

**MID-COLUMBIA ECONOMIC DEVELOPMENT DISTRICT
CEDS STEERING COMMITTEE**

AGENDA

**Tuesday, April 13, 2021
3:30 PM**

Via Zoom: <https://zoom.us/j/91668157381?pwd=Qm9qbEx4QVlqYVBQMkFTS0hiNXdyUT09>

AGENDA

<u>Topic</u>	<u>Estimated Time</u>	<u>Item</u>
Call to Order/Introductions	5 minutes	Discussion
Public Comment	5 minutes	Information
Approval of the Minutes <i>February 9, 2021</i>	2 minutes	Approval
March 31 Meeting Debrief <ul style="list-style-type: none">• <i>What went well?</i>• <i>What should we adjust for future meetings?</i>• <i>Review breakout group discussions.</i>	30 minutes	Discussion
Meeting Outreach Review <ul style="list-style-type: none">• <i>Who else should we be inviting personally?</i>	10 minutes	Discussion
Meeting Preparation <ul style="list-style-type: none">• <i>April</i>• <i>May</i>	10 minutes	Discussion
Adjournment		

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**MID-COLUMBIA ECONOMIC DEVELOPMENT DISTRICT
CEDS STEERING COMMITTEE MINUTES
February 9, 2021, 3:30 P.M.
Via Zoom**

Committee Attendance: Kevin Waters; Austin Evans; Carrie Pipinich; Maui Meyers; Hannah Brause; Genevieve Scholl; Richard Foster; Buck Jones

Guests: Jonathan Lewis

Staff: Jessica Metta, Jane Allen

Introductions

Jessica Metta started the meeting with a round of introductions for committee members.

Public Comment

Jessica Metta asked if there was any public comment. There was not.

Steering Committee Minutes

Kevin Waters motioned to approve the January 2021 CEDS steering committee meeting minutes as presented. Genevieve Scholl seconded the motion. Motion carried unanimously.

Staff Updates

Jessica shared with the group that there was a question about whether the CEDS public meetings will be recorded. Typically, these meetings are held in person and are not recorded. Jessica noted the value in having group discussion during this process and proposed that to encourage participation, the meetings will not be recorded. Instead, MCEDD staff can share materials from the CEDS process, such as guest presentations and reports, on the MCEDD website. The Committee had no comments.

Jessica asked the group if they believe there are any gaps in the outreach process for the CEDS public meetings. There were no comments from the committee. Jessica encouraged the group to follow up if they had any thoughts on others who would like to be involved in this process.

Jessica noted that Northwest Natural has sponsored the CEDS process in the past. Jessica reached out to Tonya Brumley, Community Affairs Manager for Northwest Natural, to see if they would like to sponsor the CEDS process this year. Jessica encouraged the committee to share their thoughts on any other entities that may be interested in sponsoring this year's CEDS update.

Equity Language

Jessica shared that in discussions with partners, some commented that using the word "equity" can deter people from participating in the process. Jessica reminded the committee that the next CEDS will be updated using the lenses of resilience and equity. These factors are especially important considering COVID-19, where some populations in the region have been more adversely impacted than others. Additionally, not all populations have benefited equally from economic development efforts in the past. Jessica explained that when we use the word equity, we mean that the updated CEDS strategy should benefit and be accessible to everyone. Jessica asked the group their perceptions on using this term.

Discussion: Maui Meyers commented that he has noticed a similar connotation associated with the word "equity" and suggested that the word "equitable" be used in its place. This small

change would accomplish a similar goal without straying too far away from the language. Kevin Waters also agreed with this sentiment. Jessica agreed to change the language as suggested.

Meeting Preparation

March

Jessica went over the draft agenda for the CEDS meeting in March. Jessica reminded the group that this meeting will be focused on impacts from COVID-19 and will include a presentation from the Institute for Policy, Research, and Engagement (IPRE) on this topic and a presentation on the economic needs assessment that MCEDD staff member, Jane Allen, has been working on. Jane gave an overview of how the needs assessment project has been progressing thus far. Finally, IPRE will give a presentation on the concept of resilience and provide a framework that can be used to support this theme in the CEDS update. Breakout sessions will follow each of the presentations to allow for small group discussion and feedback. Jessica noted that a committee member will be assigned to each small group to help facilitate the conversations and will report back highlights from their discussions to the whole group. Jessica prompted the committee to ask any questions they had on the layout of this process.

