



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, October 20, 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 Lewis Rucker, Member John Tribulet (phone), Member Len Goodwin, Member Gina Haley-Morrell (phone), Member Ric Ingham, Member Aaron Garcia

Absent:

Staff: Management Analyst (MA) Jacob Thode, City Administrator (CA) Matt Michel, City Recorder (CR) Jennifer Mirabile

Other: Heather Blake, RAIN Catalysts

1. CALL TO ORDER/REVIEW AGENDA

Chair Vloedman called the meeting to order at 3:30 p.m. and reviewed the agenda. There were no requested changes to the agenda.

2. PUBLIC COMMENT

There was no public comment.

3. MINUTES APPROVAL

a. Review of the August 18, 2025 Meeting Minutes

Moved to approve the August 18, 2025, meeting minutes as presented.

Moved by Member Goodwin. Second by Member Ingham.

The motion passed unanimously (9-0).

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MA Thode noted that no official meeting was held in September due to limited meeting materials. Instead, an email update was provided to committee members. One item from those updates that would be addressed during this meeting was discussion of the meeting date and time.

4. COMMITTEE MEMBER UPDATES

Member Goodwin shared that the Planning Commission unanimously recommended moving regulation of short-term rentals (Airbnb, VRBO) from the Veneta Zoning and Development Code to the Municipal Code to prevent these decisions from being land use decisions, which would make the process more complex.

Member Goodwin also stated the Commission reviewed proposed changes to lighting ordinances, particularly regarding streetlights. He explained that Veneta has two electric utility providers—Emerald People's Utility District and Lane Electric. Lane Electric is already moving to LED fixtures, which are more efficient, less expensive to operate, and better suited for downward-facing lighting, while EPUD does not yet have a plan to transition. The Commission unanimously recommended that the Council require LED lighting for all street lighting but provide exceptions for circumstances where utilities cannot comply.

Council-Liaison McCoy reported for the Veneta Fern Ridge Chamber of Commerce (VFRCC) that military banners were installed for Veterans Day, replacing the flower banners and noted that a Veterans Day ceremony is scheduled for Saturday, November 8th at 11:00 AM in the city park. The Light Parade event is scheduled for December 11th, and the tree lighting will likely remain scheduled for Thursday, December 4th.

Member Haley-Morrell added that the Chamber had a successful Harvest Festival which resulted in a \$1,000 donation to Midland Cares. The Chamber is currently accepting registrations for the self-guided "Boos Cruise" tour for Halloween and their upcoming Holiday Bazaar.

5. STAFF REPORTS

a. Management Analyst

i. Economic Opportunity Analysis

MA Thode provided an update on the Economic Opportunity Analysis (EOA) project that began in February 2024. He explained that the current 5-year strategic plan is set to expire in December 2025, and the original intent was to have a new plan in place by then. The project has evolved to include updating both the EOA and the 5-year strategic plan.

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MA Thode reported that the city submitted a grant application to the Department of Land Conservation and Development (DLCD) to help fund an updated EOA. If funded, the project would also include updating the city's buildable lands analysis retail market analysis, and would also include developing a new 5-year strategic plan for the EDC, along with a SWOT analysis. Thode outlined the project timeline, noting that the process would likely take about two years to complete. If the grant request was unsuccessful, the City would prioritize only the EOA update along with a 5-year strategic plan.

The committee discussed options for bridging the gap between the expiring plan and the new one.

Chair Leadman agreed that identifying actionable items to address while the new plan is in development would be beneficial.

Member Goodwin expressed concern that by the time the process is completed in 2027 or 2028, it might reveal the need to expand the urban growth boundary (UGB), as the needs analysis and buildable lands study could disclose shortfalls.

Chair Vloedman agreed he Committee would conduct a review of the current 5-year plan at the next meeting to assess accomplishments and identify priorities to focus on during the transition period.

CA Michel shared that the city would be going out with a request for proposal for banking services with the hope of partnering with a bank that would leverage their resources to support Veneta.

Discussion ensued about local vs. regional banking(outside of Veneta). The committee was interested in hearing about the result of this request at a future meeting.

MA Thode asked Heather Blake to report on the business after hours event hosted by RAIN Catalysts and KeyBank.

Ms. Blake confirmed the event went very well and 8 businesses attended.

