

Lane Economic Committee

DATE: Monday, September 16th, 2019

TIME: 11:30 a.m.-1:00 p.m.

LOCATION: LCOG, Park Place Building, 859 Willamette St., Suite 500, Eugene, OR 97401

CONTACT: Dan Betschart, 541-68-3359, dbetschart@lcog.org

1. Agenda: 9-16-19

Documents:

[SEPTEMBER 16 AGENDA.PDF](#)

2. Minutes: 5-20-19

Documents:

[LEC 190520.PDF](#)

3. Minutes: 6-17-19

Documents:

[LEC 190617 2.PDF](#)

MEETING: LANE ECONOMIC COMMITTEE
DATE: Monday, September 16, 2019
TIME: 11:30 a.m. – 1:00 p.m.
LOCATION: Lane Council of Governments
859 Willamette Street, Suite 500
Eugene, Oregon 97401
CONTACT: Dan Betschart, 541-682-3359; Denise Walters; (541) 682-4341
dbetschart@lcog.org dwalters@lcog.org
Lunch will be ordered for LEC Members unless you notify us of your inability to attend

All individuals are expected to observe respectful behavior and decorum during this public meeting. Anyone acting in a disruptive, disorderly or threatening manner will be asked to leave, and may be precluded from participating in future opportunities for public comment. Please be courteous and respectful. Please turn off or mute all cell phones and pagers.

1. Welcome / Introductions / Changes to the Agenda (5 minutes) Rob Scoggin
2. Public comment (5 minutes) Rob Scoggin
3. Comments from the Members, Chair & Staff (2 minutes) Rob Scoggin
4. Review minutes from May 20 and June 17, 2019 (5 minutes) Rob Scoggin
Action item: Approve minutes
5. Small Business Development Center Overview (15 minutes) Robert Killen
6. Bridging the Digital Divide – Internet Fiber (25 - 30 minutes) Raymond Hardman
7. Opportunity Zone Funding Request for information (RFP) 10/18/19 deadline Rob Scoggin
8. LEC Membership Committee– Discussion Rob Scoggin
9. Set next meeting date: October 21, 2019 Rob Scoggin

Adjourn

MINUTES

Lane Economic Committee

Lane Council of Governments (LCOG), Fifth Floor Conference Room
859 Willamette Street -- Eugene

May 20, 2019
11:30 a.m.

PRESENT: Rob Scoggin, Dan Betschart, Michelle Amberg, Kari Westlund, Karen Hyatt, Courtney Griesel, Mike Eyster, Greg Ervin, Barry Miller, Jacob Clifton, Paul Berger, Mark Brodie, Ellen Teninty, Gary Collins, Ric Ingham, Austin Ramirez

GUESTS: Howard Schussler, Vanessa Ringgold, Corey Deel, Kate Wilson, Steve Curley

1. Welcome/Introductions/Changes to the Agenda

Rob Scoggin, Chair, convened the Lane Economic Committee (LEC) at 11:34 a.m. Those present introduced themselves.

2. Public Comment

Ms. Teninty announced that the Eugene Park Blocks are in the planning process. This area will include a permanent place for the farmers' market, a new city hall, and other public spaces. An open house was being held at Whirled Pies on Wednesday, 5:00-9:00 pm, at which the public was invited to comment on plans for the Park Blocks.

Mr. Eyster announced that Better Eugene-Springfield Transportation (BEST) was holding its first annual awards dinner the following day at 5:30 pm at the DAC.

Mr. Miller announced that he has a change of responsibilities at U of O; he is now teaching finance and will be the program manager for one of the four sections of the Business School.

3. Comments from the Members, Chair & Staff

There were no further comments.

4. Review minutes from April 22, 2019

Action item: Approve minutes

Mr. Berger moved, seconded by Mr. Eyster, to approve the April 22, 2019 minutes. The motion carried unanimously.