Discussion: Austin Evans asked if committee members would always be assigned to the same group or if they would move to different groups each meeting. Jessica replied that committee members will be assigned to the same group during the duration of a single meeting but will not be in the same group for all meetings. Genevieve Scholl asked how many people will be assigned to each group. Jessica estimated that it may be around 5-10 people in each group.

Genevieve commented that in previous years, the group would utilize tools such as a whiteboard to discuss ideas. She wondered if there is an alternative platform that could be used for this purpose in virtual meetings and suggested using tools that would produce a word cloud to show where there is agreement and overlap across groups. Jessica noted that the Zoom platform does have a whiteboard feature that could be used for this purpose. Carrie Pipinich added that Google also has a built-in collaborative tool called Jamboard that is helpful for discussing ideas.

Genevieve asked that in addition to brainstorming ideas, if committee members will also be asking the group to prioritize their goals and concerns in terms of urgency, near term, or long-term frames. Jessica replied that the committee will not ask participants to prioritize concerns but will ask them to underline or highlight which ideas and concerns they feel will have the biggest impact on the region. Jessica also shared that MCEDD will work to align the data and public comments into the recovery plan for the region.

Hannah Brause wondered if the committee should ask participants what they perceive are the greatest challenges and if they are aware of any resources or key partners that could help to tackle them. Hannah shared an exercise she has used in the past where participants were asked to identify needs and then identify who had the capacity to address those needs. Hannah commented that this was incredibly helpful as it highlighted where capacity may be missing and how goals can be moved forward in a way that is strategic and thoughtful.

April

Jessica gave an overview of the CEDS meeting in April, which will cover demographics and data. Jessica reminded the group that in lieu of in-person meetings, which normally take place in different

counties throughout the region, a county will be assigned to each virtual meeting to give a presentation. The April meeting will include presentations from local economists Scott Bailey and Dallas Fridley, who will cover data such as regional trends, employment, payroll, and growth and change over time. Breakout groups will discuss recent trends and hopes for the future economic vitality of the region.

Discussion: Genevieve wondered if the economists could highlight the data points through the frames of equity and resiliency. Genevieve added as an example that in a previous presentation, Scott Bailey shared a data set of commuters to explain workforce housing issues, which gave meaning to the data. She commented that this contextualizing helped to identify patterns and trends.

Adjournment

The meeting was adjourned at 4:00pm.

Respectfully submitted by Jane Allen, Project Coordinator

Summary of Discussions from March 31st CEDS public meeting

Breakout Discussion #1: How might we create a recovery strategy where no one was left behind? What would that look like?

Support for underserved communities

- Leverage community support organizations to build trust - Gorgegrown, The Next Door Inc., One Community Health, others
- Coordinated effort to bring underserved populations to the table
- Migrant seasonal farmworkers – food insecure and need better housing opportunities
- Warm Springs water project needs capital – will be inclusive for underserved communities
- Support for native populations – in-lieu sites and community development
- Support for single caregivers and rural residents

Housing

- Reform Oregon land use policies/costs
- Focus on supporting BIPOC communities accessing resources for home ownership equity
- Zoning mandates at the state level
- Identify root causes – construction is expensive, not enough builders available
- Utilize community investments in business attraction to translate into affordable housing
- Need maximum flexibility for dense and affordable developments in development code
- Align housing production with wages and employment base
- Explore how vacation homes are impacting housing availability
- Engage local governments to invest in low-income housing projects
- Consider giving new businesses requirements to develop housing before they come into the region
- Get community support for higher density, affordable housing

Improved infrastructure

- Broadband expansion
- Convenient access to transit, increase routes available

Industry support

- Agriculture sectors are not all viable long-term, i.e. orchard industry, support value-added ag products
- Engage industries in recovery process

Improved communication channels

- Use plain language, make sure policies are understandable by all
- Offer information in multiple languages

Workforce support

- Improve housing opportunities
- Expand childcare options that support all income levels
- Explore large spaces for childcare – churches?
- Low wage jobs (food/bev) having a difficult time hiring
- Support partners like CGCC who are developing programs to address workforce shortages

Small community support

- Small communities often silo themselves; how can we bring them to the table?

Breakout Discussion #2: What would it look like if the region was prepared for the next major economic shock or natural disaster? What can we do to get there?

