

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF WORKSHOP DINNER MEETING

Monday, October 11, 2010
5:45 p.m.

Conference Room C-104 - Shoreline City Hall
17500 Midvale Avenue N.

PRESENT: Mayor Keith McGlashan, Deputy Mayor Will Hall, and Councilmembers Chris Eggen, Doris McConnell, Chris Roberts, Terry Scott, and Shari Tracey

ABSENT: none

STAFF: Bob Olander, City Manager; Julie Underwood, Assistant City Manager; Dan Eernisse, Economic Development Program Manager; Scott Passey, City Clerk

GUESTS: Doug Palmer, President, Shoreline Chamber of Commerce; Jeff King, President-elect, Shoreline Chamber of Commerce

Mayor McGlashan called the meeting to order at 5:57 p.m. There were introductions around the table.

Mr. Eernisse began the discussion by outlining his ideas on how to achieve the City's economic development goals. He noted that creativity and collaboration with organizations and individuals will key factors to achieving success. He outlined his four-fold program as follows:

- 1) Private/public/academic partnerships
- 2) Working on the Aldercrest Task Force
- 3) Major employers and major landowners
- 4) Getting involved in the regional economic development sphere

He discussed the success that Shoreline Community College has had with their automotive repair program and the need for multi-family housing to serve the student population, which the college wants to grow over the next few years. He noted the redevelopment of Shorewood and Shorecrest High Schools, which are the largest public works projects in the state (\$180M). He also discussed the need to work with employers and property owners, such as Shoreline School District, Washington State Department of Transportation, King County, and property owners along Aurora Avenue and 15th Avenue NE. He emphasized the need to reach out to the "influencers" in the residential and commercial property brokerage world. He concluded by discussing the need for

greater outreach through public information, brochures, testimonials, and updating the City website with current information.

Mr. Palmer noted that the Chamber is working on a new business plan with a threefold focus on business development, education, and legislation. He said the goals are more focused due to their limited "bandwidth." He then discussed various Chamber initiatives such as Dollars for Scholars and the Green Business program. He also outlined efforts to increase recruitment and membership, noting that they are trying to find out why some businesses have left the Chamber.

Mr. King discussed the need to expand Chamber membership and the importance of defining exactly what the Chamber is and how it should function. He noted that they are taking a comprehensive look at the businesses in the City of Shoreline as well as working with other chambers to find out how they operate.

Councilmember Eggen pointed out that the Chamber monthly meetings used to be focused on politics but now has more of a business focus.

Mr. Palmer and Mr. King responded by discussing some recent Chamber initiatives to help businesses, including grand openings/reopening(s), business fairs, and other events. They also briefly discussed membership costs. Mr. Palmer pointed out that Shoreline Community College would like to increase the international student body from 600 to 1,000 in the coming years, which has definite implications for economic development.

Councilmember Scott suggested that business experts in the field could be a resource to help other businesses. He also asked if the Chamber has an inventory of businesses in the City of Shoreline. He also suggested polling former Chamber members to find out what they would like the Chamber to have.

Mr. Eernisse noted that he has recently received some raw data on businesses in the City from the recently-initiated business license program, which he will share with the Chamber. He commented on the excellent response to the Business Accelerator Program, which has provided opportunities for education and networking through brown-bag lunch sessions at City Hall. Mr. Olander pointed out that Mark McVeety, the Business Accelerator Program lead, is also recruiting people to attend the brown-bag lunch sessions.

Deputy Mayor Hall asked how the City can help the Chamber achieve its goals. Mr. Palmer responded that the City can participate by attending its monthly meetings and by helping brainstorm, coordinate, and supporting Chamber events.

Councilmember McConnell noted that some Councilmembers have not been attending because of the political focus of the meetings. She commended them for the new direction and said she will try to find the time to attend.

Mr. King added that the City is also an important source of information for the Chamber, and it would also help if the City endorsed the Chamber as a group.

Mr. Eernisse pointed out that chambers throughout the country are undergoing an identity crisis in some form, and many businesses are trying to understand how a chamber of commerce can practically help their businesses succeed. Ms. Underwood pointed out that the customer networks of some businesses go well beyond the city limits of Shoreline. Therefore, some might not understand how a local chamber can help them.

Councilmember Scott noted that the Chamber has strength and leverage in their numbers and expertise. He said the Chamber needs to tell the City how it can make businesses more successful in Shoreline.

Mr. Olander suggested that looking for opportunities where the City and the Chamber might have mutual interests is a good place to start. Mr. King noted that one of the first priorities of the Chamber is to find out exactly what expertise it really has.

Deputy Mayor Hall pointed out that everyone in Shoreline benefits from business success, so the City should do what it can to help get the message across.

Councilmember Roberts asked what banks are looking for in terms of investing in the local community. Mr. King noted that the capacity at his particular bank is restricted at the present time, and banks are generally requiring a greater degree of documentation and backing for their loans.

The meeting concluded with a brief discussion about what the City can do to help the business community. This discussion included topics such as the Aurora frontage improvements and making the permit process more timely and predictable.

The meeting adjourned at 6:54 p.m.

Scott Passey, City Clerk

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