

**NOTICE OF MEETING
WORKSESSION AGENDA**

- 1. Call to Order**
- 2. Agenda Approval** (Only those matters on the noticed agenda may be discussed)
- 3. Business, Retention & Expansion Program Planning** Page 23
 - a) Review marketing/outreach plan**
 - b) Refine BRE survey**
 - c) Refine implementation plan**
- 4. Business Retention and Expansion Proposal**
- 5. Audience Comments**
- 6. Adjournment**

Next Regular Meeting is Tuesday, May 9, 2017 at 6:00 p.m., in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

**NOTICE OF MEETING
REGULAR MEETING AGENDA**

- 1. CALL TO ORDER, PLEDGE OF ALLEGIANCE**
- 2. APPROVAL OF THE AGENDA**
- 3. PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA (3 minutes)**
- 4. RECONSIDERATION**
- 5. APPROVAL OF MINUTES**
 - A. March 14, 2017 Regular Meeting Minutes Page 5
- 6. VISITORS/PRESENTATIONS (10 minutes)**
- 7. REPORTS (5 minute each)**
 - A. Marine Trades Association Report
 - B. Chamber Director Report
 - C. Pioneer Avenue Task Force Report
 - D. Staff Report Page 15
- 8. PUBLIC HEARING**
- 9. PENDING BUSINESS**
 - A. Business Retention and Expansion Program Planning Page 23
- 10. NEW BUSINESS**
- 11. INFORMATIONAL ITEMS**
 - A. City Manager's Report, April 10, 2017 Page 33
 - B. Commissioner Attendance at City Council Meetings Page 39
- 12. COMMENTS OF THE AUDIENCE(3 minutes)**
- 13. COMMENTS OF THE CITY STAFF**
- 14. COMMENTS OF THE COUNCILMEMBER (If one is assigned)**
- 15. COMMENTS OF THE CHAIR**
- 16. COMMENTS OF THE COMMISSION**
- 17. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, MAY 9, 2017 at 6:00 p.m.** in the City Hall Cowles Council Chambers located at 491 E. Pioneer Ave, Homer, Alaska.

Session 17-03 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:01 p.m. on March 14, 2017 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS GUSTAFSON, KEISEL, MARKS, SANSOM, LORD

TELEPHONIC: COMMISSIONER EVANS

ABSENT: COMMISSIONERS RICHARDSON (EXCUSED)

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

The Commission met in a worksession at 5:00 p.m. prior to the regular meeting. On the agenda was a presentation on Homer City Code regarding Sign Regulations by Travis Brown, Planning Technician and Rick Abboud, City Planner.

AGENDA APPROVAL

LORD/KEISEL - MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. February 14, 2017 Regular Meeting Minutes

LORD/KEISEL- MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS

A. Nick Poolos, City of Homer IT – Homer’s Broadband Connectivity Overview

Mr. Poolos provided a presentation on the following points for the commission:

- Explained and defined broadband as best understood for residential use (FCC defines it as 25 megabits (25 mbps) down and 3 megabits (3 mbps) up)
- High Definition NetFlix/streaming 1080 is 5 megabits
 - o If a connection is maxed out or limited to 5 mb you will not be able to use it
- Newest 4K televisions coming out that are being advertised will use 25 mb
- The FCC has no commercial definitions
- There is no timeline on the upgrades by the FCC since there are many unknown on the Federal Level
- FCC requires each ISP (Internet Service Provider) to file semi-annually a form that contains self-reported numbers
- ISP in Homer area: GCI, ATT, ACS, SpitwSpots, Horizon, 4g cellphone
- there is no differentiation with the FCC regarding broadband which includes the cell phone service
- Service Level Agreements (SLA)
- Most if not all businesses in Homer do not have agreements in place due to how SLA's are used regarding service referring to the level and number of outages
- FCC has not updated maps since June 2014 and the information is collected through census blocks which are not easily used with Alaska GIS Maps/Projections
- Fixed versus Wireless
 - o There are four "fixed" ISP such as SpitwSpots and Horizon offering broadband level services
 - o Two "wireless" providers offering FCC broadband level services
 - 4G/LTE meets the definition of broadband
 - Data caps are problematic and/or cost prohibitive
- Homer does not meet the definition of an "underserved community"
- Residential Service is available from \$49 per month up to \$250
 - o Commercial Service runs approximately \$100 per month and up depending on the service subscribed
- Residential Services in 2010 measured 12-1
- Delivery is various means cable, DSL
 - o Cable does not degrade DSL degrades after about 1 mile
 - o ACS has upgraded their equipment going up West Hill
 - o Provided rates from Washington State which were quite competitive with ACS and GCI
- Video Conferencing requirements
- Pricing is not out of line when comparing commercial to the advertised residential packages

Questions posed by the commission followed regarding the following ensued:

- service in Homer is based on their location at the "end of the road" or latency
- Bandwidth
- fiber pads in the US follow railroads and how that effects service in Alaska.
- Example provide with hearing an echo while on a phone call and how that relates to the time it takes to go from Alaska to the East Coast and return. This is the results that local businesses can be feeling and also systems can be overloaded at times.

- Clarification and comments regarding Homer being a good place for a Call Center may not be totally accurate due to the latency and the available workforce.
- Conducting an “Internet Business” also involves face to face time with the client and travel from Alaska in itself would take more time while a data center/cold storage would be good in a cold climate but you would still require the manpower and infrastructure to hold the data.
- a gaming center would not work due to the capabilities
- accessibility of the community to use the technology such as the coffee shop or shared office space with internet service
- ATT provides convenient Hotspots throughout the Lower 48 and higher usage of LTE service and unless we can provide proof to those large companies on the growth in Homer or even Alaska that warrants that type of service it will not become common
- The wireless service made available in the Harbor in 2008-2009 has been discontinued due to lack of use, cost and equipment
- The fiber optics is available but the infrastructure is not there and the commission can make overtures but there is the lack of revenue to the large companies such as ATT to warrant their investment
- It is not for the lack of the ability to have the service but there is not the population base and service costs are comparable to the Lower 48 and the only “problem” is location
- Including information in a Starting a Business packet of information and including the signage regulations and technology available
- The Library qualifies for an “e-rate” and that is paid for by the Universal Service Charge which is shown on the tail end of the phone bill, they usually qualify for a 70% discount
 - o Bulk internet service is provided by GCI
 - o ACS provides 10 mbps which is used for video conferencing and proctoring tests
- Opening another type of business discussion from the results of this information from this meeting
- City purchasing equipment from Universal Services Corporation regarding wireless service

Chair Marks thanked Mr. Poolos for coming to the meeting and speaking with them and stated that they will have this item on the agenda for next meeting and for the commissioners to bring any additional information for the next worksession.

REPORTS

A. Marine Trades Association Report

No Report was provided to the commission.

