



CITY OF BEND

# Meeting Minutes

## Bend Economic Development Advisory Board

Location: Council Chambers, City of Bend, 710 NW Wall Street

Date: October 20, 2025

Time: 12 p.m. – 1:30 p.m.

### 12 p.m. Bend Economic Development Advisory Board (BEDAB) Meeting

Called to order at: 12:01

**Roll Call:** Gary North- Chair, DaWayne Judd- Vice Chair, Briana Manfrass (online), Mark Kroncke (online), Jillian Taylor, Jenn Lynch, John Evons

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

Mayor Pro Tem Perkins-Council Liaison

Absent: Tierney Booker, Chad Schlottman, Jennifer Gould and Mike Richards

Members and ex-officios introduced themselves.

Member Briana Manfrass introduced herself, noted she has been with BEDAB for about five years, and works as the president of Pinnacle Architecture.

Member Mark Kronke introduced himself and noted he has been on BEDAB a couple of years.

Member Jen Lynch introduced herself, noted she is a partner at Portland Seed Fund, and has been on BEDAB for a year.

Member Jillian Taylor introduced herself, noted that she also joined BEDAB a year ago, and runs a consulting practice focused on helping businesses with strategic planning, scenario planning and leadership and executive coaching.

Member John Evons introduced himself, noted he is a newer member and runs a local company called Engel, a software company that works with brands and retailers in the Shopify ecosystem.

DaWayne Judd introduced himself noting he has been on BEDAB for 9-10 months and

has retired from corporate finance.

Chair Gary North introduced himself, noted he was with R&H Construction for 25 years, has been with BEDAB for a few years, chair for a year, and runs a transportation company called Cruzy.

Nate Wyeth (online), introduced himself, he is the Senior VP of Strategy at Visit Bend, an ex-officio, and he represents the tourism and hospitality .

Willie Hertford (online), an alternate member introduced himself and noted he is the president of Miller Lumber.

Amy Bertram (online), an alternate member introduced herself and noted she is with S&P Global Market Intelligence.

Chad young (online), an ex-officio, introduced himself noting that he is the project manager at Skanska with a lens of workforce.

Sara Odendahl (online), introduced herself as the Interim CEO and Government Affairs Director at the Bend Chamber of Commerce.

Don Myll, an ex-officio, introduced himself noting he is with Economic Development for Central Oregon (EDCO) as the Bend Area Director and has been involved with BEDAB for about six years.

### **1. Public Comment**

Alyson Lenhart introduced herself and noted she owns a contracting company in Bend specializing in custom concrete and repairs and is interested in that business being more involved in City issues and events.

### **2. Approve September 8 Meeting Minutes**

Taylor moved to approve the September 8, 2025 Meeting Minutes. Evons seconded the motion.

The voice vote passed 7-0:

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

No: none

### **3. Electrification Update and Letter Approval | Cyrus Mooney, Gary North (15 minutes)**

Chair North noted he attended the last week's City Council meeting and wants to ensure BEDAB is aligned the business community in general. North said there were a number of public commentors and estimates that they were split 50-50 regarding moving forward with a fee. North noted that his comments as community member were related to the mindfulness around affordability, that electric bills have increased 50% in five years and the City needs to consider the affordability of Bend in decision making. North said that the Letter speaks to that and recognizes that BEDAB wants clean air and water while taking care about impacting affordability.

Taylor asked if anyone raised any new reasons for being proponents for the fee.

North summarized that people are concerned about the environment and that carbon and fossil fuels related to natural gas are seen as a contributor to the degradation of the environment and there is a desire to take active steps to improve the environment. North noted that no one brought new data forward to support that if a fee is imposed, what impact that will have, noting it is difficult to do that. North mentioned that Cascade Natural Gas has two related projects taking a reduced carbon gas to supply 17,000 homes in Bend.

The other is a heat pump project – 15 homes to test combination and see results, mentioning there are ways carbon -use reduction can be voluntary. North mentioned BEDAB being aligned on an opinion can be helpful.

Mooney noted his hope that the letter articulates all these conversations and asked for a motion to approve.

Lynch moved to approve the recommendation letter to the Bend City Council on behalf of the Bend Economic Development Advisory Board regarding electrification policy options as presented on October 20th, 2025. Taylor seconded the motion.

Odendahl noted that from the Chamber’s perspective, BEDAB’s letter represents a balanced approach regarding housing affordability as the community is very focused on housing production. She mentioned she looks forward to a joint letter from the Chamber and EDCO as well.

The voice vote passed 6-1:

Yes: North, Manfrass, Judd, Lynch, Taylor, Evons

No: Kroncke

#### **4. Invest Bend Update | Katy Brooks (45 minutes)**

Brooks discussed that she made a presentation to Council last week to ensure BURA aspects of economic development are specific to investing and said that the idea was to set up the logic and work which will lead to BURA playing a more assertive role regarding urban renewal lands. This work is Invest Bend. On December 17, this proposal will go before BURA to make recommendations on initial steps.

Brooks noted that the Economic Development program is separated out and includes everything else the City works on, including the Economic Development Department. Brooks noted there will be updates in next couple of months but highlights one programmatic approach will be to not only encourage businesses to come to Bend, but to stay and grow, with a focus on target industries.

