

Prosperity That Fits Steering Committee Minutes

September 28, 2009

5:30 – 7:00 p.m.

**Madison Ave Meeting Room
500 SW Madison Avenue**

Present:

1. Elizabeth French, Chair – Corporate Round Table
2. Ilene Kleinsorge – Oregon State University
3. Pat Lampton – Corvallis Benton Chamber Coalition
4. Bob Baird – Corvallis Independent Business Alliance*
5. Alan Fudge – Linn Benton Community College
6. Michael Laport – Software Association of Oregon
7. Mark O'Brien – City of Corvallis
8. John Hope-Johnstone, Treasurer – Corvallis Tourism
9. Annabelle Jaramillo – Benton County
10. Mike Corwin, EVP Chair – Corvallis Benton Chamber Coalition

Staff:

1. Mysty Rusk, Fiscal Agent, Administrator & LPAC Chair – Corvallis Benton Chamber Coalition
2. Lynn Roylance, EVP Coordinator – Corvallis Benton Chamber Coalition

Excused Absence:

1. Curtis Wright, Vice Chair – Member at Large
2. Jerry Gross - Downtown Corvallis Association
3. Bruce Hecht – Oregon Natural Step Network
4. Jim Moorefield – Willamette Neighborhood Housing Services
5. Kathleen Hutchinson – Business Enterprise Center
6. Pat Sardell – Corvallis Independent Business Alliance*
7. Kate Lindburg – Corvallis Independent Business Alliance*

Purpose: Chartering

This is a chartering meeting for the PTF. The purpose is to ensure that all the committee members and member organizations are "on the same page." It is my belief that we need to come together to re-energize the effort, communicate about our expectations and priorities, and commit to the success of the Plan. – Elizabeth French

1. **Ice Breaker** (French – 20 min): French called the meeting to order and discussed the agenda. She gave an overview of the agenda, beginning with an ice breaker where committee members had a chance to get to know each other on a personal level, followed by reports from each of the partner organizations on why they joined the EVP and one outcome they hope to see from the PTF Plan. The next agenda was a small group breakout where the groups reviewed answers from the committee on the three questions:
 - i. What are we doing that we need to continue doing?
 - ii. What are we doing that we need to stop doing?
 - iii. What are we not doing that we need to start doing. The last agenda item is next steps for the committee.
 - b. **Get to know the individuals engaged in the Committee:** The group broke out in pairs. To get to know each other better each pair was tasked with finding three things that they have in common with their partner and what their partner would be doing on a Saturday afternoon. The pairs then reported back and introduced their partners to the group. The pairs were: Bob Baird & Annabelle Jaramillo, John Hope-Johnstone & Pat Lampton, Elizabeth French & Michael Laport, Mike Corwin & Mysty Rusk, Alan Fudge & Lynn Roylance, Ilene Kleinsorge & Mark O'Brien.
2. **Partner Organizations** (Individual Reports – 30 min): In this section of the meeting each EVP partner representative was asked to answer two questions for the organization they represent. 1) Why is your organization engaged and participating in the PTF Committee? 2) Identify one outcome that would demonstrate success for your organization
 - i. **Elizabeth French, representing Corporate Round Table (CRT)** – French reported that the CRT is an informal collection of large businesses in the community. They are involved in the PTF Committee because they are concerned about the creation of local jobs and the general economic health of the community. One outcome they would like to see from the PTF Plan is an increase in the number of jobs created in Benton County.
 - ii. **Bob Baird, representing Corvallis Independent Business Alliance (CIBA)** – Baird reported that CIBA originally became involved with a lot of hesitation. They joined because they liked that there was a place for many organizations to come together and work collaboratively. CIBA is trying to get their business members more involved with business organizations within the community. CIBA took on a few action items and worked as an organization to complete the action items quickly. They feel like they have completed their PTF action items successfully. One outcome they would like to see is for everyone involved in the PTF Plan to do at least one or two of

their action items so that it feels like the PTF Plan is being accomplished.

