



# AGENDA

## Economic Development Advisory Commission Regular Meeting

Tuesday, April 11, 2023 at 6:00 PM

City Hall Cowles Council Chambers In-Person & Via Zoom Webinar

---

### Homer City Hall

491 E. Pioneer Avenue  
Homer, Alaska 99603  
www.cityofhomer-ak.gov

### Zoom Webinar ID: 990 0366 1092 Password: 725933

<https://cityofhomer.zoom.us>  
Dial: 346-248-7799 or 669-900-6833;  
(Toll Free) 888-788-0099 or 877-853-5247

---

1. **CALL TO ORDER, PLEDGE OF ALLEGIANCE, 6:00 P.M.**
2. **AGENDA APPROVAL**
3. **PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA** (3 minute time limit)
4. **RECONSIDERATION**
5. **CONSENT AGENDA** (Items listed below are considered routine and non-controversial by the Commission and are approved in one motion. If a separate discussion is desired on an item, a Commissioner may request that item be removed from the Consent Agenda and placed on the Regular Agenda under New Business.)
  - 5.A. Unapproved March 14, 2023 EDC Minutes **Page 3**
6. **VISITORS/PRESENTATIONS**
7. **STAFF & COUNCIL REPORT/COMMITTEE REPORTS**
  - 7.A. EDC Staff Report for April **Page 8**
  - 7.B. Chamber of Commerce Report
  - 7.C. Homer Marine Trades Association (HMTA) Report
  - 7.D. Kenai Peninsula Economic Development District (KPEDD) Report
8. **PUBLIC HEARING(S)**
9. **PENDING BUSINESS**
  - 9.A. Housing Update **Page 9**  
Agenda Item Report EDC 23-017
  - 9.B. EDC Mission Statement **Page 10**  
Agenda Item Report EDC 23-018

9.C.	EDC & Homer Chamber of Commerce Conversation Regarding Economic Development in Homer Agenda Item Report EDC 23-019	<b>Page 14</b>
9.D.	Land Allocation Plan, Part 2 & Large City Projects Update Agenda Item Report EDC 23-020	<b>Page 18</b>
<b>10.</b>	<b>NEW BUSINESS</b>	
10.A.	Alaska Small Business Development Center (AKSBDC) Budget Request Agenda Item Report EDC 23-021	<b>Page 19</b>
10.B.	Port Expansion Update Agenda Item Report EDC 23-022	<b>Page 21</b>
<b>11.</b>	<b>INFORMATIONAL MATERIALS</b>	
11.A.	City of Homer Newsletter – April 2023 Issue	<b>Page 23</b>
11.B.	City Manager’s Reports CM March 28, 2023 Report CM April 10, 2023 Report – <i>Laydown</i>	<b>Page 35</b>
11.C.	EDC 2022-23 Strategic Plan	<b>Page 37</b>
11.D.	EDC Meeting & City Council Report Calendar	<b>Page 40</b>
<b>12.</b>	<b>COMMENTS OF THE AUDIENCE</b> (3 minute time limit)	
<b>13.</b>	<b>COMMENTS OF THE CITY STAFF</b>	
<b>14.</b>	<b>COMMENTS OF THE COMMISSION</b>	
<b>15.</b>	<b>ADJOURNMENT</b>	
	Next Regular Meeting is <b>Tuesday, May 9, 2023 at 6:00 p.m.</b> All meetings are scheduled to be held in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar.	

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

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

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

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

ABSENT: COMMISSIONER CHEROK (unexcused) & STUDENT REPRESENTATIVE PEARSON

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

### **2. AGENDA APPROVAL**

GAMBLE/AREVALO MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

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

### **4. RECONSIDERATION**

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

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

Deputy City Clerk Tussey read the Consent Agenda.

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

AREVALO/GAMBLE MOVED TO APPROVE THE CONSENT AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## **6. VISITORS/PRESENTATIONS**

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

Chair Marks introduced Public Works Director Jan Keiser.

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

Ms. Keiser responded to questions from the commission.

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

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

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

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

- 7.B. Chamber of Commerce Report

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

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

## **8. PUBLIC HEARING**

## **9. PENDING BUSINESS**

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

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

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

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

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

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

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

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

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

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

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

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

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

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

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

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

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

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

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

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## **10. NEW BUSINESS**

### **11. INFORMATIONAL MATERIALS**

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

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

**13. COMMENTS OF THE CITY STAFF**

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

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

**14. COMMENTS OF THE COMMISSION**

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

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

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

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

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

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

**15. ADJOURNMENT**

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

---

RACHEL TUSSEY, CMC, DEPUTY CITY CLERK II

Approved: \_\_\_\_\_



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Planning

491 East Pioneer Avenue  
Homer, Alaska 99603

[Planning@ci.homer.ak.us](mailto:Planning@ci.homer.ak.us)

(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission  
FROM: Julie Engebretsen, Economic Development Manager  
DATE: April 11, 2023  
SUBJECT: April Staff Report

---

- April is off with a bang! I'm Acting City Planner in addition to my regular duties. I staffed the Planning Commission meeting on April 5<sup>th</sup>, and will prepare the packet for their April 19<sup>th</sup> meeting. City Planner Abboud is attending a conference and taking vacation time, one staff member is shifting to another job in the City, and a third is headed out of state for the rest of the month to get married. We will be shorthanded for the month of April! On the up side, Matt Steffy has moved to the Economic Development Division as a Parks Planner. I'm seeing immediate benefits as far as parks planning and putting effort into the quality of life elements the city provides – working with volunteers, user groups and planning for better parks. I think this staffing change will be an asset in our efforts to improve our parks, trails and public spaces.
- Banners – Peter Briggs is working on some local quotes for banner production. It is quite a bit more expensive to have them locally produced, however there is some value in being able to call a local vendor and have a replacement banner created on short notice. Still waiting on a few final bids before I select a vendor.
- New group in Homer: “Guiding Homer’s Growth.” This is a fledging group of people interesting in talking about economic and community development, with a focus on quality of life. Sound familiar?! I will be sporadically attending some of their planning meetings. They are in the very early stages of creating some broad community conversations about Homer’s future. When I see opportunities for the EDC and this group to collaborate, I will let you know! In particular, the goals of the EDC on housing and smart growth principles come to mind.





# ACTION ITEM REPORT

---

## Housing Update

**To:** Economic Development Advisory Commission  
**From:** Julie Engebretsen, Economic Development Manager  
**Meeting Date:** 11 Apr 2023

---

### Summary Statement:

Chair Marks will provide a brief recap of the Housing Conversation that was held Saturday, March 25<sup>th</sup>.

### Staff Recommendation:

No action at this time. This is a standing agenda item.



# ACTION ITEM REPORT

---

## EDC Mission Statement

**To:** Economic Development Advisory Commission  
**From:** Julie Engebretsen, Economic Development Manager  
**Meeting Date:** 11 April 2023

---

### Summary Statement:

EDC Short Term Goal #2: View economic development through the lens of balancing growth with quality of life.

*Task:* Create an EDC Mission statement as a guiding principle for what the EDC does.

*Task:* Define positive economic development, and what is the role of the EDC is in balancing growth and quality of life.

### From Commissioner Perez:

I put in a few excerpts of things to consider when developing a mission statement. I then filled in the "Components of a Mission Statement" as would apply to EDC for us to discuss as a group. I think this is more useful than drafting a statement on my own. If we agree on the components, then I can tailor that into a statement that can be finalized next session.

### Vision Statement:

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

### Staff Recommendation:

Discuss the components of a mission statement.

### Attachments:

Homer EDC Mission Statement Development

# Homer EDC - Mission Statement Development

## Characteristics of a Mission Statement

A mission statement is a declaration of attitude and outlook. It usually is broad in scope for at least two major reasons. First, a quality mission statement allows for the generation and consideration of a range of feasible alternative objectives and strategies without unduly stifling management creativity. Excess specificity would limit the potential of creative growth for the organization. However, an overly general statement that does not exclude any strategy alternatives could be dysfunctional. Apple's mission statement, for example, should not open the possibility for diversification into pesticides—or Ford Motor Company's into food processing.

**TABLE 2-3** Characteristics of a Mission Statement

---

1. Broad in scope; does not include monetary amounts, numbers, percentages, ratios, or objectives
  2. Concise; fewer than one hundred words in length
  3. Inspiring
  4. Identifies the utility of a firm's products
  5. Reveals that the firm is socially responsible
  6. Reveals that the firm is environmentally responsible
  7. Includes nine components: customers, products or services, markets, technology, concern for survival/growth/profits, philosophy, distinctive competence, concern for public image, concern for employees
  8. Reconciliatory; resolves divergent views among stakeholders
  9. Enduring but never cast in stone
  10. Attracts customers; is written from a customer perspective
- 

## Components of a Mission Statement

Most practitioners and academicians of strategic management agree there are nine **mission statement components** to be included in an exemplary statement. Because a mission statement is often the most visible and public part of the strategic-management process, it is important that it includes both the ten characteristics summarized previously, and the following nine components:

1. *Customers*—Who are the firm's present and potential customers?
2. *Products or services*—What are the firm's major products or services?
3. *Markets*—Geographically, where does the firm compete?
4. *Technology*—Is the firm technologically current?
5. *Concern for survival, growth, and profitability*—Is the firm committed to growth and financial soundness?
6. *Philosophy*—What are the basic beliefs, values, aspirations, and ethical priorities of the firm?
7. *Distinctive competence*—What is the firm's major competitive advantage?
8. *Concern for public image*—Is the firm responsive to social, community, and environmental concerns?
9. *Concern for employees*—Are employees a valuable asset of the firm?<sup>6</sup>

**TABLE 2-6 Two Mission Statements Critiqued**

---

**Hershey's Actual Mission Statement (paraphrased) (12 words)**

We bring sweet moments (2) of Hershey happiness (6) to the world (3) every day.