Brooks mentioned the City will put program together with focus group and with BEDAB.

Brooks discusses a slide from the Council presentation entitled: Economic Development Program Elements which shows four quadrants: BURA, Contracted, Partnerships, and City Economic Development:

- BURA is investing, building, recruiting, leveraging investment, and housing. The three areas currently are the Bend Central District, Juniper Ridge, and the Murphy Crossing area.
- Contracted is what the City pays other people to do for us. This includes EDCO, destination marketing (visit Bend), economic advocacy – includes advocating for infrastructure investment, also with the State.
- City Economic Development represents internal staff work, including business and entrepreneurial support, commercial, industrial, infrastructure, and housing development and regional collaboration, which includes the tri-county.
- Partnerships represent areas of work that the City does not necessarily lead including workforce development, education, funding and infrastructure, housing in three of four categories

North asked if Brooks has begun to draft an org chart to facilitate knowledge of who is working on what. Brooks responded yes and noted that having a close relationship with EDCO and having connections is important. Brooks noted that putting together the Economic Development plan is a start. for a plan – year and a half. Brooks mentioned a desire to get away from longer term and

noted there will be many upcoming changes due to the economic situation. Brooks outlined the following likely categories of focus/bodies of work:

- Retention - What can Bend do to businesses to equal the image of being a citizens, so businesses know they are wanted.
- Sustainability and resilience – This is not just electrification; it includes what happens in a natural disaster, economic downturn, and asks what is the City's role?
- Permitting and customer service – Looking at improving those moving forward.

Brooks would like to categorize these bodies of work and walk through them with BEDAB in October. The plan is to speak with focus group and then BEDAB.

Taylor asked about the contract for econ advocacy. Brooks responded that there will be a personal services contract with the Bend Chamber of Commerce.

Lynch noted that it is important to have an end result that can take advantage of State and federal opportunities, as there are several and Bend doesn't always get them.

Brooks agreed and noted that would help existing companies grow, and mentioned that it is something to explore through collaboration with EDCO.

Vice Chair Judd notes that each quadrant will require funding and that there is currently recessionary trends and that federal opportunities are drying up. He said that the City needs to prioritize the dollars in hand and planned and is not sure how that happens. Judd asks how the City is considering the financial aspects involved and is there a way BEDAB can support prioritization, looking at data to help make smart investments? Judd noted that it is important to be intentional especially during a downturn and expresses that having the technical ability to take advantage of the opportunities available is also important. He notes that BEDAB should be the entity to bring private businesses to the table.

Brooks admitted that in terms of budget, there are clear limits but that the City does recognize the importance of prioritization. Brooks explained there are ways to generate funds including reinvesting into BURA, business licenses, and the general fund and noted that there will be opportunities for BEDAB to help including on policy on economic development and programmatic issues and will need to take BEDAB involvement on a case-by-case basis.

Mooney noted that with the evolution of Economic Development at the City level it may be helpful for Mayor Keebler, Mayor Pro Tem Perkins, and staff to present, according to the BEDAB charter, where the best effectiveness for BEDAB is at this point to provide some clarity.

Chair North said that, BEDAB, as business people, have a natural inclination, when hearing challenges want to help make connections, expedite certain pieces, and understand priorities.

Brooks responds by saying that the focus is to make sure things are on the right track regarding the categories of work and BEDAB can help refine those. Brooks will share more information on October 30 to discuss more on November 3 – the next BEDAB meeting.

Taylor noted that investing time to figure out the way forward will set a strong foundation and then the group can accelerate from there.

Vice Chair Judd asked if there is anything for BEDAB to approve anything related to Invest Bend and the response is no: BEDAB will not need to approve any Invest Bend decisions at this juncture. Brooks highlights the following potential timeline for the Economic Development program: Q1/Q2 of 2026 – The City, with BEDAB's input, sets the main bodies of work and has a workplan which can be refined based on monitoring.

Jonathon Taylor noted that the priorities for CAAB was to identify and leverage capacity which will entail a staff analysis and regarding the investment strategy the City has plans that need to be implemented, noting a defined scope in that area. He mentioned there is an opening for an advisory body to help facilitate broader issues such as climate friendly ones.

## **5. Roundtable and Future Topics | Group**

Manfrass asked if advisory bodies in general should be more streamlined and Mooney responds that it may be best to speak with the Mayor and Mayor Pro Tem offline regarding this.

## **6. Adjourned at**

1:11pm

## **7. Upcoming Meetings**

**October 22:** Bend City Council Work Session | Council Chambers, 4 pm. Electrification Discussion, Transient Room Tax Project(s) Evaluation

### **Accessible Meeting/Alternate Format Notification**



This meeting/event location is accessible. Sign and other language interpreter service, assistive listening devices, materials in alternate format such as Braille, large print, electronic formats, language translations or any other accommodations are available upon advance request at no cost.

Please contact the City Recorder no later than 24 hours in advance of the meeting at [abontje@benoregon.gov](mailto:abontje@benoregon.gov) or fax 385-6676. Providing at least 2 days-notice prior to the event will help ensure availability.

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