

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
April 16, 2014

The Citizens Economic Development Committee meeting was called to order at 6:00 p.m. by Chair Witenberg in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Bruce Witenberg, Chair
Kevin Garrett, Vice Chair
John Dewhirst
Darrol Haug
Roger Hertrich
Debbie Matteson
Nathan Proudfoot
Doug Purcell
John Rubenkonig
Gail Sarvis (arrived 6:29 p.m.)
Darlene Stern (arrived 6:08 p.m.)
Douglas Swartz
Teresa Wippel

COMMISSIONERS ABSENT

Nicole Hughes
Rich Senderoff

PLANNING BOARD LIAISON

Commissioner Phil Lovell

ELECTED OFFICIALS PRESENT

Mayor Dave Earling
Councilmember Strom Peterson
Councilmember Kristiana Johnson

STAFF PRESENT

Shane Hope, Development Services Director
Cindi Cruz, Executive Assistant
Frances Chapin, Cultural Services Manager
Jeannie Dines, Recorder

PUBLIC PRESENT

Ron Wambolt
Councilmember Lora Petso

1. OPENING REMARKS

Chair Witenberg advised Commissioner Senderoff has an excused absence.

Mayor Earling reported yesterday was Stephen Clifton's last day, an enormous loss to the City in terms of the work he has done as well as his historic knowledge. It is a wonderful opportunity in his professional career to practice his knowledge. Mr. Clifton will oversee 3-5 departments at Snohomish County as one of two executive directors.

Mayor Earling recognized the incredible important work the EDC has done and needs to continue doing and the enormous contributions EDC has made. To him, the EDC was a very high priority to the City. He reported Vice Chair Kevin Garrett has been employed by the City on an interim basis while a staff member is out on medical leave; the City Attorney has advised there is no conflict of interest.

Mayor Earling introduced Development Services Director Shane Hope who oversees building, inspection and planning. He described her background which includes economic development. He expressed interest in the Westgate Study and his understanding that the EDC is working on a white paper. He anticipated incredible opportunities ahead for Westgate, Five Corners and Highway 99.

Commissioner Haug inquired about the City's plans to implement budgeting by priorities. Mayor Earling said he did not have a definitive answer; the current finance director does not have as much experience with that concept as the prior finance director. He anticipated a decision will be made in the next few weeks; when budgeting by priorities begins, it will be only the General Fund initially.

2. **AMENDMENTS TO AGENDA - NONE**

3. **APPROVAL OF MARCH 19, 2014 ECONOMIC DEVELOPMENT COMMISSION MINUTES**

COMMISSIONER MATTESON MOVED TO APPROVE THE MINUTES OF MARCH 19, 2014. STERN SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

4. **KYLE VIXIE - PRESIDENT & CEO, EDMONDS CHAMBER OF COMMERCE: NEW ROLE AT THE CHAMBER AND BROADER PLANS FOR GENERAL IMPROVEMENT. INTRODUCTION BY DARLENE STERN**

Commissioner Stern introduced Kyle Vixie, the new President and CEO of Edmonds Chamber of Commerce. She explained the Chamber is changing direction, having a policy board instead of a management board and from a president of the board to a chairman of the board. The difference is a very qualified person has been selected to be the Chamber president and CEO. The Chamber's focus will continue to be events with the expectation of increasing revenue by other means. She described Mr. Vixie's background, education and history of success. She summarized he is well suited to Edmonds and is forward thinking and has innovative ideas for generating revenue and bringing fresh ideas.

Mr. Vixie explained he is currently evaluating what is being done and why. One of the Chamber's opportunities is focusing on neighborhoods. At the Downtown Seattle Association, he managed five neighborhoods; each neighborhood's flavor and programs creates opportunities for cohesiveness and growth. Opportunities for the Edmonds Chamber include:

- Highway 99
- Strategic Plan
- Partnerships
- Arts and culture
- Ways to improve communications
- Adding value to being a member of the Chamber

Commissioner Purcell asked if there were any efforts to reach out regionally to other Chambers or economic development organizations such as the Economic Alliance of Snohomish County. Mr. Vixie agreed there was a great deal of opportunity.

Chair Witenberg suggested discussing the City's strategic plan with Chambers' Strategic Plan Committee.

5. **SHANE HOPE - DEVELOPMENT SERVICES DIRECTOR: BACKGROUND AND INTRODUCTORY REMARKS**

Chair Witenberg commented although Ms. Hope has been employed by the City for less than three weeks, she is familiar with Edmonds and has jumped in with both feet. He thanked her for assisting with the EDC on an interim basis.

