



## CITY OF VENETA ECONOMIC DEVELOPMENT COMMITTEE

### MEMBERS:

HERB VLOEDMAN (CHAIR)  
BRITTANY LEHMAN (VICE-CHAIR)  
JOHN TRIBOLET  
RIC INGHAM  
AARON GARCIA

GINA HALEY-MORRELL  
LEN GOODWIN  
ROBBIE MCCOY (LIAISON)  
LEWIS RUCKER  
AARON GARCIA

### MINUTES

Economic Development Committee Meeting  
MONDAY, May 19, 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, Council Liaison  
Robbie McCoy, Member John Tribolet (phone), Member Len Goodwin,  
Member Ric Ingham, Member Arron Garcia  
Absent: Member Gina Haley-Morrell, Lewis Rucker (excused)  
Staff: City Administrator (CA) Matt Michel, Management Analyst (MA) Jacob  
Thode, City Management Intern (CMI) Jillian Liebersbach  
Other: Heather Blake, RAIN Catalysts (phone)

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1. CALL TO ORDER/REVIEW AGENDA  
Chair Vloedman called the meeting to order at 2:04 p.m. and reviewed the agenda.
2. PUBLIC COMMENT  
There was no public comment.
3. MINUTES APPROVAL
  - a. Approval of the May 19, 2025, meeting minutes.

**MOTION:** Member Goodwin made a motion to accept the April 9, 2025, minutes with the discussed changes. Vice Chair Lehman seconded the motion. The motion passed unanimously (7-0).

#### 4. COMMITTEE MEMBER UPDATES

Member Tribolet shared the Dog Park Grand Opening was a great success, the Pickleball Clinic had a good turnout, and the Arbor Day Memorial celebration for Matt Laird was very heart-felt.

Council Liaison McCoy shared the Veneta Fern Ridge Chamber of Commerce was planning a Pickleball Tournament this summer.

Council Liaison McCoy also shared the Grand Opening of the Dog Park took place on Saturday May 10<sup>th</sup> and was a very fun event with awards given to five different dog events.

#### 5. STAFF REPORTS

##### a. City Management Intern

##### i. Economic Brand Rollout

Chair Vloedman asked for the staff report.

CMI Liebersbach reminded members that the Economic Brand Rollout was the project that completed last year to create a cohesive brand for the City and a consistent identity for Veneta businesses.

CMI Liebersbach announced the Fern Ridge Chamber of Commerce was spearheading the social media posts and utilizing the videos produced by Altar Media, the vendor used for the Economic Identity Project.

CMI Liebersbach shared she received lots of positive feedback from businesses and also announced Dairy Queen was interested in integrating the new logo; she further stated they intend to provide drafts to the City.

CMI Liebersbach described what the Dairy Queen logo might look like with the identity branding.

Chair Vloedman asked to have the DQ logo designs available at the next EDC meeting.

CMI Liebersbach announced that she and MA Thode researched the water well bills discussed at the last meeting and shared the bills cover water and electric usage and monitoring. She further stated there was no movement on these bills and concluded the Committee would be updated when reports on these bills were due September.

September.

MA Thode stated the bills were in the reading stages and he would update the committee when reports were published.

Member Goodwin mentioned it was possible the bills did not survive the May 16, 2025 deadline.

b. Management Analyst

Chair Vloedman asked for the staff report.

i. Eligibility for the Business Grant Programs

MA Thode summarized his memorandum regarding the Business Grant Programs and shared additions were made to the programs based on the direction of the Committee.

MA Thode stated grant applicants would be eligible for up to a \$10,000 in awards if they create, retain or support up to a one full-time equivalent position.

MA Thode shared applicants could be eligible for up to the \$25,000 award amount if they create, retain or support two or more full-time equivalent positions.

MA Thode concluded projects supporting up to one full-time equivalent position may be eligible for up to the \$25,000 amount if they also meet two or more of the program's economic preference criteria.

MA Thode turned the floor back to Chair Vloedman.

Chair Vloedman asked Vice Chair Lehman if these changes were helpful to the Business Assistance Committee (BAC).

Vice Chair Lehman explained how the BAC reviewed the applications for these awards and believed these changes would be helpful in their review and final award decisions.

Chair Vloedman asked for questions or comments.

Member Ingham pointed out an error in the grant program's packet and stated the fiscal year for the city runs July through June and asked for that update in the document.

Chair Vloedman asked for a motion on this agenda item.

**MOTION:** Member Goodwin made a motion to recommend City Council approve staff's revisions to the Business Grants Program. Member Tribolet seconded the motion. The motion passed unanimously (7-0).

ii. Eligibility for the Commercial Development Incentive Program

Chair Vloedman asked for the staff report.

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

MA Thode shared background on the different grant programs and reminded members the Redevelopment Toolkit would be eliminated because of a decrease in funding for the year.

MA Thode shared that the Committee also directed staff to revise the program's name to the Commercial Development Incentive Program: Transportation SDC Fee Reduction to clearly indicate the purpose of the program to potential applicants.

MA Thode stated the purpose of the changes were to differentiate criteria from the Business Grant Program and better clarify eligibility for both applicants and the Business Assistance Committee.

