

**COLLABORATIVE ECONOMIC DEVELOPMENT COMMITTEE**  
**Meeting Minutes – July 27, 2023, at 3:00 p.m.**  
**Ridge Conference Room**

**Committee Members:**

Bob Schaller (Chair)  
Daniel Mancuso (Vice Chair)  
Bradley Converse  
Cameron Camp - Absent  
Colene Martin - Absent  
Ethan Lane - Teams  
Gary Richardson  
Gene Merrill  
Josh Duval - Absent  
Josie Molloy  
Mark Woods - Absent  
Ron Gordon – Teams  
Ruth Swain - Absent  
Tori Middelstadt  
Tim Sweeney

**Government Liaisons:**

John West, County Commissioner  
Jean Ann Miles, City of Cave Junction - Absent  
Valerie Lovelace, City Council Liaison  
Marta Tarantsey, State Liaison, Business Oregon - Absent

**Staff Liaisons:**

Dana Pearce, Economic Development Manager  
Bradley Clark, Community Development Director  
James Conway, Economic Development Specialist

**Guests and Others:**

Amber Neeck, Housing & Neighborhood Specialist  
Mark Trinidad, Principal Planner  
Colleen Padilla, SOREDI, Executive Director  
Dr. Kim Freeze, RCC, Dean of Instruction  
Harvey Caron, Owner, 7<sup>th</sup> Step  
Don Guinn, Owner, Rise-Up Reentry

- 1) **Roll Call:** Chair Schaller called the meeting to order at 3:06 p.m.
- 2) **Public Comment:** Guests introduced themselves as follows: Dr. Kim Freeze from RCC and a local nonprofit came to share information on the Economic Development Administration (EDA) grant during the work session item 4(b); Colleen Padilla, Executive Director of SOREDI, our region's economic development agency; Harvey Coran, owner of a construction company in Cave Junction and, Don Guinn here to share during work session item 4(b). City Community Development staff introduced themselves and came to share information on work session item 4(a).
- 3) **Approval of Minutes:**
  - a) Approval of minutes from June 22, 2023.

**Motion**

**Vice Chair Mancuso moved, and Member Sweeney seconded the motion to approve the minutes from the June 22, 2023, meeting. The vote resulted as follows: "AYES": Chair Schaller, Vice Chair Mancuso, Members Converse, Lane, Richardson, Gordon, Molloy, Middelstadt, and Sweeney. "NAYS": None. Abstain: Member Merrill. Absent: Members Camp, Martin, Duval, Woods, and Swain.**  
**The motion passed.**

- 4) **Work Session Items:**
  - a) **Urban Growth Boundary Rezoning Project – Collaboration with Housing Advisory Committee.** Amber Neeck, the City Housing and Neighborhood Specialist, did a

presentation introducing the topic of Urban Growth Boundary (UGB) neighborhood traffic impact analysis schedule.

**Background.** In 2014, the City expanded the UGB to its current location. The land that was added is both urban (City) and rural (Josephine County) zoning. In 2020, Community Development filed an application to rezone 100% of the rural-zoned land in the UGB to City zoning. Complications with ODOT and other factors led the City to suspend the full UGB rezone and focus on one area at a time.

**Rezoning Map.** Amber provided a map of the Five UGB rezone areas and explained that the Southwest C zone (Allen Creek neighborhood) is currently in process. It has taken about a year and a half and cost approximately \$56K to rezone this area. Knowing this, to support interested developers and property owners it would be beneficial to get a concise schedule for the development community. The Housing Advisory Committee (HAC) is very interested in getting this done, but the feedback from the CEDC is important as well. It is a comprehensive issue that requires input from both those focused on housing and those focused on economic development. This will also provide guidance for other groups (e.g., City-wide taskforce, transportation, etc.) to plan and prepare for new development.

**Key Rezoning Factors.** Zoning must align with the Comprehensive Plan designation, or it will trigger the need for a Comprehensive Plan amendment. The availability of transportation, utility services, and the physical suitability of the site to serve future development must be considered. What is the compatibility with surrounding uses and is there a balance of existing uses and proposed zones? Higher intensity zones should be applied near major transportation corridors and other amenities, while lower density zones are better applied to areas with slopes or other physical impediments/barriers.

**Required Rezoning Steps.** Per Oregon Transportation Planning Rule, the City must conduct a traffic study to analyze potential impacts to the nearby transportation system. A GIS analysis of the subarea must be done to determine minimum and maximum densities and potential net dwelling units, average slopes, wetlands, etc. The City must also analyze the 7 Zone Map Amendment criteria in Article 4 of the Development Code, distribute a Measure 56 notice to all property owners to inform them of potential change in land use, and hold public hearings at the Urban Area Planning Commission and City Council.

