



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

AGENDA

Tuesday, July 8, 2008

7:30-9:00 a.m.

LOCATION: Spartan Recreation Center/Olympic Room

<u>Time</u>	<u>Agenda Item</u>
1. 7:30	Welcome/Review Agenda (<i>Rick Stephens, Committee Chair</i>) <ul style="list-style-type: none">• July 2008 Issue of Seattle Magazine - Shoreline is #1
2. 7:35	Review the Economic Development Strategic Plan Action Items (<i>Rick, Julie Underwood, Assistant City Manager</i>) <ul style="list-style-type: none">• Define short-, mid-, or long-term milestones• Categorize each item into short-, mid-, or long-term milestones• Strive for consensus on which items fall into which category
3. 8:35	Prioritize Action Items (<i>Rick</i>) <ul style="list-style-type: none">• If time allows, select your TOP 3 Priorities
4. 8:55	Wrap-up (<i>Rick</i>) <ul style="list-style-type: none">• Identify Next Steps• Next Meeting - August 12 (Summer Recess?)

Economic Development Advisory Committee (EDAC)

Meeting Summary Notes

Tuesday, June 10, 2008

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

Committee Members Absent: Michelle Cable, Dan Mann, Larry Owens, and Ken Winnick

City Staff Present: Assistant City Manager Julie Underwood, Management Analyst John Norris, and Administrative Assistant III Heidi Costello

Visitor: Shoreline City Councilmember Chris Eggen

Welcome/Introductions:

The meeting opened with Chair Rick Stephens reviewing the notice for the upcoming City Council Community Workshop on Proposed 2008-09 Goals on June 11 and 24.

Draft Memo to the City Council and City Manager from the Committee:

Rick led the Committee into a discussion of the draft memo to the City Council. He asked if the Committee had any comments of changes.

- Vice Chair Dick Nicholson asked for verification of the year for the report. Julie Underwood stated that the report for this year would pertain to 2008, next year it would be a two year overview for 2008-2009.
- John Norris informed the Committee that the draft memo is just a place holder for the upcoming report that will still go to the City Council at a later date.
- Rick asked if the minutes from the EDAC meetings thus far could also go the City Council along with the memo.

Rick asked for a motion to forward the draft memo to the City Council and City Manager from the Committee. A motion was so made by Tom Nasky and seconded by Wendy DiPeso. The motion was unanimously approved by the Committee.

Provide an Overview of the Economic Development Program:

Julie began an overview of the Economic Development Program starting with a brief explanation of the Council goals and the quarterly reports including the milestones that can be reached in a two year period. She touched on the milestones for the first quarter of 2008. She also reviewed the proposed milestones for economic development for the 2008-2009 Council Goals.

- Rick mentioned that at the Committee meeting on May 27, questions arose concerning where the outgoing Economic Development Manager had left off.

The documents distributed at this meeting gives the Committee an overview of that.

- John pointed out that the goals and milestones connect to the 2006-2011 Economic Strategic Plan as well as items in the Economic Development Manager's quarterly update and workplan. Economic Development Manager was working on items from the strategic plan.

Julie then reviewed the Economic Development budget. John highlighted the professional services and explained some of the items.

- Dick inquired about the Briarcrest listing. Julie explained that it will probably come out of planning but was put in as an example.
- Paula Anderson asked what the fiscal year was. Julie explained that the City works on a calendar year. Paula asked how money could be allocated again. Julie explained that the City goes with status quo budgeting and we have to be specific. She didn't think that the budget would change, but also didn't think it would grow. Here is where the Committee could have a voice. If they recommended something specific. Rick also mentioned that the Long Range Financial Planning Committee was also working to develop efficiencies. Perhaps the Committee could look at the contracts to review. Wendy DiPeso suggested looking at reports and reviewing what was available – looking at volunteer help and non-profits to maximize what we do. Warren Johnson pointed out that it is not really the Committee's budget; it's the Economic Development Manager's budget. John stated that was a good point, the Committee could make recommendations on how money could be spent.
- John continued into more contract review with Buxton. James Abbot asked how frequent the Buxton portal is updated. Wendy asked about obstacles from the City against new businesses opening. Rick mentioned one of the things we want to do is streamlining the business startup. John said Planning leadership could perhaps come to a meeting and speak to that.
- John continued with contract review with CCD. Paula asked if CCD did their own advertising. John said that they did. They also do small business loans, classes, and one-on-one counseling. Julie suggested that they provide a presentation to the Committee. Marty Rood inquired what banks they work with for the loans. John stated that he didn't know. Marty said that level of need is there and will probably increase in the future. Julie stated that this would be a contract that the Committee should review. Rick stated that perhaps CCD should come and give a presentation after the Economic Development Manager is hired. Elaine Solberg inquired if CCD is used much. John stated that there is one CCD employee dedicated solely to Shoreline, and then he explained what that person does. Rick mentioned that the previous CCD employee worked through the Shoreline Chamber one day a week.
- John then highlighted ECOSS. Wendy said that their main focus is water conservation. She stated that she would like to get more feedback on what other businesses felt about them as Cats Exclusive had a less than satisfactory experience with them. John stated that the contract expires in July and the City Manager will be reviewing it. Elaine asked if there is any way to get a report on

