

AGENDA

VENETA BUSINESS ASSISTANCE COMMITTEE MEETING

Friday, February 28, 2025 – 9:00 a.m.

Veneta City Hall – J.W. “Bill” Smigley Room

88184 8th Street, Veneta, Oregon

City of Veneta Public Meetings can be accessed via teleconference. To listen to, or participate in this meeting, call 541-935-2192 (Participant Code 793738). To submit public comments electronically, email comments to jthode@ci.veneta.or.us by 4:00 p.m. the day before the meeting. All public comments must include your name and address.

FÈ CALL TO ORDER

GÈ PUBLIC COMMENTS

Speakers will be limited to 3 minutes each. The Business Assistance Committee will not engage in any discussion or make any decisions based on public comment at this time; however, they may take comments under advisement for discussion and action at a future Business Assistance Committee meeting.

HÈ ADMINISTRATIVE

æÈ Approve Minutes of the December 20, 2024 Minutes (pgs. 1-5)

I È NEW BUSINESS

æÈ Follow-up of Joint Work Session (pgs. 6-8)

æÈ Update to Grant Programs

æÈ Awarding Criterion

àÈ 5- Year Plan – Future Updates (Verbal)

&È Downtown Lot Development Update (Verbal)

åÈ Utilizing and Maximizing Incentive Programs (Pæ å[~ d

Í È OPEN DISCUSSION

Î È OTHER

Ï È NEXT MEETING – March 28, 2025 at 9:00 a.m.

Ì È ADJOURN

BUSINESS ASSISTANCE COMMITTEE

MEMBERS:

MAUREEN WRIGHT (CHAIR)
BRITTANY LEHMAN (VICE-CHAIR)
LARISSA MAYFIELD

GINA HALEY-MORRELL
MCKENZIE GIBSON

MINUTES

Business Assistance Committee
Friday, December 20, 2024, 9:00 AM
Veneta City Hall – J.W. “Bill” Smigley Room
88184 8TH Street, Veneta, Oregon

Present: Chair Maureen Wright, , Vice-Chair Brittany Lehman, Member McKenzie Gibson, Member Gina Haley-Morrell, Member Larissa Mayfield

Absent:

Staff: Management Analyst (MA) Jacob Thode, City Recorder (CR) Jennifer Mirabile

Attendees: Heather Blake, RAIN Catalysts

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1. CALL TO ORDER
Chair Wright called the Business Assistance Committee meeting to order at 9:00 a.m. and reviewed the agenda.
 2. PUBLIC COMMENTS
None.
 3. ADMINISTRATIVE
 - a. Approve Minutes of October 25, 2024

Member Gibson noted a few corrections to the October 25th minutes and asked for the corrections to be added to the approval.

MOTION: Member Haley Morrell **made a motion to approve the October 25th meeting minutes with the requested corrections 1. Update information on Chair and Vice Chair in headings, correct Member Haley-Morrell’s comment on page 2. to “windows” not “widows”.** Member Mayfield seconded the motion. **The motion passed unanimously (5-0).**

4. NEW BUSINESS
 - a. Ho Ho Signage Grant Application

Business Assistance Committee Minutes
Friday, October 25, 2024

Ms. Blake attended the meeting to represent the applicant, Ho Ho Chinese Restaurant, because they were unable to attend the meeting.

Member Haley-Morrell stated she had only heard good things about the new owner of this restaurant and what they were accomplishing in the City. She went on to highly recommend this application be approved by the Business Assistance Committee.

Member Mayfield agreed and shared she was happy to see this application.

Motion: Chair Mayfield **made a motion to recommend the approval of Ho Ho Chinese Restaurant's \$1,000 Signage Grant application.** Member Gibson seconded the motion. **The motion passed unanimously (5-0).**

Chair Wright asked MA Thode for information about the amount of funds available in the Redevelopment Toolkit.

MA Thode responded that the fund had \$90,000 available for this year.

b. West Valley Dance Studio Grant Application

Chair Wright shared with the Committee that the applicant was known to her and they had not discussed her application.

Member Gibson noted a cost estimate was not included with the application.

MA Thode stated the applicant did not submit a cost estimate and instead, included all of the information about replacing a portion of her business sign with a matching grant in the amount of \$273,18. He further stated the applicant was not replacing the entire sign.

Member Haley-Morell asked if the dance studio was under new ownership.

Chair Wright confirmed that the dance studio was under new ownership.

Member Haley-Morrell was in favor of approving this grant and believed this business was an important asset to the city.

