



## Economic Development Committee



### AGENDA VENETA ECONOMIC DEVELOPMENT COMMITTEE March 12, 2025 2:00 PM Veneta City Hall – J.W. “Bill” Smigley Room 88184 8<sup>th</sup> 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#).

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#### FÈ CALL TO ORDER

#### GÈ PUBLIC COMMENT

æE Speaker will be limited to 3 minutes each.

#### HÈ MINUTES APPROVAL

æE Approval of the February 12, 2025 Minutes (pgs. 1-F€)

#### I È NEW BUSINESS

- a. Downtown Commercial Development Project (Presentation) Á  
Institute for Policy, Engagement, and Research  
Aliza Benor  
Marlon Harris  
Luca Herran  
Asia Lieberman

#### 5. COMMITTEE MEMBER UPDATES

- a. General Updates from EDC Members (verbal)

#### 6. STAFF REPORTS

- a. City Management Intern  
(1) Economic Development Report (pgs.11-13) Jillian Liebersbach
- b. Management Analyst Jacob Thode
  - (1) Five-Year Strategic Plan (pgs. 14-16)
  - (2) Next Steps for Downtown Lot Development (pgs. 17-18)
  - (3) Regional Economic Brand (verbal)

#### 7. OTHER

- a. Collaborative Economic Development Organization (CEDO)(verbal)

#### 8. NEXT MEETING

- a. April 9, 2024 at 2:00 p.m.

#### 9. ADJOURN

To access Veneta Economic Development Committee meeting materials please go to  
<http://www.venetaoregon.gov/>

Times are approximate. This meeting will be digitally recorded. Location is wheelchair accessible (WCA). Individuals needing special accommodations, such as sign language or foreign language interpreters, should make such requests by contacting the City Recorder at 541-935-2191(voice) or by e-mail at: [mmichel@ci.veneta.or.us](mailto:mmichel@ci.veneta.or.us). Requests made after 10:00 a.m. two working days prior to a meeting may not be accommodated.

Los tiempos son aproximados. Esta reunión se grabará digitalmente. La ubicación es accesible para sillas de ruedas (WCA). Las personas que necesiten un alojamiento especial, tales como lenguaje de señas o intérpretes de idiomas extranjeros, deben hacer tales peticiones poniéndose en contacto con el registrador de la ciudad en 541-935-2191 (voz) o por correo electrónico a [mmichel@ci.veneta.or.us](mailto:mmichel@ci.veneta.or.us). Las solicitudes hechas después de las 10:00 a.m. dos días hábiles antes de una reunión no pueden ser acomodadas.



## CITY OF VENETA ECONOMIC DEVELOPMENT COMMITTEE

### MEMBERS:

HERB VLOEDMAN (CHAIR)  
BRITTANY LEHMAN (VICE-CHAIR)  
JOHN TRIBOLET  
  
MARK DAVIS

GINA HALEY-MORRELL  
LEN GOODWIN  
MAUREEN WRIGHT  
(LIAISON)  
LEWIS RUCKER

### MINUTES

Economic Development Committee Meeting  
Wednesday, February 12, 2025, 2:00 PM  
Veneta City Hall — J.W. "Bill" Smigley Room  
88184 8<sup>TH</sup> Street, Veneta, Oregon

Present: Chair Herb Vloedman, Vice Chair Brittany Lehman, Liaison Maureen Wright, Member Gina Haley-Morrell, Member Lewis Rucker, Member John Tribolet, Member Len Goodwin  
Absent: Member Mark Davis  
Staff: City Administrator (CA) Matt Michel, Management Analyst (MA) Jacob Thode, City Management Intern (CMI) Jillian Liebersbach  
Other: Alexa Benson, Heather Blake

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#### 1. CALL TO ORDER/REVIEW AGENDA

Chair Vloedman called the meeting to order at 2:00 p.m. and reviewed the agenda.

#### 2. PUBLIC COMMENT

Alexa Benson and Park Board Council Liaison, 88154 5<sup>th</sup> Street, Veneta Oregon

Ms. Benson stated she was attending the meeting to thank members for supporting last year's events which included Veneta Fourths, Movies in the Park, and Veneta Haunts. She further stated these events were also recently added as official Park Board events.

Ms. Benson shared she was starting another organization and a website to collect volunteer information and to calendar Veneta events.

