

AGENDA
VENETA BUSINESS ASSISTANCE COMMITTEE MEETING

Friday, April 18, 2025 – 9:00 a.m.
Veneta City Hall – J.W. “Bill” Smigley Room
88184 8th Street, Veneta, Oregon

City of Veneta meetings can be accessed via telephone. To listen or participate call 541-935-2192 (Participant Code 793738#). To submit public comments electronically, email comments to Jmirable@ci.veneta.or.us by 3:00 p.m. Friday of the preceding Council meetings. All public comments must include your name and address. This meeting will be digitally recorded.

-
1. CALL TO ORDER
 - a. Agenda Check
 2. ADMINISTRATIVE
 - a. Approve Minutes for December 20, 2024 BAC Meeting (pgs. 1-5)
 3. EXECUTIVE SESSION - ORS 192.355(17)(a) - “Records, communications, and information submitted to... a City governing body..., by applicants for investment funds, grants, loans, services or economic development moneys, support or assistance”
 4. RETURN TO REGULAR SESSION
 5. 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.
 6. NEW BUSINESS
 - a. Sun Frog Products Business Grant Program Application (pgs. 4-16)
 - b. Anticipated Changes to Grant Programming (Verbal)
 7. OLD BUSINESS
 - a. Recap of Signage Grant Awards (Handout)
 - b. Regional Economic Identity Rollout (Verbal)
 - c. The Attic Reimbursement - Contract Extension (Verbal)
 8. OTHER

9. NEXT MEETING – May 30, 2025 at 9:00 a.m.
10. ADJOURN

Access Business Assistance Committee meeting material at
<http://www.venetaoregon.gov/agendacenter>

Times are approximate. Location is wheelchair accessible. Individuals needing special accommodations, such as sign language or foreign language interpreters, should contact the City Recorder at 541-935-2191(voice) or by e-mail at: JMirabile@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. La ubicación es accesible para sillas de ruedas. 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: JMirabile@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.

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

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 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.

Business Assistance Committee Minutes

Friday, April 18, 2025

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.

Business Assistance Committee Minutes

February 25, 2025

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

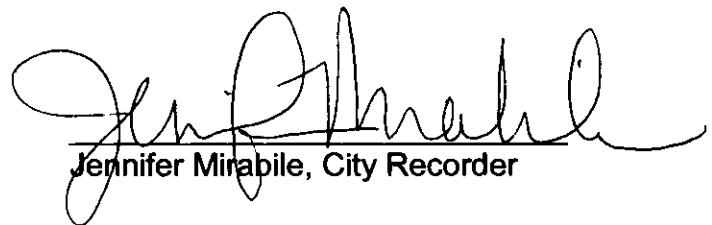
The next meeting was scheduled for Friday, January 31, 2024.

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: Hillbilly Brews Business Grant Application

Meeting Date: April 18, 2025
Department: Economic Development

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

ISSUE STATEMENT

Should the BAC recommend Sun Frog Products' \$25,000 Business Grants Program application be approved by City Council?

BACKGROUND

Sun Frog Products has applied for a \$25,000 grant through the City of Veneta's Business Grant Program (BGP). This program is intended to encourage business expansions and startups that create or retain job opportunities in Veneta and contribute to a vibrant local business environment.

Sun Frog Products is a wholesale distributor of high-quality exterior wood sealers and associated preparation products. The business is currently based in Portland, Oregon, and is in the process of relocating its operations to Veneta in order to be closer to their customer base. The company is purchasing the property located at 25189 Jeans Road, which will be used for both warehouse and office space.

Sun Frog currently operates with one full-time employee and plans to hire one to two additional full-time positions following the relocation. The applicant is seeking grant funding to support building improvements necessary to accommodate their operations. The proposed improvements include interior electrical work, sprinkler system upgrades, and engineering costs associated with the building's conversion.

The City Council allocated \$50,000 to the Business Grant Program for fiscal year 2024–25, specifically to support business growth and job creation within city limits. The program transitioned from a loan structure to a grant format in 2023. To date, the only award from the revised program has been made to Hillbilly Brews, which received up to \$25,000 in matching funds in January 2024.

The Business Assistance Committee is asked to review the application and determine whether to recommend that the Veneta City Council award grant funds to Sun Frog Products based on alignment with the BGP's goals and the availability of funds.

RELATED DOCUMENTS

Business Grant Program Information and Application Package

COMMITTEE OPTIONS

1. Recommend Sun Frog Products' \$25,000 Business Grants Program application be approved by City Council.
2. Recommend partial approval of Sun Frog Products' \$25,000 Business Grants Program application be approved by City Council.
3. Deny Sun Frog Products' \$25,000 Business Grants Program application.

