# ECONOMIC DEVELOPMENT ADVISORY COMMISSION 491 E. PIONEER AVENUE HOMER, ALASKA

REGULAR MEETING TUESDAY, 6:00 P.M. MARCH 12, 2019 CITY HALL COWLES COUNCIL CHAMBERS

www.cityofhomer-ak.gov

Homer, Alaska.

## NOTICE OF MEETING REGULAR MEETING AGENDA

1. 2.	CALL TO ORDER, PLEDGE OF ALLEGIANCE 6:00 P.M. APPROVAL OF AGENDA	
3.	PUBLIC COMMENTS REGARDING MATTERS ON THE AGENDA (3 Minute Time Limit)	
4.	RECONSIDERATION	
5.	APPROVAL OF MINUTES	
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6.	VISITORS/PRESENTATIONS (10 Minute Time Limit)	
	A. Travis Brown, Planning Tech – Overview of Sign Ordinance	
7.	STAFF & COUNCIL REPORT/COMMITTEE REPORTS (5 Minute Time Limit)	
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	D. Staff Report – Jennifer Carroll, Special Projects & Communications Coordinator	_
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8.	PUBLIC HEARING	
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12.	COMMENTS OF THE AUDIENCE (3 Minute Time Limit)	
13.	COMMENTS OF THE CITY STAFF	
14.	COMMENTS OF THE COUNCILMEMBER (if present)	
15.	COMMENTS OF THE COMMISSION	
16.	COMMENTS OF THE COMMISSION	) 1010 -±
17.	ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, APRIL 9 6:00 p.m. in the City Hall Cowles Council Chambers located at City Hall, 491 E. Pionee	•
	<b>0.00 p.m.</b> In the City Hall Cowles Council Chambers located at City Hall, 491 E. Plones	a Avenue,

Session 19-02 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:00 p.m. on February 12, 2019 at the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS MARKS, BROWN, AREVALO, RICHARDSON, GUSTAFSON, JOHNSON

ABSENT: COMMISSIONER EVANS (excused)

STAFF: SPECIAL PROJECTS AND COMMUNICATION COORDINATOR CARROLL

**DEPUTY CITY CLERK TUSSEY** 

#### **APPROVAL OF AGENDA**

Chair Marks requested a motion to approve the agenda.

GUSTAFSON/JOHNSON SO MOVED.

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 January 8, 2019

Chair Marks requested a motion to approve the minutes.

Commissioner Arevalo requested clarifying verbiage on page three, fifth paragraph down.

AREVALO/BROWN MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

#### **VISITORS/PRESENTATIONS**

- A. Charlie Stewart, Homer Hockey Association
  - i. Letter to EDC Re: Revenue HHA Brings to Homer

Charlie Stewart and Charlene Flyum, Homer Hockey Association, presented on how the hockey rink brings money to Homer, the numbers of visitors/revenue it brought in, and the economic impact a hockey tournament has on the community. They wanted EDC to be aware of what the HHA does for the community in relation to HHA's need of financial support.

The commission, Mr. Stewart, and Ms. Flyum discussed the HHA's budget, their financial history, and how additional funding allocated from the City would be used. Mr. Stewart explained how the HHA's overall goal with the extra funds is to lower their ice price, which in turn lowers user costs and then attracts more visitors to Homer who bring additional economic benefits to the community. The commission provided feedback on HHA's presentation and recommended what kind of numbers/information they should include to reinforce their budget request proposal to Council.

There was a general consensus among the commissioners to include the HHA budget request on the March agenda.

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

A. Homer Marine Trades Association Report

Deputy City Clerk Tussey provided a brief HMTA report on behalf of Cinda Martin, HMTA Secretary.

B. Chamber Director Report

Chamber Director Debbie Speakman presented a brief report from the Chamber of Commerce. She noted current events/winter recreation support that the Chamber of Commerce is working on; she detailed how they're trying to bring in more winter activities to offset the lack in winter tourism.

- C. Pioneer Avenue Task Force Report
- D. Staff Report Jennifer Carroll, Special Projects & Communications Coordinator

Special Projects & Communications Coordinator Carroll provided her staff report, which included information on the Chamber Board Retreat she had attended.

#### **PUBLIC HEARINGS**

#### **PENDING BUSINESS**

- A. Wayfinding/Streetscape Plan
  - i. Memo to EDC Re: Recommendation to City Council
  - ii. DRAFT Resolution 19-007 Transportation Advisory Task Force
  - iii. DRAFT Memo to City Council Re: Support for Wayfinding-Streetscape Plan

Chair Marks gave a brief summary on what the commission decided on at the February 5<sup>th</sup> worksession, and what the commission was being asked to approve at the present meeting (per Ms. Carroll's memo in the packet). She further explained that since the worksession, there had been a change in Council's

current stance on possibly forming a transportation task force, which ultimately revises the commission's recommendation to Council.

Ms. Carroll explained what would need to be revised in her memo to make it more generic and relevant to whatever the Council decides to do, be it appoint a task force first then hire a consultant, or hire the consultant first then appoint a task force. There was discussion on how the commission wanted to proceed, what kind of recommendation should be made to City Council, and planning to make a 10 minute presentation to the Council at their February 25<sup>th</sup> meeting.

MARKS/JOHNSON MOVED TO RECOMMEND TO CITY COUNCIL INCLUDE WAYFINDING-STREETSCAPE PLANNING AS AN INTEGRAL COMPONENT OF THE NEW TRANSPORTATION PLAN THAT HAS A MULTI-MODAL PERSPECTIVE.

There was brief discussion on the wording of the motion.

VOTE: YES: AREVALO, BROWN, MARKS, GUSTAFSON, JOHNSON, RICHARDSON

Motion carried.

MARKS/AREVALO MOVED TO MAKE A PRESENTATION TO CITY COUNCIL ON THE 25<sup>TH</sup> OF FEBRUARY TO HIGHLIGHT THE MEMORANDUM AND RECOMMENDATION TO CITY COUNCIL ON EDC'S PROPOSAL.

Discussion ensued on which commissioners will present/participate and who will collaborate with staff to create the visual presentation.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

#### B. EDC Bylaw Amendments

i. Memo to EDC Re: Bylaw Amendment Postponement

Chair Marks read the recommendation from the City Clerk to postpone action on the Economic Development Advisory Commission bylaws to the March 12, 2019 regular meeting agenda due to a need for additional time to resolve discrepancies between the bylaws and City Code.

RICHARDSON/BROWN SO MOVED.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

#### **NEW BUSINESS**

#### A. 2019 Land Allocation Plan

- i. Memo from Deputy City Planner Re: 2019 Draft Land Allocation Plan
- ii. LAP Section A Lands Available for Lease
- iii. LAP Homer Spit Map of Land

Chair Marks introduced and initiated discussion on the 2019 Land Allocation Plan. She explained that she won't be present for City Council's March 26<sup>th</sup> worksession and suggested that another commissioner volunteer to attend and represent EDC's work.

Ms. Carroll reported on the Land Allocation Plan packet material, noting the new worksession date from March 11<sup>th</sup> to March 26<sup>th</sup>. She further described the Port and Harbor Advisory Commission's recommended changes to the designated overslope areas and what the Planning Department is asking the commission to do in relation to the LAP.

Commissioners Gustafson and Arevalo agreed to represent the EDC at the Council's March 26<sup>th</sup> worksession. There was brief discussion on questions pertaining to airport leases.

Deputy City Clerk Tussey confirmed that the commission did not have any amendment recommendations to the Land Allocation Plan.

#### **INFORMATIONAL ITEMS**

- A. City Manager's Report for January 9 & 28, 2019
- B. Commissioner Attendance at 2019 City Council Meetings

Chair Marks and Commissioner Arevalo made comments on the City Manager's reports.

Chair Marks noted the upcoming Council meetings and encouraged commissioners to attend them; Commissioner Gustafson agreed to attend the March 26<sup>th</sup> meeting. There was brief discussion on EDC member attendance at the February 25<sup>th</sup> City Council meeting.

#### **COMMENTS OF THE AUDIENCE**

Chamber Director Debbie Speakman commented on how out of the state's four keystone industries, tourism is the only one that has seen a slow/steady increase over the last five years. She spoke to tourist projections, referencing forecast statistics on an upcoming influx of RV visitors and the need for better wayfinding signage.

#### **COMMENTS OF CITY STAFF**

Special Projects and Communication Coordinator Carroll thanked the commission for their productive meeting.

Deputy City Clerk Tussey had no comments.

#### **COMMENTS OF THE COUNCILMEMBER**

#### **COMMENTS OF THE CHAIR**

Chair Marks reiterated that she won't be present for the March meeting; she commented about items that will be on the March agenda, reminded commissioners to speak with Ms. Carroll if they want to schedule items on the agenda, and other projects that are coming up.

#### **COMMENTS OF THE COMMISSION**

Commissioner Arevalo requested clarification on the Homer Hockey Association being on the agenda. There was discussion on the HHA proposal and what kind of action could be made at the next meeting.

Commissioner Johnson commented on EDC's visual presentation and how he will coordinate with staff to help create it.

Commissioner Gustafson commented on RV traffic and parking in the HHA empty parking lot during the summer.

Commissioner Brown commented on a conversation she had with a councilmember regarding possible windfall monies coming in from Amazon taxes, and to see if there could be a reduction in taxes.

Commissioner Richardson had no comment.

#### **ADJOURN**

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:45 p.m. The next regular meeting is scheduled for Tuesday, March 12, 2019 at 6:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

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RACHEL TUSSEY, DEPUTY CITY CLERK I	
Approved:	



### Office of the City Clerk

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#### Memorandum

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: RACHEL TUSSEY, DEPUTY CITY CLERK

DATE: MARCH 6, 2019

SUBJECT: HOMER MARINE TRADES ASSOCIATION REPORT

Homer Marine Trades Association Secretary, Cinda Martin, emailed the following update:

"Nothing much going on at the moment with the exception of our ongoing FOL classes at the High School; we are looking for presenters for the remainder of the school year; Thursdays at 3:00. The KPC Maritime Technology courses are going great guns, we just had 8 individuals receive their 100-ton Master's Certificates. We are currently offering partial course reimbursements to qualifying applicants and 100% course reimbursement to any high school student for any of the Marine Technology courses at the Kachemak Bay Campus. This has been a very successful program.

I've attached the minutes of the February meeting for reference. Our next meeting is coming up Wednesday the 13th."

#### RECOMMENDATION

For informational purposes.

#### HMTA Regular Business Meeting February 7, 2019 Homer Harbormaster's Office

The meeting was called to order by President, Mark Zeiset at 6:03 p.m.

Guests present: Paul Martin, Interim Director of KPC; Angela Hollis of the USCG Detachment; Amber Fleenor of Northern Enterprises

Officers/Directors present: Mark Zeiset, Cinda Martin, Aaron Fleenor, Kate Mitchell, Jen Hakala, Mike Stockburger, Liam Hahn, Brad Conley and Eric Engebretsen. A quorum was established.

Approve Agenda: **Motion by Jen Hakala** to approve the Agenda as amended, 2<sup>nd</sup> and carried.

Approve Minutes of January meeting: **Motion by Aaron Fleenor** to approve the minutes of the January 9<sup>th</sup> meeting, 2<sup>nd</sup> and carried.,

Treasurer's Report: Jen Hakala gave the Treasurer's report, copy of the current Balance Sheet and A/R Aging report is attached for the record. Jen also presented the Proposed Budget, copy attached, prepared with the intent to keep status quo from the previous year and leave changes up for discussion. It should be noted that Budgeted Income/Expense does not include any portion of the City's EDC contributions for advertising.

