



City of Homer

www.cityofhomer-ak.gov

Office of the City Clerk

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Memorandum Supplemental Packet

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: RACHEL TUSSEY, CMC, DEPUTY CITY CLERK II

DATE: OCTOBER 12, 2021

SUBJECT: SUPPLEMENTAL MATERIALS

VISITORS/PRESENTATIONS

- A. Cliff Cochran, Alaska Small Business Development Center – AK SBDC Services & Funding Request (*10 minute time limit*) **Page 2**
- B. Peter Briggs, Corvus Design – Wayfinding & Streetscape Project (*20 minute time limit*) **Laydown**

INFORMATIONAL MATERIALS

- B. City Manager’s Report for October 11, 2021 **Page 9**



ALASKA
SBDC
Alaska Small Business
Development Center
UNIVERSITY of ALASKA ANCHORAGE



U.S. Small Business Administration
SBA
Your Small Business Resource

HOMER BUSINESS ADVISOR

FUNDING

CLIFF COCHRAN, MBA
KENAI PENINSULA CENTER DIRECTOR



ALASKA
SBDC

ALASKA SBDC

- What We Provide
 - No-cost, confidential business advising
 - Low-cost business workshops and webinars
 - Online resources and business tools

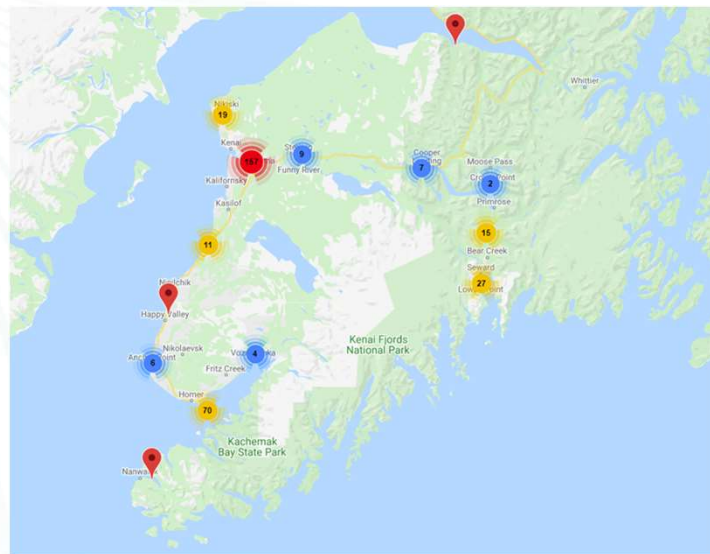


The screenshot shows the Alaska SBDC website with a navigation menu (HOME, BUSINESS LIFE CYCLE, WORKSHOPS, TOOLS, ADVISING, FAQ, CLIENT PROFILES) and a main banner titled "Winning at small business" featuring a man in a red cap. Below the banner are four columns: ONLINE TOOLS, NEED ADVISING?, GET TRAINING, and CLIENT PROFILES.

BUSINESS ADVISING

Top 10 Topics	Hours	%
1) Disaster Assistance	367.9	27.0
2) Startup Assistance	312.1	22.9
3) Financing/Capital	212.2	15.6
4) Managing a Business	182.8	13.4
5) Buy/Sell Business	114.0	8.4
6) Business Planning	89.8	6.6
7) Legal Issues	18.7	1.4
8) Marketing/Sales	12.1	0.9
9) Financial Planning	11.5	0.8
10) Accounting/Budgeting	9.0	0.7

BUSINESS ADVISING





WORKSHOPS

- Over 50 Topics Include
 - LLCs in Alaska
 - Business Insurance
 - Creating Financial Projections