Ms. Hope described her education and background working for Olympia, the State of Washington and Mountlake Terrace. She commented on changes that will be made to the physical layout in the

Development Services Department that will include establishing a green room. She is in the process of reviewing the Strategic Action Plan, Comprehensive Plan and development code and is aware of discussions regarding Westgate, Five Corners and Highway 99. She looked forward to working with EDC; Commissioners are known to be hard workers with good vision and a focus on improving Edmonds. A brief discussion followed regarding aspects of form based code.

6. TOURISM AND VISITORS SUB-GROUP UPDATE - JOHN DEWHIRST

A. Report on Year-Round Farmers Market - Teresa Wippel

Commissioner Wippel explained why this topic was being researched:

- High priority in Strategic Plan
- Tourism subcommittee asked to investigate:
 - Whether a year-round market would be doable in Edmonds
 - Whether it would be a tourism driver

She described the history of the farmers markets in Edmonds:

- Edmonds Historical Museum Farmers Market started 1994
 - Open Saturdays 9 a.m. to 3 p.m. late June – first weekend in October
 - Outdoors, located downtown on 5th Avenue and on Bell Street
- Museum also sponsors smaller garden market first weekend in May through third weekend in June
- Salish Crossing Market opened June 2013
 - Located in parking lot of Edmonds Antique Mall
 - Open 3-7 p.m. Wednesdays, June – October
 - Fundraiser for Edmonds Community College Foundation

She described year-round farmers market nearby:

- Seattle: Ballard, Broadway, University District, West Seattle
 - Outdoor one day each week
- Lake Forest Park
 - Sunday outdoor market May-October
 - Indoor holiday market one day in November and December
- Bellingham
 - Indoor/outdoor weekend market in Depot Market Square April – December
 - Three new market days in January, February, March
- Everett
 - Indoor planned as part of new downtown development (groundbreaking March 2014)
- Olympia
 - Indoor market started year-round in 2014.

She relayed what the experts say:

- In Edmonds, year-round market should be located indoors in winter
- Sufficient parking nearby for inclement weather
- Slow roll out additional days (like Lake Forest Park)
- Gauge reaction before deciding to extend season further
- Consumer education is key – seasonal produce

With regard to who would operate a year-round market:

- Edmonds Historical Museum said they would be willing to explore the idea
- Consideration must be given to financial impacts of a volunteer-run organization

Ms. Wippel reported on primary trade areas and profitability:

- No local analyses of market shoppers has been conducted; WSU's survey of farmers markets explores some issues
- In Seattle bigger markets subsidize smaller ones
- Majority of state's markets are some form of nonprofit organization
- Many markets subsidized in some way by city they are located in

She relayed the Tourism subcommittee's recommendation:

- Introduce an indoor farmers market in Edmonds with a couple of holiday market days
- If support warrants, indoor season could be extended gradually over a few years
- Preferable to be located in indoor space with adequate parking
- Finding a suitable building will be a key priority
- Acknowledge concern that a holiday market could compete with existing holiday bazaars

Discussion followed regarding opportunities for holiday markets in neighborhoods other than downtown; opportunities that proximity to Edmonds Community College, Highway 99 and Mountlake Terrace provides; potential locations such as the Senior Center, Frances Anderson Center and Harbor Square; identifying a non-profit organization to operate a year-round farmers market; Lynnwood's farmers market; shoulder season (October-December); operating a farmers market on the third Thursday; conducting a survey during the Edmonds farmers market regarding interest in a year-round or holiday market; how to move forward; and potentially asking the Council for a budget appropriation in 2015.

It was agreed Commissioner Wippel would talk with Edmonds Historical Museum about operating a year-round and/or holiday market and report at the next EDC meeting.

B. Report on Group Excursions – Nathan Proudfoot

Commissioner Dewhirst reported several small shopping excursions from Canada have visited Edmonds.

Commissioner Proudfoot reported on group excursions. He contacted the Snohomish County Tourism Bureau to inquire how to encourage bus operators to come to Edmonds and was told it requires building relationships with the tour operators. The Tourism Bureau provides information to tour operators at tradeshows and leads are referred to the City. A City official or volunteer could accompany the Tourism Bureau representative to talk about Edmonds at tradeshows.

C. Report on Social Media Survey – Nathan Proudfoot

Commissioner Proudfoot reported this was an effort to determine what Edmonds brand is. He reviewed a spreadsheet summarizing social media outreach on Reddit/Washington, Reddit/Edmonds and It's an Edmonds Kind of Day Facebook page. He highlighted the top responses, noting none of them refer to the arts. He would like to produce a questionnaire to better organize ideas and ask questions again in social media as well as an in-place survey.

