

NOTICE OF MEETING
REGULAR MEETING AGENDA

- 1. CALL TO ORDER, PLEDGE OF ALLEGIANCE 6:00 P.M.**
- 2. AGENDA APPROVAL**
- 3. PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA** *(3 Minute Time Limit)*
- 4. RECONSIDERATION**
- 5. APPROVAL OF MINUTES**
 - A. Regular Meeting Minutes for August 14, 2018 **Page 3**
- 6. VISITORS/PRESENTATIONS** *(10 Minute Time Limit)*
- 7. REPORTS** *(5 Minute Time Limit)*
 - A. Marine Trades Association Report **Page 9**
 - A. Chamber Director Report
 - B. Pioneer Avenue Task Force Report
 - C. Staff Report – Jennifer Carroll, Special Projects & Communications Coordinator
- 8. PUBLIC HEARING**
- 9. PENDING BUSINESS**
 - A. Wayfinding and Streetscape Plan Proposal **Page 15**
- 10. NEW BUSINESS**
 - A. Identifying Next Action Item from BR&E Survey Report **Page 19**
 1. Executive Summary from BR&E Survey **Page 21**
- 11. INFORMATIONAL MATERIALS**
 - A. City Manager’s Report for August 27 & September 10, 2018 **Page 25**
 - B. Commissioner Attendance at City Council Meetings **Page 49**
- 12. COMMENTS OF THE AUDIENCE** *(3 Minute Time Limit)*
- 13. COMMENTS OF THE CITY STAFF**
- 14. COMMENTS OF THE COUNCIL MEMBER** *(if present)*
- 15. COMMENTS OF THE CHAIR**
- 16. COMMENTS OF THE COMMISSION**
- 17. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, OCTOBER 9, 2018 at 6:00 p.m.** in the City Hall Cowles Council Chambers located at City Hall, 491 E. Pioneer Avenue, Homer, Alaska

Session 18-04 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:00 p.m. on August 14, 2018 at the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: COMMISSIONERS MARKS, BROWN, AREVALO, EVANS (excused at 7:03 p.m.)
GUSTAFSON (arrived at 6:56 p.m.)
COUNCILMEMBER SMITH

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

AGENDA APPROVAL

Chair Marks requested a motion to approve the agenda as written.

EVANS/AREVALO MOVED TO APPROVE THE AGENDA AS WRITTEN.

There was no discussion.

VOTE. NON OBJECTION. UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. Regular Meeting Minutes for April 10, 2018

Chair Marks requested a motion to approve the minutes as written.

AREVALO/BROWN MOVED TO APPROVE THE MINUTES OF APRIL 10, 2018.

There was no discussion.

VOTE. NON OBJECTION. UNANIMOUS CONSENT.

Motion carried.

VISITORS

A. Update on Pioneer Avenue Beautification Projects – Matt Steffy, City of Homer Parks Maintenance

Chair Marks introduced Matt Steffy, head of Homer Parks Maintenance. She added that the purpose of having him at the meeting is because the Pioneer Avenue Revitalization Task Force is under the auspices of the Economic Development Advisory Commission, and much of Mr. Steffy's presentation relates to the beautification of Pioneer Avenue.

Mr. Steffy provided his PowerPoint presentation on Pioneer Avenue, Homer beautification in general, and the concept of wayfinding. Sections covered included:

- Highlighting the Central Town Loop – Pioneer Avenue, Sterling Hwy., and thoroughfares including Greatland Street.
- Defining Beautification – An aspect that includes plants, benches, public art, trash cans, pet stations, and custodial (litter control and maintenance).
- Working with Local Businesses and Non-Profits – City's Right of Way is 10 feet from road edge; considering the public vs private responsibilities for maintenance, and learning/re-establishing partnerships.
- Finding a Strategy for Plants and Flowers – Three different ways to approach beautification community-wide would be Freestyle, Basic, or Standards.
- Covering Where the City Flowers Come From, and Where they Potentially Should – The City selects/grows the flowers and then gives them out to businesses to plant, who then make a donation of some kind to the City. New strategies: contract to local vendors provides better quality, but partnering with the High School encourages stewardship with local youth.
- Explaining Wayfinding and Wayshowing – All of the means of orienting people in a physical space to provide direction, advertise available resources, and do so with aesthetic prowess.
- Importance of Signage and Maps – Comprehensive signage: directional vs locational, and exploring the use of Geo Apps.

The commissioners shared their comments in response to the presentation. The question of this information's relevancy to the commission was brought up; Chair Marks reiterated her comments regarding the Pioneer Avenue Task Force, that's under the EDC, and what kind of work its doing. Her explanation touched on the City working with the task force, the increase in opportunity to focus on Pioneer Avenue and the downtown area, and establishing parameters that the City Parks department can work from.

The commission discussed details on donated benches and potential funding for benches. Chair Marks reiterated the importance of parameters and design concerns of eclectic vs. hodge-podge. It was agreed overall that consultation between Mr. Steffy and the Pioneer Avenue Task Force is a good thing and the beginning of a conversation.

There was no further discussion.

REPORTS

- A. Marine Trades Association Report
- B. Chamber Director Report
- C. Pioneer Avenue Task Force Report
- D. Staff Report – Jennifer Carroll, Special Projects & Communications Coordinator
 - 1. Area Sector Analysis Process Survey

Special Projects & Communications Coordinator Carroll provided her report, highlighting the Soldotna Rotary Community Forum that she and Chair Marks attended on July 23rd. She explained it's a grassroots effort to launch an Area Sector Analysis Process (ASAP) using a program developed by planners; the leading person being a western regional planner named Don Albrecht.

Mrs. Carroll detailed out how the ASAP model works to help keep economies in small, rural communities vital. She further explained the survey process and the level of involvement of the Homer Chamber of Commerce and the City; part of Mrs. Carroll's proposal is asking Economic Development Commissioners to help distribute the postcards needed for the survey, on a personal/informal basis. She wanted the commissioners to be aware of this economic development effort happening on the Kenai Peninsula, and to encourage involvement.

Chair Marks added that the program created by Don Albrecht uses a numerical code that translates all of the business' survey data into actual numerical statistics; in her opinion this method has more merit than just a survey of personal-feeling comments to read through.

The commission further discussed the process of the ASAP model and how the data can be broken down. Chair Marks offered to take postcards for distribution.

PUBLIC HEARINGS

PENDING BUSINESS

- A. Wayfinding and Streetscape Plan Proposal
 - 1. Letter of Support from Homer Chamber of Commerce
 - 2. Email from Library Director re: Wayfinding and Streetscape
 - 3. Letter of Support from Pratt Museum
 - 4. Wayfinding Project Examples

Chair Marks referenced the information provided in the packet.

MARKS/EVANS MOVED TO AUTHORIZE THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION TO MOVE FORWARD WITH DEVELOPING A WAYFINDING-STREETSCAPE PLAN PROPOSAL TO PRESENT TO CITY COUNCIL FOR FUNDING CONSIDERATION. THE LONG-TERM GOALS OF THE PLAN ARE:

1) A VIBRANT DOWNTOWN CORRIDOR THAT CAN BETTER SUPPORT COMMERCIAL, CULTURAL AND CREATIVE ACTIVITIES; AND

2) STRATEGIC CITY UTILIZATION OF LANDMARKS, CITY SIGNAGE, PATHWAYS AND STREETSCAPE ELEMENTS TO HELP VISITORS AND RESIDENTS MORE EASILY NAVIGATE AND MORE FULLY EXPERIENCE HOMER.

Chair Marks opens the floor for discussion. All commissioners shared their comments, including: support for this wayfinding plan, voicing a need for better signage, concerns over study costs, ways to cut costs, and clarification on the motion.

VOTE. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Chair Marks added more details on the wayfinding plan moving forward, later posing the question: what can be at the next meeting? Mrs. Carroll clarified that the emphasized plan items listed in her memo are fairly inclusive and can be added to by the commissioners to help set the scope of work, suggesting it could be at the next meeting. She further explained the various steps in creating the building blocks for this plan.

There was further discussion on:

- The wayfinding plan and how it can be tailored to Homer's needs
- What other needs should be added to the list for the plan's scope of work
- Clarification on State of Alaska TAP grants not a good fit for beautification-related projects; more for shovel-ready DOT projects
- Possibility of the Pioneer Avenue being considered an "urban trail"

NEW BUSINESS

A. Election of Vice Chair

Chair Marks referenced the non-renewal notice from Commissioner Sansom.

Given no commissioners volunteered or showed an interest in becoming the new vice chair, it was unanimously agreed by the commission that the topic shall be tabled until additional members are appointed.

B. EDC Meeting Schedule for Remainder of 2018

Chair Marks explained meeting scheduling concerns due to the two vacancies and possible lack of quorum; she inquired for a general idea of meeting attendance from the commissioners. Commissioner Evans may be absent at the September meeting and Chair Marks from the October Meeting.

There was clarification on scheduling for the December meeting; it was originally voted on by the commission to not have a July/December meeting, but it was agreed to re-schedule it.

BROWN/EVANS MOVED TO RESCHEDULE THE DECEMBER 11, 2018 MEETING.

There was no further discussion.

VOTE. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Chair Marks encouraged all commissioners to help find city residents willing to volunteer on the Economic Development Advisory Commission.

C. 2019-2024 CIP Review and Selection of Legislative Priority Project Recommendations 1. DRAFT 2019-2024 CIP

Chair Marks began the discussion with a recap on the CIP process.

Commissioner Gustafson arrived and joined the meeting at 6:56 p.m.

