

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

AGENDA

**Tuesday, February 9, 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>January 13, 2021</i>	5 minutes	Approval
Staff Updates <i>Recordings, Outreach, Sponsors</i>	10 minutes	Discussion
Equity Language	10 minutes	Discussion
Meeting preparation <ul style="list-style-type: none">• <i>March</i>• <i>April</i>	15 minutes	Discussion
Adjournment		

The meeting location is accessible to persons with disabilities. If you have a disability that requires any special materials, services or assistance, please contact Lauren Hernandez at 541-296-2266 (TTY 711) at least 48 hours before the meeting.

MCEDD is an equal opportunity lender, employer and provider.

**MID-COLUMBIA ECONOMIC DEVELOPMENT DISTRICT
CEDS STEERING COMMITTEE MINUTES
January 13, 2020, 3:30 P.M.
Via Zoom**

Committee Attendance: Kevin Waters; Austin Evans; Carrie Pipinich; Liliana Justo Bello; Maui Meyers; Hannah Brause; Greg Davis; Genevieve Scholl.

Staff: Jessica Metta, Jane Allen

Introductions

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

Review the Role of the Committee

Jessica explained that steering committee meetings are public meetings. The steering committee will be expected to be an advocate for the community they represent, help with outreach to inform others of the Comprehensive Economic Development Strategy (CEDS) process, and will facilitate meetings and breakout discussions as they occur.

Establish Ground Rules

Jessica explained the ground rules to committee members. The group will meet monthly over the next six months. The steering committee is expected to attend all meetings scheduled. If a member is not able to make it to a meeting, they will communicate this in advance. The committee will end meetings on time, unless otherwise specified. The committee agrees to listen carefully and respectfully to one another, to try to find common ground with one another, and will come to the meetings prepared and ready to participate fully. In addition, the committee will provide input on behalf of their communities to support a CEDS process that engages stakeholders throughout the mid-Columbia region.

Maui Meyers asked if the CEDS was an Oregon-based process, and if so, would it be beneficial to those in Klickitat and Skamania County. Jessica noted that the CEDS process stems from the Economic Development Administration, which is a federal entity that provides funding for economic development work and is thus for the region.

Review the Purpose of the CEDS and Process

Jessica explained that the CEDS is a guide to understanding the regional economy and will help to identify actions that improve local economic conditions, with a focus on equity and resiliency. This plan is developed in coordination with regional stakeholders that will help to promote

sustainable economic development, encourage opportunities, and foster coordination across communities. The CEDS plan will be developed through a series of stakeholder meetings, which will focus on data analysis, strength, weakness, opportunities, and threats (SWOT) analysis, vision and goals, strategies, and performance measures. Meetings will be held monthly and are typically rotated between the five counties. Jessica noted this will be a challenge with a virtual format to start and possibly transitioning to in-person. In March, the process will begin with a data analysis of COVID-19 impacts on the regional economy.

The proposed outline is as follows:

- March 2021: Economic Impacts of COVID-19, Resiliency: Present assessment of economic impacts of COVID-19 and set resiliency tone.
- April 2021: Demographics and Data: More overarching data than COVID-19 impacts, looking at longer-term trends to help us plan for the future.
- May 2021: Sector Focus Areas, including more in-depth industry cluster analysis and how resilient each is.
- June 2021: Analysis of Strengths, Weaknesses, Opportunities and Threats, including resiliency and equity focus.
- July 2021: Vision and Goals, including resiliency and equity focus.
- September 2021: Strategies, including resiliency and equity focus.
- October 2021: Measuring Success and Implementation, including resiliency and equity focus.
- November 2021: Annual Symposium, with draft presented.
- December 2021: MCEDD Board reviews draft and submits draft to EDA, open for public comments.
- March 2022: MCEDD Board prioritizes projects and adopts final CEDS.

Jessica noted that MCEDD is considering conducting an updated business cluster analysis, to understand what the key sectors in the region are and note if these have changed over time.

Maui Meyers asked if meeting monthly will create any challenges, considering how rapidly the economy has been changing as of late. Jessica explained that this is a five-year plan and that the group should be thinking about longer term strategies to address the issues facing the region. Carrie Pipinich echoed these thoughts and added that the first session in March would help identify short-term strategies to address COVID-19 impacts and community needs.

Genevieve Scholl commented that throughout the SWOT analysis, it is likely that threats can also be perceived as opportunities. She asked if there is a special directive to keep track of economic relief acts coming from the federal level that may help fund projects identified in the

CEDS. Jessica noted that MCEDD received additional funding through the CARES Act to focus on recovery planning and we will continue to track funding opportunities as they arise.