B. Chamber Director Report

Commissioner Gustafson provided a report on the postponement of the Winter King Derby due to ice in the harbor and this year the Chamber will have a program that will make it more streamlined in accountability, registrations, etc. that he created for the Chamber. You can use the software from his phone. Prior the Chamber entered all the data into a spreadsheet.

There will be more vendors, a beer garden, real time fish weigh-ins and this software will assist in making the event attractive to non-fishing visitors as well. Having to delay this event will create some conflict since there will be a Hockey Tournament the same weekend and some who may have planned

to attend will be unable to due to work schedules. The main marketing is social media but it is being announced on the radio and in print and it is on the city website.

C. Pioneer Avenue Task Force Report

Chair Marks provided an update on the 2017 projects - maintaining gardens, locating new gardens, new murals and hopefully appropriate weather in the near future to paint sidewalks. She reported that the Homer Council on the Arts is unable to do a festival after the 4th of July Parade this year, they are unable to pursue the idea that they had about a festival surrounding the theme of City of Peonies. They will be doing something this year and should have more information in the near future.

D. Staff Report

Special Projects & Communications Coordinator Carroll provided a summary of her report included in the packet and expounded on parking at the HERC, research and concept on the BRE project and survey which was provided in the packet.

Ms. Carroll reported that she will be absent from the April meeting due to training. She additionally spoke with Peggy Paver and she has been rescheduled to be a visitor at the May 9th meeting.

Chair Marks was pleased to hear about the availability of parking at the HERC.

PUBLIC HEARINGS

PENDING BUSINESS

A. Market to Internet Based Entrepreneurs: Final Review of Survey

Chair Marks appreciates all the hard work that Ms. Carroll and Commissioner Lord have put into this survey.

Commissioner Lord stated she started background research on BRE projects, couple of universities have done a lot of work on this and there are two ways communities use to approach this.

First Method - Standard, traditional approach very comprehensive direction where a person or company is hired, a large team is put together, lots of effort to perform numerous interviews. This approach provides a vast amount of information but it is very cost prohibitive and not repeatable on a frequent basis.

Second Method – Performed in house or by community members, largely survey based, targeted one on one interviews, more streamlined approach, not as much capacity to be as thorough however it is doable and scalable to what the community wants and repeatable on a 3-5 year basis.

Commissioner Lord believes that the second method is more doable for this commission and what needs to be determined is how many in the commission would be able to spend time performing one on one interviews.

Ms. Carroll added that getting the word out by word of mouth and advertising to businesses regarding the survey and that it was important regarding the whole process.

Commissioner Lord recommended that they compile a action list from the information they receive from the surveys and some improvement in communication between the city and businesses. She believed that this process would be a start to that communication.

Additional discussion on using software to implement the survey and would not have to go out door to door in order to hit more people; that one on one interviews were also desired to gather information; how successful the Lunch with a Councilmember; the difficulty of getting people to come to something; the results with the prior lunches and sitting down face to face with businesses; creating the understanding and communication needed; having a random drawing for prize if they complete a survey; staff will check on the legality; routing the idea through the Chamber.

Chair Marks inquired if the commissioners would be willing to speak to at least one business. Those present agreed that could be done.

Commissioner Sansom cautioned heaping things on the Chamber as they are stretched thin as it is with everything they do; it was noted by staff that getting this survey out would be within the guidelines of the Chamber.

Commissioner Evans departed the meeting at 7:15 p.m.

Chair Marks inquired if Commissioner Lord and Ms. Carroll could present a marketing plan and Commissioner Lord stated that needed to get Council approval.

LORD/GUSTAFSON - MOVED THAT THE COMMISSION PROCEED WITH THE HOMER BUSINESS AND RETENTION PROGRAM FOR 2017 AND PRESENT TO COUNCIL FOR APPROVAL.

There was no discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

There was a brief discussion on getting input and approval from Councilmember Smith before putting before the full Council for approval. Staff recommended that it may be beneficial since they may need a budget request in the future and the commission would have support for that request. Chair Marks inquired if staff and Commissioner Lord could meet with Councilmember Smith before the next meeting. Ms. Carroll indicated she would be happy to assist before she departed but encouraged and advocated for the commissioners to get involved. Commissioner Lord agreed to contact Councilmember Smith. Chair Marks volunteered to start on the marketing plan with some help from the other commissioners, she did note that she would not be attending the May meeting and will be gone from April 17-May 17th. She felt that they could present comments and questions on the survey for the next meeting.

Commissioner Lord that it would be helpful for each of the commissioners to complete the survey to get their opinion and so they can see what it contains to respond to questions from businesses.

Chair Marks inquired if the commission could request the other departments in the city to review the survey and if staff could perform this and does the commission want input from the other departments?

Staff expressed some concern on how the request would be phrased so the question would be pertinent to the survey.

Commissioner Lord provided some input on open ended questions that would provide the most benefit and where people can provide more in-depth information. She provided an example of the relevance to the IT department.

Chair Marks reiterated that the commission will meet in April and hopefully they will have input from Councilmember Smith and the departments for review. She requested Commissioner Lord to email her regarding the outreach/marketing plan. Potentially having a draft resolution would be good too.

Deputy City Clerk Krause inquired about the type of presentation they are intending to put before Council, and questioned whether this is to be a memorandum in support for the Resolution or an actual PowerPoint Presentation where they will want to reserve time to present to the Council?

Commissioner Sansom added that she felt that they should present a draft for review for Councilmember Smith at the April meeting and that they are missing a few steps and they should have all their ducks in a row, advocating to carefully review the questions and that they should present it to Council in May.

SANSOM/ - MOVED THAT THE COMMISSION CONTINUE TO WORK ON THE PRESENTATION AND PRESENT TO THE CITY COUNCIL IN MAY.

Chair Marks deferred to the Clerk for input regarding the previous motion and availability of Council to present at a meeting before June.

Commissioner Sansom pulled her motion from the floor since there was no specific deadline to present to Council.

Ms. Carroll suggested that there was plenty of time within the normal reporting time for the commission during a regular meeting.

Discussion ensued on details of presenting to Council, possible budget and costs of getting the survey to businesses, the value of input from Councilmember Smith and targeting businesses within the city limits only.

B. Wellness Report and Strategic Plan Update

Commissioner Sansom provided a report on the B & B's marketing the various wellness businesses

- forming a loose association to allow smaller businesses to join and market through the association.
- information for the next meeting regarding the modality will be made available to get an idea of what is available in Homer
- request funds from Council to assist the Chamber in promoting this Wellness group
- successful mixer
- Wellness festival during the Winter Carnival

- Newsletter focusing on local practitioners

Commissioner Gustafson recommended that the Wellness group hook up with the MAPP group as it seems to be a good fit.

This is been a group established to promote Homer and bringing in businesses, follows commission goals, and as a possible funding source.

Clarification on how this relates to the commission was provided to Commissioners and this was an idea that started by Commissioner Sansom and since she is on this commission and they are a sector of business of the city as a whole. This was similar to the Pioneer Avenue Task Force in creation and being. Chair Marks added input on the support for existing businesses.

