

Session 17-04 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Marks at 6:00 p.m. on April 11, 2017 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONER EVANS, GUSTAFSON, LORD, MARKS, RICHARDSON, SANSOM

ADVISORY MEMBERS: COUNCILMEMBER SMITH, CHAMBER DIRECTOR ZAK

ABSENT: KIESEL

STAFF: DEPUTY CITY CLERK JACOBSEN

AGENDA APPROVAL

EVANS/LORD MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. Regular Meeting Minutes of March 14, 2017

LORD/GUSTAFSON MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

VISITORS

REPORTS

A. Marine Trades Association Report

B. Chamber Director Report

Karen Zak, Executive Director of Homer Chamber of Commerce, reported to the Commission that the USS Hopper, a US Navy Destroyer, will be in Homer April 28-30. The Chamber will be working on options for transportation and for volunteer opportunities for the sailors while they're in town. She also reported on the Mongolia delegation that visited, the Winter King Tournament, and the Great Alaska Sportsman Show in Anchorage. Clean up day is April 22nd, and Shorebird Festival is the first week in May. Other upcoming events include a Fire fighter symposium, the first cruise ship will be in May 17th, and Alaska State Chamber Community Outreach will be held here in June.

- C. Pioneer Avenue Task Force Report
- D. Staff Report
 - a. Memorandum from Special Projects & Communication Coordinator Carroll

PUBLIC HEARINGS

PENDING BUSINESS

- A. Business Retention and Expansion Program Planning

The commission continued their discussion from their worksession where they reviewed the survey and made some changes, and began discussing the marketing and outreach plan.

They reviewed the timeline outlined in the staff report for presenting their plan to City Council and for adopting an ordinance or resolution for approximately \$1400 for printing and mailing post cards inviting business owners to participate in the survey the Commission is working to finalize.

Regarding outreach, the commission discussed benefits of direct mailing post cards and hand delivering post cards to local businesses. They addressed using email, social media, and the city and chamber websites as additional ways to get the word out about the survey.

The group also addressed the process for presenting to Council and getting approval to proceed. Commissioner Lord agreed to present to Council on May 8th. She will also contact Special Projects & Communication Coordinator Carroll to confirm whether funds are available in the economic development budget for this mailing or if some sort of a budget amendment is needed.

EVANS/RICHARDSON MOVED THAT THE COMMISSION SUPPORTS TAKING THE BUSINESS RETENTION AND EXPANSION QUESTIONNAIRE TO CITY COUNCIL AND TO REQUEST FUNDING TO MAIL OUT TO BUSINESS OWNERS.

MARKS/RICHARDSON MOVED TO HAVE IT INCLUDE THE MARKETING IN ADDITION TO THE SURVEY AND THE RATIONAL FOR DOING THIS IN THE PRESENTATION.

There was brief discussion.

VOTE (Amendment): NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

Chair Marks commented it would be best to have the financial piece figured out before going to Council on May 8th.

VOTE: (Main motion as amended): NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

NEW BUSINESS

INFORMATIONAL ITEMS

- A. City Manager's Report, April 10, 2017
- B. Commissioner Attendance at City Council Meetings

COMMENTS OF THE AUDIENCE

Karen Zak commented she is willing to help with the BRE and survey. She would like more information about it, as she missed the last meeting.

COMMENTS OF CITY STAFF

COMMENTS OF THE COUNCILMEMBER

Councilmember Smith said he's encouraged by what is being produced by the group and thinks a lot of good can come from it. He also thinks the Council will be receptive to the idea.

COMMENTS OF THE CHAIR

Chair Marks said she will be absent on May 9th.

COMMENTS OF THE COMMISSION

Commissioner Evans said he will be absent in May.

Commissioner Richardson thanked everyone and thinks they are moving in a great direction.

Commissioner Lord commented she gave a commission update to the Council in March and Colleen Prevost from Homer Hot Spots approached her afterwards and was excited about the ideas. She said she's willing to do some extra work to keep this moving forward, but wants to ensure that it's embraced as a commission wide effort.

Commissioner Sansom commented there was a volunteer opportunity fair last week and she met at least seven new people in town. She noted that of the seven, five were retirees. Regarding projects we

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take on here, it her understanding we have to champion them ourselves. We all support the BRE and we'll have to divide and conquer, and see what we can do. She is getting to the point with the wellness group that they are coming up with a name and cohesion, so she'll get prepared to present to City Council to let them know as a group they are thinking in terms of development.

Commissioner Gustafson had no comment.

ADJOURN

There being no further business to come before the Commission the meeting adjourned at 7:02 p.m. The next regular meeting is scheduled for Tuesday, May 9, 2017 at 6:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

MELISSA JACOBSEN, MMC, DEPUTY CITY CLERK

Approved: _____