

# City of St. Helens

## Consent Agenda for Approval

### CITY COUNCIL MINUTES

Presented for approval on this 6<sup>th</sup> day of April, 2022 are the following Council minutes:

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2022

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- South County Leadership Collaborative Special Session Minutes dated March 3, 2022

#### **After Approval of Council Minutes:**

- Scan as PDF Searchable
- Make one double-sided, hole-punched copy and send to Library Reference
- Minutes related to hearings and deliberations get copied to working file
- Save PDF in Minutes folder
- Update file name & signature block on Word document & copy Word document into Council minutes folder in Shared Drive
- Upload & publish in MuniCode
- Email minutes link to distribution list
- Add minutes to HPRMS
- Add packet and exhibits to HPRMS
- File original in Vault
- Update minutes spreadsheet

## South County Leadership Collaborative

Thursday, March 3, 2022

6:00 - 8:00 p.m.

Community Center

2625 Gable Road

St. Helens, OR 97051

**Special Session Minutes**

**March 3, 2022**

**Columbia County Commissioners Present:** Henry Heimuller

**St. Helens Council Members Present:** Rick Scholl, Mayor  
Jessica Chilton, Councilor  
Steve Topaz, Councilor

**Scappoose Council Members Present:** Megan Greisen, Councilor  
Tyler Miller, Councilor  
Josh Poling, Councilor  
Brandon Lesowske, Councilor  
Peter McHugh, Councilor

**Port of Columbia County Commissioners Present:** Nancy Ward, Commissioner

**Columbia River People's Utility District Directors Present:** Neal Sheppard, Director  
Craig Melton, Director

Meeting came to order at 6:05 p.m.

1. Welcome & Opening Comments – Columbia County Public Works Director, Michael Russell
2. Report on priority area activities: Infrastructure, Tourism, Industrial Recruitment, Marketing (presentation attached)
3. South County Priorities Exercise: Strength Weakness Opportunities Threats (SWOT) – Columbia River PUD General Manager Michael Sykes provided an overview of the structure and purpose of the exercise. The group was asked to offer items in each category, then to mark items as their top three priorities. (for ease of reading, items with more than five dots are highlighted)

<b>Strengths</b>	count	<b>Opportunities</b>	count
<ul style="list-style-type: none"> <li>• River</li> </ul>	7	<ul style="list-style-type: none"> <li>• Lobby for OR business</li> </ul>	1
<ul style="list-style-type: none"> <li>• Proximity to PDX</li> </ul>	2	<ul style="list-style-type: none"> <li>• Marketing program for region</li> </ul>	6
<ul style="list-style-type: none"> <li>• Agriculture</li> </ul>	2	<ul style="list-style-type: none"> <li>• Proximity to PDX – attract business</li> </ul>	1
<ul style="list-style-type: none"> <li>• Availability to supply utilities</li> </ul>		<ul style="list-style-type: none"> <li>• University system support industrial development</li> </ul>	
<ul style="list-style-type: none"> <li>• Outdoor recreation</li> </ul>	4	<ul style="list-style-type: none"> <li>• Business recruitment</li> </ul>	1
<ul style="list-style-type: none"> <li>• Weather</li> </ul>		<ul style="list-style-type: none"> <li>• Collaboration</li> </ul>	
<ul style="list-style-type: none"> <li>• Airport</li> </ul>	5	<ul style="list-style-type: none"> <li>• Ferry to St. Helens</li> </ul>	
<ul style="list-style-type: none"> <li>• Cheap electricity</li> </ul>		<ul style="list-style-type: none"> <li>• South County transportation improvement plan</li> </ul>	
<ul style="list-style-type: none"> <li>• PCC</li> </ul>	2	<ul style="list-style-type: none"> <li>• Tourism (include: outdoor rec., agriculture, signature event/festival, hotel, RV options)</li> </ul>	5
<ul style="list-style-type: none"> <li>• Livability</li> </ul>	2	<ul style="list-style-type: none"> <li>• St. Helens Riverfront development</li> </ul>	2
<ul style="list-style-type: none"> <li>• Available industrial land</li> </ul>	7	<ul style="list-style-type: none"> <li>• Scappoose Airport</li> </ul>	1
<ul style="list-style-type: none"> <li>• Safe neighborhoods</li> </ul>	1	<ul style="list-style-type: none"> <li>• Local Hospital</li> </ul>	4
<ul style="list-style-type: none"> <li>• Good schools</li> </ul>	2	<ul style="list-style-type: none"> <li>• Affordable real estate</li> </ul>	1
<ul style="list-style-type: none"> <li>• Rail, highway</li> </ul>	2	<ul style="list-style-type: none"> <li>• EV Charging infrastructure</li> </ul>	6
<ul style="list-style-type: none"> <li>• Affordability</li> </ul>	1	<ul style="list-style-type: none"> <li>• Supporting industry</li> </ul>	
<ul style="list-style-type: none"> <li>• Good workforce</li> </ul>		<ul style="list-style-type: none"> <li>• Business retention</li> </ul>	
<ul style="list-style-type: none"> <li>• Supportive community</li> </ul>		<ul style="list-style-type: none"> <li>• Fairgrounds</li> </ul>	1
<ul style="list-style-type: none"> <li>• Proximity to Coast and Mt. Hood</li> </ul>	1	<ul style="list-style-type: none"> <li>• High wage jobs</li> </ul>	1
<ul style="list-style-type: none"> <li>• Collaborative leadership</li> </ul>		<ul style="list-style-type: none"> <li>• More support for public transportation</li> </ul>	6
<ul style="list-style-type: none"> <li>• Proximity to Intel</li> </ul>		<ul style="list-style-type: none"> <li>• Law enforcement support</li> </ul>	

