

Session 20-05 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:24 p.m. on September 8, 2020 at the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar, and opened with the Pledge of Allegiance. One seat still remains vacant.

**PRESENT:** COMMISSIONERS MARKS, RICHARDSON, AREVALO, JOHNSON, MINK

**ABSENT:** COMMISSIONER BROWN

**STAFF:** SPECIAL PROJECTS & COMMUNICATION COORDINATOR CARROLL  
DEPUTY CITY CLERK KRAUSE

The Economic Development Advisory Commission held a Worksession prior to their regular meeting from 5:00-5:55 p.m. to discuss changes to the Bylaws, Strategic Plan and amending Homer City Code 2.76.

Due to technical issues the start of the regular meeting was delayed until 6:24 p.m.

#### **AGENDA APPROVAL**

Chair Marks called for a motion to approve the agenda.

AREVALO/MINK 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 August 11, 2020 Regular Meeting Minutes

Chair Marks called for a motion to approve both sets of meeting minutes.

AREVALO/JOHNSON MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE. NON OBJECTION. UNANIMOUS CONSENT.

Motion carried.

### **VISITORS/PRESENTATIONS**

#### A. Nine Star Education & Employment Services

Ruth Schoenleben, President & CEO; Roger Hamacher, Program Director and Casey Brewer, Homer branch, spoke about the mission and goals of Nine Star Education & Employment Services by providing a verbal presentation to the Commission on the services that they provide to under and unemployed persons, focusing on at risk youth. They provide education and services to prevent homelessness working within the community to improve the quality of life for all. Nine Star works with local businesses assisting in employment; learning th skills needed to maintain and retain employment; interviewing skills, problem solving skills and more. Nine Star works exclusively with 16 to 24 year olds who qualify as out of school, whether that means graduated but face significant barriers to moving forward or dropped out.

Chair Marks thanked them for attending the meeting and providing the information to the Commission.

The Commission requested a copy of the PowerPoint presentation be submitted to the Clerk for distribution to the Commission.

Mr. Hamacher responding to Commissioner Arevalo described the process that Nine Star uses with employers and perspective employees/trainees. He noted that the employer must be a licensed and insured business.

Mr. Brewer explained that in Homer it is more based on word of mouth and he has 10-12 employers that he is working with, but he receives referrals from various organizations including the University and The Center, distributing and posting flyers, etc.

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

#### A. Special Projects & Communications Coordinator Staff Report

Special Projects and Communications Coordinator Carroll provided her report to the Commission and it was in the packet. She reported on the following:

- Second round of CARES Act funding for Non-Profits was just released
- Child Care and Social Services Programs
- All Economic Relief programs are interrelated so that if Commissioners are referring members of the public to them to remind them to review them carefully
- Businesses that are non-profits listed under the designations listed by the IRS and Child care should be licensed by the State.
- This encompasses groups that may have already applied for small business economic relief can also qualify under these other programs

Commissioner Johnson expressed appreciation for the reports the Ms. Carroll provides on the local radio station.

B. Chamber Director Report

Chamber Director Brad Anderson provided a report on the following:

- The Chamber has been working more with local businesses and informing people of the different relief programs that are available
- Concern for the loss of small businesses in Homer and on the Peninsula as a whole due to COVID
- Businesses are reporting that their revenues are only 1/3 of what they normally would be
- Retail businesses are, for some, having a record year for sales.
- Peony Celebration showcasing growers, next year will be a longer period from July 19-24, 2021 with more components to the event with vendors and various workshops
- 2021 calendars will be going out soon listing tournaments and various community events
- Planning events in a safe way and more open spaces
- new website was launched and still working on the webpages
- Updated logo and tag line
- Hired a new marketing manager

C. Homer Marine Trades Association Report

D. Pioneer Avenue Task Force Report

Chair Marks provided a brief report that the Task Force has evolved into a Peony Celebration Task Force. She provided information on a bag that was developed by Nomar with a logo as a fundraiser to sell. These funds will be used to fund the celebration and maintain the gardens planted around town. They will start gearing up in February working on the details of the celebration.

E. KPEDD Report

Chair Marks briefly reported on the retreat scheduled for October 1-2, for the new CEDS document. She will provide additional information at the October meeting.

**PUBLIC HEARINGS**

**PENDING BUSINESS**

- A. Memorandum from Special Projects & Communication Coordinator re: EDC Bylaw and Homer City Code Amendments

Chair Marks introduced the item by reading of the title into the record and invited Ms. Carroll to provide her report to the Commission.

Ms. Carroll provided her report noting the amendments that are recommended by the City Clerk and herself updating the duties of the EDC, the CEDS and removing the sections of the bylaws that are more appropriate for the Strategic Plan.

