

**CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
May 20, 2015**

The Citizens Economic Development Committee meeting was called to order at 6:00 p.m. by Chair Schindler in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Michael Schindler, Chair
John Rubenkönig, Vice Chair
Jenny Anttila
Julaine Fleetwood
Darrol Haug
Randy Hayden
Debbie Matteson
Jamie Reece
Rich Senderoff
Darlene Stern
Teresa Wippel (arrived 6:03 p.m.)
Bruce Witenberg

COMMISSIONERS ABSENT

John Dewhirst
Roger Hertrich
Douglas Swartz
Nicole Hughes

PLANNING BOARD LIAISON

Phil Lovell

ELECTED OFFICIALS PRESENT

Councilmember Lora Petso

PORT OF EDMONDS LIAISON

Bruce Faires

STAFF PRESENT

Shane Hope, Development Services Director
Cindi Cruz, Program Coordinator
Jeannie Dines, Recorder

ALSO PRESENT

Adam Khan, Student Representative

1. OPENING REMARKS

Program Coordinator Cindy Cruz advised Commissioners Dewhirst, Swartz and Hughes have excused absences.

2. AMENDMENTS TO AGENDA – None

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF APRIL 15, 2015

COMMISSIONER WITENBERG MOVED, SECONDED BY COMMISSIONER MATTESON, TO APPROVE THE MINUTES OF APRIL 15, 2015. MOTION CARRIED UNANIMOUSLY. (Commissioner Wippel was not present for the vote.)

4. STUDENT REPRESENTATIVE INTRODUCTION

Chair Schindler advised Commissioners were provided Adam Khan's resume. Mr. Kahn, a University of Washington student, described his interest in the EDC and engaging youth in civic activities. He responded to questions regarding what he was interested in accomplishing on the EDC, his plans after

graduation, and what he thought could be done to lower the average age of voters. He was encouraged to provide a young person's perspective, speak candidly about what can be done to keep young people in Edmonds and how make local government more attractive to young people, as well as to join one of the EDC subgroups.

5. COMMISSION VOTE ON STUDENT REPRESENTATIVE APPOINTMENT

COMMISSIONER STERN MOVED, SECONDED BY COMMISSIONER WITENBERG TO APPOINT ADAM KHAN AS STUDENT REPRESENTATIVE ON THE EDC. MOTION CARRIED UNANIMOUSLY.

6. REPORT FROM EDMONDS CHAMBER OF COMMERCE - GREG URBAN, PRESIDENT & CEO

7. SUB-GROUP REPORTS: 1. Two areas of focus; 2. How it improves tourism, economic sustainability, or attracts new business; 3. Essential task list moving forward (what are your next executable action items to accomplishing your two areas of focus)

a. Tourism

Subgroup meets every other month, no meeting in May.

Commissioner Senderoff reported on the movement in street art similar to murals that includes sidewalk art, whimsical phrases and poems. It would be relatively simple to implement and may be something the Mural Society would be interested in pursuing. Commissioner Reece commented on hydrophobic paint used to paint on sidewalks; the image is only visible when wet. Chair Schindler suggested the Tourism Subgroup discuss this at their next meeting. It was noted City approval may be required to paint on sidewalks.

Commissioner Stern suggested the arts community collaborate with the BID to create a rotational concept to create activity and interest downtown as well as for the 3rd Thursday walks. Commissioner Anttila suggested an artist chalk weekend. Commissioner Reece suggested a street art connection to the Cascadia Art Museum at Salish Crossing.

b. Strategic Action Plan (SAP)

Commissioner Haug described the development of the SAP. He provided 1) a list of SAP items with leads for each item, and 2) a list of SAP items for which the EDC is a participant. He suggested a future discussion for how/whether the EDC should pursue those items. He reported on Invisio software and reports it can produce such as progress on actions items for which the Economic Development & Community Services Department is the lead.

