

## MEETING SUMMARY

### CENTRAL OREGON REGIONAL SOLUTIONS ADVISORY COMMITTEE

Meeting Date: October 25<sup>th</sup>, 2016

Meeting location: Central Oregon Community College, Redmond Technology Center, Community Room

#### Committee members present:

Mike Hollern, Convener \*  
Melanie Widmer, Madras Sanitary  
Becky Johnson, VP, OSU Cascades  
Amy Tykeson, Tykeson and Associates \*  
Betty Roppe, Prineville Mayor \*  
George Endicott, Redmond Mayor  
Benny Benson, Energyneering  
Mae Huston, Jefferson County Commissioner  
Fran Willis, Oregon Community Foundation \*  
Lonny Macy, Confederated Tribes of Warm Springs

\*Denotes Executive Committee members

#### Regional Solutions Team:

Annette Liebe, Regional Coordinator, Governor Kate Brown's Office  
Kelly Hill, Department of Environmental Quality  
Della Mosier, Department of Transportation  
Scott Edelman, Department of Land Conservation and Development  
Damon Runberg, Employment Department  
Brian Wagner, Oregon Arts Commission  
Lanny Quackenbush, Department of State Lands

#### Guests (spellings may be incorrect):

Rep. Whisnant  
Sue Hollern  
Katie Brooks, Bend Chamber  
Karen Friend, Interim Exec Dir., Central Oregon Intergovernmental Council  
Scott Aycock, Central Oregon Intergovernmental Council  
Deborah McMahan, City of Redmond  
Kate Porsche, City of Redmond  
Chuck Arnold, City of Redmond  
Dana Whitelaw, High Desert Museum  
Kathy Deggendorfer

Cate O'Hagan, Interesting Projects Only  
Adrienne Graham, NAO  
Susanna Julber, City of Bend  
Steve Curley, Small Business Development Center  
Jamie Chrisman, Bend Chamber  
Dennis Scott, La Pine  
Paul Nicholson, consultant  
Tom Headley, Century West Engineering

I. Creative Economy Action Plan – presentation of recommendations, Paul Nicholson

Paul Nicholson, Consultant, reviewed the process for developing the Creative Economy plan, key economic data and presented his recommendations for increasing employment in the arts and culture sector.

Key findings are as follows:

1. There are 168 arts and culture organizations in Central Oregon. Approximately 44 of these (26%) are single person businesses. 75 are nonprofits (45%).
2. 46 of the arts and culture organizations have no employees (i.e., are completely run by volunteers.)
3. Only 43 of the 168 organizations in the arts and culture sector are actually covered in the Oregon Employment Department's reports – the remainder do not submit quarterlies for various reasons.
4. The average payroll per employee in the Employment Department's arts and culture sector database is \$25,853 with an average of 21 employees.
5. The total payroll for the 122 organizations with employees can be calculated at \$26.8 million.
6. There are at least 1,076 employees in the arts and culture sector.
7. According to various sources, there are a total of 2,971 people employed in the region's Creative Economy (as defined by Richard Florida).
8. The arts and culture sector represents approximately one third of the total creative economy in the region.
9. The top 10 employers account for 91% of the employment in the arts and culture sector.
10. The total number of organizations in the creative sector is 588, with 29% being in the arts and culture sector.

Recommendations:

1. Engage a top level firm to brand the region's arts and cultural vibrancy
2. Create a Region-wide Cultural Marketing Plan
3. Create and Fund a Central Oregon "Arts Guru"
4. Create a centralized on-line system to give potential visitors one place to go to get information on all arts and culture events in the region
5. Set up and fund a Board Training Program for Nonprofits, focused on building capacity
6. Provide the seed money to allow the exploration of The Big Art Event
7. Invest in a video to promote the region's beauty and talent as a filming destination
8. Provide seed money to seriously explore the implications of a region-wide mural extravaganza
9. Support the creation of a Regional Arts and Culture Council

Next Steps:

1. Send the report to key partners and stakeholders,
2. gather feedback, and
3. develop prioritized recommendations for discussion/decision-making at the December 15<sup>th</sup> committee meeting.

Paul Nicholson's entire presentation is posted with the meeting materials for this meeting on the Regional Solutions website.

- II. Redmond trends and economic/community development priorities - Kate Porsche, Community Development Director, Chuck Arnold, Urban Renewal District Manager, Deborah MacMahon, Planning

Key challenges for the City of Redmond are the lack of vacant industrial/commercial buildings. The city has seen a dramatic reduction in vacancy over the last four years. The city is working closely with the RST on implementation of the large lot program and is looking to amend the UGB to bring in the south Redmond large lot site. Working through the traffic study and transportation planning. Additionally the city is converting the former Evergreen High School building into a new City Hall. The new City Hall is expected to be completed by February 2017. Long term, the city is interested in converting the former gymnasium adjacent to the new City Hall into a performing arts center. Finally, the city has been working with Deschutes County on a brownfields grant; has identified opportunity sites for redevelopment.

To review the city's presentation please go to the meeting materials for this meeting posted on the Regional Solutions website.

- III. Central Oregon Employment trends – Damon Runberg, Employment Department

Damon Runberg provided an update on employment trends in the region. Overall, the region is experiencing tremendous growth, but if you look at the county by county data it reveals that the region's growth is being driven by growth in employment in Deschutes County/Bend. Employment levels are 10% higher than the pre-recession peak. Growing sectors in Bend are: health care, professional business services (e.g., technology companies and temporary employment services), and construction. Crook County's employment remains 20% lower than the pre-recession peak primarily due to the impact on Crook County of the housing boom and bust. Jefferson County's employment is 4.5% below the pre-recession peak.

- IV. Review of regional priorities – discussion

The committee reviewed the regional priorities which were separated into "high focus" and "support" categories. Committee members requested updates for key priorities but did not take any action. Specifically, Mayor Endicott requested information about the regional

planning effort in southern Oregon. Amy Tykeson requested information about forest management/health. Annette will work to have experts on both these topics for the December 15<sup>th</sup> committee meeting.

V. Public Comment – there were no public comments