



City of Sandy — Economic Development Advisory Board (EDAB)

Meeting Minutes Oct 29, 2025

Call to Order: 6:30 PM

Location: City Hall (hybrid)

Chair: Jeremy Pietzold

Staff: Tyler Deems

Consultant: Jon Legarza (Healthy Sustainable Communities)

1) Roll Call

Present: Mayor Walker, Chris Mayton, Rich Sheldon, Bill Schwartz (Boring Brewing), Darren Wegener (Wegener Travel & Cruise / Planning Commission Chair), Khrys Jones (Sandy Area Chamber of Commerce), Hans Wipper (Whippersnappers), Jeremy Pietzold(Chair).

Absent: Aryn Ferguson (excused), Marcel Brache

2) Public Comment

None (in-person or online).

3) Approval of Previous Minutes

Approval of Minutes (June 11)

- A correction was noted and accepted.



- Motion to approve minutes was made and seconded.
- Approved unanimously.

4. New Business

A. Entrance Signage & Marketing Banners

Discussion Highlights:

- Current entrance signage lacks visibility and consistency.
- Strong support for enhanced, larger, more prominent gateway signage at city entrances.
- Interest in reintroducing the tagline: “Gateway to Mount Hood.”
- Preference for Sandy-style design (wood, stone, iron elements) with durable and visible materials.
- Consideration of placement challenges due to ODOT right-of-way restrictions.
- Recommendation to explore private property placement or alternative compliant locations.

Banners & Wayfinding:

- Existing banners are too small and not visually impactful.
- Consensus to:
 - Increase size and visibility
 - Simplify designs (less busy, fewer detailed photos)
 - Use bold colors and clear messaging
 - Consider seasonal rotation (winter/summer themes)
- Need for a cohesive wayfinding and branding system across signage, banners, and downtown identity.

Next Steps:

- Develop a conceptual wayfinding and signage plan
- Explore design contract for:
 - Entrance signage
 - Marketing banners
 - Wayfinding system
- Conduct mockups and pilot designs before full implementation



B. Sandy Ignite Program Overview

Presented by: HSC Team

Program Components:

1. Concept Design Grant Program
 - Total: \$100,000
 - Up to \$25,000 per applicant
 - 50% match required
 - Supports early-stage planning (architecture/engineering)
2. Capital Improvement Grant Program
 - Total: \$400,000
 - Up to \$100,000 per project
 - 50% match required
 - Supports construction and capital investment
3. Revolving Loan Fund
 - Total: \$1,000,000
 - Loans up to \$250,000
 - Designed to fill financing gaps

Key Discussion Points:

- Programs aim to stimulate private investment and redevelopment
- Estimated return: \$3–\$5 private investment per \$1 public investment
- Strong emphasis on:
 - Living wage job creation
 - Long-term business sustainability
 - Financial review (3-year financials required)
- Program launch proposed for May, with application cycles twice per year

Concerns & Considerations:

- Ensure funds go to businesses that truly need assistance
- Establish clear scoring criteria and accountability measures



- Prevent misuse or inactivity (“squatting” on funds)
- Consider program scalability based on demand

Outcome:

- General consensus and strong support to move forward
- Recommendation to advance to City Council for consideration

C. Sewer Capacity & Infrastructure Update

Key Points:

- City working toward unlocking 190 additional ERUs (Equivalent Residential Units) by September 2026
- Major infrastructure upgrades underway (e.g., expanded equalization basin)
- Two primary long-term solutions under evaluation:
 - Pipeline to Sandy River
 - Connection to Gresham wastewater system

Timeline:

- Preferred alternative to be selected by end of year
- Estimated completion:
 - Best case: ~5 years
 - Conservative: ~7 years
 - Maximum (EPA compliance): 13 years

Implications:

- Sewer capacity remains a key constraint on development
- Near-term focus may prioritize commercial and industrial projects

D. Tourism & Hotel Feasibility (Introduction)

- Initial discussion introduced regarding the need for a hotel feasibility study
- Recognized gap in capturing tourism-related economic opportunities



- Further discussion to continue in future meetings

5. Summary of Key Takeaways

- Strong support for enhanced city branding and entrance signage
- Consensus to modernize and expand marketing banners and wayfinding
- Positive reception of the Sandy Ignite Program as a catalytic investment tool
- Continued awareness of infrastructure limitations (sewer capacity)
- Interest in expanding tourism and lodging opportunities

6. Adjournment

Adjournment: ~8:00 PM