A lengthy discussion continued, with added feedback by Special Projects & Communications Coordinator Carroll on CIP process and project determination. All commissioners provided their input, listing their top priority selections, followed by extensive deliberation, questions, and answers on the reasoning/justifications for their picks.

Commissioner Evan's selections were: Homer Large Vessel Port Expansion, Barge Mooring and Large Vessel Haul out Repair Facility, and Main Street Reconstruction project.

Commissioner Brown's selections were: Barge Mooring and Large Vessel Haul out Repair Facility, Homer Large Vessel Port Expansion, and Storm Water Master Plan.

Commissioner Evans left the meeting at 7:03 p.m. Since Mr. Gustafson had arrived earlier, the commission was able to maintain a quorum.

Commissioner Gustafson's selections were: Homer Large Vessel Port Expansion, Barge Mooring and Large Vessel Haul out Repair Facility, and Multi-use Community Center.

Commissioner Arevalo's selections were: Barge Mooring and Large Vessel Haul out Repair Facility, Multi-use Community Center, and Main Street Reconstruction/Kachemak Drive Rehabilitation.

Chair Marks' selections were: Homer Large Vessel Port Expansion, Barge Mooring and Large Vessel Haul out Repair Facility, and Multi-use Community Center.

Although Mrs. Carroll reiterated the need for only two top priority picks, she stated many commissions choose a third selection. There was extensive conversation on having a multi-use community center/facility on the project list with added comments by Councilmember Smith. The commission continued their deliberations, including discussion on the overall top five CIP projects, while determining their final selections.

Consensus of group:

- 1 – Barge Mooring and Large Vessel Haul out Repair Facility
- 2 – Homer Large Vessel Port Expansion
- 3 – Multi-Use Community Center Phase I

There was no further discussion.

INFORMATIONAL ITEMS

- A. Commissioner Sansom Message to EDC Re: Seat Non-Renewal
- B. City Manager's Report for July 23 & August 13, 2018
- C. Commissioner Attendance at City Council Meetings

Chair Marks reviewed the Council meeting schedule. Councilmember Smith offered to provide the commission's input during the meeting, but Chair Marks and Commissioner Arevalo offered to attend.

COMMENTS OF THE AUDIENCE

COMMENTS OF CITY STAFF

City staff had no comments.

COMMENTS OF THE COUNCILMEMBER

Councilmember Smith recapped on wayfinding and finding the full spectrum of the scope of work, plus breaking it down into more achievable budget goals. He noted that he will not be at the September 11th meeting, and future participation is in question depending on the October Council election results. He offered the commission motivating words and encouragement.

COMMENTS OF THE CHAIR

Chair Marks thanked the commission for ensuring the quorum of the meeting and to help find more members.

COMMENTS OF THE COMMISSION

Commissioner Gustafson and Brown had no additional comments.

Commissioner Arevalo complimented the group on a good and prompt meeting.

ADJOURN

There being no further business to come before the Commission the meeting adjourned at 7:32 p.m. The **NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, SEPTEMBER 11, 2018 at 6:00 p.m.** at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

RACHEL TUSSEY, DEPUTY CITY CLERK I

Approved: _____



HMTA News

Membership Renewals

2018/2019 Membership Packets are now available – Renewals are being sent out via email again this year to make your renewal easier than ever! Watch for your invoice to come via email and be sure to check your listing on our website for accuracy at www.homermarinetrades.com Please email Mike Stockburger at mjshby@hotmail.com with any payment questions and Cinda Martin at Lucinda.m.martin@wellsfargo.com with any corrections or additions to your website listing. If you know of someone who would be interested in the benefits of being an HMTA member, please don't hesitate to direct them to our website at www.homermartinetrades.com . Don't forget, the deadline to be included in our annual brochures is **October 15th** so don't miss out!

What's Happening

Round Haul

Friday, September 7th at 6 pm in Bay #8 at Northern Enterprises Boat Yard Tell us how your season went!

Annual Meeting

- ❖ **Friday, September 28th doors open at 5:00 pm, meeting starts at 5:30 pm at the NOMAR Mercantile Building (upstairs)**
- ❖ **!!!Elections!!!** There are two board seats open, please consider running!
- ❖ There will be refreshments!

Advertising

We have lots of opportunities for advertising your business! This year our ads will be published in the Fisherman's News, WorkBoat Magazine, Pacific Fishing and Fish Alaska. We'll have our large banner displayed at the Pacific Fish Expo in Seattle as well as the Anchorage Boat Show - space is available for your logo on these TWO banners! Additionally, our video will be promoted at each of the trade shows. The video will include a section for businesses to showcase their service and product; see the attached Advertising Opportunities Menu for more details and sign up today! Deadline for your commitment is **October 15th**! And have you seen us on **Facebook**???? Check us out and **LIKE** us at Homer Marine Trades Association!

Education and Training Opportunities

- ❖ HMTA has partnered once again with the Homer High School to offer 12 sessions of FOL's (Focus on Learning) throughout the school year. Industry experts of HMTA host the sessions and offer students a glimpse into each field in an effort to prompt their interest and give them an idea of what Homer's marine industry has to offer them for the future. It has been wildly successful so far and we are looking to expand the program. *If you are interested in hosting a session, please don't hesitate to contact Gordon Pitzman at gpitzman@KPBSD.12.ak.us* Fall sessions to begin soon at HHS, watch our email blasts for more information.
- ❖ This is our fourth year partnering with Kenai Peninsula College to make marine technology training more accessible to the public and in particular, those seeking employment or further training in the industry. HMTA

has set aside \$1,000 toward KPC course registration reimbursements for those attending the 2018/2019 Maritime Technology Courses who are seeking employment in the industry. Jesus Trejo at KPC has done a remarkable job getting the following certification courses included in the series: Abel Body Seaman, 100-Ton, RSW. A flyer of the fall sessions is attached to this newsletter, go to the website or KPC for the reimbursement form.

Trade Show Opportunity

HMTA together with the Homer Chamber of Commerce and the City of Homer Port & Harbor are in the planning stages of a new (hopefully annual) event to be held on Memorial Day Weekend, 2019. The SEAFAIR is being designed as a trade and education show; we are seeking businesses and organizations that may want to participate. HMTA's goal is to raise funds to benefit education centered in the marine trades. Watch future emails for more information!

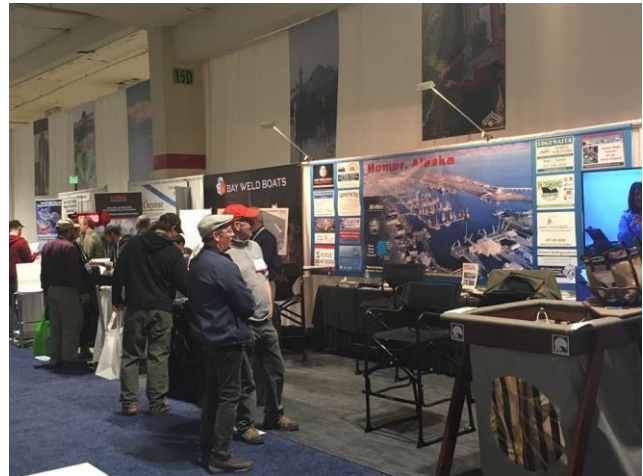
Get your HMTA Hoodie!

Sizes available small – XXL @ \$40 Available for purchase at the annual meeting!

A Year in Pictures



Anchorage Boat Show



Fish Expo



FOL Sweatshirt recipients



Career Fair at KPC



RSW course with Homer Refrigeration



2018 Scholarship Recipient – Jessica Bouman

Kachemak Bay Campus Presents



MARITIME TECHNOLOGY FALL CLASSES

ABLE SEAMAN

Instructor: Anna Borland-Ivy
Thursdays & Fridays, 5:30-9:00pm
Saturdays 9:00am-5:30pm
9/27-10/13

USCG-approved course for those that have sea time and would like to obtain a the ABLE SEAMAN Merchant Mariner Credential. Fisherman are welcome. Upon completion of this course and passing an exam you will receive a course completion certificate in lieu of Coast Guard examination. Topics include Navigation, Rules of the Road, Safety, Manespike Seamanship, etc. You may have more qualifying sea time than you think. It is advised that you verify your eligibility before taking this course by contacting KBC Marine Technology Coordinator at 907-235-1622.

FEE: \$500 (includes book)

MARINE HYDRAULICS

Instructor: AVTEC
Saturday, Sunday, 9:00am-4:00 pm
12/1-12/2

Designed for users of Marine Hydraulics, especially commercial fishing vessels. You will learn to understand basic theory of common hydraulic systems, identify hydraulic components, nomenclature associated with hydraulics, learn basic troubleshooting techniques and improve your ability to communicate with service professionals.

FEE: \$125

BASIC NET MENDING AND SPLICING

Instructor: Josiah Campbell,
BulletProof Nets
Tuesday & Wednesday
10/9 - 10/10
6:00-9:00 pm

Learn the basics of net mending techniques and strategies.

FEE: \$60

DECKHAND SKILLS

Instructor: Anna Borland-Ivy
Friday, Saturday, Sunday
10/19-10/21, 9:00am-5:30pm

Learn practical job skills for becoming a deckhand on any vessel. Includes safety, survival skills, line handling, knots, gear, basic navigation, crew roles, helm, wheelhouse expectations and more.

FEE: \$125

COASTAL NAVIGATION

Instructor: Anna Borland-Ivy
Tuesdays & Thursdays
10/30-11/15
5:30-9:00 pm

Learn essential boating skills to safely explore Kachemak Bay. Covers safety, navigation, anchoring, rules of the road, charting and basic seamanship.