DRAFT

<b>Weaknesses</b>	<b>count</b>	<b>Threats</b>	
• Vehicle congestion	1	• Cascadia	3
• No Hospital	4	• Crime	1
• Limited tech	2	• Proximity to PDX, homelessness	3
• Bedroom community	1	• Limited police and first responders	
• Drugs		• Train hazards	2
• <b>Lack of affordable housing</b>	5	• River emergency response	
• No technical training		• Russia, China	1
• Potential for too many trains	1	• Flooding	
• Public access to the river	1	• Gentrification	
• Proximity to PDX	1	• Transients on the river	
• <b>Retention of workforce</b>	6	• <b>Lack of a hospital</b>	6
• Lack of regional identity	1	• Pandemic	
• <b>Lack of retail</b>	5	• <b>Failing infrastructure</b>	6
• Grant criteria issues	1	• Wildfires	
• Lack of state level marketing	2	• Climate change	3
• Cities divided by rail and highway	1	• Fuel prices	2
• Floodplain restrictions		• Lack of funding	2
• Lack of youth recreation		• Retirement of city staff	
• BPA transmission capacity		• Lack of qualified employees	3
• OR land use law	1	• Online retail	1
• Past industry history		• Childcare infrastructure	2
• State regulation on business			
• <b>Lack of childcare</b>	4		

4. Next Steps - Michael Sykes. The notes will be prepared and distributed to all participants. The Boards and Commissions will evaluate and make any additional comments. Staff leaders will also review, evaluate, and make additional comments. Elected and staff leaders are encouraged to evaluate strategies and tactics already in use to move the identified priorities forward.

In the next three months, action plans will be reviewed and updated to reflect this exercise. Staff leadership will continue to meet, align efforts, and support each other.

Respectfully submitted by Rachael Barry, Government Affairs Specialist.

ATTEST:

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Rachael Barry, Government Affairs Specialist

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Rick Scholl, Mayor



1

## Meeting Purpose

- Initiative refresh
- Update on progress
- Regional priority exercise
- Discuss next steps

2

## Participants/Contributors

Mike McGlothlin - Columbia City  
Alex Rains - City of Scappoose  
John Walsh, Rachael Barry - City of St. Helens  
Mike Russell, Holly Miller - Columbia County  
Sean Clark, Amy Bynum, Gina Sisco - Port of Columbia County  
Paul Vogel, Wela Negelspach - Columbia Economic Team  
Michael Sykes - Columbia River People's Utility District

Supporting Partners: Columbia Pacific Economic Development District  
Governor's Regional Solutions North Coast Team

3

## Why?

Value Statement:  
Close geographic proximity and similar community and economic development needs and issues indicate an opportunity to increase south Columbia County communication and collaboration.



