

AD HOC ECONOMIC OPPORTUNITIES ANALYSIS CITIZENS ADVISORY COMMITTEE

Meeting Minutes

April 23, 2020 6:00 PM

NEWBERG CITY HALL

Meeting held electronically due to COVID-19 pandemic

(This is for historical purposes as meetings are permanent retention documents and this will mark this period in our collective history)

Chair Curt Walker called meeting to order at 6:00pm

ROLL CALL

Members Present: Curt Walker, Chair
Carr Biggerstaff, Vice Chair
Jim Bush
Alvin Elbert
Rob Hallyburton
Keith Hansen
Philip Higgins
Isa Pena
Allen Routt
Bob Woodruff

Members Absent: Rick Rogers
Gene Piro

Staff Present: Doug Rux, Community Development Director
Brett Musick, Senior Engineer

Consultants: Beth Goodman, ECO Northwest
Margaret Raimann, ECO Northwest

PUBLIC COMMENTS:

None

CONSENT CALENDAR:

Approval of the January 27, 2020 EOA CAC meeting minutes

MOTION: Carr Biggerstaff and Philip Higgins moved to approve the January 27, 2020 EOA CAC Meeting Minutes, Motion carried 10/0
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ECONOMIS OPPORTUNITIES ANALYSIS

Introduction:

Beth Goodman had each member gave a brief introduction by going around the virtual room. Beth is with ECO Northwest working with the City of Newberg on the Economic Opportunities Analysis and have done projects like this with dozens of cities across Oregon.

Margaret Raimann is with ECO Northwest supporting Beth on this Economic Opportunities Analysis project.

Keith Hanson is a small business owner and contractor here in Newberg.

Philip Higgins owns a commercial real estate brokerage and is involved in various economic development activities as well as commercial development throughout Yamhill County.

Alvin Elbert owns a machine shop in Newberg and has been in business for the last 40 years.

Jim Bush has lived in Newberg several years, is retired and an active volunteer in the community.

Bob Woodruff has been on the City of Newberg School Board for the last 5 years.

Carr Biggerstaff has a couple local businesses. He has been working on a regional economic development strategy, and is the Chehalem Valley chief wrangler of the innovation accelerator.

Brett Musick City of Newberg Public Works Senior Engineer.

Allen Routt is a local business restaurant owner.

Curt Walker has been a builder in the Newberg area and other parts of Oregon which is now slowing down. He now gets involved with citizen organizations and local committees.

Isa Pena is a longtime resident of Newberg and is involved in immigrant rights work throughout the State as well as locally.

Rob Hallyburton is representing the Friends of Yamhill County, is retired and this is his first assignment in this capacity.

Review Project Charter:

CDD Rux noted the orientation session back in January, the Economic Opportunities Analysis and that Newberg tried to do an Urban Growth Boundary expansion a number of years ago and the process was not successful. He noted Newberg continues to grow and that we have some challenges with our industrial land supply. Newberg has lost a number of companies in the last 3 years because there was no space for them to expand. There was no vacant building space for them to relocate to, so they picked up and moved out of town to places such as Tualatin, Donald, Salem etc., which caused a loss of our employment base.

CDD Rux noted that a Housing Needs Analysis was done in June, which ECO Northwest consulted on and was shared with City Council. The other piece to look at is the Urban Growth Boundary expansion which the City Council has indicated to do an evaluation on to see if we need to do it or not. We need an Economic Opportunities Analysis and have engaged ECO Northwest to help us through the process. This is partially funded through the Department of Land Conservation and Development. We have a technical advisory committee that is involved in the project as well, which met this afternoon. CDD Rux also noted that over the last five years a lot of work has been done, the Downtown Plan, Riverfront Plan, Economic Development Strategy, and Community Visioning Program. We have updated all of the functional plans for infrastructure, such as the Transportation, Water, Wastewater and Stormwater plans. A lot of work has been done to get to this particular point in time.

CDD Rux thanked all of the members up front for participating and giving their time.

Overview of EOA:

Beth Goodman gave a PowerPoint presentation on the Overview of EOA. Beth commented Oregon the land use system has 19 goals which includes housing, opportunities for development, natural resource protection and mitigation looking at the economy of a city. This project is goal 9 of our 19 goals and so you have legal requirements and that is why you do an EOA. The State requires that each city have a comprehensive plan with an economy element which is your Economic Development policies and the EOA is the factual base of the policies.

