



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)**

**AGENDA**

**Tuesday, May 27, 2008**

**7:30-9:00 a.m.**

**NEW LOCATION: Spartan Recreation Center, Cascade Room**

<u>Time</u>	<u>Agenda Item</u>
<b>1. 7:30</b>	<b>Welcome/Review Agenda</b> ( <i>Rick Stephens, Committee Chair</i> )
<b>2. 7:35</b>	<b>EDAC Significant Milestones and Dates</b> ( <i>Rick</i> )
<b>3. 7:40</b>	<b>Review “Work Plan” Items Identified by the Committee on May 13</b> ( <i>John Norris</i> ) <ul style="list-style-type: none"><li>• Identify connections to Strategic Plan Strategies and Actions</li><li>• Review the “Priorities” in the Strategic Plan</li></ul>
<b>4. 8:00</b>	<b>Identify “Actions” for the “Strategies” Identified</b> ( <i>Rick</i> )
<b>5. 8:30</b>	<b>Identify Short-, Mid-, and Long-Term “Action” Items/Define Term Length</b> ( <i>Rick</i> )
<b>6. 8:55</b>	<b>Wrap-up</b> <ul style="list-style-type: none"><li>• Identify Next Steps for July 1 Report/Presentation to Council</li><li>• Next Meeting - June 10</li></ul>

# Economic Development Advisory Committee (EDAC)

## Meeting Summary Notes

Tuesday, May 13, 2008

**Committee Members Present:** James Abbott, Andy Anderson, Paula Anderson, Michelle Cable, Wade Carter, Joo-Sun Choe, Craig Degginger, Wendy DiPeso, Dale Horton, Susan Hoyne, Warren Johnson, Dan Mann, Dick Nicholson, Greg Olson, Larry Owens, Greg Price, Martin Rood, Elaine Solberg, and Rick Stephens

**Committee Members Absent:** Thomas Nasky and Ken Winnick

**City Staff Present:** Assistant City Manager Julie Modrzejewski and Management Analyst John Norris

### **Welcome/Introductions:**

The meeting started with Julie reviewing the agenda for the meeting.

### **Committee By-laws:**

Julie led the Committee through a discussion of the changes of the By-laws from the last committee meeting to determine if the committee was still supportive of the draft amendments. The Committee agreed with all the changes, and the only section of the By-laws that was re-drafted was *Article VI – Committees*. The wording of that article now reads:

- Committees serve at the pleasure of the Advisory Committee and shall serve for such purposes and terms as the Advisory Committee approves. The Advisory Committee Chair shall appoint committees with approval of the Advisory Committee. Committees shall establish their own meeting schedule and the deliberations thereof shall take the form of written reports, submitted to the entire Advisory Committee.

Once the proposed By-law changes were finalized, Dick Nicholson moved to approve the By-laws as amended. Larry Owens seconded the motion, and it was approved unanimously by the Advisory Committee.

### **Chair and Vice Chair Election:**

To move forward with the Chair/Vice Chair selection process, Julie asked the Committee how they would like to proceed with nominations and the election. Wendy DiPeso moved to hold nominations from the floor for the Chair and Vice Chair positions. The Committee then discussed whether the election should be held by the raising of hands or by ballot, and decided upon the latter. Subsequently, Larry Owens nominated Rick Stephens for the position of Chair, which he accepted. Michelle Cable had also previously nominated herself for the position of Chair. After statements by both candidates, Rick Stephens was elected as Chair of the Committee.

After the election of the Chair, Wendy DiPeso nominated Paula Anderson for the position of Vice Chair, which she accepted. Dick Nicholson had also previously nominated himself for the position of Vice Chair. After statements by both candidates, Dick Nicholson was elected as the Vice Chair of the Committee.

**Brainstorm Potential Work Plan Item:**

While the votes for Chair and Vice Chair were being counted, Committee members decided to go around the room and state what neighborhood they live in and what they would like the Committee to accomplish. As well, Julie asked each Committee member to identify one topic area that they would like the Committee to research and discuss.

