

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
September 18, 2013

The Citizens Economic Development Committee meeting was called to order at 6:05 p.m. by Vice Chair Bruce Witenberg in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Bruce Witenberg, Vice Chair
John Dewhirst
Roger Hertrich
Nathan Proudfoot (arrived 6:10 p.m.)
John Rubenkönig
Gail Sarvis
Rich Senderoff
Darlene Stern
Douglas Swartz
Evelyn Wellington (arrived 6:15 p.m.)
Teresa Wippel

COMMISSIONERS ABSENT

Evan Pierce, Chair
Kevin Garrett
Darrol Haug
Nicole Hughes
Debbie Matteson
Doug Purcell

ALSO PRESENT

Gloria Evstatieva, Student Representative

1. OPENING REMARKS

Vice Chair Witenberg advised Commissioners Hughes, Purcell, Haug, Pierce and Garrett have excused absences.

2. AMENDMENTS TO AGENDA – NONE

3. APPROVAL OF JULY 17, 2013 ECONOMIC DEVELOPMENT COMMISSION MINUTES

COMMISSIONER DEWHIRST MOVED, SECONDED BY COMMISSIONER WIPPEL TO APPROVE THE MINUTES OF JULY 17, 2013. MOTION CARRIED UNANIMOUSLY. (Commissioners Proudfoot and Wellington were not present for the vote.)

4. INTRODUCTION OF STUDENT REPRESENTATIVE, GLORIA EVSTATIEVA

Vice Chair Witenberg explained last year the EDC made a decision to have a Student Representative. Ms. Evstatieva introduced herself and described her background. She responded to Commissioners' questions

ELECTED OFFICIALS PRESENT

Council President Lora Petso
Councilmember Joan Bloom

PORT OF EDMONDS LIAISON

Bruce Faires

STAFF PRESENT

Stephen Clifton, Community Services/Economic Development Director
Cindi Cruz, Executive Assistant
Frances Chapin, Cultural Services Manager
Jeannie Dines, Recorder

PUBLIC PRESENT

Ron Wambolt
Jim Reed

about activities she is involved in, her Bulgarian heritage, and her college aspirations. Vice Chair Witenberg advised the Commission needed to vote to accept Ms. Evstatieva as the EDC's Student Representative.

COMMISSIONER SARVIS MOVED, SECONDED BY COMMISSIONER STERN TO APPROVE GLORIA EVSTATIEVA AS THE EDC'S STUDENT REPRESENTATIVE. MOTION CARRIED UNANIMOUSLY. (Commissioner Proudfoot and Wellington were not present for the vote.)

5. INTRODUCTION OF NEW COMMISSIONERS: NICOLE HUGHES AND DOUGLAS SWARTZ

Vice Chair Witenberg introduced Commissioner Douglas Swartz and he described his background. Vice Chair Witenberg reported Commissioner Hughes was unable to attend tonight's meeting.

6. UPDATE ON DEVELOPMENT PLANS FOR SWEDISH EDMONDS FROM DAVID JAFFE, CHIEF EXECUTIVE, SWEDISH MEDICAL CENTER

Community Services/Economic Development Director Stephen Clifton relayed at the EDC'S request, he invited Mr. Jaffe to describe Swedish Edmonds' expansion plans. He also introduced Lindsay Hopkins, Major Gifts, Swedish Medical Center Foundation, and Gwen Johnson, Swedish Foundation Board of Governors.

David Jaffe, Chief Executive, Swedish Medical Center, provided a brief history of Swedish Edmonds; the hospital was formerly Stevens and became Swedish Edmonds on September 1, 2010 under an arrangement reached between the Hospital District and Swedish. A lot of good things were happening at Stevens Hospital; Swedish Edmonds is taking the hospital to the next level, focusing on the community and its needs. Their primary focus is the patient and their experience. He commented on employees' culture change to ensure the highest quality service is being provided.

One of the promises made when Swedish entered into the arrangement with the Hospital District was a major capital investment to improve the hospital facility. No capital improvements have been made since 1972. He described what has been done since September 1, 2010:

- Implemented Epic electronic medical records system
- Purchased Da Vinci Surgical System
- Acquired a new 1.5 tesla MRI
- Opened a new Cancer Center on April 2, 2013

He described plans for a new ambulatory care center, explaining the intent was to provide a welcoming campus, a place people feel comfortable coming, a place the community comes not only for healthcare but to have an ultimate experience. He displayed an architectural rendering of the new ambulatory care center and described the 25-foot ceilings and skylights in the lobby, circular drive off Hwy 99, clear directional signage, bistro area with indoor and outdoor seating, outdoor water feature, new state of the art emergency facility, urgent care center, outpatient imaging center, 10-bed observation unit, 3½ story parking garage, 37,000 square feet for future hospital based programs, and building construction that can accommodate a future third floor. The emergency department was built in 1972 for 25,000 patients per year; Swedish Edmonds is seeing 43,000 patients per year.

