

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
December 17, 2014

The Citizens Economic Development Committee meeting was called to order at 6:02 p.m. by Chair Witenberg in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Bruce Witenberg, Chair
Kevin Garrett, Vice Chair
Jenny Antilla
Nicole Hughes
Jamie Reece
John Rubenkonig
Michael Schindler
Rich Senderoff
Douglas Swartz
Teresa Wippel

COMMISSIONERS ABSENT

John Dewhirst
Darrol Haug
Roger Hertrich
Debbie Matteson
Doug Purcell
Darlene Stern

PLANNING BOARD LIAISON

Phil Lovell

ELECTED OFFICIALS PRESENT

Councilmember Kristiana Johnson

PORT OF EDMONDS LIAISON

David Preston

STAFF PRESENT

Patrick Doherty, Econ. Dev & Comm. Serv. Dir.
Cindi Cruz, Program Coordinator
Rob Chave, Planning Manager
Jeannie Dines, Recorder

PUBLIC PRESENT

Jeff Sherrer

1. OPENING REMARKS

Chair Witenberg introduced new Commissioner Jenny Antilla and she described her background and interest in the EDC.

Chair Witenberg announced Commissioners Dewhirst, Matteson and Stern have excused absences.

2. AMENDMENTS TO AGENDA - NONE

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF NOVEMBER 19, 2014

COMMISSIONER SCHINDLER MOVED, SECONDED BY COMMISSIONER REECE, TO APPROVE THE MINUTES OF NOVEMBER 19, 2014. MOTION CARRIED UNANIMOUSLY.

4. STATUS OF COMPREHENSIVE PLAN UPDATE, DEVELOPMENT CODE UPDATE AND CIP/CFP

Planning Manager Rob Chave Council reported the Council approved the Capital Facilities Plan/Capital Improvement Program and the 2015 budget at last night's meeting. Of note to the EDC, the Council authorized \$100,000 to match funds they are requesting from the legislature for an alternatives analysis of ferry/emergency conflicts. The Council also included \$100,000 in the budget for a Planned Action on Highway 99 which would fund planning work and ultimately environmental review of land use and transportation improvements on Highway 99. That effort, coupled with recent changes the Council made to encourage more housing on Highway 99, will position Edmonds to capture development occurring in the region.

The Council also authorized an \$110,000 contract with a team of consultants led by Makers to work on the development code update during 2015. The code update is a multiyear project; the City Council will consider providing additional funds at the end of the year to complete the code update. The consultants have already begun work.

Mr. Chave reported the Planning Board is currently reviewing the Land Use and Utility elements. The City Council is reviewing the Housing Element followed by the Land Use and Utilities Elements and is holding hearings on each element.

Chair Witenberg reported the City Council left downtown restrooms in the CFP but did not appropriate any funds in 2015 for temporary downtown restrooms.

5. DISCUSSION AND FEEDBACK ON THE DRAFT GOALS AND POLICIES OF THE ECONOMIC DEVELOPMENT ELEMENT OF THE COMPREHENSIVE PLAN

Economic Development and Community Service Director Patrick Doherty explained the previous Economic Development Plan has not been updated since it was adopted in December 2006. The deadline for updating the entire Comprehensive Plan is June 2015. Due to the constrained timeline, staff is revising elements rather than starting over. The Economic Development Element is a policy document, the background for the regulatory framework.

Mr. Doherty recalled the EDC agreed the Business Enhancement Subgroup would provide initial revisions to the goals and policies. The draft provided to the EDC includes his and the subgroup's proposed revisions as well as additional input from Commissioner Senderoff. Following tonight's meeting he will prepare the entire element which includes the goals and policies as well as the narrative and implementation. The element will be presented to the Planning Board for review and public comment at their January 28 meeting. Commissioners can comment on the Economic Development Element as individuals to the Planning Board.

Commissioners reviewed the goals and policies and provided the following suggestions/comments:

- Add fiber optics in Strengths
- Add shortage of tourist facilities/lack of infrastructure to support tourism (accommodations, restrooms, wayfinding) to Weakness
- List of Weaknesses is short, there may be additional items in the narrative
- Add specialty retail and restaurants to International Business Community in Strengths to indicate why it is a strength and identify concentration on Highway 99
- Determine whether to use intermodal or multimodal throughout document
- Add free parking to Strengths
- Add "recognized" to events and festivals under Strengths
- Add electric car charging station to Strengths
- Concern the wording of some opportunities are policy language versus action
- Add opportunities on Highway 99 such as big properties, good visibility due to traffic volume, transit

- Add opportunities provided by ferry traffic on SR 104 to Opportunities
- Add glossary of terms
- Add Port of Edmonds as partner in economic development to Strengths
- Add policy recognize Port's role in economic development
- Add accessible public waterfront and pedestrian connections to Strengths
- Add waterfront amenities to Strengths
- Add continue to make waterfront more accessible as a goal
- Identify business districts in narrative
- Add parks to Strengths
- Add Dive Park to Strengths
- Consider whether to include 4th Avenue Corridor in Policy 2f
- Expand language in Policy 5g
- Reword Goal 4
- Add quality of life to Strengths
- Consider referencing impeded access to waterfront from increase in train traffic in SWAT analysis
- Rephrase 4e to address economic development
- Add to Policy 2c accommodating a wide range of housing options to enhance use of commercial
- Add flowers as a Strength
- Include parks and recreational facilities in 5f

Commissioners and staff discussed signage on SR 104 for restaurants near the ferry holding lanes, services provided by fiber optics versus cable, Comprehensive Plan as a vision with broad categories, concern with use of the word "appropriate" in the document, whether 4th Avenue Corridor is a business district, and revisions that have been made to B&B regulations.