FEE: \$95

MASTER 100 TON/OUVP

Instructor: Michael Roy
Fridays 5:00-9:00pm
Saturdays & Sundays 9:00am-5:30pm,
10/26-11/18

USCG-approved course is for those with enough sea time to get a 100 ton USCG license or an Operator of Uninspected Passenger Vessel license. Exam will be administered upon completion of the course. Full attendance is mandatory. Upon passing the exam a certificate will be issued which the USCG will accept in lieu of taking their exam. To discuss qualifying sea time it is advised that you verify your eligibility before enrolling. contact KBC Marine Technology Coordinator at 235-1622.

FEE: \$650

MARINE ELECTRONICS

Instructor: Mark Zeiset,
South Central Electronics
Friday, 12/7
6:00-9:00 pm

Learn the basics of marine electronics operation – the latest innovations in marine communications - distress alerts - satellite interface technology – radar and GPS navigation systems.

FEE: \$30

REFRIGERATION BASICS FOR THE MARINE INDUSTRY

Instructor: Andy Armstrong, Homer
Refrigeration

DATES AND TIMES TO BE ANNOUNCED
 Learn the operation, maintenance, and troubleshooting techniques of refrigerated seawater (RSW) systems. Covers refrigeration fundamentals, refrigeration and RSW safety, benefits, and refrigeration terminology, system theory, and system configurations. Learn how to winterize and de-winterize an RSW system and some systematic troubleshooting techniques

FEE: \$225

MARINE VESSEL SYSTEMS

Instructor: Pat Lane, F/V Predator
Saturday, Date TBA
10:00am - 4:00 pm

Focuses on what's underneath the deck and examines major vessel systems, including diesel, electrical and hydraulics. Includes use of new vessel simulator and ship-aboard familiarization.

FEE: \$85

ADVANCE REGISTRATION REQUIRED

Call us at 235-7743 to register * <https://kbcnoncredit.asapconnected.com> *or stop by Pioneer Hall

UA is an AA/EO employer and educational institution and prohibits illegal discrimination against any individual: www.alaska.edu/titleIXcompliance/nondiscrimination.



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: SEPTEMBER 5, 2018
SUBJECT: WAYFINDING-STREETScape PLAN PROPOSAL DEVELOPMENT

This memo follows up on the EDC's vote last month to continue with development of a Wayfinding-Streetscape Plan proposal. In it I provide three sections of the proposal that attempts to represent your ideas for the need for a plan, your desire that the design is tailored to Homer, concerns over study costs and ways to cut costs. The Background/Purpose and Scope sections are more complete. I look forward to your further deliberation and direction, especially for the Cost Considerations section.

1. Below, is a rewrite of the first draft Project Background/Purpose.

Staff recommendation: Please review for how well it captures the intent of your efforts and suggest edits for Commission consideration and approval.

WAYFINDING-STREETScape PLAN PROPOSAL DEVELOPMENT – “TAKE 2”

PROJECT BACKGROUND/PURPOSE

The City of Homer Economic Development Commission (EDC) recently completed a Business Retention & Expansion Survey with the goal of identifying areas where the EDC can work to improve the local business climate.

The first goal area the EDC has taken up is improving pedestrian experiences, specifically on Pioneer Avenue and its connections to principal destinations and points of interest in the Central Business District and Homer's other business districts.

Downtown Homer and the Homer Spit have been areas of renewed public interest. On Pioneer Avenue, recent mural paintings and peony plantings have been supported by the Pioneer Revitalization citizens group. Old Town Homer is another area with an active business community that has promoted community place making. On the Homer Spit, the City has completed a paved trail around the harbor, built restrooms, and further invested in pedestrian infrastructure. Overall, many pieces of the community are coming

together to create better pedestrian access, but Homer still lacks a wayfinding system so that the travelling public can easily navigate the community.

Furthermore, Homer was developed in the automobile age so is quite spread out. Pioneer Avenue, one of the main routes in town is over a mile long. Wayfinding and streetscape amenities can assist pedestrians navigate and *enjoy* the long journey.

Good wayfinding quietly helps you to orient where you are and helps you get where you need to be. Good wayfinding coupled with streetscape amenities encourage people to make longer journeys on foot, increasing their exposure to businesses and other areas of interest along the way. This makes it more likely that residents will park and walk in Homer's central business district. Likewise, spreading the economic benefits of visitor spending across Homer requires the confidence to make the journey, as well as knowledge of the opportunities. Wayfinding and streetscape improvements can help raise the stature of Pioneer Avenue as a commercial/recreational destination.

The long-term goals of the plan are

- 1) A vibrant downtown corridor that can better support commercial, cultural and creative activities;
 - 2) Strategic planning for and utilization of landmarks, city signage, pathways and streetscape elements to help visitors and residents more easily navigate and more fully experience Homer.
-

2. Below, is a draft scope for the project. Commissioners have expressed a desire to minimize the cost of the plan. In that spirit, you may want to pay specific attention to scope. The larger the scope, the more cost will be involved, including your time (if some of the work is done in-house), staff time and consultant time. For instance, do you think the wayfinding should mainly be tailored to pedestrians, or mainly vehicles, or some combination thereof? The right balance may be best answered by a professional with wayfinding experience!

Staff recommendation: Please review and formally approve a scope of work for the Wayfinding-Streetscape plan proposal.

SCOPE

The EDC proposes developing a Wayfinding/Streetscape Plan with an emphasis on

- 1) Pedestrian experience
- 2) Minimizing visual clutter and sign redundancy while communicating clear, friendly messaging
- 3) Design that is cohesive, but not necessarily identical and that enhances and reflects the distinctive and creative character of Homer

Wayfinding Scope

- 1) Primarily pedestrians or *how much emphasis does EDC think needs to be placed on vehicle wayfinding?*
- 2) Assist people navigating Pioneer Avenue and to points of interest in the Central Business District
- 3) Orientation wayfinding at Homer's gateways

- 4) Making connections between Homer’s destination areas (i.e. Old Town, the Spit, etc.)

Streetscape Scope

- 1) Plan should propose realistic streetscape and public space improvement options along Pioneer Avenue and to points of interest within the Central Business District
- 2) A strategic approach for implementation of any combination of the following elements: Accessibility, Banners, Bicycle amenities, Landscaping elements (plant lists, use of gardens, vegetation), Pedestrian rest stops – street furniture: bench locations, *covered or not?* for rest, for view, Pedestrian crossings – safety and aesthetics, decorative hardscapes, Trash cans

The plan would be used by the City to guide future City purchases and placement of enhancements such as trash cans, benches, pocket parks, etc., to make landscaping decisions, and to fund and install wayfinding signage. Private businesses may choose to augment the City’s efforts by utilizing the plant list, by purchasing coordinating trash cans, benches, etc., or by hosting a wayfinding location.

3. Below, is synopsis of cost considerations discussed over the past couple of meetings and a lot of questions to help refine a possible approach.

COST CONSIDERATIONS

Homer is a small city where limited budget and staff capacity does not allow for a huge rollout and likewise requires consideration of maintenance costs over time.

The wayfinding-streetscape program should be able to be implemented in phases over multiple years as budget becomes available, and the plan should ideally identify potential for funding sources.

One of the ideas mentioned was wanting to utilize local expertise to help develop the plan.

Staff Recommendation: EDC review the questions below to help arrive at a decision about if and if so how much the EDC plans to utilize local expertise to develop the plans building blocks or reference materials to minimize consultant costs. A related question: How hands on versus advisory is the Economic Development Advisory Commission? (Some of these questions may require Commissioners to do some information gathering and presentation of findings/proposals for how to move forward at our October Commission meeting.)

How does the EDC envision this working? Just within the EDC? Like a Task Force? Open meetings to get community input/buy-in? Something else? Authorization for a Task Force would have to come through City Council.

Who would EDC work with to identify the “building blocks” for the Wayfinding-Streetscape Plan?

What staff involvement will there be? Staff time would have to be approved by Department Head.

What do you want your products to be? What documents and supporting graphics do you need to form the basis of a request for proposal?

Are there consultants out there willing to work with locally produced needs assessment?

Which items does the task force have the capability/expertise to do?

POSSIBLE TASKS

Task 1: Inventory and Assessment?

- Conduct background research of related local studies/plans and ongoing efforts such as Homer's Non-motorized Trail Plan, new trail development plans, etc.
- Inventory and map principal destinations/points of interest
- Identify preferred routes to and between principle destinations for various user groups and route decision points; are the routes on State or City roads?
- How are signs/streetscape elements in State ROW handled?
- Inventory and map existing wayfinding signs
- Identify areas where sign clutter is a concern
- Inventory current streetscape elements
- Map lands available for benches, pocket parks, trash receptacles
- Solicit plant list recommendations from gardening community-complete plant list?

Recommend Wayfinding Strategy / Design-type preferences?

- Review other municipal wayfinding designs and craft recommendations/options for ones that would be Homer-"appropriate" or for recommendations to form the basis of a RFP
- Review existing signage / branding systems of local sites and organizations
- Review existing streetscape elements in Homer
- Explore how other communities may have used creative place making, call for artists for sign making, decorative crosswalks, decorative hardscapes, design competition, etc. (along the lines of what Commissioner Arevalo suggested at an earlier discussion regarding wayfinding aesthetics and affordability.)

Others?