Discussion ensued on the immediate need was funding for marketing for the Chamber and that it would be valuable and worthwhile money spent.

Commissioner Sansom added commentary that the Chamber promotes more than just fishing and when the commission spoke with Councilmember Smith on asking for funds they received an emphatic no and that they needed to bring information to back-up the request for funds.

Ms. Carroll provided the information that the commission back at that time thought that marketing Homer as a Health & Wellness destination and that the commission was not actively working on it but that Commissioner Sansom was working on the idea with the Chamber and it has evolved as the Pioneer Avenue Task Force.

NEW BUSINESS

A. Land Allocation Plan

Chair Marks introduced the item and noted the request for action from the Deputy City Planner. She inquired if the commission wanted to provide a recommendation and if they want to continue the annual process or just receive a short report.

Ms. Carroll provided input that if the commission had a possible business interested in coming to Homer it may be beneficial to be able to recommend to Council to lease specific city owned land and the Commission could just submit a thank you for the opportunity but they have no recommendations for this year.

Commissioner Lord provided some input on the value to reviewing this plan on an annual basis and provided an example on a similar activity being conducted on the Borough level.

Commissioner Sansom agreed and noted the discussion held earlier in the year regarding a conference center.

A brief discussion on any lands that are available that the commission wanted to submit a recommendation for ensued.

Chair Marks called for a motion.

SANSOM/KEISEL MOVED THAT THE COMMISSION THANKS THE DEPUTY CITY PLANNER FOR THE REPORT BUT AT THIS TIME THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION HAS NO RECOMMENDATIONS.

There was no further discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

INFORMATIONAL ITEMS

A. Commissioner Attendance at City Council Meetings

Chair Marks will be unable to attend next month and asked if one of the other commissioners will be able to attend in April. Commissioner Lord volunteered to attend the March 28, 2017 Council meeting and a meeting in April.

COMMENTS OF THE AUDIENCE

COMMENTS OF CITY STAFF

Ms. Carroll cautioned the commission on the language used as she felt uncomfortable with the term “slough off” or “dumping things” on the Chamber since there is a paid agreement between the City and Chamber regarding marketing services for the city.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Marks commented on the changes that the Chamber has done with their website in response to Commissioner Lord and Gustafson’s comments. They make it a little easier to see that there are other functions. However historically this is the body that they have and the commission has talked about having a staff member that they would slough off the work that they pass on to the chamber. There is the economic issue at this time but it may be something to look for is more money to pay a staff member. There is a lot that they shovel off to the chamber and that is why the chamber backs off more and more on what they do. She apologized for the meeting going over the time normally allotted.

Chair Marks inquired if the commissioners would be interested in a worksession prior to the regular meeting next month and have a single agenda item of the BRE survey.

COMMENTS OF THE COMMISSION

Commissioner Keisel thought that the speakers tonight were very informative and looks forward to the next meeting.

Commissioner Lord really appreciated all of city staff's time and appreciates the deputy City Planners work and presentation from Nick. Thanks everybody.

Commissioner Sansom commented it was a good meeting. She responded to the points made regarding work performed by the Chamber and will temper the terms she uses when speaking about the Chamber and its work for the city.

Commissioner Gustafson commented that the Chamber seems to get thrown a lot of things to do it all and they appear to handle all the tourism and marketing for the city. He almost thinks they could be two entities and it may be something that they could help them figure that out. He thought maybe they could work that out with them.

Commissioner Lord appreciates the work the Chamber does for the most part but that it is a national organization and she appreciates that the city works with the chamber on marketing and that creates a financial pathway there and a mutual gain but her interest is to work with the city and city residents to better move forward economic development not to become an arm of the chamber. She does have concerns and qualms with the chamber and does not want to mix personal and business.

ADJOURN

There being no further business to come before the Commission the meeting adjourned at 8:12 p.m. A **WORKSESSION IS SCHEDULED FOR 5:00 P.M. PRIOR** to the next regular meeting. The **NEXT REGULAR MEETING IS SCHEDULED FOR Tuesday, April 11, 2017 at 6:00 p.m.** at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

RENEE KRAUSE, CMC, DEPUTY CITY CLERK

Approved: _____



City of Homer

www.cityofhomer-ak.gov

Administration

491 East Pioneer Avenue
Homer, Alaska 99603

(p) 907-235-8121 x2222

(f) 907-235-3148

Memorandum

TO: Economic Development Advisory Commission
FROM: Jenny Carroll, Special Projects & Communications Coordinator
DATE: April 5, 2017
SUBJECT: Staff Report to EDC

I will not be at the April 11, 2017 EDC Worksession or Business Meeting as I am traveling out of state for training. I will be back in the office April 21 and look forward to getting caught up on the developments you have made for the BRE program plan. Thanks to Karin and Rachel for their input on the program proposal so far! This is an exciting initiative.

Business Retention & Expansion

The main focus for the April worksession meeting is work on components of the BRE Plan: refine the draft BRE survey based on your experience taking it; complete a draft marketing/outreach plan (which may want to include some brainstorming on talking points for why business owners should want to participate) and refine the implementation plan.

If you have not done so, please take some time to complete the draft BRE survey online: <http://bit.ly/2n7BVbi>. I have included the survey again in paper form to make it easier for you to make editing notes. Rachel and Karin provided a marketing/outreach list for inclusion in your packet as a starting point for the marketing/outreach plan. Finally, I have provided information for seeking Council approval once you ratify a final plan to move ahead with.

Broadband Internet Discussion - Follow Up - Information Only

Since Nick Poolos' presentation and the EDC discussion of broadband in Homer, three articles about broadband have come across my desk. I include them as part of my Memo this month for your further reference:

Google Fiber Was Doomed From the Start posted on BACKCHANNEL. Nick Poolos suggested this article as it lays out the reasons why the "last mile" is really a basic infrastructure problem that the private sector isn't set up to solve.

The other two articles inform you of Federal government efforts to provide broadband and/or mechanisms to provide basic broadband infrastructure that the EDC may want to follow and evaluate the potential benefits for Homer.

FirstNet Partners with AT&T to Build \$46.5 Billion Wireless Broadband Network for America's First Responders. This is a press release from Department of Commerce announcing DOC and First Responder Network Authority's selection of AT&T to build a nationwide wireless broadband network dedicated to America's first responders. According to DOC, "with this innovative public private partnership, a large swath of spectrum will be prioritized and dedicated to first responder communications. Plus, when there is surplus capacity on the FirstNet network, the network provider can use it for commercial purposes to deliver innovative broadband services and applications for all wireless users."

On March 21st, US House Communications and Technology Subcommittee held broadband infrastructure hearings on the "dig once" or *Broadband Conduit Deployment Act of 2017* Federal legislation. The discussion draft requires the Department of Transportation, in conjunction with NTIA and the Federal Communications Commission (FCC), to evaluate whether broadband conduits should be installed in any highway construction project using federal funds. If the evaluation indicates that additional broadband capacity would be needed in the next 15 years, the project must include the deployment of broadband conduit. Further, the broadband conduit must be made available by the states to any broadband provider at cost-based rates and the availability of the broadband conduit must be published in the National Broadband Map.

