

Session 19-01 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:07 p.m. on January 8, 2019 at the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS MARKS, BROWN, AREVALO, GUSTAFSON, STUDENT REPRESENTATIVE HOLMES, AND COUNCILMEMBER SMITH

ABSENT: COMMISSIONERS RICHARDSON, EVANS, AND JOHNSON (excused)

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

### **APPROVAL OF AGENDA**

Chair Marks requested a motion to approve the agenda.

GUSTAFSON/BROWN 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 for November 13, 2018

Chair Marks requested a motion to approve the minutes.

BROWN/GUSTAFSON MOVED TO APPROVE THE MEETING MINUTES FROM NOVEMBER 13, 2018.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

### **VISITORS/PRESENTATIONS**

### **STAFF & COUNCIL REPORT/COMMITTEE REPORTS**

A. Homer Marine Trades Association Report

- i. HMTA Meeting Minutes for November 7, 2018
  - ii. HMTA Meeting Minutes for December 17, 2018
- B. Chamber Director Report
- C. Pioneer Avenue Task Force Report
- D. Staff Report – Jennifer Carroll, Special Projects & Communications Coordinator
- E. Mayor’s Meeting with Advisory Body Chair Persons – Verbal Report by Commissioner Anders Gustafson

Chair Marks acknowledged the Homer Marine Trades Association reports in the packet, that the Chamber Director was not present, and provided a brief status update on the Pioneer Avenue Task Force.

Special Projects & Communications Coordinator Carroll provided her staff report. She spoke to and facilitated discussion on the following:

- Industry Outlook Forum, hosted by KPEDD on January 9, 2019 and what it entails;
- Disaster/Emergency preparedness planning training by KPEDD: not just personal but also for Small Businesses;
- EDC Orientation packet: topic to discuss and take action on at a future meeting.

Commissioner Gustafson provided a report on Mayor Castner’s meeting with advisory body chairs/vice chairs and staff, then deferred to Councilmember Smith for additional details. Mr. Smith described what the Mayor’s goal was in regards to \$18,000 budget funds that were set aside for projects that commissions may want to propose projects for. There was discussion on the topic and how the pool of money is there for everyone to utilize, not just for one exclusive project.

There was further discussion between the Commissioners, Deputy City Clerk Tussey, and Councilmember Smith on the importance of making proper motions, recordkeeping, bringing in the public through the advisory body, and the role of the advisory commission in reporting to City Council.

## **PUBLIC HEARINGS**

## **PENDING BUSINESS**

- A. Wayfinding/Streetscape Plan Development
  - i. Memo from Jenny Carroll Re: Cost Estimate
  - ii. Memo from Jenny Carroll Re: Developing a Presentation to Council

Chair Marks noted the two laydowns provided by Ms. Carroll and herself, and gave a brief summary of the work the commission has done so far on wayfinding-streetscape plan development. She then deferred to Ms. Carroll for further details.

Special Projects & Communications Coordinator Carroll spoke on her work in reaching out to consultant firms for cost estimates to develop a Wayfinding-Streetscape Plan with EDC. Since the commission does not have a precise Request for Proposal (RFP) for them to respond to, the consultants gave ballpark estimates on two different products they could provide, either under a term contract or having them do certain pieces:

1. A fully-executed Wayfinding-Streetscape City Plan with the consultant doing majority of the work would run about \$30-50,000;
2. A plan where EDC conducts majority of the ground work, with the assistance of a consultant on certain sections, some written/photo context, or maps of different scales that note locations, would cost about \$15-20,000.

Commissioner Brown inquired on where these consultants are located; it was clarified that they are based in Anchorage, AK. Discussion further ensued on the components of an RFP, the process of how it is written, what EDC is recommending to City Council for a wayfinding-streetscape plan, and how that would fit into an RFP.

Commissioner Arevalo commented on how it seemed the second firm is less expensive and more flexible; she asked Ms. Carroll for her impression on the two consultants. Ms. Carroll explained her opinion on the two consultants based on her conversations with them and how they answered her questions, with no preference for one or the other.

Chair Marks opined the creation of a task force that included a consultant and other members, possibly from PARCAC. She suggested that EDC make a proposal to Council to create such a group, hire a consultant, and that some of the work could be done in increments for funding. Commissioner Brown asked for further clarification on what the scope is and what EDC is asking the consultant for. Chair Marks referenced the Scope of Work already approved by EDC outlined in Ms. Carroll's memo. The commission reiterated the reasoning behind having a plan.

