

# PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING



## MINUTES

FRIDAY, APRIL 15, 2016 - NOON  
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

**Guests:** Dan Smith and Russel Del Gesso, Historic Downtown Kennewick Partnership (HDKP)

### Entrepreneurship

- **Incubator development status:** HDKP will not be developing an incubator, therefore a new partnership is being sought to locate a startup or co-working space in the downtown area, reported Emily Estes-Cross. Since the concept of growing the economy and jobs from within has proven itself in Kennewick, and locally grown companies feature entrepreneurs already loyal to the area, the concept is worth pursuing. The money set aside for renovations to the HDKP site allocated from the America's Best Communities contest is being held in the ABC account to assist with an endeavor. An ideal space is within walking distance to restaurants and gathering spaces, to accommodate the demographic and psychographic profile of the target entrepreneur. Since many businesses that graduate from a co-working space wish to stay in the same area, it needs to be in an affordable area of town.
- **Food Trucks:** The city has received interest in creating food truck plazas, reported Emily Estes-Cross. Mobile food vendors are no longer a trend, growing at over 9% yearly around the nation, because they're considered a smart entry-level micro business into the high-risk/high cost restaurant industry. They would meet a need in certain commercial neighborhoods that don't have many restaurant choices and could be complimentary to craft beverage businesses. Committee members agreed it would be worth reviewing existing city food truck codes, researching other communities that are food truck friendly, and developing guidelines that would support attractive food truck clusters that don't become unsightly fixtures.

### Recruitment

- 5 breweries attended the February 20 "Brewer's Tour" event, hosted by the city prior to the Beer & Bacon Festival at the Convention Center. They toured potential sites at Columbia Center, Southridge, Downtown and got a glimpse of Vista Field. Qualified prospects include partners who brew in their residential garage (need bigger space if they're going to expand distribution); and established brewery who needs bigger production space to meet demand. Other breweries expressed interest in tasting rooms. All breweries keen on shared space model, such as craft brew village next door to wine village.
- Grocery prospecting: Provided local commercial brokers with update grocer marketing info for target prospecting. West Kennewick properties suitable for a grocery store were discussed.
- The availability of the Tri-City Herald building was discussed. Since the more than 45,000 sf office and nearly 50,000 sf warehouse space is too large for the current staff at the Herald, the building is for sale for \$4 mil. The Herald will either lease back from new owners or relocate. A large employer to fill the space would be a great asset for downtown redevelopment efforts.

## **Downtown Update**

HDKP Executive Director Dan Smith provided a Main Street first quarter 2016 update:

- Meier Engineering Architecture moved its 50 employees downtown; the Squeaky Door opened in 300 block of Kennewick Ave with 2 FTEs; My Life Repurposed brought in 1.5 FTEs; Liberation Bike Shop located on 1<sup>st</sup> Ave; and Bergan's Timeless Treasure on Kennewick Ave expanded. Zinful closed, but retains ownership of the Kennewick Ave building and has leads on potential tenants.
- Private investment totaled at least \$700k (Meier spent about \$650k with local vendors to enhance space).
- Used 290 volunteer hours, 31 volunteers in first quarter.
- Realized a 20% increase in membership so far this year. Goal for year is 100 members. Currently at 85. There will be a one-day special on membership during the Downtowner Banquet in May.
- 2016 activities confirmed so far:
  - Discover the Charms (28 participants). Buy bracelet for \$5 from HDKP, visit 28 businesses to get charms.
  - Classy Chassy Car Show. Expect over 200 cars this year (same as past), 10 vendors, poker run on Friday, poker walk on Saturday, giveaways and raffles.
  - Farmer's Market starts June 2, every Thursday 4-8p. It's still early for vendors to sign up. Goal is to have 20-30 vendors. This meets the core mission of HDKP by bringing people into downtown.
  - The Downtowner Banquet is May 24. There will be no live auction, and more table sponsors are being sought to reduce the burden on the event organizers.
- 4 E Columbia Dr building update: HDKP decided not to pursue incubator for the space. Though the organization believes it's something the city needs and they want to support it, the Board of Directors decided the 4 E Columbia Dr building would best be suited to lease to single business. An incubator would stretch volunteer committees too much to provide the support service that an incubator really deserves. Within the state Main St program, HDKP is the only organization that owns a building, and they're proud of that.
- RFP for traffic box at Columbia Dr/Washington: No artists submitted renderings. Design Committee might find another source for art, work with Arts Commission.
- Hired a program and event coordinator, Felicia, who is well known in wine industry for event management and marketing experience.

## **Bridge to Bridge River to Rail**

- Greg McCormick reported a preliminary draft of mixed use zoning from the Port of Kennewick has been received, and the staff will review and determine if code revisions are necessary to implement in the area.
- Terry Walsh reported the Port of Kennewick's construction of the wine village is being rebid, hopefully this August. The infrastructure portion of the project will start after the civil work has been completed.
- Terry Walsh reported the city and port are moving forward in partnership with Columbia Basin College, and currently working on the structure of the partnership.
- Russel Del Gesso reported the HDKP Economic Restructuring Committee is reviewing the adopted plan to determine which projects they can champion on their own or propose to complete in partnership with COK. They will be reaching out to possibly create a joint task force of the HDKP and city to discuss moving plans forward.

**Other Business**

Sustainability: Councilman Britain requested the guiding principles of the draft sustainability program be presented at workshop for full council discussion.

**Next Meeting:** Tuesday, May 17, 2016