4

## Elected Leaders Meeting, February 2020

### Strengths

- Available Industrial Land
- Regional Airport
- Higher Ed & OMIC
- Recreation opportunities (trails, Columbia River, natural environment)

### Opportunities

- Jointly market the region
- Develop infrastructure
- Tourism - regional recreation destination
- Develop marketable industrial properties

### Weakness

- Transportation System
- Out-Commute by residents
- Rail bisects towns/other rail concerns
- Lack of industry & local jobs

### Threats

- Lack of regional transportation corridor
- Out commute threat to local business, volunteerism, taxes, transportation

5

## Status -- What's happened since

- From the SWOT, Staff leaders identified 4 priorities
- Criteria: Serves the South County region, work already in progress, impact, building blocks
- Monthly: Meetings focused on developing action plans, identifying gaps, coordinating efforts, sharing updates, improving collaboration and relationships
- Now: Update to elected leaders on priority initiative status, momentum and next steps

6

## Infrastructure - Lead, Mike Russell (Columbia County)

- **Purpose**
  - There are common infrastructure priorities that partners can develop and champion jointly. This will help regional efforts to focus on key infrastructure improvements that demonstrate strong partnership for any funding opportunities.
- **Identified Objectives/Projects with updates**
  - Rail Corridor Study
  - Broadband Initiative
- **Infrastructure Investment and Jobs Act (IIJA)**
  - Preparing to participate and apply for funds under all the various grant programs will be a priority.

7

## Infrastructure

- **Infrastructure Investment and Jobs Act (IIJA) Opportunities**

### Funding Overview

- **\$40 Billion** for Bridges
- **\$8 Billion** for Infrastructure for Rebuilding America (INFRA) which supports freight and highway projects of regional and national significance
- **\$7.5 Billion** for Rebuilding American Infrastructure Sustainably and Equitably (RAISE) grants—a competitive grant program (formerly BUILD and TIGER) which provides funding for road, rail, transit, and other surface transportation of local and/or regional significance. Selection criteria includes safety, sustainability, equity, economic competitiveness, mobility, and community connectivity.
- **\$5 Billion** for Megaprojects

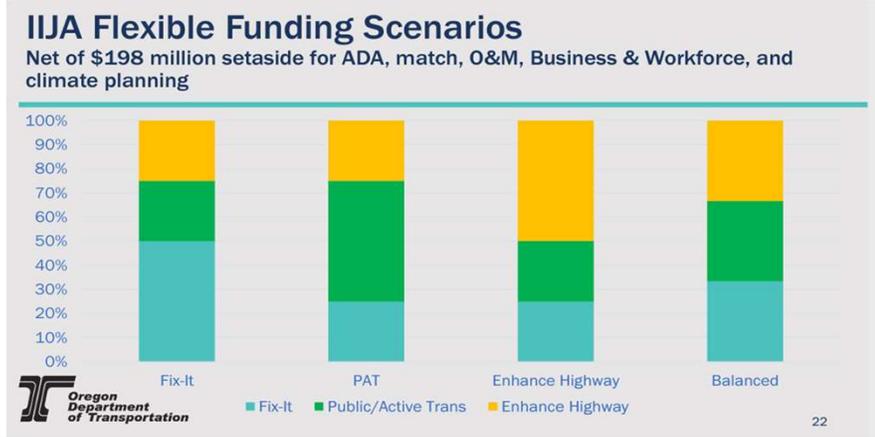


8

## Infrastructure

- Infrastructure Investment and Jobs Act (IIJA) Opportunities

Oregon Transportation Commission currently taking input on how to utilize IIJA flexible funds in Oregon (\$1.2 Billion total)



