



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

AGENDA

Tuesday, April 29, 2008

7:30-9:00 a.m.

**Fire Station Headquarters
17525 Aurora Avenue North**

<u>Time</u>	<u>Agenda Item</u>
1. 7:30	Welcome / Agenda Review / Introductions of New Members (<i>Julie Modrzejewski, Assistant City Manager</i>)
2. 7:40	Review Draft Bylaws
3. 8:15	Discuss Process for Selecting a Chair and Vice Chair <i>When selecting, you may want to consider the following:</i> <ul style="list-style-type: none">• Ability to facilitate, including creating a safe environment for committee members to participate and encouraging the constructive expression of ideas and diverse viewpoints• Ability to lead including framing the issues, setting the tone for discussions, encouraging contributions by all committee members, guiding deliberations, and helping the committee achieve consensus• Ability to serve as a spokesperson for the committee• Availability to consult with City staff and present reports to the City Council
4. 8:30	Brainstorm Potential Work Plan Items <i>Attached are some examples already identified in the Strategic Plan</i>
5. 8:55	Wrap-up <ul style="list-style-type: none">• Determine Dates/Times of Future Meetings

EXAMPLES OF “ACTIONS” IDENTIFIED IN THE ECONOMIC DEVELOPMENT STRATEGIC PLAN

1. General Government, Outreach & Communications (pg., 3)
 - Enhance citywide knowledge and discussion about the economy and the role of city-community partnerships
 - Develop knowledge of successful economic development strategies and actions undertaken by other cities
2. Major Investments, Recruitment & Attraction (pg. 4)
 - Encourage redevelopment of Aurora Square/Westminster Triangle as a destination shopping or village center type development
 - Research and, if practical, develop different financial tools, grants or approaches to partnership that might assist economic development
3. Small Business Support (pg. 5)
 - Improve outreach to businesses on a variety of environmental issues and enhance the opportunity for improved business functioning and mutually beneficial partnerships
4. Media, Marketing, & Promotion (pg. 5)
 - Initiate an active campaign to define and improve the regional perception of Shoreline
5. Intellectual Capital (pg. 5)
 - Encourage dialogue between Shoreline Community College, the School District, and other local institutions to encourage planning and support for successful workforce training programs, to improve facilities, and to sustain the success and outstanding character of educational programs at all levels in Shoreline.
6. Local Collaboration-Building and Regional Partnerships (pg. 6)
 - Proactively collaborate with private and public organizations that are working to support the growth of current businesses and bring new companies or institutions to Shoreline
7. Sustainable Neighborhoods (pg. 6)
 - Work with local and countywide arts organizations to improve public space and better incorporate art into development design

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Meeting Summary Notes

Tuesday, April 29, 2008

Committee Members Present: James Abbott, Paula Anderson, Wade Carter, Joo-Sun Choe, Craig Degginger, Wendy DiPeso, Dale Horton, Warren Johnson, Thomas Nasky, Greg Price, Martin Rood, Elaine Solberg, Rick Stephens

Committee Members Absent: Andy Anderson (excused), Michelle Cable, Susan Hoyne (excused), Dan Mann, Dick Nicholson (excused), Greg Olson, Larry Owens, Ken Winnick

City Staff Present: City Manager Bob Olander, Assistant City Manager Julie Modrzejewski, Human Resources Director Marci Wright, Management Analyst John Norris

Welcome/Introductions:

The meeting started with introductions, including sharing what everyone liked best about the City of Shoreline. Many stated schools, ability to get involved, nice bedroom community, parks, history, and opportunities to share in the development of a fabulous city.

Recruiting for a New Economic Development Manager:

The Committee shared their ideas for the qualities the City should be looking for when recruiting for a new Economic Development Manager. They brainstormed the following list:

- Esprit de corps
- Public and private experience
- Comfortable with producing specific and measurable results
- Patience
- Current or previous business owner
- Perseverance/long term perspective
- “Out of the box” thinker
- Forward thinking/future oriented
- Knowledgeable at moving traffic through an area
- Looking at big picture and all sides of issues
- Willing to take a risk
- Help Shoreline decide what it wants to be
- Skilled at building consensus
- Able to lead/help with visioning
- Able to implement the vision once it is developed
- Able to help and develop small/existing businesses

- Help make people aware of what we already have (e.g. restaurants) (promote)
- Proactive – reach out to businesses, be out there
- Listen
- Connect with businesses
- Self-starter
- Understand politics and can also talk to the community
- Build partnerships
- Commit for reasonable period of time (longer than two to three years)
- Sense of humor
- Overcome negative aspects of perceptions of Shoreline/help improve our image
- Help develop the right mix of businesses
- Understands sustainability

The recruitment includes a first review on May 16 and staff estimates that a best case scenario for filling the position to be in July.