Chair Marks posed the question: what is the commission's opinion on proposing a plan that is done in increments (as budget allows) or all at once (high cost). Councilmember Smith provided his comments, notably that EDC recommends hiring a consultant to update the Transportation Plan via HART funds and that the Wayfinding-Streetscape Plan gets included as a component of the Transportation Plan so it can get done all at once. The Commission extensively discussed costs for such a plan and how much time would be needed to complete a new Transportation Plan; commissioners voiced concerns with trying to get the Wayfinding-Streetscape Plan done sooner than later since the Transportation Plan may not come to fruition as soon. Mr. Smith reiterated that his suggestion is to help get EDC's plan funded, not delayed. He felt there may be more support from Council if the two plans are dovetailed together; EDC needs to come up with ways to sell the plan proposal to Council.

There was extensive discussion on funding, proposal strategizing, and the commission needing to compile a list on the "why": why is the plan important to Homer's economic development, and how will the plan implementation be a catalyst for economic development?

The Commission deliberated on possibly holding a worksession to formulate their proposal, or make a meeting schedule change to accommodate further discussion and the absence of Chair Marks during the month of March. There was general consensus among staff and commissioners on ensuring everyone does their due diligence and come prepared to the February meeting on making a final presentation. There was additional discussion on having Julie Engebretsen, Deputy Planner, at the meeting to help consult on the Transportation Plan and how EDC could propose integrating a Wayfinding-Streetscape Plan into it.

**NEW BUSINESS**

- A. EDC Bylaw Amendments
  - i. DRAFT 2019 Bylaws

Chair Marks introduced the agenda item and deferred to Deputy City Clerk Tussey to provide additional details. Ms. Tussey explained the process of making bylaw amendments, the timeframe that would be needed to review them, and an overall description of what the City Clerk's Office is looking to accomplish with the bylaw amendments. She recommended that with the limited time remaining at the meeting, that the commission postpone the bylaw amendments to the next meeting.

Commissioner Arevalo inquired on some of the changes, if they're based on code or policy. Ms. Carroll and Ms. Tussey provided additional comments on the proposed changes and how specifying certain months to address annual goals/responsibilities could better help the commission.

Chair Marks voiced concerns over some of the changes. Ms. Tussey responded to Chair Mark's questions and reiterated that the commission has limited time remaining at the current meeting and did not think she could provide the appropriate amount of explanation needed, therefore the commission should postpone the agenda item to the next meeting. There was brief discussion on future meeting agendas and that commissioners had the option to reach out to Ms. Tussey for further information outside of the meeting.

BROWN/AREVALO MOVED TO POSTPONE BYLAW AMENDMENTS TO THE NEXT REGULAR MEETING.

Chair Marks noted that the commissioners will need to come prepared to make any further amendments to the bylaws.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

**INFORMATIONAL ITEMS**

- A. Karin Marks KPEDD Letter of Appointment
- B. Katia Holmes EDC Student Representative Letter of Appointment
- C. City Manager's Report for November 26, 2018
- D. City Manager's Report for December 10, 2018
- E. Commissioner Attendance at 2019 City Council Meetings

Chair Marks noted the informational items provided in the packet. She referenced the City Council meeting schedule, noting she could attend the January 14<sup>th</sup> meeting, and asked the commissioners to volunteer for future meetings so the list could be updated.

**COMMENTS OF THE AUDIENCE**

**COMMENTS OF CITY STAFF**

Special Projects and Communication Coordinator Carroll and Deputy City Clerk Tussey had no comments.

**COMMENTS OF THE COUNCILMEMBER**

Councilmember Smith had no comments.

**COMMENTS OF THE CHAIR**

Chair Marks welcomed Katia Holmes, the new Student Representative, to the commission.

**COMMENTS OF THE COMMISSION**

Commissioner Arevalo thanked Mr. Smith and Ms. Carroll on their input on the Transportation Plan and making EDC aware of it.

Commissioner Brown and Gustafson had no comments.

**ADJOURN**

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 8:18 p.m. The next regular meeting is scheduled for Tuesday, February 12, 2019 at 6:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

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RACHEL TUSSEY, DEPUTY CITY CLERK I

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