



## **AGENDA**

### Edmonds Economic Development Commission

Edmonds City Hall  
Brackett Meeting Room, 121 5<sup>th</sup> Ave N  
Wednesday, April 19, 2017  
6 – 8 PM

#### 6:00 P.M. - CALL TO ORDER

1. Call to Order
  2. Approval of Agenda (2.5 minutes)
  3. Approval of March 15, 2017 Meeting Summary (2.5 minutes)
  4. Audience Comments (5 minutes)
  5. Presentation & Discussion with Bob McChesney, Port of Edmonds (30 minutes)
  6. Subgroup Reports (30 minutes):
    - Subgroups on Standby:
      - a. Highway 99 (awaiting further Planning Board & Council action/feedback)
      - b. Signs (awaiting further Planning Board & Council action/feedback)
      - c. Parking (awaiting further Planning Board & Council action/feedback)
      - d. Five-Corners (awaiting further Planning Board action/feedback)
    - Future Priorities
    - Development Feasibility (Update on progress and upcoming objectives)
  7. Old Business:
    - 2016-2017 EDC Summary Report (10 minutes)
  8. New Business
    - Communication, Momentum & Stakeholder Feedback (15 minutes)
    - Small Business Forum (10 minutes)
  9. Roundtable Discussion (Council, Commissioners, City, Liaisons) (10 minutes)
  10. Ideas for May Agenda (5 minutes)
    - Housing Affordability. Tourism Presentation?
  11. Adjourn
- Next regular meeting: May 17, 2017, 6 PM

**CITY OF EDMONDS  
ECONOMIC DEVELOPMENT COMMISSION  
March 15, 2017**

**COMMISSIONERS PRESENT**

Jamie Reece, Chair  
Darrol Haug, Vice-Chair via phone call  
Matthew Waldron  
Mary Monroe  
Stephen Clifton  
Nicole Hughes  
Aseem Prakash  
Nathan Monroe, Planning Board, ex officio  
Greg Urban, Edmonds Chamber, ex officio  
Bruce Faires, Port Commissioner, ex-officio  
Neil Tibbott, Councilmember, ex officio

**COMMISSIONERS ABSENT**

Michael Schindler  
George Bennett

**GUESTS:**

Terrie Battuello, Port of Everett

**STAFF PRESENT**

Patrick Doherty, Econ. Dev & Comm. Serv. Dir.  
Cindi Cruz, Program Coordinator

1. **Economic Development Commission meeting called to order by Chair Reece at 6:02 p.m.**
2. **Approval of Agenda:** Approved as submitted.
3. **Approval of 02/15/17 EDC Minutes:** Matt moved to approve minutes as written, Nicole seconded; motion passed.
4. **Audience Comments** No comments.
5. **Presentation by Terrie Battuello,** Port of Everett: Discussed work done by City of Bremerton to come out of recession. Redevelopment process: including Port Gardner work plan, persistence to complete projects, disinvested real estate. Highway 99 planning project is an example in Edmonds and is comparable to Bremerton's redevelopment process. False starts were frequent and not unexpected. Part of the project was to figure out how to make Bremerton something else – but the entity needs to embrace what you are. A Navy town, unique and need to find your story. Public investment is necessary, Public Facilities District funding is an example of public funding opportunities. Lessons learned – include strategic bursts of excitement and private partners are key to generating enthusiasm.

At Bothell: McMenemy's/Anderson school development – partnership with Northshore school district allowed development of Anderson school to McMenemy's with a public/private partnership, created employment opportunities, close to commuting corridors, high cost of living in adjacent cities draws residency with cheaper housing, residents did worry about loss of downtown. Branch campus of UW is a big draw also. Important to Bothell to not locate any big box development in downtown core. City worked well with development community.

Questions: What is relationship between Port of Everett & City of Everett? The Port of Everett works hard to have relationships with City at every level. Ports can host and cities cannot – Port can throw reception and cities could not do that. Port can and does bring in employers. Port schedules 3 staff meetings with City of Everett per year, Mayor meets directly with Port officials.

The Port is reinforcing and focused on economic development. The Port of Everett and City of Everett have a good working relationship.

Patrick – What thoughts does Ms Battuello have about a City/Port purchasing or optioning property or creating partnerships with private owner? Needs commitment, equal partnership, respectful treatment is necessary. As to an option, it has to be long enough to allow for the process to seek developers and get their commitment. You may just be able work with and help private property owners with marketing their properties for developers.

## 6. Subgroup Reports:

Subgroups on Standby (10 minutes)

- a. Highway 99 – nothing to report.
- b. Signs: Neil advised there would be public hearing at City Council next week. Neil would like EDC thoughts on reducing the square footage of signage on the building to allocate more square footage for pedestrian signage.  
Discussion: Blade signs do not count against square footage. Should square footage allowed for blade signs be considered? Changeable signs for messaging is desired to make a more interesting pedestrian experience. Signage existing could be grandfathered. Value to merchants for signs is immense. Virtual way-finding is the way of the future and could be cheaper option for merchants. The Sustainable Cities partnership with WWU is creating a wayfinding mapping app. Could sign committee look at this before cc hearing next Tuesday?  
**Mary moved to allow representative of the parking sub-group go to the March 21 City Council meeting and read memo regarding commercial and pedestrian signage, Matt seconded and motion passed unanimously.**
- c. Parking: Patrick discussed: working group from EDC, BID, and the recommendation to change employee parking exemptions downtown and mark on-street parking spaces at 20 foot lengths to increase parking efficiency (as a pilot on three blocks); between the two this could gain approximately 40 spaces.
- d. Five-Corners – nothing to report.
- e. Future Priorities – nothing to report – have not met.
- f. Development Feasibility – Patrick discussed issues related to understanding what obstacles exist for potential developers in Edmonds. Used Perrinville property as an example. Could there be an analysis of the project? Meet for discussion to determine why this property has not been able to develop in the manner the property owner would like to develop. Identify parcels in downtown area that are more likely to be redeveloped. Properties that seem to languish and determine what could happen. Look at property in relationship to regulations and code requirements to identify where development could occur and could barriers be worked through. Get professional opinions on potential development from an outside source.