Commissioner Haug reported the subgroup has been discussing:

1. What role the subgroup and EDC wants to have in the SAP and where and how to do it.
2. Communications to public on what has been done to date and what is next.
 - Commissioner Matteson requested for next month's EDC meeting each subgroup identify what they are working on, what they have been accomplished and what their goals are. That information can be published as a report card to the public in My Edmonds News and the Beacon.
 - Commissioner Stern suggested the EDC identify its focus on SAP items the EDC is the lead on such as mixed use development standards for Five Corners, 4th Avenue Arts Corridor, Civic Fields and economic incentives
3. Recommend Business District Incentives Subgroup

- a) Advance all land use items in SAP especially Five Corners
- b) Continue work on business incentives
4. Civic Field Discussion
5. Arts opportunities – mentioned seven times in SAP, much as been done and can be a showcase for Edmonds
6. Advanced Utility – Edmonds Fiber Network, what’s next?

Discussion followed regarding concern Council action is needed on land use items, the EDC’s role in advancing SAP items, public outreach to create momentum for SAP items, subgroups supporting/advancing other items in the SAP, whether the EDC’s role is oversight of the entire SAP or only items where the EDC is identified as the lead, and the EDC’s charter to identify revenue-generating efforts.

COMMISSIONER HAUG MOVED, SECONDED BY COMMISSIONER REECE, THAT HE BE AUTHORIZED TO APPROACH CITY STAFF ON BEHALF OF THE EDC TO DETERMINE WHERE THE BUDGET DOLLARS ARE FOR A CONSULTANT REGARDING FIBER AND WHAT PROGRESS IS BEING MADE REGARDING HIRING A CONSULTANT.

Commissioner Senderoff offered a friendly amendment to obtain an estimate of the value on the open market of the fiber that has been purchased but not yet installed. Commissioner Haug said he could provide that information.

MOTION CARRIED UNANIMOUSLY.

c. Business Districts Enhancements

Vice Chair Rubenkonig reported Mr. Doherty requested the subgroup’s assistance with providing a brief written description of the districts in the City, photographs, description of 2-3 primary businesses, etc. to update the City’s website and assist with recruitment of businesses.

Commissioner Senderoff explained each business district has unique attributes and new businesses may be interested in locating near certain attributes and/or the City may be interested in recruiting businesses synergistic with certain business districts. The subgroup discussed adding this information to the City’s website as well as the possibility of this morphing into a separate website for business recruitment and further dividing up some districts such as Highway 99. Commissioner Rubenkonig reported Mr. Doherty also provided the subgroup information about business recruitment methods. Ms. Hope explained the intent was to determine interim, practical things that can be done to help attract businesses and advertise things unique to Edmonds.

Discussion followed regarding utilizing the website for business recruitment to reach a wider audience, the City’s GIS capacity, adding information such as zoning and existing structures, starting small with information on the City’s website, ease of implementing this concept, the City’s recent upgrade of the website platform that improved staff’s ability to make changes in-house, ways to promote the City, and additional information that can be added in the future such as GIS overlays. Vice Chair Rubenkonig said business districts will be assigned to subgroup members at their next meeting; the district descriptions they prepare will be reviewed by the subgroup at the following month.

Potential items for the EDC to Support

1. Arts Theme
2. Civic Fields
3. Five Corners
4. Economic incentives

Chair Schindler requested the subgroups discuss and report in June how the above four apply to their subgroup and whether these are the four items the EDC wants to support. He requested subgroups also discuss ways to update the public. Discussion followed regarding reporting incremental progress being made on SAP items to the public, ways to communicate to the public, and allowing adequate time on the agenda for subgroup reports and discussion. Vice Chair Rubenkonig requested each subgroup submit a one-page summary of their meeting at least week before the EDC meeting so it can be distributed with the agenda. Chair Schindler encouraged Commissioners to identify agenda items for EDC meetings.

Commissioner Wippel suggested a periodic column in the Beacon, My Edmonds News, etc. regarding the EDC's efforts with links to the City's website as appropriate and encouraging the public to attend EDC meetings.

8. COUNCIL LIAISONS' COMMENTS

Councilmember Petso reported the Council is looking at the possibility of acquiring the Edmonds Conference Center. She invited Commissioners to share their input with Council regarding whether to pursue acquisition. The Council authorized submitting a letter of interest prior to the June 1 deadline and then has 10 days to submit an offer.

