

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

Monday, January 27, 2020
5:45 p.m.

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue North

PRESENT: Mayor Hall, Deputy Mayor Scully, Councilmembers Chang, McGlashan, and Robertson

ABSENT: Councilmembers McConnell and Roberts

STAFF: Debbie Tarry, City Manager; John Norris, Assistant City Manager; Nate Daum, Economic Development Program Manager; and Allison Taylor, Deputy City Clerk

GUESTS: Ashton Allison, REACH King County

At 5:45 p.m., the meeting was called to order by Mayor Hall. Nate Daum, Economic Development Program Manager, introduced Ashton Allison, the Director of Business Retention and Expansion of REACH King County, an extension of the Seattle Metropolitan Chamber of Commerce. Mr. Allison described REACH's emphasis on and explained his role in the organization. He shared reasons why it is important for cities to engage local businesses, describing them as a barometer of the community business climate, and said it is a good source of data to inform other economic development.

Mr. Allison listed the core functions of REACH as providing free consultation for King County business owners to assess the most urgent needs for success and growth, serving as an information center and assisting with resource navigation, and gathering and analyzing data from the local business community. He shared details on the Customer Relationship Management software systems they utilize and described the analytics available. He listed some ways in which REACH would be beneficial to Shoreline and its business customers and described some connections with Shoreline business owners.

Mr. Daum stated that early identification of businesses that may need support is important, and Mr. Allison explained how REACH's data collection process helps uncover these businesses. He stated that REACH's connection with Chamber organizations facilitates supporting minority and women owned businesses, and that support and advice from a neutral third party is preferred by some business owners.

The costs associated with the customizable pilot program being proposed to the City of Shoreline were outlined, and Mr. Norris reminded the Council that previously the City has dedicated funds to business outreach through a contract with Shoreline Community College. Mr. Allison added

that a priority component of the work in the pilot program will be to explore funding options to help offset the cost of services.

Mr. Allison said he is enthusiastic about working with the City of Shoreline because of the proximity to Seattle and the imbalanced tax base. He elaborated that Shoreline is in an leverageable position in the current competitive landscape.

It was asked how the City could attract big businesses, and general discussion on the topic of attracting and retaining businesses followed. Mayor Hall summarized that the City needs to identify the kinds of businesses that it wants to grow, and then help overcome barriers.

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

Allison Taylor, Deputy City Clerk

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