



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

Monday, February 1, 2021, 6 p.m. • Virtual Zoom Meeting
Meeting Link: (<https://zoom.us/j/92275379112>)

1. Call to Order

- a. Attendance *(by presence, not roll call)*
 - i. Position 1: Scott Kilmer
 - ii. Position 2: Andrew Wiesenfeld, Vice-Chair
 - iii. Position 3: Lora Butterfield, Chair
 - iv. Position 4: VACANT
 - v. Position 5: Sandin Grasdalen
 - vi. Position 6: Dawne Swanson
 - vii. Position 7: Jason Neil

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. Agenda Approval or Modifications
- b. Approval of Meeting Minutes for January 4, 2021
- c. Review of Planning Commission Minutes for January

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. Discussion Item(s)
 - i. Edgewood Marketplace
 - ii. 2021 Work Plan
- b. Action Item(s)
 - i. None

5. Staff Comments

6. Board Member Updates

7. Adjourn



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

Monday, January 5, 2021, 6 p.m. • Virtual Zoom Meeting
Meeting Link: (<https://zoom.us/j/92275379112>)

1. **CALL TO ORDER:** Chair Butterfield called the meeting to order at 6:04 p.m.
 - A. **Members Present:** Wiesenfeld; Butterfield; Swanson; Neil
 - B. **Commissioners Absent:** Kilmer; Grasdalen; Position 4 VACANT
 - C. **Staff Member(s) Present:** Darren Groth, CED Director
Emily Arteche, Planning Manager
Evan Hietpas, Planning Technician
 - D. **Others Present:** Mayor Eidinger
Council Member Wise
2. **CONSENT AGENDA**
 - A. **Agenda Approval or Modifications**
 - B. **Approval of Meeting Minutes for December 7, 2020**
 - C. **Review of Planning Commission Minutes for November**
 - i. Wiesenfeld moved to approve, as presented.
 - ii. Neil seconded.
 - iii. The Board voted 4-0 to approve the Consent Agenda.
3. **CITIZEN COMMENT PERIOD:**
 - A. None
4. **NEW BUSINESS**
 - A. **Discussion Item(s)**
 - i. Edgewood Marketplace
 - a. Groth opened and presented the staff report
 - b. Discussion ensued
 - ii. 2020 Work Plan
 - a. No further discussion
 - iii. 2021 Work Plan
 - b. Groth opened, shared a draft plan, and mentioned the process to set the annual work plan
 - c. February 16, 2021 joint meeting with City Council
 - d. Discussion ensued
 - B. **Action Item(s)**
 - i. None
5. **STAFF COMMENTS:** Groth gave an update on food trucks at City Hall
6. **BOARD MEMBER UPDATES:** Chair Butterfield gave an update on the FME Chamber
Wiesenfeld mentioned COVI-19 information on the City website
7. **ADJOURN:** Chair Butterfield adjourned the meeting at 6:48 p.m.



CITY OF EDGEWOOD

PLANNING COMMISSION MEETING MINUTES

Monday, January 11, 2020 – 6 p.m. • Edgewood City Hall – 2224 104th Ave. E

Meeting Held Virtually via Zoom

1. **CALL TO ORDER:** Chair Overfield called meeting to order at 6:00 PM
 - A. **Commissioners Present:** Guillory; Overfield; Wagner; Pincas; Ramirez; Slate
 - B. **Commissioners Absent:** Position 3 is currently vacant
 - C. **Staff Member(s) Present:** Darren Groth, Community and Economic Development Director
Emily Arteche, Planning Manager
Kristin Moerler, Senior Planner
Evan Hietpas, Planning Technician
 - D. **Others Present:** Councilmember Tomyn
2. **CONSENT AGENDA:** Wagner moved to APPROVE as presented, Slate seconded.
Commission voted 6-0 to approve the Consent Agenda.
3. **CITIZEN COMMENTS:** None
4. **PUBLIC HEARINGS:** None
5. **NEW BUSINESS:**
 - A. **Action Items:** None
 - B. **Discussion Items:**
 - i. Town Center
 - a. Hietpas introduced the agenda item and opened the discussion.
 - b. The Commission and city staff discussed possible actions to promote development that is consistent with the Town Center vision (walkable, dense, cultural “heart”, mixed-use development, etc.)
 - c. The discussion related to the creation of a Comprehensive Plan Subarea Plan for Town Center, and subsequent modifications to the city’s State Environmental Policy Act (SEPA) threshold determination standards.
 - d. The Commission asked city staff to provide more information for discussion at the February 8th meeting, related to: public engagement, implementation strategies, staff time allotted for projects, etc.
 - ii. Street Light Standards
 - a. Hietpas opened discussion on street light standards, related to zoning district compatibility, road classifications, and the City’s Comprehensive Plan goals.
 - b. The Commission discussed the importance of providing appropriate street light standards for various neighborhoods (Single Family vs Meridian Corridor) and road classifications (Arterials, Collectors, and Local/ Private)
 - c. The Commission will discuss street light temperature and shielding standards at the February 8th meeting.