#### Committee Reports:

- Advertising and Web/Social Media Mark, Brad, Liam and Kate
  - Update on committee meeting Mark reported that the committee met to discuss plans for Social Media and other advertising
  - Request for Social Media Budget Mark reported on research conducted on Google Analytics. The committee would like to spend up to \$50 for social media boosts to run a test to see if it drives more people to the website. Brad demonstrated our website hits on Google Analytics and what information is available through that venue. Motion by Kate Mitchell to spend up to \$50 for the boosts as a test, 2<sup>nd</sup>. Discussion held on platform for boosts and notifying Deb. Motion carried.
  - Radio Kate reported that she has contacted the new owners of the local radio station for a proposal to continue underwriting the marine forecast. They have come back with a few options which would be offered to HMTA members to promote their respective business while including tag line for HMTA. Currently NOMAR and Homerun Oil are taking advantage of the offer.
  - Fish Alaska Kate reported that the 3 spots still available in the next issue have been offered to HCOC members, see FB ad.
  - Advertising Budget Kate reported that she recently contracted with Taz Talley to write an article for HMTA. She would like to see funds budgeted in the future to continue with articles and ads in local news media. **Motion by Mike Stockburger** to cover the \$150 expended by NOMAR for the recent article about the history of HMTA in the Homer Tribune, 2<sup>nd</sup> and carried.
- Workforce Development Brad/Gordon
  - FOL update spring slate is empty; Mark will make some calls, Cinda will contact a few graduates and send out in a newsletter/email blast

- KPC update Paula Martin of KPC reported movement on the national level; congress has passed a bill allowing for community colleges to become Maritime Centers of Excellence where there is funding available for instructors and equipment in order to produce qualified people for positions in the industry. The State has formed a consortium in order to apply for these grants.
- Scholarship Cinda reported that she had a conversation with Jesus regarding Marine
  Technology course reimbursements for high school students. Current disbursement is 25% of
  the course amount for qualified applicants. There is just under \$600 left in the budget for the
  remainder of the school year with an AB and 100-ton courses slated for this semester.
  Consensus to advertise at the schools that we will reimburse 100% of the course cost to any
  high school student. If/when funds are exhausted, the board can vote to cover additional
  reimbursements. Cinda will seek out other sources for funding.
- Membership Cinda reported that we are set at Grace Ridge for Thursday, February 28<sup>th</sup> at 5-8pm for the Round Haul. Mark reported that Sea Tow and Hahn Electrical will present at the Round Haul and provide refreshments. It was suggested that we have a donation jar to benefit the MT course reimbursements. The event will be open to the public as well as members. Mark will have Deb post to FB and Kate will get an ad in the news.
- Anchorage Boat Show Mike reported that the banner has been ordered, he has sold 13 spots
  on the banner; there is 1 table left at the show. The City has contributed \$1,400 toward the
  cost of the show.

#### Old Business:

Budget update – The budget was presented under the Treasurer's report. Motion by Aaron
Fleenor to table the budget discussion and approval to the next meeting, 2<sup>nd</sup> and carried. Cinda
suggested that each committee chair review the budget as presented and contact the Treasurer
before the next meeting with their requested amount to be reviewed, discussed and up for
approval at the next meeting.

#### **New Business:**

Hot dog feed as a fundraiser for USCG following Winter Carnival Parade – with funds to benefit
the Chief Petty Officer's Association that may also be routed to the Kozloski family. Motion by
Brad Conley to cover the cost of the buns for the hot dog feed, 2<sup>nd</sup> and carried.

#### Comments:

- Kate Mitchell reported that she is working with KBBI to learn how to operate the recording equipment so that she can continue with interviews to document Homer maritime history.
- Aaron and Amber announced that they have made significant progress in their doc expansion and lift project. Engineered drawings are in and bank/AIDEA financing is in process. They are pushing for fall 2019 completion.

Next Meeting: Wednesday, March 13<sup>th</sup> at 6PM at the Homer Harbor

Adjourn: There being no further business to come before the board of directors, the meeting was adjourned at 8:20 p.m.

Respectfully submitted,

Cinda Martin HMTA Secretary



Administration

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#### Memorandum

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: JENNY CARROLL, SPECIAL PROJECTS & COMMUNICATIONS COORDINATOR

DATE: MARCH 12, 2019

SUBJECT: STAFF REPORT TO EDC

#### March 12, 2019 Open Meetings Training

I highly recommend all Commissioners attend the Open Meetings Act Training on March 12<sup>th</sup> from noon to 1:00 pm with City Attorney Holly Wells. I attended one of these trainings a couple of years ago and found it extremely helpful. The Open Meetings Act governs meetings (in person, through teleconference, digitally and serially) that involve three or more Commissioners, insuring that you, as citizen representatives, include the public in your deliberations and decision-making. Please plan to attend so that you are aware of how to perform your duties legally and in compliance with the Homer Code of Ethics.

#### **Wayfinding-Streetscape Presentation to City Council**

Kudos to Commissioners Marks and Johnson for their February 25<sup>th</sup> Wayfinding-Streetscape presentation to City Council. They did a great job presenting the EDC's vision and rationale for a Wayfinding-Streetscape Plan for Homer. It was very well received!

The presentation supported EDC's recommendation to City Council to include Wayfinding-Streetscape planning as an integral component of a multi-modal Transportation Plan. In City Council business, Resolution 19-007 to establish a transportation advisory commission to advise the Planning Commission on the Homer Area Transportation Plan failed. Rather, Council approved Memorandum 19-027 by Councilmembers Erickson, Venuti and Lord. The Memo directs the Planning Commission and administration to ensure that the transportation plan update gives all due consideration to a non-exhaustive list of concerns, which included (among other items) multi-modal connectivity throughout Homer and beyond, wayfinding and streetscape.

I hope you were all able to attend the Council meeting as a show of support. If not, I have included the Wayfinding-Streetscape memo and copy of the PowerPoint presentation for your information.

#### <u>Tsunami Awareness Activities at the End of March - Plan to Participate!</u>

I have been working with the Homer Volunteer Fire Department, community volunteer Wayne Aderhold and various community partners on Tsunami Awareness events for the last week of March, Alaska's Tsunami Awareness Week. General tsunami awareness information will be shared through various media (radio, newspaper, social media and the City's website) culminating with a community event on Saturday, March 30<sup>th</sup>. Our efforts are particularly focused on helping citizens understand where the tsunami safe zone (or blue line) is in central Homer.

On Saturday, March 30th starting at 10 am at the Homer Elks Lodge, the City and Kachemak Bay Running Club is presenting a The Tsunami Blue Line Fun Run/Walk event. The fun run's 2.66 mile round trip course follows Homer's tsunami safe zone, or 50' blue line through downtown Homer.

Also, From 10 am to 2 pm, volunteers will host Blue Line Stations at various blue line crossings to educate the general public about Homer's tsunami safe zone. It is a fun way to highlight the Blue Line! You might be surprised where it actually is!

#### Want to help out with this fun event?

- Please let me know if you would be willing to be a volunteer at one of the stations. Commitment would be from 10 am 2 pm.
- Participate in the community fun run/walk. Don't be intimidated by the word <u>run!</u> Walkers of all ages are encouraged to participate. The more people that participate the more we'll bring attention to the blue line.
- Let me know if you can help advertise the event. I can provide you with a poster or other information as needed.

Thank you.



Administration

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#### Memorandum

TO: MAYOR CASTNER AND HOMER CITY COUNCIL

FROM: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

THRU: JENNY CARROLL, SPECIAL PROJECTS & COMMUNICATIONS COORDINATOR

DATE: FEBRUARY 20, 2019

SUBJECT: SUPPORT FOR DEVELOPING A WAYFINDING-STREETSCAPE PLAN FOR THE CITY

OF HOMER

This memo updates the City Council on the EDC's evaluation of the benefits of developing a wayfinding-streetscape plan for Homer. Our evaluation leads us to **recommend that City Council support work on a new** *multi-modal* Transportation Plan in which wayfinding-streetscape is an integral component.

After completing the Business Retention & Expansion Survey Report, the Economic Development Advisory Commission began addressing the top survey suggestions on how to improve Homer's business climate and quality of life: "Beautification improvements", and "Improved walkability and greenspace".

The EDC followed up on these suggestions, and after eleven months of work, developed a Wayfinding - Streetscape Plan proposal. To date we have completed a well-reasoned project scope to recommend to City Council, solidified the economic/quality of life reasons to support a Wayfinding-Streetscape plan and opened discussions of how to fund the plan's development/implementation.

We have weighed different options for completing/implementing a Wayfinding-Streetscape Plan, and we were preparing to recommend that Council authorize a Wayfinding-Streetscape Task Force, which would utilize local expertise and planning capacity to develop parts of the plan and make recommendations to Council for contracting a professional firm to finalize the plan and provide design options.

However, recently, Council began discussing updating the Homer Area Transportation Plan and the Commission has been encouraged to align our efforts with the broader transportation plan.

The EDC supports updating the Homer Area Transportation Plan. Vehicle traffic is growing steadily in Homer and its safe, efficient flow is important to economic development. EDC also strongly supports the inclusion of non-motorized transportation elements (including wayfinding-streetscape) as part of the scope of work.

#### Why a multi-modal transportation plan?

The City's area transportation plan will help create the future so it is important to consider the broad transportation context that goes into and will be impacted by long-term planning decisions. A multi-modal approach to transportation planning:

Recognizes the complimentary, interconnected nature of motorized and non-motorized modes of travel.
 Most transit trips include walking links; improving wayfinding and walking conditions tends to increase transit demand and vice versa.

- Recognizes that non-motorized options, if available and of sufficient quality, can reduce vehicle congestion.
- Recognizes the various demographic and economic trends that are likely to affect future travel demands. Our aging population, increased development of subdivisions close to the center of town, increased health and environmental concerns, and changing consumer preferences are increasing demand for non-auto travel.

A multi-modal area transportation plan allows the City to respond to changing travel demands and emerging community needs, is a good strategy for building desirable neighborhoods and can spur economic vitality for business and tourism.

#### What is Wayfinding and Streetscape?

**Wayfinding** is the art of using landmarks, signage, and pathways to help people navigate and experience a place.

**Streetscape** refers to landscape amenities that reinforce safety and comfort, and that help secure pedestrians' interest in exploring Homer on foot.

#### Why Does Homer Need a Wayfinding-Streetscape Plan?

The Homer Spit and 'Old Town' have been areas of renewed public interest thanks to place making and investments in pedestrian facilities. Interest in improving Pioneer Avenue has been growing, evidenced by the Pioneer Avenue Revitalization Task Force's efforts to create a more attractive, vibrant business district. And while the City and other organizations have invested recently in footpaths and sidewalks, Homer still lacks a wayfinding system so that the traveling public can easily navigate those paths. Furthermore, Homer was developed in the automobile age: Pioneer Avenue is over a mile long and Homer's destination districts (Homer Spit, Old Town, and Pioneer) are quite spread out.

Spreading the economic benefits of visitor spending across Homer requires the confidence to make the journey and comforts along the way, as well as knowledge of the opportunities. The EDC recommends (1) a good wayfinding plan that quietly helps people orient themselves to where they are and helps people get where they want to be; and (2) streetscape amenities that encourage people to get out of their vehicles and make longer journeys on foot, increasing their exposure to businesses and enjoyment of interests along the way.

A Wayfinding-Streetscape system for Homer supports economic development:

- Improved pedestrian understanding of neighborhoods, landmarks, and amenities increases the opportunities for people finding and using commercial resources in these areas.
- Positive maneuverability contributes to positive experiences in Homer, making Homer a place people want to visit, return to, and live in.
- Cohesive, thoughtful designs that reflect the distinctive and creative character of Homer will contribute to Homer's reputation as an attractive destination and increase activity on the street; people that visit and patronize Homer's three distinct business 'districts' do so partly for the unique experience they offer.
- These factors in turn encourage business investments.

#### **Examples of Application**

The plan would be used by the City to guide future City purchases and placement of enhancements such as trash receptacles, benches, pocket parks, etc.; to make landscaping decisions; and to fund and install wayfinding signage. Having such a comprehensive signage/wayfinding plan will save the City staff time and money in the long run: as the need to make decisions arise, they will be efficiently addressed with an easy-to-follow plan that makes the overall process less time-consuming and difficult for City Staff.

Additionally, private businesses may choose to augment the City's efforts by utilizing the plant list; by purchasing coordinating trash receptacles, benches, etc.; or by hosting a wayfinding location. For example, the Realtor's Association approached the City about contributing public benches around town. Kachemak Heritage Land Trust asked what the City's general wayfinding sign design would be for Pioneer Avenue since they are developing signage for the new Poopdeck Trail and want to provide a coordinated look. The Chamber of Commerce is interested in getting RV parking directional signs. A plan would help coordinate a variety of efforts, now and into the future.