what they do. John said there would be a report in July that could be made available to the Committee and he would look for any previous reports as well.

- Warren inquired how deep the Committee should dig into existing contracts and stated that the Committee should keep its eye on the big picture. The City Council is looking to the Committee for advice on how to implement the 2006-2011 Strategic Plan. Perhaps the Committee should break into groups and look into implementing the Plan. Rick stated that he thought the Committee members just wanted to see what happened before. The Committee also need to move forward on the short-, mid-, and long-term goals, but gathering information is still important. Tom said that Dan Mann had mentioned looking at what the Economic Development Task Force had accomplished and he agrees. He also wants to make progress, not just line items. Greg Olson stated that the Committee needs to review what it is supposed to endorse. Wendy said that a dot matrix exercise for the short-, mid-, long-term goals would help the Committee move forward. Julie agreed, going through the action would be help in moving forward. John stated that the action steps are here, it's just implementing the action steps. How are they going to happen?

Shoreline School District Property Update:

Craig Degginger proceeded with an overview of surplus and possible surplus school properties.

- A new Shorewood High is in the works at a new site or the existing Shorewood site and a construction bond will be voted on in 2010. One of the possible alternate sites is the Shoreline Center. An architectural firm will make a report on the site options for Shorewood by late summer or early fall. The School Board will be considering making surplus the Aldercrest Annex (Old Kellogg) and Cedarbrook properties. An extensive remodel of Shorecrest High School is also in the works. The Shoreline School Board will be taking up the surplus property issue in June for a number of sites.
- Craig explained how the financing would work for selling the properties. Julie asked if the projections are for those properties surplus that they are not then needed. Craig stated that that is correct. Paula questioned what would happen to the programs that are currently at the Shoreline Center, and Craig stated that they would find a home for those programs and for the school district offices.
- Rick mentioned that the time is right for the City to talk to the School District regarding property for a town center or third place. Paula said how about a school and shopping center together like Northgate and leaving the Shoreline Center alone?
- Julie said a master plan for the Shoreline Center would be requested. There is no reason why programs that are currently there couldn't continue with the new use.
- Dale asked how many acres do you need to move a high school from one spot to another. Craig answered that they have hired a designer to figure that out.
- Julie inquired about surface parking. Craig answered that there will probably be surface parking; most schools still have it in that configuration as opposed to parking garages.
- John focused this presentation to the 2006-2011 Strategic Plan, item 2D.

- Craig also did a quick overview of the bond plan and summer construction plans.
- Wendy asked if a motion was needed to ask the City to talk to the school district about the surplus property. Rick stated that a motion was not needed. He had spoken to Julie and she said that she would talk to the City Manager about starting a dialog with the school district.

Wrap-up:

Julie asked the Committee if they would like staff to identify the short-, mid-, and long-term goals. Rick suggested a dot matrix exercise for the Committee to work through them. John mentioned the 2006-2011 Strategic Plan will be important for placing the short-, mid-, and long-term goals and prioritizing actions. Rick gave his three as promised at the May 27 meeting – short-term is Shorewood High School, mid-term is fostering business areas, and long-term is Aurora Square. Motion to adjourn at 9:05 a.m.

2006-2011 Economic Development Strategic Plan Strategies and Actions

Strategies	General Government, Outreach & Communications	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	Explore ways to leverage the City’s capital investments in transportation and other 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.			
	Identify, establish and measure performance criteria.			
	Continue to improve dialogue with businesses regarding improvements to the City's permit system and ordinances impacting business.			
	Continue to develop knowledge of local businesses, commercial and retail properties, development, and related community issues through various ways. These ways include proactive outreach to businesses and property owners.			
	Enhance city-wide 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.			
	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.			