*(Author Comment: Statement lacks six components: Customers (1), Technology (4), Survival/Growth/Profits (5), Distinctive Competence (7), Public Image (8), and Employees (9).*

**A Proposed Mission Statement for Hershey (73 words)**

We aim to serve consumers of all ages and lifestyles (1) by providing high-quality chocolate, candy, and snack products (2) globally (3). We intend to grow and expand our product offerings (5) using robotics and business analytics (4). We are dedicated to supporting all communities where we operate (8), especially to the boys and girls in the Milton Hershey School (6). Through our friendly and well-trained employees (9), we provide consumers the best chocolate anywhere and wrapped in Hershey Happiness (7).

**EDC - Mission Statement Components**

1. **Customers**
  - a. Homer and surrounding area residents and businesses
  - b. City of Homer (expand?)
  - c.
2. **Products or Services**
  - a. Interface between citizens and city government
  - b. Advisory services to city government
  - c. Serve as informed citizens to engage community
3. **Markets**
  - a. Homer and surrounding area
  - b. Lower Kenai Peninsula
4. **Technology**
  - a. Expand use of communication technology
  - b. Leverage research capabilities of other organizations
5. **Concern for survival and growth**
  - a. Improve communication between government and community
  - b. Expand engagement in emerging issues in the community
  - c. Provide a forum for community enhancement projects and recommendations
6. **Philosophy**
  - a. Foster sustainable growth of economically diverse community
  - b. Preserve cultural and natural heritage
  - c. Promote and maintain a high quality of life
7. **Distinctive Competence**
  - a. Volunteer citizens engaged in the community
  - b. Unique perspectives/backgrounds
  - c.
8. **Concern for Public Image**
  - a. Ensure priorities provide value to the City of Homer
  - b. Dedicated to our community
9. **Concern for Employees**
  - a. n/a
  - b.

**Mission Statement Examples**

**TABLE 2-7 Four Mission Statements Revised**

---

The numbers in parentheses correspond to the nine mission statement components.

**Rite Aid**

We are on a mission to offer the best possible drugstore experience for people of all ages (1) around the United States (3). We have a state-of-the-art information system (4) that provides our pharmacists (9) with warnings of any possible drug interactions to help better ensure customer safety (8). We are determined to improve our customers' overall health through our wellness programs (5). We offer an extensive line of other beauty, food, drink, cosmetic, and vitamin products through our alliance with GNC (2). We believe in treating our customers like family (6) and strive to maintain our reputation as the most personable drugstore (7). *(88 words total)*

**Best Buy**

We are committed to providing individuals and businesses (1) the latest high-tech products (2) at the lowest prices of any retail store (7). Serving North America, China, and other markets (3), all Best Buy employees (9) are exceptionally knowledgeable about the products we offer. We believe good ethics is good business (6) and use business analytics (4) to better understand customer trends. We strive to make a profit for our shareholders (5) and be a good community citizen everywhere we operate (8). *(72 words)*

**United Parcel Service (UPS)**

We strive to be the most timely and dependable parcel and freight forwarding delivery service (2) in the world (3). By implementing the latest tracking technology (4), we are able to profitably grow (5) by offering individuals and businesses (1) dependable and accurate delivery times (7). We promote from within to improve morale among all employees (9). Our philosophy (6) is to responsibly balance the needs of our customers, employees, shareholders, and communities (8) in an exemplary manner. *(68 words)*

**Crocs, Inc.**

Crocs is committed to providing profound comfort, fun and innovation in all the shoe models (2) we produce. Through our Croslite technology (4) (7), we are able to provide men, women, and children (1) dependable and lasting comfort all day. We strive to expand our brand throughout the world (3) and are able to save on costs (5), while protecting the environment (8) with our package-less shoes. We adhere to the belief that good ethics is good business (6) in all that we do as we strive to take care of our employees and shareholders. *(85 words)*

---

**Draft Mission Statement**

- **Will complete when group agrees on components**



# ACTION ITEM REPORT

---

## Economic Development Advisory Commission & Homer Chamber of Commerce Conversation Regarding Economic Development in Homer

**To:** Economic Development Advisory Commission  
**From:** Julie Engebretsen, Economic Development Manager  
**Meeting Date:** 11 Apr 2023

---

### Summary Statement:

The EDC held a worksession with members of the Homer Chamber of Commerce Board of Directors on Tuesday, February 28, 2023. Attached to this staff report are meeting notes from facilitator Adele Person.

### Follow up:

1. I suggest we add one of these hosted joint meetings to the EDC calendar; this was a good use of time.
2. Our EDC SWOT includes the following language: "Rethink Chamber marketing. Marketing the community away from aggressive tourism to other industries could give Homer time to manage the tourism we have, and grow in different directions."

After the conversation with the Chamber, is the EDC interested in changing this up? Could it say something more like "Continue working with the chamber to market Homer away from aggressive tourism...?"

3. Any other outcomes or actions you'd like the EDC to take?

### Staff Recommendation:

For discussion, no motion necessary.

### Attachments:

EDC-HCOC Worksession Notes from Adele Person

**Economic Development Advisory Commission (EDC)  
& the Homer Chamber of Commerce (HCOC)  
Joint Worksession**

February 28th, 2022. 530-7pm

**Facilitator:** Adele Person

**A few Goals :**

1. To understand what each entity does
2. To discover common goals to support economic development and quality of life
3. To imagine how EDC & HCOC might work together
4. To open lines and methods of communication

**Working agenda:**

1. (10 min) Introductions & Goals - Your name & something you hope to gain from today's worksession or a question you would ask this group.

Gordon Pitzman - Currently Red Bird real estate. Has had a water taxi, taught at HHS, fished. Interested in supporting businesses including non-tourist businesses.

Marcia Kuszmaul - on the board of HCOC, Bed & Breakfast association, Library Advisory Board. Interested in learning how to work together more closely

Michael Daniels - Chamber Board. Has developed a workforce housing area. Veterans charity. Here to listen and learn.

Brad Anderson - Joined the HCOC in Dec 2019 as the ED. Recently updated HCOC Strategic Plan. Looking to support a more diverse economy.

Karin Marks- On EDC and KPEDD with Brad. Ran the Artshop for years and now has Artshop rentals. Interested in the Comp plan and updated zoning codes and the effect on the economy. Wants to think about downtown Homer just as much as Harbor expansion and other areas of town. Need to un-silo commissions, council and other entities to work together to solve our local challenges.

Julie Engebretson - 21 years at the City as planner and now Econ Dev Manager. No blueprint for that role so lots of opportunities.

Luke - owner of a year round business. Not always a tourist business. Sees workforce development as key. Very hard to find sufficient staff these days.

Nicole - Has lived in Homer for years and worked extensively in the food & beverage industry. Now at Homer Soil and Water Conservation District. Champions protecting our natural resources and habitats like water, wildlife and forest that bring many of us here.

2. (10 min) Role, mission & overview of the Homer Chamber of Commerce - Brad Anderson.

The Chamber is 99% small business. Are charged by the City for marketing. Also do advocacy. Hold events. Are Membership Based. Attend trade shows. Have 4 Visitor centers. Host working groups. Market trades. Trying to have an event / month that focuses on community, business, visitors on a rotating basis. There are 5 staff and 25 volunteers.

3. (10 min) Role, mission and overview of the City of Homer Economic Development department - Julie Engebretson

EDM has a standing seat on the HCOC board and is able to point people to good partnerships. City has not focused on business community extensively in the past. Comments on a big push to develop the Town Square that maybe took a lot of energy away from supporting Pioneer as sour downtown corridor. Now looing at Development and housing among other topics. City recently awarded a 1.2M green infrastructure grant. Applied for a RAISE/REACH grant to get to 65% design on some of our transportation challenges (KDrive, others)

4. (5 min) Role and current focuses of the Economic Development Advisory Commission - Karin Marks

EDC is a proactive commission that can be a great community sounding board. EDC was almost cut, but has really shown its value in the last few years. Ran the Wayfinding and Streetscape plan project. Recently conducted a SWOT analysis for Homer as a very first step towards the Comprehensive Plan. Working on Mission and Vision currently.

**Discussion questions -**

5. (5 min - popcorn) In your view, what are some of the major sectors of Homer's economy that we need to be aware of?

**Over 100 non profits and 1100 businesses in our area in overlapping sectors like:**

Artists & Arts

Manufacturing

Harbor Expansion - large vessels

Marine trades - Board building, support businesses like ice, hydraulics, electricians, welders, etc

Fisheries - encompassing Commercial, Sports, and Subsistence

Aquaculture -

Tourism - nature, arts, food, wildlife; intra-Alaska tourism, out of state, and international.

Government

Food & Beverage industry

Health Care

Education - public and private schools, KPCollege

Non-profits - over 100!

Science and Research organizations

Homer Services / trades - construction, plumbers, electricians, house cleaning, lawn mowing, roofing, etc..

Professional Services - accountants, printing, lawyers etc. Also hairdressers, etc. .

Small businesses -

Retail -

Farming / Agriculture

**---> Some lacks - Hairdressers, accountants, lawyers, other professional services. Workforce. Also tech.**

6. (5 min - popcorn) What are some of the major challenges in our economy today?

Housing

Workforce shortage

Childcare

Professional services like accountants, lawyers, hairdressers

Transportation

Differing views on how much growth is desired

Demands on infrastructure - tech, roads, water, sewer, services

Keeping Homer "Homer" - How to involve newcomers, keep community involvement and care

Community Development - challenges of where and how, vision, and needs



Competition with online businesses

State / Borough fiscal constraints - state/borough cuts mean COH has to fund more of jail, roads, schools, etc

Taxes - balancing need for revenue for desired services / burden on taxpayer

Protecting green space / habitat. Some development done with little regard for green space, drainage, wildlife corridors.

Land use - having a strategy to have interconnected green and wildlife corridors

Tech - broadband for our community

Youth retention

7. In your view, what are the best opportunities / mutual goals for the EDC and the Chamber to work together to support a healthy economy and great quality of life? What are some of the strengths of the EDC and Chamber's working relationship? What opportunities exist for strengthening that relationship?

Workforce / Youth retention - partnerships with AVTEC or AVTEC satellite. Career Fairs. Training programs.

Scholarships. Veterans programs.

