MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
Council Chambers – 625 Swift Blvd.
Monday, January 27, 2020 – 4:00 p.m.

CALL TO ORDER
Chairman Bricker called the meeting to order at 4:02 pm

ATTENDANCE
Chairman Bricker, Committee members, Sako, Chacon, Newman, and Holmberg.

Also present were Development Services Director Jensen, Economic Development Manager Jacobs, Economic Development Planner Arrasmith, Marketing Specialist Wallner and Administrative Assistant Follett.

APPROVAL OF AGENDA
Chairman Bricker presented the agenda and asked if there were any additions or changes. The Election of officers was moved to later in the agenda.

COMMITTEE MEMBER CHACON MOVED AND COMMITTEE MEMBER SAKO SECONDED THE MOTION TO APPROVE THE AGENDA. MOTION PASSED 4-0.

APPROVAL OF MINUTES
Chairman Bricker asked for a motion to approve the minutes for September 23rd.

COMMITTEE MEMBER SAKO MOVED AND COMMITTEE MEMBER HOLMBERG SECONDED THE MOTION TO APPROVE THE MINUTES OF THE SEPTEMBER 23RD MEETING AS WRITTEN. MOTION PASSED 4-0.

Chairman Bricker asked if there were any corrections or comments on the October 28, 2019 meeting minutes. Having none, Chairman Bricker asked for a motion to approve the minutes for October 28th.

COMMITTEE MEMBER SAKO MOVED AND COMMITTEE MEMBER CHACON SECONDED THE MOTION TO APPROVE THE MINUTES OF THE OCTOBER 28TH MEETING AS WRITTEN. MOTION PASSED 4-0.

PUBLIC COMMENT PERIOD
Chairman Bricker recognized the audience and asked if anyone wanted to make comments on items not on the agenda. There were no public comments.

ELECTION OF OFFICERS

Chairman Bricker was nominated to continue as Chairman. Committee member Kenney was nominated as Vice-chairman. There were no other nominations. The committee voted unanimously to approve both nominations.

BUSINESS

1. Purchase and Sale Agreement for Property in Horn Rapids Industrial Park

Mr. Arrasmith presented the details of the proposed purchase and sale agreement.

At the conclusion of Mr. Arrasmith's staff report, Committee members asked questions and discussed the merits of the proposed surplus.

COMMITTEE MEMBER SAKO MOVED AND COMMITTEE MEMBER HOLBERG SECONDED THE MOTION TO RECOMMEND APPROVAL OF THE PURCHASE AND SALE AGREEMENT WITH GF BLENDS. MOTION PASSED 5-0.

2. Business License Reserve Fund Application Review and Presentations

Member Sako recused himself from the BLRF presentations, discussion and deliberation because he serves as President of the Uptown Business Improvement District Board. Chairman Bricker asked Ms. Wallner to give the staff report. Ms. Wallner provided details about the presentation and subsequent recommendation processes. She noted there are more applications than available funding for the 2020 program.

Darrin Warnick, Owner of Greenies and President of the Downtown Business Improvement District, outlined their proposal to replace the garbage cans in the business district. He noted the Farmer's Market at the Parkway would also provide funding toward the project. Committee members asked questions about the outcome of the 2019 bench project.

Jennifer Little, Events and Promotions Manager for Stevens Media Group outlined the Chamber's request on their behalf for continued funding for Live @ 5. She pointed out the Live @ 5 series will start May 1st. Committee members asked about the City being recognized in Live @ 5 marketing and advertising. Committee members also asked if Ms. Little had any figures supporting increased business for Richland businesses on the Live @ 5 days. Ms. Little shared comments she has received from local businesses.

Logan LaPierre, Tri-Cities Area Chamber of Commerce, showed a Power Point presentation outlining the Economic Gardening program. His presentation included details about how the program works, number of hours spent working with selected businesses and outcomes. Mr. LaPierre also provided a breakout of how the funding would be spent. Committee members asked for additional information about how businesses are identified and selected for the program. Committee members also asked for information about number of companies that apply.

Rick Peenstra, Chapter Chair for SCORE of the Mid-Columbia, provided background on SCORE and talked about how the volunteers with SCORE work with businesses to provide resources and services. Mr. Peenstra outlined the request for funding to support a new

Business Fair program and detailed counselling and resource services. Committee members asked several clarifying questions about the program and marketing plans.
Randy Bartoshevich and Luke Ray, board members of the Uptown Business Improvement District, provided details about the Uptown BID application for security and maintenance upgrades. They talked about current conditions and explained why the upgrades where needed and how they would be maintained. Randy and Luke also detailed the application for security updates throughout the Uptown alley. Mr. Ray noted this request is a match to $1,000 that the UBID plans to provide.

Randy and Luke also outlined the Uptown Business Improvement District application for art at the Uptown, this application covered funding requests for one more mural as a part of the ongoing program and also funds to continue improving and expanding the mural program to the alley.

Randy and Luke presented a third application for the Uptown BID for events at the Uptown. They included details about planned events and how the funds would be allocated to each event. Planned events are the Chalk Art Festival, Second Saturday Artwalk event and Small Business Saturday. Mr. Ray talked about the vison for the art walks. He shared marketing plans and volunteer efforts to support planned events.

Mandy Wallner, Economic Development Marketing Specialist, outlined the request for Commercial Façade Improvement Program funding for 2020. She highlighted changes in the program for 2020.

Committee members discussed the merits of all applications. Discussion also included thoughts on the budget available. Members ranked importance of projects based on expected impact to Richland and provided staff with a list of funding recommendations shown below. Some recommendations also included conditions, listed after the table below.

Description	Applicant	Amount
Live at 5 (001)	TC Regional Chamber of Commerce	$10,000
Economic Gardening (002)	TC Regional Chamber of Commerce	$14,000
Bench/Lid Refinishing (003)	Downtown BID	$5,000
Business Fair (005)	SCORE of the Mid-Columbia	$6,000
Maintenance and Security (006)	Uptown BID	$6,000
Art at the Uptown (007)	Uptown BID	$12,000
Events at the Uptown (008)	Uptown BID	$7,500
CIP Program (009)		$65,000
	TOTAL	**$125,500**

The committee requested that the funds for Live @5 be used to cover expenses in exchange for a sponsorship level. The committee agreed to let Mandy work on that with the Stevens Media Group to determine the appropriate level.

COMMITTEE MEMBER HOLMBERG MOVED AND COMMITTEE MEMBER NEWMAN SECONDED THE MOTION TO APPROVE AMENDED FUNDING RECOMMENDATIONS AS OUTLINED IN DISCUSSION WITH STAFF. MOTION PASSED 4-0.

PRESENTATIONS

1. Introduction and Overview of EDC Member Handbook and Reference Tools

Ms. Wallner overviewed the new handbook for members.

COMMUNICATIONS

Committee members decided to cancel the special meeting tentatively planned for February 3rd.

ADJOURNMENT

Chairman Bricker adjourned the meeting at 5:40 p.m.

Prepared by: **Lynne Follett, Administrative Assistant II**
Reviewed by: **Joe Jacobs, Economic Development Manager**