



**Economic Development**  
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## Economic Vitality Commission Meeting Minutes

June 15<sup>th</sup>, 2016

Pickering Room

Attendees:

### **COMMISSIONERS PRESENT**

Karl Leigh  
Kristi Tripple  
Laura Milikan  
Jeff Howlett  
Derek Doke

### **STAFF PRESENT**

Keith Niven, Economic Development Director  
Andrea Snyder, Economic Development Manager  
Jen Davis Hayes, Economic Development Manager  
Candy Baer, Economic Development Specialist  
Mary Lou Pauly, Council Member

### **CALL TO ORDER**

LEIGH called the meeting to order at 5:34 p.m.

### **TRANSPORTATION PRESENTATION**

Keith Niven explained that the Mayor created a task force to come up with recommendations for transportation projects within Issaquah. The Task Force has now made their recommendation and now the City is going to the Community to get their input. He showed a video of the Development Commission Meeting on June 8<sup>th</sup> where staff gave a presentation to that Commission on their plan. Niven added that City Council is hosting open houses to get the feel from the community and see how supportive they are.

Mary Lou Pauly added that the concurrency study done two years ago provided a big eye opener to the Council. She stated that the Council's mood is to do something. She stated that maybe what we should consider packaging these projects another way. Should we do a bond? Do you like the projects you see and is the timing appropriate?

Mary Lou added that this transportation presentation is to deal with Issaquah roads, and not the pass thru traffic.

### **MEETING MINUTES**

LEIGH presented the meeting minutes from 05/18/2016. HOWLETT Motioned, DOKE seconded, Carried unanimously.

### **COMMITTEE UPDATES**

#### **BRE Survey**

Andrea Snyder stated that she and GABEL and TRIPPLE formed the survey and had one-on-one interviews. We received a little over 12% responses. We will share the results in the September EVC meeting.

#### **Job Fair**

Candy Baer explained to the Commission that we had our very successful 3<sup>rd</sup> Annual Job Fair. Overall everyone was pleased with the event. We had 33 Employers and over 200 Applicants attend the event.

**Strategic Plan**

Jen Davis Hayes passed a handout to the Commission and stated that this is our first year collecting data and reporting it to City Council Services Committee. Below is the a copy of that handout.

## 2015-2018 Economic Vitality Strategic Plan Goals & Strategies

1. **Successful business environment** is further defined as "The place where businesses thrive." The strategies and action steps focus economic development activities to improve the business climate for existing and relocating businesses. The four priority strategies to achieve this goal include:
  - 1.1 Business services for existing and start-up businesses.
  - 1.2 Transportation and mobility solutions to address business needs.
  - 1.3 Utility and other infrastructure assets available for business areas.
  - 1.4 Internal processes ensure a competitive cost of doing business.
  
2. **Promote value proposition** strives to create Issaquah as "The first choice for business location." This goal is focused on defining and promoting the benefits of doing business in Issaquah. Multi-media marketing programs will be developed to focus on targeted sectors that are currently under research. The strategies that will drive this goal include:
  - 2.1 Defined business value proposition and regional advantages.
  - 2.2 Targeted marketing and outreach program.
  - 2.3 Diversified economy.
  - 2.4 Generate new private investment via development and redevelopment.
  
3. **Workforce development and education** is an important tool for economic development to ensure that Issaquah is "The place for career advancement and housing diversity." The City will rely on partnerships with local educational institutions and housing developers to deliver services and products to serve residents and businesses. The focus includes:
  - 3.1 Higher education institutions, job training programs and businesses aligned with regional workforce needs.
  - 3.2 Local education institutions connected to the business community.
  - 3.3 Opportunity for all employees to live within the community.
  
4. **Vibrant community** describes the broader impacts and amenities of the community to make it "The place to live." The quality of life offered in the community not only offers the opportunity to attract residents but also businesses that integrate and support the community. This goal will focus on creating:
  - 4.1 Robust arts and culture opportunities.
  - 4.2 Awareness and access to outdoor recreation opportunities.
  - 4.3 Outstanding entertainment, dining and shopping experiences.

## 2015 Economic Vitality Strategic Plan Metrics

Goals	Metrics for Success
Goal 1: The place where businesses thrive	<b>Business Growth:</b> measured by change in B&O Tax Revenue and New Business Licenses <b>\$1,002,565 increase in B&amp;O taxes from 2014 (NOTE: City increased B&amp;O rates in 2<sup>nd</sup> Q 2015)</b> <b>464 New In-City business licenses</b>
	<b>Business Assistance:</b> measured by number of business visits <b>61 visits</b>
Goal 2: The first choice for business location	<b>Business Attraction:</b> measured by number of New business Licenses and number of Business Recruitment conversations <b>74 Business Recruitment conversations</b>
	<b>Brand &amp; Marketing:</b> number of Targeted Marketing Campaigns, number reached <b>4 techniques; 100,000+</b>
Goal 3: The place for career advancement and housing diversity	<b>Alignment of Housing Costs &amp; Wages:</b> measured by median household income and average housing costs 2013: \$118,323 Median HH income    \$2545 Median Mortgage Costs    \$1,408 Median Rental Costs 2014: \$120,347 Median HH income    \$2,449 Median Mortgage Costs    \$1,469 Median Rental Costs
	<b>Workforce Development:</b> number of people and businesses involved in City-sponsored programs <b>412 people and businesses</b>
Goal 4: The place to live	<b>Quality of Life:</b> measured as part of Citizen Survey <b>95% rated community good or excellent place to live</b>
	<b>Amenities:</b> number of conversations supporting or facilitating arts/culture, outdoor recreation or shopping/dining/entertainment <b>50+</b>

**PUBLIC COMMENT**

None

**ELECTIONS**

Niven stated that at the last meeting there was an open vote for Karl Leigh as Chair and Kristi Tripple as Vice Chair. HOWLETT Seconded. Carried Unanimously.

**ADJOURNMENT**

Niven closed the meeting at 7:32 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