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: SEPTEMBER 5, 2018
SUBJECT: NEW BUSINESS ITEM: IDENTIFYING THE NEXT TOPIC FOR EDC

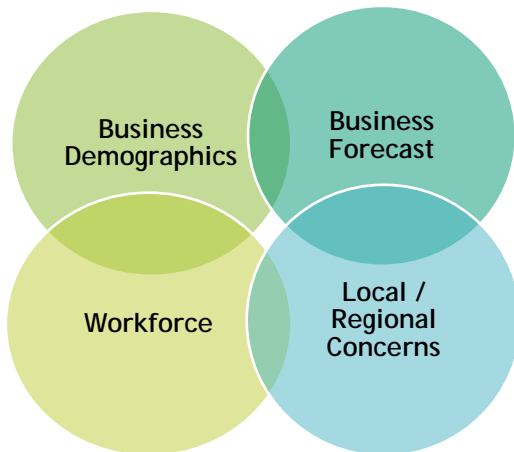
Chair Marks requested a new business item for this month's EDC agenda: identifying the next action item from the BR&E for the EDC to work on.

To assist your discussion, I am providing the Executive Summary of the BR&E Report which lists the action items approved by the EDC as part of the BR&E Survey Report.

EXECUTIVE SUMMARY

95% of the businesses that responded to the City of Homer's Business Retention & Expansion survey are locally owned and operated, with 80.4% located within City limits. While the EDC outreached to all business-license holders, and received feedback from 14 major industry types, 43% of respondents came from within the retail, tourism and arts & entertainment sectors. Some businesses reported they work across a couple industry categories.

Report Summarized in 4 KEY AREAS:



88% of survey respondents originally started their business in Homer. Quality of life and proximity to home were listed as the primary reasons for 54% of respondents starting or keeping their business in Homers. Homer's recreational and entertainment opportunities were named by 29% of respondents, followed by quality of schools and to be near extended family each at 11%. The majority of respondents started and continue their businesses in Homer because they are attracted here as a place to live.

Only 12% of respondents said they moved their already established business to Homer - on average 17 years ago and for many of the same reasons businesses started up in Homer, quality of life.

Of the businesses responding, 75% utilize help to operate their business, primarily employees on payroll and casual laborers. The vast majority of employers report hiring one to three full-time, part-time and/or seasonal employees.

Overall, 65% of respondents rated Homer as either a good or excellent [place to do business](#). 91% rated Homer as either a good or excellent [place to live](#).

Survey responses indicate increasing businesses activity overall. When asked to gauge change over the past three years, half the respondents reported increased numbers of customers and total revenues, with a quarter reporting no change and 18% reporting decreases. 40% reported an increase in profits in those three years. Businesses also reported a very slight increase overall in the number of employees in those three years.

Workforce issues emerged as a challenge for most businesses. 83% of businesses utilizing labor reported recruitment challenges, with poor work attitudes and inadequate labor skills cited most frequently. While fewer survey-takers reported retention challenges (53%), the highest ranking retention challenge matches recruitment challenge: poor work attitudes among labor force. Many of the employers responding to the survey indicated a need for a larger pool of better trained and more highly skilled local workforce and cited difficulty in finding and hiring professionals with highly specialized skills.

The EDC also wanted to hear business owner thoughts on what contributes positively to Homer's business climate, and other factors that impact local business retention and expansion. Although the BR&E survey respondents are only a small representation of the entire Homer-area business community, responses to several open-ended questions provide some insight into areas that the City and other government and business organizations might want to address as a starting place to improve business and economic development through the community.

The Commission based broad take-away themes on the assumption that the more frequently an answer came up, the more value it had to this group of respondents. Themes from these open-ended question responses are summarized on the following page. Less frequent responses and insights gained during interviews were also included in the EDC's discussions, leading to an initial list of topics the EDC proposes to begin their work to address business retention and expansion concerns.

MOST MENTIONED IDEAS TO IMPROVE BUSINESS CLIMATE/QUALITY OF LIFE IN HOMER:

10X	Walkable town with greenspace	•pedestrian-accessible town with trail connected business districts
7X	Town Appearance	•kept-up appearance, cleanliness and storefronts
7X	Environmental Efforts	•protect land and water resources; develop alternative energy

MOST MENTIONED IDEAS TO MAKE IT EASIER TO EXPAND OR KEEP BUSINESS IN HOMER:

10X	Less or Stable Taxes	•tax burden topped a longer list of costs of doing business that impact area businesses
10X	Good Labor Pool	•access to a good labor supply was mentioned as frequently as tax rates
7X	Pro-Business City Policies	•City take into account the implications of ordinances and permitting procedures for business

MOST MENTIONED SUGGESTIONS FOR CITY OF HOMER INFRASTRUCTURE & SERVICES:

7X	Keep boat/marine business in Homer	•affordable harbor; large vessel harbor & haul out; fish processing incentives
7X	Improve or Control Gov't Regulation	•better sign ordinance, building codes for safety and appearance; consistent enforcement
7X	Road quality & transportation infrastructure	•more paved roads, intersection sight lines, strategic crosswalks; paved Spit parking

EDC Proposed Action Items

Local business concerns the EDC proposes to work on in short-term:

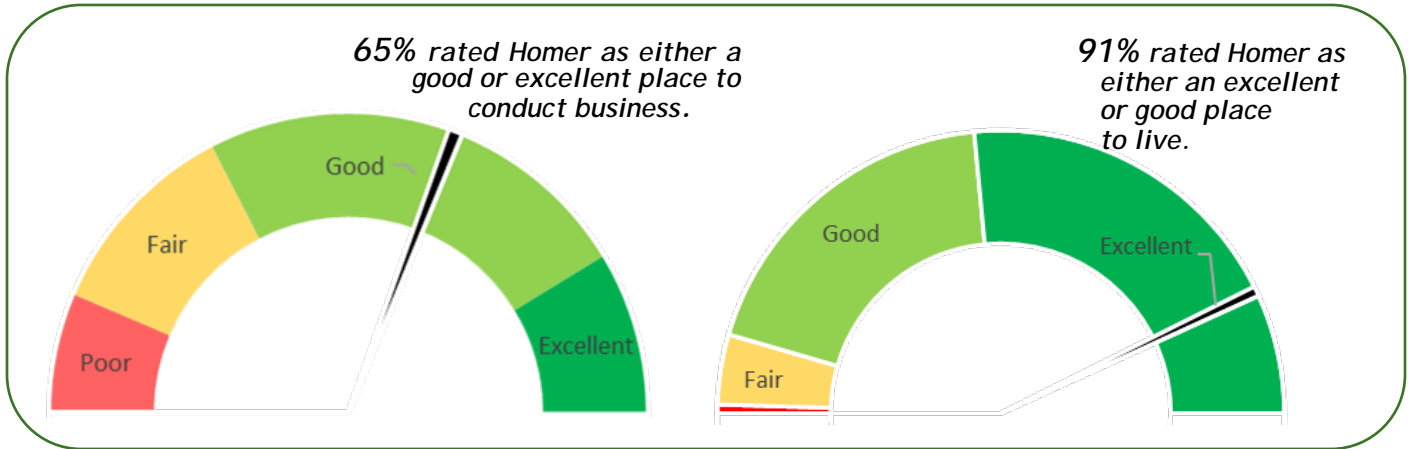
- ✓ Clarify specific City regulatory barriers in the areas of zoning options and the permit process, sign ordinance (particularly in regard to several businesses co-located in one building) and lease policy and procedure -- while keeping safety, town appearance and quality of life elements in the balance;
- ✓ Explore public-private partnership to create a master plan for a more vibrant, connected central commercial district with attention to appearance, trail connections, way-finding, arts, wi-fi zone, etc.
- ✓ Support efforts to develop large vessel haul-out;
- ✓ Share survey results with other organizations/government units engaged more directly in the issues as a catalyst for solutions;
- ✓ Educate ourselves and others about the actual scope of City government reach in the various challenges brought out by the survey and connect individual business owners with information about the organizations and resources available for to address concerns and for business assistance.

Longer-term issues that cut across many businesses and require various stakeholder involvement in both strategy development and implementation:

- ✓ Explore City participation in coordinated public-private initiatives to recruit workforce;
- ✓ Support large vessel harbor development with attention to competitive rates and multi-use Spit management.

HIGHLIGHTS

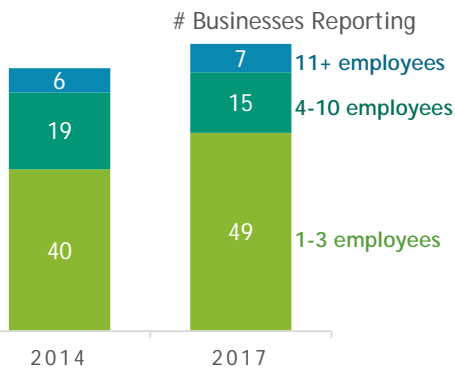
SATISFACTION WITH HOMER



WORKFORCE

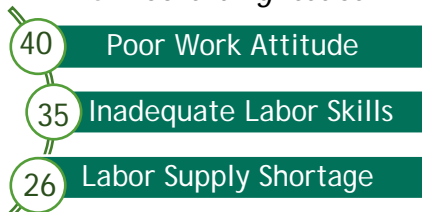
STABLE HIRING

From the data collected, hiring has been relatively stable over last three years.



83% reported challenges with recruiting employees for positions.

