

The Economic Development Advisory Commission held a Worksession on February 28, 2023 from 5:30 p.m. to 7:15 p.m. for a joint worksession between Economic Development Advisory Commission and Homer Chamber of Commerce, facilitated by Adele Person. There was discussion about the roles of each organization, how they can work together on some common goals, economic development beyond tourism, and how can they message that.

### **1. CALL TO ORDER**

Session 23-03 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:05 p.m. on March 14, 2023 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS MARKS, PITZMAN, AREVALO, BROWN, GAMBLE, PEREZ

ABSENT: COMMISSIONER CHEROK (unexcused) & STUDENT REPRESENTATIVE PEARSON

STAFF: DEPUTY CITY CLERK TUSSEY, PUBLIC WORKS DIRECTOR KEISER, PARKS  
SUPERINTENDENT STEFFY

### **2. AGENDA APPROVAL**

GAMBLE/AREVALO MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

### **3. PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA**

### **4. RECONSIDERATION**

**5. CONSENT AGENDA** (Items listed below are considered routine and non-controversial by the Commission and are approved in one motion. If a separate discussion is desired on an item, a Commissioner may request that item be removed from the Consent Agenda and placed on the Regular Agenda under New Business.)

- 5.A. EDC Meeting Minute Approval  
Unapproved February 14, 2023 Minutes

Deputy City Clerk Tussey read the Consent Agenda.

Chair Marks inquired with Ms. Tussey on making edits to the minutes and how that requires moving the item from the consent agenda to new business to discuss. She then requested a motion.

AREVALO/GAMBLE MOVED TO APPROVE THE CONSENT AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## 6. VISITORS/PRESENTATIONS

- 6.A. Transportation Plan & Old Town Updates - Jan Keiser, Public Works Director  
Transportation Plan Goals & Objectives  
Transportation Plan Survey Results  
Ohlson Lane/Bunnell Avenue Traffic Calming Recommendations  
65% Review Ohlson Lane/Bunnell Avenue Road Improvements

Chair Marks introduced Public Works Director Jan Keiser.

Ms. Keiser provided an update on the Transportation Plan. In the fall of 2022, the City and Kinney Engineering conducted a survey to better understand the community's concerns, travel habits, and priorities related to transportation. With this data, they developed Goals and Objectives for the City's transportation system and to integrate them into the City's Master Transportation Plan. She explained the goals created and how they plan to implement them, including an update on Old Town road improvements and Kinney Engineering's report on traffic calming recommendations for Ohlson Lane and W. Bunnell Avenue.

Ms. Keiser responded to questions from the commission.

## 7. STAFF & COUNCIL REPORT/COMMITTEE REPORTS

- 7.A. EDC Staff Report for March  
Agenda Item Report EDC 23-011

In Economic Development Manager Engebretsen's absence, Chair Marks and Deputy City Clerk Tussey spoke to and facilitated discussion on the following topics:

- Success of the job fair at the college
- Info on the State Child Care licensing conversation
- City Budget will be out by the end of March
- Upcoming Council Worksession regarding the HERC on March 20<sup>th</sup>; will also address the Mayor's veto on the Comprehensive Plan contract award, and project amount reduction.
- Support for East End Road Bike Path Parking Lot; Council passed Resolution 23-023
- Upcoming Council and Board/Commission Joint Worksession on April 3<sup>rd</sup> for training

- 7.B. Chamber of Commerce Report

- 7.C. Homer Marine Trades Association (HMTA) Report  
HMTA January 26, 2023 Meeting Minutes  
HMTA March 1, 2023 Meeting Minutes

Aaron Fleenor, owner of Northern Enterprises Boat Yard and President of HMTA, introduced himself and provided an update on HMTA. He responded to questions from commissioners regarding the levels of boat building and hauling out in Homer.

## 8. PUBLIC HEARING

## 9. PENDING BUSINESS

9.A. Housing Update  
Agenda Item Report EDC 23-012

Chair Marks introduced the agenda item by reading the title. She gave a verbal report on the upcoming Greater Homer Housing Conversation event, scheduled for March 25<sup>th</sup>, and two housing surveys that are now live. One is for the general population and the other for those who are employers.

9.B. EDC Mission Statement and Defining Positive Economic Development  
Agenda Item Report EDC 23-013

Chair Marks introduced the agenda item by reading the title and deferred to Commissioner Perez.

Commissioner Perez explained the work he did to write the vision statement. He facilitated discussion on amendments and word-smith suggestions. There was discussion on timing and how the creation of the vision statement was intended to be the first step to creating their mission statement, which is one of their EDC goals.

