



Economic Development
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issaquahwa.gov

Economic Vitality Commission Meeting Minutes

May 18th, 2016

Pickering Room

Attendees:

COMMISSIONERS PRESENT

Kristi Tripple
Ethan Stiles
Richard Gabel
Laura Milikan
Jeff Howlett
Derek Doke

STAFF PRESENT

Keith Niven, Economic Development Director
Andrea Snyder, Economic Development Manager
Jen Davis Hayes, Economic Development Manager

OTHERS PRESENT

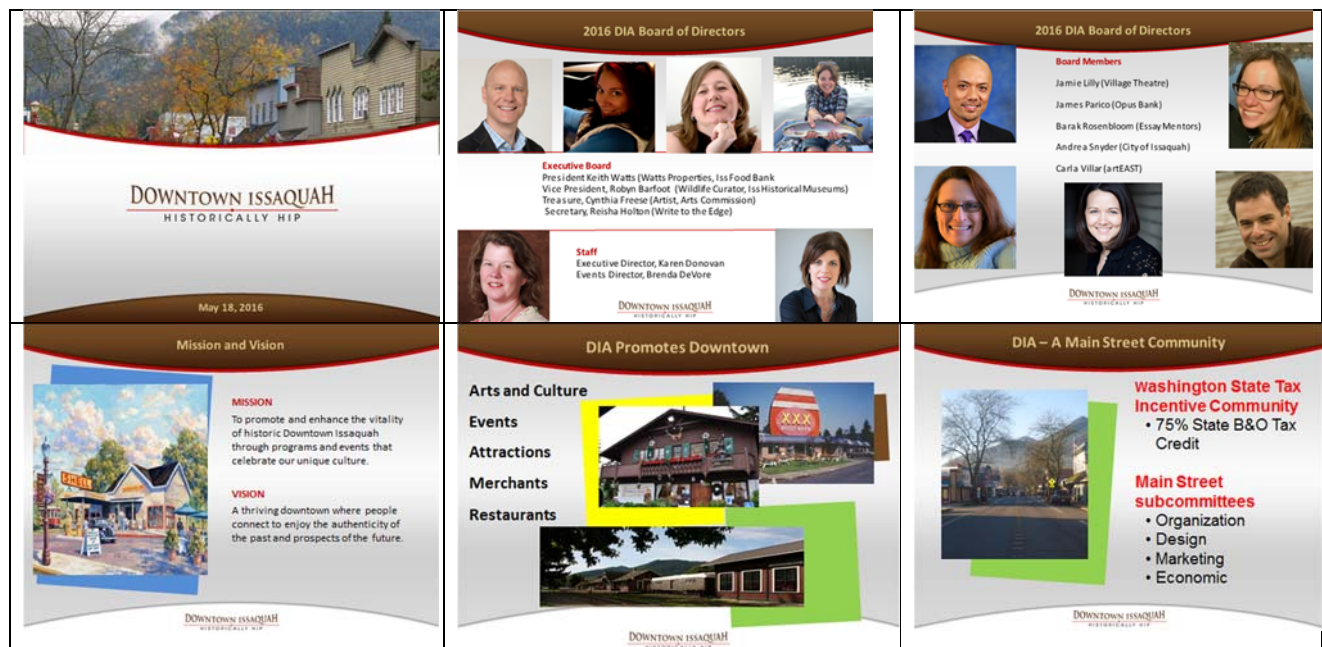
Natalie Cordinas
Karen Donovan
Keith Watts
Kathy McCorry
Eric Evans

CALL TO ORDER

Jen Davis Hayes called the meeting to order at 5:31 PM.

DOWNTOWN ISSAQUAH ASSOCIATION

Karen Donovan used a powerpoint to provide the Commission with an update on DIA and their activities, seen below in images.