Beth noted you want to understand your existing conditions and forecast future conditions to inform your Economic Development Strategy. Do you have enough land to accommodate your commercial and industrial growth over the next 20 years? Do you have redevelopment opportunities and rezoning opportunities? Coordination is the heart of an Economic Development Strategy and she will share some EOA information that can be useful for coordination.

Beth shared the statewide planning goal to provide an adequate opportunity throughout the State were a variety of economic activities vital to the health welfare and prosperity of Oregon citizens. Beth went over the Administrative Rule OAR 660-009. The Economic Opportunities Analysis is mostly how much land we have and what land is needed for the future. It is looking at National and State trends in Economic Development. The nature of Newberg's economy's within the context of Yamhill County and Mid-Willamette Valley more broadly. It's looking at what are the economic competitive advantages and disadvantages for Newberg within the regional context. This study provides a bases for looking at designating land for commercial and industrial uses.

Beth said the question is, does Newberg have enough land for the types that are needed for expected growth? We will be looking at both the types of growth, starting with some of the information from the economic development strategy and then comparing to the characteristics of sites that are vacant and can be redeveloped in Newberg.

Beth continued by showing the diagram of buildable land inventory, commercial and industrial within Newberg UGB. They will be identifying from that land what is vacant or partially vacant and doesn't have constraints like steep slopes or floodways, wetlands, etc. on it. They will be looking at the characteristics of the site like the size of the site and site topography. Also looking at what land is within short-term supply, what land inside of Newberg is vacant to potentially be developable and develops within a year of application.

Beth continued with employment growth land and how much growth is in the future and the need for employment land. They look at the regional, national and local trends. They assess comparative advantages and develop a forecast for employment growth. Based on the employment growth and damages they identify target industries. For example let's say food processing, we look at what kind of site do you need, what size site, the need of water and wastewater access and maybe the site doesn't have access to enough water. That would not be a good target industry for them, so we look at the target industries and what type of sites they require and do a comparison. Step 1B describes characteristics of buildable sites, Step 2D looks at required sites. Then we give an estimate based on land and site needs.

Beth noted the right side of the diagram which is economic development policies, the objectives, goals, strategies and adopted Economic Development Policies. This project could result in some changes depending on the willingness of the city.

Beth went onto step 5, determine whether or not you have enough land within the city and within the Urban Growth Boundary to accommodate expected growth. If you don't have enough land then you go off the other side of the chart to designate land for commercial and industrial uses.

Member Hallyburton noted that the city has adopted Economic Development Policies and asked if the Economic Development objectives are adopted as part of the comprehensive plan.

CDD Rux responded we have not taken that step yet, we wanted to get through the Economic Opportunity Analysis first. Once we've done that we can go back and look at our Economic Development Strategy and identify what adjustments need to be done. Then we update the Comprehensive Plan policies and make all necessary adjustments and ensure that the policies align.

Beth continued with a brief overview of ECO Northwest's work program. Project kickoff, trend analysis, employment forecast, buildable lands inventory, site suitability, employment land needs analysis, strategies to accommodate employment growth and Economic Opportunities Analysis Report. Beth noted the member's role is to provide feedback on the things brought up and to tell her team where they got it wrong and if they got it right. In the end the hope is the committee will be able to recommend the draft of the EOA to present to City Council for approval after changes are made in the document to reflect the input made by the committee.

Desired Outcomes:

Beth opened up to discussion of what outcomes do CAC members expect and want from this study.

Member Higgins referred to Extreme Sports and 3 different businesses that relocated because they couldn't expand in town due to no available land. He was involved in helping businesses move that were an asset to the community. He is opposed to Newberg just as a bedroom community for Portland.

Chair Walker commented that Newberg has struggled for years and that a number of industries wanted to expand or relocate here in Newberg and there wasn't available land for them to build on. He thinks it's one of the most important things that we work on and look for answers so that we can give this community opportunity to expand with good employment so people can live and work here.

