



Eastern Oregon Border Region Economic Development Board

July 11, 2022

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Attendance

Members Present: Tiffany Cruickshank, Board Chair; Bill Johnson; Dana Young

Members Present Via Zoom: Stuart Reitz; Roberto Gamboa; Ron Hidle; Melissa Drugge

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

Guests Present: Feather Sams Huesties, Business Oregon; Mark Redmond, Malheur Education Service District

Guests Present Via Zoom: Courtney Crowell-Warner, Office of Governor Brown;

Meeting was called to order at 3:06 pm.

Welcome, Introductions, Minute Approval

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

Dana Young made a motion to approve the June 6, 2022 meeting minutes. Stuart Reitz seconded the motion and all present board members voted in favor.

Public Comment

Melissa Drugge commented that she is working with Executive Director Shawna Peterson on review of the third party administrator agreement for the new \$6 million appropriation. Once reviewed, the agreement will be passed onto Oregon Community Foundation.

Fiscal Report

As of July 7, 2022 the Border Fund has a total of \$2,555,382.01.

Executive Director Report

Executive Director Shawna Peterson submitted an executive summary and reported her activities since last month's meeting. She continues to work with the teams at the Oregon Community Foundation, Oregon Department of Justice, and Business Oregon to amend the third party administrator agreement with OCF to assist with the new \$6 million. The loan programs to be administered with lending partner Craft3 are open, and the Housing Rehabilitation Loan, to be administered by lending partner Community in Action, will launch soon.

Executive Director Peterson has continued attending Oregon conferences to talk about the Border Region; upcoming engagements on behalf of the Board include: meeting with Senator Elizabeth Steiner-Hayward, an in depth presentation of the Border Region to several legislators in Eastern Oregon in August, speaking at the ribbon cutting for River Bend Place project in Ontario, and speaking at the Oregon Board of Agriculture meeting in August.

The Malheur Enterprise will be running a story soon inviting participation in the survey that is currently open. Board Staff continues to work on other exposure and marketing ideas as well.

Malheur ESD K-12 Update

Mark Redmond, Superintendent of the Malheur Education Service District, attended the meeting to speak on challenges currently being faced by K-12 education in the region. Mr. Redmond spoke on the shortage of teachers and administrators, and the challenge to find licensed applicants to teach in our schools. He added that, compared to Idaho, it is more difficult to get individuals licensed/certified to work in the Border Region. He expressed concern for the vacancies in positions in education, especially administrative positions, and asked the Board to help come up with ways to keep young individuals in the community. He spoke on the effect childcare prices and availability have on the workforce, and advocated for offering more childcare options in the Border Region. Questions that he believes need answered are how to keep the young workforce here, and how to grow leaders here. Mr. Redmond brought up the idea of leadership trainings held in the Border Region, and bringing in outside programming to assist with this.

Mr. Redmond discussed the difficulty of having a seat at the table for state-level discussion; he encouraged ideas from the Board on how underserved, rural communities such as ours can have a voice in decisions being made at the state level.

Other challenges within K-12 education include attendance rates, education rates, and behavioral issues. The Border Region has seen a significant loss of kids to Idaho, and will suffer the negative impact on budgets across small and large school districts because of lower enrollment rates. Mr. Redmond discussed State Testing requirements and upcoming results (school report cards) anticipated to reflect declines in academic proficiency attributable to distance learning, as well as behavioral issues seeing an increase and a scarcity of school counselors. He continues to face the challenges that come along with a post-COVID education system and expressed willingness to engage with the Border Board in developing and advancing solutions.

Incentive Program Application Approvals

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

2023 Legislative Concepts

The Board continued discussion regarding new or past ideas the Board would like to advance into possible concepts for the 2023 legislative session. Discussion focused in on provisional licensure, and how the Border Board can assist in making licensing and certification faster and more accessible in Oregon. Courtney Crowell suggested outreach to specific trade organizations and to identifying prospective applicants to help directly, possibly creating a "licensing pilot project" to

bring this concept to the legislative session. Questions brought up by the Board on this topic included: Which trades have the greatest need in the Border Region? What are the reciprocal licensures opportunities and barriers across states? How can we incentivize individuals to become licensed and to teach trades in the Border Region?

Executive Director Peterson will bring this idea and these questions to Senator Findley and Representative Owerne and brainstorm if and how these ideas can be created into concepts for the 2023 session.

Review Revised Scoring Criteria Draft(s)

Draft Proposed Applications and Scoring Criteria were presented to the Board by the Board Staff. Bill Johnson suggested that the matching portion of the Scott Fairley Memorial Edge Grant be removed, and those 20 points be awarded based on evidence of support. The board discussed what would be considered support under this new scoring criteria. Chair Cruickshank commented on emphasizing the *requirement* of providing documentation for matched funds, as well as letters of support.

Melissa Drugge suggested including a "pre-review deadline," where applicants would submit their application 2-3 weeks prior to the deadline, offering a chance to review applications by advisors at Business Oregon and Board Staff who could suggest revisions before the final deadline. Ron Haidle added the potential to use the Small Business Development Center as a resource to applicants.

After discussion over the proposed drafts, the Board requested the following revisions to the application: (1) Remove Section 3.3 Estimated Project Costs, (2) add description of how points will be awarded in the matching and leveraged funds portion of the Application Scoring page, (3) add encouragement to use Small Business Development Center as a resource in grant application writing, and (4) tidy up the certification form. The Board requested the following revisions to the selection criteria: (1) Remove "Is the budget reasonable for the proposed project?" and (2) replace Matching and Leveraged Funds Portion with: Support for Project; this will include showing matched funds, leveraged funds, community letters of support, executive summary, or a strong business plan.

Next Meeting/Agenda Build

There will not be an August meeting. Board Staff will send out a poll via email to the Board to determine the date of the September Border Board meeting, as the date conflicts with the Labor Day holiday. The agenda items will include a fiscal report from Oregon Community Foundation, an executive director update, guest speakers, and continued brainstorming for the 2023 legislative session.

Meeting closed at 5:17 pm.

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

Date