5. SCALE Oregon / SCALE Express Programs

Mr. Miller and Mr. Curley presented an overview of and update on the SCALE Oregon and SCALE Express programs, which are operated by the Oregon SBDC (Small Business Development Centers), provide various opportunities for companies around the state. Mr. Miller

coordinates the SCALE program, and Mr. Curley is the Associate State Director for the program.

Mr. Miller shared that the SBDC Network has 20 small business development centers around the state, reporting to the Network Office at LCC and Mr. Curley. The SCALE program is offered in 9 of those locations, funded by Business Oregon, with the goal to help medium and small companies.

Mr. Miller explained that the main program, SCALE Oregon, is for companies with at least \$1 million in sales and 10 employees, doing some business outside the state (or be threatened by companies from outside the state), and it must show some growth. Companies that meet those criteria can receive free quality consulting. The program is funded on a biennium cycle. SCALE Express is a smaller program for smaller companies and has more flexibility. To qualify for this program, a company should have at least \$500,000 in sales and 5 employees, and they also get free consulting and access to resources around the state.

Austin Ramirez arrived at 11:42 am

Mr. Ervin wondered how the SCALE program could help with an organization that has interpersonal problems. Mr. Miller responded that they can counsel the employees on how to address issues, they can sit in on meetings as advisors, and they can use tools such as a job satisfaction matrix to evaluate the company. Mr. Curley added that they have access to a Market Research Institute based out of SOU, and they can request info from that resource about expanding into a new market, expanding in a current market, etc. There can be many different issues to address, and they help each company navigate its hurdles to further growth.

Mr. Ervin asked if SCALE comes in and extracts the elements needed to grow, such as the need for specific software, etc. Mr. Miller responded that they don't make specific recommendations for software or tools, but they help the company understand what areas need help. Mr. Curley elaborated that they do an assessment interview and then draw up a one-page scope of activities. A high percentage involves CEO mentoring and help with cash flow management. SCALE also helps identify customers, gather information on competitors, and help with a strategic planning process.

In response to a question from Ms. Westlund, Mr. Curley clarified that the SBDC Network gets funding from various sources, including the State of Oregon. The LCC is one of 19 centers throughout the state. The SCALE Oregon program is funded directly through appropriations of the Business Oregon budget, and 9 of the 19 locations have this program. Mr. Curley oversees all 19 centers in the state from the Network Office located at LCC. Mr. Miller is the program manager for SCALE Oregon. With his new work at U of O, he will do slightly less, but he will continue to work with clients in Lane County.

Mr. Miller reminded everyone that SCALE is completely free to the clients, and Mr. Curley added that there are classes that have fees that are very reasonable.

Replying to Ms. Westlund, Mr. Miller noted that he reports both to the new Director of Lane's SBDC and to Mr. Curley.

Mr. Ingham asked whose definition of “rural” is used by SCALE Express in its focus on rural businesses. Mr. Curley responded that they use Business Oregon’s definitions, but they are more flexible. The original program was \$1 million and 10 employees, but they recognized that there are many smaller companies that are traded-sector and can grow, and many of those are in rural areas. They have flexibility in determining what “rural” is.

Mr. Miller added that both programs have some flexibility. For SCALE Oregon, 25% of the clients can have as few as 7 employees. Scale Express has even more flexibility, in that it can go below \$500,00 and fewer than 5 employees.

In response to a question from Ms. Westlund, both Mr. Miller and Mr. Curley agreed that tourism is a traded-sector industry.

Mr. Curley noted that SBDC does much more than SCALE, including a wide range of no-cost business advising. Mr. Miller added that some highlights are a small business management program, which includes a class at LCC (and other locations) every two weeks aimed at people who are starting a business but have no formal business education.

6. Oregon 2021 / Tourism Update

Ms. Westlund of Travel Lane County gave a presentation about the Oregon21 projects and about current projects that she shared recently with the Oregon Tourism Commission.

