

**CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
November 18, 2015**

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

COMMISSIONERS PRESENT

John Rubenkonig, Vice Chair
Jenny Anttila
John Dewhirst
Julaine Fleetwood
Darrol Haug
Randy Hayden
Roger Hertrich
Nicole Hughes
Debbie Matteson
Jamie Reece
Rich Senderoff
Darlene Stern (arrived 7:00 p.m.)
Teresa Wippel
Bruce Witenberg

COMMISSIONERS ABSENT

Michael Schindler, Chair
Douglas Swartz

PLANNING BOARD LIAISON

ELECTED OFFICIALS PRESENT

Councilmember Lora Petso

PORT OF EDMONDS LIAISON

STAFF PRESENT

Shane Hope, Development Services Director
Cindi Cruz, Program Coordinator
Frances Chapin, Arts & Culture Program Mgr.
Jeannie Dines, Recorder

1. **OPENING REMARKS** – None

2. **AMENDMENTS TO AGENDA**

The following revisions were made to the agenda:

- Reverse the order of Items 5 and 6
- Add a report regarding the SAP as Item 7A

3. **APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF 10/21/15**

The minutes were revised to reflect that Chair Schindler and Commissioners Haug, Matteson, Senderoff and Hayden had excused absences.

COMMISSIONER REECE MOVED, SECONDED BY COMMISSIONER MATTESON, TO APPROVE THE MINUTES OF 10/21/15 AS AMENDED. MOTION CARRIED UNANIMOUSLY (Commissioner Stern was not present for the vote.)

4. **STATEMENT FROM EDC CHAIR**

Vice Chair Rubenkonig read a statement from Chair Schindler who was absent due to work, apologizing for his absence and stating he takes the position of facilitator, leader and encourager very seriously. His

absence does not reflect his lack of desire or commitment to the purpose and mission of the EDC and his strong belief in the 17 member commission and the diverse knowledge and experience they bring to the City. Recognizing the continuance of the commission rests with the Council, he urged commissioners to share with the Council and others the important role the commission plays in shaping Edmonds' economic engine.

6. UPDATE ON HIGHWAY 99

Development Services Director Shane Hope relayed the City Council and the EDC view Highway 99 as a very important area; it was rated as the Council's top priority last year. The Council provided funds in the 2015 budget for a subarea plan; staff is in the process of selecting a consultant. The intent is a broad public process to determine how the area can be revitalized via improved pedestrian connectivity and identifying issues related to land use, safety, etc. She recognized the role that property owners and WSDOT have in improvements on Highway 99. The 10-year State transportation budget adopted in 2015 includes \$10 million for Highway 99 in a future year. The intent is to prepare a subarea plan in 2016 for adoption by the City Council. There is also a request to Council for additional funding for a more robust public process, environmental analysis, traffic analysis, etc. She offered to provide updates as the subarea plan progresses.

Ms. Hope commented on Shoreline's efforts on their portion of Highway 99 and Lynnwood's development of a plan for their portion. Edmonds' subarea plan will include coordination with Shoreline, Lynnwood, Snohomish County and Mountlake Terrace which are adjacent to Highway 99 as well as with Community Transit and WSDOT. She described a rough timeline: develop and approve a subarea plan in 2016, obtain funding from the \$10 million included in the State transportation budget as well as seek other grants and financing opportunities.

Discussion followed regarding incorporating roundabouts, staff providing guidance/concepts to the consultant, work that has been done in the past such as existing nodes on Highway 99 and properties that do not front on the corridor, dissolution of the Highway 99 Task Force, whether a task force will be established to assist the consultant, when the subarea planning will begin (early next year), past Highway 99 plans that are available on the City's website, areas of Highway 99 to be included in the subarea plan, and elements of the plan.

(Commissioner Hertrich left the meeting at 6:30 p.m.)

5. PRESENTATION ON SIGNAGE

Arts & Culture Program Manager Francis Chapin introduced Clayton Moss, FORMA Design, who initially worked with the City to provide consistency and design elements for non-regulatory signage in the public right-of-way.

