

JOINT (CITY/PORT) WORK GROUP FOR ECONOMIC DEVELOPMENT

**Meeting Notice and Agenda
Thursday, January 26, 2017
7:00 PM
City Hall Council Chambers**

1. Call To Order/Pledge of Allegiance
2. Welcome and Self-Introductions
3. Adoption of December 22, 2016 Minutes
4. Citizen Input
5. City/Port Issues:
 - a. Discussion - How to get facts and information out to the community. Continued general discussion regarding the need to be more aggressive and strategic in getting factual information out to the public regarding development opportunities. The JWGED should discuss and determine what strategies it thinks should be carried out to get all the pertinent facts out to citizens.
 - b. Transportation Strategies.
 - c. Port Economic Development Activities.
 - d. City Economic Development Activities.
6. Reports from Other Agencies.
7. Other Matters
8. Next Meeting: February 23, 2017.
9. Adjournment

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for person with disabilities, should be made at least 48 hours in advance of the meeting by contacting the City of Cascade Locks office at 541-374-8484.

1. **Call To Order/Pledge of Allegiance.** Mayor Cramblett called the meeting to order at 7:00 PM. Members present were Port President Jess Groves, Port Commissioner Brad Lorang, Citizen Member Gary Munkhoff, and Mayor Cramblett. Others present were City Administrator Gordon Zimmerman, Port General Manager Paul Koch, City Recorder Kathy Woosley, MCEDD Executive Director Amanda Hoey, and Steve Gast.
2. **Welcome and Self-Introductions.**
3. **Adoption of meeting minutes of October 27, 2016.** PP Groves moved, seconded by PCM Lorang to approve the minutes. The motion passed unanimously.
4. **Citizen Input.** None
5. **City/Port Issues:**

a. **Discussion - How to get facts and information out to the community.**

i. **General discussion regarding the need to be more aggressive and strategic in getting factual information out to the public regarding development opportunities. The JWGED should discuss and determine what strategies it thinks should be carried out to get all the pertinent facts out to citizens.** PGM Koch gave out a list of strategies to start discussion about possible ideas of getting factual information out to the community regarding projects and activities of the JWGED (Exhibit A). Amanda asked if the issues were because of nonfactual information, not enough information, or what was the primary concern. PGM Koch said there was a recent campaign that dealt with nonfactual information. Amanda said the strategies would depend on whether people haven't been paying attention or have been receiving misinformation. Mayor Cramblett said a big part of it is people not paying attention. He said there is a lot of work going on with the City and the Port and the City's water project is going to be a high cost. He said the more information that can get to the citizens the better.

Mayor Cramblett explained that sometimes the rumor becomes the fact unless you have the facts ready for backup. PC Lorang said if some people don't like the facts and they don't line up with their social bias the facts will be dismissed. He said people don't spend time to find the facts. He said social media might be effective but would depend on the issue. Mayor Cramblett said he has noticed that the information found on the first few pages of websites are not factual and the facts might end up on page 10. He said people don't spend enough time searching for the facts.

PC Lorang said he thought the Port and City's newsletters were the best way to get information to the citizens. PP Groves said issues are being vetted out on Face Book. He said he spoke personally to Greg Walden about Face Book. He said public opinion is being done on Face Book. PC Lorang said Face Book is great for getting a feel of how people that are on Face Book might think about a particular issue. He said if it is getting factual information out to the citizens we might not care about what the majority of the public think about it. PP Groves said he spoke with the Mayor of Woodburn who told him about how they use their Face Book page for factual information. He said we need to think about Face Book as a way to get the facts out. CA Zimmerman said the City and the Port do monthly fact sharing meetings in the form of City Council and Port Commission meetings. He said the newsletters contain information and the websites also provides information for citizens. He said PC Lorang is right, that people will filter the facts based on their own biases. He said if the City or Port were to have a Face Book page they would have to make sure that it is controlled. He said there could not be any discussion that could easily be taken over by the negative forces or conducting any type of Council or Commission business over Face Book. He explained that there could be announcements from the City but no comments. PC Lorang said people may not see that as a trusted venue for information.

