

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF DINNER MEETING

Monday, November 8, 2004
6:00 p.m.

Shoreline Conference Center
Highlander Room

PRESENT: Mayor Hansen, Deputy Mayor Jepsen, Councilmembers Chang, Fimia, Grace, Gustafson, and Ransom

ABSENT: none

STAFF: Steve Burkett, City Manager; Bob Olander, Deputy City Manager; Julie Modrzejewski, Assistant City Manager; and Joyce Nichols, Communications and Intergovernmental Affairs Director

GUESTS: Diana Stephens, President, Chamber of Commerce; Russ McCurdy, Vice President, Chamber of Commerce; Jeff Lewis, Chair, Forward Shoreline; Larry Steele, Vice Chair, Forward Shoreline; John Powers, Enterprise Seattle President and CEO; and John Marcell, Enterprise Seattle Vice President for Economic Development

Deputy Mayor Jepsen called the meeting to order at 6:20 p.m. All Councilmembers were present with the exceptions of Councilmembers Chang, Fimia and Ransom.

Deputy Mayor Jepsen provided an overview of the Economic Development Council of Seattle and King County, which has been reorganized as Enterprise Seattle. He explained why he had invited representatives of this organization to the meeting along with representatives of the organizations in Shoreline interested in economic development.

At 6:30 p.m. the remaining Councilmembers arrived, as well as the representatives from Enterprise Seattle. There were self-introductions around the table.

Deputy Mayor Jepsen explained that he serves on the Board of Enterprise Seattle and that this appointment is made under the auspices of the Suburban Cities Association. He reviewed that Shoreline's economic development strategy has been a topic of discussion among Councilmembers and noted that it would be instructive for the Chamber of Commerce and Forward Shoreline to hear about the changes in the Enterprise Seattle organization's focus and mission. He felt this meeting provides an opportunity to introduce these groups to each other.

He said, by way of background, that over the past several months, the Economic Development Council has reorganized. With its new name of Enterprise Seattle, it has refocused its core mission of supporting the retention and expansion of existing businesses, as well as recruiting targeted businesses. A first step included hiring John Powers as President and CEO.

Mr. Powers explained that he and John Marcell, Vice President for Economic Development, are “the new kids on the block.” Mr. Powers noted he is a former mayor of Spokane and that his background is business and development. He said Enterprise Seattle was a great opportunity to re-organize the 33-year-old Economic Development Council. He said the Enterprise Seattle’s jurisdiction is King County and he believes that each community needs to develop its economic development strategy in order to play to its strengths. He said economic development usually involves partnerships with various organized groups (e.g., chambers of commerce and government entities). This is important because the region needs to be able to compete in a global economy. He said he is working to develop a regional strategy with the other three counties (Pierce, Snohomish and Kitsap) that are a part of the Puget Sound Regional Council. In order to compete worldwide, the region needs good infrastructure, quality higher education, good schools and businesses. He said this area is viewed as the “Pacific Northwest” by emerging markets in Asia.

Mr. Powers said his goals are to revitalize the old Economic Development Council to make it competitive in the global economy. He extended an invitation to attend the Regional Economic Summit on November 19 at Quest Field. The goal of this “Prosperity Partnership” is to create 100,000 new jobs in our region by 2010. Their clients are the businesses in the area, present and future.

Councilmember Ransom noted that Shoreline has 14,000 jobs and a population of 53,000. He wondered how Shoreline could attract more jobs and development. He expressed the opinion that development is occurring in the south end of King County and that the north end is being ignored. He wondered what could be done about this.

Mr. Powers responded that there are no easy answers to this question. He agreed it is important to provide job opportunities for residents and said there is a balance of stewardship, services and opportunities. He said the City should work collaboratively with other areas to try to leverage opportunities. He emphasized the importance of working with the region in a partnership.

Mr. Marcell introduced himself, noting he recently moved to Seattle from Austin, Texas, where he worked for a company that provided economic development help to communities and also helped companies to relocate. He reiterated that successful communities work in concert at a regional level. He said Enterprise Seattle is very small and has a small budget of around \$500,000, so they focus on local companies that want to grow and attract retail growth.

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Councilmember Fimia asked about Enterprise Seattle's relationship with the Port of Seattle and with the Trade and Economic Development Alliance. She felt it is important for Shoreline to capitalize on our conference center, diversity in the community, good schools and good environmental expertise and to try to provide economic opportunities by building on these. She believed Enterprise Seattle's efforts should be broader than just Seattle [as its name indicates].

Mr. Powers responded regarding the name of the organization, noting it was widely discussed before it was changed. He said he understands the issue but believes part of the re-focusing will help with that. Part of their brand is "partnerships for regional prosperity." He said the relationship with the Port is good and the Port has been a longtime partner. He said they are working with the TDA and Bill Stafford and the City of Seattle on recruitment projects.

Mr. Powers said the first question to ask is "what do you want" and then go after it. He felt the whole region is ripe for development.

Regarding environmental issues, Mr. Powers said "smart communities"/"green communities" are the ones that will succeed in the coming economy. Smart and renewable energy projects and expertise in these is a great fit with the goal of development.

Mr. Powers outlined the four clusters that will make up the future economy:

- Information technology
- Aerospace
- Life sciences/bio technology, which attracts intellectual capacity and talent
- Trade and transportation, where our access to the water and shipping gives the region an advantage.

Mr. Powers asked what Shoreline is working on for economic development. Mayor Hansen said the biggest project is probably the Aurora Square property where Sears is currently located. He mentioned successes in Pierce County taking place as a result of Boeing's 7E7 project, which will benefit the entire region.

Diana Stephens, Chamber of Commerce President, said the Chamber is working on tourism in our area and on developing tourist activities to bring more dollars into the area. She mentioned creating an event or draw, such as an education summit (debates, competitions, etc.) to build a reputation regionally that will expand.

Mr. Powers wondered if this educational emphasis could be combined with the energy expertise.

Mr. Marcell asked if there are programs geared to entrepreneurs. He said he has worked on such efforts and would be happy to share his thoughts.

Jeff Lewis, President of Forward Shoreline, expressed appreciation for the opportunity to meet together. He felt it is probably a good investment for the City to continue working with Enterprise Seattle. He said Forward Shoreline is currently working to expand retail opportunities and bring companies to Shoreline. He said his organization would also like to see an area that could be Shoreline's "Downtown."

Mr. Powers asked if there is an area that could be the starting point, and Councilmember Grace said the Aurora Corridor is a good starting point.

Mayor Hansen thanked the attendees and adjourned the meeting at 7:25 p.m.

Joyce Nichols, Communications and Intergovernmental Affairs Director