Ms. Westlund began with Oregon21, sharing that there are a series of community roundtables regarding the project, geographically and by category. She explained that Eugene will first be hosting the Olympic trials for track and field in 2020 and then the IAAF (International Association of Athletics Federations) World Championships in 2021. This will be the largest sporting event worldwide held in 2021. She handed out a flyer with a basic description and key facts about Oregon21, the IAAF World Championships. She shared the following facts and figures:

Hayward Field will be built out to a capacity of 30,000, which is half the size of Autzen stadium, but this event will run for 9 days, which means the city will be hosting a “full house” of visitors for 9-12 days.

Up to 214 countries may send 1 or more athletes. There will be approximately 2,000 athletes and 14,000 official participants overall (athletes, staff, IAAF personnel, and 3,000 media).

There will be over 6,000 hours of broadcast television coverage.

While this is a sporting event, the media exposure will also be an opportunity to showcase tourism, products, and services in the state.

Travel Lane County is involved in the housing plan, which includes new hotels, an athletes’ village using U of O dorms, private high-rise student residences. There have been some roadblocks in these projects due to lease durations and student schedules, but they are working

through those obstacles. Some people will stay outside of Eugene, such as in Florence and even in Portland. Not everyone attends every day of the event. Ticketing for the Championships will be by session and by lottery. Track and field is very popular internationally, so we will see many international spectators traveling to the event.

Ms. Westlund continued by explaining that Oregon 21 is an LLC formed specifically for this event. It has a separate planning staff from Track Town USA. Track Town USA is working on the Olympic team trials for 2020. She shared the following information about the trials in June 2020:

The trials will be June 19-28, 2020 at Hayward Field. There will be approximately 1100 athletes, 2,000 volunteers, and 500 media. It will include youth engagement, community engagement, and probably an adjacent fan festival (which will not happen at the World Championships due to all the media trucks). There might be a celebration space in the new Riverfront Park. The trials present strong sponsorship opportunities, but Oregon21 will not have as many due to protocol.

Mr. Ramirez wondered where practice facilities would be located for the IAAF World Championships. Ms. Westlund responded that the Oregon21 website lists around 12 practice facility locations, and a hosting location can fill out forms about the type of facility they have. Oregon21 is trying to garner as much business as possible in Oregon for training purposes, but a practice facility can be anywhere. The largest delegations will need the biggest facilities, such as OSU.

Ms. Griesel asked if there is a public preliminary impact report for 2021. Ms. Westlund replied that some of that work was done by Eco Northwest, involving a direct visitor spending of \$52 million.

Kate Wilson arrived at 12:09 pm.

Ms. Westlund added that some of the events may be located in other communities around the state.

Ms. Griesel remarked that at the local level, they are trying to translate impact into something quantitative to justify the carrying costs. They can look back at past Olympic trials to help forecast things such as average overnight stays. She said that local businesses are asking questions about the true realization of the benefits and how to prepare.

Ms. Westlund noted that when the trials came back in 2008, benefits were overestimated. For this event, the estimates for economic impact are very conservative.

Ms. Griesel wondered if most people will be staying at the event or going out around the area. Ms. Westlund explained that the championships have a fairly compressed schedule, so there is time for people to go out and about and experience many different attractions in the area.

Mr. Berger wondered if LTD will be helping with transportation infrastructure for Oregon21.

Ms. Westlund responded that through previous track and field trials, the organizers have a great working relationship with LTD, plus there will be shuttle system for athletes and officials. There is also a large security protocol, involving agencies who have worked together many times, and this group is already formed for both events (the 2020 trials and Oregon21).

Mr. Berger wondered how the homeless situation is being considered, and Ms. Westlund responded that this is an all-around serious issue, and these events do add to the urgency of it.

Mr. Ervin asked which information databases are available for looking at past Olympic trials events. Ms. Westlund responded that they don't have that kind of data available. They could look at room tax as one element. In the last dozen years, we have hosted \$180 million in direct spending surrounding track and field events. Travel Lane County runs the Sports Commission for sports tourism, and Eugene is known to be a good at hosting those types of events, especially track and field.

Ms. Griesel suggested that going into Oregon21, perhaps we can proactively use it as an opportunity to go in with some metrics so we can have some good quantitative information related to economic impact coming out of it. Ms. Westlund mentioned that Bettina Cornwall at U of O has looked at economic impact and done some research, and they can also look at transient room tax.