Mr. Doherty reported Salish Crossing has signed leases with Top Pot Donuts and Spud Fish & Chips. Top Pot plans to use a mobile app to take orders.

6. TOURISM AND VISITOR SUB GROUP UPDATE

Commissioner Garrett reported the subgroup discussed downtown restrooms and the position paper approved by the EDC. Commissioner Dewhirst made a presentation regarding downtown restrooms to a downtown group who was very supportive. The City's tourism website has been launched; during the first quarter of 2015, consideration will be given to other opportunities for providing information about the City to people visiting the region. The subgroup also brainstormed 2015 projects/efforts. The subgroup meets every other month; their next meeting will be in February.

7. BRAINSTORM IDEAS TO CONSIDER FOR 2015

Commissioners' brainstorming identified the following ideas:

- Leakage: survey current business types and needs, target businesses to recruit (UW study regarding Westgate had a list of community needs)
- Identify physical areas/business districts that would promote economic development
- Encourage small pharmacy, Doc in a Box
- Strategies for engaging businesses on Highway 99, particularly International District businesses
- Business-oriented website for recruitment and investment
- Analyze how waterfront businesses can be enhanced
- Food trucks – waterfront, Yost Park, City Park
- Downtown gathering place

- Village green on 4th Avenue at Dayton to anchor the south end of the 4th Avenue Corridor
- Targeted code amendments
- UW Green Futures Lab study on Five Corners
- Advocate for a boutique hotel downtown and other lodging facilities particularly near the hospital
- Enhanced effort on liaison program
- Review 25 items in SAP related to economic development and consider how to move them forward
- Capture ferry traffic tourism
- Talk with WSF about ferry reservation system
- Explore increasing the number of gas stations in the City to increase gas tax

It was agreed to review the ideas at the next meeting and determine which subgroup would pursue them.

8. COUNCIL LIAISONS' COMMENTS

Councilmember Johnson reported on Council activity:

- Adopted CIP/CFP and 2015 budget
 - Council allocated \$100,000 for matching funds for an alternatives study
 - Council allocated \$100,000 for Highway 99 planning
- Adopted Legislative Agenda for 2015 which includes \$1.25 million for the alternatives analysis and \$10 million to implement a Highway 99 Gateway project
- Adopted Social Media policy
- Reappointed Doug Swartz and appointed Jenny Antilla to the EDC
- Agreed to move forward with a Diversity Commission. A task force is being formed to determine what the commission should address.
- Approved the Edmonds Downtown Alliance's Work Plan and the LTAC's Work Plan
- Added the Schumacher Building to the Edmonds Register of Historic Places
- Received an update on the SAP
- Completed review of the Shoreline Master Program
- Presentation from PSRC regarding regional impacts of the proposed terminal at Cherry Point

(Commissioner Rubenkonig left the meeting at 7:52 p.m.)

9. PLANNING BOARD UPDATE

Planning Board Member Phil Lovell reported on Planning Board activities:

- Reviewing Comprehensive Plan Elements, currently reviewing the Land Use and Utilities Elements.
- Identified two Student Representatives; one will finish in 2014 and the second will start in 2015
- Extended agenda includes:
 - Economic Development Element (January)
 - Transportation and Cultural and Urban Design Elements (February)
 - Street Tree Plan and Streetscape Plan (March)
 - Transportation Element (March)
 - Capital Facilities Element (May)
- Public hearing on entire Comprehensive Plan (June)
- Elected Neil Tibbott as Chair and Phil Lovell as Vice Chair

10. PORT OF EDMONDS UPDATE - None

11. MISCELLANEOUS

Chair Witenberg reported Councilmember Peterson will be leaving his Council position next month to represent District 21 in the State Legislature. He acknowledged Councilmember Peterson's contribution and his support of the EDC. He also thanked Commissioner Purcell for his service on the EDC including his contributions to the Business Enhancement Subgroup.

12. AUDIENCE COMMENTS

Jeff Sherrer commented on the economic impact Edmonds Community College's large student population has on the City. He suggested partnering with Edmonds Community College on something that would draw students. He pointed out the Economic Development Element does not mention reaching beyond the City's borders such as a Sister City Program.

13. ADJOURN

With no further business, the meeting was adjourned at 8:03 p.m.