

CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION MEETING
January 22, 2020

COMMISSIONERS PRESENT

Mary Monroe, Chair
Kevin Harris, Vice Chair (by phone)
Scott Merrick
Darrol Haug
Margaret Safford
Jay Hoag

Liaisons:

Greg Urban, Edmonds Chamber, ex officio
Vivian Olson, Councilmember, ex officio

COMMISSIONERS/LIAISONS ABSENT:

Kimberly Koenig (excused)
Nicole Hughes (excused)
Jamie Reece (excused)
Nathan Monroe, Planning Board, ex-officio
Bruce Faires, Port Commissioner, ex-officio

Guests:

None

STAFF PRESENT:

Patrick Doherty, Director
Cindi Cruz, Program Coordinator

Economic Development Commission meeting called to order by Mary Monroe at 6:02 p.m.

1. Approval of Agenda: Darrol and Patrick asked to add 1a. A welcome to Vivian and introduction of present members. Margaret moved to approve agenda, Scott seconded, motion passed.

1 a. Welcome to Vivian and introductions. All Commissioners present introduced themselves and each gave a synopsis of their backgrounds.

2. Roll Call and recognition of absences: All absences are excused tonight due to the regularly scheduled meeting was moved to today's date due to inclement weather. Kevin's phone participation does not count towards a count of two meetings attended remotely maximum per year.

3. Approval of 12/18/19 EDC Minutes: Margaret moved to approve minutes, Darrol seconded, motion passed.

4. Audience Comments: None

5. Old Business:

Nothing discussed.

6. New Business:

Reports from meetings with appointing authority: Kevin had met with Councilmember Susan Paine who is his new appointing authority. Hwy 99 is an important project to her. Interested in healthcare core discussion and potential for incubators. Patrick distributed talking points/informational handout about EDC and economic development that Commissioners can use when reaching out to their appointing authorities or in discussions with citizens. Please review and provide feedback and/or additions.

7. Work-group updates – Leads of each work-group to identify next goals work groups will undertake: Discuss 2020 yearly work plan and a brief explanation each work-group was provided for Vivian.

Participation and review of work groups occurs in the beginning months of each year to determine what the focus will be.

Development Feasibility: Have not met since last EDC meeting so nothing to report. Patrick did update on survey conducted by Dev Services. Work-group reviewed and there are approximately a dozen or so respondents that were willing to be contacted. Have not done anything at this point but welcome input and follow-up by EDC. Those surveyed were small projects versus larger projects with staff and team of experts. Have determined that there were a larger number of licenses that were not licensed in Edmonds due to adoption of state business licensing system. Work-group will follow up.

Arts/Tourism: Patrick updated on the vetting process to purchase a trolley. There are trolleys available nationwide through a brokerage site. Could be purchasing in other areas than Seattle but cost of transport could make the Emerald City trolley more cost effective because of minimal transport fees. Will be working to obtain monthly sponsorships by local businesses. Probably only 6 total months of running the trolley for the first year. The desire is to keep this an event and/or experience rather than specifically a transportation mode. Discussion about management, maintenance and ongoing storage and care. Kevin asked about walking tours of Edmonds that could tie into trolley. Mural tour was produced by Sno Co Tourism Bureau but is no longer available. Public art tour and stages of history tours could be a basis for downtown tours. Santa Barbara walking tour was referenced as a model. St. Augustine was also mentioned. Port involvement will be explored.

Patrick mentioned the audio clip that is downloadable for folks sitting in ferry lanes. "You are not just in line, you are in Edmonds" downloadable with audio recording updated and accompanied by video produced by BID's program administrator's son. Will be updated in the next few days.

