

Council Economic Development Committee

2nd Floor Conference Room
City Hall

August 1, 2019
1:30 p.m.

Members:	Staff:	Others:
Councilmember White	Sara Watkins, Sr. Assistant City Attorney II	John Cooper
Councilmember Cousens	Scott Schafer, Public Works Director	
Councilmember Gutiérrez	Cynthia Martinez, Sr. Assistant City Attorney II	
	Rosalinda Ibarra, Administrative Assistant	

Executive Minutes

White called the meeting to order at approximately 1:30 p.m.

1. Review draft minutes from June 27, 2019 meeting:
The June 27, 2019 meeting minutes were reviewed. **Cousens motioned, seconded by White**, to approve the minutes as presented. Motion carried unanimously.
2. Discussions:
 - a. Downtown destination / Downtown Master Plan – Watkins provided examples of pedestrian malls from various other cities and shared why some were successful: located in areas with populations under 100,000; are near a major tourist destination or university, designed to be small, variety of mixed uses and activities, efficient public transportation system, extensive nearby parking. City Council asked that staff reconvene the group of interested parties that worked on the original Downtown Plan to assess the validity of the plan. The Committee further proposed that Trevor Martin and/or Colleda Monick facilitate the implementation committee meetings. Watkins recommended that the Committee review the examples provided and select a favorable option so staff can research and provide further specific information. An update will be available for the September meeting.
 - b. Economic Development Plan
 - i. Competitiveness
 1. Private sites – no report
 2. City sites – no report
 3. Mill site – no report
 4. Port Authority – On behalf of Verlynn Best, John Cooper reported that the group reconvened for an information gathering session and discussed pros and cons of a port authority concept. Their next meeting will take place in the fall. Cousens encouraged the group to invite representatives from the Sunnyside Port Authority.
 5. Incentives – no report
 6. Education alignment – Jonathan Smith reported via e-mail that progress has been made on getting the high school career based classes online. He provided a website link to preview that database: www.chooseyakimavalley.com/high-school-career-classes/
 7. YKM – no report
 8. Convention Center – Cooper shared preliminary renderings of the Convention Center renovations. He described in detail illustrations of the refined design schematics. And noted that scheduled event holders have been notified of the construction impacts; however the

timeline for construction is weather dependent. In regards to hotel expansions, Cooper mentioned that, other than minor renovations, he is not aware of any full hotel expansions for the Red Lion Hotel in the near future.

ii. Traded Sector

1. YKM – no report
2. Clusters – Watkins requested additional clarification on what to report for this topic. Jonathan Smith will be asked to provide any updates at the next meeting. White also requested an update from the Fulcrum incubator group.

- iii. Community Pride – the Community Integration Committee (CIC) Final Report to City Council was provided. It outlines data collected and strategies related to community pride. An extended in-depth discussion ensued about previous outreach and events that were accomplished by the original sub-committee such as highlighting business profiles and announcements greeting arrivals at the Yakima Airport. And it was recommended to continue some of those activities and promote them using a defined and consistent theme. Watkins suggested that the CIC look at the internal promoting and another group review the economic development aspect. Staff will coordinate a regroup of the sub-committee and include past members as well as new ones. **Gutierrez motioned, seconded by White**, to recommend to the full City Council that Holly Cousens be appointed to the community pride group. Motion carried by unanimous vote. The Committee will review the objectives of the Economic Development Plan at their next meeting.

3. Staff and Partner Announcements

- a. Arts Districts/Creative District – Heath Lamb will be presenting at the next meeting on August 22nd. Cooper announced a cultural conference taking place in October. Further details will be shared among staff and committee members who are interested in attending.

4. Future Agenda Items -

- Review portion of the Downtown Destination Plan that need to be addressed
- Update from Community Pride sub-committee group
- Vacant buildings registry draft ordinance
- Update from Fulcrum incubator group

5. Other Business – Cousens announced that South Korea will have a delegation attending the Yakima Sunfair Parade in September. Students will be performing during the parade. Watkins to contact DAY regarding walking tours of vacant buildings downtown. White expressed interest in the possibility of utilizing airport property as a site for a low barrier shelter. Watkins responded that there are restrictive limitations for residential uses in the Airport Overlay zone. Further research and information will be gathered and provided at the next meeting. State Employment Security Department to present information on employment and job growth data for the September meeting.

6. Audience Participation – none noted.



Jason White, Chair