

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Economic Development Advisory Committee (EDAC)
DEPARTMENT:	City Manager's Office
PRESENTED BY:	Dan Eernisse, Economic Development Program Manager John Norris, CMO Management Analyst

PROBLEM/ISSUE STATEMENT:

On June 7, 2010, staff proposed that Council change the Economic Development Advisory Committee (EDAC) so that the process of gathering citizen guidance on economic development would be both more effective and efficient. In order to accomplish the changes proposed, staff recommended that Council repeal the ordinances that formed EDAC, specifically No. 475 and No. 495. After public testimony and Council discussion on June 7, 2010, Council instructed staff to schedule follow-up action.

DISCUSSION:

Staff strongly affirms the value that prompted the formation of EDAC: guidance from experienced business people is critical in helping the City achieve worthwhile economic goals. Unfortunately, using EDAC as the primary source to gather this input proved difficult from the start. EDAC was formed by Ordinance No. 475 in July, 2007, but several months of discussion and effort failed to produce a committee. Council recognized some systemic issues and in March, 2008, amended the initial ordinance by adopting Ordinance No. 495. EDAC held its first meeting the next month, but it became apparent that other systemic issues would continue to hamper the desired function of the committee:

- **Committee Composition**
The purpose of EDAC, providing economic development input, would seem to favor flexible, adaptable methods that can adjust to the dynamic nature of business and the varied economic development initiatives of the Council. Instead, EDAC was formed with a very prescribed form that must be followed precisely, that requires intensive staff support, and whose membership must be approved by Council annually. The result is that EDAC is an inflexible and limited tool in a dynamic and shifting environment.
- **Committee Size**
Ordinance No. 495 swelled the ranks of EDAC from 16 to 21 members, and at times EDAC has had up to 23 members. Staff experience is that the size of EDAC resulted in imbalanced input from members, lack of cohesion, frustration,

and the inability for dynamic interchange to flow easily between staff and members.

- **Staff Workload**

In order to manage EDAC at a professional and legally compliant level, four staff members in the City Manager's Office have contributed significant resources by providing regular communication with members and by developing monthly agendas, timelines, work plans, meeting minutes, and activities.

- **Prescribed Committee Membership**

By ordinance EDAC membership is to include representatives from the Chamber of Commerce, Forward Shoreline (which staff understands has ceased to exist), Shoreline School District, Shoreline Community College, the Shoreline Planning Commission, and one business representative from each of the following: the Aurora Corridor, Aurora Village, Aurora Square, the Ballinger commercial area, Richmond Beach or Richmond Highlands, and the North City or other eastside commercial neighborhood. Currently the EDAC membership is not compliant with the membership prescription, though staff attempts to recruit appropriate members. Recruiting such a specialized group has proven time consuming and simply not possible.

- **Two-Year Terms**

Not only is recruitment difficult, but since members serve only two-year terms, annual recruitment by staff and appointment by Council is required. The process includes advertising, reviewing applications, sending follow-up letters, discussing appointments with Council, and orientating new members. Perhaps the two-year terms wouldn't be onerous if EDAC was more cohesive since no term limits are placed on members. Unfortunately, high turnover has compounded the situation.

EDAC members have performed selflessly and energetically in what – at times – has been a trying setting. Furthermore, EDAC has made notable achievements to add to the economic wisdom of the City of Shoreline; these achievements were duly reported in EDAC's two annual reports to Council in September, 2009 and July, 2010. These reports and the Economic Development Strategic Plan can now provide a template and direction for future action. Sunsetting the Committee will provide the Economic Development Manager the flexibility and time to develop other more broad based and flexible options for input from the public, Chamber of Commerce, business interests and citizen groups in implementing the Council adopted Strategic Plan and Council goals.

FINANCIAL IMPACT:

While there is no direct financial impact, staff believes that sunsetting the Committee will provide additional time for the Economic Development Program Manager to focus his attention on direct business development, support and recruitment.

RECOMMENDATION:

It is recommended that the City Council express appreciation for the efforts of the many citizens who volunteered their time for the EDAC and adopt Ordinance No. 582 sunsetting this committee.

ATTACHMENTS

A: Proposed Ordinance No. 582

Approved By:

City Manager

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City Attorney

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ORDINANCE NO. 582

**AN ORDINANCE OF THE CITY OF SHORELINE, WASHINGTON,
REPEALING THE ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE.**

WHEREAS, on July 7, 2007, the City Council approved Ordinance No. 475 creating the Economic Development Advisory Committee; and

WHEREAS, on March 3, 2008, the City Council approved Ordinance No. 495 which amended Ordinance No 475 by enlarging the size of the committee and changing the composition of the members; and

WHEREAS, Ordinance No. 475 and No. 495 are codified in Chapter 2.65 of the Shoreline Municipal Code, titled Economic Development Advisory Committee; and

WHEREAS, the City Council expresses appreciation for the dedicated work and time from the volunteer members of the Economic Development Advisory Committee; and

WHEREAS, the Economic Development Advisory Committee has provided important and useful input to the City Council and staff for the future; and

WHEREAS, it is important for governments at all levels to periodically review standing committees for efficiency and on going effectiveness in order to meet changing circumstances and needs; and

WHEREAS, the City Council wishes to continue to encourage ongoing citizen and business input into the economic development planning process by authorizing the City Manager to administratively manage flexible and alternative methods of gathering such input ; now therefore

**THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON, DO
ORDAIN AS FOLLOWS:**

Section 1. Repeal. Shoreline Municipal Code Chapter 2.65 *Economic Development Advisory Committee* is repealed in its entirety.

Section 2. Publication, Effective Date. This ordinance shall take effect and be in full force five days after passage and publication of a summary consisting of the title.

PASSED BY THE CITY COUNCIL ON August 9, 2010.

Mayor Keith McGlashan

ATTEST:

APPROVED AS TO FORM:

Scott Passey
City Clerk

Ian Sievers
City Attorney

Date of Publication: August 12, 2010
Effective Date: August 17, 2010