

MINUTES
Troutdale City Council – Work Session
Troutdale City Hall – Council Chambers
104 SE Kibling Avenue
Troutdale, OR 97060-2099

Tuesday, July 7, 2009

1. ROLL CALL

Mayor Kight called the meeting to order at 6:03pm.

PRESENT: Mayor Kight, Councilor Hartmann, Councilor Wand, Councilor Thomas, Councilor White, Councilor Kyle and Councilor Daoust.

ABSENT: None.

STAFF: Dave Nelson, City Administrator

GUESTS: None.

2. Discuss Troutdale's performance objectives for the WCGCC Economic Development Officer.

Dave Nelson, City Administrator, stated there is a consortium made up of the cities of Cascade Locks, Troutdale, Wood Village, and Fairview and the West Columbia Gorge Chamber of Commerce (WCGCC). The City Administrators from each of the four cities and the Executive Director from the WCGCC will be overseeing the Economic Development Officer, David Eatwell. We have prepared a draft of the performance objectives that we want Mr. Eatwell to be working on over the next year. We have prioritized the objectives (1 is high and 3 is low). Some of the objectives are applicable to all of the cities and some of them are specific to a city.

Dave Nelson reviewed the draft performance objectives with the Council (copy included in the packet).

Councilor Kyle suggested having David Eatwell work on updating Troutdale's marketing material that was created about three years ago. Have you looked to see what the State is requiring from him as far as a quarterly report? I thought there were some specific steps required like who and how many people he is contacting in a quarter.

Dave Nelson stated on page one, the third item touches on that. Also the very last item on page three states that the State of Oregon requirements would be attached.

Mayor Kight suggested that the Council review each of the performance objectives for the City of Troutdale. The first one is: Bring at least one new business into the City of Troutdale each year.

Councilor Thomas stated I would say that is the minimum.

Mayor Kight stated I would increase that to two.

Councilor Kyle stated my main focus for him is to bring new jobs into our empty areas. I read somewhere in this document that there was a focus on tourism. Tourism is important but in times of a poor economy we don't get tourists, but if we had good jobs here and people moving into the area our local businesses would be more stable. That is my priority, everyone else may not agree.

Mayor Kight stated we can add that to the list. Do we want to keep it at one new business or two new businesses in each year?

Councilor Wand stated I don't care if he brings in one new business or if he takes an existing business and convinces them to expand their operation by 50%.

Mayor Kight stated the second item touches on that.

Councilor Daoust stated the vision that comes to my mind when I read the first item is all of the empty storefronts like the old Thriftway store and if he could bring in six businesses over a three year period, that is good.

Dave Nelson stated to address what Councilor Kyle was talking about, under Category 1 we can add: List the number of new jobs created by jurisdiction.

Council agreed to change the first objective for Troutdale to: Bring at least two new businesses into the City of Troutdale each year.

Mayor Kight read the next objective – Work with at least four existing businesses during the year to determine their needs to grow or expand.

Councilor Kyle stated I think four is light.

Councilor Thomas stated we are paying for about 20% of his time so four may not be that light.

Councilor Hartmann stated I think we are narrowing the scope too much for his capacity and the capacity essential for that position. Listing these out does not allow us to be flexible as a city to determine what kind of changes are going to happen with the economic situation that we are currently in. I think we need to allow David to do his job; to do some research and find out what the climate is and come up with a plan and then come up with some more defined roles.

Mayor Kight stated these aren't set in stone. I think what we are trying to come up with tonight are some performance standards so he has something measurable at the end of the year. If we leave it too ambiguous then it gives him too much wiggle room and maybe nothing happens. We are competing against Wood Village and Fairview and they have already come up with performance standards.

Councilor Wand stated I don't think we are competing with them. We are collaborating with them. This is not a competition between us and Wood Village and Fairview. As far as I am concerned if he brings in a whale and it happens to land in Fairview that benefits all of us.

Dave Nelson stated the city administrators have discussed this and we wanted to have something to measure his performance. If he is working on bringing a major business into one of our jurisdictions he may need to spend 50% of his time for three months doing that, but it will benefit all of us. We understand that he may not meet all of the performance objectives for the other jurisdictions but one of our jurisdictions will be having a large business coming in which will employ folks from all of our jurisdictions and they will be purchasing homes and shopping here.

Councilor Wand stated to address this concern maybe we could add under Category Two something like, if other projects of higher importance come up these are flexible.

Councilor Hartmann stated I like that. Can we also ask David Eatwell to share with us his vision and ask him to come up with some goals in some key areas such as the Columbia-Cascade River District and business relationships? Let him craft those goals based off the relationships that he is developing and see what he comes up with.

Councilor Kyle stated I agree with that.

Councilor Daoust stated we will know throughout the year what he is working on so come performance rating time nothing will be a surprise to us. If we have a standard in place he will have to explain why he didn't meet it during the review; but we should already know why because he is going to talk to us every month. I am okay with dropping the specificity in these and make them general like drop the number of businesses. Is that what you are recommending?

Councilor Hartmann replied yes, I don't think it is necessary to quantify; well I don't know. If I say to him that here is where we want you to go but you have the freedom to make some decisions but these are going to be your performance points at the end of the year.