Engagement - partnering to conduct another Business Retention and Expansion Survey. Taking advantage of COH "statistics guy"

Housing - COH holding a community conversation with other entities soon. Looking at Seasonal, long term needs. Great discussion around Anchor907. Discussion around Development and some pros/cons. Thinking about how we are missing the codes to be able to develop housing like apartments that might be needed to address housing shortages.

Continue to maintain some marketing, but looking beyond high season tourism. Homer has gotten "discovered." We can be so full that visitors cannot find lodging or a restaurant reservation in high season. Partnering to emphasize shoulder seasons and year round businesses. Partnering to address quality of life issues and needs of year round businesses, residents, and community.

Community Events - recognizing Chambers role. Many of HCOC events have a visitor and local component. Could perhaps consider redirecting COH financial support to quality of life activities beyond visitor marketing. The Chamber does relocation, marketing, 4th of July parade, Winter parade, Winter King derby, other derbies, Tree lighting ceremony, Business meetup, Halloween. HCOC also provides key support for community efforts like the AK World Arts Festival, Shorebird, Peony festival, Pioneer Avenue Revitalization.

HCOC as an action arm of EDC. EDC as a sounding board and advocate for HCOC ideas.

## 8. Final thoughts and conclusions

Excited to work together and consider both economic and community development as synergistic efforts. Community Development is Economic Development. Excited to cooperate on our biggest challenges like housing, workforce, and seasonality. Learned a lot and shifted perceptions of what each entity does. Maybe we market less, but still not nothing. Must consider youth and perception that this is not a place they want to stay. Community events and keeping businesses open are important goals. Nice to think of community and business sectors coming together.



# ACTION ITEM REPORT

---

## Land Allocation Plan, Part 2 & Large City Projects Update

**To:** Economic Development Advisory Commission  
**From:** Julie Engebretsen, Economic Development Manager  
**Meeting Date:** 11 Apr 2023

---

### Commission Goal:

Use the Commission's SWOT analysis to develop strategies to implement policies that support Homer's quality of life.

### Summary Statement:

Staff will give a brief PowerPoint presentation on how the Land Allocation Plan, Comprehensive Plan, and Zoning Codes fit together. I and Special Projects Coordinator Ryan Foster gave a version of this presentation to the Port and Harbor Commission earlier this year, also including some port-specific topics such as the harbor expansion.

No action is needed by the EDC but I'd like to keep you informed of what's going on. These plans and resulting actions have a direct effect on Homer's Quality of Life, an area of interest for the EDC.

### Staff Recommendation:

No recommended action from staff



# ACTION ITEM REPORT

---

## Alaska Small Business Development Center (AKSBDC) Budget Request

**To:** Economic Development Advisory Commission  
**From:** Julie Engebretsen, Economic Development Manager  
**Meeting Date:** 11 April 2023

---

### Summary Statement:

For the past two budgets, the Alaska Small Business Development Center (AKSBDC) has requested financial support from the City of Homer to help fund a part time business advisor position in Homer. The local advisor helps new businesses and existing businesses access resources such as business planning, preparation for buying and selling businesses, and education for small business owners. This is an important service and I am increasingly referring people to the AKSBDC, rather than taking the time to explain all the ins and outs of starting a business in Homer or the southern peninsula. (I continue to provide information on local regulations and City specific topics).

The AKSBDC also receives financial support from the Kenai Peninsula Borough. The Borough has increased their funding of this position, so the cost to the City has been reduced from prior years. Funding in the amount of \$15,000 per year for FY 24 and 25 is requested to continue the funding partnership to allow this service to be continued in the community.

### Staff Recommendation:

Request funding for the Alaska Small Business Development Center Homer Business Advisor Position in the amount of \$15,000 for FY 24 and \$15,000 for FY 25.

### Attachments:

April 4<sup>th</sup> letter from AKSBDC

April 4, 2022

City of Homer  
491 E. Pioneer Ave  
Homer, AK 99603

Dear Mayor Castner, City Council, and City Staff,

I am writing in support of the city adding \$15,000 per year in the biennial budget for the Alaska SBDC to retain the Homer Business Advisor position. The Alaska SBDC is funded by the Small Business Administration, the State of Alaska, private sector donations, and local governments. For smaller communities, like Homer, a 50% local match is required to maintain an on-site position. In order to continue staffing the Homer Business Advisor position, the Alaska SBDC requires funding in the amount of \$15,000 each year, in FY24 and FY25.

The Alaska SBDC has maintained a presence on the Kenai Peninsula for nearly three decades. In 2009, Bryan Zak was hired to replace Mark Gregory as the Kenai Peninsula Center Director. Since the position is based in Soldotna, Mr. Zak was required to commute to Soldotna each week, being allowed to work from the Homer Chamber of Commerce part-time to support South Peninsula clients. This position is supported primarily by funding from the Kenai Peninsula Borough. When Mr. Zak left the SBDC in 2018, he was replaced by Cliff Cochran, who works out of the Soldotna office. From 2018 to 2020, Mr. Cochran provided business advising to Homer area clients from his office in Soldotna.

At the start of the COVID-19 pandemic, it became clear an Alaska SBDC advisor was needed for the Homer area. Outside the main population centers in Alaska, Homer became a hot spot for SBDC demand. In June 2020, the Alaska SBDC allocated part of its CARES Act funding to hire a temporary business advisor for Homer. Robert Green has served as our Homer Business Advisor since then and has experienced success. In 2022, Mr. Green provided 556.8 hours of advising to 115 clients in Homer, helping 16 new businesses launch, while supporting 342 jobs and \$3.2 million in business loans.

The total cost of the Homer Business Advisor position is an estimated \$70,928 in FY24 and \$72,577 in FY25, which includes salary, benefits, taxes, supplies, fixed and administrative expenses. With \$20,000 in support provided by the Kenai Peninsula Borough, the Alaska SBDC shall retain the Homer Business Advisor position with \$15,000 in support from the City of Homer, each year, in FY24 and FY25.

We would like to thank the City of Homer for the support provided to keep our Homer Business Advisor position staffed. If you have any questions, please do not hesitate to contact me.

Sincerely,



Cliff Cochran, MBA  
Kenai Peninsula Center Director  
Alaska SBDC



# ACTION ITEM REPORT

---

## Port Expansion Update

**To:** Economic Development Advisory Commission  
**From:** Julie Engebretsen, Economic Development Manager  
**Meeting Date:** 11 Apr 2023

---

### Summary Statement:

There is a lot of discussion about the Port Expansion; this is likely to become a standing agenda item. I expect some action at Monday's Council meeting – there are three different resolutions about the project on Council's agenda! I will have an update at the EDC meeting on what is happening.

The Commission can discuss ways you'd like to be involved as a Commission, or have a Commissioner track this topic and report back.

### Staff Recommendation:

For discussion. No recommended action from staff.

### Attachments:

Port News Release dated April 3, 2023



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Administration

491 East Pioneer Avenue  
Homer, Alaska 99603

(p) 907-235-8121 x2222

(f) 907-235-3148

### NEWS RELEASE:

**For immediate release April 3, 2023.**

Col. Damon Delarosa, the Alaska District Commander of the US Army Corps of Engineers (USACE) was in Homer on Wednesday, March 29 and executed a feasibility cost share agreement with the City of Homer to officially begin a General Investigation feasibility study into the Homer Harbor Expansion.

This milestone officially launches a study, which will be conducted over the next three years by the USACE in close partnership with the City of Homer to examine expanding the Homer Harbor. Located at the southern tip of the Kenai Peninsula, and about 120 air miles southwest of Anchorage, the harbor is critical community infrastructure that supports the local and regional economy. For many years, the harbor has been experiencing overcrowding, transportation delays and navigational hazards, and it has limited capacity for larger vessels.

The purpose of the study is to identify a feasible solution to meet harbor moorage needs. The study will investigate all aspects of feasibility, including defining and quantifying Federal and non-Federal harbor conditions and needs, soliciting input from the community and stakeholders, developing alternative approaches and designs to address identified challenges, conducting environmental review and determining whether the benefits of the project merit Federal investment in construction.

At the cost share agreement signing, Col. Delarosa commented, "This is a huge accomplishment for the Homer community and the whole USACE team, as only a handful of General Investigation new starts are authorized each year. We are excited to work in partnership with the City of Homer and in collaboration with harbor users, and we value input from all members of the community so that the General Investigation produces a harbor design that is right-sized for the need, can be maintained and addresses community priorities. We look forward to this collaborative effort with the City of Homer as the non-federal sponsor!"

The study is anticipated to kick off in May. Curtis Lee, from the USACE Civil Works Program will manage the USACE team, providing expertise in civil engineering, planning, programming, project management, economics and budgeting. City of Homer staff will be working with HDR to assist with the study. The City is creating [HomerHarborExpansion.com](http://HomerHarborExpansion.com), a project website to host updates and inform the public about opportunities to provide public input during the course of the study. You are encouraged to check the site regularly for updates. The website is under construction and will be available soon. Meanwhile, the public can go to [www.cityofhomer-ak.gov/port/homer-harbor-expansion](http://www.cityofhomer-ak.gov/port/homer-harbor-expansion) to subscribe to email updates on the project. The public can send comments and questions to [info@HomerHarborExpansion.com](mailto:info@HomerHarborExpansion.com).

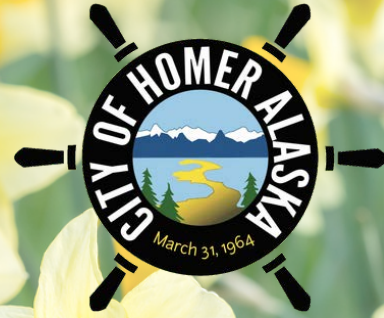
The City acknowledges Senator Lisa Murkowski for her support of Federal funding for the study, as well as our State legislators who helped secure State matching funds for the study in the State FY23 Capital budget. The City of Homer set aside its share of local matching funds in 2020.

