

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

Monday, January 22, 2007
6:00 p.m.

Shoreline Conference Center
Highlander Room

PRESENT: Mayor Ransom, Deputy Mayor Fimia, and Councilmembers Gustafson, Hansen, Ryu, and Way

ABSENT: Councilmember McGlashan

STAFF: Bob Olander, City Manager; Joyce Nichols, Communications and Intergovernmental Relations Director; Debbie Tarry, Finance Director, Dick Deal, Parks, Recreation and Cultural Services Director; Joe Tovar, Planning and Development Services Director; Tom Boydell, Economic Development Manager; Jesus Sanchez, Public Works Operations Manager

GUEST: Kostas Luecker, Territory Business Manager, the Buxton Company

Mayor Ransom called the meeting to order at 6:15 p.m.

Bob Olander, City Manager, discussed how the City contracted with Buxton to provide services to the City regarding retail businesses and how to help attract companies to Shoreline. He explained that attracting new businesses to Shoreline is only one component of the City's Economic Development program.

He introduced Kostas Luecker, of the Buxton Company, to provide background about Buxton and its work in retail development.

Mr. Luecker made a presentation and explained that Buxton's focus is retail and restaurants. They work with over 1,000 companies to market and help them locate. They develop a retail tool kit to help communities and companies select and attract retailers based on information they compile on people's shopping/dining patterns and interests. They use the time and convenience factors: How much time does it take for me to go there? They also use lifestyle, purchasing behavior, and media habits and information to help customers make location decisions.

Tom Boydell, Economic Development Manager, explained how the "scout" computer software works with the information that Buxton has developed relative to Shoreline. The package allows potential developers and others interested in locating here to scale down to a block-by-block map of the area. Key searches can be done based on drive

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time, location, other similar/same stores in the area, property values, schools, household income, etc.

The Council and staff reviewed the information and presentation materials and asked questions about various recruitment scenarios.

The meeting adjourned at 7:25 p.m.

Joyce Nichols, Communications and Intergovernmental Relations Director