



CITY COUNCIL

Work Session Meeting Minutes October 14, 2024

Mayor Drotzmann called the regular work session meeting to order at 6:00pm. Present were Councilors McCarthy, Barron, and Duron. Councilor's Primmer, Hardin, Linton, Myers, and Peterson were excused. Staff in attendance included City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Chief Jason Edmiston, and City Recorder Lilly Alarcon-Strong. Also present was Student Advisor Jeanine Heredia.

Amazon Web Services Community Engagement Update

AWS External Affairs Manager Kalie Davis, presented the Council (PowerPoint Presentation attached) with community engagement and economic impacts that AWS has supported, to include: job growth, tax and fee payments as the largest taxpayer in Umatilla County, capital and operating investments, awarding \$100,000 in BMCC Scholarships including immediate job placements for the majority of students enrolled in data center technician programs, and giving back to the community, to include programs for: Library Multicultural Center, Pickleball Courts, UCFD#1 Education Trailer, Agape House Backpack Program, Martha's House, Stepping Stones Alliance, Umatilla County Fair, Farm-City Pro Rodeo, Arbor Day Tree Donation, Pacific Northwest Veteran Alliance, and more.

Josh Burns spoke regarding the HEROS Community Funded Project and how receiving funding from AWS helped complete this project.

(Jeanine Heredia arrived 6:17pm)

Retail Strategies Update

Portfolio Director Brooke Hill and Retail Development Manager John Boozer from Retail Strategies presented the Council (PowerPoint Presentation attached) with Hermiston's data, demographics, household income, population, and average analysis; what retailers look for when they are looking to develop in an area; opportunity gaps; retail timelines from initial interest to the retailer opening its doors, which typically takes at least three years; previous retail success that Retail Strategies has helped move into Hermiston; current active retail interest in Hermiston; the many outreach efforts Retail Strategies engages in, and more.

Mayor Drotzmann stated community members always tell him they want the following business to be located in Hermiston: Chipotle, Italian restaurant, Applebee's, Costco, and another grocery store option like Fred Meyer. Mayor Drotzmann thanked Retail Strategies representatives for attending and giving information about the time and effort it takes to bring in businesses and that the City is trying to do what they can to help this process.

Adjournment

Mayor Drotzmann adjourned the work session meeting at 6:52pm and stated the Council will take a short break and then convene for their regular council meeting at 7:00pm.



HERMISTON CITY COUNCIL MEETING

AWS Community Engagement

2024 Update

Kalie Davis

External Affairs Manager
AWS

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Economic Impact of AWS in Umatilla County 2012 -2023



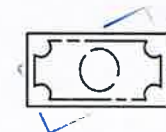
\$12.5B

Capital and operating
investments



2,830

Estimated average full -
time equivalent (FTE)
jobs supported at local
businesses annually in
Umatilla County 2012 -
2023



\$20.6M

Tax and fee payments
to Umatilla County in
2023



#1

AWS is the largest
taxpayer in Umatilla
County



Giving back to the City of Hermiston

aws

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Hermiston Community Contributions

- Library Multicultural Center
- Pickleball court
- Fire department education trailer
- Agape Backpack Program/Martha's House
- Stepping Stones Alliance
- BMCC Scholarships (\$100K)
 - For 23/24, all but two students got job placements
 - For 22/23, all got job placements
 - For 21/22, all got job placements



"Seeing my students find jobs and launch their careers is truly the very best part of my work. I'm immensely grateful to AWS for their long-standing and generous support of our students. Thank you."

—Peter Hemberg

BMCC Data Center Technician Department Head



Hermiston Community Contributions

- Umatilla County Fair
 - Barn expansion
 - Livestock Show Scholarships
- Farm City Pro Rodeo
- Arbor Day Tree Donation
- HEROS Sports Complex



Dear Amazon Web Services,
Thank you for your generosity and
support in bumping my goat at
the Umatilla County Fair. This is
my 5th year showing and I get
better every year. I plan to use the
money for college. Thanks again for
your support!