Dave Nelson stated the process is that each of the cities will be refining these objectives and then we will sit down with Mr. Eatwell and ask him if these are reasonable and what goals he has.

Councilor Daoust stated in an article that Mr. Eatwell put in the Northwest Connection he mentioned that you get the most bang for your buck on industrial property, but we don't have

anything in the objectives about industrial property. From his viewpoint he may want to spend a lot energy on our industrial property, the Port of Portland property.

Dave Nelson stated I listed that as something to add; work on the Port of Portland property.

Councilor Kyle stated I think there are some other connections that he needs to make like with the Port, Boeing, Worksource, MHCC. I want to make sure that he gets in touch with the right people.

Councilor Thomas stated I like the idea about the lose concept but my concern is if you make things too loose then at the end of the year we don't have a clear guideline to gage whether he met the objectives or not. My other concern is these benchmarks really aren't that steep to meet in a twelve month period. I think we need to have clear defined minimums that are expected from him.

Mayor Kight stated we can blend the two approaches. We can have measurable goals and then meet with Mr. Eatwell and ask him if they are attainable.

Councilor Hartmann stated I agree. I just want him to have ownership of some of those targets.

Councilor Wand stated I think there is one big thing missing. After he has met with the four businesses in Troutdale and talked to them about their expansion, I also want to know what makes them unhappy about the city and what we can do better to promote ourselves as a business friendly environment. I believe that with him going out into the business community he will get more feedback than we will.

Councilor Kyle stated I would like to see David Eatwell have a business card that is not from the Chamber.

Mayor Kight stated why can't he have a card that is from the consortium.

Mayor Kight read the next objective – Work with Summer Lake LLC (development company) to market the Urban Renewal District.

No changes.

Mayor Kight read the next objective – Market the 40 shovel ready acres east of MHCC.

Councilor Wand stated I would like to see a statement that we want to see private industry jobs as opposed to government jobs. I think his focus for the industrial land, MHCC land and everything else, should be promoting private sector jobs.

Mayor Kight asked if a government entity wanted to establish a place here in Troutdale, would you turn them down?

Councilor Wand stated if they come to him we will work with them, but what I am saying is when he is out marketing Troutdale we don't need a DHS Welfare office here. We want him to reach out and find the more difficult private sector jobs that will pay better. I don't want us to be a hub of government; I want us to be a hub of private industry.

Councilor Daoust asked how is he going to speak for the city when it comes to incentive packages?

Dave Nelson stated the consortium has met with Mr. Eatwell and we asked him to bring a list of financial incentive tools to us for our next meeting with him. I will need to bring that list to Council for you to review and decide upon.

Mayor Kight read the next objective – Create marketing material for our developable land in the City of Troutdale that can also be used on our website.

Councilor Kyle stated we already have a marketing piece; it just needs to be updated.

Mayor Kight read the next objective – Meet with the City Administrator monthly for an individual meeting.

No changes.

Mayor Kight stated at this point we can go around the table and everyone will have a chance to add additional items to the list.

Mayor Kight stated I would like to add the development of the Marino Block.

Councilor Daoust stated I already added the Port of Portland and industrial area.

Dave Nelson stated so far what I have is: Work with the Port of Portland to market the TRIP property; Provide information to the City Council from the businesses that he meets with regarding how “business friendly” they feel the City is and how we can improve; Secure private industry jobs over government jobs; Market the Marino Block; Design business card and letterhead for Mr. Eatwell to represent Consortium.

Councilor Thomas stated for the Marino block I would like to see us expand that to the south side of Columbia River Highway and not just concentrate on one parcel. There are several other business areas in Troutdale that we need to be concerned about in addition to just downtown. All I hear is focus on downtown, which is great for the downtown businesses but you still have Safeway, Thriftway, Albertsons and the other areas as well as some areas yet to be built that are listed as potential commercial developments that we don't talk about. Frontage Road is another one that we don't talk about. We need to figure that into the mix. I don't know how to do that but I think concentrating solely on downtown does a disservice as far as people being able to bring in the business that they want to because the business that they want to bring in may not fit there.

Mayor Kight stated we have an objective now to create marketing material for developable land, we could add: and existing business centers with vacant buildings.

Councilor Daoust stated I don't see anything in the objectives that talks just about downtown.

Councilor Thomas stated there was talk specifically about adding the Marino Block.

Councilor Wand suggested modifying it to read, help to fill empty buildings with new businesses in the Marino Block, Troutdale Thriftway, Culpeppers, Handy Bros., etc.

Dave Nelson stated I have talked to Mr. Eatwell a number of times and I have carried that message to him that there are other business areas in Troutdale besides the downtown area.

Councilor White stated I think we need to give him a tour and vision of our city so he is not reinventing the wheel or coming up with things that we don't want in this area.

Mayor Kight asked Mr. Nelson to provide the Council with a recap of the objectives.

3. Adjourn:

Meeting adjourned at 7:07pm.

Jim Kight, Mayor

Approved September 8, 2009

ATTEST:

Debbie Stickney, City Recorder