

# MINUTES

**Lane Economic Committee**  
Lane Council of Governments – 5<sup>th</sup> Floor Conference Room  
859 Willamette Street – Eugene

September 19, 2011 – 11:30 A.M.

**PRESENT:** Rob Scoggin, Chair; Pat Albright, DeAnn Cherbas, Mike Galvin, Don Hampton, Greg Rikhoff, Mike Sullivan, John Tamulonis, Ellen Teninty, members; Howard Schesser, Sarah Mizewjski, alternate member, Kari Westlund, ex officio.

Steve Dignam (LCOG)

**ABSENT:** Jacque Betz, Chuck Forster, Ben Sappington, Robin Scott, John Sullivan, Sean Vangorden, Ron Woods, Glenda Poling, Deb Schmidt, Faye Stewart, members

**GUESTS:** Jim Lindly, Brian Obie, Paul Thompson

Chairperson Rob Scoggin called the meeting of the Lane Council of Governments (LCOG) Lane Economic Committee (LEC) to order at 11:35 a.m. He invited those who were present to introduce themselves.

## **1. Public Comment**

LCOG Senior Planner Paul Thompson reported that the draft Central Lane County Regional Transportation Plan for which he was responsible staff through the Metropolitan Planning Organization (MPO) was in a public comment stage of development. He distributed information entitled “It’s How We Get There That Matters” which described the Plan as dealing with roads, bike paths and walkways, and plane, train, and bus elements of the transportation system. He noted that it also identified dates for Open Houses and a Public Hearing to be held before its final adoption by the MPO. He also distributed copies of a flyer entitled “MPO Basics: RTP – Regional Transportation Plan” and reviewed information it contained about the Plan and its sponsoring agencies.

Members discussed the presentation.

## **2. Staff Comments**

Steve Dignam reported that he had been present at the first pre-season Oregon Ducks football game in Dallas, Texas. He said he had brought Northwest cool weather, but no points to the event.

## **3. Minutes**

After noting a typographic error in the beginning time of the meeting, there was an informal motion that Chairperson Scoggins determined showed a consensus to accept the minutes of the June 20, 2011, meeting of the LEC.

## **4. Lane Business Link**

Representing Lane Community College's Small Business Development Center, Jim Lindly distributed a brochure entitled "First Stop for Business Solutions" and reviewed information it contained about the support and opportunities through the Center for persons starting local businesses.

Mr. Lindly also distributed a printed copy of a presentation entitled "LaneBusinessLink - General Overview" and reviewed information it contained about development of the new internet tool made available by the Center. He noted that a task force on economic development of the Lane County Joint Elected Officials had identified it as an important "one-stop" business assistance tool. He described assistance received in the development from a Portland area similar website, user panels, and Google program developers. He illustrated how the virtual assistance "tools for business success" were available and would answer questions and provide referral to services for persons seeking to start a local business.

Members discussed the presentation.

## **5. Tourism and Hospitality Industries**

President and Chief Executive Officer of Travel Lane County Kari Westlund made a presentation entitled "Visitor Industry Overview – September 2011." She reviewed the mission statement and description of her nonprofit, its fiscal year 2011 revenues and expenditures, the financial impact of direct travel spending in Lane County, the employment it generated, and other data related to overnight visitors to the area. She also shared data related to lodging, Transit Room Tax, and current conditions at the Eugene Airport and Amtrak rail service. She concluded by reviewing travel industry information related to preference for auto travel, use of video in website development, and trends in area convention and sports forecasts.

Ms. Westlund distributed publications of Travel Lane County entitled "Eugene Cascades and Coast Official Visitor Guide," "Eugene Cascades and Coast Adventure Guide," and Eugene Cascades and Coast Restaurant Guide." She discussed her presentation with LEC members.

## **6. Downtown Eugene Economic Development**

Entrepreneur Brian Obie made a presentation about *Inn at the Fifth*, a new 70 room hotel development under his management at the Fifth Street Market. He said it was scheduled to be completed and open for business early in December. He described its many features and said it would "export the Eugene lifestyle" for those expecting "high end" amenities and provide a much needed "urban resort" in Lane County.

Members discussed the presentation.

Chairperson Scoggins announced that the next LEC meeting was scheduled for October 17.

The meeting adjourned at 1:00 p.m.

*(Recorded by Dan Lindstrom)*