PC Lorang said he thinks that most of the community finds the information in the City and Port Newsletters as factual. CA Zimmerman said there are some citizens that don't read the newsletters. Mayor Cramblett said there has to be a way of getting information out to the citizens and it has to be

simple. PP Groves suggested using Face Book to point to factual information on the website. CA Zimmerman said ads can be purchased on Face Book and then run the risk of citizens accusing local government of persuasion. He said we are Government and should act and respond professionally.

CA Zimmerman reported that the Channel 23 customers are steadily dropping so less people are watching the broadcast meetings. PC Lorang suggested money off of the utility bill for visiting the website or something significant to direct them to the website. CA Zimmerman said trust is built on demonstrative performance. He said if the Council and Commission do what they say they are going to do that will work. He said we have to continue to do this with every project.

Mayor Cramblett said we should probably review all information and how we are getting information out and making sure that the information is still accurate. He asked if the information regarding Nestlé is still accurate. CA Zimmerman said nothing has changed but could add the water exchange information as it happens. He said we need to make sure that information printed in the newspapers is accurate. He urged Council and Commission to keep listening, repeating the facts if necessary, and earn trust by performance.

PP Groves said the water and sewer projects are going to be big and we need to start having town hall meetings on these things. He said again, that Face Book, will have a huge impact on how information is disseminated. He said staff needs to take a serious look at using Face Book because probably 80% of the people in this community use Face Book or some other sort of social media.

PGM Koch asked Steve what he thought would get citizens to attend the meetings. Steve said cake would work. He said a lot of people use social media but everyone receives mail.

PP Groves said there are people that attend meetings depending on what the issue is. CM Munkhoff said it would be helpful if there was a designated spot for City and Port meetings notices at the Post Office and Columbia Market. Mayor Cramblett said meeting notices should also be on colored paper. CR Woosley said City Council agendas are always on bright orange and other meeting notices are always on colored paper. Mayor Cramblett suggested meeting dates be listed on the newsletters. CR Woosley said the Port and City also have all meetings listed on Google Calendar, which is available on their websites.

Mayor Cramblett said maybe the information is out there and just because people aren't showing up at meetings doesn't mean that they aren't engaged. He said they are just choosing when they want to become involved with something. CA Zimmerman said he and PGM Koch are also available to speak with people. PC Lorang said we can make sure the information is available but it is up to the public to read it. CA Zimmerman said we could also make the City newsletter available electronically for anyone that signs up to receive it.

PP Groves said he sent a Christmas card on his phone and a response was received by all but one. He said phones are huge for getting out information. PC Lorang asked if there could be an automatic email list. Mayor Cramblett asked if there could be a few things on the provided list (Exhibit A) to try. He suggested trying the email list that CA Zimmerman suggested. CA Zimmerman said he would have to talk to the IT Consultant to see if it is something that the City can do. PGM Koch said the Port is putting together an email system that started with the Bridge of the Gods closure and there are 200-300 local emails in that system. Mayor Cramblett suggested looking into an email system for newsletters in addition to what the City and Port is already doing to get information out to the public. CM Munkhoff said he has noticed with his business that the people who don't respond to an email or phone call will respond to a text message. Amanda said that her texts are set up for local government as emergency notifications. She said she might begin to ignore them if they weren't emergency notifications and may not pay attention to the emergencies. She said she would encourage newsletters, websites, or those sorts of things for community information and preserve texts for emergencies.

PGM Koch gave an example of attention getting notices or flyers sent to catch the attention of citizens. PP Groves said he has a citizen saying that he attends both Port and City meetings and he says that his questions never get answered. He said this is another reason to make sure the information is out there. PGM Koch said it is important for CA Zimmerman and PGM Koch to be available by phone. He said citizens can call and get their questions answered. He reported on several phone calls regarding the increase in toll on the Bridge of the Gods, how much information was given, and at least four community meetings, but people still didn't read the information. Mayor Cramblett said that is similar to all the meetings and information on the water project but once the rate is increased people will be coming in to be heard.

b. Discussion – State Airport.