Discussion followed regarding whether branding is done for people inside or outside Edmonds, the importance of understanding Edmonds' existing brand and moving toward a new brand, communicating what Edmonds has to offer, attracting tourists visiting Seattle, information Roger Brooks provided

regarding branding, successful brands growing from the private sector not government, and the role of the EDC in branding.

It was agreed Commissioner Proudfoot would research the EDC's role in branding and items in the Strategic Plan regarding branding.

7. BUSINESS DISTRICTS ENHANCEMENTS SUB GROUP UPDATE – JOHN RUBENKONIG

Commissioner Purcell reported the sub group discussed the proposed EDC white paper in support of the Westgate Plan. Sub group members will prepare components of the white paper for review at the sub group's May meeting:

- Executive Summary
- Current State – why the EDC recommended the Westgate study be performed and existing conditions in Westgate that make it an attractive area for mixed use
- Revision process – Council approval of study, public involvement, form based code
- Point Based Incentive Zoning
- Recommendation
- Timeline or history of public process that has occurred to get to this point
- A foldout 11x17 exhibit of the area identifying existing uses

Chair Witenberg suggested the EDC discuss the white paper at its June meeting as the Planning Board will hold a study session regarding Westgate on April 23 and a public hearing on May 12. The sub group intends to distribute the white paper in advance of the agenda to provide adequate time for review. Planning Board Liaison Lovell relayed Planning Manager Rob Chave's indication that future presentations regarding Westgate will include a great deal of graphics to demonstrate form based code.

8. STRATEGIC PLANNING SUB GROUP UPDATE - NATHAN PROUDFOOT AND DARROL HAUG

Commissioner Proudfoot relayed the sub group is waiting to hear from EDC liaisons about their findings related to the Strategic Action Plan. The Strategic Action Plan was approved by the City Council one year ago on April 2, 2013; at least one item in the Strategic Plan has been completed – approval of the Business Improvement District. An amendment related to mixed use development standards to allow higher density in Firdale Village was completed in 2009; whether additional changes are required needs to be confirmed. He reported the bike route network, Woodway Fields and Fine Art Museum have champions and are moving forward. At the one year point, a progress report needs to be made to citizens. Commissioner Haug reported the City is close to hiring a consultant.

9. TECHNOLOGY SUB GROUP UPDATE - DARROL HAUG

Commissioner Haug reported on the exploration of free wireless downtown. A contract is in place for a 6 month trial with WiFog; locations for outdoor antennas are being tested. The next step is for WiFog engineers to do a site survey regarding the coverage area.

Commissioner Haug recalled there has always been interest in using fiber to attract new businesses. A group is working to offer incubator spaces for new startups that could use the City's fiber. A potential site has been identified that can be served with fiber; contractual arrangements have not been completed.

10. COUNCIL LIAISONS COMMENTS - COUNCILMEMBERS STROM PETERSON AND KRISTIANA JOHNSON

Councilmember Johnson reported next week the Council will have a presentation from the Snohomish County Tourism Alliance as well as continued discussion regarding the siting of recreational marijuana facilities. At last night's meeting, the Council awarded the construction contract for the Five Corners Roundabout; work will begin soon and will complete by October. The Council also awarded a contract for a concession that will be located on James Street near the ferry holding lanes. Two other concessions are being considered for the mini park near the ferry holding lanes. She suggested Commissioners receive the Economic Alliance of Snohomish County's newsletter. With regard to a farmers market, Councilmember Johnson relayed the City's Capital Improvement Plan contains a \$5 million placeholder for a year-round market; it has not been studied and no funding has been allocated. She reported she, Councilmember Peterson, Chair Witenberg and Vice Chair Purcell meet monthly to discuss economic development.

11. **MISCELLANEOUS – SEE ATTACHED CITY COUNCIL 2014 RETREAT MINUTES AND CODE OF CONDUCT**

Chair Witenberg referred to the summary Council retreat minutes, advising an audio recording is also available but it is not indexed.

Commissioner Sarvis relayed after hearing two women discuss whether to go further south on 5th, she told them about places further south. This highlights the need for a volunteer City host to direct visitors such as many ski resorts and State parks have.

Councilmember Johnson reported the Downtown Edmonds BID has allocated \$50,000 to a branding project. The BID will make a presentation to their members on April 30. She suggested inviting the BID to make a presentation regarding their branding effort to the EDC.

Commissioner Proudfoot reported May 10 is National Train Day.

12. **AUDIENCE COMMENTS** - None

13. **ADJOURN**

With no further business, the meeting was adjourned at 7:47 p.m.