iii. Tree Preservation Code

- a.** Hietpas opened the discussion by outlining the code amendments that are proposed by the Planning Commission and city staff.
- b.** The Commission and city staff discussed the proposed amendments.
- c.** The Commission requested city staff to review the code section to help facilitate a final discussion on the proposed amendments at the February 8th meeting.

iv. Sign Code Modification

- a.** Groth opened the discussion by introducing the importance of the proposed code modifications.
- b.** Discussion ensued. The Commission will discuss potential code modifications at the February 8th meeting.

v. 2021 City-initiated Comprehensive Plan Amendments

- a.** City staff briefed the Commission on the three comprehensive plan amendment applications that were submitted by the city for review in 2021:
 - #20-1663: Historic Comprehensive Plan Amendment Updates
 - #20-1667: Natural Environment Chapter Update
 - #20-1668: Land Use Growth Targets Update

vi. 2021 Work Plan

- a.** Hietpas discussed the formation of the 2021 Work Plan,
- b.** Hietpas asked for input regarding the “Future Agenda Calendar” and “Future Agendas List”, which are intended to help the Commission strategize timelines for individual work plan items. Discussion ensued.

6. STAFF COMMENTS:

- A.** Groth described the Economic Development Advisory Board’s on-going “Edgewood Marketplace” discussion. The goal of this idea is to provide Edgewood businesses an opportunity to participate in collaborative efforts and public events.

7. COMMISSIONER COMMENTS: None

8. ADJOURN: Chair Overfield adjourned meeting at 8:10.



**CITY OF EDGEWOOD
STAFF REPORT
EDAB AGENDA ITEM**

Date: February 1, 2021

Title: Edgewood Marketplace

Attachments: None

Submitted By: CED Director Darren Groth, AICP, CPM

Discussion:

On November 2, 2020, the Economic Development Advisory Board (EDAB) reconvened after a seven month hiatus under an order of proclamation from the Governor caused by COVID-19. During the November meeting, the EDAB members and staff discussed the mission, role, and goals of the EDAB moving forward. One main topic emerged from the discussion, which was the concept of an Edgewood Marketplace.

The Edgewood Marketplace or Market, as it was discussed, would be an annual event that provides an opportunity to showcase Edgewood businesses. The location could be at the City Hall campus or a City park. The City would provide the space and obtain any necessary permits to host the event, but scheduling, coordinating, and running the event would all happen from the participants—possibly through a supervising committee or the EDAB members. In addition to the physical event, the Marketplace would serve as an opt-in directory of local businesses that have a tie to the City and EDAB.

The Marketplace itself would have a page on the City's website, could possibly use data and marketing resources available to the City, and would have a presence in the quarterly Edgewood magazine. In order to take the first steps in creating the directory and pulling together businesses that would help make the event a success, the EDAB will devise recruitment tools and establish a plan once the businesses sign up.

On December 28, 2020 and January 4, 2021, the EDAB agenda included discussion of the Edgewood Marketplace concept. This agenda item continues that discussion.

Recommendation:

Continue discussion regarding the Edgewood Marketplace.



**CITY OF EDGEWOOD
STAFF REPORT
EDAB AGENDA ITEM**

Date: February 1, 2021

Title: 2021 Work Plan

Attachments: None

Submitted By: CED Director Darren Groth, AICP, CPM

Discussion:

This agenda item is intended to allow the EDAB to discuss the formation of their 2021 Work Plan prior to the scheduled joint meeting with City Council on February 16, 2021.

Proposed 2021 Work Plan Items:

1. Edgewood Marketplace
 - a. Finalize recruitment
 - b. Create directory
 - c. Develop a governing structure
 - d. Partner with PRAB and/or Friends of the Park regarding 2022 event
2. Business [garden] tour (Jason Ramirez presented in DEC 2020)
 - a. Ticketed event(s)
 - b. Proceeds serve as a business fundraiser
 - c. Different deliverable at each stop (germane to the specific Edgewood business)
 - d. Annual/Semi-Annual/Quarterly event that rotates businesses
3. Create, distribute, and analyze a restaurant or other preferred business survey
 - a. Optional methods of distribution include: Survey Monkey, publishing in the local paper; copies at Chamber of Commerce; a new webpage on the City's website; or a separate website or landing page.
 - b. Seek [anecdotal] information to give to a targeted restaurant or eatery, e.g., "Our recent survey showed that 72% of the respondents wanted XYZ Café in Edgewood."
 - c. End result may be a press release or new marketing materials.
4. Develop a SWOT Analysis
 - a. Schedule economic development workshops, at least two
 - i. 1st workshop – ask for input from stakeholders
 - ii. 2nd workshop, at least a month later so the analyses can be completed – present the findings.
 - b. Use SWOT Analysis to develop strategic plan, and SWOT findings to be used in business attraction.
5. Serve as Business Retention Ambassadors
 - a. Visit existing businesses and conduct a survey or see if they will provide testimonials, i.e., what is it like doing business in Edgewood.
 - 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.
6. Promote Diversity, Equity, and Inclusion in recommendations to City Council
7. Collaborate with the Planning Commission
8. Increase Public Engagement Efforts

Recommendation:

Discuss the 2021 Work Plan in preparation for the February 16, 2021 meeting with City Council.