i. General discussion by the Port and City regarding the current status of this effort, what actions are being planned and the purpose of this effort. The need for a comprehensive economic development study to determine the highest and best use of this state property. PP Groves said he didn't want any information regarding the airport to get out of context. He said the idea is to get a lot of property back into the hands of the community. He said there has been a lot of conversation to have a study done to see what the best use of that property would be if in the hands of the Port. He said once the property is the Port's possession it can be zoned however they want it to be zoned. Mayor Cramblett said his concern would be could something be done with the property. PP Groves said this is not an emergency field if the State doesn't maintain it. He said there were several days that the runway had snow on it and could not be used. He said this land has not been kept up. PP Groves said the State Aviation Department is not really interested in maintaining the airport but he heard that the Pilots Association wants to make sure the airport stays. He said this is 42 acres of land along with properties on both ends that are not useable as they are in the landing zone.

PGM Koch said the idea would be to fund a best use economic study so the community would know from an outside economic analysis what would be the highest and best use for the property. He said this study could show that the best use could be an airport, housing, industrial, and or, commercial use. He said the State has offered the City and the Port to take it over. PGM Koch said the Governor's office is directly involved with looking for funding for a study. He said this is the better way to go to determine what should happen next. He reported that the State has vacated several small airports for the reasons of maintenance, location, and little use. PGM Koch said it is important to get the word out that this is not a take-over of the airport but trying to take a logical and reasonable approach by doing a study on this land so that the jurisdictions would have the information to make a decision on what approach, if any, to take.

PP Groves said this group is the Economic Development Group so we want to have all the information to make economic decisions that will benefit the community. He said even if the runway were to be vacated there would be a place to land helicopters. CM Munkhoff asked if the State was willing to close the airport. PP Groves said they are but there is a political issue with the Pilots Association. CM Munkhoff asked why go through this if the Pilots Association will win. PP Groves said ground can be gained by showing them the information from the study. PC Lorang said the study will involve several stakeholders, such as, Land Conservation Development, the State Aviation Board, and all the factors to determine if the airport is needed or not. CA Zimmerman said the study could show that certain improvements could be made to make the runway better and not include the whole 40 acres. CM Munkhoff said before anyone spends any money we should see if the airport *can* be closed. CA Zimmerman said the Department of Aviation is in favor of closing the airport but the Aviation Commission does not support the closing of the airport. He said there has to be enough information given to justify closing the airport. Amanda said she could get this item on MCEDD's Agora Investment Platform for possible funding. PP Groves said the Governor's office is researching funding so the Port

would not be funding all of it. He said the Port thinks this is a necessity for the Pilots Association and the community of Cascade Locks.

c. Discussion – City Transportation Plan. CA Zimmerman said he summarized the TSP and pages one through nine shows what is already in the TSP. He said the bottom of page nine has the daily traffic counts with 2015 estimates. He said there has been very little growth change on I-84. He said the City could spend a lot of money to update the plan but the numbers aren't going to change a great deal. He said the estimates then were based on a possible casino. He said it doesn't make a lot of sense to spend a lot of money on what we already know. CA Zimmerman said population was estimated at 1600 but we are at 1250. He said they were using the potential for the casino. He said if the TSP were updated the numbers would go down. CA Zimmerman said there is a possibility to change the access to the freeway and access within town using common sense. He said sidewalks, road improvements, a new interchange, bridge approach and improvements are already recommended in the plan as the same as what we would want and wouldn't change. He said there is no reason to spend money on what would be the same recommendations. He said the costs to implement the recommendations, the population, and employment numbers would need to be updated but everything else would remain the same. He read through the CEDS Projects for Cascade Locks with estimated costs to complete those projects.

PP Groves said one of the reasons to review the TSP was because citizens at the east of town don't want truck traffic on Forest Lane to access the Business Park. CA Zimmerman said the only way to get truck traffic off of Forest Lane is to improve Frontage Road or have an exit off of I-84. PP Groves said you're not going to have trucks without the business. CA Zimmerman said the Port and the City could come up with \$100,000,000 worth of transportation projects so an application could be made for Fast Lane monies. He said the ideal solution is to get the trucks off and back onto the freeway via I-84 but if an alternate route has to come before that (using WaNaPa to Frontage Road) then another I-84 access has to be chosen. He said then ODOT isn't going to consider that until the TSP is updated to include that. PP Groves said if the current TSP states "common sense" then maybe we won't need the update. He said the concept of eliminating one of the exits has changed. Several comments were made about double trailer semi-trucks and semi-trucks that aren't delivering locally using Forest Lane to bypass the weigh station. CA Zimmerman said there needs to be a request made to ODOT to have the State Police start enforcement on Forest Lane.

