



Legislation Text

File #: 19-6007, **Version:** 1

BECKY McCRAY - RURAL AND SMALL CITY BUSINESS EXPERT

COUNCIL STRATEGIC INITIATIVE ADDRESSED:

Strengthen economic conditions and create new opportunities
Address quality of place issues

CITY ATTORNEY REVIEW: N/A

SUMMARY STATEMENT:

Beck McCray, small town entrepreneur and cattle rancher will share practical steps that businesses can put into action to help shape a better future for the downtown. Ms. McCray consults nationally on positive trends innovative business models, job creation strategies and downtown revitalization.

In conjunction with the Cowlitz Economic Development Council, the City of Longview together with the cities of Castle Rock, Kelso, Kalama and Woodland have invited Ms. McCray to our community. She will be in Longview on Thursday, February 7, 2019. Ms. McCray will begin the day at 8:30 a.m. at Longview City Hall with a walking tour of the downtown. At 12:00 p.m. Ms. McCray will attend the quarterly CEDC luncheon held at the Cowlitz County Event Center where she will be the featured speaker. Ms. McCray returns to Longview City Hall at 3:30 p.m. for a vehicle tour highlighting other business areas. At 6:00 p.m. the City of Longview will host a reception for Ms. McCray where she will provide a brief presentation of Longview impressions.

RECOMMENDED ACTION:

No action recommended.

STAFF CONTACT:

John Brickey, Community & Economic Development Director