

**CITY OF EDMONDS**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**November 17, 2010**

The Citizens Economic Development Committee meeting was called to order at 6:03 p.m. by Chair Frank Yamamoto in the Brackett Room, 121 5th Avenue North, Edmonds.

**COMMISSIONERS PRESENT**

Paul Anderson  
Stacy Gardea  
Don Hall  
Darrol Haug  
Evan Pierce  
David Schaefer  
Kerry St. Clair Ayers  
Bruce Witenberg  
Rebecca Wolfe  
Frank Yamamoto  
Marianne Zagorski

**COMMISSIONERS ABSENT**

Bruce Faires  
Betty Larman  
Mary Monfort  
Beatrice O'Rourke  
Rich Senderoff  
Rob VanTassell

**ELECTED OFFICIALS PRESENT**

Councilmember Diane Buckshnis  
Councilmember Strom Peterson

**PLANNING BOARD LIAISON**

Kristiana Johnson

**STAFF PRESENT**

Stephen Clifton, Community Services/Economic  
Development Director  
Cindi Cruz, Executive Assistant  
Frances Chapin, Cultural Services Manager  
Jeannie Dines, Recorder

**PUBLIC PRESENT**

Phil Lovell, Planning Board Chair  
Jennifer Mantooth

**1. INTRODUCTION AND COMMENTS BY CHAIR**

Chair Yamamoto introduced Paul Anderson who was appointed by Mayor Cooper to replace Bill Vance. He encouraged Commissioners to attend and speak under Audience Comments at the November 23 Council in support of the Strategic Plan. Commissioner Witenberg suggested Commissioners attend and speak at the November 23 meeting when the Council will be considering budget amendments as well as on December 7 when the Council will hold a public hearing regarding the budget. He suggested Commissioners also email Councilmembers requesting their support for including funding in the 2011 budget for the Strategic Plan.

**2. AMENDMENTS TO AGENDA**

Chair Yamamoto advised the EDC would meet from 6:00 – 7:00 p.m., followed by a Go Green Edmonds presentation.

**3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF OCTOBER 20, 2010**

**COMMISSIONER ZAGORSKI MOVED TO APPROVE THE MINUTES OF OCTOBER 20, 2010.  
COMMISSIONER HAUG SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.**

**4. REPORTS FROM SUBGROUPS**

**a. Land Use (Westgate & Five Corners)**

Community Services/Economic Development Director Stephen Clifton advised the UW students' study is well underway. The students have prepared a survey, have been canvassing the neighborhood, and are preparing postcards to send to the businesses. Staff provided GIS data including maps identify existing businesses, schools, hydrology, houses, infrastructure, etc. The students have spoken with approximately half the businesses and some businesses have contributed a gift/offer for anyone completing they survey. A FTP site has been created to allow the students to access GIS data. They hope to complete this initial phase by mid-December. One of the students, Brad Shipley, will be involved with project through all phases.

A brief discussion followed regarding increased involvement by the land use subgroup in Phases 2 and 3 of the study.

**b. Strategic Planning and Visioning – Fundraising**

Commissioner Zagorski reported the subgroup developed a letter to Councilmembers, the Mayor and the press to explain why a Strategic Plan is important, what a Strategic Plan will provide, and why a Strategic Plan is needed even with a Comprehensive Plan. Subgroup members are meeting individually with Councilmembers to answer questions and urge them to fund the Plan in the 2011 budget.

Mr. Clifton relayed a question regarding how the \$100,000 cost was determined. He explained there was a range of \$60,000 to \$200,000 from the four firms contacted; 35% of the median is \$85,000 to \$175,000 with a median of \$130,000. Due to the economic situation, \$100,000 was determined to be an appropriate amount. Commissioner Zagorski reported the Port has found they are able to get much more for their money on RFP than in the past. Mr. Clifton commented that has also been true with regard capital bids.

