



**CITY OF EDGEWOOD
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING AGENDA**

Monday, February 3, 2025 – 6:00 PM ♦ City Hall – 2224 104th Avenue East ♦ Edgewood, WA

Meeting Link: <https://zoom.us/j/92275379112>

- 1. CALL TO ORDER**
- 2. CONSENT AGENDA:** *All matters listed under Item 2, Consent Agenda, are considered routine in nature and will be enacted by one motion. Individual discussion of these items is not planned. A member, however, may remove any item to discuss as an item for separate consideration under New Business.*
 - A. January 6, 2025 Meeting Minutes**
- 3. CITIZEN COMMENT PERIOD:** *Reserved for the public to comment on items not on the agenda. The Board may invite additional public comment on agenda items noted for discussion later in the meeting.*
- 4. ITEMS OF BUSINESS**
 - A. 2025 Work Plan**
- 5. STAFF COMMENTS**
- 6. BOARD MEMBER UPDATES**
- 7. ADJOURN**

This meeting is accessible to persons with disabilities. For individuals who may require special accommodations, please contact City Hall at (253) 952.3299, 24 hours in advance.



**CITY OF EDGEWOOD
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING AGENDA SUMMARY**

Monday, January 6, 2025 – 6:00 PM ♦ City Hall – 2224 104th Avenue East ♦ Edgewood, WA

1 CALL TO ORDER

Chair Wiesenfeld called the meeting to order at 6:01pm.

Present: Andrew Wiesenfeld, Michael Stacey, Steven Weiss, Shawn Olesen, Kelsey Morgan, Michael Pearce (arrived late after roll call)

Excused: Amanda Weidman

Staff Members Present: Senior Planner Dorner, Community Development Director Metzler

2 CONSENT AGENDA:

A. Meeting Minutes of December 2, 2024

Motion: As Read **Action:** Approve, **Moved by:** Commissioner Weiss **Seconded by:** Commissioner Olesen **Motion Passed 4-0**

3 CITIZEN COMMENT PERIOD:

Linda Disney spoke.

4 ITEMS OF BUSINESS

A. 2025 Work Plan

Senior Planner Dorner reviewed the work plan with board members in preparation for their joint meeting with the council in February.

B. Impact Fee Primer

Community Development Director Metzler explained the council expressed interest in having the EDAB review potential alternative strategies to spark retail development such as reduced "per trip" rates for specific land uses.

5 STAFF COMMENTS

Senior Planner Dorner and Community Development Director Metzler discussed future meeting dates, and possible conflicts due to holidays.

6 BOARD MEMBER UPDATES

Steven Weiss, and Chair Wiesenfeld spoke.

7 ADJOURN

Chair Wiesenfeld adjourned the meeting at 7:33pm.

Members of the Economic Development Advisory Board (“EDAB”) serve as volunteers in an advisory capacity to the City Council. They are responsible for studying the economic development needs of the residents, business owners, and potential developers/investors, and for making recommendations to the City Council concerning those needs. The EDAB strives to align with Edgewood’s vision statements for the City as a whole and Town Center specifically, as established in the 2025 Comprehensive Plan. This includes ensuring equitable economic development opportunities for all people with a goal of celebrating diversity, equity, and inclusion in Edgewood.

2025-2026 WORK PLAN (DRAFT)

1) Town Center and Greater Meridian Corridor - Commercial Development

For the 2025-2026 cycle, the EDAB will focus primarily on the commercial development of Town Center and the Greater Meridian Corridor. Our fundamental goal is to help the City recruit, attract, and establish substantial commercial development along the Meridian Corridor to kick-start the 20-year vision for Edgewood and Town Center, as defined in the Comprehensive Plan. The EDAB will do this through the following activities:

a. Recruitment Ambassadors

- i. Invite potential commercial developers or interested parties as guest speakers or observers to one EDAB meeting or City Council Study Session per quarter. EDAB members to coordinate on upcoming guests as part of monthly meeting agendas.
- ii. Advise on advertising/recruiting efforts for substantial commercial development.