#### Is there Support for a Wayfinding-Streetscape Plan?

#### **Consistent with City of Homer Plans**

A Wayfinding-Streetscape system in Homer is consistent with goals and recommendations in alreadyestablished City of Homer Plans:

- Goal 5 of the Homer Comprehensive Plan;
- Goal 1 of the Comp Plan's Economic Vitality Plan;
- Goal 2.5 of the Homer Spit Comprehensive Plan;
- Policy 3 Recommendation in the Homer Non-Motorized Transportation & Trail Plan;
- Development goals outlined in the Town Center Development Plan included enhancing signage and streetscape amenities.

#### **Community Support**

Letters of support from the following organizations are included as backup to this memo:

- Pioneer Avenue Revitalization Task Force members and affiliates
- Homer Public Library Director, Ann Dixon
- Pratt Museum
- Homer Chamber of Commerce

#### What is EDC Recommending for Wayfinding-Streetscape Plan Scope?

Over the last several months, with a limited, stand-alone Wayfinding-Streetscape plan in mind, the EDC formulated a Scope of Work and suggested Project Area. While a streetscape-wayfinding plan may expand or change as part of an update to an area transportation plan, below is the EDC's vision.

Homer is a small city with relatively few main thoroughfares. A limited City budget and staff capacity does not allow for a huge rollout and, likewise, requires consideration of maintenance costs over time.

The Wayfinding-Streetscape Plan should be able to be implemented in phases over multiple years as budget becomes available. The plan produced should ideally prioritize improvements, identify potential funding sources, and consider existing City resources and equipment to ensure effective ongoing maintenance.

#### **EDC's Project Area Recommendation**

The area covered by this plan includes Pioneer Avenue from the Sterling Highway to Lake Street, and its connections to points of interest within the Central Business District. While there will be a concentration on Pioneer Avenue, connections to and wayfinding between the Central Business District, Old Town, Ocean Drive and the Homer Spit should be evaluated and included, as well as orientation wayfinding at Baycrest Overlook, Homer Airport Terminal and the Pioneer/Deep Water Dock, Homer's three main gateways. The project area includes local and State rights-of-way.

#### **EDC's Project Scope Recommendations**

The Wayfinding-Streetscape Plan will primarily emphasize:

- 1) Pedestrian experience, with attention to continuity of vehicle signage, particularly at route decision points and Homer's gateways; and
- 2) Design that is cohesive, but not necessarily identical, that enhances and reflects the distinctive and creative character of Homer.

The plan should consider all aspects of technological and physical wayfinding signage and tools, keeping signage 'clutter' to a minimum.

#### **Wayfinding Scope:**

- 1) Assist pedestrians navigating Pioneer Avenue and to points of interest in the Central Business District.
- 2) Orientation wayfinding at Homer's gateways.
- 3) Making connections between Homer's destination areas (i.e. Old Town, the Spit, Farmer's Market and others as identified and agreed upon.)
- 4) Work with Emergency Management to delineate tsunami safe zones on Homer's roads/trails as necessary.

#### 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 possible elements: accessibility, banners, landscaping (plant lists, use of gardens), bench locations for rests/view, pocket parks, pedestrian crossings/safety and aesthetics including the possibility of decorative crosswalks/hardscapes, trashcans.

#### **RECOMMENDATION**

At their regular February 12, 2019 meeting, the EDC unanimously supported a recommendation to City Council to support work on a new multi-modal Transportation Plan in which wayfinding-streetscape is included an integral component. If it is not included as part of an update to the Transportation Plan, the EDC recommends City Council consider ways to develop a stand-alone Streetscape-Wayfinding Plan.



# A Wayfinding-Streetscape Plan for Homer





FEBRUARY 25, 2019 | ECONOMIC DEVELOPMENT COMMISSION REPORT TO HOMER CITY COUNCIL

# Responds to BR&E

HOW TO IMPROVE BUSINESS ENVIRONMENT/QUALITY OF LIFE?

- Beautification improvements, particularly Pioneer Avenue/Central Business District
- Greenspace/Walkability



## WHAT IS WAYFINDING?

**MORE THAN JUST SIGNS** 





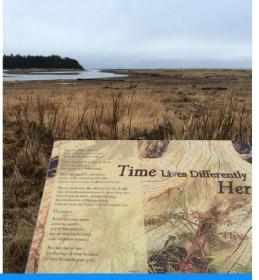


ART OF USING LANDMARKS, SIGNAGE AND PATHWAYS TO HELP PEOPLE NAVIGATE AND EXPERIENCE A PLACE

## WHAT IS STREETSCAPE?







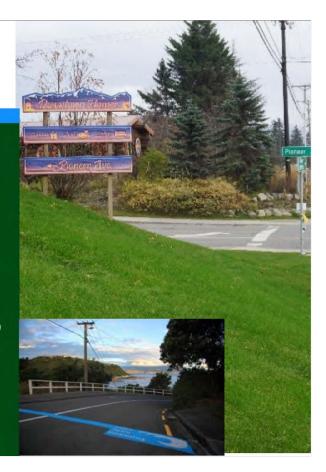
AMENITIES THAT PROMOTE SAFETY, COMFORT & AN INTEREST IN EXPLORING HOMER BY FOOT.

## What would a plan do?

## Design a modest wayfinding system to



- Orient visitors at Homer's gateways
- Provide continuity of vehicle directional signage at route decision points
- Assist pedestrians navigating Pioneer
   Avenue and trail/siedewalk systems in CBD
  - Delineate tsunami evacuation routes/safe zones as necessary
  - Keep signage "clutter" to a minimum.



## What would a plan do?

# Guide future city purchases and placements of

- realistic streetscape/public space enhancements on Pioneer Avenue and along routes to points of interest in the CBD
- bench/trash receptacle specs & locations
- pocket parks
- banners
- plant lists
- safety features





## What would a plan do?

# Provide a vision to encourage State and private business support for

- placement of wayfinding signs, pedestrian crosswalks and decorative hardscapes in State ROWs
- hosting pocket parks or bench locations
- complimentary sign design



The City's commitment to economic development can leverage private partnership investments



# **Economic Benefits**

Helps Homer compete for business patronage from tourists and locals who have a level of expectations on "place." How?

1. Cohesive, thoughtful design that reflects Homer's creative character contributes to Homer's reputation as an attractive arts and outdoor recreation destination.



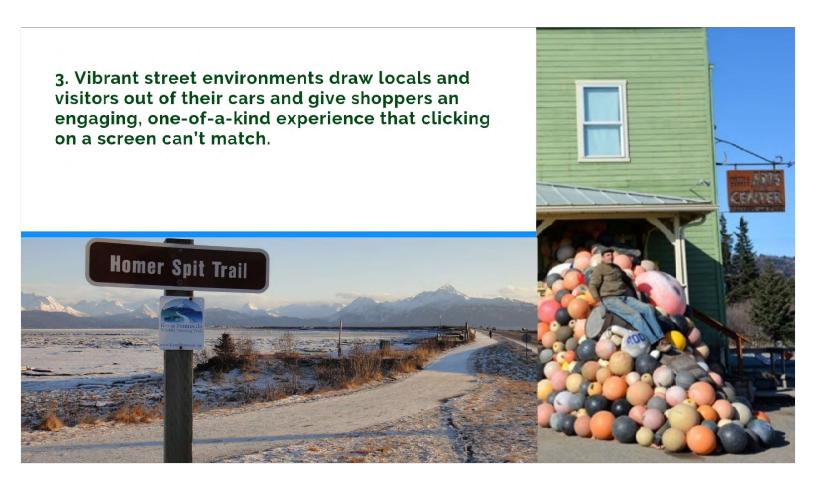


2. Wayfinding improves pedestrian understanding of Homer's commercial districts, how they connect, our landmarks and amenities,

increasing opportunities for people to find and visit our local, small businesses.







## **Economic Benefits**

Wayfinding-streetscape amenites invests in quality of life and helps attract new residents and repeat visitors by responding to changing demographic and economic trends:

- safe, pleasant non-motorized travel options
- unique travel experience

Supports our local businesses: According to the SBA, for every \$100 spent at a local business, roughly \$68 stays to recirculate in our local economy. That equates to local jobs and sustainability for the local businesses we enjoy frequenting in our community.

Local tax revenues provide funding for road maintenance, public safety, parks, trails and our library.

# Consistent with City Plans Community Support

Homer Comprehensive Plan
Goal 1 & Economic Vitality Chapter Goal 1

Homer Spit Comprehensive Plan Goal 2.5

Policy 3 Recommendation - Homer Non-Motorized Transportation & Trail Plan

Community Support letters included in supplemental packet



WHAT WE HAVE NOW







# **EDC Recommendation**

Support work on a new multi-modal transportation plan for the City of Homer, in which Wayfinding-Streetscape is included as an integral component.

This recognizes the complimentary, interconnected nature of motorized and non-motorized modes of travel to support quality of life and economic development.



Office of the City Clerk

491 East Pioneer Avenue Homer, Alaska 99603

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#### Memorandum

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: RACHEL TUSSEY, DEPUTY CITY CLERK

DATE: MARCH 6, 2019

SUBJECT: EDC BYLAW AMENDMENTS

The City Clerk's Office has been in the process of working with each commission/board to ensure the bylaws are consistent with current City Code and the layout more efficiently outlines the commission's internal operations that govern the proper and orderly discharge of its responsibilities.

The amendments being proposed by the City Clerk's Office include:

- Creating a more efficient layout and removing excess verbiage related to conducting a meeting that
  does not necessarily need to be detailed in bylaws since they are outlined elsewhere (such as in City
  Code or the City's Basic Guide to Robert's Rules).
- Stating the City code that the commission operates from.
- Ensuring the purpose of the commission aligns with the duties and responsibilities listed in Code.
- Removing outdated information pertaining to how the commission communicates with the City Manager and City Council.
- Updating verbiage for Officers and Commissioners to provide additional details on member requirements, when their terms expire, and what happens when both the Chair and Vice Chair are absent.
- Updating the number of consecutive unexcused absences so it matches what is stated in Code.
- Including general verbiage allowing Honorary Members to be appointed by the Mayor as participating, non-voting members. NOTE: still subject to the individual agreeing to serve and the Mayor appointing one.
- Including standardized verbiage on time limitations for public testimony and revising the sections on calling for a special meeting/worksession, quorums, and voting.
- Including a section that details the purpose and process for requesting, forming, and disbanding committees
- Revising the requirements for bylaw amendments.
- Outlining the procedures for members participating telephonically.

Review the draft bylaws and consider any additional amendments you may want to make. Some areas that are common to change include:

- Which months to hold regular meetings
- Meeting start times
- Any term specifications for student representatives

- Changing the month the commission holds their election for Chair and Vice Chair
- Changing the appointment renewal month. **NOTE:** EDC currently has these on different months; it may be easier if they occur at the same time)

Additionally, there are certain changes the commission may be interested in making based on previous discussions. Staff has considered these and recommends the following amendments:

- Removing "Pledge of Allegiance" from the agenda/order of business
- Designating certain months to annually review specific topics (to be listed under Article V, Section 2), such as:
  - 1. Annual "check-in" on the goals listed in the BR&E to ensure the commission is still on track;
  - 2. EDC short/long-term goals with general timelines (not listed in the BR&E);
  - 3. The Comprehensive Economic Development Strategy (CEDS) and other policies;
  - 4. Other topics that will aid the commission in meeting their duties and responsibilities listed under "Purpose" and in City Code.

#### RECOMMENDATION

Review the draft bylaws; make any additional amendments by way of motion. Make a motion to hold a final reading on the proposed Economic Development Advisory Commission Bylaw Amendments at the next regular meeting.

## CITY OF HOMER ECONOMIC DEVELOPMENT ADVISORY COMMISSION BYLAWS

#### **ARTICLE I - NAME AND AUTHORIZATION**

This organization shall be called the Economic Development Advisory Commission, established via Ordinance 93-15(S)(A) and Resolution 06-20, existing by virtue of the provisions of Chapter 2.76 of the Homer Municipal Code, and exercising the powers and authority and assuming the responsibilities delegated under said Code. The following bylaws were adopted on April 9, 2019 and shall be in effect and govern the procedures of the Economic Development Advisory Commission.

#### **ARTICLE II - PURPOSE**

Section 1. Act in an advisory capacity to the City Manager and the City Council on the overall economic development planning for the City of Homer.