The spirit of Edmonds will be incorporated into the hospital by the installation of tongue and groove panels on a 30-foot wall in the lobby created from 150-year old reclaimed driftwood, a fireplace with a seating area, historic Edmonds photographs, local artwork, integrated art and sculptures, a wellness trail, a gift shop, and classroom space.

In developing this design, Swedish Edmonds spent time reviewing surveys and questionnaires and talking with a variety of people to learn what is important to the community. The common theme was they

wanted to feel comfortable, safe, enriched and have an ultimate experience. He encouraged community engagement and philanthropy and invited the community to the Swedish Edmonds Gala on November 15; the proceeds will be used to support construction of the new facility.

Mr. Jaffe responded to Commissioners' questions:

- *Will there be space for people to have gatherings/evening events?* New space should provide more flexibility.
- *The EDC is charged with economic development and revenue enhancement. How can the area around the hospital be converted into a larger medical community and what can Edmonds and the EDC do to make that happen?* There are a lot of medical office buildings around the hospital and more are being constructed. More primary care physicians will be located in the urgent care center. The excellence the hospital offers and the new facility will attract more people to the community.
- *Is there anything the EDC can do to encourage that future to happen faster?* He will talk with community relations and outreach staff about being more engaged with the EDC.
- *What is the capacity of new facility?* 53,000
- *Ten years ago Edmonds was the third busiest ER in the state; is it still?* It is very busy, definitely at the top of the list.
- *EDC has discussed economic opportunity as a result of enhancement of Swedish Edmonds such as hotel/motel, conference center, hospice care, etc.* The best group to talk with is Verdant Health Commission. They have embraced working with community organizations like the hospital and offering financial support. With regard to economics, many businesses have the ability to provide software applications or technology to the hospital.
- *What can Edmonds do to provide amenities such as a hotel, restaurants, and retail near the hospital for patients and their families which in turn lead to economic development in Edmonds?* A new group, Celebrate Edmonds, is being formed and plans to look at things like that; to make Edmonds a destination and capitalize on the waterfront.
- *The community is always interested in how expansion translates to increased employment and increased revenue to the City. There is interest in a hotel on Hwy 99 that could serve people visiting patients at the hospital as well as the Pac 12 hockey arena and Sea Dogs at EWHS. Is there potential for using software at the hospital to provide for virtual visitation?* Consideration is being given to a virtual tour of art and other areas in the facility for patients and their families.
- *This looks like a large facility that is very open to public. What plans are in place for protection and security of building and people?* It will be addressed the same as the parking lots with recorded surveillance which serves as deterrent. There will also be additional security staff with additional square footage.
- *Are there any plans to address mental health in facility?* The emergency facility has a mental health component now as well as a 23-bed mental health inpatient unit. There is enough space to include outpatient mental health if the hospital chose; that decision has not been made yet.
- *Will the bistro be open to public? Edmonds-Woodway High School is surrounded by fast food restaurants; wish there were more healthy options.* Bistro will be open to the public; high school students are welcome.
- *What is the timeline?* In design development now, start the garage in November and plan to complete the project mid-summer 2015.
- *Is funding secure?* Yes. Have a modest fundraising goal of \$2 million that they hope to exceed.

Gwen Johnson, Foundation Board Member and community supporter, commented the hospital has been neglected over the years. The strengths of the community are its educational system and strong arts community and now the new energy of the hospital. State-of-the-art healthcare is important to economic development. She encouraged Commissioners to attend the Gala at Lynnwood Convention Center.

Mr. Jaffe offered to provide an update to the EDC at any time and/or arrange a tour of Swedish Edmonds.

7. UPDATES

a. Land Use

Commissioner Senderoff reported the group discussed streamlining the permitting process including the fee structure, the video on Forest Grove's website to attract businesses, festival retail and the upcoming property owner meeting, and business incentives.

Mr. Clifton reported the Planning Board held a workshop on September 11 on limiting uses on the ground floor along designated street frontages of the BD1 zone. A public hearing is scheduled on October 9. Permitted/not permitted uses will be revised slightly based on the Planning Board's discussions.

Mr. Clifton reported meetings were held with BD1 zone property owners on May 13 and September 4. Roger Brooks attended the first meeting and described the importance of clustering and power of concentration of festival retail type uses. None of the property owners at the first meeting were opposed but requested an inventory of existing ground floor uses. He and Ms. Cruz conducted an inventory (attachment to the Planning Board packet) which was presented at the second property owner meeting. All the property owners at the second meeting as well as a couple property owners who were unable to attend expressed support for the proposal. If adopted, existing businesses can remain; the limit on ground floor uses will only be effective when a space is vacated for a certain period of time.