Vice Chair Biggerstaff said the whole process is what he is interested in. That we need to be smart about growing a balanced economy. We have a lot of people in the region that would like to live and work here and not have to drive to Hillsboro or Beaverton etc.. We have lost a lot of quality businesses that pay good salaries because Newberg didn't have the facilities to expand here. We may be in the heart of wine country and tourism but that's not the only industry that we need, we need to bring balance. He said we have a lot of prime agricultural land and growers around us and we have been thoughtful about what kinds of complementary industry would benefit them, for example, you mention food packing production. We need to think this through so that we not only have a residential community or an Oregon Community but a very balanced economy.

Member Woodruff commented that it seems like Newberg at this transition point is going from being a small town to being a medium size city. He would like to see that we articulate this path and go through this transition and don't lose what Newberg is. Newberg is special and we don't want to restrict ourselves so much that we don't keep the businesses and employment.

Member Pena agreed with Member Woodruff. That Newberg is a strong and has a growing population. We are seeing our city really transform from a small town to a medium sized city. She noted a win for her would be making sure that we have a balance of maintaining the essence of Newberg but also allowing for opportunities for growth.

Member Bush agreed with some of the comments made and the idea of providing balance. He noted he is looking forward to hearing the analysis and research data results the consultants come up with and providing feedback on those results.

Member Hansen liked what Member Bush had to say. He noted he would like to see the uniqueness of Newberg preserved but not getting locked in and being prepared for what's coming next.

Member Hallyburton noted he is interested in Newberg being able to provide the land and public facilities that is needed to accommodate its economic development needs, while trying to avoid unnecessary negative impacts on the industry outside our UGB.

Member Elbert noted we have had a lot of industrial land conversions over the years and that as we move forward with the conversion that industrial stays as it is.

Beth noted one of the things she heard was the transition from a small town to medium sized town and to retain its small town atmosphere. She said to take pieces of Newberg you love forward is going to come down to Newberg policies in part.

Review Community Vision and Economic Development Strategy:

Beth continued with the Community Vision that was completed last summer and the Economic Development Strategy which was developed in 2016 and was updated last year to more closely align with Community Vision and Economic Development Strategy. There were other studies the city has done such as the Riverfront Plan and other redevelopment opportunities in town they will be building on.

Beth noted the broadest vision for Newberg is the gem of the Willamette Valley, mirroring the surrounding landscapes, cultivated relationships, flourishing culture, the enhanced sense faith, strong local economy and collaborative leadership to nourish the thriving community.

Beth showed a screen shot of the Economic Development goals from the strategy, the first goal is about industrial development which she will get back to later today for discussion. She also wants to talk about target industries, recruitment and retention of industrial businesses in the traded sector participating in Economic Development with in the regional partners. She added making sure that you have services is important. That vacant land is nice but not very useful for urban uses without water, wastewater, storm drainage, electricity, natural gas, telecommunications and transportation. So you have to make sure your vacant land is serviceable. Goal 2 is about commercial development and capabilities in retaining existing businesses, redeveloping vacant land, underutilized commercial sites and supporting creation of new businesses. She noted they will be looking at those opportunities and certainly one of the challenges is about retaining businesses and that businesses stay alive through this pandemic.

Beth continued with Create a Premier Business and Workforce Development Program. This is stepping beyond land use and looking at labor availability. Help in supporting people build their own businesses with things like innovation accelerator, getting a better mix of uses in downtown and looking at workforce development opportunities.

Beth continued with Goal 4, Complete Funding, administrative and organizational actions for the Downtown Improvement Plan. She noted Newberg is in the middle of an Urban Renewal district study to see if it's something that is of interest in doing. There is an Economic or Business Improvement District, to help infrastructure to create development funding tools, complete regulatory improvement to zoning code, to develop a downtown partnership, create the downtown Development Ombudsperson position and develop a parking management plan.

Beth noted Goal 5 is to make Newberg/Chehalem Valley a regional, national and international tourist destination. This is the other type of target industry other than industrial. She mentioned she heard talk about having a full economy so having industrial type jobs as well as services for people who live, work and visit Newberg.

Beth said they will be thinking about the strategy when doing the analysis and seeing how the findings fit or don't fit into this.