#### Contact:

Bryan Hawkins, Harbormaster  
[bhawkins@ci.homer.ak.us](mailto:bhawkins@ci.homer.ak.us)



# CITY OF HOMER



Monthly Newsletter from the office of the City Manager

## Greetings from City Hall

Happy Spring everyone! The day after the vernal equinox on March 21st, (a.k.a., the 1st day of Spring), the weather decided winter wasn't over yet and dumped about a foot of snow on most of the Homer area.

This winter reminder was preceded by a 5.4 earthquake and a couple weeks of beautiful blue skies that teased us into thinking spring is on the way, well, Alaskan style anyway.

### City to Use Weed-free Gravel

As gardens and trees begin to bloom they remind us of a few invasive species like dandelions, hawkweed and others, that grow around our region. To help mitigate this issue, the City of Homer made the decision to use weed-free gravel for all city projects. Three Homer Soil & Water Conservation District (HSWCD) staff are trained as weed free products inspectors, and three gravel pits received Weed-Free Certification through the Alaska Division of Agriculture's Weed Free Program.

The Weed-Free Certification process ensures gravel used on city projects is free from the most harmful invasive plants. It has also provided the opportunity for HSWCD to engage with pit operators and city officials about plant identification and options for preventing and responding to potential infestations.

For more information on how you can help control terrestrial invasive plants within State and Local right-of-ways and in your community, contact HSWCD at 907-235-8177 or <https://www.homerswcd.org/>.



Common Dandelion  
*Taraxacum officinale*



Orange Hawkweed or Devil's  
Paintbrush  
*Hieracium aurantiacum*  
F. Asteraceae

## WHAT'S NEW?

- Library Events
- Community Corner
- Community Recreation
- Economic Development
- Fire Department
- Police Department
- Port & Harbor
- Public Works
- Public Safety Notes
- Meet the Staff
- Municipal Art Collection
- Stay Connected with City Council
- Join Our Team

We hope you'll discover something new today as we share the latest information and ways you can tap into what's going on at City Hall and in the Homer community.

## Check us out on Facebook

- City Hall - @cityofhomerak
- Parks & Recreation - @homerparksandrec
- Homer Public Library - @homerpubliclibrary
- Homer Police - @homerpolice
- Fire Department - @HomerVolFireDept



Share this link with your friends, so they can get the newsletter too - <https://www.cityofhomer-ak.gov/citymanager/monthly-email-newsletter>

"where the land ends and the sea begins"

# LIBRARY EVENTS

## Art in the Library

**April - June:** Photography by R.J. Nelson  
Enjoy beautiful photos of flowers and nature in the Fireplace Lounge.



## Poetry Readings

**April 6:** Community Poetry Reading, 6-7:30pm

**April 21:** Reading by local poet, *Peter Kauffman*, 6:30-7:30pm

## Virtual Author Talks

Zoom in and listen to your favorite authors talk about their latest books.

For complete list of Upcoming Speakers, go to <https://libraryc.org/homerlibrary/upcoming>



**April 4:** *Hark! A Vagrant!* by Kate Beaton, 3pm

**April 27:** *Ordinary Grace* by William Ken Krueger, 4pm

**May 3:** *Raising Anti-Racist Children* by Britt Hawthorne, 9am

**May 10:** *Not Funny* by Jena Fiedman, 4pm

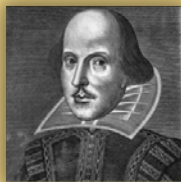
## 2nd Sunday Shakespeare

**April 9:** *Pericles*

**May 14:** *Henry VIII*

Friends of the Homer Library, in partnership with Pier One Theatre and Kachemak Bay Campus, invite you to participate in an online reading of a play by William Shakespeare.

**Zoom instructions found here.**



## Lunch with a Council Member

**April 11 - Donna Aderhold**

Noon - 1pm, Library Meeting Room  
Join the conversation with Council Member **Donna Aderhold**. Bring your questions and topics for discussion and enjoy lunch over Zoom. **Follow instructions here.**



Check out the complete Line-up of Library programs



**Homer Public Library**  
500 Hazel Street - (907) 235-3180  
[circ@ci.homer.ak.us](mailto:circ@ci.homer.ak.us)  
[www.cityofhomer-ak.gov/library](http://www.cityofhomer-ak.gov/library)

# Community Corner

What's happening around the City of Homer

## Community Easter Egg Hunt

**Saturday, April 8, 11am-1pm**

Church on the Rock is holding a Community Easter Egg Hunt at Karen Hornaday Park Lawn & Pavilion for an afternoon of family fun.



**Sign up! Form a team!**  
**Earn Wellness Points!**



*7th Annual Free Community Walking Challenge*

**SAVE THE DATE! ORGANIZE YOUR TEAM!**  
**REGISTRATION OPENS APRIL 10!**

**May 1st - 28th, 2023**

**WALK TO WIN: WEEKLY DRAWINGS FOR HOMER BUCKS!**

**End-of-challenge CASH PRIZE DRAWINGS – \$100 • \$200 • \$300**  
**\$500, \$300 or \$200 to donate to your team's charity of choice!**

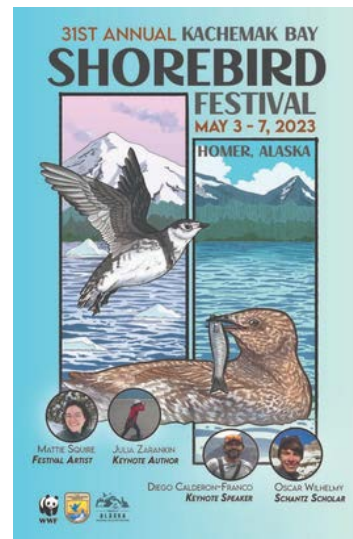
**Custom "2023 Homer Steps Up! Winners" T-shirts for your team!**

**HOMERSTEPSUP.COM**

## 31st Kachemak Bay Shorebird Festival

**May 3-7**

The Kachemak Bay Shorebird Festival is right around the corner! Bird watchers from all over the world flock to Homer to experience the annual migration of birds along the miles of shoreline and intertidal habitats found here. Homer is a prime location to catch a glimpse of the birds and take part in the educational programs led by the Center for Alaskan Coastal Studies, the Pratt Museum and Park and more.



Online registration is open - Go to [kachemakshorebird.org](http://kachemakshorebird.org)  
for all things Shorebird Festival!



# Community Recreation

Check out these fun and exciting featured programs. To see the entire program list, go to <https://www.cityofhomer-ak.gov/com-rec>



## Kids Yoga!

Starting April 5th, Kids ages 5 - 11 can join Joanna, a certified yoga teacher, with certification specializing in kids yoga, for an interactive class with yoga poses, breathing exercises, games and relaxation.

### WEDNESDAYS

10:30 -11:30am for Pre-K (ages 4-6)

1:30-2:30pm for Elementary grades 2-5 (ages 6-11)

HERC Activity Room

\$5 per class



# Economic Development



## Greater Homer Housing Conversation

A collaborative group of community organizations hosted an event on March 25th at the Christian Community Church in Homer. The purpose of the event was to start a discussion on the topic of housing in the community, identify key issues, and discuss potential solutions.

This collaborative effort consists of the following community organizations interested in the topic of housing: Choosing Our Roots; City of Homer; Homer Chamber of Commerce; Kenai Peninsula Economic Development District; Kenai Peninsula Homelessness Coalition; Mobilizing for Action through Planning and Partnerships; and South Peninsula Hospital Foundation. Look for more conversations as the community explores ideas on this important topic and updates at <https://www.cityofhomer-ak.gov/economicdevelopment/housing>

## Childcare Meeting with Alaska Department of Health

Julie Engebretsen, Economic Development Manager, and Ryan Foster, Special Projects Coordinator met with staff representing the Childcare Program Office and Healthy and Equitable Communities of the State of Alaska Department of Health, to discuss childcare challenges in Homer. The conversation was focused on the topic of childcare home businesses including the State's streamlined application process, and challenges such as zoning, safety inspections, strong demand for childcare, and the various impacts childcare can have on employment, quality of life, and overall community health.

One of the biggest surprises the state folks found was the lack of information and almost misinformation they were hearing from people about licensing requirements. If you or someone you know is interested in starting a daycare, get information direct from the source! A great contact is Staci Collier, Community Care Licensing Specialist 3 with the State of Alaska. She can be reached at 907-269-4518, or [staci.collier@alaska.gov](mailto:staci.collier@alaska.gov).

## HERC Update to Council

The City Council and city staff members *Jan Keiser, Mike Illg* and *Julie Engebretsen* had a work session about the HERC buildings on March 20th. The meeting covered four topics:

1. Demolition of HERC 2
2. The need for a business plan
3. How to right-size the new building
4. How to fund construction of a new recreation center

Staff presented ways they plan to accomplish these tasks, and how to best communicate progress to council. Near term next steps include Council approving funding for the last round (hopefully) of hazmat testing for HERC 2, and another work session with Council specifically on the construction budget. Stay tuned for a June or August work session! The other tasks will be worked on over the next year.

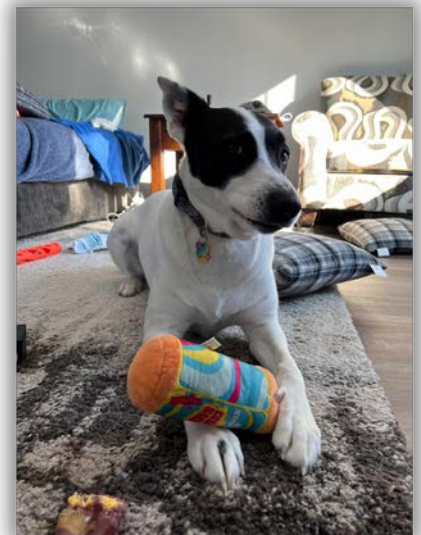


HERC 2 (smaller building)

## Homer Animal Shelter 🐾 🐾

It's cat-mania at the animal shelter. Luckily adoptions are picking up after a slow start to the year. 'Kitten season' is also in full effect. Because the shelter has been at capacity for cats, we are working more closely with our amazing rescue partners! Cat Tree and Barkery Kitten Rescue has taken two litters for us. Speaking of rescue partners, we teamed up with Kenai Peninsula Animal Lovers Rescue to host a dog spay and neuter clinic in March. Big success all around.

