

COVINGTON ECONOMIC DEVELOPMENT COUNCIL

City Council Chambers
16720 SE 271st Street, Suite 100
Covington, WA 98042
253-480-2400

MINUTES Thursday, March 24, 2016

Jeff Wagner called the meeting to order at 6:38 pm

Members Present: Krista Bates, Lisa Agron, Jeff Wagner, Laura Roth, Kathy Fosjord, Ed Cook

Members Absent: Zach Steele, Josh Lyons, Kevin Holland, Steve Pand

Approval of Minutes from February 25:

Moved by Lisa Agron and seconded by Ed Cook to approve minutes as presented.
Minutes Approved 6-0.

Announcements:

Chamber – Lisa Agron

- Kathryn had her baby
- Chamber Auction went well, will know soon how much money it brought in
- No Board Meeting today – Chamber Board is “on-rest” this month

City of Covington – Jeff Wagner

- Reviewed the March 2016 Update for Status of Development Projects in Covington
- Concerns regarding ingress/egress on Covington Way for Covington Retail complex
- Talked about the large Sellen crane in town for construction of MultiCare hospital

Discussion of CEDC Initiatives:

- Business Communication and Education:
 - Spring Business Breakfast: Wednesday, April 27, 2016, 7:30am-9:00am
 - Speaker: Brad Worthley, Simple Steps to an Extraordinary Career & Life
 - Sponsor checks payable to Covington Chamber of Commerce
 - Chamber will pay catering invoice from sponsor money (\$750 sponsor total)
 - Need Door Prizes donated: Brad Worthley to donate one of his books for drawing
 - Catering: Scooter’s Custom Catering
 - Krista working on revising event marketing materials
 - Krista to confirm access time for setup in Community Room
 - Krista to contact Karla for use of City decorations
 - Requesting Kathryn to post event to online webpage, email invitation, Chamber FB, Chamber App, etc.

- Branding:
 - Will set a committee meeting soon
 - Will discuss how to promote and market the brand, especially focusing on Covington Days
 - Would like to better define the direction, meaning and purpose of the brand so people understand it more

- Play Unplugged:
 - Jeff and Regan discussed with the 4 local elementary schools for involvement
 - Jeff and Regan in contact with 3 PTAs to sell badges and receive 20% of funds
 - Need to order badges in late April, \$250 for each business, 30-50 businesses total
 - MultiCare plans to be a major sponsor, about 2,000 lanyards
 - Lanyards to be distributed to students and end-of-year assemblies at schools
 - End of summer event: September 17, at the time of the Summer's End Fun Run, get a badge, Play Unplugged end-of-program celebration
 - Flyers / sign-up sheet at Chamber Luncheon & Business Breakfast – Krista to do

Discussion for upcoming joint CEDC/Chamber/Council meeting May 10:

- Discussion topics: Play Unplugged program, Business Breakfast, Branding Plan
- Request input on future projects and programs

CEDC Communication Plan

- Discussed our group's communication with council
- Suggested having another councilmember attend CEDC meetings once in a while to see what we're doing and give input/direction

Comments:

- Laura: May be absent from next month's meeting.
Mighty Miracles Auction: Friday, April 29, 6pm - Emerald Downs, \$50 tickets
- Jeff: Discussed Covington becoming a large city

Next Meeting: April 28, 2016 6:30 pm

Meeting adjourned at 7:44 pm.

CEDC Members

Zach Steele, Co-Chair
 Krista Bates
 Lisa Agron
 Josh Lyons
 Kevin Holland

Jeff Wagner, Co-Chair
 Steven Pand
 Laura Roth
 Kathy Fosjord
 Ed Cook

Staff

Regan Bolli, City Manager
 Kathryn Groves, Covington Chamber of Commerce Manager