Plan for March Meeting

Jessica explained that the March meeting would be to discuss COVID-19 impacts in the region and how the region can become more resilient to economic disruptions in the future. Jessica asked the group for input on data sources they would want covered as part of this process. Jessica shared examples of data that is typically covered: unemployment claims, help wanted advertisements, public and private payroll, and transient room tax collections. This analysis will be conducted alongside demographic data to help the group understand what populations are the most impacted.

Greg Davis suggested that the group find data that measures future economic impacts. He noted this could be planned hiring or year to year changes in discretionary budgets.

Maui Meyers asked if there is any data to show where the workforce is currently settling. Austin Evans shared that he has seen an uptick in rentals in the Rufus area.

Genevieve Scholl wondered if there is data related to school closures that will show deferred college attendance, deferred trade school attendance, and overall GPA changes. This will help the group understand what is happening with the younger workforce population post-graduation and how this will impact the region over the next five years.

Kevin Waters asked for data relating to the medical community and how this will impact where people live. Additionally, Kevin noted that in Washington, there has been an uptick in sales tax. He shared that as more people are buying from home, Skamania County has seen a tax revenue increase by \$60,000 a quarter, which is significant for a small county. He said the group should consider where this trend is heading and how it will impact the region. Maui Meyers noted that this was likely a result of increased remote work, which creates flexibility for where people can live.

Genevieve Scholl noted that Port of Hood River and Port of Cascade Locks tracks year to year traffic volume percentages, which reflects a decrease in commuter traffic in the past year as more people work remotely.

Lilliana Bello noted that low-income housing is a huge issue for the region that should be a focus area. She also shared that transportation has been a huge barrier for residents who cannot drive.

Kevin Waters noted that the pandemic highlighted the need for better outdoor recreation infrastructure such as walking trails and public restroom facilities throughout the Gorge.

Austin Evans asked for data relating to consumer confidence and how willing residents will be to go out to dinner or see a movie once the pandemic gets under control.

Kevin Waters also noted that the Gorge region is seeing a big increase in vacation rentals. He asked if there is any way to identify trends in this sector.

Jessica emphasized that the March meeting will be focused on data and a discussion around what future resilience means for this region.

Kevin Waters wondered if there was any way to compare COVID-19 impacts with the 2008 recession. He noted that this prior event could shed light on how the region will recover from the pandemic.

Genevieve Scholl asked how breakout rooms were structured in past meetings. Jessica noted that it was mostly self-selected based on areas of focus and encouraged participants to meet with different committee members as they move through this process.

Maui Meyers brought up the idea of “resilience” and noted that this word may take on different meanings depending on the context of conversation.

Jessica asked the group what date they would like to meet regularly. The group agreed with the second Wednesday of the month. Jessica noted that she would ask the remaining committee members who were not present for this meeting for comment.

The meeting was adjourned at 4:30 pm.

CEDS 2022 Invite List

Name:	Organization:	Name:	Organization:
Craig Bowder	OIB	Gary Grossman	Press – Bicoastal Media
Douglas Roof	OIB	Lou Marzeles	Press – Goldendale Sentinel
Jill Amery	OIB	Rodger Nichols	Press – Haystack Broadcasting
John Kaseberger	OIB	Philip Watness	Press – SC Pioneer
Jorge Barragan	OIB	Carina Miller	Confederated Tribes of Warm Springs
Tammy Miller	OIB	Antone Minthorne	Confederated Tribes of Umatilla
AJ Tarnasky	LAB	Dustin Seyler	Confederated Tribes of Warm Springs
Dillon Borton	LAB		
Kirby Neumann Rea	Press – Gorge News		
Legislative		Senator Lynn Findley	OR
Kathleen Cathey	Sen Wyden office	Senator Chuck Thomsen	OR
Jacob Egler	Sen Wyden office	Senator Bill Hansell	OR
Bryan Stebbins	Sen Murray office	Representative Bonham	OR
Keshia Blandford	Sen Murray office	Representative Anna Williams	OR
Tommy Bauer	Sen Cantwell office	Representative Greg Smith	OR
Dena Horton	Sen Cantwell office	Nate Stice office	OR – Gov Brown
BJ Westlund	Sen Merkley office	Schuyler Hoss office	WA – Gov Inslee
Dan Mahr	Sen Merkley office	Representative Gina Mosbrucker	WA
Jake Oken-Berg	Sen Merkley office	Representative Chris Corry	WA
Pam Peiper	Rep Beutler office	Senator Curtis King	WA
Garrett Mosher	Rep Walden office		
Ports			
Pat Albaugh	Port of Skamania	Robert Wallace	Port of The Dalles
Gail Collins	Port of Skamania	Olga Kaganova	Port of Cascade Locks
Todd Kingston	Port of Skamania	Don Mann	Port of Cascade Locks
Andrea Klaas	Port of The Dalles	Ryan Vollans	Port of Cascade Locks
Greg Weast	Port of The Dalles	Jess Groves	Port of Cascade Locks
Staci Coburn	Port of The Dalles	Brad Lorang	Port of Cascade Locks
Mike Courtney	Port of The Dalles	Joeinne Caldwell	Port of Cascade Locks
David Griffith	Port of The Dalles	Dean Bump	Port of Cascade Locks