Councilmember Peterson relayed at yesterday's Council meeting, Councilmembers identified amendments they plan to propose. Councilmember Buckshnis and he plan to propose funding the Strategic Plan in the amount of \$100,000. The difficulty is determining how to pay for the study but there appear to be funds in various areas of the budget that could be used to fund the plan. He suggested funding be provided out of each department's budget because in the long term, a Strategic Plan makes their jobs easier and may reduce the need for professional services. Councilmember Buckshnis reported she has developed the amendment as well as a way to fund it. She relayed consideration is being given to reducing attorney fees as well as prisoner care costs.

Discussion followed regarding whether there was Council support for a Strategic Plan, and the importance of Commissioners contacting Councilmembers to encourage them to support funding for the Strategic Plan.

Cultural Services Manager Frances Chapin suggested the letter also be sent to City Boards and Commissions as a Strategic Plan affects everybody. Mr. Clifton offered to forward the letter on behalf of the EDC to email group lists. A hard copy of the letter will also be placed in Councilmember's mailboxes.

Commissioner Witenberg suggested the detailed response Mr. Clifton provided to questions raised by Councilmember Buckshnis also be made available to assist in educating Councilmembers and citizens regarding the Strategic Plan.

**c. Technology**

Mr. Clifton reported Commissioner Faires, Commissioner Haug, CIO Carl Nelson and he met with Mayor Cooper to talk about contacting Rick Steves regarding connecting to fiber. Commissioner Faires prepared a draft letter. A meeting between Mayor Cooper and Mr. Steves will be scheduled soon to discuss terms.

Councilmember Buckshnis reported the City signed an Interlocal Agreement with SNOCOM that will generate \$600/month. Commissioner Zagorski reported the Port has tentatively included connecting Harbor Square to fiber in 2011 in their capital budget.

Mr. Clifton reported as a result of the City's engineering staff realization there is no conduit for fiber at the Sound Transit Edmonds Station, efforts are underway with BNSF and Sound Transit to allow the City to install conduit under the railroad tracks to facilitate future installation of fiber.

Mr. Clifton advised the City received nine responses to a RFQ for updating the City's website. He and Mr. Nelson were not satisfied with the timelines or costs. Staff particularly likes Bellingham's website. Bellingham used citizens of various ages to test the usability of their website which resulted in the four main tabs on their homepage. Their website was developed internally and they have offered to provide Edmonds their template. Because the City was not satisfied with the bids received, staff can now select its own provider. Staff is developing an internal team that may include a Councilmember and members of the EDC and have contacted a local person to assist. He emphasized this process will save the City a lot of money.

Commissioner Pierce asked what was unsatisfactory about the bids. Mr. Clifton several of the responses exceeded staff's cost estimate and the length of time for completing the update was unacceptable. The costs ranged from \$9,000 to \$200,000.

**d. Tourism.**

Commissioner Zagorski reported the subgroup is working on the following:

- Looking at the City as whole to answer three questions:
  1. What assets does the City have? Members are cataloging venues/facilities/events
  2. How can they be expanded (who is the target audience)?
  3. What is the marketing strategy?
- Looking at opportunities for sports tourism in Edmonds. Members have been looking at the Civic Playfields and the old Edmonds-Woodway High School. Chair Yamamoto met with the Edmonds School District and plans to meet with an organization that works with sports organizations in Snohomish County.

Mr. Clifton reported Chamber Executive Director Jan Vance, Cindi Cruz and he met with an Edmonds resident who does marketing for entities such as the Seahawks. He offered a few hours of his services at no charge. Mr. Clifton suggested he speak with the Tourism Subgroup.

Councilmember Peterson reported Snohomish County's Strategic Tourism Plan was completed recently. One of the six key areas for South Snohomish County is sports tourism which of course includes the Aqua Sox, Silver Tips, etc. Mr. Clifton advised Ms. Vance and he met with the person who does marketing for the Silver Tips and arranged for an Edmonds Night Out on February 5 at the Comcast Arena. The Silver Tips are playing Edmonton that night; Mayor Cooper will drop the puck. This is an opportunity to market Edmonds as well as provide a fun activity for Edmonds residents.

Chair Yamamoto reported the Edmonds School District is receptive to beginning a dialogue regarding a renewed lease for the Civic Playfields. Discussion followed regarding the market rate for fields, ten years

remaining on the current lease, the District's indication they are not interested in selling the site, other cities' partnership with organizations such as Little League to fund improvements, the District's plans to improve fields, and approaching the District about improving the Civic Playfields and at the fields at the old Edmonds-Woodway High School.