Top recruiting issues:

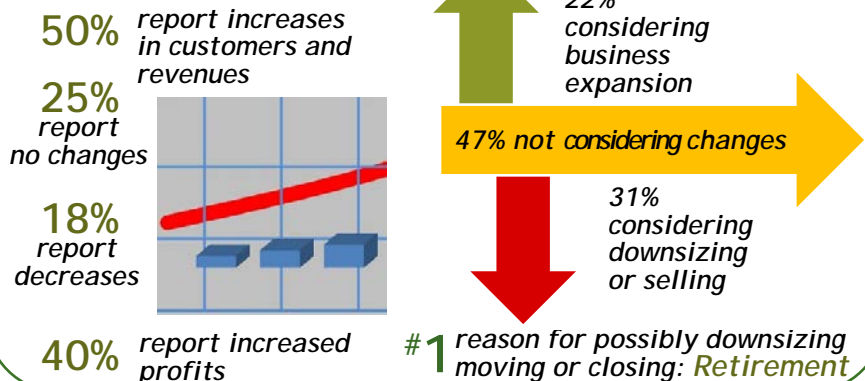


LOCAL ISSUES - WHAT WE HEARD

1. Maintaining the quality of life elements in Homer that attract residents, especially young families as well as visitors is important to improving the business climate.
2. Keeping the cost of doing business down, including limiting tax burden, improving the quality of the local workforce and access to a skilled labor increase the odds that local businesses will succeed.
3. Local government needs to have the reputation of responding to local business needs through review of zoning, sign ordinance, and other regulations. Consistent enforcement also helps business.
4. Infrastructure to support our economy includes an affordable harbor with expanded infrastructure to support marine industry, including shipping, a large vessel haul-out and harbor. Road infrastructure and traffic planning is also important.

BUSINESS FORECAST

Over Past Three Years:





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: August 17, 2018
SUBJECT: August 27 City Manager Report

Green Infrastructure Training

Kachemak Bay National Estuarine Research Reserve is hosting a free all day training on September 11th on the benefits green infrastructure and how to balance environmental and economic goals in community planning efforts. The training is open to the public, however registration is required. See the attached flyer for more details.

Senior Population Trends

At the Budget Priorities Conversation during the August 13th Committee of the Whole Councilmember Erickson requested information on the impact of the trend of increasing senior population on property tax revenue for the City of Homer. The attached chart uses current data and projected population trends from the Department of Labor to predict a 36% increase in exempted property tax dollars due to the senior property tax exemption over 10 years. Another way to put it is if all other variables are equal, the City of Homer will have \$154,418 less in property tax revenue in 2025 when compared with 2015 due to senior property tax exemptions.

Letter to Senator Murkowski

As you know, the City has been working with the Army Corps of Engineers on a Planning Assistance to States grant to look at the Large Vessel Port Expansion project. The Federal Delegation has been very supportive in our efforts and whenever we get the chance to update Senators, Congressman Young, or their staff, on the project we do. Alaska's senior Senator, Murkowski has been particularly helpful. The attached letter from Mayor Zak both updates her on the project and requests an official letter of support and staff assistance as we begin to navigate the complicated federal landscape.

Enc:

Letter to Senator Murkowski

Green Infrastructure Training Flyer

Senior Population Trends



City of Homer

www.cityofhomer-ak.gov

491 East Pioneer Avenue
Homer, Alaska 99603

(p) 907-235-8121

(f) 907-235-3140

Senator Lisa Murkowski
510 L St # 600
Anchorage, AK 99501

August 27, 2018

Dear Senator Murkowski,

I am writing to update you on the City of Homer's large vessel port expansion project and solicit your continued support as we move forward with the US Army Corps of Engineers to complete a Planning Assistance for States (PAS) study. Specifically, I believe that a letter of support from you to the Alaska district leadership and having one of your staff participate in the kick off meeting for the PAS study with the Army Corps of Engineers would go a long way towards putting a focus on the economic benefits for Alaska and the possibility for future Arctic support our port expansion provides.

As you recall, in 2004 the City of Homer, State of Alaska and the Corps began a Navigational Improvement Feasibility Study on expanding Homer's Port and Harbor by constructing a new large vessel port to the north of our existing small boat harbor. In 2009 the parties decided to postpone any more work on the study due to poor cost to benefit findings at that time.

But times have changed to make the cost benefit ratio much more favorable.

- ✓ The demand for large vessel moorings in Homer has increased over time. Homer's Port & Harbor has evolved into a regional asset serving a fleet of large fishing vessels participating in nearly every fishery in the State of Alaska, multiple Coast Guard assets, and tugs/barges/landing craft whose delivery of supplies to a variety of industries and non-road connected communities in Southcentral, Southwest, Western (and even up into Arctic). Homer's Port and Harbor is foundational to Alaskan Maritime commerce at all levels.

One supply boat company located in Cook Inlet stated that, because they could not find moorage for their vessels in Alaska, they had to send two of their large vessels to Seattle last winter. This firm estimates that they spent about a half million dollars in fuel, crews wages, and moorage out of state. There are many examples of vessels traveling to Seattle to overwinter due to limited moorage in Alaska.

- ✓ Demand is expected to keep increasing. Many of Alaska's harbors were created or improved upon right around the time of Statehood to build infrastructure that communities could grow an economy around. With the State's economy in desperate need of diversification, and with expanding Arctic traffic and new resource exploration presenting emerging opportunities for the marine industrial support sector, now is the time to capture economic opportunities currently being lost while simultaneously advancing Alaska's

competitive position relative to other regions. Alaska needs ports that support the larger working vessels to keep their business in Alaska.

The Homer port expansion project is a clean slate option that provides the opportunity to build exactly what the state need for the future. Homer would be an excellent choice as a home port for vessels that are working seasonally in the Arctic. Built with the proper planning and foresight, Homer could host facilities suitable for one of the new Coast Guard icebreakers cutters.

- ✓ Homer is the ideal location for a large vessel port. Homer offers a deep water, ice-free location in close proximity to fisheries and resource development, is accessible by land, sea and air and are centrally located in the Gulf of Alaska. The topography of the Homer Spit makes it one of the few harbors where building a port expansion of this scale is possible. The City's professional Port and Harbor staff have honed their operations into one of the most efficient customer service based municipal owned and managed ports on the West Coast. The community has a comprehensive, nationally recognized marine trades support industry providing high quality services.

The changes listed above prompted the City and the Corps to initiate the six-month PAS study to reinitiate the general investigation study shelved in 2009. The City has committed the required \$50,000 in local 50-50 matching funds to complete the study. The PAS will quantify these economic benefits as well as account for new cost advantages of local sources of armor rock and an in-water option for disposal of dredge materials during construction.

Homer's port expansion project is an opportunity to build Alaska's economy with infrastructure that will support our maritime industry's current and future needs. The City greatly values your continued support and requests a letter of support to the Alaska Army Corps District Leadership and that a representative from your office join us in person for the first planning meeting of the PAS study sometime in September. By working collaboratively with the delegation from the onset, the large vessel port expansion project in Homer will ensure that Alaska's future economic needs and Arctic exploration are supported, as well as provide valuable insight on how to best navigate federal funding opportunities.

I recognize this project will be a lot of work for everyone involved. Nevertheless, a thriving large vessel port in Homer will positively benefit the lives and livelihoods of countless Alaskans into the future. Thank you again for your support and taking the City of Homer's request into consideration.

Sincerely,

Bryan Zak, Mayor

City of Homer

Enc: Signed Section 22 Agreement for Providing Technical Assistance

INTRODUCING GREEN INFRASTRUCTURE FOR COASTAL RESILIENCE

SAVE THE DATE!

FREE TRAINING

SEPTEMBER 11, 2018 9:00 AM- 4:30 PM
ALASKA ISLANDS AND OCEAN VISITOR CENTER
95 STERLING HWY, HOMER, AK



Target Audiences:

- Local officials
- Land use planners
- Public works staff
- Floodplain managers
- Hazard mitigation planners
- Tribal governments and staff
- Civic associations
- Conservation Organizations
- Environmental organizations

Register by August 20th
alaskaseagrant.org/events

For more information, please contact:

(907)235-4791

Kachemak Bay National Estuarine
Research Reserve
isbentz@alaska.edu

NOAA Office for Coastal
Management
lauren.longq@noaa.gov

**There is no cost to attend
this training**

Lunch will be provided

Would you like to:

- Understand the economic, ecological and societal benefits of green infrastructure?
- Explore ways to protect your community with green infrastructure concepts that contribute to resilience?
- Learn about the wide variety of contexts and scales of green infrastructure approaches?
- Identify existing planning processes suitable for integrating green infrastructure and experts with additional information?

If you answered “yes” to any of these questions, then keep reading!

“Green Infrastructure” incorporates the natural environment and constructed systems that mimic natural processes in an integrated network that benefits nature and people. A green infrastructure approach to community planning helps diverse community members come together to balance environmental and economic goals.

This interactive one-day training course will introduce participants to the fundamental green infrastructure concepts and practices that can play a critical role in making coastal communities more resilient to natural hazards. Through presentations featuring green infrastructure projects from Alaska, group discussions, and activities, participants will learn what they can do to support green infrastructure implementation in their coastal communities.

Course modules are taught by NOAA’s Office for Coastal Management training staff and local partners. Six hours of certification maintenance credits for this course have been approved by the American Institute of Certified Planners. Five core continuing education credits have been approved for certified floodplain managers.