Chair Wright agreed and was in favor of supporting this application.

Motion: Member Haley-Morrell **made a motion to recommend that staff approve the West Valley Dance Studio Signage Grant Application in the amount of \$273.18.** Member Lehman seconded the motion. **The motion passed unanimously (5-0).**

MA Thode thanked Heather Blake for all her help with the two signage applications.

c. Economic Identity Update

MA Thode reported that Altar Media presented the Economic Identity Study to the Fern Ridge Chamber of Commerce on December 11th. “

MA Thode presented Altar Media’s PowerPoint presentation titled “Navigating Your Brand Launch – City of Veneta.

MA Thode shared that that the presentation covered the brand basics, the brand itself and how businesses could utilize and share the brand.

MA Thode stated that a brand is something we can see hear and feel. He further stated it has a visual element (see), with messaging and personality (hear) and a perception that evoke feelings, emotions and ideas (feel).

MA Thode stated a brand can help frame the complete image of the City and guide its communications and the purpose of their work was to strengthen Veneta through a singular unified brand.

MA Thode related that Altar Media work created an economic brand infused with purpose, excitement, and a sense of belonging.

MA Thode restated the City’s new tagline of Explore, Enjoy, Engage which is intended to draw visitors to the City.

MA Thode shared the logo represents something that was uniquely Veneta which invites a one-of-a-kind experience, the night sky represents quiet life and small town charm and the shades of blue represent the unity found in the Veneta community.

MA Thode also shared that the “e” in Veneta, no longer connects to the “n”.

Member Gibson really liked the story that went along with the logo.

Discussion ensued about the new tagline and the feelings that it evokes.

Member Haley-Morrell stated she loved the new logo and believed Altar Media nailed the logo and taglines based on the information they were provided.

MA Thode was excited about this new brand and how it could be used by businesses.

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MA Thode showed some of the edits that were completed before the final presentation.

Member Gibson mentioned the wordmarks were not centered and asked why this was the case.

MA Thode responded that our previous discussion was to align the wordmarks so they appeared similar across our messaging. Ultimately, centering the words posed similar problems with the last revisions and were all aligned left for that purpose. MA Thode provided the example of the “J” in enjoy, which would hit the “n” in Veneta when centered.

Discussion continued about the centering of the taglines.

MA Thode stated that now that the project is complete, the City and the City could make any changes as we see fit to the brand guide, if we chose to realign the text at any point.

MA Thode reported there were four final videos, one each for the Enjoy and Explore taglines, and one for Engage.

MA Thode shared he was excited to assist businesses with this new marketing guide, taglines, and videos.

Chair Wright asked if members wanted to see any other materials.

There were no requests.

Chair Wright asked if there were any further questions about the new economic brand for the City.

Chair Wright asked if the Committee could receive some merchandise with the new logo.

MA Thode responded he was working on this.

MA Thode showed the new map with the logo and list of what to explore and enjoy in Veneta.

Member Gibson asked if the Lock and Key Adventurer’s Guild business was able to acquire their business license.

MA Thode responded he was unsure and would look into the status of this business.

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Member Haley-Morrell said the map would be very helpful for the Fern Ridge Chamber of Commerce.

Member Mayfield asked why the Oregon Country Fair was not on the map?

MA Thode responded that the map could be updated for each season based on the needs of the City.

Member Haley Morrell mentioned the Oregon Country Fair only happens once a year.

Ms. Blake asked if businesses would be able to purchase flags with the logo to be placed on Broadway.

Member Haley-Morrell hoped to have businesses finance flags with logos for Broadway.

5. OPEN DISCUSSION

Member Haley-Morrell reported the Fern Ridge Chamber of Commerce participated in the City's Annual Light Parade and they were also marketing the Tour of Lights. She further stated the last day to register Tour of Lights was Saturday, December 21st.

Chair Wright asked if there was any other discussion items.
There were none.

NEXT MEETING

The next meeting was scheduled for Friday, January 31, 2024.

6. ADJOURN

Chair Wright adjourned the meeting at 9:36 a.m.

ATTEST:

Maureen Wright, Chair

Jennifer Mirabile, City Recorder

BUSINESS ASSISTANCE COMMITTEE

AGENDA ITEM SUMMARY



TITLE/TOPIC: Update to Grant Incentive Programming

Meeting Date: February 24, 2025
Department: Economic Development

Staff Contact: Jacob Thode
Email: Jthode@ci.veneta.or.us
Telephone Number: 541-935-2191

ISSUE STATEMENT

Information Only.