Mr. Moss explained environmental graphic design is graphic communications in the built environment (storefronts, wayfinding for airports, planned communities, shopping centers, etc.) using a logo or signature piece to create architecture. Signage is an opportunity to build on the visual identity of a community; many cities use signage to reinforce a sense of place. Other ways that communities build their identity for visitors and residences include marketing efforts and website presence.

Ms. Chapin provided background on the signage project, explaining when the Streetscape Plan was significantly updated in 2006 the consultant recommended improving the City's wayfinding signage. The City contracted with FORMA to develop a sign program for Edmonds. She recalled the Tourism

Subcommittee also identified infrastructure needs downtown such as public restroom and wayfinding signage.

Mr. Moss identified key entry points from a traveler's point of view (exiting the ferry, Lake Ballinger and 196th) and the importance of differentiating Edmonds from other communities. Other issues that can be addressed by signage include the perception there is no parking and no sense of neighborhoods within Edmonds.

(Commissioner Wippel left the meeting at 6:43 p.m.)

Ms. Chapin explained the Streetscape Plan identified several gateways to the City. The 2016 Parks & Recreation budget includes upgrading some of the gateway signage. Some of the signs Mr. Moss designed have been installed such as parking signs. Mr. Moss reviewed a drawing of sign types and Ms. Chapin referred to photographs of signs that will be installed at Westgate and near Dayton/Sunset. She commented the function of wayfinding is only to direct people right now but also to identify things they may want to return to see/visit.

Discussion followed regarding concern the signs are not visible at night, potential of illuminating poles, use of reflective lettering, installing signage at the 220th entrance to Edmonds, preliminary sign locations downtown, sign locations in the Streetscape Plan, signage to connect outer areas to downtown, funding from City and County lodging tax to fund sign fabrication, plans to install four large fabricated signs by yearend, adding Ed! signage to wayfinding signs, enforcing the sign code, plans to make presentations to other organization regarding signage, blue street signs in Shoreline that identify when a person is in Shoreline and the need for something similar in Edmonds, the importance of the look and feel of signage, although the focus has been on downtown there should be a parallel effort in other areas, incorporating signage in the Highway 99 subarea plan, working collaboratively in the visual public realm, suggested locations for signage (76th, 220th/9th, and 212th), installing a You Are Here sign near the ferry holding lanes, BID approved grant to create a map of Edmonds' points of interest, economic benefits of signage, capturing ferry riders via signage, and the sign color palette.

7. 2016 GOALS AND PRIORITIES

Vice Chair Rubenkonig referred to the list of 2016 Priorities compiled from the priorities submitted by the subgroups that could be approved by the EDC and forwarded to Council. It is unknown whether the Council will allow the EDC to sunset, continue in its present form, or continue in a revised form.

Discussion followed regarding the need for an overall comprehensive parking plan including a full-time parking enforcement officer, concern with the format of the priorities and preference for a bulleted list, concern the list is not prioritized and preference for 2-3 major priorities such as Highway 99 and parking, EDC as a think-tank for the Council but Council has not provided any direction, determining what they want commission to work on if the Council renews the EDC, EDC stalled after Westgate so a list of priorities may have value, sharing the list with Council and providing them an opportunity for input, flushing out the list at a future meeting, priorities established in the SAP, intent of the EDC to identify ideas to generate revenue, economic development-related issues in the SAP, and the EDC's priorities could be SAP items that generate revenue, neighborhood plans and a parking strategy.

Vice Chair Rubenkonig summarized if the Council extended the EDC in a revised format, the list of 2016 goals will help new members get up to speed more quickly. He recommended the EDC not vote on the priorities tonight; a bulleted list of major priorities will be developed for discussion at the December or January meeting. Commissioners recognized by the time the list is revised the Council will have made a

decision regarding the EDC sunset. Councilmember Petso relayed her guess that the EDC will not be sunsetted; subgroup meetings will be noticed and records kept of those meetings.