HEROS Sports Complex



AWS ChangeX Community Fund

ChangeX Community Fund Updates

- \$350K
- Opens 2x per year Jan 1 and July 1
- Highlight videos

Pacific Northwest Veterans Alliance



Grid Alternatives Pilot Program



Program Overview

- Community solar program
- \$1.2M Initial Fund
- Install Q4 2024



Who Benefits

- Pilot program includes 10 organizations
- Grid finalizing due diligence for 3 Hermiston locations



How Does it Work

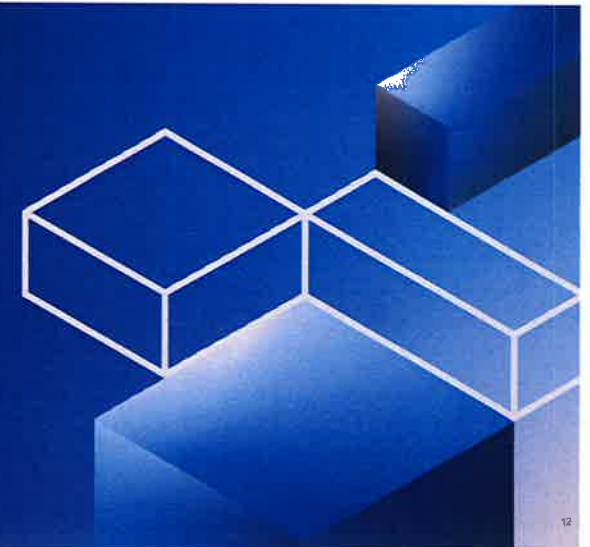
- Solar photovoltaic systems, approx. 25kW each
- Provides energy cost reductions to community organizations
- No cost to participating organizations for install
- All maintenance is provided for free by Grid
- Solar systems fully owned by organization

Questions



Thank you!

Kalie Davis
541-701-5472
kaliend@amazon.com





retail strategies

City Council Presentation Hermiston, OR

INTRODUCTION

Retail Strategies

Founded in 2011, Retail Strategies is a full-service advisory firm that works with municipalities on business recruitment through commercial real estate connections and networks.

Our team employs a commercial broker's mindset with a fiduciary responsibility for our municipal clients.



retail strategies

retail recruitment

retail academy

downtown strategies

small business support

OUR PROCESS

Retail Strategies

- **Data & Demographic Analysis:** We refresh data for Hermiston's custom trade area annually. This allows us to see the market from the same perspective as national retailers.
- **Boots on the Ground:** We visit the market annually to update our inventory of real estate assets in Hermiston. Throughout the year we work to develop and nourish relationships with local brokers, developers, and property owners.
- **Trade Show Representation:** We attend ICSC shows to build better working relationships with key industry players, gather current retailer expansion information, and promote Hermiston market opportunities.

- **Pleasant Persistence:** Our team remains pleasantly persistent with national retail brands, and we actively promote viable sites in Hermiston. National retail brand reps are constantly receiving sites from around the country – we put Hermiston at the front of the line.
- **Investment Multiplier:** We act as an extension of Hermiston's ongoing economic development efforts. Our goal is to multiply the results of your team by focusing specifically on retail recruitment.
- **Relationship Agent:** Our team is actively looking for ways to leverage our deep bench of industry relationships in order to promote retail opportunities in Hermiston.



retail strategies

Brooke Hill, Portland Director
brookehill@retailstrategies.com
(503) 439-1000

Walter Clark, Business, Retail Development & Marketing
walter@retailstrategies.com
(503) 439-1000