Mr. Clifton reported the City is currently interviewing Park, Recreation and Cultural Services Director candidates; one of the candidates was successful in securing a \$200,000 grant from the NFL for playfields. He suggested that be investigated.

#### Community Outreach

Commissioner St. Clair-Ayres offered to develop talking points.

#### Planning Board

Planning Board Member Kristiana Johnson reported the Council requested the Planning Board review home occupations and consider streamlining the process. Under the current procedures, a person can apply for a license and be granted a home occupation if there are no employees or customers. Employees or customers require an appeal to the Hearing Examiner which is expensive public process. The Planning Board's approach was to streamline the process, make it easier to have a home-based business, and to encourage urban farmers and artists. Under the Planning Board's proposed recommendation to City Council, conditional uses would be reviewed by staff at a cost of approximately \$500 rather than \$1500 for the Hearing Examiner. The Planning Board recommended one employee be allowed per home-based business, customers be allowed on an hourly basis and that operating hours be established as 9:00 a.m. to 8:00 p.m. Exceptions would be reviewed by staff with appeals to the Hearing Examiner. This supports Edmonds as a sustainable community that supports arts, urban farming and reduced transportation. A brief discussion followed regarding uses prohibited as a home occupation, and the requirement for the business to be contained within the structure with no outdoor equipment. Ms. Johnson clarified there was no change in the type of uses that are allowed, only the process for obtaining a license was changed.

Mr. Clifton suggested having the focus group review the list of priorities in the appendix of last year's EDC yearend report to identify additional issues for the EDC to study.

Councilmember Peterson reported at last night's City Council meeting, the Council voted to include in the 2011 docket the addition of an outdoor farmers market in the Waterfront Activity Area.

#### Business Improvement District (BID)

Chair Yamamoto reported on efforts to create a BID downtown. A BID is a self-funding mechanism that would provide funds for advertising, events, amenities, etc. in the downtown core. A BID would generate funds from all business within the area rather than only a few. The next step is to visit businesses to get their support. Support from 60% of the business district (based on business square footage) is required to form the BID. Final approval is made by the City Council. He hoped to complete the formation of the BID could be completed by first quarter 2011.

Discussion followed regarding businesses' receptivity to forming a BID, process for collecting funds from the BID, expenditures decisions made by BID Board, increased participation from some businesses via formation of the BID, and monthly rate no more than \$50/month per business.

### **5. FUTURE AGENDA TOPICS**

Commissioners discussed whether to hold a December meeting. Mr. Clifton reported the developer of the post office property, Douglas Spee, would like to make a presentation to the EDC, possibly at the December meeting.

**6. MISCELLANEOUS**

Commissioner Pierce reported the Phinney Neighborhood Association in Seattle holds an annual beer fest. Beer for tasting events is donated and the event generates approximately \$30,000. He suggested a similar event in Edmonds.

**7. AUDIENCE COMMENTS**

**Jennifer Mantooth, Edmonds**, property owner near Westgate, asked how she could obtain the citizen survey. Mr. Clifton advised surveys are being conducted via the internet, by mail as well as in person. He suggested Ms. Mantooth call him. Ms. Mantooth asked about the scope of the study of the Westgate and Five Corners areas. Mr. Clifton explained it is a special district study to look at the potential for redevelopment and enhancement of those areas. There is no preliminary plan at this point; this is only the data collection phase. Phases 2 and 3 will occur next year and will include workshops in the community to discuss potential land uses, zoning, etc. Ms. Mantooth inquired about form-based code. Mr. Clifton explained form based code is difficult to explain; it is more about the relationship between uses versus the separation of uses, the relationship of buildings to the street and each other, etc. He suggested she contact Mr. Chave for a further explanation.

**11. ADJOURN**

With no further business, the meeting was adjourned at 7:00 p.m.