So far, 2023 has seen its ups and downs when it comes to our community's pets, lost and neglected animals, but we try to focus on the good stuff because it's what keeps us going! At right is a photo of a sweet husky mix named 'Lily'. She was one of our harder-to-adopt canines last fall. Harder to adopt, not because there's anything wrong with her, but because she had A LOT of husky energy! Yet, as we always do, we eventually found her the perfect home and recently received the best update from her new person saying that he was so happy to have her. We love our 'Happy Tails'!



Lily is happy in her new home!

Shelter Director *Jillian Rogers* recently connected with the regional (Pacific Northwest and Alaska) representatives from the ASPCA and they've decided to come to Alaska to conduct a detailed site visit of the Homer Animal Shelter to explore how they can help support the work we do and the education and outreach programs we are currently working on restarting. (Extra programs came to a screeching halt with the pandemic.) We are looking forward to showing off our city facility and chatting with ASPCA reps and vets that are coming for the visit. In addition, we will be attending an upcoming conference, (funding dependent), include a quick trip to Anchorage this spring for the annual Alaska Animal Control Association conference and meeting. Speakers from around the country will be there to talk about all things animal control and give updates in the world of animal welfare.

For the latest information about the Homer Animal Shelter, please go to: <https://www.facebook.com/akmindfulpaws>.





# Fire Department



## Jaclyn Arndt Completes IDI 350!

**Congratulations Jaclyn Arndt!** Our in-house athlete has done it again. We are so very proud to say that Jaclyn completed her second year of skiing in the Iditarod Trail Invitational. She said this one was brutal compared to last year due to weather and conditions. 96 racers started with 46 who scratched including some who had to be medevacked. For those of you new to this fine Alaskan sport, every year about 100 people from all over the world walk, ski, or bike the 350-mile portion of the Iditarod from Knik to McGrath, some even continue on to Nome to travel 1000 miles. Conditions like whiteouts, ferociously bitter winds on the river portions of the trail, trail-breaking after snowfalls, and even pouring rain can greatly challenge the contenders. Add in the factor that all your supplies have to be carried with you then flown back on your own dime- well, you can see why we admire Jaclyn!

Her strategy was to ski at night when possible and keep warm while moving. She also gained a reputation for being a champion napper, able to sleep trailside almost anywhere, although not so much in the Farewell Burn. Jaclyn didn't personally see the bison herd that lives in the Farewell Burn, but she did find herself puzzled over what could leave a pile of poop that big on the trail before she remembered them. Another race participant found the herd while on bicycle, in the pitch black, and rode whooping through them probably thinking he was hallucinating.

Another highlight of being out there the full 9 days was that she got to cross paths with a few lead mushers from the Iditarod race who were coming down the trail with their teams. Getting to see the 4-legged athletes in action on the Iditarod is a rare treat! Jaclyn provided entertainment for the mushers as well. One looked at her and asked how long she had been out there- she admits she may have looked a little frayed by the end.



Real Alaska- 30 miles out of Rohn, photo credit to Iditarod Trailbreakers .



Cold day selfie.



Warm day selfie.



Nap time on the trail.

Upon returning to Homer, Jaclyn was very grateful for the mound of cookies provided by one HVFD member, and also for her co-workers valiantly covering all the shifts while she finished the race. It takes a team to care for our community, both inside and outside the fire station. As they say, 'it takes a village', and this village was rooted in Jaclyn the whole way!

!!30th Annual!!

**SATURDAY  
MAY 6TH  
11AM  
UNTIL 2PM**

**SAFE  
AND  
HEALTHY  
KIDS  
FAIR**

**HOMER HIGH  
SCHOOL**

600 E FAIRVIEW AVE.

**OUTDOOR  
EVENT**

**BE SAFE, DO GOOD, PASS IT ON!**

**FUN  
ACTIVITIES!**

**HOT DOGS!!**

**BIKE  
GIVE-  
AWAYS!**

**BIKE  
RODEO**

**lower parking lot 11AM - 2PM  
HELMETS REQUIRED  
(available for purchase on-site)**



Contact the Safe & Healthy Kids Fair Committee for more info: [safeandhealthykidsfair@gmail.com](mailto:safeandhealthykidsfair@gmail.com)

## Your Pics

March 11-12 was the **Special Olympic Winter Games** for snowshoeing in Anchorage. It's been a great three months and loved seeing the athletes represent Homer on the podium. Jaclyn Arndt pictured far left with athletes.



Page 28

## LOCAL HAZARD MITIGATION PLAN

# VOLCANO



Homer, Alaska is a snapshot away from some of the most spectacular volcanoes located across Cook Inlet. *Redoubt Volcano* dominates the horizon at 10,197 feet and regularly blows off a little steam at its summit located about 50 miles west of Clam Gulch at the mouth of the Kenai River while *Iliamna Volcano* towers 10,016 feet across from Anchor Point. *Augustine Volcano* is 70 miles southwest of Homer on its own island.

The Alaska Volcano Observatory is monitoring these three volcanos for activity. Eruptions have ranged from a cloud of smoke, ash plumes and ash clouds.

- **Augustine:** last active 2006
- **Iliamna:** 1953
- **Redoubt:** 2009, 1990, 1968

Given the proximity of the volcanos and history of these past events, most of the City of Homer could have an ashfall event in the next 10 years (1 in 10 chance of occurring) with a likelihood of ash accumulation of 1-4 inches.

There are three types of volcanic eruptions: Magmatic, Phreatomagmatic and Phreatic. Some volcanoes may exhibit only one type of eruption during an event, while others may have all three!

Other hazards potentially caused by volcanic eruption include:

- Volcanic ashfall
- Lava flows
- Lahars (debris flows)
- Volcanic gas
- Pyroclastic surges or flows
- Volcanic landslides

If you would like to read more about volcanos and the potential hazard of them to Homer, please read Table 3-9 of the Local Hazard Mitigation Plan.

**Be ready for the next volcanic event:**

- **USGS**-[www.usgs.gov/programs/VHP/be-ready-next-volcanic-event](http://www.usgs.gov/programs/VHP/be-ready-next-volcanic-event)
- **AK Volcano Observatory** - [www.avo.alaska.edu/](http://www.avo.alaska.edu/)



# Police Department



## Parenting in the Digital Age

Lieutenant Ryan Browning has been busy traveling all over the state to spread the word and educate families on today's dangers in the digital age. Children, teens and adults alike are affected by online bullying, exploitation and inappropriate materials that are readily available without filters. Lt. Browning's presentations are candid, inviting and provide a safe place for everyone to talk about these issues. In the last month he has traveled to Soldotna, North Pole, Sitka and has captured broader attention in our effort to help build awareness of this important topic. Look out for more dates to be added.

**Parenting in the Digital Age**  
A Candid Conversation & Presentation with Lt. Ryan Browning, Homer Police Department

**Saturday, April 1 at 6-8pm**  
**North Pole Oehring Auditorium**

- What are kids seeing & experiencing online?
- How can we help them navigate responsibly & safely?
- You're invited to participate in this open, safe place to talk candidly about what kids are exposed to online.

**TEENS-ADULTS-PARENTS & GUARDIANS ONLY**

## Women's Self Defense Classes Continue

The free self-defense classes for ladies continues to be a popular pass time! What's not to like? You get to toss a cop around and learn how to defend yourself in one place! Join Lt. Ryan Browning along with other HPD officers and State Troopers team up to learn basic and advanced self-defense tactics in a safe environment. Stay tuned to [HPD's Facebook](#) page for dates of the next class.



## HPD/HVFD Joint Training Exercise

We are always up for a joint training, and this month we had a great one! Homer Police Department and Homer Volunteer Fire Department participated in a training event they held at the Homer Middle School on the March 12th. Along with providers from KESA, we had a great time putting on moulage- that's stage makeup designed to make people look ill or injured- and then had the ambulance standing by for support as police "cleared the building". EMS then came in and supported with patient care as they continued the event. It was a perfect chance for us to review tourniquet use, bleeding control, and situations that we very much hope will never happen. Everyone is looking forward to more trainings together in the future.

-Samantha Cunningham, Assistant EMS Chief



One of the "victims"



Helping people to safety.

# Port & Harbor



## Float Rehabilitation Project Prep

The Port Maintenance crew received and unloaded a container of materials from Bellingham Marine. These materials will be used for the rehabilitation of some mid-1980s concrete floats, specifically the ends of K thru Q floats. The materials consist mostly of lumber, milled to original specifications and pressure treated, and new galvanized steel hardware.

Bellingham Marine will be sending a technician to Homer this spring for two weeks to oversee the rehabilitation project. We're looking forward to having the floats restored to a safe working order.



# Public Works



## Water Service Pipe Inventory Project

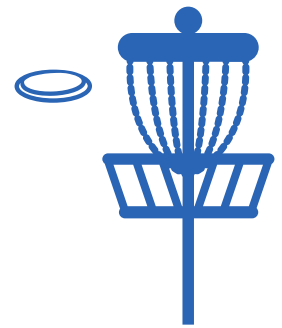
The EPA has recently directed all public water utilities to conduct an inventory of water service pipes and materials, to identify lead piping that might be present in the service lines or household plumbing. This inventory, which is in direct response to the problems in Detroit and other cities where lead materials, present in water plumbing, caused sickness for water customers, must be done by the end of 2024. Homer has over 2,000 individual water service connections, all of which must be inventoried.

Homer's water utility workers are developing a strategy for complying with the inventory requirements in a timely manner. We will be reaching out to our water customers as time goes by to collect the necessary information.



## Temporary Disc Golf at Karen Hornaday Park

With the closure of the Hornaday Park Campground this year, the Homer Disc Golf Association has suggested the installation of a 9-hole temporary disc golf course in that area. The City plans to purchase the equipment (~\$6,000) and the Homer Disc Golf Association has offered to help install and maintain the temporary course. We are enthusiastic about this temporary use because it will ensure that there is activity appropriate use in the campground area this summer while camping is shut down. This proposed use was unanimously supported by the Parks, Art, Recreation and Culture Commission and can be supported by existing Public Works operating funds for park equipment.

