



Sherwood Comprehensive Plan Community Advisory Committee Meeting #1
May 1, 2019, 6:30pm-8:45pm

ATTENDEES:

CAC Members:

Damon Starnes
Susan Claus
Corey Kearsley
Thomas Quesenberry
Paul Mayer
Tess Kies
Rachel Schoening
Megan Thornton
Jim Fisher
Angi Ford
Jean Simson
Russell Griffin

Staff/Consultants:

Carrie Brennecke – City of Sherwood
Erika Palmer – City of Sherwood
Anais Mathez - 3J Consulting

MEETING NOTES:

Carrie welcomed the group to the first Community Advisory Committee for the Comprehensive Plan Update. After a round of introductions, Carrie provided overview of the Comprehensive Plan Update Process. The following action items were identified:

- A CAC member recommended that a copy of the project binder be available at the City's front desk and at the library for check-out.
- It was recommended that project binders be provided for new CAC members only. Packets will continue to be printed and hole punched for meetings.
- The latest drafts of EOA and HNA will be provided to the CAC.

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- The Statewide Planning Goals will be provided to the CAC.

The presentation turned over to Anais Mathez, 3J Consulting, who provided an overview of Thriving and Diversified Theme Area. She presented the Background Report and Theme Profile. CAC members were invited to ask questions and provide comment on the meeting materials.

Comments on the Background Report and Theme Profile included:

- Add more titles to the background report and profile locate information more easily. For example, current economic development plans on page 3 is not labeled.
- It would be interested to get information on where current residents are working, their industries and titles? It would be good info in background report and help with identify target industries. Unfortunately, much of this information is kept private.

Anais presented four key questions developed for the Thriving and Diversified Theme area:

1. What should the City's role be in retaining existing businesses?
2. What should the City's role be in attracting new business?
3. Where should the City prioritize improvements for employment growth?
4. What are some target industries that Sherwood has an advantage in?

The meeting turned over to a group discussion on these key questions. CAC comments included:

- City could provide a clear avenue for existing businesses to get support and resources. There is currently no dedicated point person for Sherwood business owners. One point person for incoming projects could help create project "champions."
- Create a more defined and dedicated Economic Development position at the City.
- Develop better clarity around information sources.
- Keep updated inventories of open and available land or spaces for building and development. A step further would be a list of available leases, though this could be hard to track.
- Provide grants and funding to attract desired types of businesses.
- The process to get development permits should be streamlined, more user friendly, efficient and financially feasible.
- Engage Sherwood Main Street and the Chamber.
- A resource called "Vertical" is used in Lake Oswego to find and inventory commercial and industrial opportunities. Sherwood could subscribe to this.
- Sherwood should have an Economic Development "Master Plan" similar to others that get routinely updated.
- It was recommended that the focus should not be solely on the TEA, as it is difficult to develop. Review Sherwood West for possible employment land, although the concept plan was mostly residential. Examining the next growth areas should be part of the comprehensive plan process.

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- Focus on growing business from existing businesses.
 - Improve the Sherwood brand across the region. Advertise Sherwood as a place to establish and grow a business. Have a dedicated section on the city's webpage that links to resources and opportunities, including the Chamber. What about private champions (outside of city staff) to help people through the process?
 - City could have an Economic Development Committee to an Economic Development Department or Coordinator on staff.
 - Review the SDC methodology for business so information is upfront and easier to understand.
 - Set SDCs, or other financial incentives, for target industries so the certainty of the costs and process attracts businesses.
 - Consider education a 'target industry.' Find the technical colleges that need more space or new campuses.
 - Target industries should also be business that reflect our small town character. What we are doing seems to be at odds with the vision at times because Sherwood is getting eaten up by big box chains. What about locally owned or NW-owned business as a priority of businesses to attract?
 - CAC liked the question: "What are the types of jobs that you would need here in order to work in Sherwood?"

Further questions and general comments included:

- Can we have a question on the survey asking occupation, title and employer?
- Piggy back on the Art Walk and Saturday markets for public engagement opportunities.
- A question was raised about the purpose and role of the Project Advisory Team. They are a body whose focus is reviewing community outreach efforts.
- The CAC asked to set meeting dates out to the future. Carrie will send a doodle poll to identify the time of day and week day that works best.

Carrie announced the next meeting date as Wednesday, July 10th. Carrie thanked the committee and adjourned the meeting at 8:45pm.