



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, August 18, 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 Ric Ingham, Member Aaron Garcia
Absent: Member Lewis Rucker (excused), Member Gina Haley-Morrell (excused)
Staff: Management Analyst (MA) Jacob Thode, City Recorder (CR) Jennifer Mirabile
Other: Heather Blake, RAIN Catalysts

1. CALL TO ORDER/REVIEW AGENDA
Chair Vloedman called the meeting to order at 3:33 p.m. and reviewed the agenda.
2. PUBLIC COMMENT
There was no public comment.
3. MINUTES APPROVAL
 - a. Review of the July 21, 2025 Meeting Notes

Discussion ensued about the corrections to the meeting notes and minutes.

Chair Vloedman stated the meeting notes should be kept with the official meeting minutes for future reference.

- b. Approval of the June 16, 2025, meeting minutes as amended.

Moved to approve the June 16, 2025, meeting minutes as amended.

Moved by Member Goodwin. Second by Member Lehman
The motion passed unanimously (7-0).

4. COMMITTEE MEMBER UPDATES

Council Liaison McCoy shared the Veneta Fern Ridge Chamber of Commerce was working on the Chili-Cook Off and a Corn Hole Tournament for the Harvest Festival.

Member Goodwin shared that the Planning Commission approved the Georgiou Conditional Use Permit and Site Plan for Delphi Engineering.

5. STAFF REPORTS

a. Management Analyst

i. August Economic Report

MA Thode shared there was considerable uncertainty in the U.S. economy due to changes in federal tariff policy and budgeting. He reported that the Producer Price Index (PPI) rose 9/10 of a percentage and was the largest increase since June 2022.

MA Thode reported that the City continued to see an increase in the number of building permits and learned from the Planning Department they expected permits applications to continue to increase.

Member Garcia shared that he worked the Wiechert Open Houses for the Wiechert Neighborhood and three homes were sold which indicated there may be more sold in the coming weeks. He further stated realtors were hopeful that interest rates would decrease.

Member Goodwin shared a special session of legislature was scheduled for next week which included revenue options to close the budget gap.

Discussion ensued about the housing industry, rates, and current industry challenges .

ii. Overview of Awarded Grant Programs (Handout)

MA shared the following program updates:

- 4 applicants for the Business Grant Program (Hillbilly Brews, Sun Frog Products and Delphi Engineering)
- 7 applicants for the Community Building Grant; Emporium, Movies in the Park 2023-25), Veneta Haunts, The Way of the Donkey and Veneta Fourths; funding for this program was moved to the Park Board's portfolio
- Delphi Engineering was awarded the Commercial Development Grant in the amount of \$9,000
- 4 awards were funded by the Vibrant Veneta Grant Program, with an approximate award amount of \$17,000 (The Emporium, West Lane Fitness, & Broadway Mini Storage).

MA Thode shared that Sun Frog Products would probably not submit their funding request this year because they were having trouble with their build site.

MA Thode stated he was working with West Lane Dance and Ho Ho's awardees to submit their reimbursement requests.

MA Thode shared that the Signage, Streetscape, and Façade Grant Programs had a combined budget of \$15,000.

Discussion ensued about a former grant recipient, Iron-Clad RV & Boat Storage.

Member Lehman asked for a list of awards (past and present) and where they fell within the new program structure.

Chair Vloedman asked if there were any applications for 2025-26; he reported he was talking with businesses that may apply as early as October.

iii. Evaluating Business Grant Applications for Startups

MA Thode presented his agenda item summary for evaluating Business Grant Program applications from business startups.

MA Thode mentioned that the challenge with startups was typically that they had no financial documents to evaluate.

MA Thode stated the last applicant did a good job submitting his documentation; however, there was no profit and loss statement available for review.

MA Thode asked members what criteria the Business Assistance Committee (BAC) should use to review applications from startup businesses.

Discussion ensued about criteria required for business startups.

Member Lehman stated a Business Plan was critical piece of a the application.

Member Goodwin believed that the City should be reviewing the same documents that a bank would review for a loan.

Chair Vloedman agreed a three to five-year pro forma document would help the BAC members decide if there was reason to believe the applicant could be successful.

CONSENSUS: Members reached consensus to have startups submit a comprehensive Business Plan, Proforma documents outlining their forecast for a minimum of three years, applicant resume and qualifications demonstrating their financial capacity and banking records.

MA Thode shared he would bring more information to the Committee at their next meeting.

iv. Review of Signage Assistance Grant Program

MA Thode reviewed the updated signage, streetscapes, and facades grant programs with a total annual budget of \$15,000.