b. City of Edgewood Coordination Efforts

- i. Facilitate communication and information-sharing between EDAB, City Planning Commission, City Council, PRAB, and/or potential developers/investors or other stakeholders through:
 1. Current Permits/Proposals - EDAB monthly meeting agenda to include update from the City on Town Center (or other Meridian Corridor) proposals or permits in process
 2. Land Use Map - Beginning in Q2, spend one EDAB meeting per quarter focused on Land-Use map along Meridian Corridor
 3. Parks and Recreation - If necessary, collaborate on at least 1-2 meetings per year with Parks and Recreation Advisory Board or include their members on an invite to EDAB meetings with agenda topics that would be relevant to have a PRAB member there – specifically regarding the Edgewood Community Park on Meridian.

c. Economic Policy Suggestions

- i. EDAB to research 3-5 Washington State cities with similarities to Edgewood and provide detailed economic policy suggestions to the City Council related to capital planning, tax incentives, impact fees, or other related techniques used to attract new investors and developers to the city. EDAB to decide on which cities to research and deadlines for consolidating research and providing suggestions to the City Council.

2) Other Economic Development Activities

For the 2025-2026 cycle, the EDAB has also identified the following as economic development activities that should be maintained or prioritized in tandem with the main priority of commercial development. The long-term goal should be for this section to become the main priority of future EDAB groups because commercial development will already be completed for Town Center and the Greater Meridian Corridor. Regardless, these activities should not be left behind to achieve priority number 1 above and we will track status of these in the same manner over the next 2 years.

a. Business Retention / “Support Local” Initiatives

- i. Edgewood Marketplace (ex. Food truck court/farmers market) – EDAB to work with City on helping make this a reality because it is what the local community wants and it maintains the Edgewood character. Determine if this is feasible separately from other large commercial development projects.
- ii. Support existing businesses – various EDAB members to visit and establish, or leverage already established, relationships with existing businesses to understand what it is like doing business in

Edgewood and bring forward findings to the Board and City staff. Encourage business owners to attend meetings and speak to their business activities, issues, or needs.

- iii. Regional economic development community and events – various EDAB members to attend Pierce County or Fife Milton Edgewood Chamber of Commerce event(s) to help facilitate connections for Edgewood businesses. Provide feedback to city on resources or information that may be helpful on the City website, etc.

b. Edgewood City Marketing & Communications Initiatives

- i. Social media – provide advice on economic development posts (Example - Local business “spotlights” on Instagram or LinkedIn)
- ii. Advise on or help create resources for the public to easily find local businesses (Example – Edgewood Business Map on City Website for residents to find local businesses).
- iii. Help increase public engagement as needed
- iv. Work with City on Placemaking & Wayfinding if needed for Economic Development priorities in 2025-2026 (Example – Edgewood Marketplace)

c. Other Potential Activities

- i. Reevaluate the 2022 EDAB recommendation for a hotel feasibility study
- ii. Home-based businesses evaluation and permitting improvements

3) Council Priorities (as assigned) and EDAB Admin Tasks

a. City Council Requests

- i. Impact Fees - Advise on potential changes to Impact Fees. This will be added EDAB monthly meeting agenda until completed. Also included in main priority item above – see 1c.
- ii. Other tasks as deferred by City Council

b. EDAB Admin

- i. 2025-2026 Work Plan finalization – goal to be approved in February 2025 by City Council
- ii. Implementation Planning – over the next year, develop a more detailed 2-year work plan template (ideally in matrix format) with the above items included. Goal should be to present this template by February 2026. This should establish measurable deliverables, budget goals, and/or status-tracking in order to facilitate better coordination between the Council and EDAB on commercial development priority. Ideally these measurable goals could be assigned out to either an EDAB member, City employee, Council (if necessary for decision), or other stakeholders as necessary to hold members accountable and generate results. See other small city Economic Development work plans as examples.

The below are not specific priorities of the EDAB for 2025-2026, but are examples of discussion topics that may become relevant in coordinating with the Planning Commission, PRAB, or others on the commercial development priority and other economic development activities above.

