

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
May 21, 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
Roger Hertrich
Nicole Hughes
Debbie Matteson
Doug Purcell
John Rubenkonig
Rich Senderoff
Teresa Wippel (arrived 6:03 p.m.)

COMMISSIONERS ABSENT

Darrol Haug
Nathan Proudfoot
Douglas Swartz
Gail Sarvis
Michael Schindler
Darlene Stern

PLANNING BOARD LIAISON

Phil Lovell

ELECTED OFFICIALS PRESENT

Councilmember Kristiana Johnson

PORT OF EDMONDS LIAISON

Bruce Faires

STAFF PRESENT

Shane Hope, Development Services Director
Cindi Cruz, Program Coordinator
Frances Chapin, Arts & Culture Program Mgr.
Jeannie Dines, Recorder

PUBLIC PRESENT

Ron Wambolt
Councilmember Joan Bloom
Councilmember Tom Mesaros

1. OPENING REMARKS

Chair Witenberg announced all the absent members had excused absences.

2. AMENDMENTS TO AGENDA

Chair Witenberg requested the order of Agenda Item 4 and 5 be reversed.

3. APPROVAL OF APRIL 16, 2014 ECONOMIC DEVELOPMENT COMMISSION MINUTES

COMMISSIONER MATTESON MOVED TO APPROVE THE MINUTES OF APRIL 16, 2014. COMMISSIONER PURCELL SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

5. EDMONDS BUSINESS IMPROVEMENT DISTRICT – HISTORY, PERATION, BUDGET, WORK PLAN, Q&A

David Arista, Arista Wine Cellar, Past President, Edmonds Downtown Business Improvement District (EDBID), reviewed the history of the EDBID:

- Business community came together to discuss creating a EDBID in downtown
- 2008 – 2013: outreach including gathering petitions, mailings, articles, public meeting and public hearing at City Council
- EDBID officially formed by City Council January 2013
- Mayor Earling appointed interim board until elections in April 2014
 - David Arista and Pam appointed to interim board
 - Mr. Arista elected president of interim board
 - Ms. Stuller elected president May 2014
- First work plan approved by City Council June 2013
- 2014 work plan approved by City Council September 2013

He explained the EDBID is a public/private organization and requires Council approval of their work plan. He reviewed programs that City ordinance allows EDBID funds to be used for:

- Marketing and hospitality
- Safety and cleanliness
- Appearance and environment
- Transportation including parking
- Business recruitment and retention
- Organization administration

Mr. Arista displayed a map of downtown Edmonds and identified the EDBID boundaries. The EDBID Members Advisory Board consists of 11 members, 6 retail and 5 by-appointment. He reviewed the EDBID's accomplishments:

- Organization bylaws
- 2013 and 2014 work plan and budget
- Formation of non-profit organization and 501c3 status filing with IRS
- Branding and identity RFP, firm selection and process
- Member census conducted by Edmonds Community College business and marketing class
- Member communication and outreach
- Ordinance amendment for new business assessment waiver
- Delinquency policy

He reviewed 2014 work plan committees:

- Non-profit organization
- Assessment & evaluation
- Member engagement and outreach
- Business and civic collaboration and outreach
- Branding and identity development
- Professional business resources
- Appearance, environment and parking
- 2015 planning

Mr. Arista reviewed the 2013 budget:

- Collected assessments: \$57,942.60
- Expenses: \$1,808.44
- Unspent balance: \$56,134.16

He reviewed the 2014 budget:

- Projected assessments: \$89,000
- Estimated expenses: \$85,000
 - District Association admin: \$10,000
 - District Association insurance and licensing: \$3,000
 - Marketing and branding/identity: \$35,000
 - Member engagement and outreach: \$5,000
 - Professional business resources: \$12,000
 - Appearance, environment: \$5,000

Pam Stuller, Walnut Street Coffee, President, EDBID, explained the EDBID's first work plan was approved in June 2013; much of the work in 2013 was establishing a foundation. She explained "business improvement district" implies a district that needs improvement which is not the message and it does not translate well to marketing. Thus a naming process is underway. Because the EDBID is an entity, it cannot be branded a "what," but need to create the "why," why Edmonds is great for service businesses as well as retailers. To brand the organization, need to characterize what Edmonds already has to offer.

She reviewed guiding principles the consultant used in developing a name, names of other BIDs, the process of selecting the name, and their section of Ed! (Edmonds Downtown Alliance). Other names that were considered but not selected include E Town (Edmonds Town Alliance) and The Edmonds Exchange (EDEX).

Ms. Stuller displayed the proposed logo and visual identity system, advising it is still a work in progress. She also displayed options for business cards, letterhead, website, banners and potential advertising and circulated boards with examples of the artwork.

Mr. Arista explained the EDBID is an all-volunteer board and a member-driven organization. The EDBID is a win-win, it is good for businesses downtown, the residents and the City. At the annual meeting, the membership was very receptive to what had been accomplished this year as well as the branding and naming effort. The Board meets twice a month on the second and fourth Thursdays; their meetings are open to the public. The location of the meetings is being changed and will be included in the public meeting notice. He recognized the efforts of former Community Services/Economic Development Director Stephen Clifton, Program Coordinator Cindi Cruz, Finance Director Scott James, former Finance Director Roger Neumaier, Accounting Supervisor Sarah Mager and the support of Mayor Earling and the City Council.