John Stipan	Port of Cascade Locks	Hoby Streich	Port of Hood River
Michael McElwee	Port of Hood River	Marc Thornsbury	Port of Klickitat
Anne Medenbach	Port of Hood River	Wayne Vinyard	Port of Klickitat
Genevieve Scholl	Port of Hood River	Bill Schmitt	Port of Klickitat
John Everitt	Port of Hood River	Jim Herman	Port of Klickitat
Ben Sheppard	Port of Hood River	Margie Ziegler	Port of Klickitat
Kristi Chapman	Port of Hood River	Peter Mitchell	Port of Arlington
David Meriwether	Port of Hood River		

Chambers of Commerce

		Josiah Dean	Dufur Chamber
Lisa Farquharson	TD Chamber	Claire Sierra	Dufur Chamber
Ashley Huckay May	HR Chamber	Sara Mercier	CGTA
Angie Waiss	Skamania Chamber	Kristin Dahl	Travel Oregon
Tammara Toppel	Mt. Adams Chamber	Stephanie Anderson	Maupin Chamber
Dana Peck	Goldendale Chamber	Lizzie Keenan	Hood/Gorge RDMO
Matt Seckora	Dufur Chamber	Emily Reed	CRGTA

City, County

Betty Barnes	Mayor -- Bingen	Sara Patrick	Council – Cascade Locks
Dena Riggleman	Deputy Clerk – Bingen	Laurie Williams	City of Wasco – Staff
Ryan O'Connor	Council – Bingen	Kathy Bostick	Dufur – Admin
Isolde Schroder	Council – Bingen	Mike Canon	Goldendale – Mayor
Phil Jones	Council – Bingen	Larry Bellamy	Goldendale – Admin
Laura Mann	Council – Bingen	Andy Halm	Goldendale – Council
Catherine Kiewit	Council – Bingen	Filiberto Ontiveros Jr.	Goldendale – Council
Tom Cramblett	Mayor – Cascade Locks	Guy Theriault	Goldendale – Council
Gordon Zimmerman	Admin – Cascade Locks	Miland Waling	Goldendale – Council
Kathy Woosley	City Recorder/Planner	Jane Roberts	Goldendale – Council
Bruce Fitzpatrick	Council – Cascade Locks	Shannon Middleton	Goldendale – Council
Glenda Groves	Council – Cascade Locks	Justin Leigh	Goldendale – Council
Julie Caldwell-Wagner	Council – Cascade Locks	Kate McBride	Hood River City – Mayor
Bobby Walker	Council – Cascade Locks	Rachael Fuller	Hood River City – Admin
Richard Randall	Council – Cascade Locks	Dustin Nilsen	Hood River City – Planner