**Potential Next Steps.** Schedule a collaborative meeting with the Collaborative Economic Development Committee, Housing Advisory Committee, Transportation Services, School Districts, Builders, and Developers on placing neighborhoods in a prioritized list. Providing a comprehensive schedule recommendation to City Council could help streamline the process and allow for a more efficient path to incorporation of UGB subareas. Staff and select committee members can conduct additional research and/or developer solicitation on each UGB subarea and obtain more detailed cost estimates on Traffic Impact Analyses (TIAs) for 1 or more subareas. From there, the groups could make recommendations and solicit direction to prepare for the next City-initiated rezone of a specific area, identify funding sources to pay for future TIAs, and identify if any rezoning deviates from the comprehensive plan designation. The Committee agreed to attend a scheduled HAC meeting to collaborate on this topic. Following staff homework, research, and presentation development, staff will coordinate amongst the groups to get the meeting on the schedule. CEDC members are

encouraged to attend regular HAC meetings as a guest. Meetings are held the 3<sup>rd</sup> Friday of each month at 9:00 a.m. in the City Council Chambers.

**Member Discussion.** Member Richardson inquired about location of school facilities to serve the proposed zones. Members discussed the potential impact of development on School Districts. School Districts will be added to the rezoning conversation to get their input as well as Transportation Services, Builders, and Developers. Amber asked the group what information they would like staff to research prior to meeting jointly with the HAC and when can the meeting take place.

Member Converse asked what the current **priorities** are. Are we looking for neighborhoods we can put the most homes? Are we looking for where the least expensive homes will fit into an existing area? He expressed that finding the area that can fit the greatest number of homes with the least amount of work would be priority, with **affordability and density** being key factors.

Chair Schaller would like to prioritize the focus of **economic development** in the conversation. Amber shared that staff has discussed doing research to analyze **business readiness** in certain areas, including the Industrial/Business Park area on the north end of town and the General Commercial/Business Park/Office zoning on the southwest area of town.

**Affordability** is a factor. What average wage are we looking to accommodate to fill the gap for our current employee workforce and to attract employers? Member Merrill suggested reviewing the CEDC's previous years of strategic planning because there may be information on affordable and **workforce housing** in there that would be helpful to the conversation. Member Middelstadt inquired about the existence of a real estate audit that could identify **price gaps** in our housing market and that could help identify a price point that is affordable. Colleen Padilla shared that Tiffany Grimes of the Rogue Valley Realtors Association would be a good resource for identifying the gaps in the market. Member Mancuso asked about the set definition of affordable housing. The City uses HUD definitions, but loosely, affordable housing is that which a consumer can afford without spending more than 30% of their gross income. It was suggested to get information from UCAN on what they are seeing related to affordability. Amber shared we are **lacking rentals** in the current housing market.

Chair Schaller asked, "what are the **barriers**?" Is it zoning, cost of property, lack of developers, interest rates? Amber shared that, on a base level, the cost of housing is higher than average wages can afford. Additionally, in 2008, we lost a lot of developers and contractors and the ones that have stuck around are playing a safer game with a better return on investment by building to suit a higher income bracket. Member Middelstadt asked "what are the **incentives** that could attract developers?" Amber shared that most incentives at this time are targeting affordable housing, but the Urban Renewal Agency is another potential resource for providing incentives.

Member Converse would like to know what properties are large enough and nearest to ready to build a multi-story residential apartment complex. Amber has information on **ready to develop properties**, what they can be developed for, and their highest and best use.

Member Richardson once again addressed the **school issue** and noted that schools require 15-20 acres so it would be important to identify this space prior to expansion. Amber addressed this issue, explaining that properties in our area are greatly parceled and it is difficult if not impossible to find significant acreage for development. This would require the City to assemble parcels to create a large enough area. Member Richardson also addressed the topic of **remote workers**, which tend to be in a higher wage bracket and may require specific access to certain amenities for their jobs.

Member Converse also suggested there may be key properties that could be identified as essential to development that the City or County could buy when available to assist with assembling parcels for the purpose of achieving the established goals. Amber will include properties that have **potential for lot assembly** in the next presentation. Chair Schaller commented on residential zoning along I-5 and the need to potentially rezone to commercial zoning. Amber called this **upzoning** and informed the committee that the City would first look at whether our infrastructure could handle upzoning to a higher density in a particular area.

- b) **EDA Recompete Pilot Program grant opportunity for potential workforce development project.** Kim Freeze, PsyD, and staff liaison, Dana Pearce, presented information on a workforce development project that is seeking support from the CEDC for a joint application with the City of Grants Pass. The Economic Development Administration has an open call for applications for the Recompete Pilot Program Grant which targets workforce development for underserved populations in qualifying distressed areas throughout the nation. Josephine County qualifies and Kim Freeze has begun developing a program in partnership with Build-Rise Up Reentry and 7<sup>th</sup> Step of Oregon.