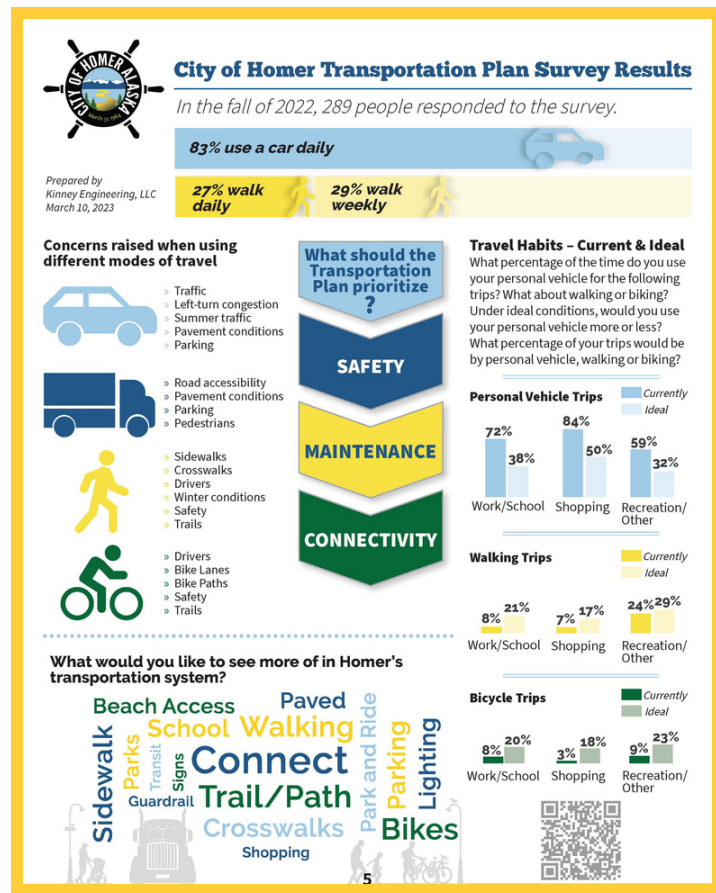


## Transportation Plan Survey Results are Here

Kinney Engineering, LLC and City of Homer staff hosted several community forums and outreach events this past fall as a part of the Master Transportation Plan update process. Valuable information was gathered from the survey in which 289 people responded as illustrated in the infographic at the right. Travel habits, both current and ideal were explored for personal vehicle trips, walking trips and bicycle trips. Concerns raised when using different modes of travel revealed helpful insights; and participants were asked what they would like to see more from Homer's transportation system.

Goals and objectives were also identified through input from the public and city staff. The goals describe the fundamental outcomes of the Master Transportation Plan, while the objectives are more specific and measurable outcomes that support the goals.

The planning effort to develop an updated Comprehensive Plan for the City of Homer has recently started. The goals and objectives in this Transportation Plan support the Comprehensive Plan goals.

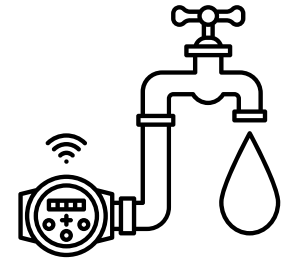


To read the complete Goals and Objectives for the Master Transportation Plan, go to: [https://www.cityofhomer-k.gov/sites/default/files/fileattachments/public\\_works/page/76454/goals-objectives\\_transportation\\_plan.pdf](https://www.cityofhomer-k.gov/sites/default/files/fileattachments/public_works/page/76454/goals-objectives_transportation_plan.pdf)



## Water Meter Swap

The City of Homer utilities team at Public Works will be calling on existing water meter customers to update their water meters. Over the next few weeks, you will be contacted to make an appointment with the Public Works Utility team to change out your meter. These new meters offer more accurate readings and integrate with our billing system.



Artist David Pettibone with model Ken Castner.

**Mayor Ken Castner** modeled for the Ptarmigan Arts Visual Arts Scholarship fundraising event on March 25. Artist David Pettibone traveled from Anchorage to participate in the 'Ready, Set, Art!' event. Artists had one hour to create an art piece to be auctioned off at Grace Ridge Brewing Inc. that evening. What a great way to support local arts!



HVFD friendly reminder to help clear the snow away from your hydrants. Pictured above: Firefighter/EMT Lowe hard at work

# PUBLIC SAFETY NOTES

"Public Safety" covers a lot of areas - from health and wellness to fire safety, safe driving practices and winter tips for safe travel. Don't forget our pets too! Each month we strive to provide relevant information to help you live well and stay healthy. If you have a tip to share, please let us know - email us.

## KIDS DON'T FLOAT

Kids Don't Float (KDF) is a statewide injury prevention program that was developed to address Alaska's high child and youth drowning rate. In a collaborative effort between several state and federal agencies, organizations and local grass-roots sponsors, Kids Don't Float now includes a [life jacket loaner board](#) component and an [educational component](#).

Kids Don't Float began in Homer, Alaska, in early 1996. The Homer Volunteer Fire Department, with a grant from the Alaska Department of Health and Social Services, collaborated with Homer Safe Kids, the U.S. Coast Guard Auxiliary, and the Homer School District to establish 15 life jacket loaner stations in communities around Kachemak Bay. The stations, or "loaner boards," display life jackets that can be borrowed at no cost and returned after use. The public response was so positive that, in November of the same year, the Alaska Department of Health and Social Services Section of Community Health and EMS, the U.S. Coast Guard District 17 Recreational Boating Safety Program, and Alaska Safe Kids partnered on an expansion. In 2000, the newly established State Office of Boating Safety joined the partnership.





Our Sister City relationship with Teshio, Hokkaido in Japan will mark its 40th anniversary in 2024. Homer and Teshio have continued their relationship through a variety of programs. Last fall, the Japanese International Exchange Programs resumed Japanese classes and online exchange sessions to connect students in Homer’s after school program and three schools in Teshio, Japan: Taishi High School in Hyogo; Teshio Junior High and High School in Hokkaido. Seven sessions allowed students to talk about school, their towns, and what life is like in both cities to gain an understanding our different cultures and recognize what we all have in common.

Students in the Japanese class from Paul Banks Elementary School wrote letters to students at Wakamiya Elementary School, Hyogo, in the south west of Japan. The principal of the school put this exchange event on their school website to share with parents and students in Japan. Students in the Japanese class from West Homer Elementary School had the opportunity to have pen pals with Taishi High School, Hyogo and Teshio Junior High School students in Hokkaido, in the northern part of Japan. The Hokkaido News featured these events in their newspaper.



Teshio students (above) and Homer students (below) with their banners.

Students in Homer's Japanese classes were invited to Homer’s City Council Meeting last October. Students introduced themselves in Japanese and greeted Mayor Ken Castner, the City Council members, and the audience in Japanese. They had a wonderful experience and did a great job!



Another amazing connection with our Sister City in Teshio is when six elementary schools in Homer and Anchor Point participated in a project called **“Friendship without Boundaries,”** which emphasizes living in harmony and developing true friendships. The project involved painting 1,000 - 22" x 22" canvas panels that were made into banners. Banner materials were donated by NOMAR and Homer Rotary Club. In 2019, the banners were hung in the Homer High School commons area and in the auditorium the night of the Peace Concert led by Mark Robinson and Kyle Schnieder. The conductors then took two of the banners to display during their concert trip to France and Belgium. Another one of the peace banners was mailed to Teshio Junior High School along with letters from class members, West Homer Principal, Mayor Ken Castner and Homer Rotary Club with translations by the Japanese International Exchange. Homer Rotary Club mailed gifts which included pictures and postcards by Gary Lyon, Homer artist.

Japanese International Exchange has been developing relationships with other cities in Japan as well. Please contact **Megumi Beams**, Sister City Liaison/ Interpreter & Japanese International Exchange Coordinator/ Instructor, at [morikawabeams@aol.com](mailto:morikawabeams@aol.com) if you are interested in these programs or have any questions. Please also visit Japanese International Exchange on Facebook.





# Welcome

## ABOARD

Let's give a warm Homer welcome to the newest recruits! We are happy to have you as part of our team and wish you the best in your new ventures.

- **Matthew Hudson**, Firefighter/EMT1
- **Dexter Lowe**, Firefighter/EMT1
- **Mike Swoboda**, PW Utilities Technician
- **Kane Graham**, HPD - Jailer, part-time
- **Bill Jirsa**, Chief Technology Officer

### IT Division: Fully Staffed

After a long period of transition, the City IT division is back up to full strength! Just in the past year, *Tomasz Sulczynski* has taken the position of Network Administrator, *Matt Dominguez* has come onboard as the IT Support Specialist, and in March we welcome *Bill Jirsa* in the role of Chief Technology Officer. Tom has been with the City for fifteen years and is familiar to many Homer residents, not only because of his work with City IT, but through his past job providing wireless internet service to local area residents and businesses and his present support for community events like Salmonfest and Tech Help in the library. Matt joins us from Phoenix, where he worked on a huge array of technologies for a gigantic school district. Bill has worked most recently for Polar Field Services in Colorado after 14 seasons at McMurdo Station in Antarctica. We look forward to tackling a variety of pending projects all over town!

### March Anniversaries

We would like to recognize City staff members with anniversaries this month. Thank you for the dedication, commitment and service you've provided the City and taxpayers of Homer over the years. You all are an integral part of what makes the City of Homer a great place to work and the community.

Matt Clarke	Port	22 Years
Elton Anderson	Port	17 Years
Renee Krause	Clerks	16 Years
Mike Parish	Public Works	9 Years
Angie Kalugin	Finance	8 Years
Elizabeth Walton	Finance	6 Years
Kurt Read	Port	6 Years
Matt Smith	Library	5 Years
Matt Steffy	Public Works	5 Years
Mike Pettit	Public Works	4 Years
Jan Keiser	Public Works	3 Years
Amber Baldus	Fire	1 Year

### The City of Homer has current Job Openings!

Sign up for Job Alerts or Apply Online at:  
[cityofhomer.ak.applicantpro.com/jobs](http://cityofhomer.ak.applicantpro.com/jobs)

## Meet the Staff



This section is to highlight staff, their achievements, promotions, retirements, departures and new hires to the City's workforce.