Jennifer Gray	Hood River City – Planner	Aaron Cook	Rufus – Admin
Will Norris	Hood River City – Staff	Tammi Gaskey	Sherman County – Staff
Jeff Hecksel	Hood River County – Admin	Georgia Macnab	Sherman County – Planner
Eric Walker	Hood River County – Planner	Joann Bird	Sherman County – Commission
Mike Oates	Hood River County – Commission	Joe Dabulskis	Sherman County – Commission
Rich McBride	Hood River County – Commission	Mike Beck	Skamania – Planner
Bob Benton	Hood River County – Commission	Andrew Lembrick	Skamania – Planner
Karen Joplin	Hood River County – Commission	Tom Lannen	Skamania – Commission
Les Perkins	Hood River County – Commission	Bob Hamlin	Skamania – Commission
Arthur Babitz	Hood River County – Commission	Richard Mahar	Skamania – Commission
Mo-Chi Lindbald	Klickitat – Planner	Scott Anderson	Stevenson – Mayor
Rex Johnston	Kickitat – Commission	Leana Kinley	Stevenson – Admin
Jim Sizemore	Kickitat – Commission	Ben Schumaker	Stevenson – Planner
David Sauter	Kickitat – Commission	Robert Muth	Stevenson – Council
Lynn Ewing	Maupin – Mayor	Amy Weissfeld	Stevenson – Council
Kevin Lewis	Maupin City Manager	Paul Hendricks	Stevenson – Council
Qristy Kurtz	Maupin City Recorder	Jenny Taylor	Stevenson – Council
Tom Troutman	Maupin – Council	Matthew Knudsen	Stevenson – Council
Susan Wright	Maupin – Council	Rich Mays	The Dalles – Mayor
Jon Helquist	Maupin – Council	Julie Krueger	The Dalles – Admin
Mike Foreaker	Maupin – Council	Alice Cannon	The Dalles Planner
Bert Perisho	Moro – Mayor	Daniel Hunter	The Dalles Staff
Erik Glover	Moro – Admin	Matthew Klebes	Wasco County – Staff
Arlene Burns	Mosier – Mayor	Terry Chance	The Dalles – Staff
Colleen Coleman	Mosier – Admin	Darcy Long-Curtis	The Dalles – Council
Nick Kaemer	Mosier – Planner	Rod Runyon	The Dalles – Council
Brian Sabo	North Bonneville – Mayor	Timothy McGlothlin	The Dalles – Council
Deanna Adams	North Bonneville – Admin	Scott Randall	The Dalles – Council
Tom Jermann	North Bonneville – Planning Advisor	Linda Miller	The Dalles – Council
Terry Norris	North Bonneville – Council	Tyler Stone	Wasco County – Admin
Travis Randall	North Bonneville – Council	Angie Brewer	Wasco County – Planner
Margie Lee	North Bonneville – Council	Kelly Howsley-Glover	Wasco County – Planner
John Acton	North Bonneville – Council	Lisa Gambée	Wasco County -- Staff
Judie Whitcomb	North Bonneville – Council	Scott Hege	Wasco County – Commission

Steve Kramer	Wasco County -- Commission	Jason Hartmann	White Salmon – Council
Kathy Schwartz	Wasco County -- Commission	Amy Martin	White Salmon – Council
Marla Keethler	White Salmon – Mayor	Peggy Sue Tucker	Antelope -- Mayor
Erika Castro-Guzman	White Salmon – Planner	Robin Moats	Antelope – Council
Jan Brending	White Salmon – Staff	Patty Johnson	Shaniko – Staff
Ashley Post	White Salmon – Council	Lonnie Macy	Confederated Tribes of Warm Springs
Donna Heimke	White Salmon – Council		

Economic Development

Dave McClure	Klickitat – Econ Dev	Kevin Waters	Skamania EDC
Richard Foster	Klickitat – Econ Dev	Michael Held	Business Oregon
Cindy Bradley	Skamania EDC	Georgia Macnab	

Workforce

Theresa Peters	North Wasco County SD	Ann Harris	OSU
Amy Martinez	South Central Workforce – WA	Stephanie Kalez	OR
Lu Seapy	Wasco 4H OSU	Kristin Kautz	Impact WA
Martin Campos-Davis	Oregon Development	Mary Kramer	CGCC
Christy Christopher	Gorge Stem Hub	Andrea Rodgers	OR
Vickei Hardina	WA STEM Network	Christa Rude	Four Rivers Early Learning Hub
April Needham	WSU	Randy Anderson	North Wasco SD
Michael Ebinger	WSU	Dan Spatz	Columbia Gorge Community College
Heather Ficht	East Cascades Workforce – OR	Dr. Marta Cronin	Columbia Gorge Community College
Amy Gibbs	OR	Greg Price	Small Business Development Center
Rich Polkinghorn	Hood River County SD		

Agency/Nonprofit

Michael Mills	CRGC	Lorrie Dekay	CRGC
Bowen Blair	CRGC	Dan Ericksen	CRGC
Robin Grimwade	CRGC	Casey Gatz	CRGC
Lynn Burditt	CRGC	Jessica Gist	CRGC
Jerry Meininick	CRGC	Stan Hinatsu	CRGC
Carina Miller	CRGC	Joanna Kaiserman	CRGC
Sondra Clark	CRGC	Robert Liberty	CRGC
Janet Wainwright	CRGC	Rodger Nichols	CRGC