Key Economic Trends and Preliminary Employment Forecast:

Margaret Raimann talked about key economic trends and employment forecast. Data tables she looked at are 2008 and 2018 as period of comparison. Oregon employment department quarterly census of employment and wages most recently available data and the table she is showing is for Yamhill County. Margaret highlighted the sectors that showed the greatest increase in employment and compared those to the average wage in Yamhill County which was about \$42,000 in 2018. She showed sectors highlighted in orange as those that had the

greatest increase in employment and were also below average wage. That includes trade, in natural resources, mining, transportation and utilities as well as hospitality. Also showed those highlighted sectors in blue are those higher than average wage and also a larger increase in employment, which includes construction, manufacturing, professional business services, education and health services. The average annual growth rate was about 1.1% with an increase of about 3,800 employees. Margaret noted to put in perspective with Newberg, Newberg accounts for about 27% of employment in Yamhill County.

Margaret showed a slide with Newberg UGB 2008 to 2018 with highlighted sectors with more than 200 employees with a higher-than-average wage which in 2018 was slightly higher than Yamhill County at about \$43,000. She then showed the same growth rate in another table where Newberg came in slightly lower at .9%.

Member Bush asked about defining covered employment and Margaret replied covered employment is employees covered by unemployment insurance.

Beth noted this is the gold standard of data and it is the most firm data to be used throughout the entire study.

Member Woodruff asked about how much land each of those sectors need. For example how much land does a typical retail need, or typical manufacturer need? Beth responded they will be looking at land needs for all different types of businesses, looking at the employment forecast and site needs discussion. Each type of business or target industry will be different.

Margaret continued onto the next slide which is data from 2017 showing commuting flows in and out of Newberg in terms of residents and workers. There are 6,600 people who commute into Newberg for work. This is about 77% of workers in Newberg and 8,000 people who live in Newberg who work outside the area. There is about 2,000 people who live and work in Newberg. That is about 23% of the total workers in Newberg. The percentage of people commuting into Newberg are 7% from McMinnville, 4% from Portland, 3% from Sherwood and smaller percentages from other Portland regions. Margaret noted the regional and local trends is an example of data that will be included in the EOA document.

Member Elbert asked about if this data was available for McMinnville area. Margaret responded yes the information is available and they can provide that as a reference point.

Member Pena wanted to clarify that the commuting flows pattern is the same data set as covered employees. Beth responded this is different, they are partially using the covered employment data and then they use some IRS data about where people live and do some statistical data connection.

Member Bush questioned, with the current situation and people working from home but their physical work location is headquartered outside of Newberg, is this data entry there. Beth responded that she doesn't think the data from the IRS about people who work from home is available and that it is confidential. She will look into this and see if there is a more recent source of data that can be used.

Beth went onto the preliminary employment forecast and noted that they are planning for a 20 year forecast. She noted with the pandemic and what it is doing to our economy is unique, it is way bigger than we've seen in most of our lifetimes and so the current situation with long range planning aspect will be brought into this.

Beth noted the key assumption in the employment forecast is the employment base which is the covered employment. Employment that is located in residential areas doesn't need commercial or industrial land but does need residential land. She showed on the chart covered employment and who's covered by unemployment insurance. This doesn't include sole proprietors or people who work 1099. A lot of workers are not accounted for in covered employment. Beth noted they try to estimate the total employment for Newberg but can get the covered employment and total employment for Yamhill County. For example Yamhill County has 72% of non-farm employment is covered meaning 28% of total employment isn't represented in covered employment.

Beth continued with the presentation explaining total non-farm employment, the covered employment, estimated total employment and the covered percent of the total and how they come to the total of 13466 estimated total employment.

