisdiction	Attendance
Greg James	Board Member	WillamaLane Parks and Rec	
Sherry Duerst-Higgins	Board Member	Lane ESD/South Land SD	
Randy Groves	City Councilor	City of Eugene	
Rob Ward	Mayor	City of Florence	
Patti Chappel	President	Emerald People’s Utility Dist.	
Pete Knox	Board Member	Lane Transit District	
Greg Ervin	Council Member	City of Cottage Grove	
Matt Michel	City Manager	City of Veneta	

Quorum Requirement: CWEDD business may be conducted provided a quorum of members attends. A quorum shall consist of a simple majority of the membership of the District Board. The CWEDD members may participate by telephone or other means of electronic communication, provided the meeting is called to order at a meeting place where the public can attend, hear, understand and/or read the comments of the members participating by telephone or electronic means and the members so participating can fully hear, understand, and/or read the comments of the other members participating in the meeting.