CITY ADMINISTRATOR'S RECOMMENDATION

N/A

SUGGESTED MOTIONS

4. "I make a motion to recommend to the City Council approval of Sun Frog Products' \$25,000 Business Grants Program application
5. "I make a motion to recommend to the City Council partial approval of Hillbilly Brews' \$25,000 Business Grants Program application
6. "I make a motion to deny Hillbilly Brews' \$25,000 Business Grants Program application.

ATTACHMENTS

o 7 h BGP Application Form
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City of Veneta Grant Application Form

OTHER INFORMATION				Yes	No
Has the applicant, any of its principals, or any other business in which the principals were principals filed bankruptcy or defaulted on any debts within the past 10 years?				<input type="checkbox"/>	<input checked="" type="checkbox"/>
Is applicant or any of its principals a party to any claim or lawsuit? Is any principal or applicant (i) currently under indictment, or on parole or probation; (ii) ever been charged with or arrested for any criminal offense, other than a minor motor vehicle violation; or (iii) ever been convicted of any criminal offense?				<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does the applicant owe any taxes for years prior to the current year?				<input type="checkbox"/>	<input checked="" type="checkbox"/>
Please Select the Grant Program(s) you are applying for:					
<input checked="" type="checkbox"/> Business Grant Program	<input type="checkbox"/> Commercial Development Incentive Program	<input type="checkbox"/> Community Building Grant Program			
<input type="checkbox"/> Vibrant Veneta	<input type="checkbox"/> Redevelopment Toolkit	If Redevelopment Toolkit is checked, which specific grants are you applying for? (See Below)			
Small Project Grants:			Large Grant Projects:		
<input type="checkbox"/> Design Assistance			<input type="checkbox"/> Forgivable Debt		
<input type="checkbox"/> Façade Improvement			<input type="checkbox"/> Loan Rate Buy Down		
<input type="checkbox"/> Signage Grant			<input type="checkbox"/> Environmental Assessment		
<input type="checkbox"/> Streetscape Improvement			<input type="checkbox"/> SDC Fee Reduction		
			<input type="checkbox"/> Redevelopment Grant		
Please See Below for Additional Requested Material					
MATCHING FUNDS					
What matching funds will you commit to this effort?					
Source: <u>VENETA - BUSINESS CHELIVING</u>		Amount: <u>20,000</u>		\$	
Source: <u>BOFA - PERSONAL CHECKS</u>		Amount: <u>30,000</u>		\$	
Source:		Amount:		\$	
Source:		Amount:		\$	
Total:				\$	
Amount Secured: <u>70,000</u>		\$ <u>70,000</u>		Amount Applied For: \$ <u>25,000</u>	
				Not Secured at this time: \$	
RETURN ON INVESTMENT (ROI)					
An ROI is described as a 1:# match (one to # match). To calculate the ROI, take the amount you are matching and divide by amount requested. Example: A project that is matching \$50,000 and is requesting \$10,000 (50,000/10,000 = 5) has an ROI of 1:5.					
Amount Matching: \$ <u>70,000</u>		Amount Requested: \$ <u>25,000</u>		Return on Investment: <u>1:3</u>	
Do you intend on Hiring additional Employees during or after the duration of this project?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		If yes, please estimate # of jobs <u>1-2</u>	



City of Veneta Grant Application Form

PO Box 458 * Veneta, OR 97487 * 541-935-2191 * Fax 541-935-1838 * www.venetaoregon.gov

Application information and accompanying financial records submitted to the City of Veneta will be kept in confidence to the extent permitted by law, and while the City believes that the records will not be subject to disclosure, it is possible that disclosure might be required for some documents.

APPLICANT					
Full Legal Name of Applicant(s) and/or Company/Organization:				Telephone Numbers:	
ROBERT RICHARD MURRAY				Business:	503-894-8838
SEALR, INC.				Personal:	503-889-0085
D.B.A. SUN FROG PRODUCTS, INC.				Fax:	
Primary Contact:		ROBERT MURRAY			
Street Address:		901 BRUTSCHER ST. #D, PMB 360			
City:	NEWBERG	State:	OR	Zip:	97132
Proposed Business Address (If different from above):					
Street Address:		25189 JEANS RD.			
City:	VENETA,	State:	OR	Zip:	97487
Nature of Business: WHOLESALE/RETAIL		Date Established: 1991		Date Under Current Management: 01-29-24	
Number of Full Time Equivalent Employees:		<input checked="" type="checkbox"/> 0-5 Employees		<input type="checkbox"/> More Than 5 Employees	
COMPANY OWNERSHIP					
(List below all owners, principals and officers; attach schedule of additional names, if necessary) Show 100% of Ownership					
Name	Title	% of Ownership			
ROBERT MURRAY	PRESIDENT	49 %			
LESLIE MURRAY	SECRETARY	51 %			
		%			
Total: 100%					
AFFILIATES					
(List all business concerns in which the Applicant Company/Individuals listed in the ownership section above have any ownership. Attach current financial statement and tax return.)					
Company Name	Owner (Applicant Company or Individuals)	% of Ownership			
		%			