<p>2016 Goals Organizational Work Plan</p> <p>ORGANIZATION</p> <ul style="list-style-type: none"> • Conduct Merchant questionnaire • Meet with stakeholders one on one • Increase Communication • Seek out sustainable funding sources • Recruit and retain Volunteers  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	<p>2016 Goals Marketing Work Plan</p> <p>MARKETING</p> <ul style="list-style-type: none"> • Create "things to do" itineraries • Create brochure for VIC at Shell • Increase awareness of our history • Create and expand events  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	<p>DIA 2016 Schedule of Events</p> <p>ART WALKS WINE WALKS HISTORY PUB CRAWLS FENDERS ON FRONT STREET INTERNATIONAL MUSIC DAY ZOMBIE WALK</p>  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>
<p>DIA 2016 Schedule of Events</p> <p>SPRING CLEAN UP SHOP LOCAL CAROLING AT THE DEPOT FANTASTIC FLY-IN GAS STATION BLUES</p>  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	<p>2016 Goals Design Work Plan</p> <p>DESIGN</p> <ul style="list-style-type: none"> • Exterior upgrades to the Shell • Identify underutilized spaces • Work with city on code changes • Work with city to create Streetscape plan  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	<p>Shell Exterior Facelift</p>  <ul style="list-style-type: none"> • Connect station and park • Landscaping • Paint Exterior Trim • Asphalt design • Weather protection • Seating • Cover floor in garage • Heating in garage <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>
<p>2016 Goals Economic Work Plan</p> <p>ECONOMIC</p> <ul style="list-style-type: none"> • Recruit best business downtown mix • Increase tourism opportunities • Develop Merchant Programs  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	<p>DOWNTOWN TRENDS</p> <p>TRENDS</p> <ul style="list-style-type: none"> • Entertainment • Classes • Long Term Customers • Sporting • Pedestrian <p>CONCERNS</p> <ul style="list-style-type: none"> • Parking • Traffic  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	<p>DOWNTOWN TRENDS</p> <p>MERCHANT INTERESTS</p> <ul style="list-style-type: none"> • Weekday events • Promotions • Streetscape • Wayfinding signage • Interior Improvements  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>
<p>Partnership Ideas</p> <ul style="list-style-type: none"> • EVC Strategic Plan for Old Town • Designate Old Town as Historical District • Parking education with a positive bent • Support Chamber on Salmon Days • Increase partnerships for a lively and beautified downtown.  <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	 <p>Thank You!</p> <p>Questions?</p> <p>DOWNTOWN ISSAQUAH HISTORICALLY WIP</p>	

GABEL asked questions on parking. Keith Watts stated that according to a study in 2012, there is some available parking downtown depending on where and when. Watts continued that a bigger detriment is the parking minimums inhibiting growth and redevelopment. TRIPPLE asked about the Streetscape Plan and how outreach and timing looked. Snyder stated that we will be doing outreach after construction on Front Street is done; the plan is to go before council for adoption in first quarter of 2017.

CHAMBER OF COMMERCE

Kathy McCorry used a Powerpoint to provide the Commission with an update on the Chamber.



- Business University
- Coggno – Webinars
- Membership 101
- Guest Speakers at Chamber Luncheons
- Business Tools for Success on the Chamber's website
- Public Messaging

These programs provide education, training and support for the business community. And all of these programs are available to members and non members alike.

Networking

People Do Business With People They Know

CONNECTING GREAT MINDS... AND ENERGIZING BUSINESSES



The question is not: "Who you know?"
The question is: "Who knows you?"

Involvement

It takes a village

Where Business and Community Meet, etc.

Between the Chamber staff, our Board of Directors, our committee members, and our dedicated volunteer base the Chamber is represented on several city task forces, other organizations committees (such as OIA), and service clubs.

We volunteer at and participate in a multitude of other events besides our own.

We stay in constant communication with our Sister Cities.

We are strong supporters of the Arts.

We produce a community calendar and have a designated E-blast every Monday, promoting all of the activities happening that week.

THANK YOU

Kathy McCarty, Executive Director
Greater Issaquah Chamber of Commerce
kmcarty@issaquahchamber.com

EVC WORK PLAN

Jen Davis Hayes used a PowerPoint to discuss the EVC's work plan. STILES asked questions about the housing and jobs balance in terms of affordability. Niven discussed the Housing Strategy.