## 7. Old Business:

**2017-2018 EDC Leadership:** Discuss, nominate and appoint Chair and Vice Chair for upcoming year. Jamie is willing to remain as Chair. Mary nominates Jamie Reece for Chair for the next 12 months. Vote is called, and Jamie is elected. George has expressed interest in Vice Chair. Nicole nominated George Bennett. Stephen nominated Mary Monroe. Vote is called, and Mary is elected as Vice Chair for next 12 months.

**Broader Economic Development Strategy:** With many of our short term goals accomplished, what longer term goals and strategies should the EDC pursue? Affordable housing? Development sites vs. regulations? Future Priorities sub-group will work on this topic. Process would be to check off what has been done and come back with report from group to EDC. Sub-group has not

met yet. Continuing education process, redevelopment regulations (refer to December 6 memo). Patrick/Darrol discussion memos passed out. City Council suggestions – Port partnership. Organize meeting with George, Darrol, Nicole, Stephen.

**8. New Business:**

**2016-2017 Summary Report:** Discussion of annual report summarizing EDC achievements during the past year, and objectives for the coming year. Jamie passed out draft memo to be presented to City Council and a list of suggested topics he had received feedback on from Council members. Increase communication by appearing at Council meetings and reading memos directly into record rather than sending by e-mail. Communicate directly to Council member who appointed specific commissioners. Council has expressed desire to have more communication by EDC members. Bruce discussed that grant that Port has applied for from Port of Seattle to help increase advertisement possibilities. Take advantage of existing tourists in community. Walkability is goal of Port; could involve marsh and trail/sidewalk around. Port will be hiring FTE to work on marketing commercial space at Harbor Square and tourism. There is an app for self-guided, walking tour that Snohomish County Tourism Bureau has developed for the murals in Edmonds. **Mary moved to accept the draft as amended to present to City Council in April, Nicole seconded, motion passed unanimously.**

- 8. Roundtable Discussion (Council, Commissioners, City, Liaisons):** Bruce – City/Port difficulties and opportunities (focus on opportunities). Have Port come to make presentation on opportunities with City and what the Port can do. The Port is working on trying to get second boat dealer sometime over the next 2-5 years for a location on the south end of the Port property. Port will make initial investment to encourage potentially sailboat vendor. Greg – Chamber has sponsored SBC to come once a month and offer appointments with business owners through May. Patrick – discussed event for home based business workshop on Wednesday, March 22 in the Library Plaza Room. He encouraged any EDC members to attend. Nathan – Planning Board is working on code development for Hwy 99. Neil – has noticed more traffic in area. Stephen – referenced communities he had visited would like to work on gateway project at the south end of 5<sup>th</sup> Avenue that could be iconic to Edmonds incorporating the arts community. Aseem supported Stephen’s idea for an iconic arts project. Nicole – also supported Stephen’s idea for iconic arts project. Interested in discussing development feasibility project, disinvested properties. Technology presentation would be good for future meeting. Jamie – Edmonds GIS for map information is available on the website. Patrick – TedX talks will not be held in Edmonds this year and moving forward, cannot be sponsored by Sno-Isle and continually be held in Edmonds. Moving to Mukilteo this year. Sustainable Cities – green business initiation kick start for businesses. Going to redo the City’s tourism website and more responsive to mobile.

- 10. Ideas for April Agenda:** Port presentation on future agenda .

- 11. Adjourned at 8:06 p.m.**

Next regular meeting: April 19, 2017, 6 PM

**ECONOMIC DEVELOPMENT COMMISSION  
FUTURE PRIORITIES SUBGROUP  
4/13/17 DISCUSSION NOTES**

EDC Members present: George Bennett  
Stephen Clifton  
Darrol Haug  
Nicole Hughes

Observations and comments:

Proposed next subgroup topics from the EDC Future Priorities matrix:

- Explore ways to provide more affordable housing (we would hope to have a presentation in May from Shane about the City's Housing Strategy, as well as from the Alliance for Housing Affordability that would help kick-start this subgroup's focus).
- Collaborate with Port of Edmonds as development partner (we hope to have Bob McChesney next Wednesday and that could help kick-start this subgroup).
- Develop a creative community vision focusing on "arts community" etc
- Civic Facilities – analyze potential for economic development opportunities associated with relocation of key city facilities by both freeing up existing buildings/land in key locations and/or energizing locations that need new infusion of development, activity and employees

On-going subgroup:

- Development feasibility subgroup – included in their mission is to study the potential development feasibility of various key vacant and/or underdeveloped sites around Edmonds, hopefully leading to identification of barriers, including potential code barriers