

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

AGENDA

**Wednesday, January 13, 2020
3:30 PM**

Via Zoom: <https://zoom.us/j/92339576637?pwd=MGRVQTJMeXQxMWRDSkM3TU91emVndz09>

AGENDA

<u>Topic</u>	<u>Estimated Time</u>	<u>Item</u>
Call to Order/Introductions <i>What do you want to see from this process?</i>	10 minutes	Discussion
Review the Role of the Committee	5 minutes	Information
Establish Ground Rules	10 minutes	Decision
Review the Purpose of the CEDS and Process	5 minutes	Information
Discuss 2021 Outreach <i>Plan for March meeting</i>	20 minutes	Discussion
Establish Regular Committee Meetings	5 minutes	Decision
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.

Comprehensive Economic Development Strategy (CEDS) Overview

Every five years MCEDD develops a regional economic development strategy. A robust planning process with broad-based and diverse community participation provides the foundation for this regional effort to identify and address economic challenges and potential for the five-county region. The strategy should promote sustainable economic development and opportunity, foster effective coordination around regional needs and systems, and balance resources through sound management. The strategy should build upon other planning efforts in the community that impact community economic development.

The regional strategy:

- Analyzes local conditions
- Identifies barriers and opportunities
- Defines the vision and goals of the region
- Designs the strategies to accomplish these goals
- Coordinates activities to implement these strategies
- Evaluates and establishes performance measures

A successful regional strategy process should lead to the formulation and implementation of a collaborative approach to regional economic development that creates jobs, raises income levels, diversifies the economy, and improves the quality of life, while protecting the natural resources that are a foundation for our regional economy. The process provides a focus on a logical approach to long-range planning while identifying and implementing short-term strategies to build momentum and public support.

The output of this process, the CEDS, should provide a guide to understanding the regional economy and taking actions to improve it. It should be understandable and useful for the general public, governmental decision makers, and business investors. Its quality should be judged by its usefulness as a tool for local decision-making and the impact of its implementation on long-term economic trends in the region.

The process is locally driven, but the plan must meet certain requirements established by the Economic Development Administration, which funds development of the plan.

For a copy of the current strategy, visit <https://www.mcedd.org/strategy/>.

MCEDD CEDS Steering Committee

Operating Protocols

Discussion Draft January 13, 2020

The MCEDD CEDS Steering Committee is a collaborative group, appointed by the MCEDD Board. We have developed and agree to the following protocols as a basis for how we will work together.

Meeting Preparation and Participation

As members of the committee, we agree to:

- Attend and prepare for meetings by reading materials in advance and arriving on time.
- End meetings on time. If agenda items cannot be completed on time, the group will decide if the meeting should be extended or if the item can be rescheduled to another meeting.
- Notify staff if we have an unavoidable conflict that requires us to be late or absent.
- After an absence, read materials and the meeting summary.

Meeting Ground Rules

We will:

- Listen carefully and respectfully with the intent of understanding.
- Seek to find common ground.
- Participate fully, providing input to support development of a CEDS process that fully engages stakeholders throughout the five-county region.

External Communications

Regarding communications outside of meetings, we will:

- Be free to speak with each other about issues and in ways that support the group process, and will not take actions or discuss issues in any way that undermines the group process.
- Communicate with our respective communities/constituents to ensure that they are well-informed of the group's progress and to ensure that issues are identified that need to be communicated to the rest of the committee.
- Contact staff regarding suggestions to help future meetings and activities work more effectively.

Accessibility to the Public

- Meetings will be open to the public. While the primary purpose of our meetings is to provide a forum for committee discussion and input, 10 minutes will be set aside at each meeting for public comment.
- Written comments always are welcome and will be provided to CEDS committee members.

DRAFT Schedule for 2022 CEDS Update

Overall structure: Seven public sessions to develop the draft plan with time for review, and incorporating *themes of resiliency and equity* throughout. Meetings will be virtual to start and we hope for in-person meetings before the process ends. In-person meetings would be rotational to all five counties with opportunities for public involvement in each. Tour in each county based on understanding Port area (if applicable) and business location tour related to an existing core industry sector.