Energy

- Power outages are common, shows instability of power grid
- Community outreach events to prepare community for power outages
- Support renewable energy infrastructure, diversify energy sources, more backup generators

Regional Preparedness

- Make sure essential supplies are available in communities
- More trainings for communities, especially for Cascadia subduction event
- Host consistent preparation events so people know how to respond to multiple disasters
- Bring underrepresented groups into the planning process
- Improve mental health services for residents/law enforcement/first responders
- Involve youth leaders in planning process

Transportation

- Transportation infrastructure needs to be improved
- Prepare for failures of infrastructure ahead of time – what will we do if a bridge fails?

Food

- Focus on value-added agriculture products
- Create a food hub where we could store and source food locally
- Diversify our agriculture sectors
- Make sure our food banks have appropriate equipment to handle major events

Communication channels

- Communicate and prepare prior to events, not just in response and recovery phase
- Continue the Economic Resilience Team meetings on a regular basis
- Capture lessons learned from COVID-19 coordination
- Outreach should be offered in multiple languages
- A coordination checklist to make sure we are covering all of our bases during response/recovery

- Model economic response after Emergency Operation Response practices
- Determine which organizations are the best points of contact to share information
- Leverage connection of networks in the region, identify agencies and orgs involved in response ahead of time
- Incident commands should be cohesive across the region
- Identify capacity of the systems we rely on – chambers, extension, Business Oregon, etc.

Supply chains

- We lack infrastructure to support our supply chain during major events
- Stores have a 'just-in-time' inventory – not efficient to support a week or more without deliveries

Business support

- Track new businesses created to make sure they receive necessary communications
- Best practices for engaging with and informing local businesses
- Continue to diversify business sectors
- Support cross-industry relationships e.g., relationships between agriculture and tech
- Identify future workforce/employment trends

Resources:

Community-Rooted Economic Inclusion: <https://www.brookings.edu/essay/community-rooted-economic-inclusion-a-strategic-action-playbook>

Accessible, affordable communities: <https://www.upforgrowth.org/>

Registrants for the CEDS Series as of April 6, 2021

Name	Business/Organization	Community
Josiah Dean	Balch Hotel	Dufur
Michael Held	Business Oregon	The Dalles
Bryan Stebbins	U.S. Senator Patty Murray	Skamania and Klickitat
Ann Harris	Oregon State University Extension	Hood River and Wasco Counties
Andrea Rogers	Oregon Department of Human Services/Vocational Rehabilitation	Wasco,Hood River, Wheeler, Sherman, Gilliam, Morrow ,Umatilla
Genevieve Scholl	Port of Hood River	Hood River
Michael McElwee	Port of Hood River	Hood River
John Hardham	Light Wave Communications	Underwood, Skamania County, WA
david griffith	Solditsoldit Auctions	THE Dalles
Lisa Farquharson	The Dalles Area Chamber of Commerce	The Dalles
April Needham	WSU Center for Innovation	Spokane, WA
Andrea Klaas	Port of The Dalles	The Dalles/Wasco County
Leana Kinley	City of Stevenson	City of Stevenson
Alice Cannon	City of The Dalles, Oregon	City of The Dalles
Buck Jones	Columbia River Inter Tribal Fish Commission (CRITFC)	Treaty Fishers along the Columbia River
Anthony Tarnasky	Columbia Bank - MCEDD Board Loan Committee	The Dalles
Angie Brewer	Wasco County Planning Department	Wasco County - all cities, rural communities and rural resource lands
Sharon Thornberry	Columbia Gorge Food Bank	Hood River, Wasco & Sherman counties
Kelly Howsley Glover	Wasco County	Wasco County
Lynn Burditt	N/A	gorge as a whole
Lynn Burditt	government	Gorge as a whole
Kate Franko	Google	Represent The Dalles and Wasco County
Rich Mays	City of The Dalles	The Dalles
Jacque Schei	MCEDD	all
Janet Hamada	The Next Door Inc.	Hood River, Wasco and Sherman counties
Ross Hoag	Power4Flight	Hood River
Sarah Sullivan	Gorge Grown Food Network	Hood River, Wasco, Sherman, Klickitat, Skamania
Kari Greer	Pacific Power	Hood River, Wasco, Sherman Counties
diana adams	goldendale chamber of commerce	goldendale
Hannah Ladwig	Gorge Grown Food Network	Gorge-wide focus
Richard Foster	Klickitat County Econ Dev Dept.	Goldendale
Lynn Burditt	N/A	Gorge as a whole
Lisa Atkin	Gilliam County	Gilliam County
Mike Scroggs	CGCC & WorkSource	HR & TD
Traci Miller	Columbia Gorge Community College	Hood River
Andrea Klaas	Port of The Dalles	Wasco County
Jennifer Toepke	Port of The Dalles	Wasco County
Tammara Toppel	Mt. Adams Chamber of Commerce & Visitor Center	Klickitat County / White Salmon
Emily Reed	Columbia Gorge Tourism Alliance	Gorge
Brenda Stewart	East Cascades Works	10 OR counties, including Hood River and Gorge area. Located in central OR.