<h4>2015-2018 Economic Vitality Strategic Plan</h4> <p>Plan Goals</p> <ul style="list-style-type: none"> Successful Business Environment <i>The place where businesses thrive.</i> Promote Value Proposition <i>The first choice for business location.</i> Workforce Development and Housing <i>The place for career advancement and housing diversity.</i> Vibrant Community <i>The place for an active and fulfilling life.</i> 	<h4>2015-2018 Economic Vitality Strategic Plan</h4> <p>Successful Business Environment <i>The place where businesses thrive.</i></p> <p>Metrics for Success</p> <p>Business Growth: measured by change in BDC Tax Revenue and New Business Licenses</p> <p>Business Retention: measured by number of business visits avg. 6x visits</p>	<h4>2015-2018 Economic Vitality Strategic Plan</h4> <p>Promote Value Proposition <i>The first choice for business location.</i></p> <p>Metrics for Success</p> <p>Business Retention: measured by number of New Business Licenses and number of Business Recruitment conversations</p> <p>2016: 74 Business Recruitment conversations</p> <p>Brand & Marketing: number of targeted Marketing Campaigns, number reached</p> <p>2016: 4 techniques, 100,000+</p> <ol style="list-style-type: none"> 1. Marketing Projects 2. Press release and follow-up meeting/interview with media to inform re: effort <ul style="list-style-type: none"> • Article in 425 Magazine • Article in Issaquah Press 3. 2 - Paid print ads 4. Created website
<h4>2015-2018 Economic Vitality Strategic Plan</h4> <p>Promote Value Proposition <i>The first choice for business location.</i></p> <p>Metrics for Success</p> <p>Business Retention: measured by number of New Business Licenses and number of Business Recruitment conversations</p> <p>2016: 74 Business Recruitment conversations</p> <p>Brand & Marketing: number of targeted Marketing Campaigns, number reached</p> <p>2016: 4 techniques, 100,000+</p> <ol style="list-style-type: none"> 1. Marketing Projects 2. Press release and follow-up meeting/interview with media to inform re: effort <ul style="list-style-type: none"> • Article in 425 Magazine • Article in Issaquah Press 3. 2 - Paid print ads 4. Created website 	<h4>2015-2018 Economic Vitality Strategic Plan</h4> <p>Vibrant Community <i>The place for an active and fulfilling life.</i></p> <p>Metrics for Success</p> <p>Quality of Life: measured as part of Citizen Survey</p> <p>2016: 95% rated community good or excellent place to live</p> <p>Engagement: number of organizations supporting or hosting art/culture, outdoor recreation or shopping/dining/entertainment</p>	<h4>2016 EVC New Structure</h4> <p>Membership: 10 regular members (changed from 9 regular, 3 alternates)</p> <p>Meetings: Quarterly as full Commission; monthly as subcommittees</p> <p>Subcommittees:</p> <ul style="list-style-type: none"> • Transportation • Business Retention & Expansion (BRE) • Central Issaquah Plan Implementation (CIP)
<h4>2016 Subcommittee Reports</h4> <p style="text-align: center;">Transportation</p> <p>Members: Karl, Ethan, Laura Staff: Keith</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Traffic Task Force • Sound Transit 3 	<h4>2016 Subcommittee Reports</h4> <p style="text-align: center;">Business Retention & Expansion (BRE)</p> <p>Members: Kristi, Richard, Derek Staff: Andrea</p> <p>Topics include:</p> <ul style="list-style-type: none"> • BRE Survey 	<h4>2016 Subcommittee Reports</h4> <p style="text-align: center;">Central Issaquah Plan Implementation (CIP)</p> <p>Members: Karl, Kristi, Jeff Staff: Jen</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Mixed-use development RFQ • Standards code amendments • Anchor project



PUBLIC COMMENT

Eric Evans, Shelter Holdings stated that their open house follow up is at Blakely Hall on July 13th, at 6:30. Their desire is to respond to community needs and find something that fits the site.

ADJOURNMENT

Niven closed the meeting at 7:30 p.m.

These minutes are a brief summary of the Economic Vitality Commission Meeting. For more information or clarification, please contact the Economic Development Department at 425-837-3444.

Respectfully Submitted, Candy Baer, Economic Development Specialist