City of Veneta Grant Application Form

Project Description

Provide a brief description and timeline of your project.

CURRENTLY UNDER CONTRACT TO BUY 25189 JEANES RD. TO USE AS H.Q. (AND ONLY) OFFICE & WAREHOUSE SPACE FOR MY BUSINESS, SUN FROG PRODUCTS. WE'RE A DISTRIBUTOR/RETAILER OF OUR OWN TOLL-MANUFACTURED EXTERIOR WOOD SEALER. THE BUILDING APPARENTLY NEEDS SOME RETROFITS TO BE SUITABLE FOR MY BUSINESS PURPOSES. I'VE CONTRACTED WITH JBE ENGINEERS TO WORK WITH CITY OF VENETA TO DETERMINE WHAT NEEDS TO BE DONE TO THE BUILDING SO WE CAN WAREHOUSE, & SELL OUR PRODUCT FROM HERE. CURRENTLY OUR WAREHOUSE/OFFICE IS LOCATED IN PORTLAND, OR & WE HAVE ONE FTE. MOVING OUR HQ TO VENETA WILL ALLOW US TO BE CLOSER TO CUSTOMERS, GIVE US MORE SPACE TO GROW AND HIRE 1-2 MORE PEOPLE.

Project Costs

Please detail your project costs, and how grant funding is expected to be used.

JUST BETWEEN ENGINEERING, ELECTRICAL & SPRINKLERS, THE COST WILL BE OVER \$50K. WHEN I FIRST PURSUED THIS BUILDING, I WAS ESTIMATING THE BUILD OUT COST TO BE BETWEEN 25-45K. IT WILL BE AT LEAST DOUBLE THIS. I WOULD USE GRANT FUNDING TO COMPLETE THIS BUILDING SO I CAN MOVE MY BUSINESS DOWN TO VENETA. WITHOUT THE GRANT, THE PROJECT ~~SEEMS~~ DOESN'T MAKE FINANCIAL SENSE FOR THE BUSINESS. FUNDS WILL BE USED TO COMPLETE THE BUILDOUT OF SAID PROPERTY - SPECIFICALLY THE ELECTRICAL HOOK-UP, PLUMBING AND ADDING A ROLL-UP DOOR.

Veneta Business Assistance Committee Meeting
April 18, 2025



City of Veneta Grant Application Form

Only complete this portion if applying for the Business Grant Program

Business Grant Program



Demonstration of Need

Please demonstrate your project's level of need for grant funding through the City. Businesses must demonstrate that they are not able to fund a project through traditional means or that funding a project through traditional means would be cost prohibitive.



I AM ALREADY INCREASING MY COST AND SPENDING ALL MY PERSONAL SAVINGS ON THE DOWN PAYMENT FOR THE BUILDING. I'LL BE MAYED OUT ON MY FINANCING TO BUY THE BUILDING, AND THE CASH OUT TO FINISH THE PROJECT WOULD BE NEARLY IMPOSSIBLE WITHOUT SOME HELP FROM THE CITY. TAKING OUT A SHORT TERM LOAN WOULD ELIMINATE MOST OF MY CASH FLOW MAKING IT HARD TO KEEP BUSINESS AFLOAT.

Expected Outcome

Please describe the all expected benefits and outcome of this project, both in the short and long term.

ONE-TWO NEW EMPLOYEES IN THE AREA.

A NEW BUSINESS OPERATING & PAYING TAXES IN YOUR AREA.

A WELL-MAINTAINED BUILDING IN CITY LIMITS.

NEARLY \$100K IN LOCAL INVESTMENT TO GET BUILDING COMPLETE.

I BOUGHT THIS BUSINESS AFTER WORKING FOR 14 YEARS IN CORP. AMERICA. THE PLAN & BELIEF IS THAT WE CAN GROW IT INTO A \$4-\$5M/YR COMPANY WITH 7-10 EMPLOYEES - ALL OUT OF THIS VENETA BUILDING. 2024 REV A30.