Section 2. Oversee responsibility of the City of Homer Comprehensive Economic Development Strategy (adopted by City Council April 26, 1993; formerly known as the Overall Economic Development Plan):

- a. Revisions, amendments and extensions of the Comprehensive Economic Development Strategy (CEDS) which may be adopted by the City Council after consideration and report by the Commission.
- b. Provide continued review and evaluation of the CEDS.
- c. Supervise and monitor the implementation of the CEDS.

Section 3. Collect and analyze data relevant to economic development to evaluate existing community resources.

Section 4. Formulate and develop the overall long range economic development goals of the residents of the City of Homer through public hearing process.

Section 5. Identify specific alternatives or projects to accomplish the City's objectives and recommend priorities.

Section 6. Review recommendations of the Homer Advisory Planning Commission to encourage a business-friendly environment in Homer.

Section 7. Promote public interest in overall economic development.

Section 8. Make inquiries regarding matters related to economic development.

Section 9. Collaborate with other City of Homer advisory bodies, the Homer Chamber of Commerce, Kenai Peninsula Economic Development District, and Kenai Peninsula Tourism Marketing Council in activities of mutual interest.

Section 10. Any recommendation the Commission may have regarding economic development is to be directed to the City Council through the City Manager. Recommendations of the Commission concerning policy issues may be sent directly to the Council upon request of the Commission. Any

report or recommendation made in response to a specific request from the City Council shall be made directly to the Council, unless otherwise directed by the Council.

#### **ARTICLE III - MEMBERS**

Section 1. The Commission shall consist of seven members comprised of at least five (5) members that reside inside city limits <u>and shall be registered voters in the Kenai Peninsula Borough or the City of Homer.</u> Members shall be nominated by the Mayor and confirmed by City Council to serve for three-year terms <u>to expire on April 1<sup>st</sup> of designated years.</u>

Section 2. One City Council member and one Homer area high school Student Representative may be appointed by the Mayor, subject to confirmation by the City Council, as consulting, non-voting members.

Section 3. The Mayor, City Manager, City Planner, and/or the Director of the Homer Chamber of Commerce and a representative from the Homer Marine Trades Association may serve as non-voting, consulting members of the Commission.

Section 4. A commission appointment is vacated under the following conditions and upon the declaration of vacancy by the Commission. The Commission shall declare a vacancy when the person appointed:

- Fails to qualify to take office within 30 days after their appointment;
- Resigns and the resignation is accepted;
- Is physically or mentally unable to perform the duties of their office;
- Misses three (3) two (2) consecutive regular meetings unless excused;
- Is convicted of a felony.

Section 5. Honorary members of the Commission may be appointed by the Mayor, subject to confirmation by the City Council. Honorary members may participate in the deliberations of the Commission, but may not vote nor shall they be counted in determining the quorum of Commissioners.

#### **ARTICLE IV - OFFICERS**

Section 1. A Chairperson and Vice-Chairperson shall be elected from among the appointed commissioners at the regular November meeting of the Commission.

Section 2. Officers shall serve a term of one year from the November meeting at which they are elected, and until their successors are duly elected. Officers may be re-elected in subsequent years.

Section 3. The Chairperson shall preside at all meetings of the Commission, authorize calls for any special meetings, execute all documents authorized by the Commission, serve as ex officio/voting member of all committees, and generally perform all duties associated with that office.

Section 4. In the event of the absence, or disability of the Chairperson, the Vice-Chairperson shall assume and perform the duties of the Chair. <u>If both the Chairperson and Vice-Chairperson are absent, and a quorum of four members are present, the senior member shall assume and perform the duties and functions of the Chair.</u>

#### **ARTICLE V - MEETINGS**

Section 1. Regular meetings shall be open to the public and held on the second Tuesday of each month at 6:00 p.m. in the designated location and shall be posted for public information as required by Homer City Code and Alaska State Statutes.

## Section 2. <u>SECTION HELD FOR DESIGNATING CERTAIN MONTHS TO REVIEW SPECIFIC TOPICS, SUCH</u> AS BUDGET, GOALS, POLICIES, ETC.

Section 3. Meeting agenda deadline is at 5:00 p.m. the Wednesday preceding the meeting. **Allowances** will be made for holidays.

Section 3. After the agenda deadline, the commission may, through majority vote, add or remove agenda items at the beginning of a meeting during "Approval of the Agenda." Added items shall be for discussion purposes only; no action may be taken.

Section 4. The order of business for the regular meetings shall include, but not be limited to, the following items, which shall be covered in the sequence shown, as far as circumstances permit. Agenda shall be posted for public information as required by Homer City Code and Alaska State Statutes.

NAME OF BODY PHYSICAL LOCATION OF MEETING HOMER, ALASKA DATE OF MEETING
DAY OF WEEK AND TIME OF MEETING
MEETING ROOM

## NOTICE OF MEETING REGULAR MEETING AGENDA

- 1. CALL TO ORDER, PLEDGE OF ALLEGIANCE
- 2. APPROVAL OF AGENDA
- 3. PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA. (3 MINUTE TIME LIMIT)
- 4. RECONSIDERATION
- 5. APPROVAL OF MINUTES or CONSENT AGENDA
- 6. VISITORS (Chair set time limit not to exceed 20 minutes) (Public may not comment on the visitor or the visitor's topic until audience comments.) No action may be taken at this time.
- 7. STAFF & COUNCIL REPORT/COMMITTEE REPORTS/BOROUGH REPORTS (Chair set time limit not to exceed 5 minutes.)
- 8. PUBLIC HEARING (3 MINUTE TIME LIMIT)
- 9. PLAT CONSIDERATION (Planning Commission only)
- 10. PENDING BUSINESS or COMMISSION BUSINESS
- 11. NEW BUSINESS or COMMISSION BUSINESS
- 12. INFORMATIONAL MATERIALS (NO ACTION MAY BE TAKEN ON THESE MATTERS, THEY MAY BE DISCUSSED ONLY).
- 13. COMMENTS OF THE AUDIENCE (3 MINUTE TIME LIMIT)
- 14. COMMENTS OF THE CITY STAFF (not required) (Staff report may be at this time in the agenda.)
- 15. COMMENTS OF THE COUNCILMEMBER (If one is assigned)
- 16. COMMENTS OF THE CHAIR (May be combined with COMMENTS OF THE COMMISSION/BOARD since the Chair is a member of the Commission/Board.)
- 17. COMMENTS OF THE COMMISSION

18. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR \_\_\_\_\_ note any worksessions, special meetings, committee meetings etc. All meetings scheduled to be held in the Homer City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska. (Sometimes the meeting is scheduled for the Conference Room)

Contact info for the department constructing the agenda. Example: City Clerk's Office, clerk@ci.homer.ak.us, 235-3130.

Section 5. Per Resolution of the City Council (Resolution 06-115(A)), Public Testimony shall normally be limited to three minutes per person. Exceptions may be provided for at the Chair's discretion or by a majority vote of the board members in attendance.

Section 6. Special Meetings <u>and</u> Worksessions, and <u>Public Forums</u> may be called by the <u>Special Projects and Communications Coordinator</u>, Chair, or a majority of the Commission. Worksessions and <u>Public Forums</u> do not require a quorum, however, no action may be taken at a worksession <del>or forum</del>; items on the agenda are for discussion only. Notice of such meetings shall be posted in the same manner as that for regular meetings.

Section 7. A quorum for the transaction of business at any meeting shall consist of four members. **For purposes of determining the existence of a quorum, honorary members shall not be counted.** 

Section 8. Four affirmative votes are required to approve any action before the Commission and shall constitute the meaning of "majority vote". <u>The Chairperson may vote upon, and may move or second a proposal before the Commission.</u>

Section 9. Recorded minutes shall be made available by the City Clerk's Office to the Commission prior to the next meeting and a record of all voting will be included in the minutes of each meeting. Minutes shall be available to the public as required by Homer City Code and Alaska State Statutes.

Section 10. The Commission shall abide by existing Alaska State Law, Borough Code of Ordinance, where applicable, and Homer City Code, as well as Robert's Rules of Order, current edition, in so far as this treatise is consistent with Homer City Code.

Section 11. Abstentions: All Commission members present shall vote unless the Commission, for special reasons, permits a member to abstain. A motion to excuse a member from voting shall be made prior to the call for the question to be voted upon. A member of the Commission requesting to be excused from voting may make a brief, oral statement of the reasons for the request and the question of granting permission to abstain shall be taken without further debate. A member may not be permitted to abstain except upon the unanimous consensus of members present. A member may not explain a vote, may not discuss the question while the roll call vote is being taken and may not change his/her vote thereafter.

Section 12. Consensus: The Commission may, from time to time, express its opinion or preference concerning a subject brought before it for consideration. Said statement, representing the will of the body and meeting of the minds of the members, may be given by the presiding officer as the consensus of the body as to that subject without taking a motion and roll call vote.

Section 13. Notice to Reconsider: A member of the Commission who voted on the prevailing side on any issue may provide notice of reconsideration within 48 hours from the time the original action was taken. The Chair or Vice Chair shall notify staff of the reconsideration.

Section 14. Conflict of Interest: A member of the Commission shall disqualify himself/herself from participating in any official action in which he/she has a substantial financial interest per HCC 1.12. The member shall disclose any financial interest in the topic before debating or voting. The member cannot participate in the debate or vote on the matter, unless the Commission determines the financial interest is not substantial. Following the Chair's announcement of the agenda item, the Commissioner should state that he/she has a conflict of interest. Once stated, the member should distance himself/herself from all motions. The Commission must move and vote on whether or not there is a conflict of interest. At this time a motion shall be made by another Commissioner restating the disclosed conflict. Once the motion is on the floor, the Commissioner can disclose his/her financial interest in the matter and the Commission may discuss the conflict of interest. A vote will then be taken. An affirmative vote excuses the Commissioner and he/she takes a seat in the audience or remains nearby. Upon completion of the agenda item, the Commissioner will be called back to join the meeting.

#### **ARTICLE VI - COMMITTEES**

Section 1. Committees of one or more members for such specific purposes as the business of the Commission will only become active upon approval of Council. A memorandum and resolution will go before Council outlining the reason, tasks assigned and termination date. Committees shall be considered to be discharged upon completion of the purpose for which it was appointed, and after its final report is made to and approved by the Commission.

Section 2. All committees shall make a progress report to the Commission at each of its meetings.

#### **ARTICLE VII - BYLAW AMENDMENTS**

Section 1. The Bylaws may be amended at any meeting of the Commission with five affirmative votes by a majority plus one of the members, provided that notice of said proposed amendment is given to each member in writing. The proposed amendment shall be introduced at one meeting and action shall be taken at the next Commission meeting.

Section 2. Any rule or resolution of the Commission, whether contained in these Bylaws or otherwise, may be suspended temporarily in connection with business at hand; and such suspension to be valid; may be taken only at a meeting at which at least four of the members of the Commission shall be present, and two-thirds of those present shall so approve.

#### **ARTICLE VIII - TELECONFERENCING**

#### **Section 1. Teleconference meetings:**

- a) The preferred procedure for a Commission meeting is that all members be physically present at the designated time and location for the meeting. However, physical presence may be waived and a member may participate in a meeting by Teleconference. This allowance is limited to two (2) meetings per year.
- b) There must be a quorum of members physically present in addition to the telephonic member.

- c) A Commissioner participating by teleconference shall be deemed to be present at the meeting for all purposes.
- d) In the event the Chair participates telephonically, the Vice-Chair shall run the meeting.

#### **Section 2. Teleconference procedures:**

- e) A Commissioner who cannot be physically present for a regularly scheduled meeting shall notify the Clerk at least five days prior to the scheduled meeting time of their intent to appear telephonically.
- f) The Clerk shall notify the other Commissioners of the Commissioner's intent to appear by teleconference three days prior to the scheduled meeting time.
- g) The means used to facilitate a teleconference meeting must enable each Commissioner appearing telephonically to clearly hear, and be heard by, all other Commissioners, and members of the public.
- h) The Clerk shall note in the attendance record all Commissioners appearing telephonically.



Office of the City Clerk

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## Memorandum

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: RACHEL TUSSEY, DEPUTY CITY CLERK

DATE: MARCH 6, 2019

SUBJECT: PROPOSED ORIENTATION PACKET FOR NEW EDC MEMBERS

At the January 8, 2019 regular meeting, staff introduced the idea of an orientation packet for new EDC members. This packet would be maintained by staff and distributed to newly appointed (and even reappointed) commissioners to help them understand the commission, their responsibilities, and how to serve in a municipal advisory body.