9. PLANNING BOARD UPDATE

Planning Board Member Phil Lovell reported the Planning Board has been reviewing:

- Update of the Comprehensive Plan
- Update of the Edmond Community Development Code
- Tree Code – public hearing on May 27
 - Planning Board will use public hearing to gauge the public's interest in the Tree Code
 - The draft Tree Code is an attachment to past Planning Board agendas on the website
- Marina Beach Master Plan which includes daylighting of Willow Creek

(Chair Schindler left the meeting at 7:33 p.m.)

10. PORT OF EDMONDS UPDATE

Port Commissioner Bruce Faires reported:

- Puget Sound Express begins whale watching tours this Saturday
 - Further information available on their website, www.pugetsoundexpress.com
 - Port is discussing promotion of this activity with the Port of Seattle
- SeaJazz and Artists in Action start in June on Wednesdays and Sundays
- The legislature did not pass legislation proposed by Washington Tourism Alliance (A privately controlled enterprise, using the State's revenue system, would assess tourism-related businesses and the revenue generated would be used to fund a tourism marketing campaign)
 - It will be proposed again next year
 - The legislature needs to be encouraged to approve it
 - Washington does not have a Tourism Bureau
 - Washington State tourism up 5% in 2014 over 2013, surrounding states were up 11%

11. COMMISSIONERS' CORNER - TOPICS FOR DISCUSSION.

Commissioner Anttila reported on the opportunity the City has to purchase the Edmonds Conference Center, and its importance for arts, restrooms, and the long term vision for Edmonds. She commented on

the ability to increase marketing of the center and potential users. She encouraged Commissioners to discuss it with friends and family.

Councilmember Petso said she contacted Mr. Dougherty and Chair Schindler to ask whether the Council needed to allow time for the EDC to discuss acquisition. It was agreed there was not enough time to wait for the EDC to take action at its next meeting. Discussion followed regarding the difficulty for the EDC to vote on a position tonight, size of the building and property, pros and cons of purchasing the building, the cost of repairs and future use of the property and/or building. Vice Chair Rubenkonig encouraged Commissioners to provide input to the Council.

Commissioner Reece reported two co-op preschools are losing their facilities next year due to school construction. He invited Commissioners to inform him of any low rent space.

Commissioner Hayden expressed support for a periodic report to the public.

Vice Chair Rubenkonig suggested having an EDC information booth at upcoming festivals. He reported Highway 99 Task Force Members are taking photographs of interesting/attractive streetscapes in other cities. He suggested Commissioners do the same and submit them to Ms. Hope.

Commissioner Faires commented the zoning in Westgate and Firdale has been changed. He suggested the Business Incentive Subgroup consider investigating what could be done to make redevelopment happen faster so increased revenue can be realized.

Student Representative Khan said the meeting was very informative and he had learned a lot. He was excited about being appointed and he looked forward to the future.

Planning Board Member Lovell suggested Mr. Doherty talk to the Firdale Village property owner; one person owns the entire parcel. The property owner hired an architect to prepare a Master Plan which was reviewed by the Planning Board and approved by the City Council.

Councilmember Petso reported the City has a Streetscape Plan in the Comprehensive Plan; the current proposal is to remove it from the Comprehensive Plan. Ms. Hope clarified the Streetscape Plan will become an appendix to the Comprehensive Plan. The Comprehensive Plan currently contains many separate plans. The intent is for the Comprehensive Plan to include the elements required by GMA and a few other important elements and for other important plans to supplemental to the Comprehensive Plan. The Streetscape Plan needs to be updated; there is not time to do that by the mid-year deadline. Vice Chair Rubenkonig suggested Commissioners email Ms. Hope their comments about this topic.

Following a brief discussion, it was agreed to have EDC meetings during the summer months.

12. **AUDIENCE COMMENTS** – None

13. **ADJOURN**

With no further business, the meeting was adjourned at 8:08 p.m.