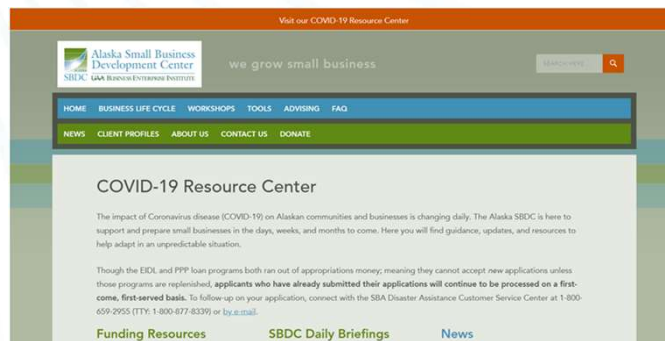
ON-DEMAND How to Get a Business License in Alaska

PRESENTED BY



RESOURCES

- Website: aksbdc.org
 - Excel financial projection model
 - Business planning checklists
 - COVID-19 Resource Center



RESOURCES

- IbisWorld Subscription
 - 700+ industry reports
 - Updated 6-12 months
 - \$925 value each

- ProfitCents Subscription
 - 1,400+ industry benchmarks
 - Ratio analysis and business valuation capabilities
 - \$2,400 value each



SUCCESS STORY

“We’re so grateful for the guidance SBDC has offered our small business. We’ve had them review our financials regularly to help us see where we’re meeting industry standards, where we can cut back and improve our systems for long-term success. We’re so grateful for the SBDC team and the resources they offer to our state’s small business community.”

- Emma Teal Laukitis
 Salmon Sisters





RESULTS

Five-year trend for level of new client satisfaction



RESULTS

- Alaska SBDC in Homer
 - Without local business advisor (2019/20)
 - 165 hours advising
 - 53 clients served
 - 5 new businesses started
 - \$645,388 capital infusion
 - With current Homer Advisor (2020/21)
 - 513 hours advising
 - 89 clients served
 - 10 new businesses started
 - \$4,468,041 capital infusion





SBDC BUDGET

- **Sources of Funding**
 - Small Business Administration
 - University of Alaska
 - Private Donations
 - Local Governments
- **Urban Centers**
 - Anchorage Metro, Fairbanks supported by SBA and the University
- **Rural Centers**
 - Juneau, Soldotna, Ketchikan, Seward supported by local governments



SBDC BUDGET

- **Current Contracts**
 - City and Borough of Juneau (5 years)
 - Seward City/Chamber of Commerce (3 years)
 - City of Ketchikan (3rd year)
 - Kenai Peninsula Borough (20+ years)
- **Kenai Peninsula**
 - Center Director position (Central Peninsula)
 - \$100,000 in support from KPB
 - Seward Business Advisor position (FTE)
 - \$50,000 in support from city/chamber
 - Homer Business Advisor position (PTE)
 - \$25,000 in support from local organizations



THANK YOU

Cliff Cochran, MBA
Kenai Peninsula Center Director
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(907) 260-5643



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Memorandum

TO: Mayor Castner and Homer City Council
FROM: Melissa Jacobsen, City Clerk/Acting City Manager
DATE: October 6, 2021
SUBJECT: City Manager's Report for October 11, 2021 Council Meeting

Safeway Development

Earth is moving next to Safeway and across the highway by the Aspen Hotel. Planning has received several phone calls from citizens wondering what is happening! Safeway has two projects: one is a small store addition on the east side, and the other is a parking lot expansion on the west side. The store addition will not create any new customer space; it's all refrigeration and storage space to support store operations. You may have also noticed the paint and facelift to the front of the building. The existing store parking lot will also receive some landscaping upgrades. The parking lot expansion to the west towards Poopdeck will include a few spaces for RVs and vehicles with boat trailers.