City of Veneta Grant Application Form

Additional Requested Material

To complete an application, please submit the following materials for each grant program that your area applying to:

Business Grant Program

- Business Plan
- Three Months of Recent Business Banking Statements
- Three Months of Recent Profit and Loss Statements
- Veneta Business License



Commercial Development Incentive Program

- Site Map
- Transportation SDC Fee, as calculated by the City Engineer

Redevelopment Toolkit

- Business Plan
- Veneta Business License (if applicable)



City of Veneta Grant Application Form

AGREEMENT

- By signing below, you certify that all the information you have given in this application is true and complete. You authorize us to verify all your statements with any source, obtain credit and employment history (including your spouse's, if you live in a community-property state), provide any necessary documents to obtain your credit and employment history, and exchange information with others about your credit and account experience with us. You agree to provide additional information that we may require to process this application, including but not limited to, true and complete federal income tax returns, employment verification and income verification.
- You also agree to reimburse the City for its expenses incurred in connection with any credit commitment. These expenses include, without limitation, the City's appraisal, environmental services and legal costs, which are payable even though the extension of credit may not be consummated.
- You also represent that if you currently have any indebtedness or other obligations owing to the City, you have no defenses to or setoffs against such indebtedness or obligations. You also represent that you have no claims against the City for any matter regardless of whether or not they are related to this application.
- You acknowledge that you are applying for a *(grant; matching grant from the City of Veneta; transportation SDC reduction from the City of Veneta for a commercial project)*
- You agree to pay the non-refundable application fee upon submitting your application.
- I hereby declare that the information provided in this application is true to the best of my knowledge and belief, and that I understand it is made for use as evidence in court and is subject to penalty for perjury.

Authorized Signature

ROBERT MURRAY

Print Name

PRESIDENT

Title

3-11-25

Date



City of Veneta Grant Application Form

Return with payment to:

City of Veneta
88148 8th Street/PO Box 458
Veneta, OR 97487

Phone: 541-935-2191

Fax: 541-935-1838

Please make any checks out to City of Veneta. Include the reason for the check (BAP Application Fee) and the name of your business in the memo.

325

check #

118

VENETA

oregon

Attachment 2. Business Registration Form

Business Registration Form

\$25 annual permit fee required

☒ New Business/Owner

☐ Name Change/Location Change

☐ Renewal

Per City of Veneta Municipal Code Chapter 5.05 and Resolution No. 1033, businesses operating within the city limits are required to register with the City of Veneta. Registration forms are due by December 31st.

GENERAL INSTRUCTIONS: Complete all sections of the form, answering all questions in full. Mail completed form with fee to City of Veneta at PO Box 458, Veneta, OR 97487. Forms are available on-line at www.venetaoregon.gov

Please Print:

Business Name: Sun Frog Products, Inc.

MAR 13 2025

Legal Business Name (if different): Sealr, Inc.

Business Address: 25189 Jeans Rd Veneta, OR 97487

Mailing Address: 901 Brutscher Street #D, PMB 360 Newberg, OR 97132

Business Phone: 503-899-8838

Email: robert@sunfrogproducts.com

Type of Business: Wholesale/Retail

of Employees: 2

Website Address: sunfrogproducts.com

Year Established in Veneta: 0

Name of Contract Person: Robert Murray

Contact Phone #: 503.899.8838

Please check a category that best describes your business:

☐ Animal Care

☐ Foster Care

☐ Rental Property/Mgt.

☐ Retail

☐ Auto

☐ Fueling Station

☐ Housing

☐ Real Estate

☐ Daycare

☐ Grocery/Convenience Store

☐ Lodging

☒ Services & Products

☐ Education

☐ Health/Beauty

☐ Medical

☐ Financial Services

☐ Home Occupation (see reverse)

☐ Restaurant

☐ Other; Please describe _____

Issuance of a business registration shall not be deemed to legalize any act, which otherwise may be in violation of the law, including the city's zoning codes, or to exempt any person from any penalty of such violations. I affirm that the statement made in the application are true and correct to the best of my knowledge.

Robert Murray

Print Name

Robert Murray
Signature

President

3/11/2025

Title

Date

FOR CITY USE ONLY

Date Reviewed by Planning: 3-13-2025

Land Use Required: Yes _____ No X

Site Plan Required: Yes _____ No X

Permitted in Zoning District: Yes X No _____

Robert Murray
Authorized Signature

3-13-2025
Date of Issue

12-31-2025
Expiration Date