

Molalla Economic Development Committee

April 6 Agenda

1.0 Action Team Updates

- 90-Day Results (expected)
- *What's working? What do you need help with?*

2.0 Role of LatinX Action Team

3.0 Keeping up the Website

4.0 Regular Meeting Date/Time

New volunteers

Mac will reach out to the three:

- Vicki Helmig
- Danielle Redfield
- Trent Klinkscals

Branding – Brad and Pamela

- Estacada model really helpful. Use Estacada Template: key questions and key messages around community audience and assets
- In general, we're targeting Day trip Tourist
- Task list was sent out: Research how is Molalla presented on the web now? How to leverage?
- How has Estacada approached their day trip marketing?
- Note: our proximity to other attractions so we cross-market
- Itineraries!
- An end product- could be tourism piece
- Get Estacada staff
- From past, *Family Friendly, Business Ready – but let's define what's unique about Molall?*
- Note: City has good logo. We don't need a lot of design.
- *TO DO: How do we use the City logo? Stipulations? Flexibility? Check-in on Logo with Dan...*
- Ask Estacada How do we get other organizations to use common imagery?
- Lizz- question about the look or feel of the community? Relates—

Business Advocacy - Robert

- Small numbers; maybe time is not right for volunteers
- 2 projects: Survey and Directory

- Welcome to Molalla could work along side the Ec Dev Committee to communicate with businesses
- Mac: what if the Business Action Team became Welcome to Molalla?
- Q: what is required to open a business in Molalla? Permitting, etc. Mac says Planning is dealing with that?
- MB: will outline a webpage for Business on the City webpage; links to Welcome to Molalla and other resources—will be built in!
- Create an Info and Referral sheet on Business Resources
- Mac: Key role for this group is Business Outreach—on everything from hanging baskets

Beautification – Lizz and Doug

- Storywalk project is happening May 1
- Clean-up is hoping to do community wide event May 1 (Leota)
- Gazebo – getting it painted; colors selected; Native American ‘natural’ color palette which was identified last year. Getting painted on April 17. Plaque will be put up on history.
- Wayfinding signage grant – pared down to 4 wayfinding kiosks—to be realistic with the Travel Oregon grant application. Mac has asked for input. Ec Dev Committee will make final recommendations to the Council. Will find out April 30th re the grant.
- Advocacy work on Hwy 211 with ODOT. Planning Department is facilitating this and advocating for repairs in key places
- Research happening in Oregon City on lighting of trees especially Downtown in winter
- FBLA – used to do flower pots; could re-engage. How many? And Where? ODOT restrictions. May not have time to do the whole highway this year; just 4-way corner?
- Business team – could reach out to businesses on their interests

LatinX - Mac

- Goal: how to integrate Hispanic residents into the action teams?
- Discussed the RARE Americorp staff application and key role is to work with volunteers and identify how to support the Hispanic community.
- Researching how Woodburn has accomplished their community engagement

Website

- Mac asks every co-chair/action team for some high level notes from meetings, upcoming meeting dates and info on projects you are working on. Send it to Julie Larsen.
- Regular meetings of steering committee will be scheduled first Tuesday of month at noon to 1 PM.