The following topics were received:

- Sears/Aurora Square property (4 votes)
- Intellectual capital
- Subarea planning for Briarcrest and Ridgecrest neighborhoods
- Sustainable economic development
- Selection of Economic Development Manager
- Implementation of Economic Development Plan (3 votes)
- Sustaining business along the Aurora Corridor during construction (2 votes)
- Transportation/infrastructure
- July 1<sup>st</sup> report
- Economic viability for investing in Shoreline; cap rates (2 votes)
- Ridgecrest development
- Fircrest
- North City Business District; connection of NCBD to Shoreline library
- Predictability in the development process
- Ballinger Way neighborhood
- Marketing and promotion of Shoreline and businesses in Shoreline
- Small business development
- Business registration program
- Sustainable neighborhoods

**Wrap-up:**

As the meeting wrapped up, newly elected Chair Rick Stephens suggested that the Committee meet on Tuesday, May 27<sup>th</sup> to help prepare for the July 1 report to Council. Although several Committee members stated that they would not be able to attend this meeting, there was no objection to holding this meeting with the members who could attend, as the Committee would still have a quorum. It was also stated that all meetings of the Committee will be held in the Spartan Recreation Center going forward.

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)**  
**Significant Milestones/Dates**

ACTIVITY	DATE/TIMEFRAME
Solicit Member Interest in Re-Appointment (2009-2011 Term)	February
Advertise for EDAC Appointments	March
City Manager Recommends Appointments to City Council	April
City Council Goal Setting Retreat	<i>End of April</i>
New EDAC Members are Oriented to the Program (attend May meeting as guests)	May
EDAC Terms End as <u>per Ordinance</u>	May 31
EDAC Elects Chair and Vice Chair	June
Report to City Council as <u>per Ordinance</u>	<i>By July 1</i>

*Highlighted activities/dates are proposed by staff*

The following EDAC Members term ends **May 31, 2009 (2008-09 Term)**

1. Marty Rood, Forward Shoreline Representative
2. Rick Stephens, Shoreline Chamber of Commerce Representative
3. Craig Degginger, School Board Representative
4. Joo Sun Choe, Aurora Avenue Business
5. Michelle Cable, Ballinger Neighborhood
6. Dick Nicholson, Ridgcrest Neighborhood
7. Wendy DiPeso, At-Large
8. Dale Horton, At-Large
9. Warren Johnson, At-Large
10. Daniel A. Mann, At-Large
11. Greg Price, At-Large
12. Ken Winnick, At-Large

The following EDAC Members term ends **May 31, 2010 (2008-10 Term)**

1. Susan Hoyne, Shoreline Community College Representative
2. Vacant, Shoreline Planning Commission Representative
3. Jim Abbott, Aurora Avenue Business
4. Greg Olson, Aurora Avenue Business
5. Andy Anderson, North City Neighborhood
6. Paula Anderson, At-Large
7. Wade Carter, At-Large
8. Tom Nasky, At-Large
9. Larry Owens, At-Large
10. Elaine Solberg, At-Large

