

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

**AGENDA**

**Tuesday, August 10, 2021  
3:30 PM**

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

**AGENDA**

<b><u>Topic</u></b>	<b><u>Estimated Time</u></b>	<b><u>Item</u></b>
Call to Order/Introductions	5 minutes	Discussion
Public Comment	5 minutes	Information
Approval of the Minutes <i>July 13, 2021</i>	2 minutes	Approval
July 28 Meeting Debrief <ul style="list-style-type: none"><li>• <i>Any meeting feedback</i></li><li>• <i>Review survey results to date.</i></li></ul>	30 minutes	Discussion
September 1 CEDS Meeting Preparation <ul style="list-style-type: none"><li>• <i>In-Person or Virtual?</i></li><li>• <i>Discuss facilitation process (see sheet)</i></li></ul>	20 minutes	Discussion
Other Items <ul style="list-style-type: none"><li>• <i>Latinx and Native American Focus Groups Update</i></li><li>• <i>Adjust October meeting to Thursday Oct. 7th</i></li></ul>	5 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.

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

**July 13th, 2021, 3:30 P.M.**

**Via Zoom**

**Committee Attendance:** Greg Davis; Jonathan Lewis; Kevin Waters; Liliana Justo-Bello; Carrie Pipinich; Hannah Brause

**Staff:** Jessica Metta, Jane Allen

**Public Comment**

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

**June 30<sup>th</sup> Meeting Debrief**

Jessica asked the group to share their feedback from the June 30<sup>th</sup> meeting. There was no feedback from the group.

**July CEDS Meeting Preparation**

Jessica shared that the July the meeting will be the last virtual event. Klickitat County will give an overview and Jessica will share a quick summary of where we are to date. The goal of the meeting will be to go over the regional vision and goals. Jessica explained that the steering committee would come with a list of proposed goals. Participants would be able to choose their breakout rooms based on the goal they wanted to discuss. Each steering committee member would oversee facilitating a group around a goal. This activity would take into account the prior CEDS goals. In the breakout rooms, each group would think of a vision to support that goal. Jessica asked the group if any of the language in the 2017 CEDS vision statement should be changed to support the new CEDS update.

*Discussion: Greg noted that there has been a lot of emphasis during this CEDS process on equitable access and that should be represented in the vision statement, in addition to diverse businesses. Greg also suggested to take the word “rural” out of the vision statement, because it is one of many factors that describes the region. Hannah disagreed with this. She shared that the word rural encapsulates the entirety of each county, rather than just the busier towns. Kevin and Jonathan supported this sentiment. Greg added that by land area, a lot of service area is rural but by population, the service area is not rural. Jessica added that many state and government entities define “rural” as populations under 50,000, which includes towns like The Dalles. Kevin commented that in Skamania County, the biggest town, Carson, is underdeveloped and rural. Jonathan added that rural values are a strong part of the region’s culture, and therefore, should be included. Greg added that the term “resilience” has also been a theme of this CEDS update, and should be included in the vision statement. The group agreed with this.*

*Jessica noted that the goals for this update could be similar to the goals listed in the 2017 CEDS. Hannah asked if there has been an inventory map of comments made during this CEDS cycle to assess similarities or differences with the goals of the 2017 CEDS. Jessica agreed this could be a good idea. Greg commented that the themes that have come up throughout this CEDS process have looked different from the 2017 goals. Jessica highlighted that the themes of resilience and equitable access are woven throughout all the goals instead of being stand alone goals. Jessica said that staff will look into re-wording the vision statement and goals and will share with the committee before the July meeting.*

*Hannah asked for some clarification about the breakout room structure. Hannah shared that she did not have a staff member to help her take notes and would appreciate that if no staff member is available, to have some community members commit ahead of time to help take notes.*

### **Discussion Items – In person meetings**

Jessica shared that the September meeting will be focused on strategies. Hood River County will give a county overview presentation. Jessica shared that in the past, there was pre-meeting coffee and networking around 8 am. Business tours were also held after each event. Jessica shared that a potential business tour in Cascade Locks could be The Renewal Workshop. Hannah suggested Brigham's Fish Market and Thunder Island Brewery for tours.

### **Approval of June Minutes**

Kevin motioned to approve the June minutes. Greg seconded this motion. Motion passed unanimously.

### **Adjournment**

Meeting adjourned at 4:05 PM.

*Respectfully submitted by Jane Allen, MCEDD Project Coordinator*

## **Strategy Facilitation Process For Discussion**

For Each Goal:

1. Develop a broad list of implementable strategies and corresponding actions that would help us to meet our goal. This is the first step, so adding a lot of ideas is encouraged.
2. Identify Quick Wins. What do we think can be realistically achieved over the course of the next six months? Next year?
3. Identify Top Three Priority Actions: Discuss the strategies listed. Develop consensus on a maximum of three priority actions within your goal area. There is a maximum on the number to list as we need to focus attention and energy on making measurable progress on the strategy.
4. Develop an Action Plan for your Goal Area. Complete the categories: Who will lead efforts; who can support and collaborate; what resources may be able to support the activity? Update notable accomplishments/changes since the last plan adoption (2017)

Suggestion For September:

- 1) Return to groups from July session to affirm Goal Statement for 10 minutes.
- 2) Brainstorm strategies. Rotate to all four goals at 15 minutes each. Encourage them to think about the entire region.

**Do we need to stop there? Or could we take a short break and then return to groups from July to complete #2 and #3 above?**

- 3) Return to groups from July session. You, as facilitator, are the only one who has the full complete picture of the group conversations. If there are some items you want to highlight, you will have an opportunity to do so. (10 minutes)
- 4) Identify Quick Wins. What do we think can be realistically achieved over the course of the next six months? Next year? (15 minutes)
- 5) Identify Top Three Priority Actions: Discuss the strategies listed. Develop consensus on a maximum of three priority actions within your goal area. There is a maximum on the number to list as we need to focus attention and energy on making measurable progress on the strategy. (15 minutes)



**Columbia River Gorge Regional  
Economic Development Strategy**  
Wednesday, September 1, 2021  
**Port of Cascade Locks Pavilion**

**AGENDA: Strategies**

<b>Time</b>	<b>Agenda Item</b>	<b>Who</b>
8:30	Welcome and Overview of Regional Strategy Process	Jessica Metta
8:35	County Welcome and Overview: Hood River County	<b>Mike Oates</b>
8:55	Review of Prior Sessions and Survey Feedback	Jessica Metta
9:10	Breakout Group Discussion <i>Affirm Goal Statement (10 minutes)</i> <i>Brainstorm priorities, rotating groups (15 minutes each)</i> <i>(Edit based on Committee feedback)</i>	Strategy Committee
10:40	Breakout Group Report Out	Strategy Committee
11:00	Adjourn	

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