

Session 17-03 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:06 p.m. on June 13, 2017 at the City Hall Conference Room – Upstairs located at 491 E. Pioneer Avenue, Homer, Alaska and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS GUSTAFSON, EVANS, RICHARDSON, KEISEL, MARKS, SANSOM, LORD

STAFF: SPECIAL PROJECTS AND COMMUNICATION COORDINATOR CARROLL
DEPUTY CITY CLERK KRAUSE

The Commission met in a worksession at 5:00 p.m. prior to the regular meeting. On the agenda was a presentation by Tim Dillon with Kenai Peninsula Economic Development District and the BR & E Program.

AGENDA APPROVAL

The agenda was approved by consensus of the Commission.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. April 11, 2017 Regular Meeting Minutes

LORD/SANSOM - MOVED TO APPROVE THE MINUTES OF APRIL 11, 2017.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS

A. Peggy Paver, Director Homer Council on the Arts, Facility Upgrade and Addition Project

Ms. Paver presented a presentation on the project to add additional space and a venue for hosting events to the commission. She updated the commission on the status of fundraising efforts and the building plan was going well. They were making some adjustments due to constraints with the location of the Woodard Creek and have had to change up the design somewhat but still proceeding on schedule so far. Phase one the painting is almost completed. They have received a Rasmussen Grant and have refinanced the mortgage. Phase two is in progress working on obtaining the permits required. Phase three will be renovation of the basement to include artist's space, kitchen, and storage. The entrance to the restroom will be ADA Compliant. For the Phase two there will be portable toilets until phase three has been completed.

Ms. Paver fielded questions from the commission regarding square footage using a Yurt for events which surprisingly will provide a 2000 sf venue that will seat up to 200 people. It will also be ADA Accessible. The addition of the renovated and finished basement will add artists work spaces that can be rented out. Currently they have space rented out that pays their mortgage. Ms. Paver noted that the project will be broken into three phases and by doing so they will negate having the requirement for a large amount before starting the project. She additionally reported that they currently employ 1.75 personnel, have 94 volunteers and usually have 10 volunteers each week. She has facilitated a Business plan that takes into account the possible requirement of additional paid staff.

REPORTS

A. Marine Trades Association Report

There was no report provided or representative present for this meeting.

B. Chamber Director Report

Chamber Director Zak was unable to attend this meeting due to prior engagement and no written update was provided for this meeting.

C. Pioneer Avenue Task Force Report

Chair Marks provided an update on the 2017 projects – they are hoping that weather permitting they can start with the pavement painting. They have decided to deal with one project at a time and have received a donation of paint to paint that building that the Cook Inlet Mural is on; they are looking into similar permanent benches like the Harbor has at the Deep Water Dock for Cruise Ship Passengers. She informed the commission that the theme for the 4th of July Parade is Homer in Bloom and Rita Jo & Leroy Shultz have agreed to be the Grand Marshalls.

D. Staff Report

Special Projects & Communications Coordinator Carroll provided a summary of her report included in the packet and pointed out the following:

- The Economic Strategy for the State is available on the city website
 - o Comments from the Commission on the format being more of an action work plan
- Mariculture is a top economic development priority for Governor Walker
 - o August presenter/visitor – Marie Bader, Kachemak Shellfish Mariculture Association
 - o Suggested having a meeting at the facility on the Spit, worksession in August prior to regular meeting for a tour of the facility.
- Capital Improvement Plan will be on the Commission agenda for August meeting, while not much funding is out there, the commission is strongly recommended to suggest two projects since consistency on a project being on the list over a period of time shows the commitment of the community. The CIP is online for the commission to review.
- The quarterly KPEDD report is available on their website
- New Deputy City Clerk I, Haley Smith will be the clerk for the Commission starting with the August meeting

- City has received a letter regarding the availability of shovel ready projects suitable for the Trump Administration Infrastructure program. There has been a list for three projects from Homer for this list.
 - o Barge Mooring, Haul Out and Repair Facility
 - o Water Distribution Projects
 - In process to get the Public Safety Building Project Shovel ready
This project is currently at a standstill

There was a brief discussion on the Deep Water Dock project and that being on the list.

PUBLIC HEARINGS

PENDING BUSINESS

A. BR & E – Promoting the Survey

Chair Marks briefly reviewed the item on the agenda, referencing the draft postcard/flyer design and requested recommendations or suggestions from the commission.