Dan Spatz	Columbia Gorge Community College	The Dalles, Hood River, Klickitat County
Cyndi Gentry	Northern Wasco County PUD	Northern Wasco County
Alma Gaeta	Gorge Grown	Hood River, Oregon
Nate Stice	Office of Governor Kate Brown	all of them
Alice Williamson	Oregon Agricultural Trust	OAT is active in Hood River, Wasco and Sherman Counties
Tamara Kaufman	Columbia River Gorge Commission	Skamania County
Jill Burnette	Gorge Community Foundation	6-county Gorge region
Paul Lindberg	Healthy Gorge Initiative	Gorge wide
Krystyna U Wolniakowski	Columbia River Gorge Commission	The National Scenic Area
Mayor, Betty J. Barnes	City of Bingen	City of Bingen, WA.
Gregory Price	Small Business Development Center	The Dalles
Amy McNamee	Bank of Eastern Oregon	Wapinitia / Maupin
Olga Kaganova	Port of Cascade Locks	Cascade Locks
Scott Edelman	Oregon Department of Land Conservation & Development (DLCD)	Redmond/Bend
Heather Ficht	East Cascades Works	Hood River, Wasco, Sherman, Wheeler, Gilliam
Rachael Fuller	City of Hood River	Hood River
Eva Kahn	Columbia Gorge Food Bank	The Dalles
Sondra Clark	Columbia River Gorge Commission	Lyle, Klickitat County, National Scenic Area
Becky Brun	Pitchfork Communications	Hood River
Les Perkins	Hood River County	Hood River County
Kate Willis	South Wasco Alliance	South Wasco County
Justin Brock	Northern Wasco County PUD	Wasco
Joel Madsen	Mid-Columbia Housing Authority	Columbia Gorge
Dan Spatz	Columbia Gorge Community College	The Dalles
Stephen E. Lawrence	The Dalles Civic Auditorium	The Dalles, Oregon
Dillon Borton	Key Bank	Hood River
Sasha	Local entrepreneur	White Salmon/Klickitat
Claudia Munk-von Flotow	Real Estate	Hood River
Lauren Kolojchick-Kotch	Day job is with Rural development initiatives, but joining in my own time.	Klickitat county
Darcy Long-Curtiss	City of The Dalles	The Dalles
Cate Rahmlow	N/A	The Dalles
Marianna Roberts	NA	Mosier
Jan Brending	MCEDD, Klickitat County Cities	Klickitat County Cities
Michael Held	Business Oregon	The Dalles
Kristin Chatfield	WIC	Gorge Resident Emeritus
Gregory Price	Small Business Development Center	The Dalles
Dan Spatz	Columbia Gorge Community College	The Dalles
Marla Harvey	Mid-Columbia Economic Development District	Hood River
Traci Miller	Columbia Gorge Community College	Hood River, The Dalles



Mid-Columbia Economic Development District

Columbia River Gorge Regional Economic Development Strategy

Wednesday, April 28, 2021

Via Zoom:

DRAFT

AGENDA: Data and Demographics

Time	Agenda Item	Who
8:30	Welcome Remarks	Jessica Metta
8:35	Introductions in Breakout Groups	All
8:40	Overview of Regional Strategy Process	Jessica Metta
8:50	County Welcome and Overview: Wasco County	???
9:20	Local Data, Regional Trends, Economic Forecasts	Dallas Fridley, Scott Bailey
10:20	Breakout Group Discussion and Report Out <i>How does the data impact our regional strategies?</i> <i>What do we want to see change over time?</i>	All
10:55	Today's Connection to Regional Strategy	?
11:00	Adjourn	

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