Mr. Ervin wondered what the motivation was behind the numbers put together by Eco Northwest. Ms. Westlund explained that while Eco Northwest put together its estimate in a different way than TLC does, but they both landed on approximately \$52 million coming in directly from Oregon21. However, this is only one small portion of all the economic development relating to it (including the Riverfront development and the Knight Campus).

Mr. Ervin mentioned that surrounding communities can gear up for these events by putting together attractions, tours, etc. that will add value to those communities.

Ms. Westlund then presented about the statewide conference for the Oregon Tourism Commission, which was held recently in Eugene. She shared about the many current projects going on in our area, many of which are at least tangentially, if not directly, related to Oregon21.

Ms. Westlund's goal was to orient the Commission with the whole county, talking about legacy projects (long-term) coming out of Oregon21. These are things that should be in place by Oregon21 but will continue long-term afterwards.

Travel Lane County has the following goals by Oregon21:

- daily city tours
- 20 by 21 mural project - local and international artists creating murals around town
- raft tours
- 2,021 sequoia trees planted

Ms. Westlund shared with the Commission the following projects all around Lane County:

Florence development
Cottage Grove carousel project
Cottage Theatre - Act III renovation/expansion
McKenzie River Interpretive Center and Discovery Park at Leaburg Fish Hatchery - river hydrology, historic boats, river guiding, fish etc.
Ridgeline Trail expansion
Mill Race bike path in Springfield - connects with Middle Fork path
Bike/ped bridge across the McKenzie re-opened several weeks ago
Golden Gardens: The last Eugene Parks Bond included funding for multi-field sports complex, similar to Willamalane, built out in 2022.
Willamalane recently opened pedestrian path in Thurston Hills, plus a mountain bike only path on BLM land. This will be first urban competitive mountain biking system and will bring national competitive mountain biking events.
Civic Park - soccer field and 4 side-by-side basketball courts for KidSports, done in 2020
Hayward Field is on schedule and on budget. It will include year-round legacy museum, plus 12,500 permanent seats and build-out to 30,000 for IAAF Championships.
Knight Campus, which has a pedestrian bridge going up now, the first building opening in 2020, and convention efforts honing on areas of focus of the Knight Campus.

Mr. Berger mentioned that he has concerns about presentations in Portland of things happening at the Knight Campus, since there is not enough convention space here in Eugene. Ms. Westlund agreed that we should have more convention space here to facilitate events around scientific discoveries and projects coming out of the Knight Campus.

Romania development, which could be a hotel or additional residential and commercial space, but this might not happen soon.
Riverfront development - more fields, bike path, more for sports tourism, connectivity of bike path that leads to Riverfront Park, steam plant renovation, a celebration space for Oregon21
Riverfront build-out, which is mostly mixed-use residential, and probably a hotel
Obie development expansion, which includes commercial space, events, small residential apartments that could be sold as Airbnb, and Gordon Hotel.
City of Eugene's downtown wayfinding project, which involves kiosks downtown where you can download info onto a smart phone about where to go.
Town Square build-out, which includes park blocks, city hall and farmers' market, and new courthouse
City of Springfield - a new parking structure, indoor track
Cascade Raptor Center doubling in size and becoming ADA accessible
Quiet zone - 10 railroad crossings going silent
True by Hilton hotel is being constructed in Glenwood
Transfer of Territorial Highway from state to county, and beginning of safety improvements
Willamette Stationers becoming a UO faculty art hub
Midtown Arts Center at 16th and Pearl
YMCA facility
Franklin Boulevard Reconstruction
City of Eugene Bond Projects

7. STIF (Statewide Transportation Improvement Fund)

Kate Wilson of LCOG gave a presentation about STIF (the Statewide Transportation Improvement Fund). LCOG works with LTD to implement STIF.