Mr. Clifton advised there were approximately 15 property owners at the first meeting and 8-9 at the second; there are approximately 50 property owners in that area. The public hearing notice will be sent to all property owners in the BD1 zone and he encouraged property owners to express their position at the Planning Board public hearing. He created a chronology of events for the Planning Board public hearing along with minutes of each meeting as well as referenced what other U.S. cities doing and the field trip the Planning Board and EDC took to Kirkland.

b. Tourism

No report.

c. Highway 99

Vice Chair Witenberg reported the Highway 99 Taskforce's August 19 meeting included discussion regarding:

- A \$25 million community health center project under construction on Highway 99 that will serve moderate to low income
- Campbell Nelson is supportive of a 205th/Highway 99 gateway. Campbell Nelson purchased the triangular lot (previously mobile home sales) and are using it as a used truck sale facility. They also purchased the former Denny's property that is being converted back to a Denny's.
- Shoreline and Bellevue Hagen's stores have been closed. TOP Foods is putting more emphasis on health food.
- Highway 99 Task Force Chair Jim Underhill talked with a potential developer of a Holiday Inn Express at 220th/Highway 99.
- The Burlington Coat Factory property owner (five tax parcels) is considering shorter term tenant leases with a view toward possible redevelopment.
- Planning Board will be discussing zoning on Highway 99 including possibly more mixed use development and eliminating parking requirements with changes of use
- 228th will become a through street into Mountlake Terrace. The left turn from Highway 99 to 76th will be eliminated.

Cultural Services Manager Frances Chapin announced the ribbon cutting for the International Lighting project is tentatively scheduled for October 10 but she is waiting to hear that the banner arms have been shipped. The next phase of the lighting project will be to the north, with new light standards and banners related to healthcare district. The project was entirely funded with federal grants that did not fund any replacement banners or extra light poles. A brief discussion followed regarding the timeline of the 228th project (construction begins in 2014), and Mountlake Terrace's plans to build a bike path between the Interurban Trail and the Transit Center.

d. Community Technology Advisory Committee

Mr. Clifton reported when the City is installing fiber at new locations, Snohomish County PUD requires adherence to spacing requirements between existing lines. He has asked Mayor Earling to contact Snohomish County PUD to discuss waiving the requirement. With regard to a timeline for installing fiber on 5th Avenue, Mr. Clifton advised there is a potential customer on 5th Avenue.

e. Communications

No report.

f. Presentation at Planning Board on BD1 Zone

This was addressed under Agenda Item 7a.

8. MISCELLANEOUS

Commissioner Proudfoot reported the reason Swedish Edmonds' Gala was not held in Edmonds is there is no place in Edmonds with space for 500 people and catering. He suggested the Tourism Subcommittee discuss that.

Commissioner Proudfoot reported his research of the Federal Railroad Association's (FRA) guidelines and General Code of Operating Rules (GCOR) found creating a quiet crossing in Edmonds does not preclude engineers from sounding their horn. The only way to completely eliminate a horn or sound is for the tracks to go over or under a crossing. Federal Administration on Transportation of Hazardous Materials does not list coal as a hazardous material or marine pollutant.

Port Commissioner Bruce Faires reported the Port's primary focus over the next six months will be Harbor Square. The future of Harbor Square is prescribed by permitting restrictions; the Port needs to determine the future of Harbor Square within the present restrictions. Strategy could include business groupings, sale of buildings, building modification within the present zoning, etc. He summarized the Port is trying to determine the best future of Harbor Square for the Port's owners.

Commissioner Proudfoot reported he talked to America Brewery Company located in Harbor Square. They are expanding and a possibility is a rail spur from the main line into Harbor Square. The hops and wheat are currently delivered by truck; a rail car could be used for delivery and storage. Port Commissioner Faires advised issues include finding other companies to use the spur, siting the hopper and negotiating with the railroad.

Mr. Clifton reported the following:

- A permit has been issued for the Salish Sea Brewery on Dayton.
- The City continues to work with District 21 Representative Marko Liias regarding funding for the Highway 99 project; funding depends on the legislature's approval of a transportation package.

- The Scarecrow Festival starts October 1 and runs the entire month. It is designed after a similar festival in Cambria, California. He and Ms. Cruz are creating two “tourist” scarecrows to be displayed in front of City Hall. Further information including instruction is available on the Edmonds museum website and the scarecrow hotline. Student Representative Evstatieva offered to get EWHS involved.
- Sun Fun Tours is returning to Edmonds on Tuesday with 50 people from Kamloops. He notified the downtown merchants and the Chamber of Commerce. There were many favorable comments about the hanging baskets and corner plantings when they were here in July.
- The Planning Board held a Westgate workshop on September 11
- With regard to Strategic Action Plan Item 5b2, improving community outreach, he submitted a \$4800 decision package for the 2014 budget for someone to post on Facebook, YouTube and Google+. Student Representative Evstatieva suggested advertising on the ASB’s Twitter and Instagram.

Commissioner Senderoff expressed his appreciation for whoever created the system that allows Commissioners to use their regular email and copy the EDC email address for record keeping purposes. Mr. Clifton said he will pass that on to Brian Tully, Information Technology. Commissioners can use their personal email as long as they copy EDC@edmondswa.gov.

9. AUDIENCE COMMENTS - None

10. ADJOURN

With no further business, the meeting was adjourned at 7:59 p.m.