City of Edgewood Coordination – Potential discussion topics

- Planning for public spaces in Town Center Subarea Plan
- Improve curb appeal, enhance walkability, and increase pedestrian safety along Meridian Corridor
- Continuing to promote parallel road network
- Understanding maintenance responsibilities along Meridian Corridor
- Incorporating Economic Development goals in land use and recreation planning



CITY OF EDGEWOOD ECONOMIC DEVELOPMENT ADVISORY BOARD

Preamble (DEI) Members of the Economic Development Advisory Board ("EDAB") serve as volunteers in an advisory capacity to the City Council. They are responsible for studying the economic development needs of the residents, business owners, and developers/future investors, and for making recommendations to the City Council concerning those needs. The EDAB strives to align with the Edgewood's vision statements for the City as a whole and Town Center specifically, as established in the 2025 Comprehensive Plan. This includes ensuring equitable economic development opportunities for all people with a goal of celebrating diversity, equity, and inclusion in Edgewood.

DRAFT 2025 Work Plan*

1. Town Center and Greater Meridian Corridor Improvement

- a. Provide input for the Town Center Subarea Plan to Planning Commission and City Council relating to planning for public spaces to help facilitate an Edgewood Marketplace through programs of events promoting and "Shop Local" initiatives and goals as they relate to Work Plan Item #5 below.

2. Meridian Corridor Economic Development

- a. Edgewood Market (ex. food truck court/farmers market).
- b. Small retail building incentives.
- c. Enhance walkability and increase pedestrian safety.
- d. Improve Curb Appeal and Safety for pedestrians along the Meridian Corridor.
- e. Re-evaluate the 2022 EDAB recommendation for a hotel feasibility study.
- f. Continue to promote parallel road network.
- g. Place-making and wayfinding
- h. Explore future opportunities and coordination of maintenance responsibilities along the Meridian Corridor

3. Collaborate with the Planning Commission and PRAB

- a. Collaborate with Planning Commission and Parks and Recreation Advisory Board (PRAB) to incorporate Economic Development goals in land use and recreation planning.

4. Comprehensive Plan Update – Economic Development Element

- a. ~~Edgewood has experienced relatively rapid growth and extensive development since the adoption of its last Comprehensive Plan, impacting the City's businesses, residents and the City's service levels. This has brought forward the need to strategically approach economic development to create an environment which will help attract and retain desired businesses that will simultaneously create a sustainable tax base to maintain service levels to residents and businesses.~~
- b. ~~Work with City staff, businesses, and the community to create an Economic Development Element for the City of Edgewood Comprehensive Plan.~~
- c. ~~Develop a vision, goals, and policies for Economic Development in Edgewood to identify a strategic approach to fostering economic development in the community. Implementation measures outline specific actions that can be undertaken to make the community vision for economic development a reality.~~
- d. ~~Use existing studies performed to analyze Economic Development in Edgewood and conduct updated or new studies as needed to provide background for the Economic Development Element.~~
- e. ~~Conduct a business survey to understand what businesses the community wants and needs.~~
- f. ~~Develop a SWOT Analysis to develop strategic plan use findings to attract more businesses to Edgewood.~~

~~g. Conduct public outreach and provide public involvement opportunities for the public, business community, and stakeholders (ex. events, open houses and workshops).~~

a. Implementation Planning

5. Shop Local

- a. Effort connecting Edgewood businesses to the community and being involved in public events and activities.
- b. Create resources for the public to easily find local businesses (Example – Edgewood Business Map on City website for residents to find local businesses.)
- c. Local business ‘spotlights’ in the Edgewood Magazine.

6. Serve as Business Retention and Recruitment Ambassadors

- a. Visit existing businesses to understand what it is like doing business in Edgewood and bring forward findings to the Board and City staff. Encourage business owners to attend meetings and speak to their business activity, ideas, issues, or needs.
- b. Determine if they are looking to expand – if so, can you find another place for them in Edgewood?
- c. If they may be looking to leave – find out why and see what can be done to keep them in Edgewood.
- d. Business recruitment and economic development

7. Promote Diversity, Equity, and Inclusion in recommendations to City Council

8. Increase Public Engagement Efforts

8.9. Council Priorities (as assigned)

* This is a DRAFT work plan. The new or revised items on this work plan have not been approved or authorized by City Council. This DRAFT work plan is subject to change and is not final.