

MINUTES

Sustainable Business Initiative
Hilyard Community Center—2580 Hilyard Street—Eugene, Oregon

February 28, 2005
1:30 p.m.

PRESENT: Rusty Rexius, David Funk, co-chairs; Mayor Kitty Piercy; Lisa Arkin, Josh Bruce, Julie Daniels, Roger Ebbage, Lynn Feekin, Kartar Khalsa, Mike Miksis, Deb Noble, Scott Pope, Jack Roberts, Randy Ross, Claudia Villegas, task force members; Bob Doppelt, Sara Mazzie, Ray Neff, Research Innovations; Alan Zelenka, Alan Thrailkill, John Hofer, Katy Wilson-Hamaker, Carolyn Cummings, James Cummings, Maid Huff, Mike Bradberg, Charles Biggs, Bob Cassidy, guests.

1. Welcome and Introductions

Mr. Funk called the meeting to order and those present introduced themselves.

2. Items from Task Force Members

Mr. Miksis reported that the Green Building Advisory Group met the previous day. The group was putting together a list of green building incentives, which he would share with the task force once completed.

Mr. Miksis said an informal green building get together dubbed “Green Drinks” was occurring one Friday each month, with the first to occur on March 3.

Ms. Arkin reported that the Environmental Indicators Subcommittee, which included herself, Mr. Bruce, Mr. Miksis, and Ms. Daniel, held its first meeting.

Mr. Funk commended the work of the subcommittees.

Mr. Funk noted the many outreach activities task force members were involved in and asked them to keep the co-chairs informed when they were asked to discuss the Sustainable Business Initiative.

Mr. Ebbage arrived.

Mr. Pope welcomed volunteers for the Economic Indicators Subcommittee.

Mr. Doppelt reported that the last roundtable had occurred the previous day. He anticipated that there would be other informal meetings following up various roundtables that could result in recommendations to the task force. He thanked the task force members who had attended the roundtable.

3. Approval of Minutes

Mr. Miksis noted that his name was misspelled in the minutes.

Mr. Bruce, seconded by Mr. Khalsa, moved to approve the minutes of January 24, 2006, as amended. The motion passed unanimously.

4. Recap of Sustainable Business Initiative Use of Systems Thinking and Appreciative Inquiry and Framework for Decision-Making in “Dream” and “Design” Phases

Mr. Doppelt said the last roundtable essentially represented the end of the task force’s discovery phase. The task force was about to embark on the “dream” phase and then would go into the “design” phase.

Mr. Doppelt called the task force’s attention to the draft schedule for the remaining meetings and reviewed the schedule.

Mr. Doppelt reminded the task force that it had agreed to use the Appreciative Inquiry approach and systems thinking as the foundation for the process. He provided a presentation entitled “The Diamond of Competitive Advantage,” subtitled *A Systems Approach to Business and Job Development*, drawn from The Competitive Advantage of Nations by Michael Porter of the Harvard Business School. He described the diamond as having Factor Conditions (basic and advanced inputs necessary to compete in any industry), Demand Conditions (the size and make-up of knowledgeable and demanding local customers), Related and Supportive Industries (the presence or absence of suppliers and companies in closely related industries) and Firm Strategy, Structure, and Rivalry (the context in which firms are created, organized, managed, and compete).

Mr. Doppelt discussed the role of government, which Porter described as “to encourage and to even push firms to raise their aspirations and move to a higher level of competitive position even though this may seem to be an unsettling and even unpleasant process.” Governments signal priorities, set high goals and standards through incentives and regulation, support and create basic and advanced factor conditions, influence demand conditions, encourage firm rivalry, and acknowledge the diamond is a system and its elements interdependent.

Mr. Doppelt discussed the role of business in the diamond, which included the use of basic natural factors at high levels of production and to help create advanced and specialized factors; understanding and acting on local buyer needs and anticipating global demand from emerging trends; and achieving competitive advantage through value-chain wide approaches that require communication and problem-solving with suppliers and related industries. He emphasized the importance of competition to successful companies.

Mr. Doppelt discussed clusters as a way of thinking about the economy and as a catalyst for change. He said the diamond approach promoted the clustering of competitive firms. Clusters are firms in related or the same industries in close proximity that consider cross-company and industry linkages. Clusters help bring the government, suppliers, producers, and consumers around a common agenda. Industries in clusters become mutually supportive. Information flows, problems are solved, customer awareness and demand increase, innovation occurs, all while companies compete aggressively. Clusters benefit everyone.

5. Summary and Synthesis of “Discover” Phase

Ms. Mazzie and Ms. Neff reviewed the recommendations in a document provided to members entitled *Summary and Synthesis of SBI Discovery Phase*.

6. Discussion of Findings

Task force members and the guests in attendance broke into small groups to discuss the recommendations and findings to date. Comments were recorded on flip charts.

The meeting adjourned at 3:30 p.m.

(Recorded by Kimberly Young)