Brainstormed Work Plan Ideas from May 13th Meeting	Corresponding "Strategy" from 2006-2011 Eco Devo Plan	Corresponding "Action" from 2006-2011 Eco Devo Plan	Work Plan Term			Priority As Identified in Eco Devo Plan
			Short Term - 2 years?	Mid Term - 7 years?	Long Term - 15 years?	
Sears/Aurora Square property (4 votes)	Major Investments, Recruitment & Attraction	Encourage redevelopment of Aurora Square/Westminster Triangle as a destination shopping or village center type development.				Top Major Project Priority - 100% Consensus
Sustainable economic development	Intellectual Capital/Sustainable Neighborhoods	Seek to identify opportunities to recruit clean-technology or environmental technology-related research and business activities. Consult with regional economic development agencies on Shoreline's strategic position in the regional economy with respect to this & five corresponding Sustainable Neighborhoods strategies.				Not identified as a priority
Sustaining business along the Aurora Corridor during construction (2 votes)	Media, Marketing, & Promotion	Provide and organize near-term efforts to support businesses in key areas, such as North City and Aurora Avenue during the capital improvement projects. This includes providing referrals to small business assistance programs and helping businesses to explore advertising ideas and joint promotion actions.				Median General Priority - 50-70% Consensus
Transportation/infrastructure	General Government, Outreach & Communications	infrastructure facilities, especially Aurora Avenue, to support and encourage private reinvestment in commercial areas and the achievement of public goals. These investments benefit businesses in that they tie these areas together, they make both these areas and the main travel corridors more attractive, and they make the system function better. Promote a culture whereby city staff persons have good information about and an understanding of businesses' needs. Encourage businesses and government together to plan adequately for various circulation, parking and access issues.				Median Major Project Priority - 50-70% Consensus
Economic viability for investing in Shoreline; cap rates (2 votes)	Major Investments, Recruitment & Attraction/Local Collaboration-Building and Regional Partnerships	Work on New "Areas of Opportunity": work with innovative commercial developers, land owners, and brokers to identify and encourage investment in different areas of the City where new development might best occur, and 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.				Top General Priority - 100% Consensus
Predictability in the development process	General Government, Outreach & Communications	Continue to improve dialogue with businesses regarding improvements to the City's permit system and ordinances impacting businesses.				Median General Priority - 50-70% Consensus
Ballinger Way neighborhood	Major Investments, Recruitment & Attraction	Work on New "Areas of Opportunity": future "areas of opportunity" may include the Aurora Park & Ride, Ballinger Way, or other sizeable public or private parcels. Streamline permits or city processes for commercial, retail and mixed-use development in these targeted areas to implement plans effectively.				Median Major Project Priority - 50-70% Consensus
Marketing and promotion of Shoreline and businesses in Shoreline	Media, Marketing, & Promotion	Initiate an active campaign to define and improve the regional perception of Shoreline & promote Shoreline sites to regional and national developers. Improve access to information that will be valuable in marketing and economic development.				Median General Priority - 50-70% Consensus
Business registration program	General Government, Outreach & Communications	Develop a business registry/licensing system (a) to build a database of information about local businesses and properties and (b) to raise revenue to support the economic development program.				Top General Priority - 100% Consensus

Brainstormed Work Plan Ideas from May 13th Meeting	Corresponding "Strategy" from 2006-2011 Eco Devo Plan	Corresponding "Action" from 2006-2011 Eco Devo Plan	Work Plan Term			Priority As Identified in Eco Devo Plan
			Short Term - 2 years	Mid Term - 7 years	Long Term - 15 years	
Intellectual capital	Intellectual Capital	Three corresponding actions.				Not identified as a priority
Subarea planning for Briarcrest and Ridgecrest neighborhoods	Sustainable Neighborhoods	Five corresponding actions.				Not identified as a priority
Ridgecrest development	Sustainable Neighborhoods	Five corresponding actions.				Not identified as a priority
North City Business District; connection of NCBD to Shoreline library	Sustainable Neighborhoods	Five corresponding actions.				Not identified as a priority
Small business development	Small Business Support	Four corresponding actions.				Median General Priority - 50-70% Consensus
Sustainable neighborhoods	Sustainable Neighborhoods	Five corresponding actions.				Not identified as a priority
Selection of Economic Development Manager	No strategy.	No action.				NA
Fircrest	No strategy.	No action.				NA
Implementation of Economic Development Plan (3 votes)	Inherent in strategies and actions.	Inherent in strategies and actions.				
July 1 <sup>st</sup> report	Work plan item as per Ordinance	Work plan item as per Ordinance				

Key	
	Brainstormed item relates to strategy with no accompanying action in Eco Devo Plan
	Brainstormed item has no corresponding strategy or action in Eco Devo Plan
	Not Eco Devo Plan content related