- iii. **Annabelle Jaramillo, representing Benton County** – Jaramillo reported that the County has been engaged in partnering on economic development projects wherever they can in the community. Benton County is not only involved as a partner but an investor in the project as well. One outcome the County would like to see is the PTF Plan expanding from only a Corvallis view to a larger view that includes the County and contribute the success of the Plan to other entities.
- iv. **John Hope-Johnstone, representing Corvallis Tourism** – Hope-Johnstone reported that one of the reasons Tourism is involved in the project is because the amount of money that business related tourism interjects into the community has considerably decreased in the last few years. Corvallis Tourism would like to take an active approach in helping to increase the number of business related tourism in the community. One outcome that Tourism would like to see is an increase in a broad spectrum of employment in the community.
- v. **Mike Corwin, representing the GAC of the Chamber Coalition** – Corwin has been involved with the project since the beginning and continues to stay involved to help support job growth and job creation in the community. Two things that he would like to see from the plan is job creation and to help foster a business friendly environment, so that people know that Corvallis and Benton County are great places to do business.
- vi. **Alan Fudge, representing Linn Benton Community College** – LBCC's main goal is education, thus they are involved in the plan to help strengthen local businesses through education. An outcome for them would be to have local companies be as strong as they can be and have resources available to make that happen.
- vii. **Michael Laport, representing the Corvallis Chapter of Software Association of Oregon** – The SAO works to promote and support high-tech businesses in Corvallis. They are involved because they want to be at the table to help support local businesses and create a business friendly town. An outcome they would like to see is more high-tech jobs in town and also the creation of local incubators.
- viii. **Mark O'Brien, representing the City of Corvallis** – The City recognizes that the committee has expertise regarding economic development and wanted to be involved in the plan to help support local economic development efforts. They are involved as an active partner as well as a financial contributor. An outcome that the City would like to see is the elimination or reduction of the perception that the city government is anti-business or that it is difficult for people to do business here.
- ix. **Pat Lampton, representing the Corvallis Benton Chamber Coalition (CBCC)** – The CBCC has been involved in the plan since the beginning. They saw the need to start a conversation with the community about how to become proactive about our economic

health while maintaining the community we value. One outcome they would like to see is getting the community engaged about important issues regarding economic development. Another outcome would be the successful 'Prosperity That Fits' branding of the PTF Plan efforts so that the community can see all the work that PTF Plan has accomplished.

- x. **Mysty Rusk, representing the Corvallis Benton Chamber Coalition (CBCC)** – In addition to Lampton's comments, another outcome would be the creation of quality jobs in the community and to help the business community find a common voice.
 - xi. **Ilene Kleinsorge, representing Oregon State University** – OSU became involved in the plan for four reasons, student recruitment and retention, faculty recruitment, commercialization and spinouts, and community livability. An outcome for OSU would be the achievement of those four things.
 - 1. Student recruitment and retention – Students need work experience and a sense of a strong business community.
 - 2. Faculty recruitment – The community needs strong jobs in the professional field so that when a faculty member is recruited there are professional job options for their spouses. Trailing spouses also prefer communities with a strong livability factor; retail, shopping, restaurants, etc.
 - 3. Commercialization and Spinouts – It is important to OSU to have local resources available for OSU spinouts to become successful startups that stay in the area. They don't want to lose talent to a different area because there weren't local resources for the startup.
 - 4. Community Livability – It is important that Corvallis is a wonderful place to draw and maintain students. The community needs a vibrant downtown and culture (retail and restaurants).
- 3. PTF Committee (Team Break-Outs – 30 min):** Each committee member was asked to answer three questions, 1. What are we doing that we need to continue doing?, 2. What are we doing that we need to stop doing? And 3. What are we not doing that we need to start doing? Each member wrote their answers on post-it notes and then placed them on the corresponding discussion boards. The committee then broke up into three groups to discuss the answers from the committee and come up with action items to move forward.
- a. **Group 1. What are we doing that we need to continue doing?** Mysty Rusk led this group. They broke down the question into two questions: 1. What is the committee doing that we need to continue doing? and 2. What is the PTF plan doing that it needs to continue doing? The group organized the committee's comments and turned them into action items.
 - i. What is the committee doing that we need to continue doing?
 - 1. Keep trying:
 - 1. Believe in the PTF plan
 - 2. Keep talking to each other
 - 3. Celebrate accomplishments of individual organizations

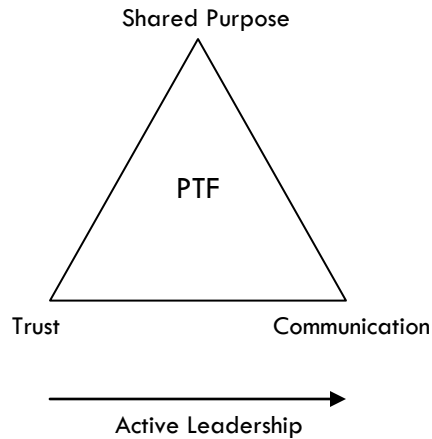
4. Networking and creating side channels
5. Continue trying to provide high trust between individual partners
- ii. What is the PTF plan doing that it needs to continue doing?
 1. Continue working to accomplish action items in the plan
- b. Group 2. What are we doing that we need to stop doing?** Elizabeth French led the discussion for this group. They found three common themes in the committee's answers to this question.
 - i. The need for active positive leadership
 1. Stop talking about the demise of the PTF
 2. Stop saying we haven't accomplished anything
 - ii. Focus on priority items: Trust and Communication
 1. Focus our mission, currently too broad
 2. Stop sniping at others
 - iii. Update our communication formats – identify effective methods to communicate measurable success
 1. Need transparency
 2. Multiple formats should be utilized