Meanwhile out at the Harbor

The mobile offshore drilling unit Randolph Yost arrived in Kachemak Bay Sunday morning to the surprise of the hillside residents. The Randolph Yost was showing up for a date with the Heavy lift ship Falcon in a carefully coordinated event. The Tugs Michelle Foss and Anna T were brought in to tow the rig down from its last work site in the upper Inlet where it met up with, and was loaded onto, the deck of the Falcon Monday. Loading onto a heavy lift ship is a slow and fascinating process which involves ballasting the lift ship's deck down below the surface of the ocean lower than the draft of the vessel being loaded. The tugs then carefully maneuver the floating Rig into position, centered over the lift ship's submerged deck, and the lift ship pumps the ballast out and ever so slowly lifts the Yost out of the water as it

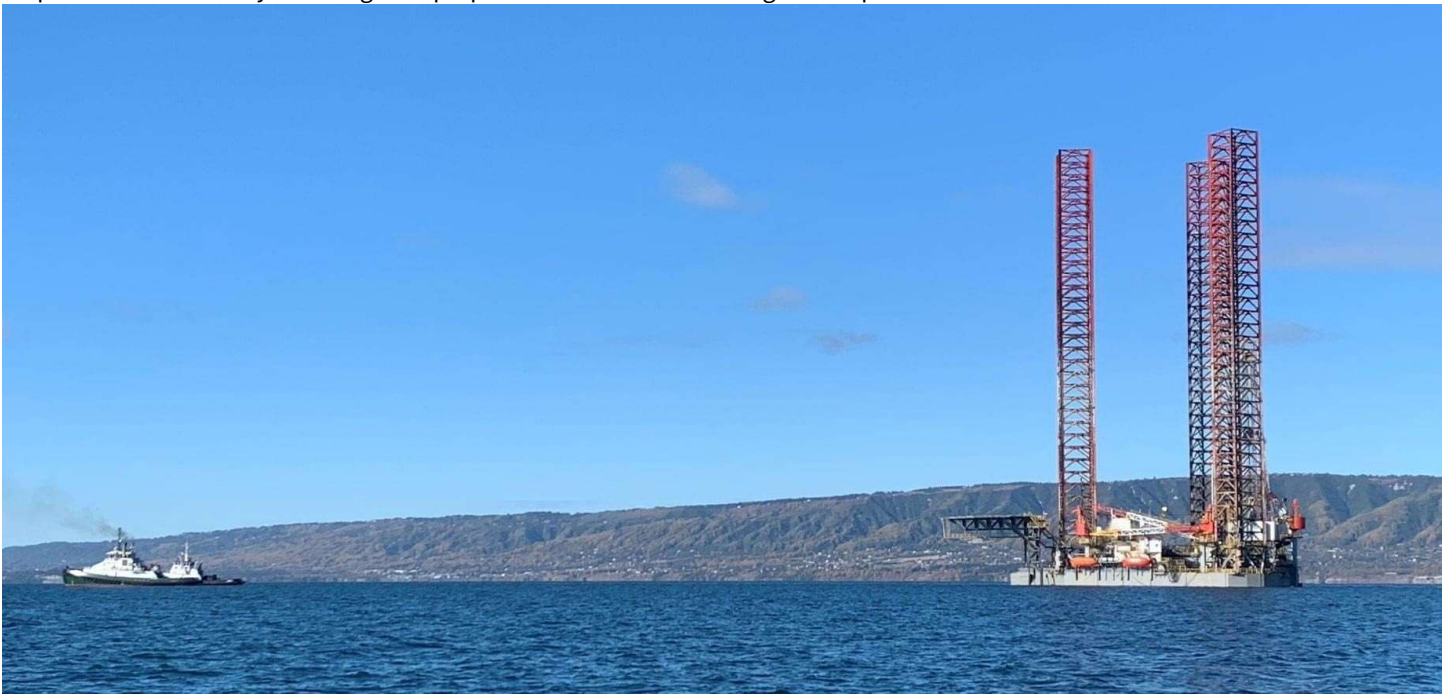
raises itself from underneath. The tugs utilized the Port while there were in the area and although the deep water dock had a reservation date for the Randolph Yost it was only as a backup plan in case a ship was delayed in arriving or for some other unforeseen development. We are happy to say it wasn't needed as the vessel load-out went off as planned.



