



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

Monday, May 3, 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 April 5, 2021
- c. Review of Planning Commission Minutes for April

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. Business Incubation
 - ii. Business Survey(s)
 - iii. Edgewood Marketplace Flyer
 - iv. 2021 Work Plan
- b. Action Item(s)
 - i. Flyer Finalization

5. Staff Comments

6. Board Member Updates

7. Adjourn



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

Monday, April 5, 2021, 6 p.m. • Virtual Zoom Meeting

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

1. **CALL TO ORDER:** Vice-Chair Wiesenfeld called the meeting to order at 6:15 p.m.
 - A. **Members Present:** Kilmer; Wiesenfeld; Clark; Swanson; Neil
 - B. **Commissioners Absent:** Butterfield; Swanson (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 March 1, 2021**
 - C. **Review of Planning Commission Minutes for March**
 - i. Clark moved to approve, as presented.
 - ii. Kilmer 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. 2021 Work Plan
 - a. Groth opened and shared the adopted work plan
 - b. Discussion ensued
 - B. **Action Item(s)**
 - i. None
5. **STAFF COMMENTS:** Groth updated the board on several City projects
6. **BOARD MEMBER UPDATES:** None
7. **ADJOURN:** Vice-Chair Wiesenfeld adjourned the meeting at 7:04 p.m.



CITY OF EDGEWOOD

PLANNING COMMISSION MEETING MINUTES

Monday, April 12, 2020 – 6 p.m. • Edgewood City Hall – 2224 104th Ave. E

Meeting Held Virtually via Zoom

1. **CALL TO ORDER:** Vice-Chair Pincas called meeting to order at 6:02 PM
 - A. **Commissioners Present:** Guillory; Greene; Wagner; Pincas; Ramirez; Slate
 - B. **Commissioners Absent:** Chair Overfield
 - 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
 - D. **Others Present:** Mayor Eidinger
Councilmember Day
Councilmember Tomya
Councilmember Wise
2. **CONSENT AGENDA:** Slate moved to APPROVE as presented, Wagner seconded. Commission voted 6-0 to approve the Consent Agenda.
3. **CITIZEN COMMENTS:** None
4. **PUBLIC HEARINGS:** None
5. **NEW BUSINESS:**
 - A. **Action Items:**
 - i. **Town Center**
 - a. Hietpas opened the action item with a brief presentation.
 - b. Commission and city staff discussed the proposed draft recommendation.
 - c. One modification was made to the draft recommendation relating to business retention efforts in Town Center.
 - d. Guillory motioned to approve, as modified. Ramirez seconded. Planning Commission voted 6-0 to recommend approval of the proposed actions, as modified.
 - ii. **Sewer Connection Requirements**
 - a. Groth opened the action item.
 - b. Commission and city staff briefly discussed the draft recommendation.
 - c. Greene motioned to approve, as presented. Slate seconded. Planning Commission voted 6-0 to recommend approval of the proposed actions, as presented.
 - iii. **Street Light Standards**
 - a. Hietpas opened the action item.
 - b. Commission and city staff discussed the draft recommendation.



CITY OF EDGEWOOD

PLANNING COMMISSION MEETING MINUTES

Monday, April 12, 2020 – 6 p.m. • Edgewood City Hall – 2224 104th Ave. E

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- c. One modification was made to the draft recommendation, relating to temporary street light installations performed by the City (#8).
- d. Ramirez motioned to approve, as modified. Wagner seconded. Planning Commission voted 6-0 to recommend approval of the proposed actions, as modified.

B. Discussion Items:

i. Development Standards and Public Works Standards

- a. Meltzer opened the discussion.
- b. Commission, city staff, and Councilmember Day held discussion on the cross section standards drawings. related to elements such as: sidewalks, landscaped areas, on-street parking, and road classifications.

ii. 2021 Work Plan

- a. Arteché introduced the opportunity to schedule a “Short Course in Local Planning” through the Washington State Department of Commerce.
- b. The Planning Commission decided that they would like to schedule the training on May 10th at 6:00. This training would replace the regular scheduled Planning Commission meeting.

6. STAFF COMMENTS: None

7. COMMISSIONER COMMENTS: None

8. ADJOURN: Vice-Chair Pincas adjourned meeting at 8:17 PM.



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

Date: May 3, 2021

Title: Business Incubation

Attachments: None

Submitted By: CED Director Darren Groth, AICP, CPM

Discussion:

Business incubation programs are often sponsored by private companies or municipal entities and public institutions, such as colleges and universities. Their goal is to help create and grow young businesses by providing them with necessary support and financial and technical services. The notion of starting a business incubator has been attractive to Edgewood for some time. This agenda item is included as a formalized first step towards developing a program that could result in a municipal business incubator in Edgewood.

Recommendation:

Discuss business incubation ideas for Edgewood.



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

Date: May 3, 2021

Title: Business Survey(s)

Attachments: None

Submitted By: CED Director Darren Groth, AICP, CPM

Discussion:

The Economic Development Advisory Board (EDAB) 20201 Work Plan includes an item regarding the creation, distribution, and analysis of a restaurant or other preferred business survey. This agenda item is intended to allow the board to formulate a game plan regarding the logistics of those surveys.

Recommendation:

Discuss the next steps to conduct Edgewood business survey(s).



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

Date: May 3, 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, March, and April. This agenda item is intended to allow the board to finalize the flyer in preparation for next steps.

Recommendation:

Finalize the Edgewood Marketplace flyer.

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: May 3, 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 a standing item to allow EDAB members to discuss the work plan throughout the year.

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