Krystyna Wolniakowski	CRGC	Hannah Brause	WSU Extension
Theresa Conley	DOT	Scott Edelman	
Brad DeHart	DOT	Joel Madsen	Columbia Housing Authority
Terra Lingley	DOT	Tom Schnell	OR
Dale Robins	DOT	Chris Tamarin	
Kristen Stallman	DOT	Kim Travis	
Michael Williams	DOT	Becky Brun	
Peter Cornelison	FOG	Carolyn Purcell	Gorge Discovery
Kevin Gorman	FOG	Rita Rathkey	Opportunity Connections
Renee Tkach	FOG	Heather Staten	Thrive HR
Janet Hamada	TNDI	Sharon Thornberry	Oregon Food Bank
Gabriel Muro	TNDI	Tova Tillinghast	
Liliana Justo-Bello	TNDI	Ashley Thompson	OSU Extension
John Huffman	USDA	Jacob Powell	
Kirk Pearson	USDA	Lynette Black	
Paul Johnson	USDA	Greg Svelund	OR Regional Solutions
Jill Rees	USDA	Robert Wallace	
Charlotte Bentley	USDA		

Utility

Libby Calnon		Melanie Sharp	Skamania PUD
Roger Kline	NWasco PUD	Jim Smith	Klickitat PUD
Kathy McBride	NWasco PUD	Jeff Davis	Wasco Electric

Business Individual

Arthur Babitz	Tech Sector	Michael Friend	Business
Jake Bolland	Recreation	Mary Hanlon	Housing
Tria Bullard	Tech	John Hardham	Business
Cameron Curtis	Housing	Jeff Helfrich	Tech
Dale Connell	Finance	Celeste Hill-Thomas	Healthcare
Chuck Covert	Business	Jeff Kaser	Agriculture
Jon Davies	Finance	Jay McLaughlin	Forestry
Marcus Denney	Business	Amy McNamee	Finance
Mike Doke	Agriculture	Maui Meyer	Housing

Keith Nantz	Agriculture	Sarah Sullivan	Agriculture
Julie O'Shea	Agriculture	Britt Thomas	Finance
Caroline Park	Business	Mark Thomas	Healthcare
Debby Phaneuf	Winegrowers	Scott Webster	Agriculture
Scott Reynier	Business	Nancy White	Business
Sandy Seaman	Finance	Nan Wimmers	Housing
Brian Shortt	Business	Kip Miller	Tech
Jason Spadaro	Forestry	Brad Schrick	Business
Don Stevens	Business		

Memorandum

To: CEDS Steering Committee
From: Jessica Metta, Executive Director
Re: Use of the Word “Equity”

In discussing the 2022 CEDS process with some partners, it was brought to our attention that use of the word “equity” can be off-putting for some and dissuade them from participating in the events. Thus far, the public messaging for the series of events states they will have a “specific focus on equity and resilience.” We would like to discuss this concept with the Steering Committee to determine if we need to change the language and/or how we would change the language to encourage everyone to feel welcome.

Our intention in using an equity lens for this CEDS update is to recognize that not everyone in our region has access to the benefits of a strong regional economy. The CEDS update is an opportunity for MCEDD and regional partners to consider where there are gaps in economic opportunity, barriers to accessing this benefit that may vary by population or community, and ways to support improving outcomes.

Options for alternative language to discuss this concept could include:

- fair economic opportunities
- ensuring all communities and residents can access economic opportunities
- equitable outcomes
- equity

Staff is requesting input from the Committee around approaches for outreach including this focus for our CEDS process that will promote an inclusive conversation in our region.



Mid-Columbia Economic Development District

Columbia River Gorge Regional Economic Development Strategy

Wednesday, March 31, 2021

8:30 AM

Via Zoom:

AGENDA: COVID-19 Impacts and Regional Resilience

<u>Time</u>	<u>Agenda Item</u>
8:30	Welcome and Overview of CEDS Process <i>(Jessica Metta, MCEDD) Presentation</i>
8:35	Introductions <i>Breakout discussion</i>
8:40	COVID-19 Economic Impacts <i>(Institute for Policy, Research, and Engagement) Presentation and group discussion</i>
9:25	Needs Assessment Report <i>(Jane Allen, MCEDD) Presentation and group discussion</i>
10:00	Resiliency framework overview <i>(IPRE) Presentation and group discussion</i>
10:30	Closing comments, Adjourn

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