Google Fiber Was Doomed From the Start

The internet access answer won't come from private markets, but rather from policies that make for competitive networks.

Posted on BACKCHANNEL March 14, 2017 by Susan Crawford, Contributor

<https://backchannel.com/google-fiber-was-doomed-from-the-start-a5cdfacdd7f2>

Just a handful of newsflashes have come home to me in such a way that I never forgot where I was when I heard them. Most were disasters, like the Challenger explosion or the attacks of September 11. In February 2010, I was sitting in my office in Ann Arbor when another event made the list—but this one surprised and delighted me. I cheered. Google had [announced its fiber experiment](#), a plan to wire at least 50,000 homes with fast, bountiful connections. Finally, someone was going to try to unstick the monopolistic, stagnant, second-rate market for high-capacity internet access in the US.

Last month, there was a shakeup at Alphabet's Access division (the new name for what was originally called Google Fiber). It [named a new CEO](#), Greg McCray, and news outlets reported that hundreds of Access employees were being shifted to other parts of the Google empire. The former CEO, Craig Barratt, [had already announced](#) last year that Access would "pause" plans to launch fiber networks in several cities. Taken together, these news reports all seem to signal that Google is dumping the idea of fiber and moving decisively into wireless access solutions.

The bumpersticker from defenders of the status quo is that this means the Google Fiber experiment was a disaster. That's simply not the case. What this set of events does usefully and colorfully signal is that we need an entirely different approach to the country's desperate need for world-class data transmission.

We do need fiber, everywhere. But we're talking about basic infrastructure when we talk about fiber. And it is not in any private company's short-term interest to make that basic fiber infrastructure—

which amounts to a substantial upgrade to the last-century copper and cable lines with which Americans are now stuck—available to everyone at a reasonable price.

Google’s retreat is all about the bottom line. It wanted an unrealistic rate of return on basic infrastructure. It wanted to see rapid cost declines per subscriber, like the Moore’s Law changes in productivity that have taken place when digital technologists squeeze costs from other legacy businesses.

But although the cost of fiber—the glass itself—has fallen through the floor, and the gear needed to deliver signals over fiber has gotten cheaper over time, 80 percent or more of the cost of installing fiber is labor. The high upfront cost of getting all that labor to rip up the streets and hang wires on poles can’t be paid back in just a few years. The cost of that labor isn’t going down right now.

Basic physical infrastructure is like that. It requires long-term vision and patient capital—think horizons of 10 years or more, rather than two or three. In return, investments in basic infrastructure will pay steady, reliable returns until the sun explodes. And the spillovers from those investments in terms of economic growth and social justice for everyone in a community are routinely extraordinary. Think subway systems, railways, and telephone networks: Fiber optic internet access for everyone, and for every other form of infrastructure, is the most important recent addition to that list of physical networks.

As Google’s comfort with longterm returns waxed and waned, it labeled its fiber project an “experiment” (2010), then a “business” (2012), and finally a “bet” or “moonshot” (2015). Now it’s hoping to avoid many of those labor costs by experimenting with what can be done using its Webpass wireless access unit, rather than solely installing cables itself.

Don’t be distracted by talk about wireless. Saying Americans can rely on wireless alone is like saying, “Who needs airports? We have airplanes!” All those wireless connections will require fiber deep into neighborhoods, homes, and businesses; only fiber will be capable of carrying the tsunami of data we’d like to be producing over our devices. So far, no one has cracked the nut of getting extremely high-capacity wireless signals reliably through walls and doors, much less around hills and through trees. And the only thing that will make those wireless connections competitive is firm public control over conduits and poles so as to ensure no monopolist bosses us around.

Look, Google was never going to fix the nation’s high-capacity internet access problem. It’s a problem with several dimensions: In most major urban areas, local cable monopolies dominate completely, selling high-priced, second-rate data services that are inextricably bundled with pay TV packages and unthreatened by competition. In rural areas, former telco monopolies are doing their best to transform themselves into wireless media distribution platforms, cutting off millions of Americans from the modern world by relegating them to third- or fourth-rate unreliable data services. (I keep encountering rural stories of telcos cutting off even crappy DSL service any time anyone stops a subscription; realtors are tearing their hair out trying to ensure that some narrow drip of data will be available to a new buyer of a home. That’s a cataclysm.)

We’re systematically leaving behind minorities, less-educated people, poorer people, people living in urban areas, and anyone who simply doesn’t want to pay the inexplicably high rates these unregulated

giant companies command for what feels like a utility. The costs to our future are incalculable; we're failing to provide opportunities to scrappy Americans.

But Google Fiber did several things that, in hindsight, were helpful:

- The initial 2010 competition awakened cities across the country, unleashing a demand for fiber—and for change and choice—that has only grown since then.
- The company discovered how important it is to be on the ground, working with cities to simplify and rationalize creaky permitting structures and obsolete, status quo-protecting rules about wonky things like poles and conduit. Google Fiber's 2014 city-readiness [checklist](#) provides guidance that's broadly applicable to any fiber installation.
- Where Google threatened to go, incumbent cable guys suddenly found it in their power to lower their prices. This showed that competition matters and the margins enjoyed by the existing monopolies are huge.
- The company inadvertently made plain the problem of treating internet access like any other demand-prompted product, when its Kansas City installations failed to cross into historically redlined parts of the city. A utility serving everyone fairly doesn't ask for payment and interest up front.
- On the most basic level, lighting up Kansas City sparked imaginations around the country and made other mayors jealous.

The fundamental lesson of Google Fiber is that, in the end, its business model was just like that of another cable actor. It was playing within the existing sandbox, using the right technology but the wrong business model.

That sandbox has been left to the vagaries of the marketplace, in which existing monopolies have built moats around their businesses in the form of rights to programming, rights of way, bundled products, relationships with credulous legislators, and a million other barriers to entry that make competing—even for Google—just too expensive for shareholders looking for immediate, media company-like returns, quarter after quarter.

In Google's Wall Street-driven context, making the long-term investments necessary for an infrastructure play and taking on the entrenched monopolies was even harder than a moonshot.

The only business model for fiber that will work to produce the competition, low prices, and world-class data transport we need—certainly in urban areas—is to get local governments involved in overseeing basic, street grid-like “dark” (passive, unlit with electronics) fiber available at a set, wholesale price to a zillion retail providers of access and services. There's plenty of patient capital sloshing around the US that would be attracted to the steady, reliable returns this kind of investment will return. That investment could be made in the form of private lending or government bonds; the important element is that the resulting basic network be a wholesale facility that any retail actor can use at a reasonable, fair cost.

