

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF SPECIAL MEETING

Monday, January 9, 2017
5:45 p.m.

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue North

PRESENT: Mayor Roberts, Deputy Mayor Winstead, Councilmembers McGlashan, Scully, Hall, McConnell, and Salomon

ABSENT: None

STAFF: Margaret King, Acting City Manager; Dan Eernisse, Economic Development Manager; and Bonita Roznos, Deputy City Clerk

GUESTS: Suzanne Dale Estey, President & CEO, Economic Development Council of Seattle & King County

At 5:50 p.m., the meeting was called to order by Mayor Roberts.

Dan Eernisse, Economic Development Manager, shared that he serves as the City of Shoreline's Representative to the Economic Development Council (EDC), and introduced Suzanne Dale Estey, EDC President & CEO. He apologized that the City Manager and Assistant Manager were not able to be in attendance due to illness.

Ms. Dale Estey shared her history, professional background, and how she is familiar with the City of Shoreline. She commended Councilmembers on the work they do to make Shoreline a vibrant city and whole community. She stated the EDC is a partnership of private, public, and governmental agencies, partnering to increase economic vitality across King County. She noted that she meets quarterly with cities' Economic Development Managers. She reviewed EDC's history, mission and services, and said their focus is on job recruitment and retention. She presented EDC's targeted industry clusters and emerging economic development opportunities and strategies. She reviewed 2015 and 2016 accomplishments and activities, and the 2017 Economic Vitality Action Plan. She said their focus is on growing local jobs, recruiting new jobs, supporting startups, strengthening industry clusters, and creating a "best-in-class" organization. She shared EDC's 2020 Long-Term Business Plan Goals and reviewed Shoreline specific initiatives, and return on investments. She shared how Shoreline can become more involved with the EDC, and distributed EDC's 2017 Economic Vitality Action Plan and a recruitment brochure.

Councilmember Roberts asked if EDC works with the Port of Seattle. Ms. Dale Estey responded that the Port is a large investor and they serve on the Executive Committee and the Board of Directors.

Councilmember Scully commented on the need to redevelop the urban core in Shoreline to address the business vacancies on Aurora Avenue and in North City. Councilmember Winstead commented on the need to attract small business to occupy the lower level of multifamily developments, to revitalize the Aurora corridor and make to better use of space, and asked recommendations for achieving these goals.

Mayor Roberts commented on the challenge of identifying economic development strategies that will work for Shoreline. Mr. Eernisse shared that the economic development approach has been about placemaking, and commented that Shoreline can offer businesses an affordable location. Ms. Dale Estey responded that Shoreline should consider recruiting micro and small businesses that range from 15-50 employees, research and development companies, start-ups from home business currently in the City, and creating co-working space opportunities. She said Light Rail coming to Shoreline presents tremendous opportunities for economic development. She shared that she will be reaching out to Cheryl Roberts, President of Shoreline Community College, to talk about workforce development opportunities. Margaret King, Acting City Manager, commented that the College has a strong solar program and suggested that she explore this opportunity with them.

Councilmember Hall suggested recruiting businesses in the hospitality industry to locate in Shoreline. Ms. King suggested looking at boutique hotels, where incentives can be provided and land is more readily available. Ms. Dale Estey responded that hotel chain opportunities are usually driven by foreign markets.

Mayor Roberts asked for recommendations on how to boost the efforts of the Chamber of Commerce. Ms. Dale Estey encouraged the Council to help the Chamber be successful and consider it a team effort.

At 6:45 p.m. the meeting was adjourned.

Bonita Roznos, Deputy City Clerk