Ms. Benson shared the website would serve as a clearinghouse of information to inform interested people about the needs in the Veneta community.

Ms. Benson also stated sponsors could visit the website to donate to events or activities.

Chair Vloedman thanked Ms. Benson for the information and her work on the Park Board.

Heather Blake, RAIN Catalysts

Ms. Blake shared RAIN Catalysts was hosting a Paid Leave Oregon seminar at the Chamber of Commerce scheduled at 5:30 p.m. tomorrow, with a meet and greet at 5:00 p.m. She further stated the seminar was for employers, employees, self-employed people to learn about this new benefit.

Ms. Blake stated they would also be offering a once-a-month productive work session where attendees bring their laptops and work without distractions.

### 3. MINUTES APPROVAL

- a. Approval of the January 8, 2025, meeting minutes.

Chair Vloedman mentioned there were revised minutes with some edits provided to everyone.

**MOTION:** Vice-Chair Lehman **made a motion to accept the January 8, 2025, minutes as edited.** Member Tribolet seconded the motion. **The motion passed unanimously (7-0).**

### 4. COMMITTEE MEMBER UPDATES

Member Tribolet shared the Chamber will host their quarterly luncheon on March 12, next week.

Liaison Wright announced the Dog Park will open in mid-May.

CA Michel shared staff planned to dedicate a tree to prior Community Development Director, Matt Laird. He further stated they were planning a pet parade as part of the festivities.

Vice-Chair Lehman hoped that the dog services in Veneta would partner with the city on this opening and also utilize the city's new economic identity resources.

Vice-Chair Lehman was excited to share she knew of a business that might be interested in opening another shop in Veneta. She further stated this business was a consignment and second-hand clothes store.

Chair Vloedman asked Vice-Chair Lehman to share those positive updates with members as well as the challenges businesses run into when thinking about operating in Veneta; this information would keep the members informed.

Chair Vloedman asked Vice-Chair Lehman to share information about inventory in the city.

Discussion ensued about available commercial lots in the city and if the city's website was updated with this information.

CA Michel mentioned the city used tax assessments records to identify those properties and Associate Planner Daniel Findlay could research that earlier process and rerun it.

Member Goodwin shared the Planning Commission approved the amendments to the Veneta Zoning and Development Code, except for the design standards for the highway commercial zones; they asked staff to further research this topic, otherwise he believed the amendments would go before the City Council for final approval this month.

Member Goodwin asked if the city had any information that would cause concern about the about the viability of the grant that ODOT received for the Highway 126 Project.

CA Michel shared he talked with two ODOT members and they expected there would be no problems with this grant and it would move forward.

CA Michel announced in two weeks, Kevin Urban, would start as the city's new Community Development Director. He shared Mr. Urban's education landscape architecture degree and his work relevant work experiences, in Texas and Oregon, with members.

CA Michel shared that there was health practice interested in purchasing one of the downtown lots; he further stated staff was just starting the process to consider what types of services should be located in those downtown blocks to best serve the community.

CA Michel concluded that from earlier discussions businesses for those downtown blocks should include those that bring foot traffic to that area.

Liaison Wright asked who should businesses contact if they want to support the Dog Park opening.

CA Michel asked members to have businesses reach out to him as the point person for that event.

## 5. STAFF REPORTS

### a. Management Analyst

#### i. Economic Development Report

MA Thode highlighted this month's economic development update.

MA Thode credited CMI Liebersbach with the changes to the report which showed the location of the developments and the building phase they were in.

MA Thode stated that the committee had directed staff to try to identify a larger zone to indicate where Veneta workers were coming from to work in the city.

MA Thode shared this was a bit of a struggle and CMI Liebersbach was able to update the numbers and added a buffer of about a quarter of a mile to show that larger zone.

MA Thode stated the buffer zone created small increases to those earlier worker numbers.

MA Thode reported that a new business, G Street Integrated Health submitted their business registration to the city.

MA Thode turned the floor back to Chair Vloedman

Chair Vloedman shared there was an eye doctor who would move into the space where the old eye doctor was located.

Chair Vloedman stated he would check back in with his contact about this business.

MA Thode agreed to update the committee on any new businesses registering with the city.

Chair Vloedman asked if members had any questions.  
There were none.

Chair Vloedman thanked CMI Lierbersbach for her work on the new report.