See attached agenda for session modules and topics, and register at the Alaska Sea Grant Events Page: alaskaseagrant.org/events/

Space is limited and registration is required

COURSE AGENDA

Morning

8:30 a.m. Participant Check-In

- 9:00 Welcome and Workshop Goals and Objectives
9:20 Section 1: Green Infrastructure Concepts and Principles
9:55 Section 2: The Practice of Green Infrastructure

10:25 Break

- 10:35 Local Landscape Conservation
11:05 Local Community/Site Scale Green Infrastructure
11:35 Section 2: The Practice of Green Infrastructure – continued (activity)

12:00 Networking Lunch

**Provided onsite*

Afternoon

- 12:45 Section 2: The Practice of Green Infrastructure – continued (activity debrief)
1:00 Local Shoreline Protection
1:30 Section 3: Implementing Green Infrastructure

2:05 Break

- 2:15 Local Plans, Regulations, or Policies Supporting Green Infrastructure
2:45 Group Discussion on Challenges and Solutions

4:00 Wrap-up

Sign up for the FREE half day green infrastructure site visit field trip to the Kenai Peninsula Borough River Center in Soldotna Wednesday, September 12th!

TRAINING PARTNERS



Senior property tax exempt projections

	2015 certified rolls	2017 certified rolls	2020 estimate*	2025 estimate^
No. of exempt parcels	432	501	606	667
taxable value of exempt parcels	\$61,208,700	\$71,750,500	\$86,817,759	\$95,523,738
property tax value	\$275,439	\$322,877	\$390,680	\$429,857

*estimate based on DOL projections that senior population in KPB will increase by 21% between 2015 and 2020 and taxable value per property 2017 average, \$143,214

^2020-2025 estimate of 10% increase

Assumptions (assumptions result in an underreporting of dollar value):

KPB projected senior population increase is the same as Homer

Senior population is counted as over 60, however property tax exemption begins at 65. Data does not reflect projected decrease in 60-65 and commensurate increase in 65 plus population

Data assumes average property tax exemption in 2017 of \$143,214 per parcel, in reality this number will increase over time



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: September 5, 2018
SUBJECT: September 10 City Manager Report

FEMA's Community Rating System (CRS)

Thanks to the Planning Office for gaining City recertification in the Community Rating System (CRS) program. Participation in this program requires the City to maintain and improve coastal floodplain management practices and gain recertification on a biannual basis. The City's efforts result in better floodplain management as well as a 10% discount on flood insurance rates for all property owners.

Airport Upgrades

The State of Alaska, Department of Transportation has received federal grant funding, \$5,600,000 to replace the existing airport maintenance equipment storage building at the Maintenance and Operations lot (along Kachemak Drive). The new building will house firefighting and snow removal equipment with construction starting in the spring of 2019.

In addition, the Homer Airport Chemical Storage building is a contingency project that will be advertised spring 2019, at the earliest. This building is in the same general area and will house de-icing chemical and mixing equipment. Most likely, construction will not begin on this project until at least 2020.

Emergency Management Training – Mark your Calendars!

The City of Homer is hosting a Texas A&M Engineering Extension Service (TEEX) course this February 21, 2019 called Senior Officials Workshop for All-Hazards Preparedness (MGT312). The class is a single day presentation lasting 6 hours.

We will be inviting key stakeholders both public and private for a strategic planning and review of the City's Emergency Operations Plan with regard to a summer event on the Homer Spit that would entail an evacuation. The goals of this class will include a tabletop exercise that will ensure integration of our emergency management team, businesses and elected officials for establishing roles and implementing plans during an event such as a tsunami.

This course provides a forum to discuss strategic and executive-level issues related to all-hazard disaster preparedness, to share proven strategies and best practices, and to enhance coordination among officials responsible for emergency response and recovery from a disaster. This workshop integrates a multimedia scenario and vignettes that highlight key issues and facilitates executive-level discussion of the United

States' National Strategy for Homeland Security. Additionally, the forum provides an opportunity to apply lessons learned from past local and national all-hazards disasters.

I will keep you updated as we work on planning this exercise. Per the TEEEX website, there are no prerequisites. However, they do recommend taking an online FEMA Introduction to the Incident Management System (ICS100) or the Introduction of the National Incident Management System (NIMS) 700 links below.

<https://training.fema.gov/is/courseoverview.aspx?code=IS-100.c>

<https://training.fema.gov/is/courseoverview.aspx?code=IS-700.b>

Council Retreat

I mentioned at the last City Council meeting that one of the many takeaways I had from the Alaska Municipal Manager Association Summer Meeting was the value of a Council retreat. In this instance, I use the R word cautiously as I want to make sure we size the experience right for our organization and time restraints. In that vein I would like to have a conversation with Council on the goals and objectives of a retreat (and whether or not we should do one!). In order for the time to be productive, as much planning and advance thought needs to be put in as possible. My main goal for a retreat, in addition to relationship building which is always positive, is to refine a mission statement for the City of Homer. We have a vision statement in the Comprehensive Plan, and mission statements for each of the departments, but no one overarching sentence that sums up the City of Homer that we call our mission statement. This has been brought to my attention as the Finance Department works to prepare the budget to the Government Officers Finance Association Standards, which requires a mission statement for the organization to be clearly stated in the budget document. However, I would be interested in hearing goals and objectives that you would like to see the Council come away with from some dedicated and focused time together.

Some items that to consider include:

Are we in? Is this a good use of precious Council and staff time?

Goals and Objectives: I will be happy if we walk away with a mission statement. Is that enough? Other items that have been recommended are strategic planning, prioritizing council goals for the upcoming year, and establishing what the City of Homer considers core services. Other retreat models put the emphasis on building trust and relationships.

Hire a Facilitator? Another key indicator of the success of a retreat is to have a facilitator that can ask the hard questions, help the group work through difficult situations and pay attention to group dynamics.

Who? It is crucial every member of Council is able to attend. I recommend management staff attend at least some of the meeting so they can understand the priorities and goals of Council.

Where? Off site in a neutral location that is large enough to accommodate Councilmembers, staff, and any public.

How long? My suggestion is to start small, 4 hours on a weekend morning, for example.

When? Timing the retreat in the late fall allows for Council to coalesce after the election and still gives time to introduce budget amendments if priorities that require funding become apparent. However, it is also the busiest time of year with the budget, fall conferences and new members getting up to speed. The retreat will only be as good as the advance planning and work that goes into it. Available Saturdays include:

October 27; November 3; December 8; January 5

If Council is interested in committing to a Council retreat, I would like to schedule a worksession in the near future to make sure you have input into the planning process and we make it a productive use of your time. At this point, both worksession dates in October (the 8th and 22nd) are open.

Alaska Municipal League Summer Meeting Trip Report

I had a productive trip to Denali Borough for the Alaska Municipal League Summer meeting. Councilmember Stroozas also attended the meeting as a representative from Homer. Not only are the summer meetings an excellent way to get to know more communities in Alaska, the intimate setting lets you really get to know your colleagues, take advantage of networking events, and engage in productive dialogue on the issues facing municipalities in Alaska today. Next year it will be close by – Soldotna, so no reason not to go!

The first full day of the conference was the Alaska Municipal Manager's Association, where I sit on the Executive Board as the Secretary/ Treasurer. This means I had a role in conference planning and couldn't just zone out in the back! We had about 30 participants –mostly managers and assistant managers from around Alaska, but a number of Council or Borough Assembly members attended as well as it is an open meeting and they were able to choose between the Mayors meeting and the Managers meeting for this first day of the conference. After introductions, we conducted a short business meeting where, among other business matters, I was appointed to serve on the planning committee for the International City Manager's Association Conference in Nashville next year. This is the main event for City Manager's and brings thousands of Manager's together under one roof – if you can imagine that! The planning meeting will be held in Nashville November 16-18. It is over the weekend and the Association will cover most of my travel costs.

This year the Association has put a real emphasis on professional development. We had three sessions in that regard: Building Employee Culture, Council Manager Relations and Using Technology to Enhance Citizen Engagement. I learned a couple of concrete things that Kodiak does to build employee culture include a 2.5% annual merit increase and an employee picnic. The City of Juneau presented on an employee engagement survey as a tool to measure culture in a workplace and be able to tell if changes specifically aimed at improving workforce morale are effective. I am interested in exploring the idea of an employee survey at the City as a way to get important employee feedback and it may be something I ask the employee committee to help with. First Break all the Rules: What the World's Greatest Managers Do Differently by Marcus Buckingham and Curt Coffman is a title recommended that I will be adding to my list. Retired California City Manager and Regional Vice President for the International City Manager's Association, Bruce Channing, presented on Council Manager Relations and was a wealth of tips on how to juggle multiple bosses and the demands on time and resources that represents. I was the moderator for the panel discussion on Using Technology to Enhance Citizen Engagement, which ended up focusing on the challenges of cyber security for municipalities with multiple municipalities who have been victims to recent ransom ware attacks in the State of Alaska in the audience. I will be following up with IT on an analysis of our system and mandatory trainings for employees as email is our most vulnerable entry point.

Day 2 the managers joined the councilmembers and mayors for a full 12 hour conference day. We started with an introduction to the new Executive Director of Alaska Municipal League, Nils Andreassen who formerly served as the ED for the Institute of the North, a think tank founded by Governor Walter J. Hickel to help guide Alaska in Arctic Policy. AML Lobbyist Ray Gillespe presented on legislative challenges that

municipalities will be facing in Juneau in 2019. These included the fiscal challenges the state faces and potential broad based taxes, the impact of shifting services and costs to local municipalities and the perennial game of defense on the Public Employees Retirement System (PERS). PERS and the State increasing the required contribution rate from employers looms as a very real threat for municipalities. Councilmember Stroozas has requested a worksession on this topic so Council has a better understanding of the history and vulnerabilities of PERS for our bottom line (see attached hand out for a PERS timeline). At this point, both worksession dates in October (the 8th and 22nd) are open.