Ms. Wilson explained that House Bill 2017 passed, which made effective as of July 1, 2018 1% employee tax that goes specifically toward transit in the state of Oregon. Funding is doled out into 3 pots. 90% are formula funds, which means that funds go to the county in which they were generated, and that county decides how to use them (the use of all funding is required to positively impact low-income households). Lane County will receive \$13.8 million over the first 3 years, and then by biennium going forward, which is about \$5 million per year. Ms. Wilson staffs the LTD Advisory Committee to decide which projects will get funded, and those are voted on by the LTD Board.

ODOT established that approximately \$713,000 was generated outside of the LTD district, so at least that amount of money will need to go to projects outside the LTD district. The rest was generated and can be spent within the LTD boundary.

ODOT has rules about what kinds of projects may be funded with these funds: They must already exist in local plans; they must be within a 4-year time horizon, and they must be well scoped-out, long-term local plans. ODOT also requires the establishment of a STIF Advisory Committee, comprised of representatives from around county, to collect submissions for projects and decide on which projects should be recommended for STIF funding.

The STIF Advisory Committee started meeting in September and then voted in March to move forward to approve the following projects (applications have been submitted and ODOT needs to approve them):

- increase in service of LTD
- student fare program for LTD and increase of low-income fare subsidy
- mobility on demand service
- LTD will purchase many new buses
- daily service from Florence to Eugene (at least twice a day)
- Florence/Yachats service will continue

All project applications can be found on the LCOG website.

Other than Formula Funds, the two other pots of funding are Discretionary Funds and Community Funds. Some projects funded from those pots are

- Florence/Yachats service and Florence/Eugene
- possible transit along 99W from Junction City almost all the way to Portland
- Coos Bay to Florence transit route

Mr. Ingham asked if the student fare includes non-metro riders, and Ms. Wilson responded that it will include any student who uses LTD buses. It might begin this coming school year.

Mr. Betschart stated that he would email an updated membership list to everyone.

Ms. Hyatt announced that Vanessa Ringgold will be the UO representative to the LEC going forward.

Ms. Griesel requested that LEC meetings be added on Outlook.

8. Set next meeting date: June 17, 2019

Mr. Scoggin announced that the next LEC meeting will be on June 17, 2019.

Mr. Scoggin adjourned the meeting at 12:55pm.

(Recorded by Rachel Burstein)

MINUTES

Lane Economic Committee

Lane Council of Governments (LCOG), Fifth Floor Conference Room
859 Willamette Street -- Eugene

June 17, 2019
11:30 a.m.

PRESENT: Rob Scoggin, Dan Betschart, Greg Ervin, Barry Miller, Paul Berger, Ellen Teninty, Gary Collins, Vanessa Ringgold, Andy Vobora, Raymond Hardman, Denise Walters, Mike Eyster, Corey Deel

GUESTS: Howard Schussler, Phil Warnock, Robert Killen

1. Welcome/Introductions/Changes to the Agenda

Rob Scoggin, Chair, convened the Lane Economic Committee (LEC) at 11:40 a.m. Those present introduced themselves.

2. Public Comment

Mr. Berger reported that it has been officially announced that the Nation of Makers Conference will be held in Eugene in 2020.

Mr. Berger also wondered if any research has been done into how the current trade war with China might be impacting foreign student enrollment at the University of Oregon (UO), and what that impact means for the university and economic development in Eugene. Ms. Ringgold of UO responded that the university has noticed the impact in terms of tuition dollars. She will look into whether anyone in the economics department has analyzed the extended impact to the community, with respect to the university, retail, real estate, etc.

3. Comments from the Members, Chair & Staff

There were no further comments.

4. Review minutes from May 20, 2019

Action item: Approve minutes

Without a quorum present, the Committee was not able to approve the minutes at this time.

5. Update on the CEDS (Comprehensive Economic Development Strategy)

Phil Warnock, of Cascades West Council of Governments and Cascades West Economic Development District (CWEDD), provided an overview of CWEDD's recent activities and spoke about the Comprehensive Economic Development Strategy (CEDS). CWEDD includes Linn, Benton, Lincoln, and Lane Counties.