#### ii. Real World Lane County Update

MA Thode stated the Real World Lane County student group was working on a report about how best to use the downtown lots owned by the city.

MA Thode stated the students developed a survey to solicit feedback from community members.

MA Thode concluded that the student group would present at the next meeting on March 13, 2025.

Chair Vloedman asked if members had any questions.  
There were none.

### iii. Proposed Changes to Economic Programming

MA Thode shared that \$90,000 worth of funding was going to sunset with the Urban Renewal Agency in 2030 and there were discussions about finding other funding sources for a few of the committee's grant programs.

MA Thode stated he recommended reallocating funding for the Community Building Grant Program to the Park Board; he further stated the Park Board supports events like Music in the Park, Movies in the Park, Veneta Fourths.

MA Thode reported this change would free up about \$10,000 with the EDC budget; and reduce the EDC's budget request to \$31,000, instead of \$41,000.

MA Thode shared how the Park Board received their money from the General Fund along with sponsorship and donations.

CA Michel shared the Park Board had uncovered their own revenue stream in signage at the Veneta events they host.

Chair Vloedman asked if the Dog Park was under the Park Board purview and if there were benches in the Dog Park.

CA Michel responded that the Dog Park was under the Park Board's portfolio and that they had purchased two benches for the park.

Member Goodwin shared he thought this was a great idea and could offer a lot of efficiency for the city and ensure committees were not working at cross purposes.

CA Michel stated the name we call these programs in this environment was placemaking and economic development and in the Park Board realm they were Parks and Rec programs; this change would free up the EDC to reassess and maximize their attention to the city.

Member Tribolet shared the engagement levels that the Park Board developed to identify their role in each event was very helpful.

CA Michel shared the work the Park Board has completed over the last year to identify those events that they support either with funding or people.

Member Lehman asked where the funding comes from for the Farmer's Market.

MA Thode stated this funding was the grant he was proposing be moved to the Park Board; if approved, the Park Board would allocate monies toward these types of programs.

MA Thode shared the second recommendation proposed eliminating unused or outdated Redevelopment Toolkit Grants which included Design Assistance, Loan Rate Buy Down, Forgivable Debt, along with our SDC Fee Reduction.

Member Lehman asked about how the applicant, Iron Clad Boat and RV Storage would be categorized.

MA Thode stated "Iron Clad Storage" applied to a different program, Signage Grant, Streetscapes and the commercial CDIP, to reduce some of their SDCs.

Member Lehman agreed that these funds did not reach their allocated budget.

CONSENSUS: The Committee reached consensus on the first two recommendations.

MA Thode shared staff recommended that categorizing and reprioritizing the City Economic Incentives into three main objectives: job creation, commercial development, placemaking would make the grant programs clearer.

MA Thode highlighted the funding in this area and explained they hoped to those budgets closer together.

CONSENSUS: The Committee reached consensus on this third proposal.

MA Thode stated staff also recommended revising the Commercial Development and Business Grant Program's name and eligibility criteria to clarify the program purpose and effectively incentive local businesses with SDC fees.

MA Thode explained the name was confusing and staff wanted to recategorize this and find other criteria that would be a better fit.

MA Thode turned the floor back to Chair Vloedman.



MA Thode stated the Business Grant Program's proposed change would bring a level of funding detail to this grant. He further stated if you are eligible you can receive up to \$25,000.

MA Thode shared it would be clearer if there were levels of funding highlighted in this grant to help businesses consider how much they should apply for when applying.

CA Michel shared these two grants were meant to compliment each other; the one focused on new development and the other on existing property.

Vice-Chair Lehman reminded members that the committee updated the eligibility criteria recently and wondered if this additional detail would make the program too complex.

MA Thode agreed that was a valid concern and the funding could run out without this type of tier system and that's what the committee needs to determine if they are ok with that.

Liaison Wright stated she would keep it as it is for now since it was not being used and the budget was not being depleted on an annual basis.

CONSENSUS: The Committee reached consensus to change the Business Development grant name and the changes to the CDIP program.

b. City Management Intern

i. Economic Identity Toolkit

CMI Liebersbach reported that the Committee wanted something more tangible and this is a guidance document for new businesses.

CMI Liebersbach shared it gives examples about promotions and links to the actual brand guide we received from the vendor for this resource.

