

ECONOMIC DEVELOPMENT BOARD

August 16, 2018 Meeting

The Economic Development Board met on August 16, 2018. The following people were in attendance:

Board Members	Staff	General Public
Diane White Les Anderson John Hanstad John Russell Michael Gianunzio	Patricia Love, CDD	Megan Johnson Kathy Boyd Kathleen Shepro Steve Shepro

Absent:

Jose Amado

Review Minutes of July Meeting

The minutes were reviewed and accepted as written.

Rules of Procedure

The Economic Development Board was established in 2014 to act as a liaison group between the business community and the City. Resolution 2014-04 established an initial four (4) year Board term after which its effectiveness was to be evaluated and reconvened for a longer term as determined by the City Council. The initial four (4) year term expired on March 27, 2018. Staff notified the EDB that the Council Community and Economic Development Committee recommended that the Resolution be renewed for an additional four (4) year term and be added to the next Council meeting agenda. [The City Council subsequently renewed the Board for an additional four year term.]

The Board discussed the preparing simple, semi-formal, rules of procedures addressing attendance, voting, and work plans. Staff will prepare a draft for the Board's consideration at the September meeting.

Hotel / Motel Study

The City has worked on several economic development plans over the past 10 years. One initiative in those plan is to solicit and locate a chain or boutique hotel in the city to serve the many specialty events and future sports tournaments. The Board agreed to review the results of the Hotel/Motel Study, form an ad-hoc committee to do research and outreach to various hotels, and prepare an action plan on how to move forward. Staff will find the latest version of the study and add the topic to the next meeting agenda.

Sign Code Update

One of the items on the Planning Commission's work plan is to revisit the sign code as it relates to off-premise directional signage. Businesses along 94th Drive and 270th Street NW are having difficulty attracting customers as they have no direct frontage on SR 532 or 271st Street NW. The Board discussed the desire to maintain the City's aesthetics by limiting the number and location of "A" boards in the City. The Board was however supportive of using the City's Snow Goose directional signs as one tool to help local businesses improve their visibility to the public. Another option discussed was allowing other businesses with monuments sign lease space to businesses that want additional signage. Staff will share these ideas with the Planning Commission and begin formulating a plan to move forward on the issue.

Other General Updates

The Board would like to discuss floodplain issues and how it affects development in the downtown to future meeting agendas.