The National League of Cities presented on federal legislative issues that affect cities across the nation. These include expanding broad band internet, the infrastructure bill many have been waiting for, the challenges of regulating drones for municipalities (do we want to allow 'hive' package delivery, for example) and the opioid epidemic. Office of Management and Budget Director Pat Pitney and Commerce Commissioner Mike Navarre gave an update on the State of Alaska budget, what has been done to fill the gap and what remains unfinished. After facilitated group discussions on a number of topics (I choose PERS), Senator John Coghill and cosponsor of Senate Bill 91 addressed the group regarding the goals and priorities of this legislation to reduce costs in our prison systems and address some grievous crimes with stricter penalties. Governor Walker joined Senator Coghill, Representative Grenn and the Alaska Fire Chief Association President Styers to sign SB 215 which provides a mechanism to identify exact location and charge a 911 surcharge for voice over IP (internet based) phone systems, which is primarily handled by the Kenai Peninsula Borough in our jurisdiction. The day ended with a lively and well run gubernatorial debate between Governor Walker and U.S. Senator Begich. Unfortunately the third candidate, State Senator Mike Dunlevy did not make the event.

As promised, wildlife sighting report: 7 brown bears, as many caribou, a wolf far off in the distance, a spruce hen and one angry moose outside the conference location. A tour of Denali National Park was donated for all conference attendees and I took an extra personal day to take advantage of the opportunity. It poured the whole time we were there and one thing we did not see was the Great One!

Alaska Municipal League is a great opportunity to share with and learn from other public officials. The next conference is November 14-16 in Anchorage (see conference registration flyer attached). Please let Melissa or I know if you are interested in attending so we can put you on the list for travel authorization.

Water and Sewer Sales Tax Billing Error

Water and sewer customers received a small gift from the City of Homer on their bill last month: sales tax was only calculated on the base meter fee instead of the entire bill. The error happened because the original file was uploaded incorrectly. When that mistake was caught and the file reloaded, the sales tax failed to recalculate. If you recall a similar error occurring over a year ago, you are correct. However, in that instance the mistake was due to a software glitch and our financial reporting software provided us with in person on-site training to compensate for the error. This one is on us and exposes human vulnerabilities in the system. I am working with the Finance Department to ensure standard operating procedures are in place to double check billing. Mistakes are human, but we can put in extra steps and procedures to find them whenever possible. Most importantly, I want to make sure employees feel comfortable coming to their supervisor as soon as they notice a mistake so we can problem solve as a team. It is far worse for you, as City Council to get blindsided by something you knew nothing about.

Money saved in homeland Security grant going to more radios.

The City of Homer received funding for a backup generator for the Port and Harbor Building. With that project complete and under budget, we have applied for and received the additional \$23,000 to purchase radios for the Homer Police Department. As you recall, radio replacement is a CIP priority that we keep chipping away at, mostly through FEMA Homeland Security grants. We had an application in for the radios that did not get fully funded this round, which made applying the excess in the generator grant easy and hassle free.

Tidal Monitoring Improvements by National Oceanic and Atmospheric Administration (NOAA)

Homer will be seeing the scientific benefits of two tidal monitoring projects being installed this fall. One will provide updated baseline data for our tidal adjustment published in the tide books and the second will provide real time water level monitoring. I break the two projects out below, as it is hard to keep two such similar projects separate.

Tide Book Baseline Data

The NOAA National Water Level Observing Network (NWLON) system is the program that provides the information published in the tide books. Currently in Kachemak bay, Seldovia is the local reporting station and was established way back when it was the only city in the bay. The NWLON stations are expensive to own and maintain and NOAA considers Kachemak Bay covered with the one site. If the City of Homer wants our own station there will be local costs to get it established and probably some sort of annual cost as well. A NOAA contractor installed a temporary system on the Pioneer dock that will gather data for the next 90 days that will be used to verify our adjustment that gets published in the actual tide book. The published correction has not been ground truth verified since 1979. There is no local cost for this effort.

Real Time Water Level Monitoring

This NOAA project is explained in greater detail in the attachment, but essentially it will provide a low cost way to inform tidal projections and engineering projects in the future. The exact location for the permanent installation is yet to be determined but it will be in the small boat harbor where there is access to electricity and connectivity for internet (possibly the Fish dock or ramp seven by the harbor office).

The main benefit of real time monitoring for Homer will be that overall accuracy of tidal predictions will improve over time due to the fact that we won't have to wait 39 years for the NOAA to update their baseline data. That information will be available in real time, managed and coordinated through AOOS, as public information. Anyone planning a project along in or around the bay will be able to plug in real up to date numbers to their engineering. Also the tidal corrections in the published tide books can be updated annually. Things are changing with water levels due to the rise in sea level and it is imperative to remove the guess work from just how much water levels are changing by using the latest in technology.

In the future, Port and Harbor Director Hawkins envisions the City installing this technology permanently at the Port and sharing the information will be public. Once the hardware is in place the data will be used for all the ongoing science and engineering projects. This will benefit the Large Vessel Port Expansion project and provide necessary information without the Army Corps having to set up their own system.

Enc:

September Employee Anniversaries

Letter of support for China Poot Trail grant

Conference Registration Packet for AML Annual Local Government Conference

PERS Timeline from AML titled "Attachment B"



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 CITY COUNCIL
FROM: Katie Koester
DATE: September 10, 2018
SUBJECT: September Employee Anniversaries

I would like to take the time to thank the following employees for the dedication, commitment and service they have provided the City and taxpayers of Homer over the years.

Aaron Glidden,	Port	14	Years
Holly Brennan,	Library	10	Years
Ryan Browning,	Police	8	Years
Mike Lowe,	Port	7	Years
Nick Poolos,	Admin	7	Years
Tracie Whitaker,	Police	4	Years
Lisa Linegar,	Police	3	Years
Mia Solomon,	Public Works	3	Years
Tamara Fletcher,	Port	2	Years
Terry Kadel,	Fire	1	Year



City of Homer

www.cityofhomer-ak.gov

491 East Pioneer Avenue
Homer, Alaska 99603

(p) 907-235-8121

(f) 907-235-3140

Darcy Harris
Alaska State Trail Program
550 W. 7th Ave. Suite 380
Anchorage AK 99501

September 11, 2018

Re: Support for the China Poot Lake Trail

Ms. Harris,

I am writing to express the City of Homer's support for the Alaska State Trail Program proposal/application submitted by The Homer Office, Kenai Area of Alaska State Parks for Kachemak Bay State Park.

The trails in Kachemak Bay State Park are highly valued by the people of Homer. In particular, the China Poot Lake Trail is very popular and helps to connect visitors and residents to the Public Use Cabins at China Poot Lake and Moose Valley. The goal for the 2019 project is to removed large tree stumps from beetle kill trees, repair or replace bridges, and brush along the trail corridor to improve drainage. These improvements will also improve access to the fishing opportunities in China Poot Lake and hiking adventures to China Poot Peak.

I encourage the approval of this application which will increase access to Kachemak Bay State Park. The Park draws visitors from across the state, country and world and facilitating access to the park is an important part of Homer's economy. Thank you for taking the time to consider this important project.

Sincerely,

Katie Koester
City Manager
907-435-3102

Conference Registration



ALASKA ★ MUNICIPAL ★ LEAGUE

**Annual Local Government Conference
November 12-16, 2018 | Anchorage**

The Hotel Captain Cook ~ Anchorage, AK

#AML2018

Alaska Municipal League

AML's annual conference is an opportunity for members to renew friendships, strengthen partnerships and work together in the public interest. It is also an important venue for companies and organizations, as well as state and federal officials, to connect with community leaders. We hope you'll join us, and that you bring new and fresh perspectives to the table so that together we can strengthen Alaska's municipalities.

Conference Fees

Member rates apply to elected officials and staff from municipalities as well as Affiliate & Associate member organizations who are 2018 dues paying members. You may register by mail or online at www.akml.org. Register by October 12, 2018 and save!

Elections

The deadline for early registration falls close to many municipal elections. To reserve a registration for a vacant position at the early registration fee, use the position title for the person's name (i.e. "Mayor" or "Assembly/Council Member"). As soon as election results are certified, be sure to notify the AML office of the proper name for each unnamed delegate.

Municipal Policy

An important part of the Annual Local Government Conference is to discuss and approve the 2019 AML Legislative Priorities, Position Statements and Resolutions on key legislative issues. AML members are invited to comment on and/or propose Resolutions. Please see the complete resolution submission & position statement guidelines on the AML website at www.akml.org. The process is completed at the 68th Annual Business Meeting where the membership will review and adopt the 2019 documents.

Training & Networking

AML provides the best training in the state on issues facing municipal leaders. The Annual Conference offers excellent networking opportunities. Preconference events for AML Affiliate Associations begin Sunday, November 11, 2018. Affiliate Associations require a separate fee and registration. Please contact the appropriate person listed below.