The result: Instead of different wires competing side by side with one another, there would be one great basic facility available neutrally to every form of business. Your ISP could use that fiber in competition with 10 others; your traffic lights could use it to govern congestion; your energy grid could use it to measure and regulate consumption and use of renewables. (Here comes the much-touted Internet of Things, which, without fiber everywhere, is being built on sand.) At the same time, the government would stay out of providing and inventing retail services itself.

That's the way communications networks work. Given the high upfront costs involved in building physical networks, we don't need multiple lines into homes and businesses—but we do need the most modern line available for sharing. That line is fiber. It's good for the next four or five decades. What we have—cable and copper—is not good enough for America. It's a win-win: The giant companies that sell us internet access can start selling it in actual competition with one another over wholesale fiber connections.

And I don't think we've got a branding problem. People love the Google brand, yes, but they also tend to be quite fond of their local governments. Voters are anxious for competition, choice, and change. So the next obvious step is to support local government involvement, bravery, leadership, smarts, and organization. (Warning: [plenty of terrible things](#) are happening at the state level to block local government.) Yes, it will be hard, but the reason I think it can happen is that people desperately want it, and voters will reward those who give it to them. No one has ever said *No* to much more bandwidth at lower cost. This is a bipartisan issue focused on improving the economic growth of entire areas and ranges of opportunities available to everyone in those areas. Officials can stand up and say, "There is no good reason to dumb down Americans." They'll get re-elected.

Eventually, after communities have shown the way, the federal government will wise up and ensure any remaining stragglers have great, inexpensive access too. We've been through this story before: It's a recap of what the country did in the early years of electrification.

I'll remember Google Fiber, and the communities that already have it are glad that it arrived. But it was never going to be the answer. And its retreat has made the answer far clearer.

FirstNet Partners with AT&T to Build \$46.5 Billion Wireless Broadband Network for America's First Responders

Record-breaking public-private partnership will modernize emergency communications infrastructure, saving lives, protecting communities, and creating jobs

FOR IMMEDIATE RELEASE Thursday, March 30, 2017

[InnovationFirst Responder Network Authority \(FirstNet\)Broadband](#)

Department of Commerce, **[Office of Public Affairs](#)**

Today the Department of Commerce and First Responder Network Authority (FirstNet) announced the selection of AT&T to build the first nationwide wireless broadband network dedicated to America's first responders. This record-breaking public-private partnership is a significant

investment in the communications infrastructure that public safety desperately needs for day-to-day operations, disaster response and recovery, and securing of large events. It will also make 20 MHz of prime broadband spectrum available for private-sector development.

“Today is a landmark day for public safety across the Nation and shows the incredible progress we can make through public-private partnerships,” **said U.S. Department of Commerce Secretary Wilbur Ross.** “FirstNet is a critical infrastructure project that will give our first responders the communications tools they need to keep America safe and secure. This public-private partnership will also spur innovation and create over ten thousand new jobs in this cutting-edge sector.”

The broad terms of this 25-year agreement between FirstNet and AT&T are:

- FirstNet will provide 20 MHz of high-value, telecommunications spectrum and success-based payments of \$6.5 billion over the next five years to support the Network buildout – FirstNet’s funding was raised from previous FCC spectrum auctions;
- AT&T will spend about \$40 billion over the life of the contract to build, deploy, operate and maintain the network, with a focus on ensuring robust coverage for public safety;
- Additionally, AT&T will connect FirstNet users to the company’s telecommunications network assets, valued at more than \$180 billion.

The ability to communicate seamlessly across jurisdictions is critical for law enforcement, fire, and emergency medical services (EMS) when securing large events or responding to emergencies and disasters. In those instances, networks can become overloaded and inaccessible, limiting responders’ use of vital communication technologies, such as smartphones and applications dedicated to public safety services.

That will change with a high-speed network built specifically for the millions of public safety users in all 50 states, 5 U.S. territories and the District of Columbia, including those serving rural communities and tribal lands. The Network will modernize first responders’ communications and deliver specialized features that are not available to them on wireless networks today.

“This public-private partnership is a major step forward for the public safety community as we begin building the broadband network they fought for and deserve,” **said FirstNet Chair Sue Swenson.** “FirstNet and AT&T will deliver high-speed connectivity to help millions of first responders operate faster, safer, and more effectively when lives are on the line.”

This innovative public-private partnership will create more than 10,000 new jobs and ensure public safety has a voice in the growth and evolution of the Network. In addition, FirstNet and AT&T will maximize the resources they are bringing to the partnership to create a financially self-sustaining network.

Randall Stephenson, AT&T chairman and CEO, said, “We are honored to work with FirstNet to build a network for America’s police, firefighters and EMS that is second to none. This is an unprecedented public-private investment in infrastructure that makes America a leader and public safety a national priority.”

“This unique partnership brings together FirstNet as the voice of public safety and a global technology team with a proven track record and commitment to public safety,” **said FirstNet CEO Mike Poth**. “Together, FirstNet and AT&T will move with precision and urgency to deliver this much-needed infrastructure to those who need it the most: our first responders.”

FirstNet addresses a key recommendation of the 9/11 Commission regarding communications used by police, fire, and emergency medical personnel. The public safety community advocated for and endorsed passage of legislation for the wireless broadband network. For more information about how the FirstNet Network will help public safety save lives and protect communities, please visit FirstNet.gov/mediakit for resources.

About the FirstNet

The First Responder Network Authority (FirstNet) is an independent authority within the U.S. Department of Commerce. Chartered in 2012, its mission is to ensure the building, deployment, and operation of the nationwide, broadband network that equips first responders to save lives and protect U.S. communities. Learn more at FirstNet.gov/mediakit and follow FirstNet (@FirstNetGov) on Facebook and Twitter for updates.

Broadband Deployment and Infrastructure

Mar 21, 2017 [Press Release](#)

Blackburn: “People want broadband as much as new roads. Republicans and Democrats are eager to work together to solve this challenge.”

WASHINGTON, DC – The Communications and Technology Subcommittee, chaired by Rep. Marsha Blackburn (R-TN), today held a [hearing](#) examining barriers to broadband deployment throughout the country. In addition to receiving testimony from two panels of witnesses, [#SubCommTech](#) looked at two discussion drafts aimed at alleviating the burden and eliminating the red tape when it comes to deploying broadband throughout the country.

[Discussion Draft to facilitate the deployment of communications infrastructure](#), would:

- Create an inventory of federal assets that can be used to attach or install broadband infrastructure,
- Require all landholding agencies to use common templates when leasing space for wireless broadband attachments, and;
- Streamline processes for communications facilities locations applications at the Department Interior and Forest Service.

[Discussion Draft Broadband Conduit Deployment Act of 2017](#), would:

- Mandate the inclusion of broadband conduit during the construction of certain highway projects that receive federal funding.

There is general agreement among the federal government, private industry, and public stakeholders that the framework of federal permitting, siting, and permissions to access rights-of-way present a barrier to investment and are slowing broadband deployment. Broadband infrastructure is particularly lacking in rural areas throughout the country and consumers in these areas are falling behind their urban counterparts in what has been described as the “digital divide.”