CMI Liebersbach stated we have been sharing this document with anyone who was involved with this project.

MA Thode stated this is the first document new and current businesses will receive.

CMI Liebersbach stated we negotiated with the chamber to push this information out to businesses and we increased the city payments to the chamber to help us with this project.

Member Goodwin said this was a good first step and the guidance document he was looking for.

Member Wright appreciated the contact information included in the document; update the Chamber's phone number on the document.

Vice-Chair Lehman asked if the links in the PDF in the brand guide for the logos were available online.

CMI Liebersbach stated they stored those guides in a shared drive where they can provide that link to businesses. She further stated they will be available on the chamber's website.

CMI Liebersbach stated they were meeting with the chamber next week to finalize their understanding about these documents and their promotion.

Member Goodwin asked if it was appropriate to use a personal email for Craig Soderberg; it might be best to have a general city email for this document.

Member Tribolet went on record to say the logo was flawed and would not work.

MA Thode stated when the logos were on the Chamber's website they would be downloadable.

Members discussed a sunlight and sundown version of the logo.

ii. Update to the Five-Year Economic Development Plan

MA Thode mentioned CMI Liebersbach will be spearheading this project moving forward he would start the discussion today.

MA Thode stated staff was seeking direction from the EDC to determine if there was interest in updating the five-year economic plan with a consultant.

Discussion ensued about the current plan.

Chair Vloedman thought it was a good idea to reevaluate the current plan.

Member Goodwin believed it was time to start fresh since the committee had gone through two cycles with the same goals in the five-year plan.

Member Goodwin affirmed the town and businesses have changed and recommended the committee support the development of a new plan for today's environment.

Liaison Wright stated with the new downtown land owned by the city, it's a different time and different business landscape and she liked the idea of moving forward to develop a new plan.

CONSENSUS: The Committee reached consensus to update the plan entirely and reevaluate each of those goals and ensure they are actionable.

MA Thode reported the current plan was comprised of the introduction, environmental scan, visions and goal setting sections along with an appendix of economic documents. He asked if the committee wanted to retain this in its current form or make some changes.

Chair Vloedman asked if we should use the same framework.

MA Thode asked what type of bones should this document include.

Member Goodwin hoped that we were not going to do this project in house.

MA Thode stated IPRE would not have availability until July to do this however, they offered resources for us to continue forward.

Member Goodwin believed the past plan worked fine and he recommended the committee take advantage of new thinking.

Vice-Chair Lehman believed the structure worked and we need to brainstorm about next steps forward and then give that information to a known economic plan developer to have them give us an update.

MA Thode believed it was funded for \$10,000 through IPRE and if we did it through the EDA – University Center, it would be free.

MA Thode stated the committee would like staff to find out how much this project would cost.

CMI Liebersbach stated they learned they could a lot of the work and then IPRE could come in this summer and finish it up dependent on the staff work.

MA Thode restated the committee's agreement about this project.

Chair Vloedman also agreed this was a good timeline for this project and that they hoped to complete it this year.

CONSENSUS: The Committee reached consensus that the framework works and they would like to have staff investigate more options and report back.

## 6. OTHER

- a. UO Real World Student Presentation at March EDC Meeting

Chair Vloedman stated the UO Real World presentation will be presented to the EDC at the March 13, 2025. Meeting.

- b. City Council/BAC Work Session Scheduled for February 24, 1t 5:30 p.m.

Chair Vloedman reminded members to put this date on their calendars for the work session with City Council.

Chair Vloedman asked if there were any other items to address.

There were none.

7. NEXT MEETING

- a. The next meeting is scheduled for March 12, 2025, at 2:00 p.m.

8. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee at 3:29 p.m.

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Chair Herb Vloedman

ATTEST:

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Jennifer Mirabile, City Recorder

## AGENDA ITEM SUMMARY



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### TITLE/TOPIC: Brief Economic Report

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Meeting Date: March 12, 2025  
Department: Economic Development

Staff Contact: Jillian Liebersbach  
Email: [JLiebersbach@venetaoregon.gov](mailto:JLiebersbach@venetaoregon.gov)

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### ISSUE STATEMENT

Information Only.

