



CITY OF BEND

Meeting Minutes

Bend Economic Development Advisory Board

Location: City Council Chambers, 710 NW Wall Street, and online

Date: Monday, August 18, 2025

The meeting of the Bend Economic Development Advisory Board was called to order at 12:01 p.m. on Monday, August 18, 2025, in the City Council Chambers, 710 NW Wall Street, and online.

Roll Call: Gary North (Chair), DaWayne Judd (Vice Chair) (arrived at 12:10 p.m.), Briana Manfrass, Mark Kroncke, Jillian Taylor, Jenn Lynch, Chad Schlottman, John Evons

Chad Young, Sara Odendahl (online), Katy Brooks, Jennifer Gould, Nate Wyeth, Don Myll, Michael Richards- Ex Officio

Councilor Perkins-Council Liaison

Absent: Tierney Booker

1. Approve July 21, 2025, Meeting Minutes

Member Lynch moved to approve the July 21, 2025, BEDAB Meeting Minutes. Member Kroncke seconded the motion.

The voice vote passed 7-0:

Yes: North, Manfrass, Kroncke, Taylor, Lynch, Schlottman, Evons

No: none

Member Judd had not yet arrived.

2. Public Comment

Kristin Reidelberger from Central Oregon Land Watch presents a potential proposal which will create more flexibility for neighborhood commercial development. Proposal recommends code is amended to focus on broadening siting standards, permitted and conditional uses, and building types to include live-work units, accessory commercial units, and creating incentives/pilot programs to encourage code use. Will bring concept to Council for, would appreciate BEDAB's feedback. Requests presentation time in the 9/8 BEDAB meeting.

Discussion:

Member Manfrass moved to add the requested Central Oregon Land Watch presentation to the September 8, 2025, BEDAB Meeting. Member Kroncke seconded the motion.

The voice vote passed 7-0:

Yes: North, Manfrass, Kroncke, Taylor, Lynch, Schlottman, Evons

No: none

Member Judd had not yet arrived.

3. New BEDAB Member Introductions Exercise

Mr. Mooney introduced Willie Hertford and Amy Bertram, online, who are alternates.

Committee members introduced themselves by name and shared why they joined BEDAB and the organization with which they are affiliated.

New development navigator position, Erica Jensen, provided an introduction. Intent of position: to be the first and consistent point of contact for development process, from start to finish, not a regulator.

Mooney recapped the ex-officio positions.

4. Council Liaison Report | Mayor Pro Tem Megan Perkins

Announced work session schedule – Business Meetings 1st and 3rd Wednesday at 6 p.m., Work Session 2nd and 4th Wednesday from 4-6 p.m.

Upcoming Council meetings:

- August 20 - Reed & Bond Roundabout Discussion. Results will inform October 8 meeting.
- October 8 – will entail a larger discussion regarding transportation priorities.
- September 10 Work Session – Parking districts, transportation fee discussion.
- September 24 – Midtown Crossings Discussion, including of Greenwood, Franklin and Hawthorne. Would like input from BEDAB.
- August 20 – Update on electrification and fees, discuss challenges, larger conversation on October 22.
- September 12-21 - Welcoming Week, look for community events.

Mooney asked Mayor Pro Tem Perkins to share any events that might interest the business community.

Member Kroncke asked why is the Council discussing the Reed/Bond roundabout?

Mayor Pro Tem Perkins responded to engage with the community. There was significant community concern over traffic safety, cut through traffic, and evacuation in case of fire.

Member Lynch asked how feedback is received and if it is grouped by business owner, commuter, etc?

Mayor Pro Tem Perkins responded that no, it is piecemeal. Greenwood had a feedback survey. Other feedback is received through public comment.

Mooney notes reliance on Chamber to speak on behalf of business community.

Mooney announced Transportation Topic – Transportation Fee 2 bills have hit inboxes, will see early this week.

5. Invest Bend Update | Urban Renewal Project Manager Jonathan Taylor, Business Advocate Cyrus Mooney

a. Stakeholder Interview Progress

Target 100: 40 done, 60 by end of next week. Extremely valuable. Will summarize data, bring to BEDAB for review in October.

b. Industry Cluster Analysis Review and Recommendation

Industry Cluster Analysis (draft released last Friday), State of Housing (will be released Friday), State of Economy (released Friday). Releasing all at once = one month ahead of schedule.

