

Council Economic Development Committee

2nd Floor Conference Room
City Hall

January 24, 2019

1:30 p.m.

Members:

Council member White
Council member Coffey
Council member Cousens

Staff:

Sara Watkins, Senior Assistant City Attorney
Rob Peterson, Airport Director
Scott Schafer, Public Works Director
Glenn Denman, Building Official
Cally Price, Assistant to the City Manager

Others:

Luz Gutiérrez
John Cooper
Jonathan Smith
Jerry Mellen
Verlynn Best
Andrew Holt
Joe Mann

Executive Minutes

White called the meeting to order.

1. Review draft minutes from December 20, 2018 meeting:

The December 20, 2018 meeting minutes were reviewed. Cousens motioned to accept the minutes as presented and Coffey seconded the motion. The minutes were approved as presented.

2. Discussions:

a. Strategic Priorities

i. Review new strategic direction approved by Council 1/12/19

The City Council met on January 12 to update its strategic priorities for the year. The primary change for the Economic Development Committee was replacing the downtown plaza with downtown destination. This item will be added to future agendas.

b. Economic Development Plan - nothing to report

i. Competitiveness

1. Private sites – Smith reported that some private properties have been added to the opportunity zones website for individuals or businesses looking to expand in Yakima.
2. City sites – Smith reported that three airport sites were added to the YCDA online GIS property database.
3. Mill site – Watkins provided an update on the mill site.

4. Public Port Authority – Smith reported that the Chamber is hosting a lunch in March to talk about Port Districts. Best will send an invite and more information when it's available.
5. Incentives – Smith reported that a sales tax incentive for developers may be introduced in the legislature again this year. Developers in Yakima took advantage of this opportunity in the past. City staff will contact City's lobbyists to see if this is something they are tracking.
6. Education Alignment – Smith reported that the committee has been working on a directory of all career education programs in the valley and will be releasing it soon.
7. YKM –
8. Convention Center – Cooper provided an update on the Convention Center expansion. The selection committee should have a firm selected in March.

ii. Traded Sector

1. YKM – Peterson reported that there were 144,000 in/out bound passengers that traveled through the Yakima Airport in 2018. This number mirrors 2017. Alaska Airline is offering the fourth flight through March, will drop a flight in spring, but add the fourth flight back in summer.

Staff is working with a marketing agency on the FLYYKM campaign. Currently there is about \$80,000 grant funds left for marketing of the Airport. Union Gap was the only jurisdiction that offered to contribute to the marketing efforts and included money in its 2019 budget to assist.

Peterson provide a quick overview on some of the capital projects needed at the airport and stressed the importance of regional support.

White asked for an update on the recent article about CWU expanding its program in Yakima. Peterson reported that staff will be meeting with CWU representatives in the near future to talk about logistics. The final report is due the end of February.

2. Clusters – Smith reported that YCDA is participating in various agriculture and food processing and packaging trade shows.

iii. Community pride – nothing to report

Coffey asked that staff update the Economic Development Strategic Plan matrix and bring it to the next meeting.

c. Council policy requests

i. Vacant Building Ordinance report from Sara

Watkins distributed and reviewed a spreadsheet showing other cities regulations on vacant buildings. Committee members openly discussed what other cities do and requested that Watkins contact Everett regarding their

fees and that staff work with DAY to create a list of vacant properties in the DYBID. Cooper suggested that the Arts Commission be included in the discussion.

3. Staff and Partner Announcements

- a. Utility pole use for cell facility – report from Sara
Watkins reported that the City does not currently have any regulations regarding wireless facilities and asked that the Committee authorize the planning commission to review regulations and make recommendations to the full Council. Developing wireless facility regulations will allow smaller companies an opportunity to compete with the larger companies.
- b. Shipping container ordinance proposal – report from Glenn
Denman read his January 24, 2019 memo (included in the packet). Committee members asked that staff prepare a draft ordinance for Committee members to review at the next meeting. White asked staff to determine if the shipping containers at the Holiday Inn were permitted or are in the clear view area.
- c. Pavement Condition Index – report from Scott
Schafer gave an overview of what the pavement condition is, how streets are identified, and reviewed the 2015 list of streets (latest data available). Some streets on the list have been identified as part of a project and will be fixed when the project work is being completed. The City is considering hiring a consultant in 2020 to update the PCI list but the cost is \$80-100,000 and needs to be budgeted. White would like to have development standards be defined for the downtown core. If the Committee's focus is making the downtown a destination then there needs to be standards for the businesses/property owners. Coffey asked staff to work with DAY to develop a plan to bring back to the Committee at the next meeting.
- d. RECON Convention May 19-22, 2019 in Las Vegas
Committee members agreed Yakima would not have a booth at the RECON Convention this year.
- e. Entertainment Facilities Conference May 16-17 in San Diego
Committee members did not think this conference would be appropriate for staff/council.

Holt added that the National Main Street Conference will be held in Seattle this year. Discounted rates are available for elected/appointed officials. The dates are March 25-27. This item will be added to the February 5 City Council agenda for discussion under committee reports.

4. Future agenda items

- a. Review updated Economic Development Strategic Plan timeline
- b. Downtown destination
- c. Fulcrum presentation
- d. Everett abandoned/vacant building ordinance fee
- e. Shipping container ordinance
- f. Inventory of vacant building/lots in DYBID
- g. Filling gaps – information from Holly
- h. Develop downtown infrastructure criteria

5. Audience Participation

Joe Mann suggested that Fulcrum present at the next meeting to talk about some of the projects they are working on.

Mellon stated that the vacant building ordinance is a very good but needs to be very strong. He also suggested that there needs to be easier ways for landlords to get people out.

Best suggested that staff look at what Portsmouth, Virginia did to deal with abandoned buildings/properties and how they developed affordable housing.

Holt stated that DAY has its monthly meeting on February 5 and will be sharing the 2018 year-end report.

Jason White by
Jason White, Chair *at Rice*