Jack-up drill rig Randolph Youst with its 400' legs fully elevated



Ship decks intentionally submerged in preparation to load the drill rig Randolph Youst



Tugs Michelle Foss and Anna T towing the Randolph Youst

Over at the Library

After several months of searching, we have hired a new Youth Services Librarian! Cinda Nofziger has worked in libraries for many years, most recently in Michigan, and has family ties to Homer. Her tentative start date is Nov. 1. Susan Jeffres has assumed some duties in children's programming, including running the Leap into Science program over the next six months. I expect her to work closely with Cinda in the youth services area, especially once we can resume full-scale programs. Kevin completed security training and a background check, which permits him to take on more sophisticated technology work at the City level. We bid farewell to Savanna Bradley, whose last day of work is Oct. 1. Savanna has gone far beyond the expectations for a summer temporary worker and left an enduring mark on

the library. Work is progressing on the memorial bench for Duffy Murnane, which is scheduled to be placed on the south side of the library, overlooking Hazel Ave., towards the end of October. The bench features sculpted figures commemorating the missing and lost. It also includes a glowing torch that will be wired into the library's electrical system. The Friends of the Homer Library book-and-plant sale was a resounding success, a welcome touch of pre-COVID normality. All the plants sold out by noon on Saturday, and most of the books sold as well. The scale was smaller than in a normal year, but much bigger than 2020. Kudos to all the volunteers who showed up early and stayed late, sorted and organized, and moved tons of materials around!

Down the hall in IT

Problems with the sound quality in the council chambers have been mostly solved, though occasional hiccups will still occur. For now, all audio will be run through the dial-in setup. ProComm Alaska carried out extensive work in Homer from Sept. 7-14 and again Sept. 28-Oct. 2. This project upgrades and standardizes radio communications across the City. Phase I of the project to replace the departmental servers has begun. The City placed orders for replacing the equipment at City Hall on Sept. 29, with a hoped-for arrival date around the end of December. Phase II, which involves replacing servers at other departments across the City, will move forward after more discussion with Council.

Across the State

You may recall back in May, Peter Torkelson, Executive Director of the Redistricting Board presented to Council on the redistricting process and schedule. Mr. Torkelson has advised that the Board has adopted proposed maps and is coming to Homer for an Open House on October 13 from 5-7pm at the Best Western/Bidarka Inn. Stop by to ask questions and provide comments. They'll be bringing lots of maps!

And last but not least, Elections

Election Day was October 5th and the two weeks leading up to it were very busy in the Clerk's office with absentee voting for the City and Borough Elections. Rachel stayed busy assisting absentee in person voters at the window, averaging 30 voters per day for the first 10 days. Renee provided backup for Rachel and also led the by-mail process for the 146 absentee by mail requests, getting those ballots out and verified upon their return. Melissa processed electronic ballots, and provided backup to the frontline team. The day before the election it was all hands on deck in the Clerk's Office as 108 absentee in person voters made their way to City Hall to cast their ballots. Election Day saw a steady stream of voters at all the precincts. As of the writing of this report, we're busy preparing for election certification that's scheduled for Friday, October 8th. This was our first year working in collaboration with the Kenai Peninsula Borough Clerk's office and also serving as the KPB Regional Hub for elections, and overall things went really well. The new election equipment was a huge improvement over the 30 year old machines we've been struggling with for the last few years, and it was great having the light and easy to set up accessible voting units on site. Once elections are wrapped up and certified, we'll be meeting with the Borough Clerk's office for an election debrief where we'll highlight the successes and talk about ways to improve for next year. We had great teams of precinct workers this year and we appreciate their service to the community. Anyone interested in serving as a poll worker can contact the City Clerk's office for more information.

Attachment:

Memorandum 21-174 Re: KPB Tax Foreclosure on Kachemak Drive Lots