DISCOVER

How you see it

Hermiston, OR
Population 20,322



State of Oregon
Population 4.23 million

Source: Population Research Center (PRC) at Portland State University



DISCOVER

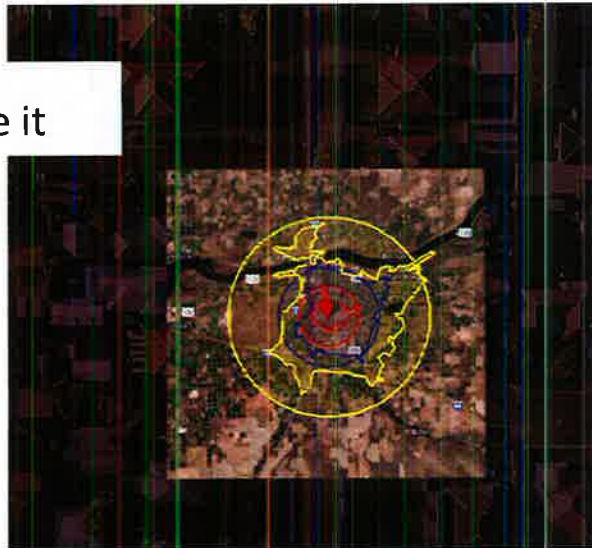
How retailers see it

Radius Rings

- 0-3 miles – 24,800 pop.
- 0-5 miles – 31,677 pop.
- 0-10 miles – 40,243 pop.

Drive Times

- 0-5 min – 14,976 pop.
- 0-10 min – 29,310 pop.
- 0-15 min – 36,933 pop.



DISCOVER

Customized Trade Area

Mobile Tracking Data from
Hermiston Walmart



DISCOVER

Customized Trade Area

55,659
projected 2027 population



52,699
2024 estimated population

\$69,450
Median household income

38
male average age

39
female average age

DISCOVER

Opportunity Gap

\$125,818,241

This means more people purchase items outside the defined Hermiston trade area than in the Hermiston-defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key.

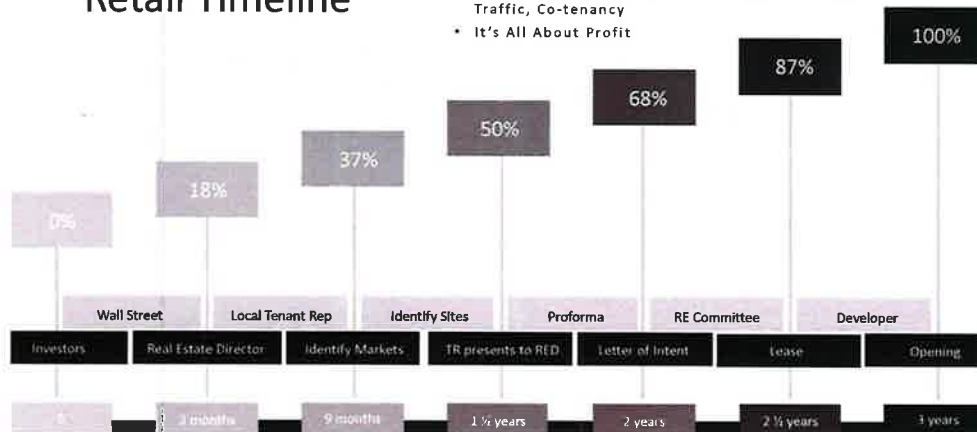
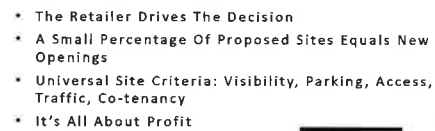


Property Catalog



Highway 395 Corridor

Retail Timeline



Active Retail Interest

Type of Retailer	Deal Status
Grocery User	Market Review
Outdoor Retailer	Reviewing Sites
Cellular Provider	Reviewing Sites
Chicken Fast-Casual	Reviewing Sites
Mexican QSR	In Negotiations



HERMISTON, OR

Past Retail Success

Before:



After:



HERMISTON, OR

Past Retail Success



HERMISTON, OR

Retail Recruitment

Conference Representation:

- Companywide: 15+
- Regional Team: 2-3



HERMISTON, OR

Communicating Progress

Basecamp

- Our main tool for communicating information.
- Functions as a messaging platform and keeps both sides accountable for project management.



Quarterly Business Reviews (QBRs)

- Quarterly reports covering retail news, industry trends, and recruitment updates.



