

PORT OF THE DALLES COMMISSION
Work Session Minutes
October 14, 2015
Port of The Dalles

The Work Session of the Port Commissioners was called to order by President Bob McFadden at 5:15PM

ROLL CALL

Present: Bob McFadden, Greg Weast, David Griffith, Kristi McCavic (5:20pm), Mike Courtney

Staff: Andrea Klaas, Executive Director; Kathy Norton (left 6:20om), Assistant to the Executive Director; Angie Wilson, Bookkeeper

Guests: None

AGENDA CORRECTIONS or ADDITIONS

None at this time

PRESENTATIONS: Andrea Klaas

Review of February 2015 Work Plan and Management Goals:

- 2014 Workplan- (1) Develop & implement a Marketing Plan for the Port; (2) Business Expansion, Retention & Recruitment; (3) Regional Wetlands Solution (currently underway); (4) Acquire employment property; (5) Downtown Involvement; (6) Marina.
- Management Principles – All Port business activities should be self-supporting; the sale or lease terms and conditions of industrial sites shall be guided by criteria that include price/lease rate, # of jobs, quality of jobs and overall benefit to community; a return of 8-10% per annum ; at least 90% of Port land sale proceeds will be held in reserve to provide for future land acquisitions; allocate a percentage of land lease and sales proceeds to market/promote Port industrial sale; commit staff resources to those activities that best support the Port's mission; incorporate a "life cycle cost" evaluation framework into decisions regarding investment in new assets; provide staff with equipment, training, support to ensure they can accomplish their responsibilities.

Review of Marketing Plan and Budget:

- Choose The Dalles (Recruitment) – create awareness of The Dalles as place for business; bring traded-sector (non retail/restaurants) expansion and relocation to the Port District by (1) Aligning recruitment with regional assets - identify and target supply chain gaps, form strong state and local partnerships and (2) Outreach to decision makers – host fam tours for consultants and metro partners, utilize digital marketing tools, use marketing expertise with partner organizations. Stay in The Dalles – support local community partners to retain existing businesses – visit existing employers, explore ways to help local businesses to grow, connect local companies.
- Budget: \$55,000 - \$20,000 from grant sources and \$35,000 Port funds. 20% Practical (\$11,000) Public relations, direct marketing; 30% Strategic (\$16,500) Perception campaigns, sector-centric campaigns; 50% Tactical (\$27,500) Initiatives such as lead generation/prospecting, event marketing, etc., to reach clients.

Review of Proposed Work Plan:

- #1-Develop and Implement Marketing Plan for the Port; #2-Business Expansion, Retention and Recruitment; #3-Acquire employment property that supports the creation, retention, expansion and recruitment of businesses and jobs that will enhance the economy of the Port; #4-Marina; #5-Downtown Involvement; #6-Regional Wetlands Solution-currently underway; #7-Port Administration.

DISCUSSION:

Work Plan:

1. #1 Project keep the same. Develop and email list for Port Commission meeting agendas and Port Newsletter;
2. #2 Project change Task 1-Respond to State Leads to Task 2 and move Task 2-Assist with Business expansion, retention to Task 1. Move Target-Continue to meet with Port Businesses to top position and

specify number of businesses that will be targeted each month. Amend Task-Work with SBCD on business plan for Klindt drive development to include date for completion;

3. #3 Project change Task 3 to read Look at the purchase of/investment in existing buildings. Move Task 4-Support UGB expansion to Task 5 and make Task 5-Explore opportunities in Dufur and throughout the Port District to Task 4. Amend Targets to schedule a Port meeting in Dufur in March or April. Confirm attendance of Dufur City Officials, Community Leaders, South County Group Alliance, etc;
4. #4 Project move to #7 Project. Discussion of Task 1 regarding marina management, change target to have draft proposal to Commissioner's by March 2016 and final disposition by December 2016.
5. #5 Project changed to #4.
6. #6 Project changed to #5
7. #7 Project changed to #6. Added Task 2 to provide updated staff job description. Commission will provide updated Executive Director job description. Staff was directed to see what information can be provided from SDAO.

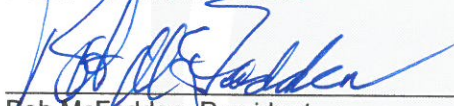
By Consensus: the Port Commission recommended approval of the 2015 Port Work Plan as amended at this meeting.

Marketing Strategy:

Discussion on things to consider when assessing all costs of development – minimum price of development, job creation, capital investment; the 8-10% per annum on lease of Port assets should be revisited every time the Port work plan is reviewed; Port should continue to host social events for current and potential companies to create connections.

THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE PORT COMMISSION, the meeting adjourned at 7:00PM.

PORT OF THE DALLES:



Bob McFadden, President
Board of Commissioners

ATTEST:



David Griffith, Secretary
Board of Commissioners

DATE APPROVED: 11-4-2015

Prepared by: K.Norton