

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON


<b>AGENDA TITLE:</b> Economic Development Advisory Committee Annual Report
<b>DEPARTMENT:</b> City Manager's Office-Economic Development
<b>PRESENTED BY:</b> Dan Eernisse, Economic Development Program Manager

**ISSUE STATEMENT:**

The Economic Development Advisory Committee (EDAC) was established by Ordinance 475 in 2007. The ordinance requires the EDAC to submit an annual report to the Council by July 1<sup>st</sup> reviewing its activities and recommending actions that will advance the City's economic development goals. The oral presentation will be made by Dick Nicholson, EDAC Chair.

**RECOMMENDATION**

The report is for informational purposes and no action is required or recommended.

Approved By: City Manager  City Attorney \_\_\_\_\_

**ATTACHMENTS**

- A. Current EDAC members including the six members whose terms have now expired (as of June 2010)
- B. EDAC Annual Report 2009-2010



## **Economic Development Advisory Committee**

*Length of term is two-years. Term expiration date is noted. All are eligible for reappointment.*

- Paula Anderson – 2010
- Jack Carney – 2011
- Wade Carter – 2010
- Cindy Dayley – 2011
- Craig Degginger – 2011
- Wendy DiPeso – 2011
- James Eckhardt – 2011
- Heather Fralick – 2011
- Susan Hoyne – 2010
- Warren Johnson – 2011
- William Montero – 2011
- Thomas Nasky – 2010
- Dick Nicholson – 2011
- Larry Owens – 2010
- Doug Palmer – 2011
- Adam Peddicord – 2011
- Thomas Phillips – 2011
- Greg Price – 2011
- Sheila Richardson – 2011
- Marty Rood – 2011
- Elaine Solberg – 2010
- Rick Stephens – 2011
- John Weber – 2011

July 2, 2010

Honorable Mayor & City Council Members  
City of Shoreline

I am Dick Nicholson, Chair of the Economic Development Advisory Committee (EDAC) for the City of Shoreline. The ordinance No. 425 enabling the committee requires submission by July 1 of each year an annual report of the activities and progress of the committee.

- I. A brief history of the EDAC created by Ordinance #475 dated July 9, 2007 and amending Ordinance #495 dated March 11, 2008, will provide a foundation for this report. The EDAC was intended to “provide guidance and direction for Shoreline’s future economic prosperity and growth”, as noted in the ordinance. Further, “the advisory committee will provide citizen review and business expertise in advising the City Council and City Manager on the implementation and updating of the City’s Economic Development Strategic Plan, including budget allocations and administration of the economic development program”.

In that Ordinance an annual report would be submitted to City Council by July 1<sup>st</sup>, reviewing its activities of the past year and recommending actions that will advance the City’s economic development goals.

The original ordinance stated “The Economic Development Advisory Committee shall consist of 16 members each of which whom shall be appointed for the 2 year terms.” The subsequent amended Ordinance #495 provided for an increase to 22 members on the committee, expanding the original 5 to 11 “at large” members.

The City Council intended in the original ordinance to encourage ongoing citizen input and business input in the economic development planning process by establishing a permanent advisory committee to assist the City. The EDAC has been meeting monthly since establishment. There are formalized Bylaws for establishing the rules by which the EDAC functions.

- II. The EDAC highlights and accomplishments over the past year will now be addressed.

- The EDAC was instructed to advise on developer and development qualities essential for projects in Shoreline. That task has been accomplished in a completed report.

The EDAC received Aurora new construction presentations from staff and consultants during the year. That information was essential for EDAC members feedback and recommendations for business success during that process.

During the year a new mixed use zone (MUZ) was passed by City Council for the Aurora corridor. Staff provided for analysis and discussions, presentations to address the future development potential. That information was essential for the EDAC to understand development interests in that area.

The EDAC received “open for business campaign” progress reports, provided frequently by the economic program director and Shoreline Community College staff. These reports provided the committee an opportunity to submit feedback and recommendations for success.

The EDAC launched the work plan “year at a glance” implementation. That plan has been formalized and reviewed for potential tasks to be undertaken during the coming year.

The new City Council goals for 2010 – 2011 were presented to the EDAC. Several goals were essential for EDAC support and interaction as follows:

Goal #1 - Implement the adopted community vision by updating the comprehensive plan and key development regulations in partnership with the residents, neighborhoods and businesses.

Goal #2 – Provide safe, efficient and effective infrastructures for our land use, transportation and surface water plans.

Goal #3 – Expand economic development opportunities in Shoreline.

These goals directly affect the committee work plan. The EDAC is focused on those goals to effectively implement them.

The Town Center Study Area vision and report was successfully completed and submitted to the Planning Commission. That was a task assigned to the EDAC and now is in report form.

According to the Bylaws the committee can establish sub committees to enhance the committee work as a whole. Two subcommittees were established successfully and are now functioning.

The Real Estate and New Development Subcommittee was formed for the purposes of gathering real estate activity and new development information beneficial to the EDAC. That committee would address issues affecting development in Shoreline, including zoning issues.

The second subcommittee is Growing Existing Business and Shoreline Business Ecosystems. That committee has been meeting regularly and the function and focus is on existing business success now and in the future. Relationships with the transportation needs of the community, education requirements, infrastructure for growth and environmental interaction with business, including new businesses wishing to come to Shoreline will be addressed by the subcommittee. A survey designed for existing businesses has been drafted and will be formalized and implemented.

Both subcommittees have committed to transparency and formal reporting to the EDAC as a whole.

- III. During the year the EDAC Chair was directly involved in economic development activities on behalf of the City of Shoreline.

The Chair was instrumental in designing and including an economic development component in the Southeast Subarea Plan.

The chair was on the Department of Health Liaison Panel that addressed lab expansion, master planning and the potential for development of large adjacent parcels when potentially made available by the respective state agencies.

- IV. Where do we go from here? On June 29, 2010, the EDAC by majority vote recommends to City Council that the Committee continue as structured by Ordinance #495. Many members have an interest in working on the 2006-2011 economic development strategic plan updating, research on current economic demographics of the city, more frequent reports to the City Council on the changing economic climate in Shoreline, a continuation of the EDAC Subcommittee's research and support to the Economic Development Manager, as instructed on matters within the Committee's scope of activities.

The committee will proceed at our next meeting to complete planning of activities for the coming year. As Chair, I want to express my appreciation to the Committee members, City staff and City Council for placing confidence in me during my tenure in office.

Respectfully Submitted,

Dick Nicholson  
Chair - Economic Development Advisory Committee  
City of Shoreline

Supporting documentation of EDAC actions can be found in the Economic Development section of the City's website accessed through the Business tab. One can also access the documents directly through the link <http://shorelinewa.gov/index.aspx?page=69>.