Mr. Warnock explained that CEDS is the guiding umbrella document for CWEDD, and it is

updated every five years. The next update is coming up. While CEDS is very high level, it is constructed by practitioners, elected officials, city managers and administrators, etc., from around the four counties, so it includes a diverse set of priorities distilled down to core desired outcomes. Last time CEDS was updated for the 2015-2020 time period, CWEDD engaged the Economic Development and Research Center at UO to help update CEDS' format, make it more readable, analyze the area, and set some goals and objectives. The goal for the 2020-2025 CEDS is to take this high-level document and make it actionable. The updated CEDS will be adopted in the Fall of 2020, and we are now in the 3-6 month window in which work needs to begin. Surveys go out to elected officials and administrators, and then there will be practitioner engagement and stakeholder meetings. There will not be a complete rebuild of the CEDS this time, but it will be an update of foundational elements. CWEDD aims to make this document reflect local priorities and serve as a template as to how to make local priorities fit into the CEDS in future updates.

Mr. Warnock then spoke about recent CWEDD projects and activities, beginning with engagement of workforce boards. He noted that there are four county regions served by three different workforce boards, and workforce group is doing great work that is insular to the different areas. CWEDD also works with several SBDCs. At the District level, they identify from all those groups things that are working well and use those as models and to help determine what should be considered as high-level priorities for the next five-year CEDS cycle.

Mr. Warnock then mentioned that broadband is currently an important issue for CWEDD. Lane County is further ahead in this area than Linn, Benton, and Lincoln Counties with respect to work being done on broadband, specifically rural connectivity.

Mr. Warnock spoke about project level, i.e., the CEDS and the role the District plays as a gatekeeper to federal funds. When a project applies for federal funding, the application needs to be tied into the CEDS and show which CEDS goals it supports. For example, the Port of Newport pier replacement is a project that was brought to CWEDD for District support, and in addition to safety issues, CWEDD had to look at the commercial vessels that are standalone businesses. They needed to look at the number of jobs they provide, the amount of revenue they bring in, the fact that they are part of the traded sector because products are being shipped out of the area, etc. The application needs to be framed in terms of economic impact to the area so that the project can receive federal funding. Looking at the CEDS and having district support can help make a case for both regional and federal funding by demonstrating how a project fits into the regional economy rather than just the local economy.

Mr. Warnock explained that CWEDD engages with other EDDs around the state to ensure that their development strategy fits into a statewide framework. EDDs around state are coordinating and sharing best practices. The current state legislative session is a busier one than EDDs around Oregon have been involved in before. The EDDs have been signing joint letters of support for several bills. One bill that might go through is a bill providing funding to support grant writing assistance at the District level, which would especially help rural communities that don't have enough staff. Another bill involves wetlands mitigation and banking, and the dual permit process with the Department of State Lands and the U.S. Army Corps of Engineers. This is an issue that crosses all four counties in the District, involving development and high costs of land.

House Bill 2436 would make the process a single step process with one permit instead of two, carried out fully by the Department of State Lands. Separately, House Bill 2438 would fund Councils of Government to plan and allow for a regional, multi-jurisdictional, publicly held mitigation bank, with municipal lands being held as the banking properties. This could operate at a much lower cost than purchasing land to do mitigation to create banking credits. Builders in our area are not able to make affordable housing and workforce housing because they have to purchase credits to do wetlands mitigation, and the costs are too high.

Mr. Berger wondered if there would be a compliance function to make sure affordable housing is developed if efforts were made by the government to get more affordable land for builders. Mr. Warnock replied that this process is just to develop credits within the consortium. The purpose is to demonstrate that this is a viable way to approach it. Cities and counties in the area could then work mitigation areas into their greenway, parks, master plans, or retain them in a public value without having to purchase a dry grass field and convert it into a wetland to get a banking credit.

Mr. Berger mentioned that during the last CEDS update, there was discussion about creating various committees that never came to fruition, and he asked if that will be skipped this time. Mr. Warnock replied the Board is talking about that right now, and a group such as the LEC is important in the feedback loop regarding who is actually doing economic development on the ground. It is important to hear about the local priorities from every local economic development office.

