



CITY OF EAGLE POINT

"Gateway to the Lakes"

OREGON

JOINT MEETING OF THE CITY OF EAGLE POINT CITY COUNCIL AND ECONOMIC DEVELOPMENT COMMISSION

FEBRUARY 4, 2013

WORKSHOP MEETING MINUTES

1. CALL TO ORDER – 6:00 P.M.

Jonathan Bilden called the Workshop to order at 6:01 p.m.

Council Members Present: Bob Russell, Jonathan Bilden, Wayne Brown, Ruth Jenks, and Aaron Prunty.

Council Members Absent: Bill Fierke, and Kathy Sell.

Economic Development Commission Members Present: Jonathan Bilden, Bernard Grossman, Jeff Johnson, Bob Pinnell, Janet Siedlecki, *Joni Parsons, and Steve Hunter.

Staff Members Present: Henry Lawrence, City Administrator; Melissa Owens, Finance Officer; Mike Upston, Principal Planner; and Cindy Hughes, City Recorder.

Guests: Ron Fox, Southern Oregon Regional Economic Development, Inc. (SOREDI); Mary Bosch, Marketek, Inc; and members of the public.

*At approximately 6:02 p.m., Commissioner Parsons joined the meeting.

2. DISCUSSION REGARDING AN ECONOMIC DEVELOPMENT PLAN

Mike Upston, Principal Planner, summarized the Agenda Statement and described the three-pronged economic development approach. Mr. Lawrence welcomed Mary Bosch, of Marketek, who came to the meeting without charging the City. Ms. Bosch explained she had over 20 years of experience. Much of that experience was working on downtowns of small to medium sized cities, including downtown Medford. Her business focuses on commercial strategy and she has worked closely with Ron Fox of SOREDI for

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many years. Ms. Bosch reviewed and discussed her proposal which was provided as part of the agenda packet. The following items were discussed:

- Identifying and setting goals for Eagle Point's growth and development.
- Defining a clear target market.
- Research and analysis - leakage study.
- Identifying retail market.
- Community and retail business surveys.
- Meeting with retail businesses.
- Focus on growing a commercial base.
- Recommendations for promoting what is in Eagle Point and putting together an action plan.
- Merging action items and recommendations by SOREDI.

Ms. Bosch distributed the following documents: *City of Canby Retail Market Analysis Updated of June 2012* (Submission No. 1), *City of Canby Retail Opportunities* (Submission No. 2), and *Top Ten Reasons to Locate in Canby, Oregon* (Submission No. 3).

Ron Fox of SOREDI, reported that Mary Bosch has his highest regards and he has worked with her for nearly 20 years. He mentioned Eagle Point becoming part of Jackson County's Enterprise Zone and discussed e-commerce as well. SOREDI already promotes Eagle Point as part of the region's assets. Mr. Fox discussed the following:

- Regional Problem Solving and long-range planning.
- Oregon Department of Transportation – Bypass System.
- Traded sector and inventory of commercial and industrial properties, and distributed six pages dated 2/4/2013 from the website for Business Oregon: www.oregon4biz.com (Submission No. 4).
- Membership Support – requested one or two people to volunteer to serve on SOREDI's Marketing Committee.

Additionally, Canby's implementation and progress was discussed. Ms. Bosch offered to provide Canby's contact information. Discussion followed about the U.S. Department of Agriculture's assistance to rural areas for development and the benefits of Eagle Point making an initial investment.

A lengthy discussion followed, covering a variety of topics:

- Consideration of a stakeholder group.
- Chamber membership and involving the Chamber.

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- Identifying complementary businesses to existing businesses.
- Eagle Point businesses, challenges of starting a business in Eagle Point, and national chains that are not represented.
- Economic development linked to community psychology and leadership.
- Website: zipskinny.com – Eagle Point's household income exceeding some other regional communities, and educational levels exceeding other regional areas.
- Evaluating future family housing and growth.
- Centennial Park and continuing project improvements to create a positive image of Eagle Point.
- Pursuing U.S. Department of Agriculture grants and deadlines, and the Walmart Foundation.
- Preparation and support of a Resolution for consideration at the next City Council Meeting.
- Follow through and completion of any plan that is started.
- Outside view of Eagle Point, people that have inquired about starting a business in Eagle Point, creating interest in business, and the possibility of a handout for those interested in starting a business.
- Benefits of developing a plan to know where to start and how to continue efforts.

In conclusion, Mr. Lawrence stated he would bring this item to the City Council's meeting on February 12, 2013.

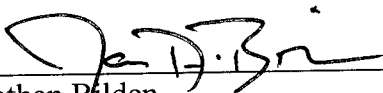
3. ADJOURN

There being no other business to come before the Council and Economic Development Commission, Jonathan Bilden adjourned the meeting at 7:36 p.m.

Respectfully submitted,


Cindy Hughes, City Recorder

ATTEST:


Jonathan Bilden