



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

Monday, March 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: Deanna Clark
 - v. Position 5: VACANT
 - 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 February 1, 2021
- c. Review of Planning Commission Minutes for February

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
 - iii. Summary of Joint Meeting with City Council *(no materials)*
- 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, February 1, 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; Grasdalen; Swanson; Neil
 - B. **Commissioners Absent:** Kilmer; Position 4 VACANT
 - C. **Staff Member(s) Present:** Darren Groth, CED Director
Emily Arteché, Planning Manager
 - D. **Others Present:** Mayor Eidinger
Council Member Tomin
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 5-0 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. 2021 Work Plan
 - a. Groth opened, shared a draft plan, and mentioned the process to set the annual work plan
 - b. Discussion ensued
 - B. **Action Item(s)**
 - i. None
5. **STAFF COMMENTS:** Groth reiterated the February 16, 2021 joint meeting with City Council and provided an update on City staffing
Arteché mentioned the Planning Commission's work on Town Center
6. **BOARD MEMBER UPDATES:** Wiesenfeld asked about cross attendance with other boards and the interview process for the EDAB's vacancy
7. **ADJOURN:** Chair Butterfield adjourned the meeting at 6:54 p.m.



CITY OF EDGEWOOD
PLANNING COMMISSION MEETING MINUTES

Monday, February 8, 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 6:01 PM
 - A. Commissioners Present:** Guillory; Overfield; Wagner; Pincas; Ramirez;
 - B. Commissioners Absent:** *Position 3 is Vacant; Slate*
 - C. Staff Member(s) Present:** Darren Groth, Community and Economic Development Director
Emily Arteche, Planning Manager
Evan Hietpas, Associate Planner
Jeremy Metzler, Public Works Director
Dave Gray, Assistant City Administrator
 - D. Others Present:** Mayor Eidinger
Councilmember Tomy
- 2. CONSENT AGENDA:** Pincas moved to APPROVE as presented, Wagner seconded.
Commission voted 5-0 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, presented a draft 3-D modeling of Town Center, and opened the discussion.
 - b.** The Commission and city staff discussed the promotion of development that is consistent with the Town Center vision, including topics such as: building design, open space, housing, and access.
 - c.** This item be included as a discussion item on the March 8th agenda.
 - ii. Development Standards and Public Works Standards**
 - a.** Hietpas, Groth, and Meltzer introduced the agenda item and opened the discussion.
 - b.** The Commission and city staff held discussion related to: City Comprehensive Plan goals, Municipal Code modifications, 2-lot short plat exemption, and a fee-in-lieu program for required improvements.
 - c.** This item will be included as a discussion item on the March 8th agenda.

iii. Sanitary Sewer Connection Requirement

- a. Groth introduced the agenda item and opened the discussion.
- b. The Commission and city staff held discussion related to: the current Local Improvement District #1 (LID), the City's Sewer Plan updates, geographic boundaries/restrictions, residential development, and long-term maintenance.
- c. This item will be included as a discussion item on the March 8th agenda.

iv. Street Light Standards

- a. Hietpas opened discussion on street light standards, related to temperature and shielding standards.
- b. The Commission decided that Edgewood should require 3K LED light bulbs, rather than 4K to be installed for all new and replaced street lights.
- c. The Commission decided that Edgewood should require light shielding for all new and replaced street lights.
- d. The Commission will discuss street light uniformity (design, height, spacing) and installation on existing utility poles at the March 8th meeting.

v. 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. A public hearing will be held on this code amendment at the March 8th meeting, and the Planning Commission will take action following the public hearing.

vi. Sign Code Modification

- a. Groth opened the discussion by presenting the proposed code amendment.
- b. A public hearing will be held on this code amendment at the March 8th meeting, and the Planning Commission will take action following the public hearing.

vii. 2021 Work Plan

- a. Hietpas discussed the formation of the 2021 Work Plan,
- b. Discussion ensued. The Planning Commission will present the 2021 Work Plan to City Council on February 16th.

6. STAFF COMMENTS:

- A. Artech addressed the three city comprehensive plan amendment applications that were presented at the January 11th meeting.
- B. Groth announced that Tom Greene was selected as the replacement for Position 3.

7. COMMISSIONER COMMENTS: None

8. ADJOURN: Chair Overfield adjourned meeting at 8:46.



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

Date: March 1, 2021

Title: Edgewood Marketplace

Attachments: Exhibit 1 – Edgewood Marketplace Flyer

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.

The EDAB agenda included a discussion item for the Edgewood Marketplace concept in December, January, and February. This agenda item continues that discussion.

Recommendation:

Continue discussion regarding the Edgewood Marketplace.

Calling All Edgewood Business Owners

- Are you an Edgewood business owner looking for new ways to promote your business?
- Would you like to meet like minded business professionals to bounce ideas off of?
- If the City offered you a place to collaborate with other business owners would you be interested?
- Would you like to participate in a free annual event to showcase what your business has to offer?



**IF YOU ANSWERED YES TO ANY OF THOSE QUESTIONS
THEN SIGN UP TODAY FOR:**

EDGEWOOD MARKETPLACE

FOR MORE INFORMATION CONTACT
CITY OF EDGEWOOD
COMMUNITY & ECONOMIC DEVELOPMENT
COMDEV@CITYOFEDGEWOOD.ORG



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

Date: March 1, 2021

Title: Work Plan

Attachments: Exhibit 1 – City Council Adopted 2021 Work Plan

Submitted By: CED Director Darren Groth, AICP, CPM

Discussion:

For the past several meetings, the Economic Development Advisory Board (EDAB) worked to identify their work plan agenda items for 2021. On February 1, 2021, the EDAB members agree to present their finalized draft plan to City Council during their joint Study Session meeting on February 16, 2021.

On February 23, 2021, City Council voted 7-0 to adopt and set EDAB's 2021 Work Plan as presented in Exhibit 1. This agenda item is intended to allow the prioritization and scheduling of the various work plan matters.

Recommendation:

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



CITY OF EDGEWOOD ECONOMIC DEVELOPMENT ADVISORY BOARD 2021 WORK PLAN

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

- 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