

**CITY OF EDMONDS**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**August 19, 2015**

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

**COMMISSIONERS PRESENT**

Michael Schindler, Chair  
John Rubenkonig, Vice Chair  
Julaine Fleetwood  
Darrol Haug  
Roger Hertrich  
Nicole Hughes  
Rich Senderoff  
Darlene Stern  
Douglas Swartz  
Teresa Wippel  
Bruce Witenberg

**COMMISSIONERS ABSENT**

Jenny Anttila  
John Dewhirst  
Randy Hayden  
Debbie Matteson  
Jamie Reece

**PLANNING BOARD LIAISON**

Phil Lovell

**ELECTED OFFICIALS PRESENT**

Councilmember Lora Petso

**PORT OF EDMONDS LIAISON**

Bob McChesney, Executive Director

**STAFF PRESENT**

Patrick Doherty, Econ. Dev & Comm. Serv. Dir.  
Cindi Cruz, Program Coordinator  
Frances Chapin, Arts & Culture Program Mgr.  
Jeannie Dines, Recorder

**1. ROLL CALL AND OPENING REMARKS**

Program Coordinator Cindi Cruz advised Commissioners Dewhirst, Hayden and Anttila have excused absences.

**2. AMENDMENTS TO AGENDA - None**

**3. APPROVAL OF JULY 15, 2015 EDC MINUTES**

Commissioner Senderoff requested the Commission's discussion regarding the Tourism Subgroup taking a hiatus be expanded to reflect that the Commission was not fully supportive of that decision. The following amendments were made to the minutes:

- Add to the first paragraph "Several members of the Commissioner were disappointed that the Tourism Subcommittee will be taking a hiatus."
- Move the phrases at the end of the second paragraph "disappointment the Tourism Subgroup was disappearing when they have done good work in the past; the EDC continuing to generate ideas;

concern some aspects of tourism are already being address by other groups” to the end of the first paragraph.

- Revise the second sentence in the first paragraph to read, “He referred to a memo *that he generated* to the EDC...”
- Attach Commissioner Dewhirst’s memo to the minutes

**COMMISSIONER HAUG MOVED, SECONDED BY COMMISSIONER HUGHES, TO APPROVE THE AMENDMENT. MOTION CARRIED (11-0-1) COMMISSIONER STERN ABSTAINING.**

**COMMISSIONER HUGHES MOVED, SECONDED BY COMMISSIONER WITENBERG, TO APPROVE THE JULY 15, 2015 MINUTES AS AMENDED. MOTION CARRIED (11-0-1) COMMISSIONER STERN ABSTAINING.**

**4. FIRST QUARTERLY PROGRESS REPORT ON STRATEGIC ACTION PLAN (SAP)**

Economic Development & Community Services Director Patrick Doherty referred to the Progress Update on the SAP document (also available on City’s website), explaining this is the result of the EDC’s previous discussion about informing the community regarding progress on the SAP. He plans to update the progress report quarterly. He welcomed Commissioners’ input regarding the progress report.

Chair Schindler asked whether the items the EDC is working on will also be highlighted on the City’s website. Mr. Dougherty said this is strictly related to the SAP. Commissioner Stern suggested putting information regarding the update on Channel 21 such as featuring one item and referring viewers to the website for further information.

**5 SUB-COMMITTEE REPORTS:**

**a. Strategic Action Plan**

Commissioner Haug reported the EDC had the highest attendance at the volunteer picnic; 75% of the members attended. He thanked Mr. Doherty for his response to the EDC’s request for a quarterly update. Now that information is available regarding progress on some SAP items, the question arises what else can be done to inform the public such as articles in My Edmonds News, the Beacon or other form of communication; just putting it on the City’s website may not be enough. He reviewed an EDC SAP Subcommittee Discussion Guide and invited input on the following: 1) completed items of SAP – how best to communicate to public, 2) EDC input elements, 3) Town Hall meetings to continue the public discussion of the elements of SAP, 4) when and how to update the current SAP, and 5) development of cost estimate for key elements of SAP. Commission suggestions included:

- Hold topical Town Halls such as regarding the SAP to review what has been done and Q&A
- Add progress on the SAP to another meeting such as the Mayor’s Town Hall
- Hold Town Hall meeting with an overall presentation on the SAP and breakouts on specific items
- Article in the newspaper featuring progress on one item in SAP
- The public does not care about SAP but they do care about topics
- Consider ways to educate the public about topics as well as how to engage in the process
- Describe opportunities for the public to engage
- Communicate with the public and get information out early in the process

Arts & Culture Program Manager Francis Chapin reported on a mini arts summit held in July regarding the Community Cultural Plan that included presentations on the five topic areas of greatest interest

followed by breakouts into smaller groups. Many of the people who attended the summit were not involved in the process of developing the Community Cultural Plan.

Mr. Doherty reminded when the City Council approved the update to the SAP four months ago, it was with the caveat that a public process occur next year to update the SAP. The draft 2016 budget includes a placeholder for that public process.

**b. Business Districts Enhancements**

Vice Chair Rubenkonig referred to business district summaries that have been prepared for Westgate, Downtown, Five Corners and Firdale; summaries for the Waterfront and the 76<sup>th</sup> Corridor are in the process of being prepared. The intent is to have the summaries and photographs on the City's website by September. Mr. Doherty explained the business attraction advertising staff began in July includes a rebranded URL for one of the City's webpage, YourBizInEdmonds.com, that directs users to the Bring Your Business to Edmonds webpage that will list business districts with links to the summaries and photographs. The intent is to encapsulate the district's character, highlight primary businesses, recent enhancements/improvements, traffic volumes, examples of potential desirable and complementary businesses, transit, etc.