MA Thode summarized the changes to include criteria that included a physical business location within Veneta's dedicated commercial zones specified in the Veneta Zoning and Development Code. Eligible projects must include new construction or substantial improvement to the commercially zoned site to support economic activity, and must be consistent with or conform with the City's priorities for commercial development as established by Veneta's Comprehensive Plan.

Member Ingham asked to add an "s" to the word consistent on pg. 21 of the agenda packet.

Member Goodwin stated that the "City Priority" goal should state that a project is aligned rather than consistent with the City's priorities.

Member Ingham asked how many applications were submitted last year for this program last year and wondered if the \$1,000 application fee was prohibitive.

MA Thode stated the City did not receive many applications for this program and stated the last applicant was Iron Clad Storage; he further stated he would do more research on application fees for this type of program.

Member Ingham wondered if this was a good tool and if there was historical data on applications.

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CA Michel responded that a retrospective look had been completed a few years ago and at that time it was changed from a loan program. He further stated the application fee could be evaluated and changed by the Committee.

Vice Chair Lehman shared the packet language was confusing and was concerned that there was no limit on the amount of money to be awarded.

MA Thode stated the limit would be \$25,000 and that language was there to inform applicants of that possible amount.

Vice Chair Lehman believed the language was misleading in regards to the SDC reduction as well.

CA Michel explained how the SDC was determined and agreed the language needed to be cleaned up as the City cannot assure a 50% SDC reduction.

CA Michel stated the 50% reduction language should be removed throughout the program packet and that language stating the award could "add up to \$50,000 " would address the City's cap on the award.

Discussion ensued about the funding for this program.

CA Michel confirmed the \$50,000 amount was moved over to the General Fund and was the cap for this program.

Member Goodwin suggested an alternative to the \$1,000 fee and recommended the application fee be added as a rebate to the total amount either in full or in part.

MA Thode asked if that \$1,000 application fee would make the total award \$26,000.

CA Michel stated the fee could be refundable upon a successful award and the Committee could agree on a different award amount other than the full \$25,000.

CA Michel stated a match does not work for this program because typically projects were much bigger than the \$50,000 cap.

CA Michel shared in the case of a large developer negotiations would occur and ultimately larger SDC reductions could be permitted.

Chair Vloedman asked if there were further questions.  
There were none.

Chair Vloedman asked for a motion on this agenda item.

MOTION: Vice Chair Lehman **made a motion to recommend staff make changes to the Commercial Development Incentive Program, along with removing the 50% SDC language and clarifying the funding cap, as well as, a as well as a rebate to the application fee for a successful grant award.** Member Goodwin seconded the motion. **The motion passed unanimously (7-0).**

iii. Economic Opportunity Analysis

MA Thode shared the Economic Opportunity Analysis project was discussed at the work session with Council and BAC and staff was directed to research ways the City's economic reports could be updated and included in the City's Comprehensive Plan. He further stated there were two other reports that were out of date including the Residential Buildable Lands and Housing Needs Analysis and the Retail Market Analysis.

MA Thode stated Veneta's economic opportunity analysis was last updated by the University of Oregon's Institute of Research, Policy, and Engagement (IPRE) in 2020.

MA Thode highlighted the scope of work and costs ranging from \$40,000-\$60,000, to update a 5-Year Strategic Plan and SWOT Analysis. He further stated that the Oregon Department of Land Conservation and Development offered a technical assistance grant program designed to help cities update these documents. He planned to apply for this grant in October.

MA Thode shared the proposed timeline for this project with the awarding of a contract in March 2026.

MA Thode turned the floor back to Chair Vloedman.

Chair Vloedman asked if members had any questions.

Member Ingham asked if the City could pay for the analysis if the grant was not awarded.

MA Thode stated the City would budget for the Economic Analysis for the 5-Year Strategic Plan regardless of external funding.

Member Goodwin believed the costs would be much more expensive than the current estimate.

MA Thode was hopeful the grant would be successful and would update the Committee on his progress in the coming months. He turned the floor back to Chair Vloedman.

Chair Vloedman asked if there were further questions.

There were none.

iv. Downtown Lot Development Progress

MA Thode reminded members that the report for the Downtown Lot Development Project would be added to the City's website and he was developing a communications plan to inform the public of their findings and continue to move forward with this project.

Member Ingham shared some caution in developing focus groups and creating aspirations that may not come to fruition.

MA Thode thanked Member Ingham for his feedback and would move forward cautiously.

Chair Vloedman asked if there were further questions or comments.  
There were none.

6. OTHER

Council Liaison McCoy announced the Memorial Day Celebration at 11:00 a.m. at City Park on Saturday, May 24.

Vice-Chair Lehman shared that on June 14, 2025, her organization was supporting a Veteran's BBQ at City Park and there would be music and food provided for Veterans and their families as well as attendees; the event was scheduled from 11:30 a.m. to 2:00 p.m.

Chair Vloedman asked if there were any other items to be discussed.  
There were none.

7. NEXT Meeting

- a. The next meeting was scheduled for June 16, 2025, at 3:30 p.m.

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8. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee at 4:32 p.m.

  
Chair Herb Vloedman

ATTEST:  
  
Jennifer Mirabile, City Recorder