# **GO GREEN EDMONDS**

## **A Conversation with Expert Panelists**

### **November 17, 2010**

Planning Board Member Val Stewart opened the meeting. She explained tonight's presentation was about promoting sustainability through green building practices. She introduced the panelists, explaining following the panelist's presentations, several prepared questions would be posed following by questions from the audience.

**Cate O'dahl, Editor & Special Publications Services, Education & Outreach**, explained this conversation was designed to stimulate the ecology and economy of Edmonds. She emphasized sustainability happens in communities, when people work together to achieve a common goal. Regardless of political affiliations, job roles or gender, everyone has the earth and the systems that sustain them in common; everyone benefits when that commonality is embraced.

She provided a spider web analogy, representing fragility and strength. There are also many paths in a spider web; similarly there are many paths to sustainability. Tonight's discussion will focus on green building. She commented on building codes designed to safeguard the public safety, health and welfare, typically in response to a problem and not design to create a positive outcome but to avoid a negative outcome. She provided the following quote from Albert Einstein: "You cannot solve a problem from the same consciousness that created it. You must learn to see the world anew." People must learn to think differently and acknowledge that business as usual isn't working; create a new usual.

She relayed ideas by David Eisenberg, Development Center for Appropriate Technology, and his book, "Building Codes for a Small Planet." Current codes are built on many assumptions – there will be a stable and predictable climate, there will be adequate and affordable supplies of energy, water, food, and other critical resources, that natural systems on earth are robust enough to withstand humans, and that the current regulatory systems are capable of deal with emerging risks. Questions include what will the new usual look like, how do we get there and what will it cost. The answer to what will it cost is another question, compared to what and given what assumptions? To the question whether we could afford to do it, she posed the question, can we afford not to?

She explained when people think of cost, they generally only think of the first cost – the cost of doing the usual, the cost of a product or the cost of installing a system. What is the cost of doing business as usual? How do building codes safeguard the public health, safety and welfare of future generations? The first change that needs to occur is changing how costs are viewed. She provided a graphic that illustrates the shades of green building.

Ms. O'dahl summarized Edmonds was not alone. There are many communities and resources available. She offered a resource list that includes the EPA Sustainable Strategies and Green Building Toolkit for Local Government as well as community building resources. She recognized Seattle for their work to expedite green permitting.

**Nick Hartrich, Green Building and Smart Growth Manager, Sustainable Connections**, explained Sustainable Connections is a not-for-profit business network of 700 locally owned, independent businesses in Bellingham. Their mission is "To be the local forum where businesses come together to

transform and model an economy built on sustainable practices.” He displayed awards Bellingham has received related to sustainability.

He identified Sustainable Connections’ five program areas, 1) think local first, 2) sustainable business development, 3) energy efficiency and renewables, 4) green building and smart growth, and 5) food and farming. With regard to energy efficiency and renewables, he explained Sustainable Connections was successful in obtaining a \$4 million contract via partnering with small governments (Bellingham, Ferndale and Lynden) to create 35 green collar jobs and to weatherize 800 homes and 200 businesses.

He described 2005 successes that included developing a green permit review team to fast track permitting, implementing the green factor program (landscaping code), developing advanced methods and materials for green construction for private industry and municipalities, incorporating LEED ND framework into all urban villages planning, and creating a system for reducing permit review time.

He described the Five/12 program, explaining although there was buy-in from the private sector about building green, there was no support from municipalities which made it more difficult to build green. The goal in 2009 was to eliminate five of the building community’s perceived barriers. The result of the Five/12 Program was the Ten in ’10 Initiative – ten green building initiatives in 2010. He highlighted a few initiatives:

- "Bin-bump-up" pilot project – guaranteed 7-day turnaround for any projects that meet LEED Gold certification or Built Green 4 and 5 star.
- Green roof initiative – reduce flow rates from roofs
- Transportation mode shift incentives – reduce Transportation Impact Fees by 50% for development in urban village areas

He referred to a list of accolades Bellingham has received and a poster listing 40 green projects developed in Bellingham over the past three years.