### BACKGROUND

Attached to this memo is a brief summary of Veneta's economic state as of March 12, 2025 and how it relates to Oregon's overall current and projected conditions as per the Oregon Office of Economic Analysis. As of this report, there are multiple factors influencing both the State and Federal Governments that may have unpredictable impacts and consequences on the economy that cannot be accurately mapped out yet. These factors include potential tariffs, immigration policies and federal expenditures. They are included in the report as "risk factors" which means they may yet have impacts on the economy that are not currently included in the forecast.

Data collected on Veneta's labor force, provided by the American Community Survey's 5-Year Estimates, indicate a working population of 4,319, a labor force of 2,391, and an unemployment rate of 4.8%. There are a number of Veneta residents working in industries that may be impacted by the projected economic conditions. Namely, Veneta residents employed in Retail Trade, Education, Healthcare and Social Assistance, and Manufacturing Industries. Overall, the outlook is positive, with every one of the industries forecast to experience some sort of growth. The only exception to this is Manufacturing, which will be facing some turbulence over the next ten years with both growth and decline expected within the industry.

### ATTACHMENTS

1. Veneta Economic Report- Mar. 12, 2025

# Veneta Economic Report—March 12th, 2025

## Population and Housing

There have been no updates in research regarding Veneta’s population or projected growth. The numbers below reflect key values from the previous report.

Population: 5,214      Housing units: 2,032      Vacancy rate: 2.7%      Average Household Size: 2.64

## Veneta’s Working Population (Human Capital)

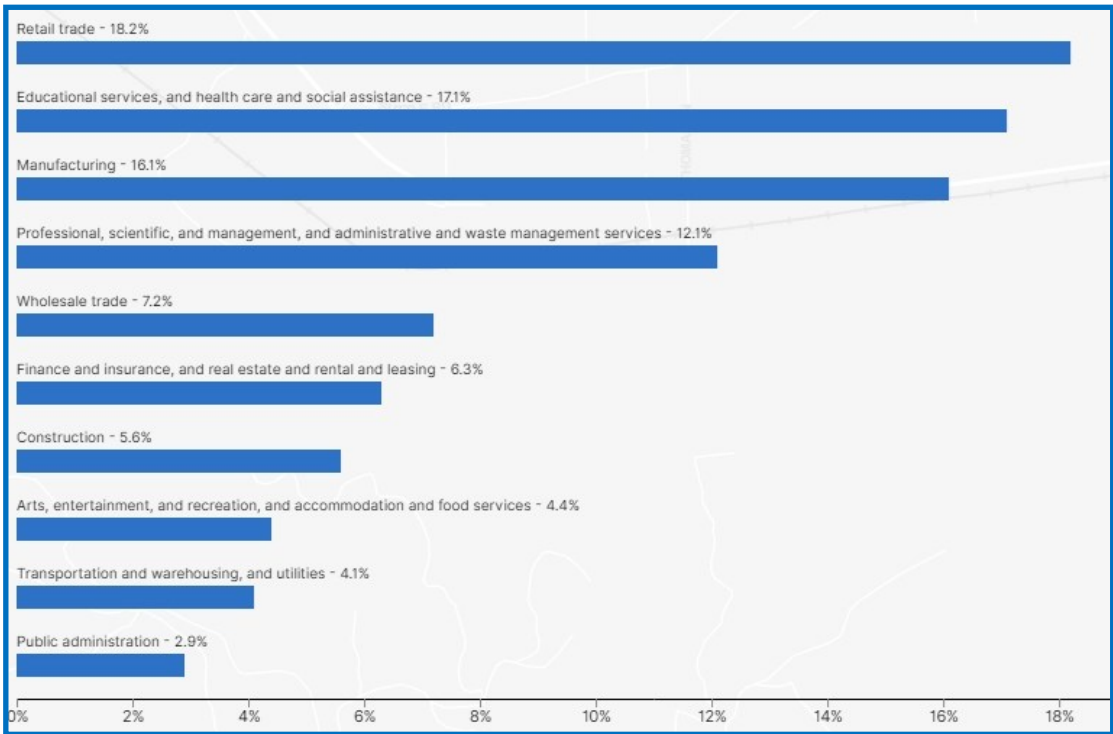
There are no new updates regarding the existing analysis of employment within Veneta City Limits. The working age population in Veneta are residents who are over the age of 16 years old and willing and able to work. This EXCLUDES: Active duty members of the U.S Armed Forces, and those confined to, or living in, correctional institutions or care facilities (Definition from the US Bureau of Labor Statistics).