Business Attraction: Kevin updated on most recent meeting by work group. Discussed co-working and incubation space. One at Westgate and one downtown to use as an appointment space, work regarding these spaces is ongoing. Another one, Workhorse HQ will be located in the Waterworks Building at 2nd and James providing 3600 square foot space. Challenge is available property. Downtown Edmonds is attractive for this type of opportunity. There was concern expressed about parking availability as the 2nd and James area is already very crowded for available on-street parking space. A number of issued employee parking permits are in this location. Zinc Gallery is a potential for allowing shared work space. And continue to have gallery space as a co-space.

Innovation is the goal to encourage businesses to come to Edmonds. Discussion regarding the support of Port. Senior Core of Retired Executives (SCORE) network of business support, Chamber, Northwest Innovation Resource Center, SBCD, maker space, etc. trying to have meeting on 13th of next month to discuss incubation/innovation programming, virtual/physical space potential and 'portal' ownership. All resources for local business. Waterfront Center could provide possibility of a location. Virtual, physical, temp/permanent space, differing versions of this opportunity. Large number of business licenses that are home occupations and how do they access sources for meeting space, etc. Arts community is a large part of businesses in the community also. Healthcare provider/innovation piece and Kevin gave a background on the potential for future healthcare startups in the greater Puget Sound area and many want to make a move out

of Seattle. Edmonds can offer a healthcare core with Swedish Edmonds to connect these businesses with opportunities to expand to Edmonds. Kevin will be meeting in February with Cambia Grove to discuss how to attract healthcare innovators out of Seattle. He discussed ideas on how to encourage these innovators to locate in Edmonds.

Senior engagement piece: Darrol discussed ideas of how to involve bars and pubs to have a pub crawl to target seniors to see what interest is and to get seniors more engaged. Could also involve families of seniors re: promoting intergenerational activities. Patrick to meet with Ferrell Fleming director of Waterfront Center/Senior Center to chain-link to other leaders and gauge interest. Tourism group wants to determine how to have more music performances. Could be connection with both groups. Arts and business attraction. Music venue fees are an obstacle but perhaps there could be joint payments.

Next month and/or March put together work plan for 18-months to two year plan.

The EDC asked Vivian Olson (our new liaison) to report back to the Council meeting about what is being worked on by the EDC.

9. Liaison Updates:

Greg mentioned GSBA event tomorrow 1/23. He was elected to the South District Fire Commission in the fall. Chamber annual membership meeting will be 1/23 at Yacht Club including a luncheon. Chowder event is 2/22 tickets are available.

Vivian discussed several topics she would like to see the Commission research: International District how to bring charm into that area and develop an identity and get buy-in from that community. Make it a tourism stop and/or destination, such as a museum, art mall, animé museum, Las Vegas container park. How walkable would that be between Esperance County Park? Having City functions more accessible to other areas of Edmonds such as out of the downtown area. Resort hotel on waterfront. Patrick mentioned the code change to allow hotels in waterfront zone is coming to City Council in the next month. Smaller hotel such as 40 rooms or so would work but would have to be an independent rather than a national brand. Zoning is too restrictive to be attractive to major hotel chains.

Greg mentioned request to put model train space for 3600 square foot space in Edmonds.

9. Roundtable Discussion (Council, Commissioners, City Liaisons, 3 minutes per person):

Jay mentioned Fortaleza provides wine storage at Waterworks Building. It is basically a private wine locker. SanKai Sushi is great addition to Edmonds dining. Kevin appreciated being able to participate via phone. Scott stated Creative District will be unveiling new logo soon along with positioning statement, tagline, etc. Patrick noted Legislative session started last Monday in Olympia and affordable housing, climate, public safety are the big issues this session and Edmonds has some capital requests – treatment plant, Hwy 99, Waterfront Center and legislative proposals to establish financial support for Creative District. Darrol mentioned his work with ESD on technology issues and long range forecasting model and what buildings are needed. Bond issue on 2/11 but unfortunately it is not enough money for what is actually required.

Adjourn at 7:52 p.m.

Next regular meeting: February 19, 2020, 6 PM in Brackett Meeting Room.