MA Thode reviewed the criteria for the grant awards.

Member Ingham stated the criteria was very subjective and he believed they should be more objective.

Discussion ensued about the grant criteria used to determine awards.

Member Lehman proposed the BAC could address the vague discretionary language by increasing the amount of the award.

MA Thode confirmed applicants were given one path to receive the \$1,000 grant award and if the BAC believed the project was worthy, they could fund another \$1,000.

Member Goodwin believed the Council's involvement outside of the BAC's recommendation was problematic.

Member Ingham remembered that these grants were about helping those business that needed to upgrade their sign because of blight; not for established businesses.

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Member McCoy stated her shopping area where her business resided was a perfect example of how that grant could be utilized.

Discussion ensued about new businesses vs. established businesses

Member Vloedman agreed clear and objective standards were needed upfront for applicants.

CONSENSUS: Members agreed the signage, façade and streetscape grant programs should be for existing businesses Signage (\$1,000) Façade Grant (\$10,000), Streetscape (\$5,000)

CONSENSUS: Members agreed the Signage Grant funding level should be increased to \$2,500 for existing signs

Motion to recommend the changes to the Signage Assistance Program for Existing Signs up to a \$2,500 match award and that the CC adopt this with the approval of the BAC

Moved by Member Lehman. Seconded by Member Goodwin
The motion was approved unanimously (7-0)

v. Façade Grant (\$10,000)

MA Thode presented his agenda item summary on the Façade Grant Program..

MA Thode believed the discretionary language could be removed for this grant and applicants should already have existing facades.

Discussion ensued about façade improvements in the City and how-to clarify maintenance expectations.

Member Rogers proposed creating a covenant for conditions or a clause that states the award recipient will generally maintain the property and keep it in good order.

MA Thode stated he would work with the City's Code Enforcement Officer to include language that would encourage maintenance of the improvement.

Member Lehman proposed adding a question to the application about a property maintenance plan.

CONSENSUS: Members agreed that language should be included to maintain the curb appeal and discretionary language by City Council should be removed in all three of these grant programs.

Motion to recommend Veneta City Council adopt the Façade Program Application Packet as amended upon approval from the Business Assistance Committee.

Moved by Member Lehman. Second by Member Goodwin.
Motion passed unanimously (7-0).

vi. Streetscape (\$5,000) Grants

MA Thode presented his agenda item summary on the Streetscape Grant Program.

Member Goodwin stated awards should not fund those things that require Conditions of Use Approval.

Motion to recommend the Veneta City Council adopt the Streetscapes Improvements for existing businesses and should not fund those items that require Conditions of Use approval.

Moved by Member Lehman. Second by Member Goodwin.
Motion passed unanimously (7-0)

vii. Economic Opportunity Analysis

MA Thode stated the grant funding from BLCD opened later this year and he planned to apply for the grant in October.

6. OTHER

a. Harvest Festival

i. Bridge Lane – Career and Resource Fair

MA Thode shared that Collaborative Economic Development Organization (CEDO) visited the committee last month and were scheduled to host a job fair during the Harvest Festival.

Member Tribolet left the meeting at 4:58 p.m.

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ii. Tabling with other Committees

MA Thode shared that the BAC planned to table at the Harvest Festival event on Saturday, September 13th and EDC members were invited to participate starting at 10:00 a.m.

Chair Vloedman asked MA Thode to send a reminder email to members about this opportunity after Labor Day Weekend.

b. Rural Opportunity Initiative Grant (ROI)

MA Thode stated the Rural Opportunity Initiative Grant was opening and would help build the City's entrepreneur ecosystem.

MA Thode announced he would work with RAIN Entrepreneurs to apply for the grant and to identify resources for the community.

7. OTHER

Member Ingham asked for clarification on CEDO's purpose.

Member Lehman announced September 13th was Realtor Food Drive Day.

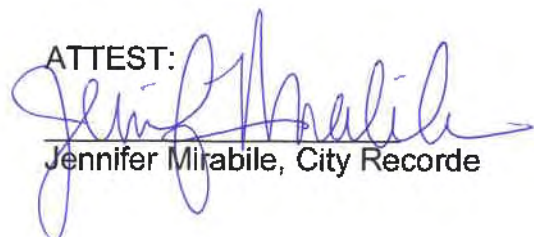
8. NEXT MEETING

a. The next meeting was scheduled for September 15, 2025, at 3:30 p.m.

9. ADJOURN

Chair Vloedman adjourned the meeting of the Veneta Economic Development Committee at 5:12 p.m.


Chair Herb Vloedman

ATTEST:

Jennifer Mirabile, City Recorder