Beth continued on with the next slide and the employment forecast potential growth rate. She noted they do a 2021 to 2041 forecast, and start with 2021 because the city is expecting to adopt the EOA in 2021. Beth said they are forecasting growth from 13,929 to 17,448 people using the same average annual growth rate to get from 2018 total jobs to 2021 total jobs. That is why the OED growth rate is 13,929. Beth explained the 1.13% OED growth rate and the 1.73% PSU population growth rate, that in the Oregon Administrative Rules have to do with Urban Growth Boundaries is called Safe Harbor options for forecasting employment growth. As long as you apply to Safe Harbor correctly, then the city effectively cannot be challenged in court over it. This is important because it is probable that the city will be looking at an Urban Growth Boundary expansion after this EOA project. The Oregon Employment Department Safe Harbor is based on the 2017 to 2027 forecast for Lynn, Marion, Polk, and Yamhill Counties. Beth said they are looking at 1.13% average annual growth rate over that period of time for the three counties and so they use the Safe Harbor that says you can assume the City of Newberg will grow at the same rate as the Oregon Employment Department forecast for the region Newberg is in. Assuming that employment is going to grow at the same rate as population, 5,782 new employees growing at 1.73% average annual growth rate for the PSU population growth rate.

Beth noted that PSU will have a new population forecast out in June this year so they are going to relook at the growth rate of 1.73% based on the new forecast and will present the new growth rate at that time. She also noted with the current employment situation and social distancing her suggestion is if you make a decision about this particular piece in finalizing the employment forecast later, once you have a sense of what is a more stable unemployment estimate.

Beth noted that she heard from the Oregon Employment Department today and that across the State unemployment is around 17%. There is some hope that will not go over 20% until businesses open up again, social distancing can be relaxed and the unemployment rate will go down.

Member Elbert commented on the spike in unemployment.

Member Woodruff commented he likes the idea of holding off on committing to these numbers until we have a better idea and data to figure out what's coming next.

Beth continued with the next step in the employment forecast and refining the forecast for mix of future employment. Right now there is 25% in industrial, 11% retail commercial, 57% commercial (non-retail), and 7% government. Beth noted you need to consider changes in mix of industries. In the future what is the mix of employment going to be? She noted seeing changes in these numbers, for example she would not expect to see retail commercial going up and government is likely to continue to grow at about the same rate as population.

Beth noted that we'll be taking government employment out of the mix. The city's going to be addressing government land needs for government employment through a separate analysis, looking at the city's public uses and needs, things like government offices, public schools, utilities, wastewater treatment and things needed in the community.

Beth noted we will also be looking at buildable land inventory and employment densities in Newberg. What densities are we seeing for industrial development for retail commercial and commercial development? They will also be looking at the different types of employment zones. You will probably see that most industrial employment is located in the industrial zone, and that some retail commercial employment is located in commercial zones. Beth mentioned she will be bringing all this information back to the committee.

Beth continued with the next steps which is the buildable land inventory, identifying target industries and site needs. She opened for discussion about target industries and ultimately determine whether the city has enough buildable land to meet the forecast of employment growth.

CDD Rux noted the city has put together the Riverfront Master Plan which is a different pattern than the old plan and that he will get with Margaret and Beth to take it into consideration. If the members have time to go to our city web site to review the Riverfront Master Plan and look at what the community came up with. He noted the current owner West Rock is seeking a buyer of their real estate assets at this time.

Member Bush commented on the employment forecast and asked if healthcare is in the mix, is it considered commercial non-retail? Beth responded yes it is commercial non-retail and will be described in more detail in the final documents.

Beth continued on with target industries which is an important piece of the Economic Development Strategy. The history about how these target industries came about is they were developed through the Economic Development Strategy in 2016 and more recently in 2019. There has been a lot of opportunity for citizen stakeholders in Newberg to have input on these.

Beth noted the strategy is to assess the local economy by building on the 4 key existing traded sector industries which are advanced manufacturing, technology, agriculture and wood products. While targeting the traded sector of high tech manufacturing, general manufacturing, aviation trades and the food and beverage processing industry. She noted they will also be looking at the fact that you need land for services for people who live, work and visit Newberg. The need for target industries such as grocery stores, doctor's offices, veterinary, restaurants, hair salons and all the things people need and like to do. This will be a part of the next steps in the next meeting.

Next Steps:

CDD Rux noted the next meeting will be in June and that he will get back to the members via email to let everyone know the meeting time and date.

ITEMS FROM COMMITTEE MEMBERS

None

ADJOURNMENT:

Chair Walker adjourned meeting at 7:30 pm

APPROVED BY THE ECONOMIC OPPORTUNITIES ANALYSIS CITIZENS ADVISORY COMMITTEE this May 28, 2020



Curt Walker, EOA CAC Chair



Doug Rux, Recording Secretary