“Lack of broadband access, particularly in rural areas, is an issue which affects the constituents of numerous members of the subcommittee, Republican and Democrat,” **said Chairman Blackburn.** “We must cut through the red tape by streamlining permitting processes and implement accurate availability data in order to solve the broadband dilemma.”

Joanne S. Hovis, President of CTC Technology and Energy, spoke to the importance of public-private partnerships when deploying broadband, [stating](#), “By working cooperatively with state and local governments, the private sector stands to benefit in multiple ways – as partners, as users of the networks to market their goods and services in the rapidly emerging information-based global economy, and as contributors to the next generation of innovations.”

Thomas Murray, Founder and Managing Member of Community Wireless Structures and Chairman of the Board of Directors at the Wireless Infrastructure Association, echoed Ms. Hovis’ testimony, [commenting](#), “To reap the tremendous benefits of next generation broadband, we must all work together to encourage and incentivize responsible and efficient wireless infrastructure deployment. Your draft bill is a significant and positive step in that direction, and there is much work to be done.”

“We are all tired of hearing stories about parents driving their children to the local McDonald’s for Internet access in order to finish their homework assignments. We owe them better, period. The 5G revolution is upon us and we should modernize our laws to address issues such as tower siting and federal rights of ways, which are tying the hands of the private sector,” **concluded Chairman Blackburn.** “Unleashing broadband will create economic, educational and healthcare opportunities for millions of hardworking taxpayers.”

Complete Hearing information is available at: <https://energycommerce.house.gov/hearings-and-votes/hearings/broadband-deploying-americas-21st-century-infrastructure>

BRE Program Planning and Procedural Information

1. Marketing/Outreach suggestions for BRE – from Rachel and Karin

Some thoughts to start:

- Homer News and Tribune -connect with them about a possible business series, with a plug for BRE. If display ads are wanted, work costs into proposed budget.
- KBBI, Slack Tide (not sure if Glenn would do city stuff, but worth checking)
- KPEN/other radio stations..maybe ask Sarah about talking with Chris Story about a highlight on his show?
- Chamber newsletters
- Rotary club presentations
- Direct mailing to business owners (I've started looking through a downloaded spreadsheet of business licenses....this would be around 1,650 mailings. For planning purposes, last year a 1,452 count 5.5" x 8.5" double-sided postcard mailed by a local print company cost \$1,414. (Cost included printing & mail service, no design time.)

Brainstorm additional avenues to promote business participation in the survey; come up with a calendar so we can integrate all of the marketing to make a biggest impact. Develop talking points for why business owners should want to participate.

2. Suggestion for moving BRE proposal to Council for approval

- EDC complete BRE Plan you are proposing.
- I have tentatively scheduled EDC to give a 10-minute BRE presentation to Council on May 8, 2017 (May 8th is the first opening in the Council's schedule.)
- Compose Memo from EDC to Council and Mayor for May 8th City Council Meeting about the BRE Program proposal. This memo will back-up a Resolution or Ordinance;
- Compose Resolution or Ordinance (and see if Councilmember Heath will sponsor) for introduction and consideration at the May 8 City Council Meeting. (A resolution seeks Council approval to move ahead with the BRE Program and can be introduced and possibly adopted at the May 8th meeting; an ordinance seeks approval for the BRE program and to expend general funds on it. An Ordinance will require two meetings for consideration and public hearing, for a possible May 22nd adoption.

The tentative agenda deadline, Council packet deadline (May 3rd) and the Council meeting all fall before EDC's next business meeting scheduled for May 9th. Options are:

1. If you feel the plan is ready, you can decide at your April 13th business meeting to bring the BRE proposal to Council at their May 8th meeting according to the schedule above.
2. If you feel the plan needs more time, give a 10-minute visitor presentation only on May 8th; then finalize BRE Program plan and presentation materials at EDC May 9th meeting and introduce BRE Resolution or Ordinance at the May 22nd City Council Meeting.

Homer Business Retention & Expansion DRAFT

1. Which of the following best describes your business? (mark all that apply)

Check all that apply.

- Locally owned and operated
- Regional chain
- National chain
- Franchise
- Other: _____

2. Where is your business located?

Mark only one oval.

- City of Homer
- Outside of the City, within the Kenai Peninsula Borough
- Other: _____

3. What are your top three reasons for locating or keeping your business in Homer?

Check all that apply.

- Access to customers
- Access to suppliers
- Proximity to home
- Cost of doing business
- Workforce availability
- Financial incentives
- Access to business support services
- Quality of life
- Recreation facilities/entertainment
- Quality of housing
- Safety services (police, fire)
- Other: _____

4. Did your business begin its operations in Homer?

Mark only one oval.

- Yes *Skip to question 8.*
- No

Moving To Homer

This section is for businesses who chose to move from another location to Homer

5. Where did you move from (City, State)?

6. When did you move your business to Homer?

Example: December 15, 2012

7. Why did you choose to move your business to Homer?

Business Description

For all businesses, please generally describe your operations

8. Which of the following industries describe your business? (Check all that apply)

Check all that apply.

- Agriculture
- Mining, Oil/Gas
- Construction
- Manufacturing
- Transportation and public Utilities
- Wholesale Trade
- Retail Trade
- Finance, insurance, real estate
- Accommodation/Food Services
- Education
- Health Care Services/Social Assistance
- Professional/Scientific/Technical Services
- Other: _____

9. What kind of facility do you operate this business from? (check all that apply)

Check all that apply.

- Home-based
- Retail sales facility
- Office-operation facility
- Manufacturing
- Branch
- Headquarters
- Other: _____

10. Do you own or lease your facility?

Mark only one oval.

- Own
- Lease

11. What are the major products or services offered by your business?

12. Over the past 3 years, sales of your major products are:

Mark only one oval.

- Increasing
- Stable
- Decreasing

13. Over the last three years, have the following increased, stayed the same, or declined:

Mark only one oval per row.

	Increased	Stayed the same	Decreased	N/A
Number of customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales - Total Revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees - Full Time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees - Part Time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees - Year Round	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees - Seasonal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. How many of your purchases for your business are made:

Mark only one oval per row.

	Most	Some	None
Locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Within Alaska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside/Lower 48	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What are the major factors influencing where you make business purchases?

Marketing

16. Does your business have a website?

Mark only one oval.

- Yes
- No

17. If no, why not?

Check all that apply.

- No internet access
- Slow internet connection
- No IT support
- Cost
- Time commitment
- Need more information
- Other: _____

18. What are the three types of advertising you use most?

Check all that apply.

- Newspaper
- Radio
- TV
- Direct Mail
- Visitor's Guides
- Brochures/flyers/rack cards
- Word of mouth
- Social media (Facebook, etc)
- Other: _____

19. Do you share advertising expenses with other businesses for the promotion of your business area?

Mark only one oval.

- Yes
- No

20. If you don't share advertising expenses, under what circumstances would you consider advertising with other businesses?