### Departures & Transitions

The City Manager's office is saying farewell to **Christine Drais** as she relocates to South Carolina in April. Christine served as Assistant to the City Manager since 2021 and has been a bright spot in City Hall. She will be working remotely to support **Bella Vaz** in her transition to the role from her position as Associate Planner in the Planning Department. We wish both of them the best of luck in their new endeavors.

**Matt Steffy** is upping the game for Homer parks! Matt has transferred into the Economic Development Division with the goal of expanding Homer's park planning, grant capacity and community partnerships. A crew of seasonal maintenance workers will still be utilized to keep parks looking great, but Matt will be freed up from day to day operations.

As Homer's park usage and summer tourism has grown, long term planning for these gems has become more important than ever. Economic Development and Homer's quality of life go hand in hand. The City is fortunate to have his skills to tackle the challenges of increased park usage, the need for forward thinking in how park dollars are spent, and finding grants to make projects happen. Congratulations Matt!

**Paul Raymond**, Public Works Lead Equipment Operator, retired and **Mike Gilbert** was promoted to this lead position. Congratulations to them both!

## Your Pics



"Can't a girl have a snack?" Little Miss Moose was enjoying the sunshine and warm grass on Sterling Hwy. Photo by Christine Drais.

# City of Homer Roster

Rob Dumouchel, City Manager  
Melissa Jacobsen, MMC, City Clerk/Deputy Director of Administration  
Andrea Browning, Personnel Director  
Rick Abboud, City Planner  
Mark Robl, Chief of Police  
Mark Kirko, Fire Chief  
Bryan Hawkins, Port Director/Harbormaster  
Elizabeth Walton, Finance Director  
Jan Keiser, Public Works Director/City Engineer  
Dave Berry, Library and IT Director  
Mike Illg, Community Recreation Manager  
Julie Engebretsen, Economic Development Manager

**Mayor** - Ken Castner (2024)

## City Council

Donna Aderhold (2024)  
Jason Davis (2025)  
Shelley Erickson (2024)  
Storm P. Hansen-Cavasos (2025)  
Rachel Lord (2023)  
Caroline Venuti (2023)

## Commissions & Boards

ADA Advisory Board  
Economic Development Advisory Commission  
Library Advisory Board  
Parks, Art, Recreation and Culture Advisory Commission  
Planning Commission  
Port and Harbor Advisory Commission

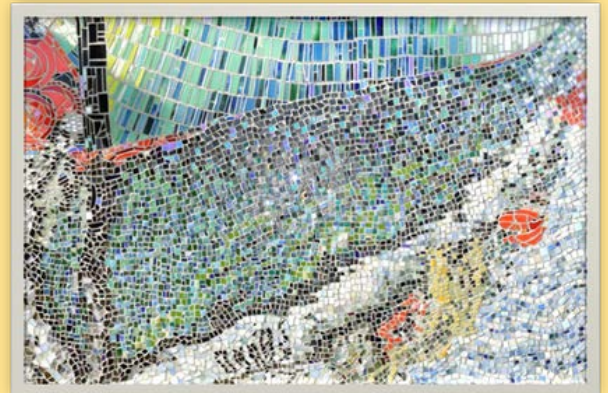
# MUNICIPAL ART COLLECTION

Learn more about the municipal art collection at:

<https://www.cityofhomer-ak.gov/prac/city-homer-municipal-art-collection>



The beautiful glass mosaics at End of the Road Park by artist **Sheila Wyne**, *Escher's Stair Reflection Series*, (above) and *Danny J Reflection Series* (below) are 66" x 40" and were acquired in 2014 through the City of Homer 1% for the Arts program.



## STAY CONNECTED TO CITY COUNCIL

Go to: [cityofhomer-ak.gov/cityclerk/stay-connected-city-council](http://cityofhomer-ak.gov/cityclerk/stay-connected-city-council). Here you will find instructions on how to listen, provide testimony and participate in the meetings via Zoom.

## UPCOMING MEETINGS

April

5	5:30pm	Planning Commission Worksession
	6:30pm	Planning Commission Regular Meeting
10	5:00pm	City Council Committee of the Whole
	6:00pm	City Council Regular Meeting
11	6:00pm	Economic Development Advisory Commission Regular Meeting
13	5:00pm	ADA Advisory Board Regular Meeting
18	5:30pm	Library Advisory Board Regular Meeting
19	5:30pm	Planning Commission Worksession
	6:30pm	Planning Commission Regular Meeting
20	5:30pm	Parks, Art, Recreation & Culture Advisory Commission Regular Meeting
24	5:00pm	City Council Committee of the Whole
	6:00pm	City Council Regular Meeting
26	4:00 pm	Port & Harbor Advisory Commission Regular Meeting

## JOIN OUR TEAM

The City of Homer has current Job Openings.

Sign up for Job Alerts or Apply Online at:

[cityofhomerak.applicantpro.com/jobs](http://cityofhomerak.applicantpro.com/jobs)



## CURRENT JOB LISTINGS

- Firefighter/EMT I, II or III, Full-time
- Port & Harbor Administrative Assistant, Full-time
- Mechanic I or II, Full-time
- Treatment Maintenance Technician I or II, Full-time
- Temporary/Seasonal Harbor Assistant I
- Temporary/Seasonal Parking Enforcement Aide
- Temporary/Seasonal Parks Technician

## City of Homer

491 E. Pioneer Avenue, Homer, Alaska 99603

907-235-8121

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

Office of the City Manager

491 East Pioneer Avenue  
Homer, Alaska 99603

[citymanager@cityofhomer-ak.gov](mailto:citymanager@cityofhomer-ak.gov)

(p) 907-235-8121 x2222

(f) 907-235-3148

## Memorandum

TO: Mayor Castner and Homer City Council  
FROM: Rob Dumouchel, City Manager  
DATE: March 23, 2023  
SUBJECT: City Manager's Report for March 28, 2023 Council Meeting

---

### Budget

Since the last meeting, the majority of my time has been spent attempting to wrap up a first draft of the operating and capital budgets. Council will receive a draft of the FY24/25 Operating Budget in the supplemental packet on Tuesday, March 28<sup>th</sup>. Finance Director Elizabeth Walton and I have spent many hours together, and apart, preparing the draft document for Council with the help of our department heads and division managers. The actual ordinance will come before Council in April and we'll schedule some work session time to go through the proposal in more detail.

### Parks Update

In March, we started the implementation of a strategy to split up Parks Division functions in a way that will hopefully improve service to the public and make our operations more sustainable. In the past the Parks Division was charged with parks maintenance, campground management, public restroom management, airport parking enforcement, and numerous planning, promotion, relationship, volunteer, etc. duties all of which was to be administered by one year-round full-time employee and a small team of temporary employees. That set up was not practical nor sustainable. To attempt to better manage these public facing functions, the labor has been redistributed: Port and Harbor is taking on Spit Camping and airport parking enforcement (as discussed in my last report, expect to see some legislation at the first meeting in April that supports that move); the Janitorial team is taking on all public restrooms (we experimented with a contract solution last year, but the contract was not renewed and that expense removed from the draft FY24/25 budget); park maintenance will remain in Public Works; and planning, promotion, public engagement, volunteer coordination, etc. will move to Economic Development. This first season will obviously have some challenges as we sort out how to operationalize these moves, but the desired outcome is a more positive visitor experience in our parks, campgrounds, and restrooms. In the FY24/25 budget, you will see some related changes. The Parks Division will be looking to convert a portion of temporary employee wages into a full-time maintenance coordinator and the Parks Superintendent will move under Economic Development with a different title. The Harbor will sponsor one new janitor position, and there will be a proposed expansion of the summer temporary employee team for field and admin staff.

### FY22 Audit

The auditors have been on site this week wrapping up audit activities to include interviews of key personnel like myself, the Finance Director, the Chief Technology Officer, and the Mayor. The FY22 audit should be

complete relatively soon. I expect that the audit will be brought before Council in April for review and acceptance.

### **Council/Commissions Joint Session Plan – To Be Reconfigured**

In my last report, there was a memo from the City Clerk which indicated we would be attempting to put together a joint session with Council and all the commissions to do some training and communicate about roles. We set a target of April 3<sup>rd</sup>, but it is not looking like we will get the level of participation we need to maintain a quorum of all bodies. Staff, working with Councilmembers Lord and Erickson, will reconfigure the plan. The most likely outcome will be a series of work sessions where Council meets with one commission at a time.

### **HPD Movie Night**

The Police Department recently hosted two mental health themed movie nights where they screened a film called PTSD911 for police and fire staff and spouses. I was able to join in on one evening, and it was very encouraging to see our first responders actively acknowledge the impacts their jobs can have on mental health and look for opportunities to support each other.

### **FEMA BRIC Grant**

In late 2022 we submitted a Federal Emergency Management Agency (FEMA) Building Resilient Infrastructure & Communities (BRIC) grant application to adopt and implement a building code here in Homer. We are still waiting on a decision from FEMA regarding our submittal, but we are seeing promising signs that they like the project we proposed. On Thursday, March 16, Ryan Foster, Special Projects Coordinator, was invited to meet with officials of the City of St. Paul, AK, and the State of Alaska Division of Homeland Security & Emergency Management to discuss FEMA BRIC grant application process. St. Paul is considering applying for the 2023 FEMA BRIC grant for building code adoption and implementation and asked questions regarding the City of Homer's experience in submitting a 2022 application for building code adoption and implementation.

### **Coast Guard City Update**

In my last report I wrote that we were waiting on Congress, turns out that was not entirely correct. A representative from the Coast Guard City program reached out to let us know our package was routed to the Commandant's office this month and once she signs it, *then* it will go to Congress for an approval process that takes about 30 days. We're still on track, just a month behind where we thought we were in the process.

