

Session 17-08 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:01 p.m. on September 12, 2017 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS MARKS, SANSOM, LORD, RICHARDSON

TELEPHONIC: COMMISSIONER GUSTAFSON

ABSENT: COMMISSIONERS EVANS, KEISEL (EXCUSED)

STAFF: SPECIAL PROJECTS AND COMMUNICATION COORDINATOR CARROLL  
COUNCIL MEMBER SMITH  
DEPUTY CITY CLERK SMITH

### **AGENDA APPROVAL**

RICHARDSON/ 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. August 8, 2017 Regular Meeting Minutes

LORD/RICHARDSON- MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

### **VISITORS**

### **REPORTS**

D. Staff Report

Jenny Carroll, Special Projects and Communication Coordinator, stated she was glad everyone could make it to the meeting. Carroll touched on the Homer Ocean Park Letter and her response to Dr. and Mrs. Marley, declining their property offer. Ms. Carroll stated that she added the KPEDD letter into the Meeting Packet as an informational item, but Commissioner Karin Marks let her know that the letter was not in their packet. Ms. Carroll apologized and will put the letter in the next meetings packet. Since September 6<sup>th</sup>, there has been an update in statistics. Ms. Carroll explained that they had three more people take the BR&E Survey, bringing the total up to 87 people.

Mrs. Carroll welcomed Ethen Grover, Student Representative, to the Commission.

## **PUBLIC HEARINGS**

## **PENDING BUSINESS**

### **A. BR&E Initiative**

#### **1. Commissioners Report on Outreach Efforts/ Opportunities**

Commissioner Marks provided a brief overview of the BR&E Initiative to bring Ethen Grover up to speed and handed out postcards to the Commissioners who had run out. Ms. Marks explained the importance of handing out the postcards and sharing information about the BR&E Survey. The Commission set a goal of exceeding 100 persons by the end of the BR&E Survey on October 13<sup>th</sup>. Ms. Marks proposed the idea of sending out another email and doing one more final push before the survey comes to an end.

Ms. Carroll explained that she stocked all of the venues full of postcards, but has not sent out another email. Ms. Carroll explained that most people haven't responded because they didn't want to do the interview portion, and just wanted to do the survey. She explained that she will send out the email, but doesn't expect it to bring in many surveyors.

There were two survey packets that were distributed to Commissioner Richardson for processing, upon her request.

Commissioner Lord Reached out to the Marine Trades Association and they were going to be reaching out to their members about the Survey.

Commissioner Sansom stated that she received positive feedback from the B&B Association and she has not heard back from the Wellness Association, so she will be contacting them again.

#### **2. Scheduling for Data Analysis and Preparing Report**

Commissioner Marks suggested that at the next Regular Meeting the Commission should go over the preliminary reports of the survey and start to process them. She then suggests that they have a work session after their next regular meeting to power through all of the data, so the commission will have a report to take to the City Council on their January 22<sup>nd</sup>.

Ms. Carroll stated that there are two different parts to the survey, the fill in the blank and multiple choice questions, and the short answer questions. Ms. Carroll explained that Google Forms provides a graph

or data table of all of the multiple choice and fill in the blank questions that can be brought to the next meeting for processing, the more difficult part of the survey to process is the short answers and Interviews. Ms. Carrol further explains that the Short answers will take more time to go through, so she suggested that a work session be scheduled for the second part of the survey.

Commissioner Lord suggested that the commission go through the short answers and interview questions and pull out the quantitative subjects and put them on one document, essentially grouping like ideas together for faster analysis. Then the commission can go back and analyze anything that couldn't be grouped together.

Commissioner Marks suggested to meet in a work session on October 24<sup>th</sup> 2017. The commission had some discussion on this topic, but mutually agreed that October 24<sup>th</sup> 2017 at 6:00pm would work best for their work session.

#### B. Small Business Development Center Funding Request

Commissioner Marks stated that she believes the best way for the Small Business Development Center (SBDC) to gain funding is by them requesting it from the Homer Foundation. The commission goes on to discuss the City having an Economic Development position like Ketchikan.

Council Member Smith stated that this is a very complicated request because request and personal that is affected is our City Mayor. He believes that the request should go through the Homer Foundation due to the fact that the Mayor is requesting this funding. He states that in his opinion, the Homer Foundation has a better system and would be a more appropriate way for them to gain funding instead of going directly to City Council.

Ms. Carroll clarified that there is an Economic Development Budget for the City of Homer. The budget funds Homer Marine Trades, the Chamber of Commerce, and hopefully in the future it will fund a position for Economic Development.

There was more discussion about how the Homer Foundation gains its money and how they pick an organization to fund.

Commissioner Gustafson stated his opinion being that the commission suggest that the SBDC request the funding through the Homer Foundation. He states that it seems like the Homer Foundation is set up better for a situation like this.

LORD/ GUSTAFSON- MOVED THAT THE SBDC SEEK FUNDING THROUGH THE HOMER FOUNDATION, WHERE THE CITY HAS SET UP AVENUES FOR PROPER FUNDING

There was no discussion

UNANIMOUS CONSENT

Motion Carried

C. Letter to Dr. and Mrs. Marley Declining Property Offer

Commissioner Sansom commended Ms. Carroll for the letter that she sent to Dr. and Mrs. Marley. There was no more business on this topic.

**NEW BUSINESS**

A. Rescheduling November Regular Meeting

The commission discussed rescheduling the November Meeting but unanimously decided to wait until the October Regular Meeting to make a final decision.

**INFORMATIONAL ITEMS**

A. City Managers Report

B. Commissioner Attendance at City Council Meetings

**COMMENTS OF THE AUDIENCE**

**COMMENTS OF CITY STAFF**

**COMMENTS OF THE COUNCILMEMBER**

**COMMENTS OF THE CHAIR**

**COMMENTS OF THE COMMISSION**

**ADJOURN**

There being no further business to come before the Commission the meeting adjourned at 7:11 p.m. The **NEXT REGULAR MEETING IS SCHEDULED FOR Tuesday, October 10, 2017 at 6:00 p.m.** at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

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HAYLEY SMITH, DEPUTY CITY CLERK

Approved: \_\_\_\_\_