d. Port Economic Development Activities. PGM Koch reported that Thunder Island Brewery (TIB) has been authorized by the Planning Commission for another two-year Conditional Use Permit to keep their business in the current space until their new building is built on WaNaPa Street. He said TIB has purchased the land on WaNaPa Street and the Port Commission will meet on January 5th to send recommendations to TIB for a timeline to break ground on their new building. He said TIB's goal is to be in operation during the tourist season of 2018.

PGM Koch said documents have been signed by Willis and Chris Boyer for the property on WaNaPa Street across from East Wind. He said the Port Commission has reviewed preliminary plans for what they are proposing.

PGM Koch said the Renewal Workshop is occupying the remaining balance of the space in the Flex Building 1. He said the Port already has one committed client for Flex Building 2.

PGM Koch reported on a meeting with the Federal Highway Administrator, and ODOT and WSDOT Representatives, to review the 10-year Maintenance Preservation Plan for the Bridge of the Gods. He said the Port Commission is trying to keep the transportation agencies informed about what is going on. He said the Port is currently working with ODOT to continue the IGA for two-year inspections on the Bridge of the Gods. PGM Koch said the Port Commission is researching the supposed law that states that ODOT can't spend any money on the Bridge of the Gods. He said nothing has been found yet to

that effect. He said the Port is working with an engineer and the 10-year plan may change to a 15-year plan, which will allow more leverage with funding agencies.

PGM Koch said the Port is planning the next Washington, D.C. trip and transportation will be the main mission of that trip.

e. **City Economic Development Activities.** CA Zimmerman reported that the City received funding for the water project and construction should begin in March. PP Groves suggested the City propose the upgrades to the sewer system while in Washington, D.C. CA Zimmerman said he had to meet the State qualifications. He said the City uses the One Stop program where all funding agencies are together and it is determined there what programs the project would qualify for. He spoke of qualifying for 50-60% funding for the corrosion control system. He said equipment was replaced and test results showed lead and copper not detected. He said the results have been sent to the County asking whether or not the City still has to do the \$825,000 corrosion control system. He said he is researching funding sources to help keep the rates down. PP Groves suggested looking at other sewer treatment plants for alternative options.

6. **Reports from Other Agencies.** None.
7. **Other Matters.** None.
8. **Next Meeting:** January 26, 2017.
9. **Adjournment.** PC Lorang moved, seconded by PP Groves, to adjourn. The motion passed unanimously. The meeting was adjourned at 9:41 PM.

Prepared by
Kathy Woosley, City Recorder

APPROVED:

Tom Cramblett, Mayor

**LIST OF POSSIBLE STRATEGIES TO GET FACTS OUT TO
THE COMMUNITY REGARDING PROJECTS AND
ACTIVITIES** (Prepared December 20, 2016)

1. Send out periodic fact sheets with verifiable facts.
2. Hold monthly "fact sharing" meetings.
3. Send a letter from the Mayor to all residents sharing the facts.
4. Hold fact sessions at local restaurants and well publicize them.
5. Go door to door and talk with people, leave a fact sheet.
6. Talk to local organizations such as churches, PTO, Lions Club, CLBA.
7. Create a separate group to review and communicate facts.
8. Stroll through the grocery store passing out fact sheets and talking to people.
9. Place Fact Sheet Holders in all businesses.
10. Place facts in both City and Port newsletters.
11. Do a TV show for each project.
12. Do community surveys to determine what facts people want to know?
13. Make enhanced use of Facebook and other social media.
14. Do a telephone campaign.
15. Have each business hand out fact sheets. (put them in a grocery bag)
16. Have local pet dogs carry fact sheets in saddle bags.
17. Send out a broadcast email to existing contacts.
18. Have school children carry a fact sheet home.
19. Hire a consultant to run a fact campaign.

THIS SHEET IS FOR DISCUSSION ONLY.

