

# MINUTES

Mayor's Sustainable Business Initiative Task Force  
Technical Advisory Committee  
Fire Station #1 Conference Room  
Eugene, Oregon

September 29, 2005  
2 p.m.

PRESENT: Jim Lindley, Dave Hauser, Chuck Forster, George Russell, Karen Kaplan, Charles Biggs, Laurie McClain, Mitch Hagstrom, Doug McClaughry, Brian McCarthy, Jessica Chanay, Gavin McComas, Ian Hill, Stephan Ostrach, Kevin Matthews, Bern Johnson, Jan Spencer, Sue Gorham, Jane Holloway, Randy Hledik, Hank Hoell, Kevin Jones, Sarah Bennett, Tim Keeley, Ame Arden, members; Mayor Kitty Piercy; David Funk, Lynn Feekin, Deb Noble, Sustainable Business Initiative Task Force members; Bob Doppelt, University of Oregon.

## 1. Welcome and Introductions of SBI Technical Advisory Committee

Mr. Funk, co-chair of the Mayor's Sustainable Business Initiative Task Force, welcomed those present and thanked them for their willingness to serve on the Technical Advisory Committee (TAC) to the Mayor's Sustainable Business Initiative (SBI) Task Force. He said the meeting represented the start of a larger community conversation.

## 2. Role and Responsibility of Advisory Committee Members

As Mayor Piercy had not yet arrived to address the TAC, Mr. Funk discussed the roles and responsibilities of TAC members. He said it was the task force's expectation that the TAC would provide input when requested, be ambassadors for the initiative and carry the word about the initiative to the interest groups they represented, and would review and provide input on the draft plan produced by the task force.

Mayor Piercy arrived.

Mayor Piercy thanked those present for their willingness to serve on the TAC. She said the initiative was an effort to see if the community could have both a good economy and good environment now and for future generations. She said the focus on the initiative was on economic growth from sustainable products and practices, with reference to the "Triple Bottom Line":

Mayor Piercy said the upcoming roundtables would examine the potential of growing different sustainable business clusters. She noted the urgency many community members felt about the issue of sustainability because of global warming, climate change, and peak oil concerns. She believed that Eugene was a natural and logical location for sustainable products and businesses. She hoped to see Eugene become a center for sustainable practices. Mayor Piercy said that many people were aware of the issue of sustainability but many more were not, and it was important to get more residents involved in the conversation.

Mayor Piercy invited the TAC members to be excited about the future. She was looking forward to

the results of what she considered to be an ambitious project. She did not know the scope of the task force's ultimate recommendations, but suspected the task force would not be seeking regulatory solutions, but rather would identify ways to change and grow identified business sectors. She suggested the possibility that the roundtables could spin off other efforts or create a synergy among parties outside the SBI process.

At the request of Mr. Funk, those present introduced themselves.

### **3. SBI Work Plan and Administrative Operations**

Mr. Doppelt noted the goal of the initiative, which was to identify, establish, and support mechanisms to assist private businesses, nonprofits, and other organizations in Eugene to gain competitive advantage and create jobs in the emerging field of sustainable business practices. He said he anticipated the TAC would participate in the process by providing input, participating in and observing at the roundtables, and reviewing the draft plan developed by the task force.

Mr. Doppelt called participants' attention to a list of the upcoming roundtables. He said that draft background reports would be provided for each roundtable and e-mailed to task force and TAC members. He anticipated changes would be made to each of the reports following the roundtables. He said the task force would also hold community meetings with various groups such as the Eugene Area Chamber of Commerce, open houses, and an online survey. He indicated he would ask TAC members to distribute the survey to members of their interest groups.

Mr. Doppelt invited other ideas for soliciting public participation. Mr. Funk suggested that TAC members contact members of the task force with their ideas.

### **4. Questions and Discussion**

Mr. Doppelt opened the floor for questions.

Responding to a question about the nature of the task force's recommendations and who would see them, Mayor Piercy said that the recommendations of the task force would focus on Eugene businesses and residents and would be forwarded to the Eugene City Council. She acknowledged that the issue of sustainability went beyond the city limits.

Responding to a question about how the task force would account for the growth that resulted from a sustainable business that stimulated growth and placed demand on City infrastructure and natural resources, and a suggestion that the task force needed to first address the issue of the community's carrying capacity, Mayor Piercy said the task force was looking at one piece of the issue. She wanted the task force to do what it could to grow job opportunities that the community could live with, to help base the local economy on sustainable businesses, and help to institute more sustainable business practices. Mr. Doppelt encouraged TAC members to share any ideas they had with the task force.

A TAC member encouraged the task force to hold a roundtable on urban design as it was related to nearly all the other topics that would be the subject of roundtables.

Responding to a question about City staff participation to share what the City was doing, Mayor Piercy indicated that was occurring and the task force had already heard a presentation on what the City was doing to achieve sustainability.

Another TAC member encouraged the task force to hold a roundtable focused on social equity and suggested the roundtable could include discussion of how to create sustainable employees and sustainable wages as well as how to define a sustainable work environment. Another TAC member mentioned the difficulty smaller businesses faced in regard to the provision of health care and retirement benefits, and the potential that other issues, such as flexible work hours and the aging population, were related to that discussion.

A TAC member suggested the task force identify existing community assets and resources, suggesting that sometimes “weeds” could become viable business opportunities.

Responding to a question about sources of information, Mr. Doppelt encouraged TAC members to visit the SBI Web site. He said that all information produced for task force meetings and roundtables could be found there. He said that he had not attempted to put together a “one-stop shop” for information, and suggested that might be an example of the type of recommendation the task force would make.

## **5. End**

Mr. Funk adjourned the meeting at 3:05 p.m.

(Recorded by Kimberly Young)