- March 2021: Economic Impacts of COVID-19, Resiliency: Present assessment of economic impacts of COVID-19 and set resiliency tone. ***Suggested date: Wednesday, March 31, 8:30 a.m.***
- 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 considering current impacts, growth opportunities, and resilience.
- June 2021: Analysis of Strengths, Weaknesses, Opportunities and Threats, including resiliency and equity focus.
- July 2021: Vision and Goals, including resiliency and equity focus. Refine and determine regional vision and our major goal areas.
- September 2021: Strategies, including resiliency and equity focus. Develop strategies for goal areas.
- October 2021: Measuring Success and Implementation, including resiliency and equity focus. Refine implementation plan for strategies and set performance measures.

Draft plan compiled and completed as follows:

- 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.



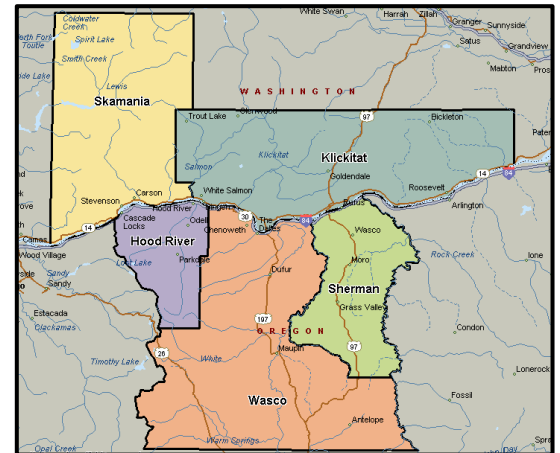
2022 Comprehensive Economic Development Strategy Process

Every five years, the region develops the comprehensive economic development strategy as a guide to understanding the regional economy and crafting goals, strategies and actions to create jobs, raise income levels, diversify the economy, and improve the quality of life.

When? The process takes place March 2021 through March 2022

What? Seven public sessions to develop the draft plan with time for review, and incorporating **themes of resiliency and equity** throughout:

- 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.



Who? Anyone who is interested in participating in this process is welcome to join the conversation. We are seeking a wide variety of groups, agencies and businesses across the entire five-county region.

Visit the website for information on specific dates and locations (posted in early 2021).

<https://www.mcedd.org/strategy/get-involved/>

Development of the Comprehensive Economic Development Strategy in the region is led by Mid-Columbia Economic Development District (MCEDD) with the following volunteers.

2022 Steering Committee

The Steering Committee provides support and direction to MCEDD staff through regular conference calls, reviewing draft materials, obtaining input on the CEDS product, planning for and increasing participation in the strategy workshops.

- Kevin Waters, Skamania Economic Development Council
- Austin Evans, business (restaurant, hospitality) in Sherman County
- Richard Foster, Klickitat County Economic Development Department
- Buck Jones, Columbia River Intertribal Fish Commission
- Carrie Pipinich, Wasco County Economic Development Commission/ Sherman County Economic Development
- Liliana Justo Bello, The Next Door Inc.
- Maui Meyers, business (hospitality, real estate) in Hood River and Wasco Counties
- Hannah Brause, Washington State Extension
- Dana Peck, Goldendale Chamber of Commerce
- Greg Davis, business (high tech) in Hood River County
- Genevieve Scholl, Port of Hood River and One Gorge

MCEDD Board of Directors

Final plan approval is made by the MCEDD Board:

- Bill Schmitt, Washington Ports
- Joe Dabulskis, Sherman County
- Les Perkins, Hood River County
- Leana Kinley, Cities of Skamania County
- Bob Hamlin, Skamania County
- Rex Johnston, Klickitat County
- Erik Glover, Cities of Sherman County
- Robert Kimmes, Healthcare
- Dana Peck, Washington Chambers
- Robert Proffitt, Workforce
- Buck Jones, Food and Beverage
- Steve Kramer, Wasco County
- Jan Brending, Cities of Klickitat County
- Scott Clements, Private Business
- David Griffith, Oregon Ports
- Mark Zanmiller, High Tech
- Ken Bailey, Agriculture
- Mike Foreaker, Cities of Wasco County
- Gordon Zimmerman, Cities of Hood River County
- Tonya Brumley, Oregon Chambers
- Marta Yera Cronin, Higher Education

To learn more, visit mcedd.org/strategy or contact Jessica Metta, MCEDD Executive Director, at 541-296-2266 x1001, jessica@mcedd.org.