



2015
Clackamas County Business Alliance

Retreat Summary

February 21, 2015

Summary

The 2015 retreat of the Clackamas County Business Alliance (CCBA) was held to determine short and long term goals for the association. Invited were the board of directors including the ex-officio members.

The retreat was held at the Oregon City Golf Club, and was convened at 8:30am by President John Howorth and adjourned at noon.

The directors were encouraged to name issues they personally felt should be priorities for the association, and the issues were divided into short term, 12 to 18 months, and long term, over 18 months.

Membership was discussed as a separate issue, with suggestions from directors listed and discussed.

After issues were identified, each director was given three dots which they placed on the short term issues they believed were the top three issues for the association. Each priority was also given a designation of primary responsibility for completing the work necessary to accomplish the priority.

Members Present

Attending the retreat were:

John Howorth, President
Annette Mattson, First Vice President
Gregg Weston, Second Vice President
David Marks, Secretary Treasurer
Jerry Turner, Past President
Peter Watts, Chair Land Use Committee
Chip Laizure, Chair Transportation and Infrastructure Committee
Jerry Smith, Director
Keith Hyde, Director
Carlotta Collette, Director
Gary Barth, Director
Wilda Parks, Director
John Ludlow, Ex-Officio Director
Paul Savas, Ex-Officio Director
Burton Weast, Staff
Amy Oakley, Staff

CCBA 2015 Retreat - Strategic Planning

Short Term Goals	Votes	CCBA Designated Involvement (Board, Committee, ED, Officers)
I-205 Expansion	7	TIC/Board/ED lobbying
CCBA Membership	6	Board/Officers/ED
Remand of Urban Reserves	5	LUC/Board/ED lobbying
Ensure Urban Growth Report amended	5	LUC/Board/ED lobbying
Phase 2 Sunrise	5	TIC/Board
Blue Heron	5	Board
Large Lots Industrial Lands	2	Board
West Linn Arch Bridge project	2	Board
HB 2800	1	LUC/Board/ED lobbying
Short Term Goals - no votes		
Damascus	0	LUC/Board
Brownfield	0	LUC/Board
Oregon Transportation Forum	0	TIC/Board
Quarterly Forums	0	ED/Board
TriMet Issues - tax, service	0	TIC/Board
Waste Management/Sewer issues	0	LUC/Board
Long Term Goals Discussed		
I-205 Expansion		TIC/Board/ED lobbying
I-5 Access to Canby		TIC/Board
Rework Clackamas County UR/RR Map		LUC/Board/ED lobbying
Large Lots Industrial Lands		LUC/Board/ED lobbying
Membership in all sectors (15% increase)		Board/Officers/ED
Full time ED and staff		ED/Board
Monthly forums		ED/Board
CCBA recruitment		ED/Board
Further refine and resolve CCBA relationship with chambers and area business groups		ED/Board
Collaboration with area and regional business partners		ED/Board
Address rural reserves road challenges		TIC/LUC/Board/ED lobbying
Growing diversity in CCBA membership		ED/Board
Aurora Airport		LUC/TIC/Board

CCBA 2015 Retreat - Strategic Planning

CCBA Membership Goals - Further Defined

- Focus membership recruitment in targeted sectors
- Membership increase by 15% annually
- Recruitment driven by referrals of existing CCBA members
- Strengthen relevancy of CCBA to increase benefit for businesses to join
- Further refine CCBA's mission, brand, and goals
- Recruit retirement community as member
- Strengthen southern crescent representation on CCBA
- Law enforcement representation on CCBA
- Oral health representation on CCBA
- Add EDC Ex-Officio member
- Strengthen CCBA committees to attract new members with special interests while increasing CCBA's relevancy in lobbying efforts
- Work on Board member retention
- Host forums
- Host Board related social events
- Peer to peer recruitment
- Stronger relationship with EDC
- Further refine collaboration with chambers
- Resolve relationship with business alliances

Discussion of Top Priorities

1. I-205 Expansion

ODOT plans on asking for funding of the expansion of I-205 from the Abernethy Bridge to Stafford Road. Clackamas County has asked for CCBA support during the ODOT budget process.

2. Membership

While the membership of CCBA has been fairly constant at 40 during the last ten years, the board decided to increase membership in the targeted recruitment areas in the primary employment sectors identified by the County. The board also set a target of increasing membership by 15% each year for the next five years.

3. Remand of the Urban Reserves

With the Court of Appeals decision on Urban Reserve Areas within Metro, the entire process has been disrupted. There will be bills introduced in the 2015 session to overturn the court opinion, as well as bills to amend the Metro Urban Growth Boundary in Clackamas County. The board decided to support legislation to resolve the Urban Reserve issue but not support bills to amend the entire Urban Growth Boundary.

4. Metro Urban Growth Report

The Metro decision to accept the Urban Growth Report has been controversial in the region, and in particular, Clackamas County. The report states that no changes to the regional Urban Growth Boundary are needed for the next twenty years. Because of the lack of employment land identified in the County, and because of the large amount of urban reserve lands adjacent to Damascus, the board believes changes in the report are necessary so that these issues can be resolved.

5. Phase 2 Sunrise Highway

With the funding and near completion of the first phase of the Sunrise Highway, the board believes priority should be given by ODOT and the legislature for beginning the second phase.

6. Blue Heron

The development of the old Blue Heron site in Oregon City is a major opportunity for the expansion of business opportunities in the county. The project, which is a joint effort of Metro and Clackamas County, needs support from CCBA as well as assistance in identifying businesses that can utilize the site.

7. Other Priorities

Receiving two or more votes included the need for more large lot industrial lands and support for the West Linn Arch Bridge project.