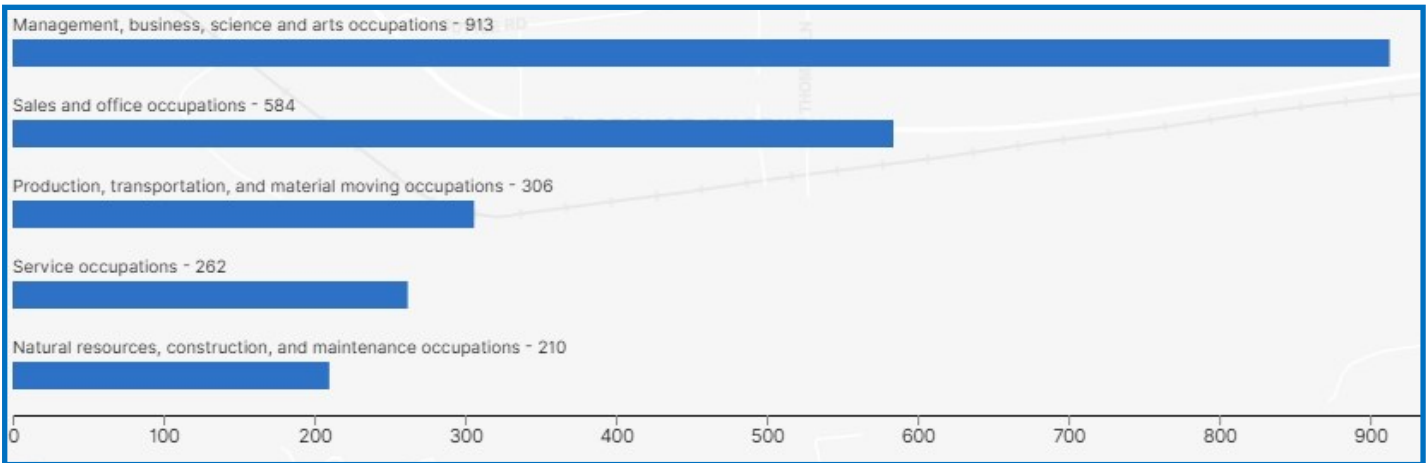
Veneta’s labor force is comprised of those who are either unemployed or employed within that working population. Those who are not actively searching for a job, on layoff awaiting recall or absent from their current job are neither unemployed or employed and thus not in the labor force. Information on Veneta’s working population is provided below.

Working Population: 4,319      Labor Force: 2,391      Employed: 2,275      Unemployed: 116

Information about the industries and occupations of Veneta’s labor force from the February 2025 report is illustrated below. These graphs do NOT represent the Industries inside of Veneta City Limits, but rather the industries/occupations that those who reside in Veneta are employed in. These graphs illustrate what employment opportunities Veneta’s labor force might be looking for, if they had the opportunity to work where they live.

### Industries:



**Occupations:**

Data provided by U.S. Census Bureau. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03 and S2401, 2023, <https://data.census.gov/table/ACSDP5Y2022.DP03?q=employment in Veneta city, Oregon>. Accessed on March 5th, 2025.

**Employment Forecast Impacts**

The Oregon Department of Administrative Services' Office of Economic Analysis released their quarterly forecast report this March. While Veneta's Economic Forecast may not reflect Oregon's the numbers provide valuable information into what the next few years might look like for employment in certain industries, population, and certain economic conditions. Some quick things to note from the report:

- Retail Trade (18%): After facing a steep drop from 2023-24, we are expected to see some steady growth (about 1000 jobs per year) from 2025 onward.
- Education, Healthcare and Social Assistance (17%): Continuing the trend of growth from '23-'24, we might see dramatic growth over the next 10 years in these industries for a total of about 25,000 jobs.
- Manufacturing (16%): There was a decline in Manufacturing jobs from '23-'25, but we are expected to see some steady growth of about 1,000 jobs per year before we to see it begin to decline again in the 2030s. Slight turbulence throughout the 10-year forecast.
- Professional, Administrative, and Waste Management Services (12.1%): There was some extreme growth projected in this industry that may lead to an increase of 40,000 jobs over the next 10 years.
- Construction (6%): This is a small portion of Veneta's labor force industries, but we should see some substantial growth beginning in '28. High costs and increasing mortgage rates remain barriers to making progress on residential construction in the state.