Affiliate Pre-Conference Events & Contacts

Sunday - Tuesday
Nov. 11 - 13, 2018

**Alaska Association of
Municipal Clerks**
Shellie Saner, MMC
AAMC President
ssaner@soldotna.org
www.alaskaclerks.org

Monday & Tuesday
Nov. 12 & 13, 2018

**Alaska Association of Assessing
Officers**
Marty McGee, AAAO President
marty.mcgee@alaska.gov

**Alaska Government Finance
Officers Association**
Ryan S. Williams, AGFOA President
ryan.williams@alaska.gov

**Alaska Municipal Attorneys
Association**
Paul J. Ewers, AMAA President
pewers@fairbanks.us

**Alaska Municipal Management
Association**
Betty Svensson, AML Deputy Director
betty@akml.org

Tuesday
Nov. 14, 2017

Alaska Conference of Mayors
Betty Svensson
AML Deputy Director
betty@akml.org

Check our website
often for updates
@ www.akml.org

Hotel & Travel Information

Hotel

The Hotel Captain Cook
939 W. 5th Avenue
Anchorage, AK 99501
Phone: (907) 276-6000
Toll Free: 1-800-843-1950



RATE:** Single/Dbl: **\$105/night**

***does not include 12% occupancy tax*

To receive the conference rates above you must mention **AML2018** when registering.
Rates guaranteed until October 13, 2018.

Rental Cars

Hertz Rental Car is offering AML discounted rates during the Annual Conference. Call: **1-800-654-2240** or book online at Hertz.com Code: **CV# 022Q9166**
Please visit www.akml.org for a complete list of rates.

Airlines

Alaska Airlines: A 7% discount is available on all regular Alaska Airlines fares to Anchorage.

- Go online to www.alaskaair.com and use the discount code ECMZ882 when searching for flights or
- Call the Alaska Airlines Group Reservation Desk: **1-800-445-4435** and use the same code ECMZ882. A \$15.00 ticketing fee will apply for bookings made by calling Group Reservation Desk. Visit www.akml.org for details.



Alaska Municipal League

Newly Elected Officials

Building a solid leadership foundation begins with AML's Newly Elected Officials (NEO) Seminar. It is one of Alaska's most highly regarded training programs for local leaders. Officials who would like a refresher course and those who are newly elected to office are invited to attend.

The NEO Seminar takes place on Monday & Tuesday, November 12 & 13, starting at 9:00 a.m. A separate registration fee is required. A \$50 discount is offered for NEO participants who also attend the Local Government Conference.

Monday & Tuesday, Nov. 12 & 13, 2018

Newly Elected Officials (NEO) Training

- Roles and Responsibilities of Municipal Officials
- Budget and Governmental Accounting
- Lobbying
- Local Tax Policy in Alaska
- Open Meetings Act
- Quasi-Judicial Role and Ex Parte Contact
- Ethics and Conflicts of Interest
- Parliamentary Procedures and Conducting Effective Meetings

Annual Conference

This annual convening brings refreshing insight and perspectives, and helps AML develop priorities for the coming year that reflect the public interest.

Wednesday, Nov. 14, 2018

- All Day - Registration & Exhibits
- Opening Session
- Opening Day Luncheon & Keynote
- Day One Workshops I, II
- Welcome Reception

Thursday, Nov. 15 2018

- All Day - Registration & Exhibits
- Day Two Workshops III, IV, V, VI
- Day Two Luncheon
- AML President's Reception, ACoM Silent Auction & Presentations of Awards

Friday, Nov. 16, 2018

- Board of Directors Elections
- Annual Business Meeting
Adoption of Resolutions, Priorities & Position Statements

Renew - Refresh

2018 CONFERENCE REGISTRATION

Conference Fees

\$50.00 discount with joint Conference & NEO registration.

AML Member*

AML Conference ___\$300

Newly Elected

Officials (NEO) ___\$250

AML Conference &
NEO _____\$500

One Day Attendance:

Wednesday _____\$150

Thursday _____\$150

Friday _____\$100

After 10/12/18 _____\$50

TOTAL \$_____

AML Non-Member*

AML Conference ___\$400

Newly Elected

Officials (NEO) ___\$325

AML Conference &
NEO _____\$675

One Day Attendance:

Wednesday _____\$200

Thursday _____\$200

Friday _____\$150

After 10/12/18 _____\$50

TOTAL \$_____

ANY SPECIAL DIETARY NEEDS?

Cancellation Policy

Cancellations or changes must be made in writing and received by mail, email or fax no later than **Friday, October 26, 2018**. No refunds will be made for "no-shows" or cancellations after this date. "No-shows" will be billed for the full amount. AML cannot be responsible for cancellations due to weather. If you have any questions, please contact Betty Svensson at (907) 586-1325 or betty@akml.org.

**Member Rates apply to employees and local officials of member municipalities, and to AML Affiliate and Associate organizations including AMLIP members.*

Visit: WWW.AKML.ORG

To Register & Pay Online By Credit Card

Return Registration Form To:

MAIL: Alaska Municipal League
One Sealaska Plaza., Ste. 200,
Juneau, AK 99801

or FAX: (907) 463-5480

Delegate Information

(Please Copy and Attach Additional Forms for Multiple Attendees)

Delegate Name

Name to Appear on Badge

Municipality/Organization

Title

Preferred E-mail Address (contact reasons only)

Billing/Credit Card Information

Name & Title

Address

City, State, Zip

Telephone

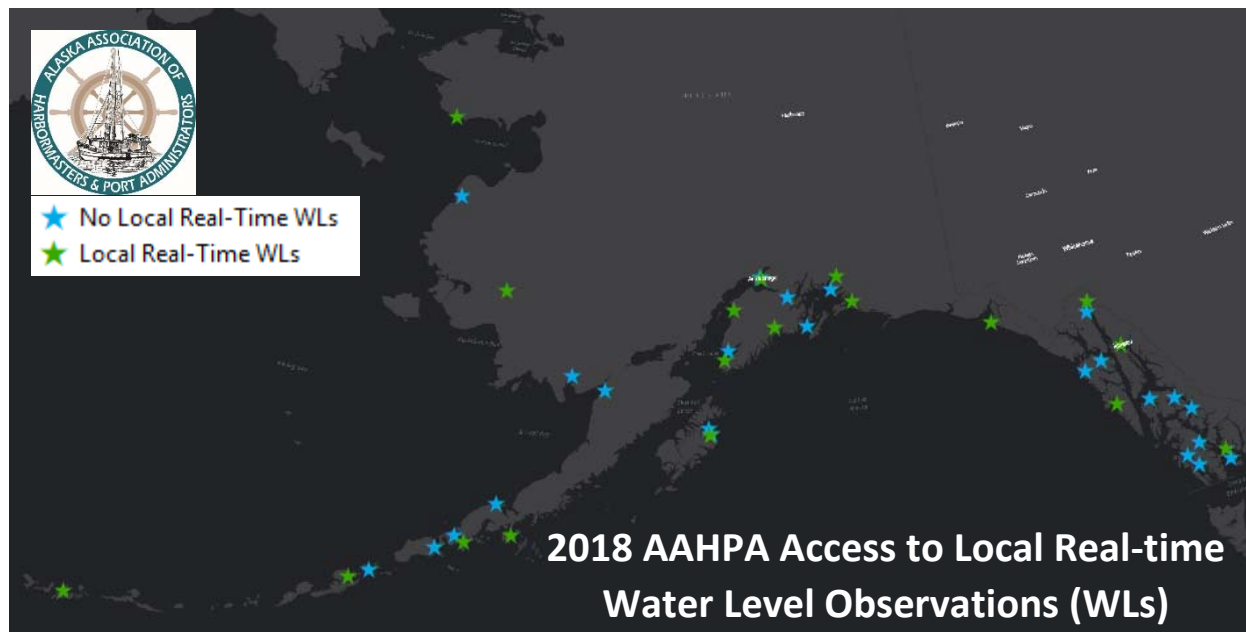
Card Number

Exp. Date: _____ CVC# _____

Proposed AAHPA Participation in Alaska Water Level Partnership

Statement of Need

Alaska’s ports and harbors are of significant economic importance to the State, with 90% of all goods entering the state via maritime transportation. However, less than half of the municipal ports and harbors that are part of the Alaska Association of Harbormasters and Port Administrators (AAHPA) have access to real-time water level observations within their boundaries through the existing National Water Level Observation Network (NWLON). These observational gaps limit public access to local water levels for planning and storm surge model verification, prevent real-time monitoring during tsunami warnings, and lead to increased costs associated with facility maintenance, engineering design and construction.



Alaska Water Level Partnership

The Alaska Ocean Observing System (AOOS) is working with NOAA’s Center for Operational Oceanographic Products and Services (CO-OPS) to augment the existing NWLON through partnership installations of low-cost sensors. By using the NWLON data model as an authoritative observational backbone, AOOS is able to provide comprehensive access to water level data from these partner owned and operated stations through a statewide data management system that parallels the CO-OPS website (tidesandcurrents.noaa.gov); is consistent and compatible with downstream tools, such as local tide tables; and serves as a pilot project for advancing nationwide CO-OPS coordination with the US Integrated Ocean Observing System (IOOS; ioos.noaa.gov) on external source data.

AAHPA Benefits

Additional coastal water level observations in Alaska will support improved tide predictions statewide and enhanced water level forecasting. Flexible instrumentation options allow for local requirements to drive sensor placement and operation. Participation in a statewide network will make observations accessible to everyone in a consistent format, and AOOS management of the data relieves extra data management at the local level. This novel collaborative approach illustrates the proactive nature of Alaska’s maritime community, serves as a model for similar efforts nationwide, and helps to educate the public about AAHPA through outreach associated with this expanded network.

2018 HOMER CITY COUNCIL MEETINGS
ADVISORY COMMISSION/ BOARD 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 2018 is as follows:

January 8, 22	_____
February 12, 26	_____
March 12, 27	_____
April 9, 23	_____
May 14, 29	_____
June 11, 25	_____
July 23	_____
August 13, 27	_____
September 10, 24	_____
October 8, 22	_____
November 26	_____
December 10	_____