



## CITY OF VENETA ECONOMIC DEVELOPMENT COMMITTEE

### MEMBERS:

HERB VLOEDMAN (CHAIR)  
BRITTANY LEHMAN (VICE-CHAIR)  
JOHN TRIBOLET  
LEWIS RUCKER

GINA HALEY-MORRELL  
LEN GOODWIN  
MAUREEN WRIGHT  
(LIAISON)

### MINUTES

#### Economic Development Committee Meeting

Wednesday, April 9, 2025, 2:00 PM

Veneta City Hall — J.W. "Bill" Smigley Room  
88184 8<sup>TH</sup> Street, Veneta, Oregon

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

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

Vice Chair Lehman called the meeting to order at 2:04 p.m. and reviewed the agenda.

#### 2. PUBLIC COMMENT

Heather Blake 89378 Fields Road, Elmira, OR

Ms. Blake shared that attendance had dropped off for the Veneta workshops and activities hosted by RAIN Catalysts. She further stated RAIN Catalysts wanted to update the EDC about this development and share that they would be working on new ideas to try to engage entrepreneurs in the area.

#### 3. MINUTES APPROVAL

a. Approval of the March 12, 2025, meeting minutes.

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**MOTION:** Member Goodwin made a motion to accept the March 12, 2025, minutes as edited. Member Rucker seconded the motion. The motion passed unanimously (5-0).

4. NEW BUSINESS

A. Rescheduling EDC Meeting

Vice Chair Lehman updated the group they were considering a day and time change for the meeting.

MA Thode stated he sent two options to the committee which were the first or third Monday of each month at 2:00 p.m. or the second Wednesday with a start time later in the day.

Discussion ensued about these options.

Member Rucker stated he could adjust his schedule to attend on Monday but was worried about the number of holidays that fell on Mondays

MA Thode responded the committee would meet the following Monday if they had to cancel because of a holiday.

Liaison Wright agreed that a later time might allow new members to attend.

Member Goodwin stated he was concerned about late night meetings for staff.

MA Thode stated that this topic had come up previously and was not solely based on adding Councilor Voltz as the Liaison.

Ms. Blake shared Mondays may be a good day for business people because there were businesses closed on Mondays.

MA Thode stated it seemed as though the third Monday would work for everyone and he would survey the group about a time later this week.

b. New Business Registration – Sun Frog Products

MA Thode reported Sun Frog Products submitted their business registration to the City. He further stated the company distributed wood and would be located on Jeans Road.

MA Thode also shared that the company would be applying for one of the City's business grants.

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MA Thode stated Sun Frog Products was an established business in Portland and were looking to grow their business.

**5. COMMITTEE MEMBER UPDATES**

Member Goodwin shared the Planning Commission met and discussed how to deal with development in the floodplain. He further stated that due to FEMA's litigation the issue was mired in complexity.

Member Goodwin stated the City Council approved the Planning Commission's recommendation to review floodplain development on a permit-by-permit basis which would require some developers to comply with additional requirements. He concluded there was a July deadline to add these changes to Veneta's land use code.

Member Tribolet stated his company was now a vetted Walmart agent which meant he could sell his products on Walmart.com which allowing him access a larger and established customer base.

Member Rucker announced his company planned shop renovations and would work on the inside of the facility located on HWY 126 just East of Huston Road.

Member Goodwin asked if the City was seeing any social media traffic about restricting wells in the Veneta area.

Member Rucker stated Senate Bill 1151 and House Bill 3419 were a big concern right now. He further stated HB 3419 would create a lot of well restrictions and it was unknown where the new regulations would be required.

Ms. Blake mentioned many agencies were following these two bills.

MA Thode said he would look into these bills if they were relevant to the EDC.

Member Tribolet shared the Park Board was working to ensure a smooth process for all of their events. He further shared Member Craig Soderberg stepped down from the Chair position and the new chair was Tressa Miller.

**6. STAFF REPORTS**

- a. City Management Intern
  - i. Economic Brand Rollout

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CMI Liebersbach passed around new merchandise that promoted the new Veneta branding.

CMI Liebersbach stated these small items (pens, mugs) would be given to business owners in Veneta; clothing was also available for purchase at the Fern Ridge Chamber of Commerce.

CMI Liebersbach shared that the branding could be viewed on new banners placed on Broadway and another banner would be located on Territorial HWY to welcome people to the downtown area.

CMI Liebersbach shared that Dairy Queen was also interested in using the new branding and she was very excited about this new development.