22

9

## Infrastructure

- Infrastructure Investment and Jobs Act (IIJA) Opportunities

<https://www.oregon.gov/odot/Get-Involved/Pages/OTC-Comments.aspx>

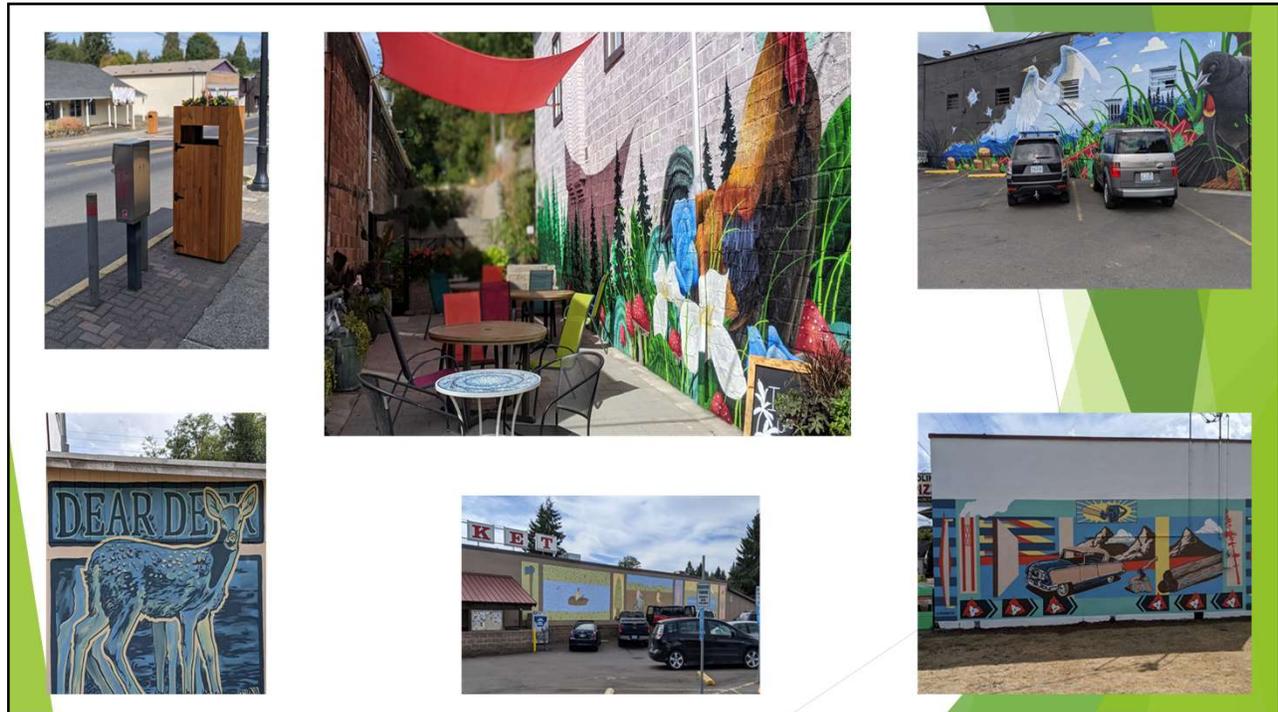
Timeline and Process for Funding Allocation	Date	Event
	Jan 20	OTC receives proposal, provides feedback and takes public comment
	Feb	Public comment period on funding options
	Feb 17	OTC meeting on IIJA, focused on new programs
	March 10	OTC receives public comment on funding options and provides feedback
	March 30	OTC approves funding allocation
	April	Project selection begins

10

## Tourism - Lead, Columbia Economic Team (CET)

- **Purpose**
  - Countywide Tourism promotion
  - Destination and asset development
  - CET is the designated Destination Management Organization (DMO) by Travel Portland and Travel Oregon
- **Historical Key actions**
  - Destination Development Plan was created in 2018 with clear plan of action
    - Waterfront Development and Trails were the highest rated “needs” in a County-wide survey
  - In 2020, work continued on CZ Trail Development
    - Informational kiosks we completed on the 25 miles of County portion of the trail
  - 2021 Secured grant funding for Destination Asset Development
    - \$66,000: Vernonia Main Street Beautification
      - 7 Building wall murals, lightpost irrigation/hanging baskets, pocket gardens, ADA/planter waste receptacles throughout downtown
    - \$28,000 Columbia County Bike Hub Stations
      - Bike stations built in Clatskanie, Rainier, Scappoose and Vernonia
      - Kiosks with historical and informational signage
      - Four new family-friendly “Ride w/GPS” routes
  - 2021/22: Applied and accepted to Travel Oregon Destination Ready Grant Program

11



12

## Tourism - Lead, CET

- **Current Challenges**
  - Funding:
    - Low historic in-county tourism revenue
      - Most revenue comes from Transient Lodging Tax (TLT)
      - No Countywide TLT tax
      - Small number of lodgings
    - Full effects from Covid-19 is now being felt as the TLT receipts are being calculated for the previous year.
- **Next steps/deliverables**
  - Underway in stakeholder driven Travel Oregon Destination Ready Grant Program
    - One of only 11 DMO's awarded
    - Establish priorities, identify funding partner with Travel Oregon
  - Boost local livability
  - Bolster key tourism products and experiences
  - Continue to adapt and utilize outdoor recreation partnerships
  - Exploring Food Network partnership with Oregon Coast Visitor's Association (OCVA)
    - Support local growers by developing a "food trail" and supply network
  - Maintain strong role in Regional and Statewide Travel Oregon network
  - Partner with Keep It Local
    - New web aggregator/directory website
    - Digital literacy

