



Eastern Oregon Border Region Economic Development Board

June 6, 2022

Ontario, OR

Attendance

Members Present: Tiffany Cruickshank, Board Chair; Bill Johnson; Stuart Reitz; Andrew Maeda; Dana Young; Roberto Gamboa

Staff Present: Emily Conlon, Board Coordinator; Shawna Peterson, Executive Director

Guests Present: Feather Sams Huesties, Business Oregon

Meeting was called to order at 3:07 pm.

Welcome, Introductions, Minute Approval

Chair Cruickshank opened the meeting. Board members, guests and audience members made introductions.

Chair Cruickshank proposed an amendment to the May 2, 2022 minutes, clarifying that no votes were taken for lack of a motion on all non-funded grant applicants listed on Exhibit A to the minutes. Bill Johnson made a motion to approve the May 2, 2022 meeting minutes as amended. Andrew Maeda seconded the motion and all present board members voted in favor.

Public Comment

Feather Sams Huesties, Business Oregon Regional Development Officer, provided a brief update on current programs and emphasized an ongoing interest in collaborating on projects in the Border Region.

Fiscal Report

As of June 2, 2022 the Border Fund has a total of \$2,822,519.01.

Executive Director Report

Executive Director Shawna Peterson submitted an executive summary and reported her activities since last month's meeting. Board Coordinator duties have been transitioned from Lisa Reeser to Emily Conlon and the S Peterson Law office. Melissa Freeman, Border Board liaison at Oregon Community Foundation, will be leaving that organization in June. Executive Director Peterson is working closely with the Oregon Community Foundation to ensure that transition goes smoothly. Updates are being made to the third party administrator agreement as well as the budgeting necessary for the new \$6 million appropriation to the Border Fund to be disbursed this summer.

The administration of the Housing Rehabilitation Loan by lending partner Community in Action is in progress and will be launching soon.

On June 9th, Executive Director Peterson will be having a call with Speaker Rayfield to acquaint him to the Border Board. On June 16th-17th, Executive Director Peterson will be participating in the Eastern Oregon Economic Summit and is speaking on a housing panel on behalf of the Border Board. In late August, Executive Director Peterson will be presenting an in-depth look at the work of the Border Board to a group hosted by Sen. Findley in Ontario; board members are encouraged to attend and participate in all such events.

A survey has been circulated to Border Region stakeholders on issues affecting the region; a draft of this survey was reviewed at the May meeting.

Incentive Program Application Approvals

Bill Johnson made a motion to approve one Competitive Housing Incentive Program application in the amount of \$6,000, and one tax incentive portion for one Competitive Housing Incentive Program applicant in the amount of \$1,500. Dana Young seconded the motion and all present board members were in favor.

Scoring Criteria Discussion

The Board had discussion regarding scoring criteria for the EOBB programs. The Board discussed whether scoring criteria should vary with each program; specifically, the Board considered altering scoring criteria for the Scott Fairley Memorial Edge Grant.

A major point of concern is the point allocation to funding matches under the current scoring criteria. To avoid scoring discrepancies, Bill Johnson suggested that the Board Staff analyze applications and matching funds prior to submitting to Board members for scoring. Chair Cruickshank suggested encouraging in the application Letters of Commitment from anyone providing matching funds. The Board discussed making a clear distinction between match and leverage, and weighting these as separate scores.

Another point discussed was the use of funds for payroll. The consensus was that the current handbook adequately addresses this retaining the flexibility the Board desires to encourage applications while the scoring of the sustainability of proposed projects will continue to capture this if it is a shortcoming. Stuart Reitz suggested that the application clearly conveys the importance of proving the economic impact of the proposed project. Bill Johnson and other Board members agreed that the scoring process needs to refocus on funding *innovative* projects that align with the Border Board's goals for the region.

The Board Staff committed to working on revised scoring criteria and come with a draft for the July 2022 meeting.

2023 Legislative Concepts

Executive Director Peterson facilitated discussion regarding new or past ideas the Board would like to advance into possible concepts for the 2023 legislative session. The first topic of discussion was attendance rates in schools; school administration has expressed concern regarding poor attendance rates and the inability enforce. Poor attendance and its lack of consequences can create issues as students move into the workforce.

Another possible concept discussed by the Board was broadband access in rural communities. Roberto Gamboa spoke on the lack of internet access to residents in our community during the pandemic and how this affected students' ability to complete online learning and class time. Bill Johnson expressed the rising expectation of broadband access and expressed interest in helping members of our community gain access.

Dana Young spoke on certification testing availability in our area for Certified Nursing Assistant applicants and the struggle to get the appropriate proctors onsite to get students tested out and certified. The Board discussed the difficulty of getting individuals licensed and/or certified in their fields and out into the workforce versus the relative ease of getting licensed and/or certified in Idaho.

Bill Johnson spoke on the Department of Human Services and the potential need for a community board for large state-run organizations such as this. The Board spoke about the need for an "advisory" or "accountability" board to see how funds are being spent in their community.

Community Outreach and Marketing

The Board discussed potential marketing and outreach ideas. The Board needs to determine its goals for marketing: to bring awareness of the board's existence or to showcase what the board has done so far. The Board Staff provided fees for newspaper ads, a booth at the Malheur County Fair, and sponsorship of Live After 5 at the Four Rivers Cultural Center. Bill Johnson suggested determining the Board's marketing goals before committing to events or paying for advertisements. Bill Johnson inquired about the Board's current social media presence and if the Board has the potential to grow on social media platforms such as Twitter, Instagram, or Facebook.

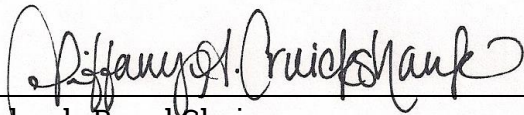
Chair Cruickshank offered pushing marketing materials to the Nyssa Newsletter, and Dana Young offered to push out marketing materials via email threads she participates in.

The Board Staff will put together a Marketing Plan to present to the Board to push this effort forward.

Next Meeting/Agenda Build

The next Border Board meeting will be held on July 11, 2022 from 3pm-5pm in the Hanigan Board Room at Treasure Valley Community College. The agenda items will include a fiscal report from Oregon Community Foundation, an executive director update, review of revised scoring criteria, guest speakers, and continued brainstorming for the 2023 legislative session.

Meeting closed at 5:10 pm.

Approved by:  _____
Tiffany Cruickshank, Board Chair Date
Eastern Oregon Border Economic Development Board