Listed below are all the proposed packet contents with a brief description of their purpose, who will be responsible for maintaining/providing the information, and clarification questions to the commission. Additionally, the items have been organized in a way that provides commission information first, then moves into backup information. Please offer feedback and any suggestions on the item order.

1. **Orientation Introduction/Narrative** – To be written/provided by the chair or a commissioner and City Staff; will include the purpose of the packet and list additional items such as:

#### **New Member Activities:**

- Tour of the library with an existing EDC member
- Office Visit with Special Projects and Communications Coordinator
- Attendance at one economic-related meeting within first 12 months.
- Economic Development Advisory Commission Bylaws Currently in amendment process; provided by Clerk's Office.
- 3. **EDC Strategic Plan/Goals** Strategic Plan/Goals are decided on/reviewed annually; maintained and provided by Clerk's Office.
- 4. **Staff Chart** A staff chart/list of City Staff that commissioners would need to interact with (such as Clerks, City Managers, Special Projects and Communications Coordinator, etc.); maintained and provided by either Staff or the Clerk's Office.
- 5. **EDC Member Contact Info & Biographies** Contact info is maintained by the Clerk's Office, bios can be collected by Chair and/or Staff; Clerk's Office will collaborate with Chair and/or Staff to collect new member bios and will update/maintain info page.
- 6. **Basics of Robert's Rules of Order** City Officials guide to an effective meeting, very important for basic guide on how to be a commissioner; maintained and provided by Clerk's Office.
- 7. **City Directory** Includes the contact info of all departments, Councilmembers/Mayor, and of the board/commissions; maintained and provided by Clerk's Office.

- 8. **EDC Reports/Plans** EDC currently has the BR&E study and the Comprehensive Economic Development Strategy Plan. They are lengthy documents but important for new members to understand. Maintained and provided by either Staff or the Clerk's Office.
- 9. **City Budget** The City budget is annually prepared by Finance and submitted to each department; can be provided by Staff as it becomes available.
- 10. **EDC Meeting Schedule** Meeting info; maintained and provided by Clerk's Office.

#### **Questions for the Commission:**

- Is an orientation packet something the commission is interested in?
- Do the listed items cover what the commission finds important?
- Do you have a preference on how the items are ordered?
- For new member activities: The commission should consider what organizations' meetings would be relevant to attend, such as HMTA, Chamber, KPEDD, etc. Also, what other activities/tours would be important?
- For EDC Strategic Plan/Goals: EDC currently does not have a formal strategic plan, just what is listed in the BR&E report. It would be a 1-2 page list that breaks down the EDC's goals into ongoing, short-term, and long-term and includes ALL goals (e.g. upcoming projects you'd like to work on or overall goals such as better understanding the budget process), it wouldn't just be the goals listed in the BR&E. If the commission chooses to have a Strategic Plan/Goals then it can be on a future agenda.
- For EDC Reports/Plans: The commission should come up with a list of reports/plans they feel are
  important, then the orientation packet could include the plans in full, or just a list of them and
  links/location of where they can be found.
- For City Budget: Are there any sections from the City Budget (or the budget in full) that EDC would want to have included?
- For EDC Meeting Schedule: The day, months, and time that the EDC is required to meet are outlined in the bylaws. Additionally, every fall the City Council adopts a resolution approving the upcoming year's meetings for council and the commissions/board. Would the commission like to include either the resolution, a list of just the upcoming meetings, or is the bylaw meeting info sufficient?

#### **RECOMMENDATION**

Review the orientation packet items and discuss, considering what should be included and answering the questions. If the packet contents are acceptable to the board and all suggested changes have been made, make a motion to either:

- a) Direct staff to prepare a draft packet, and then bring it back to EDC for final approval at a later meeting, or
- b) Approve the content/general idea of the packet and direct staff to complete the packet, and then share it with EDC as an informational item at a later meeting.



Administration

491 East Pioneer Avenue Homer, Alaska 99603

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## Memorandum

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: JENNY CARROLL, SPECIAL PROJECTS & COMMUNICATIONS COORDINATOR

DATE: MARCH 12, 2019

SUBJECT: SIGN ORDINANCE REVIEW

At the EDC's regular September 11, 2018 meeting, Commissioners agreed that the next task for the EDC would be to look into signage ordinance issues. Sign ordinance was a topic that came up in the Business, Retention & Expansion survey of local businesses.

To jog your memory about the specifics of this topic, I provide the following informational item (copied from my October 3, 2018 Staff Report).

## **Background information for EDC Sign Ordinance Action Item**

To assist you when you take up this next action item, I read through the responses given by 100 survey respondents and record here the six responses that had to do with the City's Sign Ordinance.

## Q: What recommendations do you have for improving the business climate or quality of life in Homer?

- A: We are not in the City so things are OK. But I here from Businesses in the City about how difficult it is to deal with the City. For example, Sign Ordinances etc.
- A: Revising sign ordinance and tax incentives.
- A: Signage. We need to be realistic, and helpful to businesses with their advertising, color of paint etc. The strict laws put into place on signage while keeping us "from not looking like the valley", in my opinion have kept us from having a vibrant active looking community.
- A: City stop pushing businesses under its thumb- & allow more signage. Allow business rentals to put up their own sign.

## Q: What specific City services, policies or programs do you think would improve your business operations and/or profitability?

A: Change in City sign ordinance to allow more variability of signage as well as variances (need more than 150 square feet in some cases) *Follow-up on answer from personal interview:* One size fits all sign square foot restriction, even with multiple businesses in one building or multiple tenants on one lot is not flexible enough. Only 150 square feet of sign is allowed on a 55,000 square foot building.

I extend my thanks to Travis Brown for attending the March 12, 2019 EDC meeting to give Commissioners an overview of Homer's Sign Ordinance. I have advised him on some of the sign concerns brought to and voiced by the Commissioners over the past year:

- Sign square footage limits on large commercial buildings with multiple tenants;
- Is paint color/painted embellishments on a building part of sign square footage?
- How come open/closed signs are counted as part of sign square footage?

#### **RECOMMENDATION**

Discuss and make a motion to either:

- a) Recommend to the Planning Advisory Commission to undertake specific sign ordinance reviews and/or consider specific changes to the Sign Ordinance, and how those changes are intended to support economic development, and directing staff to prepare a memo advising them of your recommendation(s);
- b) Request a joint worksession with the Planning Advisory Commission regarding sign ordinance, and direct staff to organize a worksession with Planning Staff/Planning Commission Chair; or
- c) Request that this item be on the April agenda for further discussion.



Administration

491 East Pioneer Avenue Homer, Alaska 99603

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## Memorandum

TO: ECONOMIC DEVELOPMENT ADVISORY COMMISSION

FROM: JENNY CARROLL, SPECIAL PROJECTS & COMMUNICATIONS COORDINATOR

DATE: MARCH 12, 2019

SUBJECT: EDC FOLLOW-UP ON HOMER HOCKEY ASSOCIATION PRESENTATIONS

The Homer Hockey Association has given two presentations to the EDC regarding the economic benefit of shoulder and winter season sports events hosted at the Kevin Bell Arena.

HHA estimates that their events generate \$777,935.00 in economic impact per season. They reached this estimate by multiplying the number of skaters and supporters attending their tournaments by the daily tourism rate provided by the State of Alaska Division of Economic Development. According to their presentation, "That amount was then used as part of the amount of revenue the arena brought to Homer."

While the exact amount of the economic impact uncertain, comments from the Commissioners seemed to indicate agreement that the impact is significant and merits City support.

When asked how City funds could best be used to support the Association in bringing visitors to Homer in the winter season, HHA representatives said lowering the sheet ice costs would attract more tournament play to Homer by lowering tournament fees. "The cost [of games at the rink] is borne by each team that hosts a home game at our arena. If could lower this cost to our teams, they would likely try to get more teams to travel to Homer."

Apparently, Homer's fees are a bit higher than other rinks in the State. According to HHA, they are the only rink in the state with no municipal financial support.

#### RECOMMENDATION

Make a motion directing staff to send a letter to Homer Hockey Association encouraging them to:

- 1. Prepare a request for a specific amount of financial support from City Council to lower sheet ice fees; and
- 2. Share their proposal with the EDC to request a recommendation of support prior to presentation to City Council.



## Office of the City Manager

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## Memorandum

TO: Mayor Castner and Homer City Council

FROM: Katie Koester, City Manager

DATE: February 6, 2019

SUBJECT: February 11 City Manager Report

## **Police Station Public Meeting**

The Police Station open house was held Monday, February 4<sup>th</sup> in Council Chambers. Staff had flooring and siding samples on display as well as preliminary drawings of the facility. Approximately half a dozen members of the public stopped in, including some new faces which was good to see. Thanks to all of the councilmembers who came to both listen to the public and provide additional input. Project Manager McNary assembled the attached summary of the comment cards received at the meeting. He has spoken at length with the Design Team and relayed all of these comments and responses for incorporation into the next steps.

Resilient Communities Program Grant Opportunity for Bridge Creek Watershed

An exciting grant opportunity is available through the National Fish and Wildlife Foundation in partnership with Wells Fargo. The City of Homer, Kachemak Heritage Land Trust (KHLT), and the Kachemak Bay National Estuarine Research Reserve (KBNERR) hope to partner and apply for funding that would lead to an increase in protected lands in the Bridge Creek Watershed by identifying key properties for conservation, as well as provide leading research on the carbon storage capacity of peat wetlands. The really big picture here is these wetlands have the potential to be protected through carbon credits if research can quantify carbon storage capacity. These wetlands are important to the City's drinking water supply and further downstream to salmon. Grant awards range from \$200,000 to \$500,000, and both the City and KHLT qualify as applicants. As of the writing of this report, KHLT is considering being the applicant; I will provide a verbal update at the meeting. Should KHLT decide against being the applicant, the City is eligible to apply for this grant independently. There is a 1:1 match requirement, which KBNERR is able to provide. This project would place the City and partner organizations in the forefront of carbon research in Alaska, and also identify which properties the City and Land Trust should focus on to protect water quality in the watershed. A short summary of the proposal is attached. If the initial letter of interest is accepted, a longer application process will follow along with a resolution for City Council to consider.

## Borough Public Transportation Committee

On behalf of the City, City Planner Abboud has joined the Kenai Peninsula Borough-sponsored steering committee that will be developing a new Coordinated Transportation Plan. This plan will address the Borough's public transportation needs. In the past, the Central Area Rural Transit System

(CARTS) organization spearheaded the effort, but now the Borough is leading the group. The last plan was created in 2010 and was updated in 2015. A new plan is needed for the Borough prior to FY2021 in order to be eligible for Human Services grant funds through the Department of Transportation/Alaska Community Transit (ACT) <a href="http://dot.alaska.gov/stwdplng/transit/">http://dot.alaska.gov/stwdplng/transit/</a>. Currently, the group is looking at gathering data in preparation for the plan. The group includes representatives from the Borough, cities, individuals, and agencies that benefit from the program, such as the Independent Living Center.

## Staffing for Adequate Fire & Emergency Response (SAFER) Grant Extension

We have reached the end of the performance period of our FY2015 Assistance to Firefighters Grant, which provided valuable financial assistance to the City for hiring an Assistant Fire Chief. Due to a lengthy hiring process, we did not expend the entire grant award of \$248,241.00. The City applied for a grant extension to utilize the grant's remaining amount of \$92,407 but unfortunately FEMA is unable to offer an extension since the position is not filled at this time. We will subsequently close out the grant and I offer my thanks to FEMA for making these kinds of grants available to municipalities. It provided the City the opportunity to fill an important position at the Fire Department, one that supports our volunteers through ongoing trainings and benefits our community by bringing operational staff up to the level necessary for safe and more effective incident response. The City is currently in the process of filling the Assistant Chief position.

## Personal Protective Equipment Training Update

In my January 14<sup>th</sup>, 2019 City Manager message, I shared with Council that AML-JIA's risk analysis identified Port & Harbor and Public Works employees as having a number of claims concerning "Foreign Body in the Eye." The study looked at data over a 10 year block and noted 6 incidents. Within the past 30 days, both departments have completed additional trainings to reinforce the importance of personal protective equipment while upholding safety as one of the City's top priorities for its employees.

