**EVAT Convening Session**

**January 11, 2022**

The following framework was developed from notes taken at the January 11 Convening. The intent of our next meeting on February 8 is to review the framework, include any missing comments or provide clarification, and identify next steps and individuals to take action.

**Question 1:** The *Community Sustainability Action Framework* that guides our work has the following vision for Economic Vitality: “Corvallis is home to a vibrant, diverse, and sustainable economy anchored by a broad spectrum of local, environmentally-friendly business.” **What aspect of that vision interests you most?**

|  |  |
| --- | --- |
| **Term** | **Comments** |
| Sustainable | * All components of sustainability: environment, economy, equity, & livability. Respect limits; not just about growth.
* Point of view of number of things it implies: environment, sustainable economy. Growth will occur, need some level, supporting local business, equitable employment, opportunity for all. Help local businesses get started & stay as we grow.
* 3 components: heart, mind, soul. Economics: cooperative activity rather than competitive. Environment: not just the natural environment, but our minds, our communication, and technological world. Intentional evolution.
* Includes equity, which is important. Real question: *How do we have sustainability not be a regimented control, but also vibrancy?* Growth that’s innovative & interesting, but reduce consumption.
 |
| Vibrant | * Lots of relationship-building & activities between businesses; increase connections.
* Not just about growth.
* Lack of connection with community; very disconnected. Amazon can be quite appealing. Local spaces for local arts, food, & events to find connection.
* Latin “to sway”. Movement, synergy. Keeping our community alive.
 |
| Environmentally-Friendly | * Not just about growth.
* Future is looking ghastly. Promoting environment.
 |
| Local Economy | * Different options & case studies to try to buy local. Research other areas.
* Local is imperative.
 |
| General | * Lived in many cities. Unsure of how to inject new ideas into this community. Resistance to letting things spin.
* Agreement with previous bullet; ideas just stop.
 |

Question #2:The Economic Vitality section of the Action Framework has three goals, with strategies and actions under each goal. **What strategy or action are you interested in working on as a member of the Economic Vitality Action Team? Or if you have an additional action in mind, what is it?**

**PROGRAMS / PROJECTS**

|  |  |
| --- | --- |
| **Topic/Issue** | **Comments** |
| Buy Local First (BLF) | * Continue working on Buy Local First; but now year-round. Not just the holidays. Better job coordinating with other BLF activities.
* BLF, but not if holiday only. Educate people on whatever we’re doing. Publicize our success.
 |
| Environmentally-Friendly Businesses | * Help promote sustainable businesses. Business of the Week Program; one of our most popular. Elevate businesses that have adopted green actions.
* Strong feeling about small business, on the other side she’s an artist & owner; reminded of the disconnect. Invested in BLF. But if business goes down, can’t help. So business needs to succeed to stay as a model.
 |
| Reuse/Repair | * Reuse & repair of items.
* One thing is a Repair Mall. Working with County’s SWAC, Repair Mall was official recommendation. Also Reuse Directory. In Eugene is [Mecca](https://materials-exchange.org/) (Materials Exchange Center for Community Arts). Would be willing to create a place like that.
 |
| Vibrant Downtown | * City-branded pilot projects that are seasonal that activate public space, protected bike lanes, preapproved event permits. Difficult to get food trucks to parks.
 |
| Others Mentioned | * Solarize Corvallis
* Business Directory
 |

**POLICIES**

|  |  |
| --- | --- |
| **Topic/Issue** | **Comments** |
| Food/Ag | * Food is important. Noted that many in the farm/ag/food system cannot afford to live in Benton County. Also address equity & health outcomes that work in the food system.
* Other effort is what it takes to create a local food industry.
* Local foods & better wages.
 |
| Local Currency | * Local currency & bartering options. Local businesses became sinks for Hours (local currency).
 |

**SUPPORT / SYSTEMS**

|  |  |
| --- | --- |
| **Topic/Issue** | **Comments** |
| Financial Support/ Investment | * There’s often a need for financial investment to local businesses.
 |
| Business Integration | * Build models for integrated success.
 |
| Employee Support | * Connecting employers & employees. Making the connection stronger between business owners & employees. Build that we’re all in this community & economy together.
* More fair employee/employer relations.
 |