CMI Liebersbach announced the Local Logo Launchers Committee discussed social media advertising for the branding and was working to develop posts.

Vice-Chair Lehman was excited that the branding was rolling out.

CMI Liebersbach announced the City was hosting an Open House tomorrow evening from 6:00 p.m. to 7:30 p.m.

CMI Liebersbach turned the floor back to Vice Chair Lehman.

b. Management Analyst

Vice Chair Lehman asked for the staff report.

i. Eligibility for the Business Grant Programs

MA Thode reported that staff was seeking direction from the EDC on proposed revisions to the Business Grant Program eligibility criteria.

MA Thode summarized the eligibility criteria for the Business Grant Program.

MA Thode also presented the tiered award structure to clarify potential award amounts.

MA Thode shared that the tiered award structure was based on the number of FTE the business maintained.

Discussion ensued about the eligibility of applicants based on the number of employees and possible awards.

Member Goodwin announced he supported the proposal as presented.

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Discussion ensued about the inclusion language on the grant.

CA Michel believed the Committee should carry on with this required language until there was further information.

Member Tribolet shared he was not fond of that structure because many employers could not afford full-time employees.

MA Thode responded that businesses with 5 or fewer full-time equivalent employees are required to match grant funds to cover 25% of the total cost of the grant funded project.

Vice Chair Lehman asked if members had any questions.  
There were none.

Vice Chair Lehman asked for a motion on this agenda item.

MOTION: Member Goodwin made a motion to direct staff to prepare a revised **Business Grant Program with recommended changes to the program's job creation and retention eligibility criteria, as presented.** Member Tribolet seconded the motion. **The motion passed unanimously (5-0).**

ii. Eligibility for the Commercial Development Incentive Program

Vice Chair Lehman asked for the staff report.

MA Thode stated he was seeking direction from the EDC on proposed revisions to the Commercial Development Incentive Program's eligibility criteria and program name.

MA Thode shared changing the name of this program would help to clarify the purpose and make it more recognizable.

MA Thode summarized his agenda item summary which included the program's eligibility requirements new qualifying development criteria.

MA Thode turned the floor back to Chair Vloedman.

Vice Chair Lehman asked if any members had questions.

Member Goodwin turned to the qualifying development criteria #2, and wondered if the language should say "demonstrate consistency with or conforms to the plan" instead of alignment.

Discussion ensued about Member Goodwin's recommendation.

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All members agreed that the word “alignment” should be removed and staff could make the final decision on updating this section.

**CONSENSUS:** The Committee reached consensus to have staff prepare a revised Commercial Development Incentive Program with the recommended changes, the language updates discussed and the name change.

iii. Downtown Lot Development – Next Steps

MA Thode shared that a webpage would be developed to promote the Institute for Policy Research and Engagement Report that was presented to the EDC back in March. He further stated the goal was to solicit community input and also remain as transparent as possible in the development of Veneta’s downtown lots.

**7. OTHER**

MA Thode reported Member Davis resigned from the Committee and that left another vacancy on the Committee.

MA Thode stated one vacancy may be filled by City Council at their meeting on Monday, April 14<sup>th</sup>.

Liaison Wright asked for an update on The Attic space and wondered if they have asked for an extension.

MA Thode stated they have not requested an extension currently.

CA Michel believed that would be a good process for the BAC to review any extensions before going to the Council.

CA Michel suggested that the Smith family may ask for an extension this summer.

Vice Chair Lehman asked if members had any further questions.  
There were none.

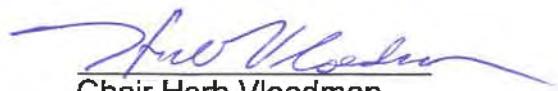
**8. NEXT MEETING**

a. The next meeting is tentatively scheduled for May 19, 2025, at 2:00 p.m.

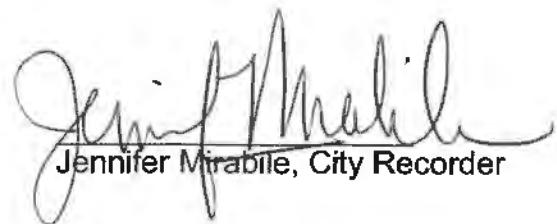
**9. ADJOURN**

Vice Chair Lehman adjourned the meeting of the Veneta Economic Development Committee 3:07 p.m.

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Chair Herb Vloedman

ATTEST:

  
Jennifer Mirabile, City Recorder