Difference is 6 digit NAICS codes vs. 2 digit last year

Defined industry clusters as establishment of identified networks that can possess a regional advantage that primarily export those services out. Traded and local clusters. Focused on traded.

Defined quadrant analysis (Mature, Growing, Emerging, Transforming)

Started with 19 clusters – looked at everything from aerospace to business services to tourism. Contain both traded and local clusters.

Quadrant analysis identified 10 potential industry clusters, growing/ emerging clusters. Seven of ten expected to have employment growth over the next 10 years. Three expected to decline due to trade policies and demand for more sustainable products.

Overall Competitiveness – most wages in Bend are not competitive. And most averages do not support cost of living in Bend.

Identified four primary industry clusters

- Advanced Sciences & Manufacturing
- Outdoor Lifestyle & Products
- Craft Beverages & Manufacturing
- Forestry & Wood Products

Anticipate three documents, which will lead to the overall 10-year objective creation and provide key policy stakeholders and council the opportunity to come up with original ideas. Three documents: the state of the housing, state of the economy, and industry clusters.

Next steps: staff asks BEDAB to include these industry clusters as priority industries in the economic development strategy for future consideration. Staff will create specific industry profiles.

Mr. Taylor explained why they didn't include healthcare – a large industry, very important, but doesn't bring in *new* money. Uses money from local residents.

Member Manfrass – with houselessness and behavioral health crisis, there is a need for more services.

Discussion

Are these the priority industries you would like us to include in the overall development of the economy? These are not the only areas in the Economic Strategy Plan, but they will be prioritized as exporting products and services and bringing in new money is the goal.

Member Manfrass – recommends language which would allow flexibility in the future to include other objectives according to new data. These could be labeled as initial priority areas.

Clarified that these four areas are the top priority areas not and the City will monitor the economy and jobs over time and will adjust in order to be dynamic.

Staff explains the need to balance clear and articulate plans and priorities and being forward looking and incorporating what is best for the community with the resources available.

The group engages in a discussion around Forestry and Wood Products, being a viable industry in the future. Data shows it is now, however in the future, the City may need to pivot in the future, considering future data.

Staff discusses the merits of the industry cluster theory, pros and cons and how focusing on industries can increase economic diversity over time.

Next steps: Vet these ideas, compile the straw person and template, collect all data, soon will brief the Mayor, and by September will need to know the direction, intent and outcomes. October 15 this group presents to Council; hard deadline. December 3 this will go to Council for adoption.

Member Judd moved to approve the proposed industry clusters of Advance Sciences & Manufacturing, Outdoor Lifestyle and Products, Craft Beverages, and Forestry and Wood Products as priority traded industries for the Economic Development Strategic Plan with the commitment to revisit the data in January 2026. Member Lynch seconded the motion.

Voice Vote:

Yes: North, Judd, Kroncke, Lynch, Schlottman, Evons

No: Taylor

Abstain: Manfrass

6. **Bend Economic Development SWOT Exercise** | Economic Development Officer Katy Brooks

SWOT is informed by data, stakeholder outreach and partner organizations. This will inform the larger context of the economy and utilized for strategic planning.

- Strengths include education institutions, wage growth, quality of life, strong small business ecosystem, employment growth, net business formation, we are bringing into our community more than we are losing: more businesses, higher population, civic amenities, airports, rails, highways. Natural resources, collaborative culture, and influx of talent can be added.
- Weaknesses include rapid growth impacts on local infrastructure, housing affordability, energy costs and near-term capacity limitations, cost of living, regulatory environment, limited land for development, community remoteness, commuters to Bend, limited local or State economic development funding.
- Opportunities include core area development/ urban renewal lands, large tract lands, target clusters for future growth, OSU Innovation Hub, future new economic development department, healthcare, reduced economic imports, increased near-term housing, AI innovation. Region collaboration with Redmond and LaPine can be added.
- Threats include an increasing share work commuters resulting in economic leakage out of Bend, affordability impacts on future business and workforce recruitment, further regulatory burdens from local and state governments, a growing housing shortage, competition with more connected communities with similar natural amenities, and natural hazards and climate change. Can add demographics shifts away from families and economic inequality.

7. **Roundtable and Future Topics** | Group

8. **Adjourned at 2:01pm**

Respectfully Submitted,

Ashley Bontje
City Recorder



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