**Innovation Center.** The concept is to create an innovation center for reentry into the workforce. The project targets underserved, formerly incarcerated individuals, unemployed adults, and homeless populations between the ages of 25 and 54 who are experiencing barriers to employment. The innovation center will offer skills training and short-term skills training opportunities, and fill workforce gaps while expediting reentry into the job market and create a talent pipeline to serve the needs of Rogue Valley businesses. Services will support multiple pathways to careers, jobs, or entrepreneurship. If the City agrees to partner on the application, it is important that the CEDC is in support. Kim discussed in depth the multiple tiers of issues the community is facing and how this program will seek to address those issues. The grant has 2 phases, and the first phase focuses on strategic planning. The ideas presented are conceptual but would be further developed during the strategic planning phase.

**Logic Model.** A logic model was presented giving the basic steps toward implementation. Kim Freeze will be the Project Coordinator and lead the initiative. There will be outreach to industry business partners and stakeholders. The design element would include development and modification of curriculum to meet assessed needs and identify sustainable program revenue streams. From there, the strategy would include acquiring a property, equipment, and staff and marketing to the target populations.

**Community Partners.** Kim has already established strong partnerships with a large group of non-profits, businesses, and other organizations including Department of Corrections and State-level entities, that has an interest in the project. Kim spoke more

in depth about the curriculum. Harvey Caron shared information about his 7<sup>th</sup> Step program and how it would tie into the innovation center. Partnerships are powerful. Kim has connections with Rogue WorkSource, Rogue Workforce Partnership, and SOREDI. Gaps in services providing training and their nexus with emerging markets have been identified. The Center would support industry partners.

**Member Discussion.** Member Gordon mentioned issues with mental health and asked if counseling will be available. Career counseling and mental health support would be an element of the program. Not just training but wrap around service that support mental and physical health and connects individuals to needed resources would also be included. Member Mancuso asked about the potential downside of completing the application. Staff Bradley Clark mentioned potential challenges with having the bandwidth to manage the grant reporting. Member Merrill asked if we would be importing incarcerated individual. It was explained that incarcerated individuals are released to County in which you are convicted, so it would not be importing additional folks. The program would have a limit of 40-60 max. The individuals are vetted before being released.

#### **Motion**

**Member Converse moved, and Vice Chair Mancuso seconded the motion to support the City applying for the Economic Development Administration (EDA) Recompete Pilot Program Grant in collaboration with local workforce partners on a reentry project and short-term training center. The vote resulted as follows: “AYES”: Chair Schaller, Vice Chair Mancuso, Members Converse, Lane, Merrill, Richardson, Middelstadt, and Sweeney. “NAYS”: None. Abstain: None. Absent: Members Camp, Martin, Duval, Molloy, Woods, Gordon, and Swain.  
The motion passed.**

#### **5) Information Sharing**

##### **a) Committee Members**

i) Chair Schaller provided an update on the E-mobility Subcommittee. He has been researching commercial property and found that the County zoning near the Merlin exit along I-5 is primarily rural residential. He inquired about what it would take to rezone this area to commercial or industrial. Commissioner West said he would talk with County planning director, James Black, to review the zoning in this area.

##### **b) Government Liaisons**

i) Councilor Lovelace shared that the Council will be dealing with the zoning overlay change issue related to the Urban Growth Boundary next week. Some of the zoning is higher density. Property owners will have an option to retain the adopted overlay or return to the original zoning. The Homebuilders Association will be attending Monday’s workshop to discuss how to incentivize infills of duplexes, triplexes, or other higher density housing. Housing is a high priority. The Council also continues to deal with park rules. Most recently they are working on potentially establishing a permitting process for non-profits providing services in the parks.

ii) Commissioner West shared they have come up with a solution to help on the Dollar Mountain property issue. The Flying Lark is still in negotiations with two potential tenants / buyers. The new owner of the Dimmick property will take possession in October and is going to be developed as workforce housing. The Commissioners have started the reads on the County ordinance for health and safety regarding cars, campers, garbage, and parking on the right of ways. They are also looking at

expanding the ordinance related to use of alcohol on County property to include use of drugs.

**c) Items from Staff**

**d) Meeting recap and action items**

- i) Chair Schaller will attend the next Housing Advisory Committee meeting.
- ii) Motion in support of the EDA Recompete Pilot Program grant application will go to City Council.

**6) Items for Future Agenda Building for Next Meeting:**

**8/24/23 Focus on Cave Junction** – Final Cave Junction hotel study from March 2017 will be shared with the group. Members Mancuso and Lane will discuss a hotel in Cave Junction. Member Camp will provide an update on the Illinois Valley Airport and potential activities and events.

**9/28/23 – Alternative lodging, housing, ADUs**

**7) Adjournment:**

- a. Meeting adjourned at 5:01 p.m.

**Next scheduled meeting: August 24, 2023**

*Minutes prepared by Dana Pearce, City Staff Liaison.*