## Large Vessel Moorage Facility Project Update

Port and Harbor Director Hawkins met with Army Corps officials on Tuesday, February 5<sup>th</sup> regarding the Planning Assistance to States (PAS) study to investigate reopening the Large Vessel Moorage Facility project. The meeting covered the progress to date, preliminary findings, and data gaps. At this time, the team plans to have a draft report ready for the City by March 15, 2019 and a final report by April 15, 2019. Preliminary findings show a .95 benefit-cost ratio (BCR). That is a significant improvement from the original .26 finding in 2008. This improvement is due to the benefits that the team was able to show. It was decided that rather than spending project money to create a new rough order of magnitude (ROM), the analysis would use construction cost estimates from the original study. This was troublesome since we know that those original estimates were one of the main reasons we had such a poor BCR the first time around. Nevertheless, it was the most cost effective option and if we could see positive results with the old numbers, updated numbers will only increase the BCR. When we re-engage with the general investigation, we will be able to challenge the old ROM with real numbers. The team talked at length about the "data gaps" which will be our focus for the next month. Once we have answered the rest of the questions, the draft report will be sent over to the administration for comments with the final report delivered one month later. Corps management have been watching the **project's** progress and told me that, based on these preliminary findings, they would recommend a new Letter of Intent from the City asking the Corps to resume our port expansion general investigation (GI). They are just beginning their budget planning for the 2021 budget year and would like to include this project into their proposed budget. They believe that if approved, there would be a chance they could begin the GI in 2020 using "work plan" budget dollars. All this is to say,

it is moving fast and the City needs to start talking about local share. The GI study will take three years to complete and will cost no more than \$3 million dollars. The cost share for the study is 50/50 and we will be able to use in kind services as part of our cost but it is still a significant investment for our community to make. There is no commitment for money with the Letter of Intent. I will move forward with drafting the letter and will include it in the next packet.

City of Homer Community Recreation-HERC Letter of Interest Posted

In order to make sure that respondents are able to understand and accommodate the needs of the City Community Recreation program and HERC building, we have posted the attached letter of interest with the notice online. In addition to being online, the notice will be advertised in the paper and we have reached out to MAPP, the Homer Foundation, and the Kachemak Bay Realtors Association to try and solicit as much interest as possible. The turnaround for potential HERC tenants submitting a letter of interest for Council consideration is February 19<sup>th</sup>. Please forward the notice to any organization or individual you think might be a good fit: <a href="https://www.cityofhomer-ak.gov/cityclerk/interested-leasing-space-herc-letters-interest-due-feb-19">https://www.cityofhomer-ak.gov/cityclerk/interested-leasing-space-herc-letters-interest-due-feb-19</a>

#### Enc:

Police Station Comment and Responses from 2-4-19 Public Meeting Bridge Creek Watershed Project Summary City of Homer Community Recreation Letter of Interest Letter of Non-Objection to Homer Soil and Water Conservation District Project Report on Ramp 2 Restroom

# HOMER POLICE STATION - PUBLIC MEETING 2-4-2019 PUBLIC COMMENTS AND RESPONSES

Public was invited to submit comment cards. Three were cards were received and are addressed here. Several general questions were discussed and addressed for information at the meeting.

Comment #1 – "My encouragement is to explore Gypcrete and radiant floor intermittently throughout. Long term maintenance mitigation. Higher fuel use efficiency".

Response: - Current design calls for in-slab radiant heat in the cell blocks only, (eliminates heat registers that can be tampered with), and baseboard radiant heat in the remainder of the building, in effect, an intermittent use as a practical component. In-room heat registers, (baseboards) allow for environmental control of each room, with near immediate temperature response times –vs- large zone, (in-slab heat tubes), control of heat with slow temperature response times. Addition of a Gypcrete floor system in 1/3 of the building square footage in lieu of radiant baseboard units would add costs to the project, (floor structural re-design, additional heat tube configuration, cost of Gypcrete and an additional subcontractor to provide and install, Gypcrete encapsulated heat tube failure maintenance, additional manifold/zone costs, etc.). The additional cost is substantial enough to be a determinant budget factor.

Long term maintenance mitigation – City of Homer Maintenance personnel advise that individual heat baseboards are more economical to maintain –vs- potential failure of an inslab radiant tube. Mechanical Engineers and General Contractor have advised radiant baseboard is more economical for the project budget than Gypcrete radiant heat.

Higher fuel use efficiency – Mechanical Engineer calculations did not recognize any significant cost differential with either system that would impact one over the other. The boilers will be fired by Natural Gas. A detailed cost differential exercise was not carried out, based primarily on the pros/cons and cost benefit points listed above.

Comment #2 – "Black floors show a lot of dirt. I like the rubberized plank for all traffic and Public areas. Floor tiles for offices. Please break up roof lines for views from North, (toward mountains)"

Response: - Flooring comments will be forwarded to Design Architect for consideration in the Finish Schedule to be detailed in the 65% design drawings. Revised North Elevation has been

proposed to break up the roof line per previously submitted similar comment from City Council meeting.

Comment #3 – 1). "Move Chief/Lieutenant offices to forward locations where they may readily observe and/or interact with activities".

2). "For physical appearance – maintain neutral, (gray), appearance that will withstand the fickle taste of the public".

## Response:

- 1). Police Chief and personnel have reviewed office locations and chosen current plan office locations deemed best for facility use.
- 2). Exterior appearance considers location in the Central Business District, continuity with surrounding structures, Community Design Manual guidelines, Homer "nature/natural" thematic feel, Planning Commission comments and comments by the buildings end users. It was the intent to avoid an "institutional" Police Station look. Designing a high profile public building with the intent of satisfying all public tastes is subjective beyond the scope of this project.

Comment #4 – There was a general verbal comment that the exterior siding, (east side in particular), seems to be too "busy". The pattern of the 2' x 8' panels suggests a randomness that some may find un-appealing.

Response: - Elevation drawings will be requested to show optional siding patterns with a more linear panel layout.

Comment #5 – "RE: New Police Building. Both the red and the blue entry colors are garish. More natural tones of red and blue would look much better"

Response: - Architect will provide more subdued color options for consideration.

Comment #6 – "very Crucial to find a way to implement renewal energy in form or wind-solar—geothermal for police station – don't make mistake as with the library. There are ways, it's not all about \$ ©

#### **Bridge Creek Watershed Conservation Project Summary**

The Bridge Creek watershed encompasses 8.6 square kilometers, over half of which is comprised of forests that form the catchment for the City of Homer's sole water supply. Sixty four percent of the watershed is in private ownership, with many small sized parcels that are currently undeveloped, but are increasingly likely to be developed as the region's population grows. Some lands in the watershed are already shielded from development impacts via conservation easement and fee ownership held by Kachemak Heritage Land Trust and the Center for Alaskan Coastal Studies. Furthering protection of the remaining portions of the watershed is a priority for the City of Homer in order to maintain a clean and abundant water supply for the region.

The City's water supply is held in a reservoir. Below this reservoir, Bridge Creek flows into the headwaters of the Anchor River, which is a high-profile river recognized for supporting significant populations of Coho and Chinook salmon, steelhead and Dolly Varden, which are important to the culture and economy of the region. The Kachemak Bay National Estuarine Research Reserve (KBNERR) led a robust body of research showing connections between salmon use of headwater stream habitats, and the productivity that supports those habitats, coming from surrounding forests, peatlands and groundwater flow connections. A spatial data tool has been developed that identifies these landscape support features important to salmon habitat, both in the headwaters and downstream.

The Kachemak Heritage Land Trust, the Center for Alaskan Coastal Studies, and the Kachemak Bay National Estuarine Research Reserve and the City of Homer are proposing a project that will result in a plan for prioritizing conservation of the Bridge Creek watershed, including pilot methods for using carbon project financing for the acquisition of conservation easements and fee simple purchases of land. With support from the Resilient Communities fund, this collaborative effort will have the following outcomes:

- 1) Application of the spatial data tool developed by KBNERR to identify forests, peatlands, and groundwater flows within the Bridge Creek watershed that are important for salmon stream support. This approach will identify high priority properties that support the City's water supply and enhance downstream salmon stream productivity.
- 2) Establish monitoring methodology for evaluating carbon storage in peatlands and forests on existing conservation easements held by the Land Trust and the Center for Alaskan Coastal Studies. This approach will provide evaluation of monitoring methods for peatland and forest carbon projects that can be used as finance mechanisms for conservation easements.
- 3) Working with willing land owners, Kachemak Heritage Land Trust will establish a process for purchasing fee simple title and conservation easements restricting development and protecting water quality and habitat on parcels within the Bridge Creek Watershed.
- 4) Provide community education on watershed ecosystem services through field trips on Kachemak Heritage Land Trust and Center for Alaskan Coastal Studies properties.

These outcomes will result in advancing protection of the City's only water source, in the downstream protection of important salmon bearing streams, and will further the development of a carbon project for the region. The City, as well as the surrounding region, has abundant peatlands, which could be promoted as a carbon project on the world carbon markets, which could provide financing for the City's watershed conservation easements.



## Office of the City Manager

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## Memorandum

TO: Potential tenants of HERC 1

FROM: Katie Koester, City Manager

DATE: February 2, 2019

SUBJECT: City of Homer Community Recreation Letter of Interest for HERC 1

Per Resolution 19-006(A), attached is a letter of interest that details the current space needs and activities of City of Homer Community Recreation at HERC 1. It is important to note that this letter of interest details current activity in the facility; with improvements to the building that allow for expanded occupancy (such as sprinkler systems and ADA accessibility), the ability of the space to house more activities and participants will grow.

Resolution 19-006(A) included a requirement that potential tenants of the facility take into consideration the recreation needs of the City, and this letter is meant to help prospective tenants understand that landscape. Please feel free to call the City Manager's office with any questions regarding current or future anticipated municipal use of HERC 1.

#### Enc:

City of Homer Community Recreation Letter of Interest for HERC 1 Sample Community Recreation Calendar, February 2019

## The space needs of the tenant:

The City of Homer Community Recreation (CR) program currently uses the gymnasium, activity room and downstairs rest rooms (that also serve as equipment storage space) in the lower portion of HERC 1. We also use the kitchen as a place to store cleaning supplies, towels, broom and mop. The City of Homer Community Recreation mission statement is:

"The City of Homer Community Recreation will promote community involvement and life-long learning through educational and recreational opportunities for people of all ages. This will be accomplished through maximizing usage of all community facilities and resources, while utilizing, expanding and uniting local business and school resources and expertise. Our program shall be designed to recognize cultural diversity and to address social and community concerns."

We currently offer pickleball, gymnastics, Zumba dancing, Native Youth Olympics, youth basketball and adult basketball at HERC 1 (see attached February 2019 calendar for reference). The CR relies exclusively on volunteers and contracted instructors to offer programs and activities therefore having the flexibility and accessibility for scheduling is paramount in responding and determining what activities will take place based upon the community interests and people willing to volunteer, lead or instruct each designated program. While we know today what programs we offer are popular, there is always the possibility of either a new program on the horizon or existing programs losing participation and interest.

## How the space will be used by the tenant including time of day:

The primary needs for City of Homer Community Recreation at HERC 1 is for municipal recreational, educational and physical activities. The programs are a combination of ongoing drop in activities such as pickleball, basketball and dance as well as instructional classes with a flat fee and a designated start/end date, such as youth basketball. We recognize that weekdays after school and evening has the highest demand.

We would need the gymnasium, activity room and downstairs restroom areas Monday—Friday 3-9pm. Ideally, we would have youth activities from 3-5pm and from 5-9pm teens/ adults during the weekday. These times are subject to change based upon the request and demand of programs. The weekend hours are somewhat intermittent with current usage being 11am-1pm and 5-7pm on Saturday and 10am-1pm on Sundays in the gym. It should be noted that we do see a decrease of indoor activity participation for youth programs during the summer months due to the lack of staffing, volunteers or contracted instructors willing to offer programs in the summer. It is also helpful to have the ability to use the gymnasium for random days and times during the summer months as a backup location for City of Homer Community Recreation activities if and when the local high school gym is closed due to maintenance.

## How much a tenant is able to pay for space on a monthly basis

The City of Homer Community Recreation program currently generates \$9,000-\$12,000 per year with existing activities in the HERC. I would conservatively estimate approximately \$850-\$950 per month. Relevant to the issue of paying for space for municipal programming, the City of Homer Community Recreation program pays \$6,000 a year for combined use of both Homer High School and Homer Middle School that includes office space, free use of equipment, office supplies and some photo copying.