Employment and Training

21. Identify the number of FULL TIME employees working in your business, including you and family members.

Mark only one oval per row.

	1-3	4-10	11+	N/A
Currently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Three years ago	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Identify the number of PART TIME employees working in your business, including you and family members.

Mark only one oval per row.

	1-3	4-10	11+	N/A
Currently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Three years ago	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Identify the number of SEASONAL employees working in your business, including you and family members.

Mark only one oval per row.

	1-3	4-10	11+	N/A
Currently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Three years ago	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. If the number of employees changed from three years ago, why? (check all that apply)

Check all that apply.

- Business did not exist three year ago
- Changes in profits
- Changes in demand
- Government regulation
- Change in contracting
- Expansion
- Technology changes
- New products/services
- Changes in worker efficiency
- Other: _____

25. How would you rate the quality of the local labor pool as it relates to your business?

Mark only one oval per row.

	Very Good	Good	Fair	Poor	I don't know/NA
General labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skilled labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clerical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional/Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temporary/Contractual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Describe any recruitment/hiring challenges for your business.

Mark only one oval per row.

	Significant Problem	Moderate Problem	Little or No Problem	Don't Know
Labor supply shortage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competition for employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor work attitudes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate labor skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workers cannot pass screening (drug, criminal, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Do your employees require training when they are hired?

Mark only one oval.

- Yes
- No
- On a case-by-case basis

28. How do you currently train your employees?

Check all that apply.

- Do not provide employee training
- Self taught (manuals, videos, training materials)
- In-house training (one-on-one by supervisor or co-worker, etc)
- Send employees to workshops
- Contract with private vendors
- Contract with public vendors (colleges, etc)
- On-the-job training (government supported)
- Apprenticeships
- Distance learning
- Other: _____

29. Would your business benefit from training and outreach opportunities within your industry?

Mark only one oval.

- Yes
- No
- Maybe

30. Do you have any other comments or suggestions on employment and training for your business?

Technology & External Forces

31. What kind of internet service does your business use?

Check all that apply.

- None
- Dial-up
- Cable
- DSL-Telephone
- Fiber
- Satellite
- Don't Know

32. Are you satisfied with your current internet service? If NO, why not?

33. From the list below, please check the top five (5) factors likely to have a major impact on your business during the next three years.

Check all that apply.

- New products
- Changing consumer tastes
- Demographics
- Government regulations
- Raw material shortages
- Energy costs
- Transportation costs
- Wage rates
- New technology
- Financing availability
- Taxes/government policies
- Other: _____

Homer Area

34. What are the greatest advantages of operating your businesses here, as opposed to elsewhere?
(For example, community features, population, etc)

35. What are the greatest disadvantages?

36. What is your overall opinion of our community as a place to do business?

Mark only one oval.

- Excellent
- Good
- Fair
- Poor
- No Response

37. What is your overall opinion of our community as a place to live?

Mark only one oval.

- Excellent
- Good
- Fair
- Poor
- No Response

38. What recommendations do you have for improving the business climate or quality of life in our community?

39. Are there new local businesses or specific companies/services that would improve your business operations and/or profitability?

40. Do you have any other questions, comments or concerns that haven't been covered?

Contact Information (OPTIONAL)

(OPTIONAL) Please provide your contact information so we can follow up with you!

41. Name

42. Business Name

43. Email address

44. Phone

45. Business website (if applicable)

Thank You!





City of Homer

www.cityofhomer-ak.gov

Office of the City Manager

491 East Pioneer Avenue
Homer, Alaska 99603

citymanager@cityofhomer-ak.gov

(p) 907-235-8121 x2222

(f) 907-235-3148

Memorandum

TO: Mayor Zak and Homer City Council
FROM: Katie Koester, City Manager
DATE: April 10, 2017
SUBJECT: April 10 City Manager's Report

Role of Council in Emergency Management Scheduled

May 15th starting at 4:30pm in Council chambers, State Division of Military and Veteran's Affairs Director O'Hare and Deputy Director Sutton will deliver a training on the Mayor and Council's role in the event of a major emergency. They are planning on about 3 hours with Q & A following the presentation. This will be scheduled as a worksession and is open to the public.

Cast a Vote for Homer Parks

As a member of Alaska Recreation and Parks Association (ARPA) the City of Homer is a contestant in a national program called "Meet me at the Park," where anyone who wants to can vote everyday in the month of April for any town in any state. It's not a "whoever gets the most votes wins" contest, but every vote goes into the lottery drawing, increasing our chances. The largest 15 cities in the nation are excluded and fall under a different program. It takes about 10 seconds a day to vote, and the prize is a \$20,000 grant towards park improvements in our community. The link to the main page to vote from is here:

<https://www.nrpa.org/our-work/partnerships/initiatives/meet-me-at-the-park/>

Customer feedback survey

At the beginning of the year Mayor Zak instituted customer feedback cards as a way for constituents to share with City staff ways to improve, concerns, or even compliments. The cards are at every front desk where the public has contact with city staff and the Communication Coordinator follows up with every constituent who leaves their contact information. Comments are compiled into a quarterly report (attached) as a summary for Council. One quick and tangible improvement from this quarter was more prominent placement of the link to pay water/sewer bills on the City website. Thanks to everyone who takes the time to leave thoughtful feedback.

Kachemak Heritage Land Trust (KHLT) Trail Plans

KHLT is working on a long-term plan for their Poopdeck property (in Town Center), including trails. They would like to explore the option of having a trail from their land over to the City land, connecting north to Pioneer Ave. The City purchased this lot with the intent of eventually putting a road in from Pioneer to Town Center and a trail would be consistent with that vision (it would run parallel to the road). The City land is more dry (better for trails) and has a legal connection to Pioneer Ave. If Council is agreeable, KHLT will include the possibility of extending the trail on the City lot

as part of their survey of alternatives. I would ask that KHLT come back to the City with a report on their findings and preferred alternative. Before moving forward on City land, an agreement would be formalized through Council. Construction of the trail would require additional steps, but might not be for some time as KHLT is still in the planning stages. See attached maps.

Employee Anniversaries

Please take a moment to thank the following employees for the dedication, commitment and service they have provided the City and taxpayers of Homer over the years.

