

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING



MINUTES

TUESDAY, FEBRUARY 16, 2016 - 5:30 PM
CLEARWATER CONFERENCE ROOM

Committee Members: Mayor Pro Tem Don Britain, Councilman Bob Parks, Councilman John Trumbo
Staff: Marie Mosley, Terry Walsh, Greg McCormick, Emily Estes-Cross, Rohana Carmichael

Committee Work Plan:

The draft committee work plan for 2016 was proposed, to include updates on quarterly recruitment activities and partnerships; and discussions on sustainability program, Council goal areas, marketing and other economic development efforts. The Planning Department will be updating the work plan with additional information at the March PED meeting. Input from committee members was requested, and it was agreed to move forward with the work plan.

TRIDEC Agreement Review and Concurrence:

The contract the City will potentially propose to TRIDEC was reviewed. The City has set 4 major performance areas with measurement goals for each:

1. Recruitment: With a focus on small industrial light manufacturing companies.
2. Marketing/outreach and communications: Attraction of retail and TADZO specific prospects.
3. Client tracking system/measurements and reporting: Report outreach, recruitment and outcomes.
4. UGA expansions: Provide support to Kennewick for expansion of the Urban Growth Area.

Councilmen discussed the need for TRIDEC to take a leadership role in moving the UGA forward, and agreed to allow staff to propose the agreement to TRIDEC.

Sustainability:

The Sustainability Program is one of the goals to bring to Council later this year.

- The guiding principles for the Sustainability Program were introduced and feedback from the Councilmen was requested.
- Councilman Trumbo suggested having a discussion on the City's community vision to solidify the guiding principles. Greg McCormick stated the Comprehensive Plan update process will be addressing this and can be incorporated into the Sustainability Program.
- Every City has a different definition of sustainability.
- Committee members will give feedback on the program prior to the next meeting.

Recruitment:

An overview of Economic Development Department recruitment efforts was given.

- Category outreach/marketing focusing on craft beverage, grocery store, and small industrial/light manufacturing potential property identification, recruitment materials, trade shows and prospecting

- Opportunity Center attraction including Southridge lifestyle mall feasibility, property and development prospects; and Columbia Gardens and Willows mixed use developer prospecting and marketing
- Zoom Prospector: Post target and known vacancies not represented by brokers
- Public Private Partnership: Seek funding solutions for projects that fill marketplace needs
- Downtown Revitalization/ABC/BBRR, including Restaurant Incentive Grant, incubator development support, infrastructure issue support for property owners/stakeholders
- Marketing: Website and social media updated to reflect recruitment efforts

Other Business/Updates: None reported.

Next meeting: Tuesday, March 15, 2015