2006-2011 Economic Development Strategic Plan Strategies and Actions

Strategies	Major Investments, Recruitment & Attraction	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	<u>Focus on Priority Sites:</u> A) Encourage redevelopment of Aurora Square/Westminster Triangle as a destination shopping or village center type development			
	<u>Focus on Priority Sites:</u> B) Facilitate redevelopment planning of the Ronald Place-adjacent properties so that various development scenarios can take shape, with an increase to the success and sales activity of the businesses/properties			
	<u>Focus on Priority Sites:</u> C) Undertake City investments and regulatory actions that will better implement the vision of the Central Subarea Vision Plan, particularly along Midvale Avenue			
	<u>Focus on Priority Sites:</u> D) Encourage jurisdictions to explore co-location or relocation of facilities in order to preserve tax-base opportunities and improve services, for example, encourage the Shoreline School District to explore the feasibility of relocating Shorewood High School to a new site if that would result in higher quality educational facilities, resolution of traffic and parking problems, and a more proactive relationship between the public schools and Shoreline Community College that would leverage their respective resources			
	<u>Develop Resources:</u> A) Identify resources to advise the City, assist in negotiations and dialogue with property owners and developers			
	<u>Develop Resources:</u> B) Research and, if practical, develop different financial tools, grants, or approaches to partnership that might as			
	<u>Work on New "Areas of Opportunity":</u> A) 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			
	<u>Work on New "Areas of Opportunity":</u> B) 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.			

2006-2011 Economic Development Strategic Plan Strategies and Actions

Strategies	Major Investments, Recruitment & Attract/Local Collaboration-Building and Regional Partnerships	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	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 collaboration with private and public organizations that are working to support the growth of current businesses and bring new companies or institutions to Shoreline.			
Strategies	Local Collaboration-Building and Regional Partnerships	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	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.			
	Identify alliances and partnerships between the City and other organizations in accomplishing economic development goals. Encourage an environment of mutual respect between business owners and the City. Improve the capability of the City’s economic development program by better networking local and regional leadership and leveraging investment resources.			
	Provide advice to local non-profit organizations or other civic/business groups on how they can build positive organizational capacity.			

2006-2011 Economic Development Strategic Plan Strategies and Actions

Strategies	Small Business Support	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	Enhance access to loan funds and similar financial assistance for micro-sized and small businesses, to support small business growth and retention in Shoreline. Create a network or program(s) for the types of loan support, business mentoring, training, and business management technical assistance that are needed to help ensure the success of borrowers and program participants.			
	Improve outreach to businesses on a variety of environmental issues and enhance the opportunity for improved business functioning and mutually beneficial partnerships.			
	Strive to support businesses that are relocating to or within Shoreline. Develop small business information pamphlets (e.g., to inform businesses about available resources or services; to guide someone in starting a business locally; to understanding the local economy).			
	Enhance support for entrepreneurs and access to existing services, including exploration of business incubator ideas and grant programs.			
Strategies	Media, Marketing, & Promotion	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	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.			
	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.			
	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.			

2006-2011 Economic Development Strategic Plan Strategies and Actions

Strategies	Intellectual Capital	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	Encourage dialogue between Shoreline Community College, the School District, and other local institutions. The goals should be 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. Another goal should be to provide information and encourage new employers to utilize workforce training resources and to hire locally when they can.			
	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.			
	As an important aspect of the Shoreline community, work with local organizations and institutions to: A) Build on and promote our diverse culture, heritage, creative and performing arts, and international programs and opportunities			
	As an important aspect of the Shoreline community, work with local organizations and institutions to: B) Build on and promote entrepreneurship, invention and international business trade.			
Strategies	Intellectual Capital/Sustainable Neighborhoods	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	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.			

2006-2011 Economic Development Strategic Plan Strategies and Actions

Strategies	Sustainable Neighborhoods	Work Plan Term		
		Short Term -	Mid Term -	Long Term -
Actions	Foster the development of neighborhood business areas outside of Aurora Avenue, in ways that reflect the concepts of interdependency, sustainability, and balance with the quality of life in the neighborhoods.			
	Learn about new ideas, tools and approaches to neighborhood-level economic development from experts such as the UW School of Architecture, non-profit developers, other cities. Undertake Charettes or planning studies to test out ideas.			
	Encourage appropriate uses of and private efforts to install banners, flowerpots, street furniture, and art and other programs to decorate the City throughout the year, but especially during holiday and community event celebrations, to decorate and improve neighborhood business areas.			
	Work with business and neighborhood councils in support of their ideas for the neighborhood commercial areas. Support ideas for festivals, music, and events.			
	Work with local and County-wide arts organization to improve public space and better incorporate art into development design.			