2006-2011 Economic Development Plan:

Bob Olander provided an update on what has happened since the plan was adopted in 2006. Likewise, he handed out an article from April 13, 2008 *The Seattle Times*, titled, “Advice from author: Choose where you live carefully.”

Wrap-up:

The meeting wrapped up with a discussion on the agenda for the next meeting and determining when to meet again. The Committee decided to meet on Tuesday, April 29, 7:30-9:00 am. The agenda will include reviewing the draft bylaws and discussing the process for selecting a chair and vice chair and future meeting topics.



DRAFT

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE BY-LAWS

ARTICLE I - MEMBERSHIP

The Shoreline Economic Development Advisory Committee shall consist of twenty-two (22) members, recommended for appointment by the City Manager and confirmed by the City Council. The membership shall represent various interests in the community as outlined in the Economic Development Advisory Committee Ordinance, Chapter 2.65.

ARTICLE II - STATEMENT OF PURPOSE

The Shoreline Economic Development Advisory Committee will serve in an advisory capacity to the City Council, providing guidance and direction for Shoreline's future economic prosperity and growth.

ARTICLE III - OFFICERS AND DUTIES

SECTION 1: OFFICERS

Officers shall be a Chair and Vice-Chair, both elected by the Advisory Committee from members of the Advisory Committee. In absence of both, members may elect a Chair *pro tem*. Officers will serve one-year terms and may be re-elected consecutively.

SECTION 2: RESPONSIBILITIES OF THE ADVISORY COMMITTEE

As established by Economic Development Advisory Committee Ordinance, Chapter 2.65, the Advisory Committee shall provide guidance and direction for Shoreline's future economic prosperity and growth. The Advisory Committee will provide citizen review and business expertise in advising the City Council and City Manager on the implementation and updating of the City's Economic Development Strategic Plan. The committee shall submit an annual report to the City Council by July 1st reviewing its activities of the past year and recommending actions that will advance the City's economic development goals.

SECTION 3: DUTIES OF THE OFFICERS

A. CHAIR

The Chair shall preside at all meetings and call special meetings when necessary. The Chair shall be a full voting member of the Advisory Committee. The Chair shall appoint all committees, consult with staff on agendas, and serve as the spokesperson of the Committee. The Chair may delegate duties to other Advisory Committee members with the consent of the Advisory Committee. The Chair shall speak on behalf of the Advisory Committee before the City Council and to the public.

B. VICE CHAIR

The Vice Chair shall perform the duties of the Chair in the absence of the same. The Vice Chair may also serve as convener of special committees.

C. ELECTIONS

Officers shall be elected and take office annually at the first regular public meeting of the Advisory Committee. In the event of the departure of an officer from the Advisory Committee, the Advisory Committee shall elect a new officer to fill out the term at the next regular meeting.

ARTICLE IV - MEETINGS

The Economic Development Advisory Committee shall meet regularly at least every sixty (60) days. All meetings shall be advertised to the public in accordance with the Open Meetings Act.

A special meeting may be called by the Chair of the Advisory Committee, the Economic Development Manager, City Manager or his/her designee, the City Council, or by the written request of any ten (10) Advisory Committee members, providing a ten (10) day public notice period.

ARTICLE V - RULES OF MEETINGS

SECTION 1: ABSENCES

Unexcused absence from more than three (3) consecutive meetings shall be cause for removal. Members shall communicate with the Chair, the Vice Chair, or City staff prior to the meeting with requests for excused absences. Emergency requests may be considered. The Chair of the Advisory Committee may approve the excused absence.

SECTION 2: QUORUM

The presence of twelve (12) members constitutes a quorum, and is required for the Advisory Committee to take any action other than to adjourn.

SECTION 3: RULES OF PROCEDURE

The current edition of Robert’s Rules of Order shall provide the basis for meeting structure and official decisions shall be made by motion and vote of the Advisory Committee.

SECTION 4: VOTING

In instances where a vote is necessary, the present majority is sufficient to act (providing a quorum is present). Each member shall have one vote and no proxies shall be allowed. A majority vote shall carry, and minority opinions shall be formally registered in the summary minutes and reported to the City Council.

ARTICLE VI - COMMITTEES

The Advisory Committee Chair may appoint standing and *ad hoc* committees. Standing committees shall serve at the pleasure of the Advisory Committee and special committees shall also serve for such purposes and terms as the Advisory Committee approves. Committees shall establish their own meeting schedule and the deliberations thereof shall take the form of written reports, submitted to the entire Advisory Committee.

ARTICLE VII - AMENDMENTS

These By-laws are to be approved by the Economic Development Advisory Committee. They may be amended or repealed and new By-laws may be adopted at any regular meeting or special meeting by a majority vote of the membership. A copy of the proposed By-laws, or amendments thereto, shall be furnished to each member at least ten (10) days prior to the date of the meeting. All amendments to the By-laws may be submitted to the Mayor and City Council for their information.

SIGNED BY:

Advisory Committee Chair

Date