It is important to note that with all of this industry-specific growth, Oregon's unemployment rate is projected to drift slightly higher to a peak rate of 4.5% in 2027. Government budget cutbacks and layoffs will also have an impact on Oregon's economic wellbeing but the OEA stated that it is too early to begin mapping out what the magnitude of the effects might be.

**New Residential/Commercial Permits**

There was one new commercial structural permit issued in February to Applegate Medical, for replacing the roof of their building. In addition to this, we had eight new Residential Dwelling permits issued with the job's value totaling over 2 million dollars. Other permits issued include mechanical, structural, electrical and mechanical improvements for a total of 32 new permits in the month of February.

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# AGENDA ITEM SUMMARY



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## TITLE/TOPIC: Update to the Five-Year Economic Development Strategy

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Meeting Date: March 12, 2025  
Department: Economic Development

Staff Contact: Jacob Thode  
Email: [jthode@ci.veneta.or.us](mailto:jthode@ci.veneta.or.us)  
Telephone Number: 541-935-2191

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### ISSUE STATEMENT

Staff is seeking direction from the Economic Development Committee (EDC) on which direction to take to develop a new Five-Year Economic Development Plan

### BACKGROUND

The City of Veneta's Five- Year Economic Development Strategy spans from 2021-2025. The Five-Year plan was first created in 2015 by University of Oregon's Community Service Center (CSC), now the Institute of Research, Policy and Engagement (IPRE), as part of the scope of work to develop Veneta's Economic Opportunity Analysis (EOA) for purpose of recommending actionable steps for the City to take to achieve the goals and aspiration of the City's economic development vision. The plan was last updated by IPRE in 2020.

On February 12, 2024, the EDC directed staff to develop a new five-year plan that would reexamine the City's current economic landscape, business environment and economic goals. As part of that discussion, the committee agreed to review to review the goals of the last five-year plan, and that staff would examine options for moving forward with developing a new plan.

Additionally, Oregon law requires larger cities and counties (population 10,000+) to periodically review their comprehensive plans. While Veneta is not required to follow this schedule, it is recommended that the City update documents within the Comprehensive Plan that are 10 years or older. The Veneta Comprehensive Plan was last updated on August 12, 2024; however, the appendices for the Economic Opportunity Analysis and the Residential Buildable Lands & Housing Needs Analysis are now due for an update.

After reviewing available options, staff has identified multiple pathways to move forward:

### **1. Update Outdated Components of the Veneta's Comprehensive Plan**

The City's first option would be updating all key economic components of the City's Comprehensive Plan, which would include the following:

- Economic Opportunity Analysis (EOA) (2015)
- Residential Buildable Lands & Housing Needs Analysis (2014)
- Retail Market Analysis

As part of the scope of work for this project, an updated EOA would also include the addition of a new five-year strategic plan and a SWOT (Strength, Weaknesses, Opportunities, Threats) Analysis.  
March 12, 2025 Economic Development Committee Agenda Packet

Project Timeline:

- a) Prior to project launch, staff will create an outreach plan for Downtown Commercial Development, revise current grant programming, and conduct a Land Analysis.
- b) The City would apply for Technical Grant Assistance from Department of Land Conservation and Development (DCLD) in June of 2025.
- c) Project start Late Summer/Fall of 2025, dependent on funding and availability of consulting agencies.
- d) The City estimates the project will take six to nine months to complete, though the timeline may vary based on the full scope of work.

Cost:

Estimated at \$40,000–\$60,000.

## **2. Update the Economic Opportunity Analysis.**

Another option would be for the City to only update the City's EOA, this would include an updated version of the Five-Year plan and SWOT analysis without further updates to the City's Comprehensive Plan.

Project Timeline:

- a) Prior to project launch, staff will create an outreach plan for Downtown Commercial Development, revise current grant programming, and conduct a Land Analysis.
- b) Project start anticipated for Summer of 2025, dependent on availability of consulting agencies.
- c) The City anticipates the project taking three to six months to complete.

Cost:

Estimated at \$25,000-\$40,000.

## **3. Only Update the Five-Year Economic Development Plan.**

Finally, the City could choose to only update the Five-Year plan without revising the EOA or other economic development documents.