Discussion followed regarding praise for utilizing a branding consultant; the Washington Tourism Alliance; the relationship between the EDBID, Chamber and Downtown Edmonds Merchants Association; initiatives the EDBID is considering that that the EDC could play a supportive role in such as public restrooms; a suggestion to take public input on the logo; differentiating Edmonds from other cities; the EDBID's efforts on a downtown restroom; EDBID's plans to prepare a downtown directory for service and retail businesses; support for the Ed! logo; the EDBID providing a forum for a buy local/use local services campaign; Snohomish County Tourism Bureau's Open Up campaign; no change planned for the City's logo; and the need for informational kiosks.

Chair Witenberg advised further information regarding the EDBID is available on the City's website and the EDBID's website, EdmondsBID.org. The EDBID hopes to host an Edmonds summit this fall.

4. UPDATE ON MAY 14, 2014 PLANNING BOARD WORK SESSION ON WESTGATE

Ms. Hope provided a brief background on the Westgate plan, explaining it began in 2011 with the assistance of a University of Washington student team that developed ideas, held charrettes, etc. That effort resulted in a plan with form based code recommendations to guide future development. She described the four key differences from the original plan:

1. Heights: Rather than 5 stories, a 3 story maximum in most areas, a 2 story maximum in some areas along the edge and possibly up to 4 stories in areas where buildings are not adjacent to single family, do not block views, and are not on a slope, possibly using incentives
2. Street setbacks: Building setbacks increased to allow larger sidewalks and to accommodate widening of SR-104 in the future if that is deemed necessary
3. Quadrants: Although the corners are related, they are different and SR-104 is not easily crossed. Focus on each quadrant as a unique place so they make an impression together but each has individual characteristics and opportunities
4. Greater setback at the SR-104/100th intersection to provide a wide open feel at the corner

The Planning Board will hold a public hearing on May 28. Depending on the input, the Planning Board will make a recommendation and forward it to the City Council. The draft plan and the background materials are available with the Planning Board's May 28 agenda.

Discussion followed regarding timing of the Planning Board's recommendation to the City Council, developing point-based incentives and creating a lifestyle center at Westgate that includes family entertainment.

6. STRATEGIC ACTION PLAN UPDATE

Ms. Hope explained the Strategic Action Plan was approved in 2013. The 2014 budget included funds for a consultant to work with the leads identified in the plan and to identify a path for implementing items. The City hired a person representing Long Bay Enterprises who has held two meetings with the primary leads. The meetings are open to the public; notes from the meetings and other information including the meeting schedule is available on the City's website via the Strategic Action Plan link. The purpose of the group is not to rewrite the Strategic Action Plan but to identify paths, resources and who will do what. The consultant will provide quarterly reports to the Council.

Discussion followed regarding leads and participants in the Strategic Action Plan and informing the public of the existence of the Strategic Plan consultant.

7. TOURISM AND VISITORS SUB GROUP UPDATE

Commissioner Dewhirst reported the quarterly meeting of the Snohomish County Tourism Alliance was primarily regarding trends in tourism, advertising, etc. There was also a report that tourists are returning to printed materials and prefer to speak with a person when booking rooms, flights and adventures.

a. Update on Year-Round Farmers Market

Commissioner Wippel reported the Edmonds Historic Museum Board will discuss this at their June 2 meeting.

b. Tourism Demand/Maximizing Tourism Competitiveness

Commissioner Schwartz's presentation is attached to the packet. He will make a present at the June 18 meeting.

8. BUSINESS DISTRICT ENHANCEMENT SUB GROUP UPDATE

Commissioner Rubenkonig reported the sub group has been working on a white paper regarding the Westgate Plan with support from Mr. Chave and Mr. Clifton. The sub group plans to present a draft to the EDC next month for discussion and to develop a document representative of the EDC's position. Commissioner Hughes relayed the intent is to advocate for the positive impacts of the plan on the community. Commissioner Senderoff explained the intent is to present a balanced story, acknowledging there is risk with and without change.

9. COUNCIL LIAISON COMMENTS

Councilmember Johnson reported Councilmember Mesaros appointed Mike Schindler to the EDC. Following a passage of a resolution related to residency of EDC members, Councilmember Petso will make an alternate appointment. Councilmember Johnson reported she has been participating in the Strategic Plan work group along with Planning Board Member Lovell and Commissioners Haug and Proudfoot.

Councilmember Johnson invited Commissioners to provide information for her to take to the City Council. Commissioner Dewhirst inquired about efforts to fill the Community Services/Economic Development Director position. Ms. Hope advised the position has been advertised; the announcement closed recently and applications are being reviewed.

10. PORT OF EDMONDS UPDATE

Port of Edmonds Commissioner Bruce Faires reported on the Washington Tourism Alliance. He encouraged Commissioners to attend the Waterfront Festival the last weekend in May. He reported Jacobsen Marine intends to be operational in August. The City Council's decision last night not to allow non-residents to be appointed as EDC members should be taken as positive and encouraging. He encouraged the EDC to support the Westgate Plan.

11. MISCELLANEOUS

Commissioner Senderoff suggested the space at Five Corners formerly occupied by an athletic club may be an opportunity for a year-round farmers market. Ms. Hope said she is assisting with economic development and investigating potential tenants. A brief discussion followed regarding using the space as a test site for holiday indoor market and difficulty marketing the site during roundabout construction.

11. AUDIENCE COMMENTS

Councilmember Joan Bloom offered to copy Ms. Hope on her reply to a citizen's email about the former Vision Quest property at Five Corners.

Ron Wambolt, Edmonds, commented Five Corners was very quiet when he drove through at lunch hour. The parking lot is being used for construction equipment.

12. ADJOURN

With no further business, the meeting was adjourned at 7:30 p.m.