Chair Marks requested a motion to adopt the recommendations in the Draft Bylaws.  
AREVALO/JOHNSON MOVED TO ADOPT THE RECOMMENDED CHANGES TO THE HOMER CITY CODE 2.76.

There was a brief discussion on including the annual strategic plan in code.

AREVALO MOVED TO AMEND THE HOMER CITY CODE TO ADD M. THE COMMISSION WILL ANNUALLY DEVELOP A SET OF GOALS – ONGOING, SHORT, MID AND LONG TERM BASED UPON HOMER CITY CODE, THE COMPREHENSIVE PLAN THE LOCAL CEDS AND ANY RECOMMENDATIONS FROM EDC DEVELOPED SURVEYS.

Commissioner Johnson requested to see this motion written before seconding it.

Chair Marks noted that the Clerk may have something to say regarding this motion.

Deputy City Clerk Krause explained that item C covered the items that were noted in the motion and that a strategic plan is just a document that assists the commission in conducting its work it is not a directive that is included in city code.

Chair Marks believed that item c as shown pretty much covered what was in their strategic plan.

Ms. Carroll provided further explanation that the strategic plan is a means to an end and is to be used as a tool.

Chair Marks asked if there was a second to the amendment. Hearing none the motion to amend fails for lack of a second and brings them back to the main motion to adopt the recommendations as presented.

Chair Marks confirmed with the Clerk that a second motion is required to forward the adopted amendments and draft bylaws to City Council.

Chair Marks called for a roll call vote.

VOTE. YES. AREVALO, JOHNSON, RICHARDSON, MINK, MARKS

Motion carried.

Chair Marks requested a motion to recommend City Council approve.

AREVALO/MINK MOVED TO FORWARD A RECOMMENDATION THAT CITY COUNCIL APPROVE THE RECOMMENDED CHANGES TO HOMER CITY CODE 2.76 BY ORDINANCE.

There was no discussion.

VOTE. YES. RICHARDSON, MARKS, JOHNSON, MINK, AREVALO

Motion carried.

Chair Marks requested a motion to adopt the recommended changes to the Commission bylaws and forward recommendation to Council to approve these changes.

AREVALO/RICHARDSON MOVED TO ADOPT THE DRAFT BYLAWS WITH THE RECOMMENDED CHANGES AS PRESENTED AND FORWARD TO CITY COUNCIL FOR APPROVAL BY RESOLUTION.

There was no discussion.

VOTE. YES. MINK, RICHARDSON, AREVALO, JOHNSON, MARKS

Motion carried.

B. EDC Strategic Plan/Goals Update

Chair Marks introduced the item by reading of the title into the record and noted the work that was done by Commissioner Arevalo and requested moving this item to the October agenda for final review of the notes that Commissioner Arevalo.

Commissioner Arevalo had sent the notes to the Commissioner Mink and Commissioner Richardson while they were waiting for Chair Marks to get connected.

Ms. Carroll requested Commissioner Arevalo send those for distribution through herself or the Clerk.

**NEW BUSINESS**

**INFORMATIONAL MATERIALS**

- A. City Manager's Report for August 24, 2020
- B. EDC 2020 Meeting Calendar
- C. 2020 Commissioner Attendance at City Council Meetings

Chair Marks facilitated discussion on informational materials inviting the City Manager to speak.

City Manager Dumouchel reported that he had previously been a business owner and involved with the local Chamber where he resided and is very interested in Economic vitality of the city. He is interested in working with KPEDD on the update to the CEDS and looks forward to the opportunity and working with the Commission in the future.

Chair Marks commented on the EDC Calendar and hopefully the two items she voted on tonight will be on the next Council agenda. She would like to look at the annual topics and events for the 2021 calendar at the next meeting. She appreciated the inclusion of the ordinance on the sign code amendment.

**COMMENTS OF THE AUDIENCE**

**COMMENTS OF CITY STAFF**

**COMMENTS OF THE COUNCILMEMBER**

**COMMENTS OF THE CHAIR**

Chair Marks thanked the commissioners for their participation and requested them to continue efforts in recruiting another member. She inquired if the commission would like another worksession for September and there was no interest expressed.

**COMMENTS OF THE COMMISSION**

Commissioner Johnson appreciated the discussion at the worksession and really thought the template that Commissioner Arevalo created was very useful and looked forward to further discussion at the next meeting.

Commissioner Arevalo commented on the tasks she was assigned at the worksession to try to drum up some Smart Growth principles and green infrastructure which were in their original Strategic Plan as a short term goal. This would be for information purposes and to have in their tool box for assessing different development strategies for the city. The Commissioners can look forward to sharing that information.

Commissioner Richardson commented it was a good meeting.

**ADJOURN**

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:52 p.m. A Regular Meeting is scheduled for October 13, 2020 at 6:00 p.m. All meetings scheduled to be held via Zoom webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

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RENEE KRAUSE, MMC, DEPUTY CITY CLERK

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