

Council Economic Development Committee

2nd Floor Conference Room
City Hall

December 20, 2018

1:30 p.m.

Members:

Council member White
Council member Gutiérrez

Staff:

Cliff Moore, City Manager
Ana Cortez, Assistant City Manager
Steve Groom, Finance Director
Rob Peterson, Airport Director
Joan Davenport, Community Development Director
Sara Watkins, Senior Assistant City Attorney
Cally Price, Assistant to the City Manager

Others:

Luz Gutiérrez
John Cooper
Jonathan Smith
Jerry Mallen
Collette Keeton
Sara Allen
Greg Lybeck

Executive Minutes

White called the meeting to order.

1. Review draft minutes from November 15, 2018 meeting:

The November 15, 2018 meeting minutes were reviewed. Gutiérrez motioned to accept the minutes as presented and White seconded the motion. The minutes were approved as presented.

2. Discussions:

a. Strategic Priorities per Plan

i. Main arterial development – nothing to report

ii. Downtown Plaza

Cortez provided a short background on the plaza and stated the committee and council need to determine, what, if any next steps the committee would recommend now that the plaza vote has been taken and the City is not moving forward with the downtown plaza.

Groom provided some financial background and indicated that finance will continue pursuing revenue options, monitoring income, limiting expenses, and advocating for new revenues. The City needs to provide a healthy environment for businesses to survive.

Cortez reminded the members that the Council needs to go through the policy issues of the Downtown Master Plan and frame its future discussion. The keys to the Downtown Master Plan are addressing what's, how's, and why's.

What – how the downtown can be vibrant, providing streetscape and sidewalks, developing strong retail strategies and making it walkable.

How – need input from stakeholders, use downtown as an economic development agent, modify land uses, create business modules, increase circulation, and offering projects.

Why – address parking concerns, physical components and reasons for people to want to be there.

White stated that tree removal is happening in the downtown area and identifying other streets that need to be addressed (tree removal, street repairs, etc.). He wants to know what work is underway so we can address the basic needs before identifying next steps of the Downtown Master Plan.

Gutiérrez supports the infrastructure needs, however, would like clarification on the Downtown Master Plan projects. Specifically she would like the Downtown Master Plan to address land uses to restrict the number of financial institutions in the central business district. She believes that reducing the number of lanes on Yakima Avenue from four lanes to two should be explored.

White asked that street grade criteria be discussed at the January 12 City Council strategic planning session.

- b. Economic Development Plan
 - i. Community Pride – nothing to report

- c. Competitiveness
 - i. Private sites – nothing to report
 - ii. City sites – nothing to report
 - iii. Mill site – nothing to report
 - iv. Public Port Authority – nothing to report
 - v. Incentives – nothing to report
 - vi. Education Alignment – nothing to report
 - vii. YKM

Peterson reviewed an airport PowerPoint and discussed how the airport can be used as an economic development agent for the City. It creates economic impact through the use of airlines, car rentals, and businesses around the airport property. This item will be discussed further at the January meeting.

- viii. Convention Center – nothing to report

- d. Traded Sector
 - i. YKM – nothing to report
 - ii. Clusters – nothing to report

- e. Council policy requests
 - i. Vacant Building Ordinance – DELAYED UNTIL JANUARY
 - ii. Central Washington State Fair Report on Goals to increase use of Sundome


Greg Lybeck distributed a PowerPoint regarding the Sundome, the number of events, hotel nights generated, and economic impact generated by events at the Sundome.

3. Staff and Partner Announcements

Nothing to report

4. Future agenda items

5. Audience Participation



Jason White, Chair