The group came up with two action items after reviewing the responses from the committee: Communication and Active Leadership

- i. Communication
 1. Update formats of communication
 1. Rotary/face to face
 2. Website
 3. Social networking: twitter, facebook, linkdin
 4. Newspaper
 5. Engagement with existing community events
 6. Telephone
 7. Common branding
 8. Uniform marketing materials (flyers/PowerPoint presentations)
 2. Common branding
 3. Marketing materials to utilize
- ii. Active Leadership
 1. Refine (focus and prioritize) action items in PTF
 2. Identify trust building opportunities

Some key concerns that came out of this were the need to stop bad mouthing ourselves and focus on action and not chatting/talking. They also discussed the need to come together and remember that we have a common mission and a difficult task.

They discussed that the value of this committee is the collaboration opportunity. French presented a collaboration model, which involves three components for successful collaboration, 1. Shared purpose, 2. Trust, and 3. Communication.



From the presentations from each partner it is clear that we have a shared purpose, but we need to improve communication with the community and each other and we need to build trust amongst ourselves. One of the committee's greatest achievements thus far is collaboration and we should focus on that as we move forward.

b. Group 3. What are we not doing that we need to start doing?

- i. Mike Corwin led this group in their discussion of the committee's answers to the question, what are we not doing that we need to start doing? The group divided the answers into four sections:
 1. Money/funding:
 1. Determine long-term funding for strategies
 2. Bring on funding models
 2. Collaboration of groups
 1. Engagement with the "Young Professionals" crowd
 2. Helping small businesses feel they are part of the business community
 3. Recognizing challenges of partners
 4. Better administrative support
 3. Communication/marketing
 1. Better communication with community
 2. Communicate our activities and the associated outcomes
 3. PTF campaign strategy – PTF brand to collect accomplishments
 4. "What fits", determine it and advertise it
 4. Metrics to success
 1. Develop metrics about what "prosperity" looks like. Work the plan to achieve success
 2. Develop metrics for each action item
 3. Have simple measurable results
- ii. Action:
 1. Goals (two groups: 1. Action plan, 2. Community outreach/marketing)
 1. # of jobs
 2. Promote a bottom line(s)
 - i. Ramifications if we don't do this

3. Further efforts have marketing sense for the impact and progress
 - i. Brining business together to get this done

After the discussion of the three questions the committee opened up for floor to comments and concerns regarding the committee and plan in general.

French asked each committee member to spread the message back to their organization that they represent. Take information on what the committee and plan are doing back to your organization. Communication is important so keep your organization involved by sharing what you learn at the committee meetings.

Lampton commented that so much of our effort has been talk and not action. Nothing is going to move unless we can do something concrete that the community at large can get behind. We need to create jobs. But how many jobs are we talking about? Let's get concrete in our goals so that we can have an outcome to achieve. What are the metrics of success? Then let's go out and do it and share what we have accomplished with the community.

The committee discussed trust issues between local businesses and the governmental agencies. Where is the disconnect between local businesses and governmental bodies? How can we improve those relationships? There seems to be trust issues on both sides. The businesses don't trust the local governments, but the government doesn't trust the businesses either.

Jaramillo expressed a concern for a feeling of close-mindedness with the Corvallis community. She mentioned that if Corvallis utilized the County's natural amenities there are infrastructure projects that could be built within the City. She discussed Corvallis' needs to expand there thinking to include the County more.

Kleinsorge commented that the discussions during this meeting has been the most active and honest conversation that the committee has had in the last few years. She commented that the committee should reach out to the partners that aren't engaged and find out the source of it. We should share with them what is going on with the committee so that they will want to re-engage.

French asked how we could have the conversation with our missing partners in a non-threatening way. She mentioned that the contribution of money is a perceived barrier with some partners. Some organizations cannot afford to contribute financially and thus may choose to not get involved. She suggested that maybe we have different levels of involvement for partners so that the committee can be more inclusive.

Baird brought up the point that in his opinion there is differences between people who attend meetings like these because it is there job and people who participate because they are passionate and interested. As a small business owner it is challenging to attend all meetings due to traveling and other business responsibilities. He asked that the group be aware of the fact that if it isn't part of your job to attend meetings than it becomes very challenging to participate.

French recognized Baird's comments and added that she feels it is a myth that people who are part of large organizations are paid to participate in this committee and that the truth is she is here on her own time. She is volunteering her own time to participate in this committee, as well as many other people at the table.

4. Next Steps (French – 10 min): French thanked the group for their participation in the conversations and discussions. She stated that we will reserve time in each of our following meetings to discuss the issues brought up. One thing we need to do is reach out to the committee members who aren't here tonight and find a way to get them engaged with what is going on. The meeting was adjourned.