There was a brief discussion on the draft News Release and there were a few notations for grammar usage, comments on postage paid return envelopes, having additional stock on hand.

Postcards and Flyers – Contacted PrintWorks and LazerPrint

- PrintWorks priced out 2000, \$1286, two color, mailing services with provided mailing list
 - o Full color front and black & white back was quoted at \$1128
 - Determined that for the nominal cost increase staff recommended using two sided, full color materials
 - No timeframe was provided
- LazerPrint after several attempts on email and phone has not been able to provide a cost estimate

The commissioners questioned the requirement of using local provider but since they were to support and encourage local business it would be best to use a local service. They requested staff to print enough to use the funding that was appropriated for this so there was extra. It was also noted that they were going to have posters also. The design is malleable and can be used for various mediums. They can use the additional postcards to provide the Chamber with some to distribute, posters or flyers can be printed by staff using city supplies.

The commission agreed by consensus to use the draft postcard and News Release with the corrections mentioned.

Commissioner Lord inquired about the technical side of the survey and how that will work. Ms. Carroll stated that IT Manager Poolos was agreeable and she could set that webpage up and everything as unpublished until he returned from vacation later in the month as she did not want to go forward without his final review.

Ms. Carroll also noted some public input received from Buck Lukitis on the survey such as adding a choice of vessel as where you do business from, plus a few other suggestions from a fisherman's point of view.

A brief discussion and commentary on the minor tweaks and future use of the survey and a release date of June 21, 2017 ensued.

Commissioner Sansom requested the use of the word project instead of program and changing the use of the first step, what is the next step or is there a next step. She believed that the focus being on existing businesses may be too limited and should creation of a new business be considered. Discussion ensued on stating in a News Release only on existing businesses. Using the word focus indicates exclusive and that is what the survey is geared towards. Trying to be inclusive of everybody every time is not possible.

Further discussion ensued on how to word craft the document to encourage whomever wants to complete the survey can complete it. Not changing it too much because then that defeats the intent of the survey.

The commission also discussed a proposed timeline, release and use of social media, the city website, and using other organizations to promote the survey such as Bed & Breakfast Association, Realtors, businesses, etc. Staff will work with the Chamber.

Commissioners also suggested sending the press release to the Alaska Business Magazine, local radio stations and other promotional presentations for Farm Bureau, Farmers Market, Marine Trades, Rotary and a few others. The presentation that was done before Council could be used and provide the personal touch.

Chair Marks added that she did not mind setting up and presenting before groups such as the Chamber Board and she will distribute flyers and postcards too. She asked about Wellness and the MAPP groups.

The survey would be live until October it was agreed not to have a specific date.

Commissioner Lord will check with the Farmer's Market on having an informational table. She also recommended having postcards at the Planning Department, Port & Harbor and the Library.

Commissioner Gustafson volunteered to provide information to MAPP.

A brief discussion was entertained on a non-profit is a business.

Commissioner Evans will talk to the Chamber Board.

NEW BUSINESS

INFORMATIONAL ITEMS

A. Commissioner Attendance at City Council Meetings

Chair Marks reviewed the attendance scheduled and noted that she would attend the meeting for June 26, 2017 meeting, they have canceled the July commission meeting and they will seek a speaker at the August 8, 2017 meeting.

COMMENTS OF THE AUDIENCE

COMMENTS OF CITY STAFF

Ms. Carroll commented on the upcoming Ramp 2 Restroom Replacement Project and that the city is applying for a Land Water Conservation Fund grant and the Port can use Reserves Funds and proceeds from the Cruise Ship Passenger Tax program.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Marks had no additional comments.

COMMENTS OF THE COMMISSION

Commissioners Richardson, Gustafson, Evans, Sansom and Keisel had no comments.

Commissioner Lord wished everyone a Happy July and noted that Commissioner Keisel will have a new addition to her family in August.

ADJOURN

There being no further business to come before the Commission the meeting adjourned at 7:35 p.m. A **WORKSESSION IS SCHEDULED FOR 5:00 P.M. PRIOR** to the next regular meeting. The **NEXT REGULAR MEETING IS SCHEDULED FOR Tuesday, April 11, 2017 at 6:00 p.m.** at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

RENEE KRAUSE, CMC, DEPUTY CITY CLERK

Approved:_____