Council Economic Development Committee

2nd Floor Conference Room
City Hall

April 26, 2018

1:30 p.m.

Members:	**Staff:**	**Others:**
Councilmember White	Ana Cortez, Assistant City Manager	Maria Rodriguez
Councilmember Cousens	Joseph Calhoun, Planning Manager	Jonathan Smith
Councilmember Gutiérrez	John Carney, Information Systems Manager	John Cooper
	Cally Price, Assistant to the City Manager	Greg Lybeck
		Nick Guy
		Josh Wesselius

Executive Minutes

White called the meeting to order.

1. **Minute Approval:**
   The March 22, 2018 meeting minutes were reviewed. Gutiérrez motioned to accept the minutes as presented and Cousens seconded the motion. The minutes were approved unanimously.

2. **Discussions:**
   a. Update on Kittitas County Port District vote

      Cortez distributed copies of the Kittitas County Elections outcome on Proposition No. 1 – Port District and summarized the results. Roughly, 74% of residents were against the port district and about 25% supported a port district. There was only a 30% voter turnout for this election cycle.

      Smith stated that he did not see any advertising or promotion in Kittitas County on port districts and their benefits. He provided some background information on when Yakima had a port district on the ballot in 1988 and 2002. Both times about 35% of the voters supported a port district.

      There was discussion about what steps should be taken if Yakima were to consider adding a port district to a future ballot. Suggestions included:

      - Put on the ballot during a presidential year cycle
      - Have a website showing the benefits, what it is, etc.
      - Education and promotion will be very important

Cortez suggested that we look at port districts that have been successful to see the campaign materials, timelines, promotions, work plans, consultants used, costs, etc. Gutiérrez suggested that we act on this soon if we want it on the 2020 ballot so promotion and education can begin in 2019.

b. Identify deliverables for South Korea trip

Cortez reviewed the timeline and Greg Lybeck provided additional information on the trip. The City and CWSF are coordinating gifts for the trip and will also have print materials for distribution. Cousens will be blogging with the Yakima Herald while on the trip so people know what's happening. Outcomes should be to learn more about South Korea, educate their officials on Yakima, and explore Sister City relations.

c. Creative District update – visit with Annette Roth

White reported that Annette Roth with ArtsWA as in town for a site visit and discuss the process for obtaining a Creative District designation. The Arts Commission has offered to step up and lead the application process. White anticipates having something from the Arts Commission in the next few weeks.

Cousens suggested that the trolley be added as part of the history of Yakima.

d. Wireless in parks

Carney reported that he is working with a few vendors to obtain quotes for wireless communications. He will start with Miller Park since it has most of the equipment in place.

Committee members agreed that the wireless communication should be turned off when the parks close.

Gutiérrez suggested that this item should go to the Healthy Communities and Neighborhood Building Committee and Cousens agreed.

Noel Communications representatives Nick Guy and Josh Wesselius provided feedback and knowledge from previous experience where wireless was available to the public.

e. Update on Truck Routes

Calhoun reviewed some of the items from the previous meeting.

Committee members would like staff to continue working on the ordinance and bring a draft back for review. Fees should be included in the ordinance.

f. Strategic Plan discussion

Council members agreed to have a discussion and will report back to the Committee at the May meeting.

g. Center for Creative Land Recycling discussion

Cortez suggested contacting other cities to collaborate on this as they could benefit from this discussion.

Gutiérrez motioned that this discussion be forwarded to the full Council for consideration and Cousens seconded the motion. The motion passed unanimously.

3. **Economic Development reference materials**

   The New York Times article – Tucked into the Tax Bill, a plan to help distressed America

   Opportunity Zones: A new incentive for investing in low income communities

4. **Other business**

   No other business items were discussed.

5. **Future agenda items**

   Strategic Plan update
   Conduit and fiber assets
   Creative District
   Truck Routes

6. **Audience Participation**

The next meeting is scheduled for May 24 at 1:30 in the 2nd Floor Conference Room.

Jason White, Chair