## What improvements to the space would be necessary for tenant to occupy the space

At the present time, per State Fire Marshall approval, the City of Homer Community Recreation program can operate in the facility "as is" with no upgrades needed for the short term. The ideal improvements for long term use would include: improving facility accessibility, upgrades to the rest rooms, hot mopping of the gymnasium and activity room roofs and a floor refinishing and repainting of floor lines. It would be helpful to have a small office space for staff and volunteers for registration, record keeping, computer/internet access, equipment storage but the programs can do without these as space for activities is the priority.

If/how much tenant would be willing to contribute in capital costs to improvements

This is up to the Homer City Council.

How long of a lease tenant would be willing to commit to

Indefinitely.

		Fel	February 2019	19		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					5-8pm PICKLEBALL of HERC GYM	2 11am-1pm ZUMBA at HERC GYM 5-7pm PICKLEBALL at HERC GYM
3 10am-1pm PICKLEBALL at HERC GYM	4 3-4pm YOUTH BASKETBALL at HERC GYM 5-8pm PICKLEBALL at HERC GYM	5 11 AM-12:30pm MORNING PICKLEBALL DRILLS at HERC GYM 3-5pm NATIVE YOUTH OLYMPICS AT HERC GYM & ACTIVITY ROOM 4-5pm GYMNASTICS AT HERC GYM HERC GYM HERC GYM HERC GYM HERC GYM HERC GYM	6 10:30AM-12pm MORNING 10:30AM-12pm MORNING PICKLEBALL of HERC GYM 3-4pm YOUTH BASKETBALL of HERC GYM 5-8pm PICKLEBALL of HERC GYM	7 11AM-12:30pm MORNING PICKLEBALL DRILLS OF HERC GYM 3-5pm NATIVE YOUTH OLYMPICS OF HERC GYM & ACTIVITY ROOM 4-5:30pm GYMNASTICS OF HERC GYM 5:45-8:30pm PICKLEBALL OF	8 5-8pm PICKLEBALL at HERC GYM	9 11am-1pm ZUMBA at HERC GYM 6-7pm PICKLEBALL at HERC GYM
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## Office of the City Manager

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February 6, 2019

Katherine Schake Natural Resource Specialist Homer Soil & Water Conservation District 4014 Lake Street, Suite 201A

Dear Ms. Schake,

The City of Homer is in support of Homer Soil & Water Conservation District's efforts to treat invasive species in the state right-of-way. The City of Homer appreciates that Homer Soil and Water will make every effort to limit the adverse effect of herbicides to the environment by working in conjunction with DOT and DEC utilizing the DOT Integrated Vegetation Management Plan.

The City of Homer does not object to Homer Soil and Water applying a systemic broad-leaf selective herbicide to an area of less than 0.4 acres at the intersection of Skyline Drive and Katie Jean Circle. The target invasive is the plant *Vicia cracca* (bird vetch.)

The City of Homer appreciates that this process will follow the proper guidelines including a 30 days public notice period, appropriate signage on site, and supervision by DEC and DOT staff.

Sincerely,

Katie Koester City Manager

## New Ramp 2 Restroom Opens February 2, 2019

Public Works completed the final inspection of the new restroom on January 24, 2019. A punch list of work items was developed; these items will be completed in the next week. The restroom will be opened for public use early in February. Construction was completed by Beachy Construction, Homer, Alaska.



The City of Homer provided funding for the design. The construction of this project was



funded by the Land and Water Conservation Fund grant (50%) and the City of Homer/Kenai Peninsula Borough Commercial Passenger Vessel (CPV) Tax Program grant funds (50%). The \$526,680 budget for the construction project was established by the City Council, actual construction costs totaled \$473,405.



The existing restroom was built in 1974 and was 45 years old when demolished in August 2018. The new restroom utilizes the existing



foundation and utility connections; and is designed to reduce energy usage and maintenance costs.

Old Ramp 2 Restroom



## Office of the City Manager

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## Memorandum

TO: Mayor Castner and Homer City Council

FROM: Katie Koester, City Manager

DATE: February 22, 2019

SUBJECT: February 25 Council Meeting

## **AML Trip Report**

I returned Thursday, February 21<sup>st</sup> from a whirlwind trip to Juneau with Councilmembers Lord, Smith and Aderhold. There was plenty to talk about with the release of Governor Dunleavy's budget just days before the congregation of municipal leaders from across Alaska arrived in Juneau for AML's legislative fly-in. The proposed cuts will have catastrophic impacts to municipalities around the state, not to mention the University, ferry system, and a multitude of yet unknown statewide impacts. Legislative Budget and Audit was scheduled to have an overview to present to us, but at the time of the conference, they did not have enough information to adequately determine the impacts. From what I can glean thus far, the direct effects of the proposed cuts on the City of Homer budget are listed below. However, that does not mean other items that will impact Homer won't get put on the table either by the Legislature, proposed in subsequent years, or implemented by the Borough as they struggle with funding cuts. We will need to be watching closely and stay engaged.

# **Direct Financial Impact to City of Homer Regarding Proposed Cuts (as of 2-22-19):** Up to \$249,510 (including Community Assistance)

- Community Assistance: the future of this program is unclear; it has not been eliminated but the funding was rolled into the General Fund. We received \$177,000 in Community Assistance in 2019.
- -Shared Fisheries Tax. The Governor has proposed diverting all of this funding to General Fund (right now it is split between the State and municipalities where fish is processed based on poundage, a formula we have long argued against). The Enterprise Fund received \$62,000 last year in fisheries tax.
- -Oil and Gas Property Tax. The Governor has proposed legislation that diverts all property tax revenue on oil and gas to the state. Last year the City of Homer budget included \$10,510 in oil and gas property tax.

The indirect long term impacts and general uncertainty will far outweigh the direct impacts for 2019. Changes to oil and gas property tax, education funding, and school debt bond reimbursement leave a large hole in the Kenai Peninsula Borough budget. Not only will this impact the Borough's ability to provide services like education, they will also be looking to make up that revenue in new taxes or cuts that we cannot anticipate. Impacts to our overall economy will be significant; under the Governor's proposed budget, the mere existence of the Kachemak Bay Campus is uncertain, ferry service becomes seasonal, and untold impacts in reduced services and penny pinching here and there are bound to come.

Expect to hear from AML through this legislative session with calls to action to come down to Juneau and lobby the legislature. They have also asked for a letter enumerating the impact of the proposed cuts to municipal budgets. With your consent, I will respond to AML with the above mentioned direct impacts and follow up with something more robust that details the City of Homer position in a packet. Content for this letter can be a topic of discussion for our legislative worksession the first week of March.

## **Meetings with Delegation**

We met with Sen. Stevens and Rep. Vance on Monday and outlined the City's concerns with the proposed budget. Sen. Stevens emphasized the unprecedented nature and severity of this budget. Even with the House organizing only days before our arrival under a coalition leadership, he was uncertain the Legislature would have enough votes to override a veto from the Governor, very much giving Governor Dunleavy the upper hand in any negotiations. Rep. Vance was more optimistic the outcomes would be positive for the state in the long term and encouraged patience as the Legislative process played out. She asked for information on the impact of proposed cuts to the City, which we will share with both offices. We were able to dine with Rep. Vance and her staff on Monday night, a great opportunity for informal conversation regarding the challenges facing the state and Homer.

#### **AML Sessions**

Scheduling for AML sessions was turned upside down with the proposed budget being announced only days beforehand. Much of the time was spent discussing legislative strategy and a fair amount of venting. Many communities were looking at the evaporation of much of their budget under the proposal, which made for some emotional discourse. We heard from both Senator Sullivan and Senator Murkowski on federal issues. Alaska Conference of Mayors organized a panel on how to strengthen police recruitment. An impactful takeaway I had was that the cost of an officer leaving an organization in recruitment, training, and lost efficiency ranges from \$110,000 to \$190,000. Putting a number to retention really emphasized how important it is to value our employees and provide a working environment that promotes longevity. Former Senator Ben Stevens has been hired by the Governor to address public safety concerns as a result of SB 91 and highlighted legislation the Governor has introduced to repeal some of those changes. I will include this legislation for the legislative worksession as it may be of interest to the Council.

#### **Online Sales Tax**

As you know, the City of Homer has contributed to AML's efforts to work with a consultant on investigating the feasibility of creating a structure within AML (similar to AMLJIA or AMLIP) that collects and remints online sales tax. This group met for an update in Juneau from Executive Director of AML, Nils, and Larry Persily, former KPB Chief of Staff who AML has hired to work on the project. One of the first hurdles of this project will be standardizing definitions. For the City of Homer, the Kenai Peninsula Borough collects sales tax on our behalf and we adopt their code by reference. This means we need to engage through the Borough on any concerns we have with the definitions and all be on the same page. Luckily, each municipality can maintain its own exemptions and sales tax caps. AML is working on an executive summary of the process and will likely schedule a joint meeting in Anchorage in May with Finance Directors of participating communities to work out the details. Additional details that will need to be worked out include what the threshold of commerce is for a business to trigger remitting sales tax in the state and what the governance structure looks like. I encourage the City to stay engaged in this conversation as online sales tax collection could have a tremendous impact on our sales tax revenue. I will be reaching out to the Borough Finance Director to see how they plan to engage and how we can work together.

## **Agency/Department Meetings**

#### **United State Coast Guard**

We met with USCG to solicit their help and feedback on the Large Vessel Harbor Project. I was encouraged that our meeting included engineers and planners that could advise on some of the project details, and Port and Harbor Director Hawkins was there to provide additional detail on traffic patterns and demand for moorage. However this was a rubber meets the road conversation, and the first time we asked for something tangible instead of general support and project updates. Staff was very reluctant to provide a direct letter of support for the project due to process and political constraints. We are working with them to get information on the challenges they have with their current moorage, plans for the future, and specs necessary for the Cutter class vessel, the Hickory, which we would be moving from the Pioneer Dock to the Harbor with this project. Admiral Bell also introduced the possibility that the current 110 class cutter could be replaced with a small boat station. I understand this to mean a 47' response/rescue vessel and most likely another smaller 27' range support boat.

## Department of Commerce and Economic Development

We met with Special Assistant Parady to inquire if the state plans on changing how it interprets allowable use of the commercial vessel passenger tax funds given the recent ruling on the Juneau case that restricts their head tax dollars to investments that are spent directly on the vessel. This is important to us, because we have received State and Borough approval to forward fund the Ramp 2 restroom project and want to make sure this remains an acceptable use of funds under the program. However, after talking with Juneau, there remains a lot of uncertainty over the ruling and how it might be interpreted. This is a topic we will need to be following, but it is apparent that nothing has been decided yet.

## <u>Department of Transportation and Public Facilities</u>

We met with DOT/PF Deputy Commissioner Siroky and Special Assistant Lessman and highlighted 3 priorities: 1) The condition of Pioneer Avenue and East Hill; 2) runoff issues in Baycrest subdivision; and 3) the need to reinforce the Homer Spit to protect against erosion and invited them to meet with City of Homer and Army Corp on the topic. I have a response to priority 1 (below), and a promise to follow up on the letter Council drafted to Commissioner MacKinon dated January 19<sup>th</sup> on drainage from the Sterling Highway and the effects it has on downhill properties. The lack of familiarity with the Homer Spit was discouraging, but we were promised some follow up to initiate the conversation and understand the process through which DOT funds projects that protect critical infrastructure such as highways.

From Special Assistant to the Commissioner Mike Lesman:

#### Pioneer Avenue Pavement Preservation

This project is on the Dept's Tentative Advertising List:

http://dot.alaska.gov/procurement/awp/awp-tas.cfm. DOT&PF has every intent to advertise this project late March/early April, go through the bid process to select a contractor and then award a construction contract to that winning bidder. Until those steps are complete, a construction start date is only a guess. Our hope is the contractor can start as early as May, but Alaska's weather and the contractor's own calendar/schedule of work are both important factors.

While we don't expect any snags with this project at this point, last minute right-of-way acquisition challenges; changes to FHWA requirements; permitting changes; public and/or political opposition; and other factors can also influence the timing of road construction project scheduling in Alaska.