Discussed followed regarding potential additional districts such as the Port and Harbor Square, intent of the district information to inform potential businesses and/or brokers about the districts, and adding unique attributes of each district to the summaries. Commissioners were invited to contact subcommittee members or Mr. Doherty with any changes/additions.

**6. DISCUSSION ON UPCOMING MEETING WITH CITY COUNCIL (SEPTEMBER 8)**

**a. Summarize Value of CEDC**

Commissioners suggested the presentation include a review of the reason the EDC was created and what the Council asked EDC to do (develop new strategies for economic development and identify new sources of revenue) and whether the EDC is doing it. Commissioners brainstormed the following values of the CEDC:

- Citizen think tank
- Diverse views and geography
- Lightning rod for ideas, cross pollination of ideas though discussion
- Conduit for input and ideas from citizens to EDC and then to staff and Council and vice versa
- Deep dive into topics that Council or staff do not have time to do
- Vetting feasibility of ideas, both positive and negative. EDC has investigated and determined some strategies and revenue sources are not feasible
- Guest speakers – explore ideas/concepts/projects
  - Chamber
  - Doug Spee
  - Swedish Edmonds
  - Lindsey Echelbarger
  - Snohomish County Tourism Bureau
  - Roger Brooks
  - Senior Center
  - BID
- Networking with potential partners regarding economic development
- Extending conversation

**b. Summarize Accomplishments**

Commissioners brainstormed the following accomplishments:

- Six Items from 2009 Report to Council
- Summarize past annual reports
- Development of various strategies leading to accomplishments
  - Code for Westgate
  - Ads in Puget Sound Business Journal
  - Input on tourism website and sounding board
  - Explore business incentives
  - Year-round farmers market
  - B&B research
- Sounding board
- Vetted fiber optics
  - Revenue and cost savings
- Facilitated Westgate design and discussion
- Facilitated discussion regarding festival retail downtown
- Initiated and continue to support SAP
- Pursued and endorsed establishment of downtown restroom

**c. Summarize Future Value (what we want to work on)**

Commissioners brainstormed the following future values:

- Diversity
- Update of SAP
- Five Corners – revisit in light of Council action on Westgate
- Continue to explore strategies for Hwy 99
- Help to promote Edmonds as business location (website)
- Strategies to encourage walkable neighborhoods
- Hotel – Hwy 99 or boutique hotel downtown
- 4<sup>th</sup> Avenue Arts Corridor
- Sports tourism

Chair Schindler reported the presentation would be made by the Chair, Vice Chair and past Chair. He requested one member from each subcommittee attend and be able to speak as well as one at-large Commissioner.

**7. COUNCIL LIAISONS' COMMENTS**

Councilmember Petso advised the EDC's September 8 report to the Council is scheduled for 45 minutes; she recommended the presenters retain time for Council questions. She recalled being asked in January what the Council wanted from the EDC; she suggested considering how Councilmembers' responses fit with the list of accomplishments.

Councilmember Petso reported the Council was provided an update regarding the Marina Beach Master Plan. A representative of Washington State Ferries indicated the Edmonds Crossing project is not dead which means there may be a ferry dock at Marina Beach in the distant future.

**8. PLANNING BOARD UPDATE**

Planning Board Member Phil Lovell reported the public hearing regarding the Marina Beach Master Plan at the last Planning Board meeting revealed there is a great deal of public support. He distributed a drawing of Marina Beach that includes the conceptual footprint of the Edmonds Crossing alignment. He urged the Council to read the Planning Board meeting minutes that summarize the Board's lengthy discussion including the potential impact of a future Edmonds Crossing project. The Planning Board recommended approval of the Marina Beach Master Plan. He read from a letter from WSDOT Ferries Division dated June 19, 2015, "Unocal and its successors maintain the ownership of certain assets and an easement that span the adjacent Burlington Northern Sante Fe railroad right-of-way. The Limited Warrantee Deed granted Unocal and its successors (WSF) the right to demolish properties in the easement, and construct the ferry terminal trestle and utilities necessary for the operation of the Edmonds Crossing Ferry Terminal at the site." The Master Plan is designed so that minimal infrastructure will be impacted by Edmonds Crossing alignment.

Mr. Lovell pointed out the conceptual Edmonds Crossing alignment crosses Port property. He relayed the WSF representative indicated their long range plan (a 10-year plan that includes projects for the next 30 years) will be updated next year and that he suspected the Edmonds Crossing project will be on project list. A brief discussion followed regarding how the potential of Edmonds Crossing has affected development of Edmonds.

**9. PORT OF EDMONDS UPDATE**

Bob McChesney reported the Port is having a very good year; the marina is full. Puget Sound Express whale watching tours are having an economic impact including their purchase of approximately 300 gallons of fuel per day as well as bringing thousands of people to Edmond who otherwise may not have visited. Harbor Square is also doing very well. In response to a question whether the whale watching tours have resulted in an increase in overnight stays, Mr. McChesney was uncertain how much could be attributed to the whale watching tours but Harbor Inn has been full all summer. Puget Sound Express has booking arrangements with various tour groups in Seattle and Snohomish County that bring busloads of people to Edmonds. He summarized it was a good illustration of the power of tourism and economic development. He thanked Mr. Doherty for his assistance with bringing them to the Port.

**10. COMMISSIONERS' CORNER – TOPICS FOR POTENTIAL DISCUSSION FOR NEXT MEETING – None**

**11. AUDIENCE COMMENTS – None**

**12. ADJOURN**

With no further business, the meeting was adjourned at 7:42 p.m.