Robert Killen mentioned that he was formerly with the Springfield Chamber and therefore involved with the City of Springfield. He wondered how CEDS dovetails with individual communities' existing plans. Mr. Warnock affirmed that they would like to see a more tangible connection between local plans and CEDS. They are investigating how to articulate local priorities that are supported by much larger regional strategies, and to show that the CEDS has been adopted with local priorities in mind.

Mr. Berger suggested that CWEDD might need to appoint an ombudsman to pull people together from around the region in a less official way, perhaps as a part-time contract position through LCOG. Mr. Killen wondered if the RARE (Resource Assistance for Rural Environments) program at UO might be able to help as CEDS ambassadors. Mr. Warnock confirmed that there has been discussion of engaging RARE students in the process. Ms. Walters shared that LCOG has hosted a RARE student, and it went very well.

Mr. Warnock concluded by sharing that engagement of groups and individuals around the region will be starting in 3-6 months, and then there will be a one-year period of planning for the CEDS update.

6. Connect Lane - Cycle Tourism in Lane County

Andy Vobora of Travel Lane County presented an overview and update on the Connect Lane cycle tourism project.

Mr. Vobora began by explaining why we should care about cycling. Cycling is very popular, it

includes road biking, mountain biking, and BMX, and outdoor recreation is a big business that is growing. He shared that bike tourism in Oregon is a big deal, as there is over \$400 million in bicycle tourism throughout the state, with \$12.4 million spent by cyclists on Oregon Scenic Bikeways. The study producing these statistics was done a few years ago. Lane County has three scenic bikeways. Mr. Vobora continued with the economic benefits to Oregon businesses. The common thread for tourists is food and beverage. Bicycle tourists spend money on food and lodging, groceries, bike repairs, clothing, and gear, event fees, motor fuel, etc.

Mr. Vobora reported that several leaders around Lane County got together to think about how we can build on cycling tourism. Lane County already has great cycling, so they investigated how to interconnect all our communities so that cyclists can move between them and spend more money in our county without having to ride on unsafe state highways.

For Phase One, Connect Lane took a look at everything East of the Coast Range. They got a Rural Tourism Studio Grant from Travel Oregon and used it to bring together a large group for people meetings, including cycling enthusiasts, economic development people, individuals from the jurisdictional side, etc. The group established goals to raise awareness of the value of bicycle tourism. They saw a series of presentations and heard Travel Oregon speakers, and they looked at models around Europe in terms of great cycling opportunities. The group then performed a gap analysis in various workshops, i.e. what we already have vs. what we need across all types of cycling activity (mountain biking, road biking, and gravel biking). For each activity, they analyzed what we already have and what we need to make it better. This included looking at whether the trails are good and if they need to be improved, whether there is adequate lodging or a need for more, getting businesses to become certified through Travel Oregon bike-friendly business program (meaning they have things such as wash stations, repairs, safe bike storage, etc.), whether there are shuttle services if needed, and whether there are cultural events in the area.

Mr. Vobora shared that this tourism studio for the area East of the Coast Range resulted in several Phase One Action Teams. These included a leadership committee, mapping and routing development, map and website, signage, and more.

In the mapping and routing realm, routes and wayfinding have been the focus the last couple of years. People are out riding all the routes, and they have all been mapped and logged into GPS so they can be connected. Cyclists need maps that can be printed out with some information about the route, and they need turn-by-turn instructions if they miss the wayfinding signs. There is also an online map with more detailed information. All of this has been completed. They are also working on mapping day rides from various communities.

Connect Lane is building a mapping platform online, where users can click on points of interest and receive detailed information about those points, such as which businesses are bike-friendly and what they offer. Additionally, story maps on the Travel Oregon website set out an itinerary and will provide key information for cyclists along a route.

