



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

MINUTES

Economic Development Committee Meeting
Wednesday, June 16, 2025, 3:30 PM
Veneta City Hall — J.W. "Bill" Smigley Room
88184 8TH Street, Veneta, Oregon

Present: Chair Herb Vloedman, Vice Chair Brittany Lehman, Council Liaison Robbie McCoy, Member John Tribolet (phone), Member Len Goodwin, Member Gina Haley-Morrell (phone), Member Ric Ingham, Member Aaron Garcia, Member Lewis Rucker

Absent: -

Staff: City Administrator (CA) Matt Michel, Management Analyst (MA) Jacob Thode

Other: Heather Blake, RAIN Catalysts (phone)

1. CALL TO ORDER/REVIEW AGENDA
Chair Vloedman called the meeting to order at 3:30 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

Moved to approve the May 19, 2025, minutes as amended.

**Moved by Member Goodwin. Second by Member Rucker.
The motion passed unanimously (8-0).**

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4. COMMITTEE MEMBER UPDATES

Member Haley-Morrell reported the Veneta Fern Ridge Chamber of Commerce would host a Pickleball Tournament at the end of July and registration was open. She also shared a number of vendors would attend the tournament and there would be food available at The Patio. Flower baskets were placed on Broadway and the Chamber was thankful for all of the sponsors who supported this project.

5. STAFF REPORTS

a. Management Analyst

i. Economic Report

MA Thode shared as of the May 14th Economic Report, there' was a lot of uncertainty because new policies were not quite known on the State and Federal Government level; overall the outlook of this report was neutral.

MA Thode reported that the population was compared to the State's overall population and identified SNAP, unemployment and the median age in Veneta as higher than the State; ultimately there was a projected decrease in population in Veneta and an increase in unemployment rates.

MA Thode concluded there were three new business licenses completed in the City of Veneta.

Member Ingham was surprised that Veneta's numbers were above the State's numbers.

Member Goodwin suggested the higher median age may have something to do with the increased SNAP numbers.

Member Goodwin believed it may not be a bad thing that companies were expanding outside of the state.

Discussion ensued about organizations that were expanding outside of Oregon.

Vice Chair Brittany Lehman entered the meeting at 3:43 p.m.

ii. Economic Brand Rollout Report

MA Thode reported the Logo Launchers Committee comprised of Veneta Fern Ridge Chamber of Commerce members and City representatives, including himself and City

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Management Intern Jillian Liebersbach, continue to work hard on the roll out of the new Veneta identity brand.

MA Thode shared the Logo Launchers Committee worked with businesses and purchased merchandise with the new branding.

Member Ingham suggested some of the merchandizing include contact information for entrepreneurs; something like "interested in starting a business? Contact the City of Veneta."

iii. Commercial Development Incentive Program Revisions

MA Thode reported detailed changes to the Incentive Program could be found in the agenda packet.

MA Thode asked the Committee if they would recommend approval of proposed revisions to the Commercial Development Incentive Program to allow reductions of up to \$25,000 across all City SDC's, and reduce the program's application from \$1,000 to \$50.

MA Thode believed it was a good idea to make all of the application fees \$50.

The Committee reached consensus to recommend a \$50 application fee and to remove refund language.

MA Thode provided a test case example to show that the changes could be variable and up to \$25,000; he further recommended removing the transportation aspect and allow for SDC reductions on all of the City's programs.

Discussion ensued about the test study and possible awards.

MA Thode confirmed the Business Assistance Committee could award grant amount based on the type of application and up to the full \$25,000.

Member Goodwin was puzzled by the test case example and the low amount of the SDC.

CA Michel analyzed the test case SDC calculation.

Chair Vloedman remarked that the changes were drastically different from the original program.

Discussion continued about the SDC reduction and what amount of fee reduction made sense.

Moved to recommend City Council approve staff's revision to the Commercial Development Grant Program with a new application fee of \$50 and removal of the rebate language.

Moved by Member Goodwin. Second by Vice Chair Lehman.
The motion passed unanimously (8-0).

iv. Fiscal Year Changes

MA Thode summarized those programs that were going away for this fiscal year and those that would be changing; he further stated website updates would be completed.

v. Update on awarded grants from the previous fiscal year (handout)

MA Thode provided a handout outlining all the grant programs awarded for the year.

Discussion ensued about the awards granted for the year and those programs that will be continued and funded from the General Fund.

6. OTHER

MA Thode shared that the Business Assistance Committee will table at the Harvest Festival and asked if the EDC was also interested in tabling at this event.

Chair Vloedman mentioned the BAC and the EDC were one in the same to many residents.

MA Thode mentioned CMI Liebersbach's last day with the City was Friday, June 20 and there will be a gathering if anyone is interested in attending at 1:30 p.m.

Member Tribolet shared he was talking with a gentleman who hosts roller skating events in Eugene; he shared this person was interested in bringing those events to Veneta.

Chair Vloedman suggested the Park Board was a good fit for this type of event.

Ms. Blake shared that RAIN Entrepreneurs was hosting a work session tomorrow night at the Chamber from 5:30 p.m. – 7:30 p.m.

Member Rucker shared the American flag was taken down at Banner Bank because it was in disrepair.

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7. NEXT Meeting

- a. The next meeting was scheduled for July 21, 2025, at 3:30 p.m.

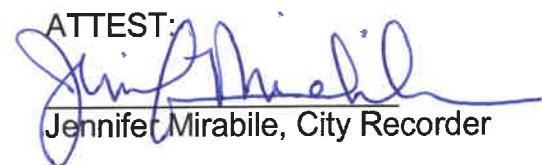
8. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee at 4:33 p.m.



Chair Herb Vloedman

ATTEST:

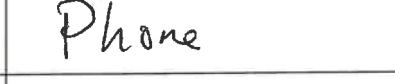
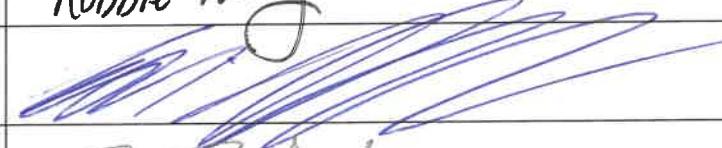
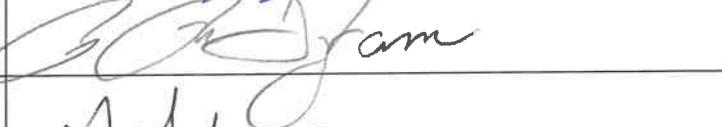


Jennifer Mirabile, City Recorder



Economic Development Committee Sign-in Sheet

May 19, 2025 Time start: _____ Time _____

Herb Vloedman, Chair	
Brittany Lehman, Vice-Chair	 arrived 3:43
Len Goodwin	
Gina Haley-Morrell	
John Tribolet	
Council Liaison Robbie McCoy	
Lewis Rucker	
Ric Ingham	
Aaron Garcia	

Public Comment Signup – *Speakers will be limited to three (3) minutes.*

NAME

Resident/Non Resident

Topic

None
