

Session 19-05 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:02 p.m. on May 14, 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, EVANS, & JOHNSON

ABSENT: STUDENT REPRESENTATIVE HOLMES

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

APPROVAL OF AGENDA

Deputy City Clerk Tussey noted that Student Representative Holmes submitted her notice of resignation, since she was graduating and could no longer be a student representative.

Chair Marks welcomed Commissioner Brown back and reminded the commission that there is currently one seat still vacant. She called for a motion to approve the agenda.

AREVALO/EVANS MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. EDC Regular Meeting Minutes for April 9, 2019

Chair Marks called for a motion to approve the minutes.

AREVALO/JOHNSON MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

A. Special Projects & Communications Coordinator Staff Report

Special Projects & Communications Coordinator Carroll reviewed her staff report in the packet, noting the following:

- Sign Ordinance memo that went to the Advisory Planning Commission, and Commissioner Richardson's upcoming presentation to them;
- A link to a recently published report from the University of Alaska Center for Economic Development on Impacts and Opportunities of Outdoor Recreation;
- Summary of the work being done with the Chamber of Commerce regarding telecommuters;
- City Manager's report on the positive results on the Large Vessel Harbor Expansion Project: the Corps of Engineers has given the green light for the City to move forward on a feasibility study;
- Resolutions that encourage the State to support pedestrian-friendly improvements to Pioneer Avenue and Lake Street.

Councilmember Smith gave an update on the pedestrian-friendly paving projects noted in Ms. Carroll's report. He also provided clarification on what "curb-to-curb" projects cover.

B. Chamber Director Report

Debbie Speakman, Chamber Director, reported to the commission about recent conversations between the Homer Chamber of Commerce, Mayor Castner, and City Manager Koester regarding the upcoming marketing contract proposal between the City and Chamber. Ms. Speakman spoke to and facilitated discussion on the following:

- What/who telecommuters are and finding ways to attract telecommuters to Homer.
- Ms. Speakman's work reviewing the CEDS and other City documents to help make economic development decisions based on data/information that's already been gathered.
- Chamber of Commerce's big push to market Homer winter recreation activities in other Alaskan communities.

The commission and Ms. Speakman discussed her report, what telecommuter offices are and what would be offered, and the role of the EDC in the Chamber's goal (collaborate and create a presentation that would go to Council).

C. Homer Marine Trades Association Report

D. Pioneer Avenue Task Force Report

Chair Marks reported that at the last Pioneer Avenue Task Force the group agreed to meet quarterly. She noted who was present at the last meeting and what their future plans are.

PUBLIC HEARINGS

PENDING BUSINESS

A. EDC Elections for Chair & Vice Chair

Chair Marks explained that per the recently revised EDC Bylaws (moving EDC Officer Elections to the April regular meeting), the commission needed to hold elections for chair and vice chair. She asked for a motion to select a new chair.

EVANS/AREVALO MOVED TO ELECT KARIN MARKS AS CHAIR.

Ms. Marks agreed to accept the nomination.

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

Motion carried.

Chair Marks asked for a motion to elect a new Vice Chair.

EVANS/AREVALO MOVED TO ELECT JEFFREY JOHNSON AS VICE CHAIR.

Commissioner Johnson accepted the nomination.

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

Motion carried.

B. EDC Strategic Plan/Goals

- i. DRAFT 2019 EDC Strategic Plan/Goals
- ii. 2018 Homer Comprehensive Plan: Chapter 7 Economic Vitality
- iii. Business Retention & Expansion Survey Report: EDC Proposed Action Items
- iv. 2011 Comprehensive Economic Development Strategy: Implementation Plan

Chair Marks provided a recap on how the commission decided to put more thought into what the EDC's plans and goals are, and bring those ideas back to the next meeting. She opined on the need for a calendar to help the EDC know what tasks were coming up. Deputy City Clerk Tussey gave clarification on staff's efforts to create an informal calendar to be included in an orientation packet, and on EDC's previous decision to revise their bylaws at a later date to include an annual Strategic Plan/Goals review section once they have established such a plan.

The commission mutually agreed that additional time was needed to delve into the topic. They agreed the best course of action would be to hold a worksession at 4:30 pm before the June 11th meeting to work out the strategic plan and potentially figure out the EDC's next step/project.

Ms. Tussey responded to questions from the commission, explaining what information had been provided to them and summarizing the need for a concise list of goals. Special Projects & Communications Coordinator Carroll gave staff feedback on what the commission should do with the information, and provided info on the CEDS and the challenges with updating it. Chair Marks noted some of the goals listed in the reports and facilitated discussion on what the commissioners should consider to come prepared to the worksession.

NEW BUSINESS

INFORMATIONAL MATERIALS

- A. Memo from Deputy City Clerk Tussey Re: What Constitutes a Committee
- B. City Manager's Report for April 8, 2019
- C. City Manager's Report for April 22, 2019
- D. Commissioner Attendance at 2019 City Council Meetings

Chair Marks noted the informational materials provided and thanked staff for including them.

Commissioner Evans posed questions to Ms. Carroll regarding online sales tax information that was in the City Manager's Report, which prompted the request to have it on a future EDC agenda for discussion. Ms. Carroll agreed to work with Mr. Evans on preparing a memo to bring before the commission.

Councilmember Smith shared City Council's decision regarding online sales tax, which was to leave the decision-making on the matter to the Kenai Peninsula Borough since they lead in tax collection.

COMMENTS OF THE AUDIENCE

COMMENTS OF CITY STAFF

Special Projects and Communication Coordinator Carroll shared the working draft of the EDC Orientation Packet with the commission and provided a summary of its contents.

Deputy City Clerk Tussey had no comments.

COMMENTS OF THE COUNCILMEMBER

Councilmember Smith welcomed Commissioner Brown back and shared an update on the storm damage that wiped out the City's Spit campgrounds. He announced that the Navy invited four councilmembers to be flown out to the navy ship currently in the Gulf of Alaska, with him being one of the invited members.

Chair Marks inquired into the HERC building roof replacement project. Mr. Smith provided an update on funds available to make repairs, and that the City is aware that they will have to make some improvements to make the property more marketable.

COMMENTS OF THE CHAIR

Chair Marks thanked the commission for their work and a good meeting. She said she'd like to invite Planning Department Staff to make a presentation at the June 11th meeting; the commission mutually agreed that they would like to discuss zoning. She also asked Ms. Carroll to share BR&E items with Planning Staff beforehand.

COMMENTS OF THE COMMISSION

Commissioner Arevalo welcomed Commissioner Brown back.

Commissioner Brown thanked the Mayor and Council for re-appointing her.

Commissioner Evans thanked staff for their work.

Commissioners Johnson and Richardson had no comments.

ADJOURN

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:56 p.m. The next regular meeting is scheduled for Tuesday, June 11, 2019 at 6:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska. There is a worksession scheduled for 4:30 p.m. prior to the meeting to be held in the City Hall Conference Room.

RACHEL TUSSEY, DEPUTY CITY CLERK I

Approved: _____