13

## Industrial Recruitment - Lead, Port of Columbia County

- **Scappoose Airport**
  - Rebranded from Scappoose Industrial Airpark
  - New 31,500 SF building with hangar / office space available for lease
  - Marketing several light industrial sites for lease, both inside and outside the airport fence
- **McNulty Industrial Park**
  - Possible Spec Building / build-to-suit opportunities being explored
- **Multnomah Industrial Park**
  - Working with tenants for possible expansions
- **Milton Creek Industrial Park**
  - New property acquisition on Port Avenue

14

## Future Vision

- **Scappoose Airport**
  - Aerospace and supplier recruitment
  - Resiliency & sustainability investments
- **Supporting strategic growth of existing tenants**
- **Ramp up outbound marketing efforts (tradeshows, summits, etc.)**

15

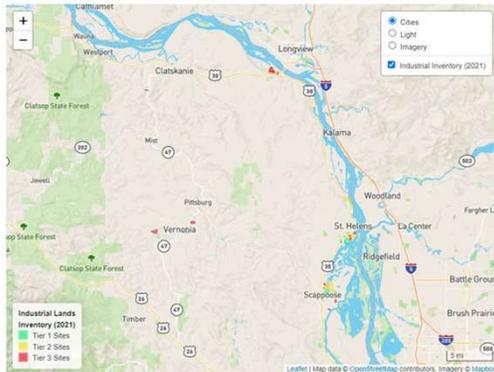
## Identified Objectives/Projects: Industrial Land Inventory

- Inventory the supply of available industrial land throughout Columbia County
- \$47,500 project (funded by the Port, CRPUD, and the City of Scappoose)
- Identified **33** industrial sites and analyzed for development readiness
  - Tier 1: Development ready within 6 months (**7** sites)
  - Tier 2: Development ready in 7 to 30 months (**12** sites)
  - Tier 3: Sites requiring more than 30 months (**14** sites)

16

## Identified Objectives/Projects: Industrial Land Inventory

- Data displayed in an online map of available industrial sites with tiers
- Final report and web map will be available on CET and Port websites
- **Virtual Open House - Thursday, March 10 at 6:00 PM**



17

## Identified Objectives/Projects: Rail Safety & Mobility Study

- The Port partnered with the Cities of Scappoose, St. Helens, Columbia City, and Clatskanie; Columbia County; Columbia Economic Team; Global Partners; and NEXT Renewable Fuels to commission a study evaluating at-grade crossings within the county rail corridor
- Goal is to develop a list of top priority crossings and improvement concepts for future design and construction with potential funding sources
- Phase 1 - the “Rail Safety & Mobility Study Existing Conditions Report” - Released in November 2021
- Phase 2 - the “Rail Safety and Mobility Action Plan” - Expected in April 2022
- More info at [www.portofcolumbiacounty.org](http://www.portofcolumbiacounty.org)

18

# County Marketing/Brand Development - Lead, CET

- **Identified Objectives/Projects**
  - County-centric development of long-term, holistic regional image/identity/story that translates to a brand
  - Marketing strategy, execution/implementation
- **2022 Update**
  - 2021 pivot
    - Funding eligibility
    - Build-ready lands
    - Manufacturing/Advanced focus
- **Key actions**
  - CET re-brand, website
  - Industrial Lands Inventory
  - Nation, state, region, local focus on strengths & attributes: Manufacturing, Advanced/Additive Manufacturing, OMIC
  - Oregon Issue: Site Selector Magazine; the start
  - Collaboration of key stakeholders around investment, job creation, workforce strengths
    - OMIC, PCC/OMIC, Northwest Oregon Works (NOW), NW STEM Hub, Regional Solutions, OMEPS, CRPUD, City of Scappoose, Manufacturing Council of Oregon, Business Oregon

19

## Advance Your Manufacturing in Oregon's Columbia County

**What's home to an innovative advanced manufacturing center set within more than 250 acres of prime industrial land, a unique workforce training center, partnership mentality, attractive tax incentives, growing neighborhoods and world-class outdoor recreation - all within 25 miles of a bustling downtown?**

**There's only one answer: Columbia County, Oregon and, specifically, the southern county around the city of Scappoose and the Oregon Manufacturing Innovation Center.**

Long known for its history of manufacturing, forest products and agriculture, Columbia County today is poised for a boom that's anchored in tradition yet driven by cutting-edge technology and a surge of new faces who recognize the benefits of being near Portland and all its amenities.