Continued Outreach

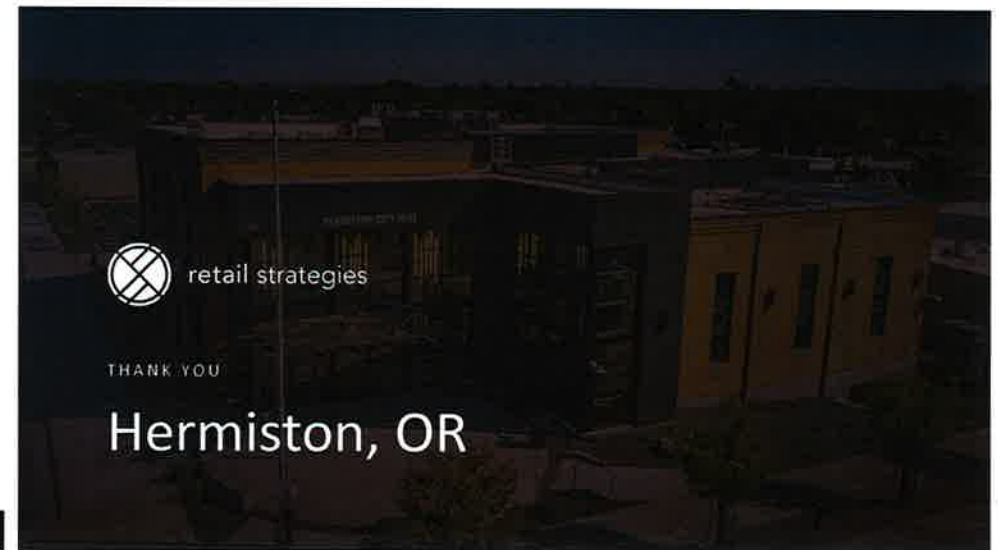
We share a common goal to generate new retail communication that would not otherwise happen and to create market influence in the retail industry.

We have conducted outreach to over 50 retail prospects ranging from: specialty grocers, entertainment concepts, sit-down restaurants, coffee shops, quick serve restaurants, fast casual restaurants, pet stores, clothing and footwear, hotels, home furnishings, and more.

Together, we continue to collaborate and strategize with the local Hermiston Team to think creatively regarding new-to-market retail and available sites.



Where Life is Sweet





Where Life is Sweet

CITY COUNCIL

Regular Meeting Minutes
October 14, 2024

Mayor Drotzmann called the regular meeting to order at 7:04pm. Present were Councilors McCarthy, Duron, and Barron. Councilors Primmer, Linton, Myers, Hardin, and Peterson were excused. City Staff in attendance included: City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Chief Jason Edmiston, Parks and Recreation Director Brandon Artz, Library Director Mark Rose, and City Recorder Lilly Alarcon-Strong. The pledge of allegiance was given.

City Manager Smith and City Attorney Tovey announced that due to a lack of a quorum, the Council could hear presentations in Section 6 and take citizen input on non-agenda items in Section 7 but hear no other reports or take action on any items.

Presentation- Introduction of Youth Advisory Council

Hermiston High School Social Studies Teacher Aaron Davis stated the Youth Advisory Council is in its fourth year and has many returning student participants. The goal of the Youth Advisory Council is to encourage and engage youth to become involved in their community now and into the future.

Youth Advisory Council members Rebecca Godoy, Flor Silva-Chavez, Sarahi Gutierrez-Ayala, Yaneisy Perez, and Aviana Navejar introduced themselves. Mr. Davis stated Aspyr Inners and Catherin Doherty were unable to be present due to other school activities, and Jeannine Heredia, who was present during the Work Session Meeting, also had to leave due to other school activity engagements.

Mayor Drotzmann thanked Mr. Davis for his leadership helping students get involved in civic engagement.

Presentation- Hermiston School District (HSD) Updates

Athletic Director Larry Usher gave HSD updates to include: Homecoming week activities, Portland Opera will be performing on October 17th, the Drama Club will be performing Radium Girls on October 25th and 30th and November 1st and 2nd, Dancing with the Hermiston Stars fundraiser event, Dia de los Muertos on November 1st at 6:00pm at EOTEC, Parent Square App, new hitting facility, Student First bus information, Salute to Service Night, athletic activities, and more.

Citizen Input on Non-Agenda Items

None given.

Adjourn

There was no other business and Mayor Drotzmann reconvened and adjourned the regular City Council meeting at 7:28pm.



SIGNED:

Dr. David Drotzmann, Mayor

ATTEST:

Lilly Alarcon-Strong, City Recorder