

CALL TO ORDER

Session 24-03 a Regular Meeting of the Comprehensive Plan Steering Committee was called to order by Chair Kathy Carssow at 3:30 p.m. on March 4, 2024 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar.

PRESENT: COMMITTEE MEMBERS CARSSOW, DAVIS, ERICKSON, & KIM

ABSENT: COMMITTEE MEMBER BARNWELL

STAFF: CITY CLERK PETTIT

CONSULTING: CITY PLANNER FOSTER

AGENDA APPROVAL

ERICKSON/KIM MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

APPROVAL OF MINUTES

A. Steering Committee Meeting Minutes of February 20, 2024

ERICKSON/KIM MOVED TO APPROVE THE FEBRUARY 20, 2024 STEERING COMMITTEE MINUTES.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

VISITORS/PRESENTATIONS

REPORTS

PENDING BUSINESS

A. Updated Public Participation Plan

Meg Friedenauer of Agnew::Beck began reviewing the updated document with the Committee. She highlighted the following changes:

- Updated the calendar to align with the community visits, noting that community visit #5 was still to be determined.
- Aligned all the other dates as they show up in the other areas of the plan.
- Revision of the community and partner stakeholders list.
- Added “engage youth and students by working with Homer High School to arrange a visit and activities with a social studies or civics class or the student council to gather input on vision, values, challenges, and opportunities” to the **Community Visits** portion of potential outreach activities.

- Added KBBI, KGTL, KHCX under **Notices, Radio Announcements, and Local Radio Programs.**

Committee Member Erickson suggested that local banking and lending people be included in the financial considerations as she felt they would be able to give a better perception of what's going on in Homer. She also suggested included the Kenai Peninsula Borough given that the City is married to the Borough in many ways.

Committee Member Davis added that it might be beneficial to change 'Financial Considerations' to 'Municipal Financial Considerations.'

Ms. Friedenauer stated that she would include additional entities under the 'Quality of Life' after it was brought to her attention by Ms. Erickson that South Peninsula Hospital was the only organization associated with 'Quality of Life.' Ms. Erickson added that South Peninsula Hospital is all over the community and partner stakeholder list, and felt that an organization like the EDC would fit better in place of the hospital. Chair Carssow provided her input, stating that the Homer Foundation should be added to the 'Quality of Life' as well. She also added that the Saturday Farmer's Market could be included in the community events as well, reasoning that setting up a booth there would be a great way to get a lot of input from a diverse cross-section of the community.

Committee Member Kim asked if any metrics existed in determining how much of a sample size would be needed to have statistically valid data. Ms. Friedenauer fielded his question, stating that when Agnew::Beck looks at a population they look at both the population and the demographics. She continued, saying that they ask a few demographic questions on the survey and compare those to the demographics of the population. Ms. Wade also spoke to Mr. Kim's question, saying that Agnew::Beck is prioritizing representation so that those responses align with the community's demographics.

B. Project Website: <https://homercompplanupdate.com>

Shelly Wade of Agnew::Beck provided a brief demonstration of the project website before asking for initial reactions and feedback from the Committee Members. Committee Members Davis and Erickson shared that they felt pictures of downtown Homer would be a better fit for the project webpage, as opposed to photos of the harbor. They reasoned that this plan is going to affect where people live and work, and that the harbor isn't involved in the comprehensive plan. They suggested photos of the main streets and areas of downtown Homer. Ms. Wade asked that Committee Members submit any photos they may have that could be used for the project website.

Committee Member Kim suggested having more information pertaining to the City on the website, citing boundaries of the City and duties of the City as outlined in City Code as possible additions.

C. Draft Community Visit #1 Framework

Ms. Wade reviewed the Community Visit #1 Framework, highlighting the changes that had been made since the last time the group met. City Planner Foster chimed in, noting that the group is confirmed at the Islands and Oceans auditorium on the evening of Thursday, March 28th. He added that the venue can accommodate up to 125 people. He continued, sharing that the group has been penciled in at the Kenai Peninsula College for Tuesday the 30th, and that he would let the group know when it is confirmed. Lastly, he added that the group is confirmed for the Port & Harbor Advisory Commission meeting for Wednesday the 27th. Chair Carssow also suggested reaching out to the grocery stores in the

area in an attempt to set up a survey. Some of the grocers mentioned were Save-U-More, Safeway and Cole's Market.

Committee Member Kim shared his concern that many of the groups that are being targeted for input tend to be older. He said that this worries him that the data captured at these events will only be geared towards the older demographics in Homer. He inquired about the possibility of tracking demographics when engaging in surveys in order to detect any bias in the data that is captured.

The group suggested hosting an event at Alice's Champagne Palace for their famed Trivia Night during one of the community visits. Agnew::Beck agreed that it was a great idea and said that they would attempt to get in touch with Alice's.

NEW BUSINESS

A. Draft Project Flyer

Ms. Wade began review of the Draft Project Flyer. Many of the Committee Members shared the same sentiment that they felt, stating that the pictures on the flyer weren't representative of what the Comprehensive Plan is going to be accomplishing. They said there were too many tourist and scenery oriented photos, and not enough photos of the residential and business districts around Homer. Ms. Wade urged the Committee to send her any pictures that they had in order to start compiling a library of photos that would be appropriate for this project.

INFORMATIONAL MATERIALS

COMMENTS OF THE AUDIENCE

Avram Salzman commented via Zoom, stating that he wanted to reemphasize potentially calling upon some group in one of the local schools to provide some input, noting that the Student Council at Homer High School would be a great group to work with. He added that he agreed with Committee Member Kim's idea of trying to reach the younger demographic in Homer, stating that community recreation could be a good place to do that. Lastly, he asked for the group to try and include some form of measurement in terms of socioeconomic status.

Scott Adams, city resident, outline the schedule for various programs at the SPARC (South Peninsula Area Rec Center), suggesting that these might be good opportunities to catch some younger people around Homer. He continued with some more of his concerns, highlighting that the Guiding Growth in Homer group is the only group with a scheduled meeting on the project agenda. Next, he shared his concerns that neither Anchor Point or Kachemak City are mentioned in the plan, noting that many people that live in those communities work in Homer. Lastly, he spoke to the lack of sidewalks in Homer, providing that many children live within a mile of their respective schools and have no safe way of walking to school.

COMMENTS OF THE CITY STAFF

COMMENTS OF THE TASK FORCE

ADJOURNMENT

ERICKSON/DAVIS MOVED TO ADJOURN THE MEETING.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

There being no further business to come before the Committee, Chair Carsow adjourned the meeting at 4:50 p.m. The next regular meeting is Monday, March 18, 2024 at 3:30 p.m. All meetings are scheduled to be held in the City Hall Cowles Council Chambers and via Zoom Webinar.

ZACH PETTIT, DEPUTY CITY CLERK I

Approved: _____