

Session 19-02 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:00 p.m. on February 12, 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, RICHARDSON, GUSTAFSON, JOHNSON

ABSENT: COMMISSIONER EVANS (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/JOHNSON SO MOVED.

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 January 8, 2019

Chair Marks requested a motion to approve the minutes.

Commissioner Arevalo requested clarifying verbiage on page three, fifth paragraph down.

AREVALO/BROWN MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

- A. Charlie Stewart, Homer Hockey Association
 - i. Letter to EDC Re: Revenue HHA Brings to Homer

Charlie Stewart and Charlene Flyum, Homer Hockey Association, presented on how the hockey rink brings money to Homer, the numbers of visitors/revenue it brought in, and the economic impact a hockey tournament has on the community. They wanted EDC to be aware of what the HHA does for the community in relation to HHA's need of financial support.

The commission, Mr. Stewart, and Ms. Flyum discussed the HHA's budget, their financial history, and how additional funding allocated from the City would be used. Mr. Stewart explained how the HHA's overall goal with the extra funds is to lower their ice price, which in turn lowers user costs and then attracts more visitors to Homer who bring additional economic benefits to the community. The commission provided feedback on HHA's presentation and recommended what kind of numbers/information they should include to reinforce their budget request proposal to Council.

There was a general consensus among the commissioners to include the HHA budget request on the March agenda.

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

A. Homer Marine Trades Association Report

Deputy City Clerk Tussey provided a brief HMTA report on behalf of Cinda Martin, HMTA Secretary.

B. Chamber Director Report

Chamber Director Debbie Speakman presented a brief report from the Chamber of Commerce. She noted current events/winter recreation support that the Chamber of Commerce is working on; she detailed how they're trying to bring in more winter activities to offset the lack in winter tourism.

C. Pioneer Avenue Task Force Report

D. Staff Report – Jennifer Carroll, Special Projects & Communications Coordinator

Special Projects & Communications Coordinator Carroll provided her staff report, which included information on the Chamber Board Retreat she had attended.

PUBLIC HEARINGS

PENDING BUSINESS

A. Wayfinding/Streetscape Plan

- i. Memo to EDC Re: Recommendation to City Council
- ii. DRAFT Resolution 19-007 Transportation Advisory Task Force
- iii. DRAFT Memo to City Council Re: Support for Wayfinding-Streetscape Plan

Chair Marks gave a brief summary on what the commission decided on at the February 5th worksession, and what the commission was being asked to approve at the present meeting (per Ms. Carroll's memo in the packet). She further explained that since the worksession, there had been a change in Council's

current stance on possibly forming a transportation task force, which ultimately revises the commission's recommendation to Council.

Ms. Carroll explained what would need to be revised in her memo to make it more generic and relevant to whatever the Council decides to do, be it appoint a task force first then hire a consultant, or hire the consultant first then appoint a task force. There was discussion on how the commission wanted to proceed, what kind of recommendation should be made to City Council, and planning to make a 10 minute presentation to the Council at their February 25th meeting.

MARKS/JOHNSON MOVED TO RECOMMEND TO CITY COUNCIL INCLUDE WAYFINDING-STREETSCAPE PLANNING AS AN INTEGRAL COMPONENT OF THE NEW TRANSPORTATION PLAN THAT HAS A MULTI-MODAL PERSPECTIVE.

There was brief discussion on the wording of the motion.

VOTE: YES: AREVALO, BROWN, MARKS, GUSTAFSON, JOHNSON, RICHARDSON

Motion carried.

MARKS/AREVALO MOVED TO MAKE A PRESENTATION TO CITY COUNCIL ON THE 25TH OF FEBRUARY TO HIGHLIGHT THE MEMORANDUM AND RECOMMENDATION TO CITY COUNCIL ON EDC'S PROPOSAL.

Discussion ensued on which commissioners will present/participate and who will collaborate with staff to create the visual presentation.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

- B. EDC Bylaw Amendments
 - i. Memo to EDC Re: Bylaw Amendment Postponement

Chair Marks read the recommendation from the City Clerk to postpone action on the Economic Development Advisory Commission bylaws to the March 12, 2019 regular meeting agenda due to a need for additional time to resolve discrepancies between the bylaws and City Code.

RICHARDSON/BROWN SO MOVED.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

NEW BUSINESS

- A. 2019 Land Allocation Plan

- i. Memo from Deputy City Planner Re: 2019 Draft Land Allocation Plan
- ii. LAP Section A – Lands Available for Lease
- iii. LAP Homer Spit Map of Land

Chair Marks introduced and initiated discussion on the 2019 Land Allocation Plan. She explained that she won't be present for City Council's March 26th worksession and suggested that another commissioner volunteer to attend and represent EDC's work.

Ms. Carroll reported on the Land Allocation Plan packet material, noting the new worksession date from March 11th to March 26th. She further described the Port and Harbor Advisory Commission's recommended changes to the designated overslope areas and what the Planning Department is asking the commission to do in relation to the LAP.

Commissioners Gustafson and Arevalo agreed to represent the EDC at the Council's March 26th worksession. There was brief discussion on questions pertaining to airport leases.

Deputy City Clerk Tussey confirmed that the commission did not have any amendment recommendations to the Land Allocation Plan.

INFORMATIONAL ITEMS

- A. City Manager's Report for January 9 & 28, 2019
- B. Commissioner Attendance at 2019 City Council Meetings

Chair Marks and Commissioner Arevalo made comments on the City Manager's reports.

Chair Marks noted the upcoming Council meetings and encouraged commissioners to attend them; Commissioner Gustafson agreed to attend the March 26th meeting. There was brief discussion on EDC member attendance at the February 25th City Council meeting.

COMMENTS OF THE AUDIENCE

Chamber Director Debbie Speakman commented on how out of the state's four keystone industries, tourism is the only one that has seen a slow/steady increase over the last five years. She spoke to tourist projections, referencing forecast statistics on an upcoming influx of RV visitors and the need for better wayfinding signage.

COMMENTS OF CITY STAFF

Special Projects and Communication Coordinator Carroll thanked the commission for their productive meeting.

Deputy City Clerk Tussey had no comments.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Marks reiterated that she won't be present for the March meeting; she commented about items that will be on the March agenda, reminded commissioners to speak with Ms. Carroll if they want to schedule items on the agenda, and other projects that are coming up.

COMMENTS OF THE COMMISSION

Commissioner Arevalo requested clarification on the Homer Hockey Association being on the agenda. There was discussion on the HHA proposal and what kind of action could be made at the next meeting.

Commissioner Johnson commented on EDC's visual presentation and how he will coordinate with staff to help create it.

Commissioner Gustafson commented on RV traffic and parking in the HHA empty parking lot during the summer.

Commissioner Brown commented on a conversation she had with a councilmember regarding possible windfall monies coming in from Amazon taxes, and to see if there could be a reduction in taxes.

Commissioner Richardson had no comment.

ADJOURN

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:45 p.m. The next regular meeting is scheduled for Tuesday, March 12, 2019 at 6:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

RACHEL TUSSEY, DEPUTY CITY CLERK I

Approved: _____