The Eastern Routes of Connect Lane (from Eugene/Springfield out to the Eastern Communities of McKenzie Bridge, Oakridge, Cottage Grove Creswell, etc.) are now the first half of Phase

One. These have all been mapped out. The Western Routes (out to Veneta) comprise the second half of Phase One. Most of those are mapped out.

Connect Lane had to develop signage for wayfinding project. They hope that this will become a template for the whole state of Oregon. The signs show which segment of a route a cyclist is on, and in which county, in a way that will tie into the maps (e.g. CL1 = Connect Lane 1; CL2 = Connect Lane 2). Connect Lane's signage was recently approved by the Forest Service despite some issues, so they plan to put up the signs on the CL1 and CL2 segments and then move on to the next segments.

Phil Warnock left at 12:30 pm.

Mr. Vobora continued by sharing some other Action Team updates. The teams are meeting with lodging partners, they are bringing more businesses into the bike-friendly business program, and they are developing "bike hubs" for communities. Teams are also talking to county commissioners, city councils, chambers of commerce, and community groups to increase awareness of bicycle tourism. The travel trip story, which is a blog of someone taking a ride in Lane County, is up on the Travel Oregon site. A research group is developing data points and collection methods for gathering information about how the project is going.

Mr. Vobora concluded by sharing that moving forward, Connect Lane will continue to work through the development of the system and will work on marketing. People who would like to be involved can join an Action Team, provide funding or matching funds for grants (which, for example, can fund the production of signs and placing the signs), or provide in-kind support for the project (such as helping to put the signs up).

Mr. Berger wondered if there is a gap between existing businesses and businesses that are needed for bicycle tourism. He added that if such a gap can be identified, there may be an opportunity to work with entrepreneurial groups such as RAIN or SBA. Mr. Vobora responded that Connect Lane is connected to RAIN and other sector group work. He also mentioned Connect Lane is looking for a new Destination Development Manager.

Mr. Ervin inquired about the possibility of operating food trucks along bike routes, specifically in BLM or other publicly owned land. Mr. Vobora responded that Connect Lane is in regular meetings with land managers, so as those needs are identified, they can work on that. They are also working on having more daily package tours, such as rafting and fishing, wine-tasting, and coast excursions. Connect Lane has a wish list of things they can offer during the major upcoming events in town and that can serve as legacy activities after those events.

Ms. Teninty wondered how Veneta is incorporated into the cycling network, and Mr. Vobora explained that Veneta is part of the segments, and they are planning to cross the Coastal Range and connect to Florence eventually. Ms. Teninty asked if Connect Lane is engaging with ODOT regarding the current development of Highway 126, and Mr. Vobora replied that they are. ODOT is involved with the approval of the signage design and with grants through the state.

7. LEC Membership Committee - Soliciting Volunteers

Mr. Scoggin announced that this summer or in early September, a committee needs to be convened to look at the LEC bylaws and membership. He requested that members contact him if they are interested in serving on this committee, and he will also make phone calls requesting volunteers.

8. Set next meeting date

Mr. Scoggin asked for input regarding the next meeting date. It was decided that LEC will take the summer off, and the next meeting will be in September, unless something comes up in the meantime.

Ms. Teninty inquired about LEC's prior power to influence funding and strategy for investing public resources, and how representation from the labor sector fits into that. Mr. Scoggin replied that this would be discussed by the bylaws and membership committee, since the current bylaws are from 2010, and they need to be changed to fit current needs. Ms. Teninty speculated that since LEC no longer has influence over funds, labor no longer feels the need to have representation on the Committee.

Mr. Berger mentioned that LEC does not have a representative for tribal interests. Mr. Scoggin explained that there were members who represented tribal interests in the past, but when those people retired, they were not replaced. More recent membership has been comprised of elected officials and representatives of different levels of business and government. He would like to see more variety in the membership. He reiterated the need for several volunteers to serve on the bylaws and membership committee so that these issues can be discussed. He hopes the committee can meet in early September. He asked anyone interested to contact Mr. Betschart.

Mr. Scoggin adjourned the meeting at 12:52 pm.

(Recorded by Rachel Burstein)