BACKGROUND

The Business Assistance Committee (BAC) met with Veneta's City Council and the Economic Development Committee (EDC) in a joint City Council Work Session on February 24, 2025, to discuss upcoming programmatic changes to the City's economic development initiatives. Notable changes for the committee in the coming fiscal year consist of the following:

1) Removal of the Redevelopment Toolkit from the Urban Renewal Agency

EDC has proposed that City Council retain the following programs within the general fund budget: Signage, Facade Improvements, and Streetscape Amenities.

The Design Assistance, Loan-Rate Buy Down, Forgivable Debt, SDC Fee Reduction, and Redevelopment programs are anticipated to be eliminated after this year's budget.

2) Transfer of the Community Building Grant Program to the Park Board.

3) Revision of the Commercial Development Incentive Program

The EDC has proposed renaming the program to better align with the grant's purpose of reducing Transportation SDC fees.

The EDC will also be reviewing the program's eligibility criteria to distinguish it from the Business Grant Program. The program has the same job creation criteria, despite Commercial Development Incentive Program is intended for projects related to commercial development with high anticipated Transportation SDCs.

3) Revising the Business Grant Program

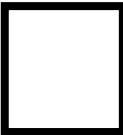
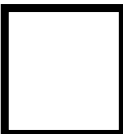
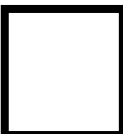
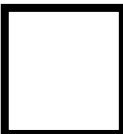
The Business Grant Program offers a matching grant of up to \$25,000 for the creation or retention of a single full-time equivalent job within City limits.

The EDC intends to establish a tiered award structure on a project's output and expected job creation/retention.

The current scoring rubric for a project's demonstration of need in the Business Grant Program is attached for the committee's reference. See Attachment 1.

ATTACHMENTS

1. Business Grant Program Scoring Rubric – Demonstration of Need

BAC Scoring Rubric Demonstration of Need	Score
<p>Insufficient or No Demonstration of Need (1 point):</p> <p>The applicant does not provide evidence of financial need or fails to demonstrate why traditional funding methods are impractical or cost-prohibitive.</p> <p>The explanation provided lacks specificity or is unclear, making it difficult to assess the genuine need for the grant, or applicant has not demonstrated the due process of applying for additional funding.</p>	
<p>Partial Demonstration of Need (2 points):</p> <p>The applicant presents some evidence of financial need or provides a basic explanation of why traditional funding methods are not impractical or cost-prohibitive.</p> <p>The explanation provided lacks depth, leaving some questions regarding the necessity for grant funding, or the grant applicant has only shown limited effort applying for additional funding.</p>	
<p>Moderate Demonstration of Need (3 points):</p> <p>The applicant effectively illustrates financial need or offers a clear rationale for why traditional funding methods are impractical or cost-prohibitive.</p> <p>The explanation provides relevant information or examples to support the need for grant assistance, though there may be other alternatives that the applicant has not tried.</p>	
<p>Strong Demonstration of Need (4 points):</p> <p>The applicant thoroughly and persuasively demonstrates financial need, highlighting specific challenges or barriers that justify the request for grant funding.</p> <p>The explanation provided is comprehensive, well-supported, and effectively communicates why traditional funding avenues are not feasible for the project. It is clear the applicant has exhausted other funding alternatives.</p>	

BAC Scoring Rubric Demonstration of Need

There are two various ways to evaluate this scoring metric, individually or as a committee.

1) Individually:

The committee could choose to use this rubric individually when evaluating an applicant's Demonstration of Need. In that instance, anything above a 2 would be enough to consider an applicant as meeting this criterion. Scores of 1 or 2 should be considered insufficient and does not meet the standard for a Demonstration of Need. If other applicable eligibility stands out in a business's application, an applicant who scores a 2 may still be considered, but not if they receive a 1.

Each individual member of the committee would use this rubric to determine if the applicant meets this criterion and determine on their own if the applicant would be eligible for the awarding grant amount.

2) As a Committee

As a committee, each individual would still score each applicant and those scores would be tallied up. Applications that receive a 10 or lower would not pass and would not meet this threshold. Applications that receive a score of 11-14 would be considered showing a weak/moderate demonstration of need. Any applications that receive a 15 or above would be considered showing a strong demonstration of need.

In the case that an applicant shows weak/moderate demonstrations of need, the committee would be advised to discuss the merits of the application further.