Joe Young,	Public Works	10	Years
Rick Pitta,	Police	8	Years
Rachel Tussey,	Port	7	Years
Travis Brown,	Port	5	Years
Erica Hollis,	Police	5	Years
Jean Hughes,	Public Works	3	Years
Jaclyn Arndt,	Fire	1	Year
Camelle Bickish,	Library	1	Year

Enc:

- Customer Feedback Quarterly Report
- Homer Foundation Quarterly Report
- p. C-5, 'University lot' from Land Allocation Plan
- KHLT Conceptual Site Plan for Poopdeck

Customer Feedback Quarterly Report

1st Q 2017

DATE	TYPE	CUST COMMENT	Response
Jan-31	compliment (Hallmark card written to Public Works)	grateful for the care COH takes of our roads throughout the community in winters like this.	
Feb-7	concern	put iron post & chain handrails on sidewalks to prevent falls on ice	Front desk ascertained this person just moved to Homer from Kentucky and suggested using ice cleats on his shoes to mitigate the risks of walking on ice.
Feb-7	suggestion by City employee	eliminate office interruptions by encouraging staff members to use other employee direct phone numbers as the first phase of contact.	
Feb-8	suggestion	make utility bill pay feature more easily accessible on city website	Finance worked with communications coordinator to create Utility Bill ePay link on homepage; finance followed up with customer about the improvement.
Feb-8	compliment	pedestrian who regularly walks the Spit Trail expressed appreciation for level of trail maintenance to Dan Gardener who was out on the trail inspecting ice/sanding conditions	
Mar-7	suggestion and compliment	suggestion: less art and more city services; compliment: front desk staff helpful friendly and pleasant	Communications Coordinator followed up; thanked client for providing feedback and discussed why she often sees art in public places (State 1% for Art Program for Capital projects).
Mar-13	Suggestion	Bring back the bell (bell at City Clerk's public counter)	City Clerk pointed out that the bell was on the counter; customer just didn't see it.
Mar-20	compliment	Thanks to Public Works for all work road crew has done this winter & 3 cheers for keeping Eagle View Subd. safe.	Communications Coordinator forwarded compliment to Public Works Department.
Mar-29	concern	Asked for rationale behind City's \$5.00 Water/Sewer per unit charge for multi-units. Does not feel the additional fee is warranted.	Communications Coordinator forwarded compliment to Public Works Department.

HOMER FOUNDATION
 Quarterly Report to Fund Holders
October - December 2016

Fund Holder City of Homer
 Fund **City of Homer Fund**

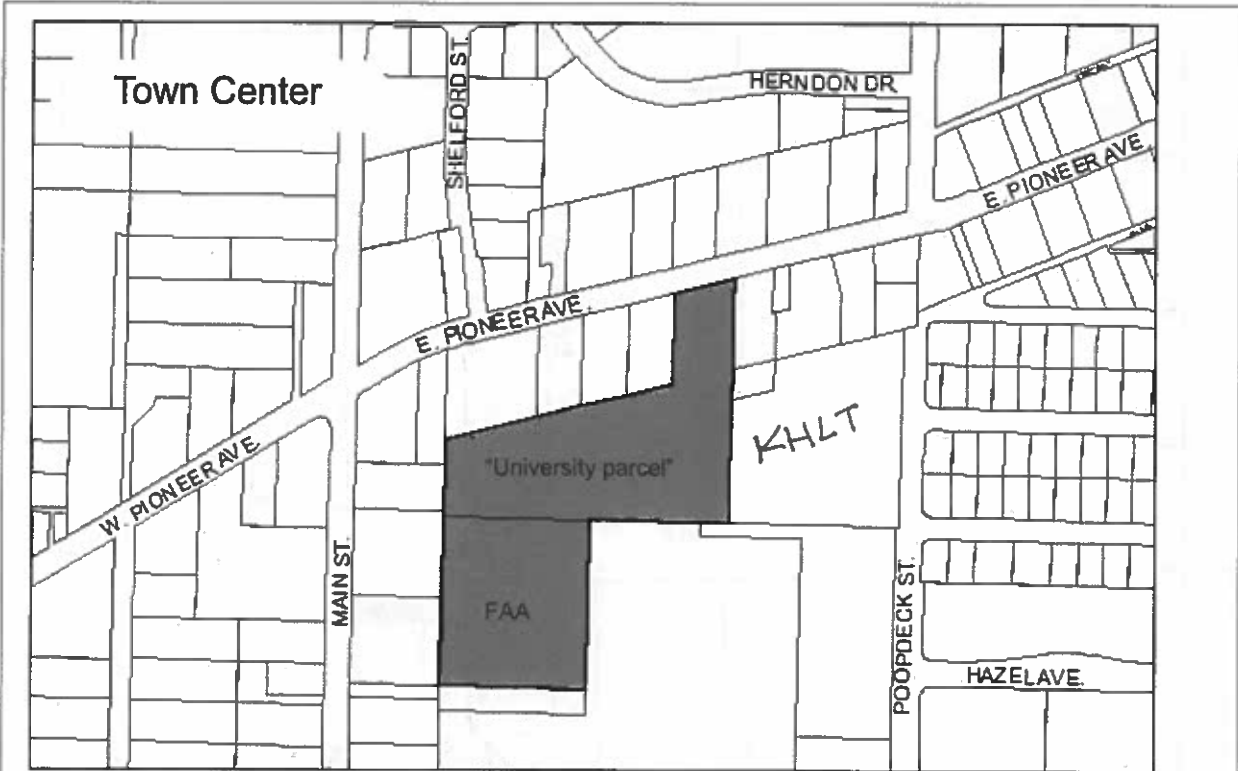
Fund Type: Field of Interest
 Fund Code: 1305

PORTFOLIO SHARE (Corpus)

Beginning Balance	219,728.82
Contributions	-
Withdrawals	-
Portfolio Market Change	(28,259.30)
Ending Balance	191,469.52

AVAILABLE FOR DISTRIBUTION (Earnings)

Beginning Balance	27,010.41
Earnings Allocation	325.74
Grants Awarded:	
none this quarter	-
	-
	-
Grants Total	-
Transfers to Restricted Fund	-
Ending Balance	27,336.15



Designated Use: UA land: Land was sold to the City by UA with the intent it would be used for town center. FAA site: Held for possible UA/state shared consortium library agreement and land trade for land at Bridge Creek. Resolution 14-084 Identifying Homer FAA Site Sub Tract 38A in the Town Center as a Viable Location for a Community Center.
Acquisition History: UA: Ord 03-61 purchase.

Area: 7.71 acres	Parcel Number: 17719209, 17708015
-------------------------	--

2009 Assessed Value: \$520,200

Legal Description: Homer FAA Site Sub Tract 38A, UA lot: Portion of Nils O Svedlund Sub lot 7 tract B, long legal.

Zoning: Central Business District	Wetlands: City had a wetland delineation done in 2006. There is about a 1/2 acre of wetlands between the two sites.
--	--

Infrastructure: Must be built as land is developed.

Finance Dept. Code:



2017 HOMER CITY COUNCIL MEETINGS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION ATTENDANCE

Commissions are invited to report to the City Council at the Council's regular meetings under Item 8. Announcements/Presentations/Borough Report/Commission Reports. This is the Commission's opportunity to give Council a brief update on their work. Generally the Commissioner who will be reporting will attend one of the two meetings for the month they are scheduled to attend.

The following Meeting Dates for City Council for 2017 is as follows:

- April 10, 24 _____
- May 8, 30 _____
- June 12, 26 _____
- July 24 _____
- August 14, 28 _____
- September 11, 25 _____
- October 9, 23 _____
- November 27 _____
- December 11 _____