"Our area presents an incredible amount of opportunity," says Paul Vogel, executive director of the Columbia Economic Team. "Our primary advantages are location, available land, an advanced manufacturing R&D center and robust partnerships around workforce and training. Columbia County has a lot to offer companies looking to expand or relocate."

**An innovative economic engine**

At the center of all this opportunity in Columbia County is the Oregon Manufacturing Innovation Center Research & Development (OMIC R&D). OMIC R&D, its 39 industry members from around the globe, three research universities and the state of Oregon have created a collaborative space where subject matter experts and thought leaders come together to solve production challenges and create opportunities for manufacturing to grow and innovate. OMIC has intentionally become a regional economic engine to drive innovation in a place where businesses can build and grow.

As part of the OMIC initiative, Portland Community College has opened the OMIC Training Center, which enables the next generation of machinists, programmers and welders to get the skills that industry needs. The Training Center's focus on being responsive to industry has sparked the creation of certificates in discrete skill sets to provide learners targeted training to get them on the production floor. And with access to OMIC R&D, students are exposed to the newest developments in manufacturing processes and technology, while businesses get well-trained employees with a solid work ethic.

"OMIC was created to spur innovation, foster collaboration and evolve education in advanced manufacturing," says Craig Campbell, Executive Director of OMIC R&D. "In the four years since we opened, we have gained a reputation as a place that makes things happen. We have far exceeded expectations and have had a tremendous

**From a surprising availability of industrial land to an innovative manufacturing hub and a small-town vibe, great opportunity abounds in Oregon's Columbia County**

**Land of opportunity**

In the Portland region, available land can be hard to come by. But in Scappoose, more than 250 acres of developable land were prepared for new manufacturing investment. The community, and the land, are near all modes of transport, including rail, air, maritime and interstate. The sites are energized by renewable natural gas and emission-free hydroelectricity and is ideal for small to medium size manufacturers and allied businesses.

The land also sits within the South Columbia County Enterprise Zone, which offers attractive property tax incentives on new investments. Local officials and agencies can also help coordinate financing tools and apply infrastructure incentives for businesses developing here.

"We have access to a range of tools and incentives that can make it even more appealing to locate here, but more importantly, we have partners that work together to make good things happen," says Alexandra Rains, Scappoose City Manager.

**Ready to thrive**

As Portland's popularity has risen, so too have folks looked to Columbia County as a place for escaping the big city while keeping its amenities close by. Less than 25 minutes from downtown Portland, Scappoose and southern Columbia County offer a small-town, community-focused way of life. Housing is accessible, cost of living is affordable and the outdoor lifestyle is embodied by Columbia River water trails and the 23-mile Crown Z Trail.

Add in the area's development capacity and the unique opportunities provided by OMIC, and advanced manufacturing has an exciting new home in southern Columbia County.

"We've been preparing this place as an advanced manufacturing cluster, and we're looking forward to watching it thrive," says Michael Sykes, local community leader and CEO of Columbia River PUD. "We are primed and ready for new and expanding manufacturers to start their next phase of business, right here in Columbia County."

- 250+ acres of developable land
- Home of the Oregon Manufacturing Innovation Center R & D
- Rail, maritime, air and interstate transportation
- Just 25 minutes from downtown Portland
- Generous tax incentives and programs for new development
- Robust partnerships around workforce and training
- Learn more and reach us at [www.columbiaeconomicsteam.com](http://www.columbiaeconomicsteam.com)





20

## County Marketing/Brand Development - Lead, CET

- **To do:**
  - Collaborative Advanced Manufacturing incubation development, marketing
  - Collaborative & coordinated advanced Manufacturing workforce development/marketing
  - Asset assessment and gathering
  - Data gathering/analysis
  - Eventual integration of Tourism, Industrial Recruitment, and Workforce initiatives
- **Challenges:**
  - Community image versus business recruitment image: Not identical though don't conflict - lead with strengths
  - Adequate unrestricted funding; collaborative, focused creative process
- **Timeline:** Underway; 4 - 8 months
- **Immediate request:** Consider/recommend additional local government, private and external funding sources

21

## Collective Benefits

- **Ensure:** communication, coordination, collaboration
- **Integrate:** efforts, deliverables, results
- **Share:** responsibility, accountability, success
- **Deliver:** maximum effectiveness

22