GAMBLE/BROWN MOVED TO APPROVE THE EDC VISION STATEMENT AS AMENDED.

Commissioner Pitzman read the amended statement: “The Economic Development Advisory Commission provides a forum for civic and business engagement on behalf of the City of Homer with the goal of fostering sustainable growth of an economically diverse community while preserving its cultural and natural heritage to maintain a high quality of life.”

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

9.C. Wayfinding and Streetscape: Banner Design  
Agenda Item Report EDC 23-014  
Revised Banner Designs

Chair Marks introduced the agenda item by reading the title. She facilitated discussion on the two questions from Corvus Design: which of the two fonts did the commission prefer, and if they should keep the City logo banner as-is or stylize it like the other banners.

Commissioners discussed the designs in general, the banner project, and timeline. The commission provided the following feedback on the two questions:

- Had expected “Homer, Alaska” to have been removed and replaced with a recognition of Dena’ina land or the word “welcome” in native language.
- Prefer to keep the banners to art only; remove the lettering all together.
- Differing opinions on the final banner design; some commissioners would like to see it redesigned; others agreed with staff on it remaining as the City logo unedited and if that made it smaller then it would allow more space for a “welcome” message; others didn’t see the need for that design at all since we already have “welcome to Homer” signage elsewhere.
- Final consensus was to archive the final banner; if we do want a banner with a City logo on it, it can be edited in-house and used at a later date. Agreed to not use it in this printing batch.

- 9.D. Land Allocation Plan – Part 2  
Agenda Item Report EDC 23-015

Chair Marks asked for a motion to postpone the agenda item since Economic Development Manager Engebretsen is not in attendance.

AREVALO/GAMBLE MOVED TO POSTPONE THE LAND ALLOCATION PLAN PART 2 TO THE APRIL MEETING.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

- 9.E. Economic Development Advisory Commission & Homer Chamber of Commerce Conversation  
Regarding Economic Development in Homer  
Agenda Item Report EDC 23-016

Chair Marks introduced the agenda item. There was brief discussion on what was being asked of the commission and an overall agreement that it would be better to have Economic Development Manager Engebretsen present.

AREVALO/GAMBLE MOVED TO POSTPONE ECONOMIC DEVELOPMENT ADVISORY COMMISSION AND HOMER CHAMBER OF COMMERCE CONVERSATION REGARDING ECONOMIC DEVELOPMENT IN HOMER TO THE APRIL MEETING.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## **10. NEW BUSINESS**

### **11. INFORMATIONAL MATERIALS**

- 11.A. City of Homer Newsletter  
March 2023 Issue
- 11.B. City Manager's Reports  
CM February 27, 2023 Report  
CM March 13, 2023 Report
- 11.C. EDC Strategic Plan  
2022-23 EDC Strategic Plan
- 11.D. EDC Meeting & City Council Report Calendar  
EDC 2023 Calendar
- 11.E. Resolution 23-023 Support for E. End Road Bike Path Parking Lot

### **12. COMMENTS OF THE AUDIENCE**

**13. COMMENTS OF THE CITY STAFF**

Parks Superintendent Steffy commented it was a wonderful meeting and for the commissioners to keep up the good work

Deputy City Clerk Tussey reminded commissioners on the upcoming joint worksession with City Council and that Commissioner Perez has the next EDC report to Council.

**14. COMMENTS OF THE COMMISSION**

Commissioner Arevalo announced a series of free gardening workshops are coming up over the next five weeks and available to everyone. Information can be found online on the Homer Soil and Water webpage or Facebook page.

Commissioner Brown noted it was a great meeting and thanked everyone.

Commissioner Pitzman commented it was a good meeting. He reported on the 10U Alaska State Hockey Association Tournament that Homer hosted March 3 – 6, noting the big economic boost it brings to Homer with about 270 players and 500 family members, coaches, and staff coming to Homer, and that Homer's team the Glacier Kings took the title.

Commissioner Gamble commented on the increase in business at his restaurant while the tournament was taking place. He shared how they are already seeing an increase in tourists for this coming season.

Commissioner Perez commented it was a really good meeting and appreciates everyone's input. He looks forward to the next EDC meetings.

Chair Marks commented it was a very productive meeting; she's glad that they accomplished some things tonight and looks forward to seeing everyone in April.

**15. ADJOURNMENT**

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 8:15 p.m. The next regular meeting is Tuesday, April 11, 2023 at 6:00 p.m. All meetings are scheduled to be held in the City Hall Cowles Council Chambers and via Zoom Webinar.

  
\_\_\_\_\_  
RACHEL TUSSEY, CMC, DEPUTY CITY CLERK II

Approved: April 11, 2023