MA Thode agreed it was a great networking event and that the Owner of Key Bank, who organized the event, plans to hold these events on a quarterly basis.

ii. Review of Grant Programs (Handout)

1. Overview of City's Grant Award History

MA Thode reviewed the history of Veneta's grant programs

2. Total Amount Awarded v. Total Reimbursed

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MA Thode highlighted the current status of reimbursements for awarded grants.

3. Review of Current Grant Programs

MA Thode noted that several programs were retired or restructured and listed the city's current grant programs:

- Business Grant Program
- Commercial Development Incentive Program
- Redevelopment Programs
 - Veneta Art Mural Program
 - Signage Assistance Program
 - Façade Improvement Program
 - Streetscape Program

Chair Vloedman asked to have a list of Veneta businesses provided to the committee when time allows

iii. City Management and Communications Internship TimeLine

MA Thode provided an update on the City Management and Communications Internship position, noting it had been restructured to include a communication component.

MA Thode shared they received 16 applications and hope to have a finalist start in the position early November.

iv. Our Dailey Bread Façade Grant Programs

MA Thode reported that Our Daily Bread appeared before the BAC requesting \$10,000 for painting their building exterior. The project was completed at the end of September, with the building now featuring white exterior with blue trim. City Council approved the funding.

v. The "Attic" Project Extension Request (verbal)

MA Thode provided an update on the Smith family's request for an extension for The Attic property project. The Development Disposition Agreement (DDA) was set to end in December, but due to project delays, the Smith family requested a one-year extension, which was approved by City Council. Construction work is now visibly progressing, with improvements to both the interior and exterior of the building.

Member Lehman expressed hope that the project would be completed by spring rather than using the full extension period. She further stated she hoped the food trucks would start to have more consistent schedules.

Chair Vloedman asked about the sunset date for the Urban Renewal Agency.

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CA Michel confirmed it would end at the end of fiscal year 2029-30. He further shared that after completing the downtown master plan, there might be an opportunity to start a conversation about a new urban renewal district focused on the downtown area.

Member Ingham believed a second urban renewal district may be difficult to garner support.

CA Michel was hopeful that there was a possibility to have those conversations with the other taxing authorities.

6. OTHER

a. Meeting Date and Time

MA Thode opened the discussion about potentially changing the committee's meeting date and time. He explained that at the beginning of the year, the meeting had been moved from the second Wednesday to the third Monday to accommodate committee members' schedules. With changes in membership, there was a request to reconsider the meeting time.

After discussion, the committee agreed that the third Wednesday of each month at 3:30 PM would work better for most members.

Motion to change the meeting time to the third Wednesday of each month at 3:30 PM.

Moved by Member Goodwin. Second by Vice Chair Lehman.
Motion carried unanimously (9-0).

b. Harvest Festival Follow-up
i. Bridge Lane – Career and Resource Fair

MA Thode provided a follow-up on Bridge Lane - Career and Resource Fair at the Harvest Festival. He reported that the event was successful with over 400-500 attendees who participated in the resource fair. Feedback indicated it was professionally organized.

MA Thode thanked those members who attended and were able to table at the event. Chair Wright of the Business Assistance Committee sold Veneta merchandise and provided information about the city's grant programs.

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Member Goodwin suggested having maps posted at future events to help attendees locate specific vendors or resources. Thode agreed that as the event continues to grow, better mapping and information would be beneficial.

Council Liaison McCoy announced that the Chamber is collecting donations to replace the large flag at the Westside Shopping Center, which is in poor condition. The estimated cost is approximately \$700, and a donation link has been sent to Chamber members.

Member Haley-Morrell confirmed that the tree lighting ceremony is scheduled for Thursday, December 4th.

MA Thode shared the Dominos Business Registration Application.

Discussion ensued about the new Domino's Pizza vs. Countryside Pizza vs. Figaro's Pizza.

Members Goodwin and Rucker were curious about the \$12.50 registration payment and believed this was very low for a business registration in general. CA Michel explained that the registration was reduced because they submitted their registration after July. Registrations expire at the end of the year, and they will have to submit a new payment for the full \$25 beginning January 1, 2026.

7. NEXT MEETING

a. The next meeting was scheduled for November 19, 2025, at 3:30 p.m.

8. ADJOURN

Chair Vloodman adjourned the meeting of the Veneta Economic Development Committee at 4:43 p.m.

Chair Herb Vloodman

ATTEST:

Jennifer Mirabile, City Recorder