Project Timeline:

- a. Prior to project launch, staff will create an outreach plan for Downtown Commercial Development, revise current grant programming, and conduct a Land Analysis.
- b. Economic Development Committee conduct review of current goals ahead of project launch.
- c. Project start anticipated for Summer of 2025, dependent on availability of consulting agencies.
- d. The City anticipates the project taking three months to complete.

Cost:

Estimated at \$15,000-\$20,000.

Staff is seeking the EDC's guidance on which option to pursue to ensure the next five-Year Economic Development Plan aligns with Veneta's long-term economic goals and strategic priorities.

## RELATED CITY POLICY

Veneta Comprehensive Plan, Economic Development Element, Policy 15:  
*Conduct an analysis of the community's economic patterns, potentialities, strengths, and deficiencies as they relate to state and national trends every 5 to 10 years as conditions change.*

## RELATED CITY DOCUMENTS

Veneta Comprehensive Plan  
Economic Opportunity Analysis  
City of Veneta Economic Development Strategy 2015- 2019  
City of Veneta Economic Development Strategy 2021 - 2025

## COMMITTEE CONSENSUS OPTIONS

- 1) Direct staff to update all economic components of the Veneta's Comprehensive Plan, including updating the City's Economic Opportunity Analysis, Residential Buildable Lands & Housing Needs Analysis, and Retail Analysis.
- 2) Direct staff to update only the Economic Opportunity Analysis, including the addition of a new Five-Year Strategic Plan and SWOT analysis.
- 3) Direct staff to only Update the Five-Year Economic Development Plan.

## STAFF RECOMMENDATION

- 1) Direct staff to update all economic components of the Veneta's Comprehensive Plan, including updating the City's Economic Opportunity Analysis, Residential Buildable Lands & Housing Needs Analysis, and Retail Analysis.

## RECOMMENDED MOTION

*"I make a motion to direct staff to update all economic components of the Veneta's Comprehensive Plan, including updating the City's Economic Opportunity Analysis, Residential Buildable Lands & Housing Needs Analysis, and Retail Analysis."*

## ATTACHMENTS

N/A

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## AGENDA ITEM SUMMARY



### Economic Development Committee



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#### TITLE/TOPIC: Next Steps for Downtown Commercial Development

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Meeting Date: March 12, 2025  
Department: Economic Development

Staff Contact: Jacob Thode  
Email: [jthode@ci.veneta.or.us](mailto:jthode@ci.veneta.or.us)  
Telephone Number: 541-935-2191

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#### ISSUE STATEMENT

Information Only.

#### BACKGROUND

In late 2008, St. Vincent De Paul purchased three lots in the City's downtown, in partnership with the City of Veneta, with the intent to construct a mixed-use, multi-story retail and affordable housing complex. Ultimately, St. Vincent de Paul was unable to secure the capital to develop the property for its intended purpose and development of the lots were stalled.

In July 2024, the City of Veneta acquired these three lots, acting on recommendations from City Council and its advisory boards to pursue a City-led redevelopment strategy and prevent the lots from remaining vacant.

In Fall 2025, the Institute for Policy, Research, and Engagement (IPRE) reached out to the City regarding potential projects for an undergraduate research team. The City tasked this group with developing a strategy for the vacant lots, focusing on:

- Alignment with the City's Downtown Development Vision
- Incorporating input from the community and key stakeholders
- Compliance with Veneta's zoning regulations
- Considering past and anticipated future downtown development

The IPRE student group has since completed an actionable report to help guide the City's next steps in revitalizing the downtown properties. As the Economic Development Committee prepares to review the findings, staff has outlined a preliminary plan to advance the redevelopment process:

- 1) Present Report Findings to City Council** – Share the IPRE team's recommendations and key takeaways.
- 2) Establish a Focus Group for Local Business Owners** – Engage downtown businesses to review and provide feedback on the proposed plan.
- 3) Conduct a Design/Concept Charrette** – Facilitate a focused workshop to explore potential commercial development concepts for the lots.

Additionally, staff plans to raise community awareness about the report and future downtown redevelopment efforts by launching a dedicated page on the City's website, sharing updates through the newsletter, and utilizing social media to gather feedback.

#### RELATED CITY DOCUMENTS

Downtown Master Plan