## East Hill Road Pavement Preservation project

Please see the attached Fact Sheet for the East Hill Road Pavement Preservation project. The project may include striping, signage, drainage improvements, dig outs, curb ramps, guardrail, lighting and utility relocation. Construction is scheduled to begin in 2020.

#### East Hill Road Maintenance work

From an M&O (maintenance & operations) perspective: M&O had an emergency culvert repair / digout on East Hill Road that happened in December 2018. The weather didn't allow us to pave the surface and the material used has since blown out, so our crew is now using D-1 material and grading it when it gets rough. The plan is to pave that section of the road ASAP when weather allows, which will likely be late spring. Pothole patching is a continual exercise on East Hill and I'm told the crew also intends to repair damaged guardrail and do some brush cutting. Lastly, the road will be restriped this summer.

## **Meetings First Week of March**

We have a legislative worksession scheduled for the first week of March. Councilmember Smith has requested that this worksession be followed up with a joint worksession with the Kachemak City Council on Ordinance 19-09 and City of Homer water services in the area. Originally I scheduled this for Monday to be consistent, however I will be in Anchorage all day for meetings with Enstar Natural Gas to discuss Tariff filing TA301-4. If Council is ok with it, I would like to propose we schedule the Legislative worksession for 4pm on Tuesday March 5<sup>th</sup> and the Kachemak City joint session immediately following at 5pm.

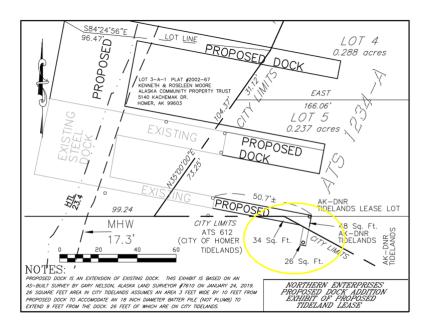
## **February 14 meeting with Bond Bank**

On February 14<sup>th</sup> Finance Director Walton and I participated in a kick off call with municipalities around the state looking to bond for capital projects this spring with the Alaska Municipal Bond Bank (AMBB). During the call AMBB asked if any municipalities wanted to reconsider issuances due to the fiscal uncertainty facing the state and their municipal budget, including debt bond reimbursement programs by the state that are unfunded in the proposed budget. The timeline for issuance of the bonds is May 1, 2019, which would also make the funds available at that date. Two payments will be due each year (interest only and interest/debt service). The interest only payment will be due each year on November 1 and the interest/debt service payment will be due each year on May 1. In 2019, we will only make one payment (interest only) in November. At the March 11<sup>th</sup> Council meeting I will be presenting you with a Resolution authorizing the City to enter into an agreement with the Bond Bank. I would like to receive Council input on the term of the bond in advance of the resolution. A municipal bond is not callable for the first 10 years, which means we cannot pay down principal until then. Any dedicated funds remitted in excess of the payment amount can be invested in an account that does not exceed the rate of return of the bond, which is not a difficult bar given our conservative investment policy. However, bonds are available in 10, 15, and 20 year increments and I am considering bonding for 15 years instead of 20 (the original time frame we considered). A 15 year bond would save the City \$700,000 in interest payments over 15 years (not taking into account what we may be earning on invested funds). If sales tax returns follow inflation trends, this will generate sufficient funds to meet the 1.2 debt service ratio Council established (see attached schedule). Nevertheless, this approach does come with increased risk, especially given the current climate of fiscal uncertainty state-wide.

## Northern Enterprises Boat Yard, Inc. interested in leasing City tidelands

Northern Enterprises Boat Yard, Inc. is a Homer-based corporation specializing in vessel haul out, repair, and storage. They are working on constructing a new dock capable of supporting a Marine Travel Lift

Station to haul out larger, heavier vessels and may even secure a federal grant to help with this project. The City of Homer sees this project as a great economic opportunity for the community since no travel lift station with this capacity exists in Homer. Currently, when a larger vessel needs to be hauled out, Seward, Kodiak, and King Cove are some of the nearby communities offering this service since Homer cannot. This proposed project will require Northern Enterprises Boat Yard, Inc. to use sixty square feet of City tidelands parcel ATS 612 (yellow highlighted circle below). At the March 11<sup>th</sup> City Council meeting, staff will bring before Council an ordinance and long-term lease for Northern Enterprises Boat Yard, Inc. to use sixty square feet of City tidelands. Since this proposal does not involve Homer Spit property, Port and Harbor Advisory Commission review is not required. In the meantime, the City will draft a letter to Northern Enterprises Boat Yard Inc., which will hopefully assist them in moving forward with the state DNR side of the property line.



Enc: 20 and 15 year Police Station Bond Scenarios DOT East Hill Fact Sheet Letter to Northern Enterprises Boat Yard, Inc.

# **Debt Service Schedule Police Station Bond** City of Homer

	5(	20 Year Bond Option	on	
			Estimated	
Period	Interest	Annual	0.30%	Debt
Ending	Amount	<b>Bond Payment</b>	Sales Tax	Service Ratio
11/1/2019	106,312.36	106,312.36	539,768.00	127,574.83
2020	209,425.00	344,425.00	542,466.84	413,310.00
2021	204,600.00	344,600.00	545,179.17	413,520.00
2022	198,900.00	343,900.00	547,905.07	412,680.00
2023	192,250.00	342,250.00	550,644.60	410,700.00
2024	184,500.00	344,500.00	553,397.82	413,400.00
2025	176,375.00	341,375.00	556,164.81	409,650.00
2026	167,875.00	342,875.00	558,945.63	411,450.00
2027	158,875.00	343,875.00	561,740.36	412,650.00
2028	149,375.00	344,375.00	564,549.06	413,250.00
2029	139,375.00	344,375.00	567,371.81	413,250.00
2030	128,875.00	343,875.00	570,208.67	412,650.00
2031	117,875.00	342,875.00	573,059.71	411,450.00
2032	106,375.00	341,375.00	575,925.01	409,650.00
2033	94,375.00	339,375.00	578,804.63	407,250.00
2034	81,750.00	341,750.00	581,698.66	410,100.00
2035	68,375.00	343,375.00	584,607.15	412,050.00
2036	54,375.00	339,375.00	587,530.18	407,250.00
2037	39,750.00	339,750.00	590,467.84	407,700.00
2038	24,375.00	339,375.00	593,420.18	407,250.00
2039	8,250.00	338,250.00	596,387.28	405,900.00
totals	2,612,237.36	6,952,237.36	11,920,242.46	

	1.	15 Year Bond Option	on	
			Estimated	
Period	Interest	Annual	0.30%	Debt
Ending	Amount	<b>Bond Payment</b>	Sales Tax	Service Ratio
11/1/2019	104,778.89	104,778.89	539,768.00	125,734.67
2020	205,250.00	415,250.00	542,466.84	498,300.00
2021	197,800.00	412,800.00	545,179.17	495,360.00
2022	189,000.00	414,000.00	547,905.07	496,800.00
2023	178,750.00	408,750.00	550,644.60	490,500.00
2024	166,875.00	411,875.00	553,397.82	494,250.00
2025	154,375.00	409,375.00	556,164.81	491,250.00
2026	141,250.00	411,250.00	558,945.63	493,500.00
2027	127,500.00	407,500.00	561,740.36	489,000.00
2028	113,125.00	408,125.00	564,549.06	489,750.00
2029	00'000'86	408,000.00	567,371.81	489,600.00
2030	82,125.00	407,125.00	570,208.67	488,550.00
2031	65,375.00	410,375.00	573,059.71	492,450.00
2032	47,750.00	407,750.00	575,925.01	489,300.00
2033	29,250.00	409,250.00	578,804.63	491,100.00
2034	9,875.00	404,875.00	581,698.66	485,850.00
totals	1,911,078.89	6,251,078.89	8,967,829.84	

Chart Assumptions:

<sup>-</sup> The estimated sales tax growth was derived by applying last year's CPI (0.5%).
- The debt service ratio was established by council to be 1.2. The column above details the dollar value that is necessary in sales tax collection each year in order for the ratio to be at 1.2.



## **FACT SHEET**

# **East Hill Road Pavement Preservation Project**

CFHWY 00297/0001600

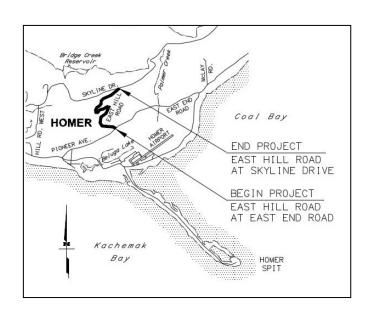
## **Project Overview**

The Alaska Department of Transportation & Public Facilities to mill and resurface the entire length of East Hill Road in Homer, Alaska. This project would extend the service life and improve the overall safety of the roadway.

## **Project Scope**

The proposed work would include:

- Resurface East Hill Road from Skyline Drive to East End Road
- Clear vegetation within ROW limits to improve visibility and safety
- Drainage improvements, including culvert replacements and ditch maintenance
- Repairing or replacing guardrail, guardrail end treatments, lighting, signage, and striping
- Upgrading existing facilities to comply with the American with Disabilities Act
- > Utility relocations, as needed



## Schedule

Preliminary Engineering studies are currently being completed. Environmental, geotechnical and drainage investigations will continue over the fall and winter months of 2018. Initial Design plans are anticipated to be produced in Spring 2019. Construction for the proposed project is anticipated to begin in 2020, pending availability of funding and other factors.

## **Contact Information**

If you have any questions or would like to share ideas regarding the East End Road Pavement Preservation project, please contact DOT&PF at the information listed below:

Clint Adler, P.E. Alaska DOT&PF Project Manager (907) 269-0544

clint.alder@alaska.gov

Ryan Hammel Alaska DOT&PF Consultant Coordinator (907) 269-0571 ryan.hammel@alaska.gov Joan Mitchell, P.E. Kinney Engineering, LLC. Public Involvement Project Manager (907) 344-7590 joanmitchell@kinneyeng.com



## 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

Northern Enterprises Boat Yard, Inc. 51140 Kachemak Dr. Homer, AK 99603

February 25, 2019

To Ken and Roseleen Moore of Northern Enterprises Boat Yard Inc.,

It is my understanding Northern Enterprises Boat Yard Inc. is in the planning stages of a dock expansion project in order to support a Marine Travel Lift Station. This Marine Travel Lift Station will be able to haul out larger, heavier vessels that otherwise could not be serviced in Homer. As you know, when a larger vessel needs to be hauled out, Seward, Kodiak, and King Cove are some of the nearby communities offering this service since Homer cannot.

The City of Homer sees your expansion project as a great economic opportunity for the community as the City has often been asked when a marine service of this kind could be offered to Homer's fleet. Since the proposed dock expansion design requires you to use sixty square feet of City tidelands, staff will bring an ordinance and draft lease before City Council on March 11<sup>th</sup>.

Please feel free to contact my office directly with questions	, (907) 235-8121 ext. 2222 o
citymanager@cityofhomer-ak.gov.	

Best,

Katie Koester City Manager



On behalf of the crew of CGC NAUSHON, I extend my hentfelt and sincere sharks to the Cates of Homer for your overwhelming support over this Holiday season. I cannot express enough appreciation for your amazing contributions beeping the community informed and coordinating efforts to make Homer's hospitality known among our Coast Genard family. I weart a great Real to me and my crew! THANK YOU! Your Obedient Sewant Ledy Miller, LT



## 2019 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 2019 meeting dates for City Council is as follows:

January 14, 28	
February 11, 25	
March 11, 26*	
April 8, 22	
May 13, 28*	
June 10, 24	
July 22**	
August 12, 26	
September 9, 23	
October 14, 28	
November 25**	
December 9, 16****	

City Council's Regular Committee of the Whole Meeting at 5:00 pm to no later than 5:50 pm prior to every Regular Meeting which are held the second and fourth Monday of each month at 6:00 pm.

<sup>\*</sup>Tuesday meeting due to Memorial Day/Seward's Day.

<sup>\*\*</sup> There will be no first regular meeting in July or November.

<sup>\*\*\*</sup>Council traditional reschedules regular meetings that fall on holidays or high school graduation days, for the following Tuesday.

<sup>\*\*\*\*</sup>Council traditionally cancels the last regular meeting in December and holds the first regular meeting and one to two special meetings as needed. Generally the second special meeting the third week of December will not be held.