7A. REPORT REGARDING STRATEGIC ACTION PLAN

Commissioner Haug reported Economic Development & Community Services Director Patrick Doherty is developing an update to the SAP and will email it to Commissioners within the next week. He relayed the 2015 budget included funds for a tracking system for SAP elements. That system has been fully implemented but there are no funds in the 2016 budget to continue use of that tracking system. He plans to send a letter to the Council requesting funds be included in the 2016 budget for the tracking system and requested the EDC authorize him to identify himself as a member of the EDC. He clarified the letter would state he is speaking as a private citizen, a member of the EDC who has experience with the tracking system. He offered to send the letter to commissioners.

8. COUNCIL LIAISONS' COMMENTS

Councilmember Petso relayed the code of conduct requires a member making comments to Council identify themselves as a private citizen who is member of the EDC. She has requested the subgroup reports regarding priorities be included in the Council packet.

Councilmember Petso suggested the EDC be reduced in size to allow more discussion regarding issues. She also requested the EDC work on a coordinated strategy; she felt the SAP was just a poll on individual items. For example, the lack of parking in the Westgate Plan does not support the nearby recreational sports fields complex that is envisioned to create sports tourism.

9. PLANNING BOARD UPDATE – None

10. PORT OF EDMONDS UPDATE – None

11. COMMISSIONERS' CORNER – TOPICS FOR DISCUSSION

Vice Chair Rubenkonig referred to a letter to the Council from John Reed on behalf of the Alliance of Citizens for Edmonds (ACE).

Commissioner Anttila expressed frustration with the EDC not having an opportunity to thoroughly discuss issues such as parking. Vice Chair Rubenkonig pointed out substantive discussions occur in subgroup meetings and are summarized at EDC meetings.

Commissioner Senderoff commented one of reasons for creating a list of priorities for the EDC as a whole is the subcommittees were never intended to exist in perpetuity, but rather be groups to work on things that the EDC identified as focus areas. He was hesitant to provide the subgroups' list of priorities to the Council instead of a combined list. Subcommittees can meet however often they want outside of EDC meetings, recognizing a once a month meeting with 17 members makes it difficult to get things done. That is why noticing subcommittee meetings is challenging.

(Commissioner Dewhirst left the meeting at 8:08 p.m.)

Commissioner Hayden agreed with Councilmember Petso that the EDC needs to look at the big picture cause and effect.

Commissioner Haug commented subcommittees do a lot of work and bring information to the EDC for discussion. However, there is very little time to report to the EDC and have discussions due to presentations the EDC did not necessarily ask for. The EDC is most productive when there are no presentations. In the future he recommended dedicating time at each meeting to discuss the subgroups' work.

Commissioner Fleetwood asked for clarification, whether the intent of the subcommittees was not to be a think-tank. Their subgroup operates as think-tank and does a lot of brainstorming. Commissioner Senderoff said the subgroups have evolved over time; subcommittees were established as think-tanks regarding ideas that generate revenue.

Commissioner Hughes asked whether the EDC planned to respond to ACE's letter, expressing concern there were untrue statements in the letter. Commissioner Senderoff said he personally responded to Mr. Reed's letter. If Commissioners feel strongly about the letter, Vice Chair Rubenkonig encouraged individual members to write a letter, make a three minute comment at a Council meeting and/or meet with the Councilmember who appointed them.

Commissioner Reece expressed support for changing the format of the meeting (discussion rather than presentations) but to establish a goal/outcome/actionable item for the discussion. The EDC often has great discussions but they go nowhere.

In response to Councilmember Petso and Commissioner Hayden's comments about Westgate, Commissioner Witenberg said the majority of the Council did not agree. With regard to Councilmember Petso's suggestion that subgroup meetings be noticed and minutes taken, the Supreme Court recently ruled on that issue; subcommittee meetings do not need to be noticed, they do not act on behalf of the governing body, do not conduct hearings, and do not take testimony or public comment. He pointed out as a result of the Council retreat, the Council established numerous subcommittees whose meetings were not noticed and there were no minutes.

Vice Chair Rubenkonig said he will send out a cleaned up version of the goals and priorities to commissioners' City emails. He assured there would be no presentations at the December EDC meeting.

12. **AUDIENCE COMMENTS** – None

13. **ADJOURN**

With no further business, the meeting was adjourned at 8:18 p.m.