



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

Monday, April 5, 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 March 1, 2021
- c. Review of Planning Commission Minutes for March

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, March 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 p.m.
 - A. **Members Present:** Kilmer; Wiesenfeld; Butterfield; Clark; Swanson; Neil
 - B. **Commissioners Absent:** None (Position 5 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
Council Member Tomin
Council Member West
2. **CONSENT AGENDA**
 - A. **Agenda Approval or Modifications**
 - B. **Approval of Meeting Minutes for February 1, 2021**
 - C. **Review of Planning Commission Minutes for February**
 - i. Wiesenfeld moved to approve, as presented.
 - ii. Kilmer seconded.
 - iii. The Board voted 6-0 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 and shared the adopted work plan
 - b. Discussion ensued
 - iii. Summary of Joint Meeting with City Council
 - c. Groth opened and asked Vice-Chair Wiesenfeld to summarize the meeting
 - d. Discussion ensued
 - B. **Action Item(s)**
 - i. None
5. **STAFF COMMENTS:** No additional comments
6. **BOARD MEMBER UPDATES:** Wiesenfeld welcomed member Clark, all members echoed the welcome
7. **ADJOURN:** Chair Butterfield adjourned the meeting at 7:07 p.m.



CITY OF EDGEWOOD

PLANNING COMMISSION MEETING MINUTES

Monday, March 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 6:03 PM
 - A. **Commissioners Present:** Guillory; Overfield; Greene; Wagner; Pincas; Ramirez; Slate
 - B. **Commissioners Absent:** None
 - 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:**
 - A. Tree Preservation Code Amendment
 - i. Chair Overfield opened the public hearing at 6:09.
 - ii. Hietpas provided an introduction for the proposed tree preservation code amendments.
 - iii. No public comments received.
 - iv. Chair Overfield closed public hearing at 6:11.
 - B. Sign Code Amendment
 - i. Chair Overfield opened the public hearing at 6:11.
 - ii. Groth provided an introduction for the proposed sign code amendments.
 - iii. No public comments received.
 - iv. Chair Overfield closed public hearing at 6:14.
5. **NEW BUSINESS:**
 - A. **Action Items:**
 - i. Tree Preservation Code Amendment
 - a. Chair Overfield requested a motion to approve the code amendment, as presented.
 - b. Guillory motioned to approve. Pincas seconded. Planning Commission voted 7-0 recommend approval of the code amendment, as presented.
 - ii. Sign Code Amendment
 - a. Chair Overfield requested a motion to approve the code amendment, as presented.
 - b. Greene motioned to approve. Ramirez seconded. Planning Commission voted 7-0 recommend approval of the code amendment, as presented.



CITY OF EDGEWOOD

PLANNING COMMISSION MEETING MINUTES

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B. Discussion Items:

i. Town Center

- a.** Hietpas introduced the agenda item and presented city staff's recommendation on this item.
- b.** Discussion ensued regarding the three recommended actions proposed by city staff.
- c.** This item will be included as an Action Item on the April 12th agenda. The Commission will provide an initial recommendation to City Council on what actions should be pursued to promote desirable development in Town Center.

ii. Development Standards and Public Works Standards

- a.** Meltzer introduced the agenda item and opened the discussion.
- b.** The Commission and city staff held discussion related to: required improvement tables, cross section design drawings, road classifications, non-vehicular networks, and a fee-in-lieu program for required improvements.
- c.** This item will be included as a discussion item on the April 12th agenda.

iii. Sanitary Sewer Connection Requirements

- a.** Groth introduced the agenda item and presented city staff's recommendation on this item, related to sanitary sewer networks and on-site septic systems.
- b.** The Commission and city staff held discussion related to: feasibility of community septic systems, Local Improvement District #1 (LID), the City's Sewer Plan updates, and geographic boundaries.
- c.** This item will be included as an Action Item on the April 12th agenda. The Commission will provide a recommendation to City Council regarding policy decisions that should be made regarding this discussion.

iv. Street Light Standards

- a.** Hietpas opened discussion on street light standards, and presented city staff's recommendation on uniformity and design of street lights.
- b.** The Commission discussed city staff's recommendation and concurred with the proposed actions.
- c.** This item will be included as an Action Item on the April 12th agenda. The Commission will provide a recommendation to City Council on the street light standards that should formally be adopted in the Edgewood Municipal Code. Following this action, City Council will provide direction on whether or not any code amendments should be pursued.

v. 2021 Work Plan

- a.** Hietpas opened the discussion item.
- b.** Discussion ensued.



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6. STAFF COMMENTS: None

7. COMMISSIONER COMMENTS:

- Overfield announced that she will not be able to attend the April 12th meeting. Vice-Chair Pincas will facilitate the meeting in her absence.
- Pincas asked about City Council assigning liaisons for the City's boards and commissions.

8. CITY COUNCIL MEMBER COMMENTS:

- Councilmember Tomin addressed Pincas' question by explaining that City Council is making an effort to gain a deeper understanding of the issues and topics that the City boards and commissions are working through.

9. ADJOURN: Chair Overfield adjourned meeting at 8:16.



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

Date: April 5, 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, February, and March. 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: April 5, 2021

Title: Work Plan

Attachments: 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:

Review and discuss the 2021 Work Plan, as necessary.



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