### **Ladder Truck Update**

Early reports from the recent ladder testing are good. We're expecting an official report soon. If all signs continue to point towards this being a good deal for the City, expect an ordinance in April to capitalize on this opportunity.

### **Goodbye to Christine Draais, Assistant to the City Manager**

Christine joined our team as Assistant to the City Manager back in 2021. She has done a phenomenal job of keeping the City Manager's office organized and moving forward in the time she's spent with us in Homer. Christine brought great energy and a new level of hospitality to the office, and the various state and federal officials who visit us here in Homer. She has been my lead on publishing a very informative and useful City newsletter every month. She also provides a lot of behind the scenes services to me, the special projects team, and Human Resources. Bella Vaz will be moving upstairs from planning to take on the Assistant to the City Manager role shortly with remote support from Christine as we manage the transition.



**ECONOMIC DEVELOPMENT ADVISORY COMMISSION  
2022-2023 STRATEGIC PLAN & GOALS**

<p><b>Ongoing Goals</b></p>	<p>1. Use the Commission’s SWOT analysis to develop strategies to implement policies that support Homer’s quality of life.</p>
	<p>2. Keep our ears to the ground and seek out areas of "lack." Confer with Julie about communicating with City Council and advising them on ways to overcome barriers- "the nexus of economic goals."</p>
<p><b>Near Term Goals</b> &lt; 6 Months</p>	<p>1. Familiarize with smart growth principles and best practices, and also green infrastructure concepts. Have these in our toolbox when development decisions come our way for consideration.</p> <p><i>Task:</i> Staff to provide smart growth resources.</p> <p><i>Task:</i> Promote energy resiliency through diversity and efficiency. Invite a speaker to talk about energy as that impacts cost of doing business and cost of living. (Perez)</p>
	<p>2. View economic development through the lens of balancing growth with quality of life.</p> <p><i>Task:</i> Create an EDC Mission statement as a guiding principle for what the EDC does.</p> <p><i>Task:</i> Define positive economic development, and what is the role of the EDC is in balancing growth and quality of life.</p> <p>(Perez volunteered, first quarter 2023)</p>
	<p>3. Housing: affordable short and long term housing. Seasonal workers, general work force, seniors, etc. affordable year round housing. (Marks)</p> <p><i>Task:</i> Stay engaged with the City for all housing conversations</p>
	<p>4. Present an annual report of EDC accomplishments to the City Council</p> <p><i>Task:</i> Approve memo to Council, read accomplishments to Council</p>
	<p>5. Have a conversation with the Chamber of Commerce about other economic development beyond tourism. How can the City and the Chamber work together to promote quality of life, and economic development for industries other than tourism, including messaging?</p> <p><i>Task:</i> Have a work session with the Chamber</p>
<p><b>Mid Term Goals</b> 1 - 3 Years (2022 – 2025)</p>	<p>1. BR&amp;E – review annually and plan for a new report (5 year mark is 2022-2023) <i>Opportunity:</i> Consider a funding request for the FY 2024-2025 budget</p>
	<p>2. Downtown vitalization momentum and wayfinding/streetscape plan</p> <p><i>Status:</i> Wayfinding and Streetscape work ongoing through 21 and implementation activities in 2022-2024</p> <p><i>Task:</i> Participate in the Transportation Plan, focusing on a walkable town with greenspace and connected business districts</p> <p><i>Longer term:</i> Consider storefront/Downtown and landscaping improvement program</p>

	<p>3. Economic resiliency planning.</p> <p><i>Opportunity:</i> EDC provide suggestions to KPEDD on the business tool box. EDC promote tool box to community.</p> <hr/> <p>4. Assess jobs training needs, workforce development, availability of workers and workforce supports including child care, housing.</p> <p><i>Opportunity:</i> Invite KBC Director Reid Brewer as speaker, how does the college make course offering decisions? How is work force development part of the planning? What does the KBC Advisory Board do?</p> <p><i>Opportunity:</i> Invite 9-Star to make a presentation</p> <p><i>Opportunity:</i> Brief survey to businesses and employees on their needs.</p>
<p><b>Long Term Goals</b> 5 Years or More (2025+)</p>	<p>1. Multipurpose community center (HERC)</p> <p><i>Status:</i> Scoping study has been funded. Demolition of the smaller building has been funded; tear down planned in 2023.</p>

**OVERALL EDC DUTIES AND RESPONSIBILITIES**

The Economic Development Advisory Commission will act in an advisory capacity to the City Manager and the City Council on the overall economic development planning for the City of Homer in accordance with Homer City Code Chapter 2.76; [www.codepublishing.com/AK/Homer](http://www.codepublishing.com/AK/Homer). The EDC also assists with official City planning documents including the following:

- Kenai Peninsula Economic Development District (KPEDD) – Regional Comprehensive Economic Development Strategy (link will bring you to all KPEDD reports): <https://kpedd.org/reports>
- Homer’s Comprehensive Economic Development Strategy (CEDS): [www.cityofhomer-ak.gov/economicdevelopment/comprehensive-economic-development-strategy](http://www.cityofhomer-ak.gov/economicdevelopment/comprehensive-economic-development-strategy)
- Business Retention and Expansion Survey Report (BR&E): <https://www.cityofhomer-ak.gov/economicdevelopment/2017-business-retention-expansion-survey-report>
- Homer Comprehensive Plan: <https://www.cityofhomer-ak.gov/planning/comprehensive-plan>

**DUTIES OF COMMISSION/STAFF**

Commissioners

- Attend City Council meetings as assigned.
- Attend work sessions and training opportunities.
- Come prepared to make a motion for action at meetings, or ask staff before the meeting for more information.
- Communicate with City Council members to gain support on EDC-related projects that need sponsorship at the Council level.

Staff (Julie Engebretsen)

- Aid the Chair in setting the agenda.
- Compile packet material from commissioners, write backup memos, and submit to Clerk.
- Provide information on items the commission needs to review annually.

- Inform the Commission of City Council actions and discussion of economic development related issues.

Clerk's Office

- Aid Staff in compiling packet materials and print/distribute them to the Commission.
- Aid Staff and Chair in setting the agenda.
- Tracking yearly items such as reappointments and elections.
- Help the Commission learn to be more efficient and effective in their meetings.
- Support the Commission's ability to communicate with the Mayor and City Council (through Memorandums, Resolutions, and Ordinances).

## ECONOMIC DEVELOPMENT ADVISORY COMMISSION 2023 Calendar

	AGENDA DEADLINE	MEETING	CITY COUNCIL MEETING FOR REPORT*	ANNUAL TOPICS/EVENTS
<b>JANUARY</b>	Wednesday 1/4 5:00 p.m.	Tuesday 1/10 6:00 p.m.	Monday 1/23 6:00 p.m. <a href="#">[Arevalo]</a>	<ul style="list-style-type: none"> <li>• City Budget Review/Develop Requests *may be n/a during non-budget years</li> <li>• Land Allocation Plan Review</li> <li>• KPEDD Industry Outlook Forum</li> </ul>
<b>FEBRUARY</b>	Wednesday 2/8 5:00 p.m.	Tuesday 2/14 6:00 p.m.	Monday 2/27 6:00 p.m. <a href="#">[Gamble]</a>	<ul style="list-style-type: none"> <li>• KPC Job Fair</li> </ul>
<b>MARCH</b>	Wednesday 3/8 5:00 p.m.	Tuesday 3/14 6:00 p.m.	Tuesday 3/28 6:00 p.m. <a href="#">[Perez]</a>	<ul style="list-style-type: none"> <li>• Clerk Reappointment Notices Sent Out</li> <li>• Update from Public Works Director</li> <li>• KPEDD CEDS Review</li> </ul>
<b>APRIL</b>	Wednesday 4/5 5:00 p.m.	Tuesday 4/11 6:00 p.m.	Monday 4/24 6:00 p.m. <a href="#">[Perez]</a>	<ul style="list-style-type: none"> <li>• Terms Expire April 1<sup>st</sup></li> <li>• Advisory Body Training Worksession</li> <li>• Election of EDC Officers</li> </ul>
<b>MAY</b>	Wednesday 5/3 5:00 p.m.	Tuesday 5/9 6:00 p.m.	Monday 5/22 6:00 p.m. <a href="#">[Cherok]</a>	<ul style="list-style-type: none"> <li>• Comprehensive Plan Review</li> <li>• Annual Review of Commission's Policies</li> </ul>
<b>JUNE</b>	Wednesday 6/7 5:00 p.m.	Tuesday 6/13 6:00 p.m.	Monday 6/26 6:00 p.m.	
<b>JULY</b>	No Regular Meeting			
<b>AUGUST</b>	Wednesday 8/2 5:00 p.m.	Tuesday 8/8 6:00 p.m.	Monday 8/14 6:00 p.m. <a href="#">[Pitzman]</a>	<ul style="list-style-type: none"> <li>• Capital Improvement Plan Review</li> <li>• Update from Public Works Director</li> </ul>
<b>SEPTEMBER</b>	Wednesday 9/6 5:00 p.m.	Tuesday 9/12 6:00 p.m.	Monday 9/25 6:00 p.m. <a href="#">[Pitzman]</a>	<ul style="list-style-type: none"> <li>• Workforce Development Speaker</li> </ul>
<b>OCTOBER</b>	Wednesday 10/4 5:00 p.m.	Tuesday 10/10 6:00 p.m.	Monday 10/23 6:00 p.m.	<ul style="list-style-type: none"> <li>• Annual Review of EDC's Strategic Plan/Goals &amp; BR&amp;E</li> </ul>
<b>NOVEMBER</b>	Wednesday 11/8 5:00 p.m.	Tuesday 11/14 6:00 p.m.	Monday 11/27 6:00 p.m.	<ul style="list-style-type: none"> <li>• Chamber's Annual Presentation to EDC</li> <li>• Approve Meeting Schedule for Upcoming Year</li> </ul>
<b>DECEMBER</b>	No Regular Meeting			

\*The Commission's opportunity to give their report to City Council is scheduled for the Council's regular meeting following the Commission's regular meeting, under Agenda Item 8 – Announcements/ Presentations/ Borough Report/Commission Reports.