**Yvonne Kraus, Project Manager, O’Brien & Company**, described four local sustainability strategies and plans they are involved in:

#### Shoreline

- *Focus:* green community infrastructure
- Identify green infrastructure opportunities
- Resident visioning and education
- Strong support by Council
- Umbrella for decision making

#### Ellensburg

- *Focus:* energy efficiency and conservation strategy and land use code update (Ellensburg owns their own utility)
- Received energy efficiency and conservation strategy grant
- Low utility services and rates
- Removing barriers to energy efficiency in code
- Compact communities and eco districts
- Non-motorized and motorized connectivity via a route directness index
- Renewable energy generation
- Code update to clarify code, form-based hybrid format

#### Kirkland

- *Focus:* green and local economic development

- Economic sustainability assessment
- Analysis of current conditions
- Visioning and outreach
- Set of recommendations
- Step by step implementation
- Buy Local Campaign
- Strengthened Green Business Program

### Sammamish

- *Focus*: habitat protection and healthy communities
- Completed Sustainability Plan for \$20,000 including public involvement
- Low budget; simple and useful
- City staff and resident engagement
- Make it fun: staff competition
- Leverage existing resources
- Developed indicators and benchmarks
- 2011 action plan and tracking tool: focus on city operations
- Low budget for implementation in 2011
- Set realistic goals
- 2% rule – 2% improvement/year

Ms. Stewart displayed a list of Edmonds' accomplishments and Sustainable Edmonds projects (Save Energy Now, community solar project, Complete Streets, Sustainable Works). She and audience members posed the following questions:

- *How does the local Built Green Program compare to LEED?* Ms. O'dahl responded Built Green is local to Washington. The program has evolved to include single family and multifamily new construction and remodeling. The benefit of a local program is that it is geared to the local climate, builders and codes and has a greater market share than LEED for Homes which is a nation program. Built Green, LEED for Homes and NW Energy Start programs are referenced in the Multiple Listing Service. She summarized Built Green 4 and 5 Star are comparable to LEED.
- *What about commercial LEED?* Ms. O'dahl explained LEED (Leadership in Energy and Environmental Design) for commercial began about the same time as Built Green, approximately 2000. The emphasis for commercial is different than residential. Because commercial buildings are often owned for many years versus average residential ownership of 5-10 years, there is greater opportunity for economies of scale and return on investment.
- *If a small business owner does not own the building, what incentives are there for the landlord to bring the building up to a more environment sensitive structure?* Ms. O'dahl answered there is a move toward green leases. Ms. Kraus described the LEED Gold tenant improvement that O'Brien & Company did for their own offices in the Coleman Building in Seattle. They continue to work with the owner on adoption of LEED O&M practices.
- *What is the difference in cost of certification between Built Green and LEED and why is certification important?* Ms. O'dahl answered the certification costs for Built Green are significantly less than LEED for Homes. It is important to certify because certified homes sell for more money and sell faster.
- *There are 700 independent businesses participating in Sustainable Connections. What would they say are the top 2-3 economic development- related benefits for participating?* Mr. Hartrich answered the Think Local First campaign; in a recent survey 72% of Whatcom County households recognized the Buy Local logo. Another well supported program is the Toward Zero Waste Program which reduces the cost of waste disposal for businesses; approximately half the membership participates in this program.

- *In these economic times when there are limit resources, how can an alliance of sustainable businesses be jump started with a set of sustainable policies that are pro green government?* Mr. Hartrich commented on the importance of a champion in the municipality as well as leadership from the Council. Edmonds has had some great successes such as the LEED platinum PCC store, the LEED Silver ordinance, and a Resource Conservation Manager. He encouraged the City to highlight local businesses that are doing positive things.
- *What can cities do to move toward sustainability during challenging economic times and limited budgets?* Ms. Kraus commented Sammamish is a good example; they set realistic goals and kept it fun. She suggested the City spend the resources necessary to align things that have already been done into a common goal. She commented on visioning processes that other cities are doing that also address sustainability. She also recommended promoting successes. Mr. Hartrich commented there is a great deal of public funding available. For example Department of Ecology has \$25 million available for low income development projects (LID). Ms. O'dahl referred to the Sustainable Development Taskforce of Snohomish County that has tremendous experience with LID.

The meeting was adjourned at 8:05 p.m.