



CITY OF BEND

# Minutes

**Bend Economic Development Advisory Board (BEDAB)**

**Monday, March 4, 2024**

**Hybrid Meeting: Council Chambers or via Zoom**

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## Noon      **BEDAB Meeting**

**Roll Call:** Briana Manfrass- Chair, Mark Kroncke, Gary North, Petra Oroslanova, Kevin Perkey, Ryan Andrews, Jeremy Agraz

Chad Young, Sara Odendahl, Nate Wyeth, Don Myll- Ex Officio

Councilor Perkins-Council Liaison

### **Approve February 3 Meeting Minutes**

Kevin Perkey approved February 5, 2024 meeting minutes; Gary North seconded.

Unanimously approved.

#### • **Public Comment**

No Public Comment.

#### • **Developer Sentiment Surveying | Allison Platt**

Allison has been the Core area Project Manager for the last two years; her role has been 100% funded through the Core area Urban Renewal District and now half funded with permit fees or Community Development Admin fund. Allison and Ben have been looking at how they can prioritize some of Allison's time to also support citywide development.

Allison is working on a quarterly development survey to send out to the development community, and she is seeking BEDAB input:

Who to send it to?

The Goals are to identify four or five priority developments, and where to provide extra services too. Also, to have this as a temperature gauge for what's going on in the development community, and then we can report to Council and form our own internal economic development strategy. Finally, figure out where some projects sit that aren't quite ready, talking about incentives with Council and what happens after MUPTE, since that program has been paused. Getting developers talking to us a little earlier.

Allison shared the [Bend Development Sentiment Survey](#) (Q1 2024).

BEDAB suggestions:

- Breakdown question #5 into a smaller category, such as choosing the top four in this ranking.
- BEDAB committee members are in favor of sending it to more than just developers.
- Give follow up via email or text messaging to those that have participated.

Timing: Per Allison she should have the results by the next BEDAB meeting.

- **Debrief Transportation Fee Listening Sessions | Cyrus Mooney**

Various forms of communication regarding the transportation fee, such as the newsletter through business registration with a little over 11,000 contacts.

Cyrus did a targeted outreach to the building owners and businesses that have 50K square feet plus, to make sure they understand this is being talked about and could be implemented as soon as July 1.

In last week's listening session there was not a lot of business specific feedback. Cyrus did hear from folks in the hotel industry. They are concerned with how this will impact their workforce and wages, also being able to keep staff on due to the timing of the fee.

- One idea raised was a quarterly billing model rather than a monthly fee payment.
- Is there flexibility in the frequency of when they will get billed?

Mark Kroncke and Petra Orosanova from BEDAB, Don Myll from EDCO and Sara Odendahl and Katy Brooks from Bend Chamber all attended.

- **Mark Kroncke** take away; We could do a better job at explaining that this is a deficit that we are trying to fill, and it's been filled over a great amount of time. The presentation did a good job of doing that part. I think there are benefits to the community that get glossed over. When you have fees like this you have to show them why they are getting something. You are not just filling a gap. We have got to focus on giving them something. All of these folks are very concerned it is going to hit their bottom line, their staffing capabilities and what they pay. We have done an okay job but not a fantastic job of explaining that we only have certain types of data to make these decisions. We are going off the data that we have at the moment, which is the size of a business. So, I think we could do a better job of two messages; 1) it's not just fixing holes and fixing problems with budgets you are actually getting better services and 2) we are using the data we have at hand and that is why we've done these phases. That was part of the presentation, but an important piece because we do not know that certain businesses have higher traffic.
- **Sara Odendahl**, Chamber of Commerce attended the first listening session and agrees with Mark Kroncke comments. Sara likes the quarterly billing concept. She also sent out the listening sessions in the Chamber email newsletter.
- **Katy Brooks**, Chamber of Commerce suggests letting people know, here are the projects, here is how we are spending your money along with using that first year to do the following: 1) gauge how you are spending the money and explain the need for it, so people can see the value and 2) Take this time to do data collections on these businesses. Use this opportunity to think of more fair and strategic way of collecting money as you start to do that \$10M and \$15M leap and understanding what businesses are doing and how they are using the transportation infrastructure in the city. Use this to your advantage for strategic development and making sure the way you are collecting fees is as fair as possible.
- **Kevin Perkey** suggested communicating with the public through social feeds, not leaving it to email.

Draft Fee Schedule has been put out for the public to view and weigh in on. Additional phases will have to come back to council.

## **SDC and Transportation Fee Updates | Sarah Hutson and Russ Grayson**

- March 20th is public hearing date for Phase 1 to go for adoption.
- SDC Methodology Update-
  - We went to council for public hearing on January 17. At that time, we received a lot of comments, especially around the non-residential side of the fee. We've decided to leave the comment period open. We will be going back for a public hearing in April. Amendments to the code were adopted at that time and go into effect March 7th.
- Attended Council work session February 21<sup>st</sup>, for an update on where we are at in the process.
- Reviewed prior policy direction with Council, the methodology reports and revised methodology reflected the input we had received.
- Corrected prior transportation trip numbers, the result is a big increase for a lot of folks under what they were expecting. We want to take time to address that.
- There has been a lot of targeted outreaches with the medical community, schools, The Chamber, Park District, and commercial developers of various sizes.
- On residential fees side, feedback has been minimal. Overall support for tiered SDC approach.
- Some options for council to consider and revisions to the proposed methodology is:
  - Land use categories
  - Phasing in fees for projects ready and in the pipeline.
  - Hospital overlay district rate, which is a slightly reduced rate for medical uses.
  - Hospital campus rate which would apply to everything of St. Charles campus.
  - Lower transportation SDC rate for medical uses in these areas.
- Council provided support for three-year phase in approach for non-residential.
- Release revised documents no later than March 15th. May come to council April 1, depending on comments received and then looking at July 1 as the effective date.
- January 1, 2025, deferral option would go into effect for multi-unit residential and all other residential January 1, 2025.

July 1, 2025, for commercial.

## **Economic Development Strategy Update | Ben Hemson**

Currently securing a contract to do target sector analysis. It's a key component of the Economic Opportunity Analysis which is the land need we have for employment land in any UGB expansion. Growth management staff is tasked with undertaking in the next 2 years. We have salary savings from open positions so there is no budgetary impact beyond what was already budgeted.

That analysis will say, “these are the sectors that we see growing beyond the background rate in Bend.”

### **Roundtable & Future topics | Group**

Ben Hemson asking for feedback of all current and new BEDAB members in regard to meeting times, keeping it the same or pushing it out later in the week. BEDAB members in support of keeping meeting time first Monday of each month at noon.

Downtown parking came up at last meeting, update in April or May.

Regarding the transportation fee discussions do we have assistance for a struggling business to deal with these new fees?

Community Climate action plan and electrification update (move from natural gas to electric utility).

- **Adjourn** 1:31 pm

**For a recording of this meeting click on link below**

**[March 4, 2024](#)**

### **Upcoming Meetings:**

**March 6:** Bend City Council | Council Chambers, 5 pm |