

COVINGTON ECONOMIC DEVELOPMENT COUNCIL

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

MINUTES

Thursday, February 27, 2014

6:30 to 8:30 pm

Jeff Wagner called meeting to order at 6:31 pm.

Members Present: Jeff Wagner, Steve Pand, Zach Steele, Laura Roth, Mike Hanratty, Hugh Kodama, Rick Oliveira arrived at 6:34 pm

Members Absent: Josh Parnell, Jim Hutchinson, Kevin Holland

Minutes for January 23, 2014, approved 6-0.

Announcements

Chamber Report: Krista Bates

- Annual Dinner Auction – A great success; 125 attended, net profit of over \$14,000
- New members this month: Covington Place Senior Apartments, Elements NW Events, Acupuncture Center, P.S.

City Report: Derek Matheson and Richard Hart

- Inland Group – Town Center development of mixed-use residential and commercial.
- City Council authorized staff to work with Panattoni Group on overall town center development.
- Kent School District will have bond issue for a new school that allows potential sale of Covington Elementary to the City for the new Town Center area.
- Higher Education Needs Assessment approved in Senate budget for \$120,000. Waiting to hear about the budgeted amount from the House of Representatives.
- TBD was not passed in last election; King County has a TBD measure for the April 22 election that would provide 40% of the proceeds to cities.
- Hawk Subarea Plan annexation petition and rezoning process due in next 4-5 months.
- Development Agreement with Yarrow Bay to accompany annexation petition.
- Building the new collector-arterial road through the hawk Subarea should begin in 2015.
- Hawk Property-Kent School District and Tahoma School District boundaries discussion.
- Wendy's restaurant-demolition of gas station will begin this summer-construction will begin in the fall.
- Red Canoe Credit Union construction put on hold for a year-focusing on other location.

- Pre-Application meeting for Multi-Care’s new hospital set for March.
- Cedar Springs apartment complex – discussed high water connection fees (\$4 million) with Covington Water District.
- Working with AT&T to put a new cell tower location on 256th Street.
- Street lights with banner arms for branding (72 City owned poles north of SE 272nd Street)
- Discussed sign code regulations and legal issues with having sponsor logos permanently on banners. However, they can be used only for special events, not long-term.

Speaker: Keith Niven, Issaquah Economic Development Director

- City added Economic Development department less than two years ago, four positions.
- Opportunities: Grand Ridge Plaza, Swedish expansion, Costco HQ expansion, Bellevue College (20 acres for additional campus), new development agreement for Polygon, Vulcan Office vacancies, Lake Sammamish State Park development (Anthony’s restaurant, soccer fields, etc.), Central Issaquah Plan, Rowley Properties.
- Business retention: Transportation is the #1 challenge, tracking information through GIS.
- Marketing materials: Spent \$3000 on informational materials for businesses, realtors, etc.
- Focus on Issaquah: Who are we? Where do we want to go?
- Strategic Plan: Economic visioning, assessment (SWOT analysis), goals and strategies, development action plans, implementation, monitor and measure, adjust.
- Activity Summary: Business retention, property owner entitlements, partnership with state parks, commercial retail leasing brokers, tourism, business licensing, promote arts/culture, promote outdoor recreation, city revenues (fees/taxes), power infrastructure, LTAC (Lodging Tax Advisory Committee), webpage revamp, visioning – sector analysis – strategic plan – marketing.
- Issaquah has a mix of commercial areas: Old Town (Front Street), new development in Issaquah Highlands, and middle ground (Gilman Blvd).
- Issaquah Economic Development Council is a city body comprised of 12 people who direct the Council and Mayor.
- Developed sign code regulations for iconic signs.
- Discussed division of labor between Planning and Economic Development departments: It’s all about relationships between staff.

2014 CEDC Initiatives

Business Expansion

- Business Outreach: Categorized businesses by industry. Each committee person was assigned to an industry.
 - Services: High rent (Terramar) is driving businesses away, increase awareness about community events to increase community involvement, most are content with the rate of growth in Covington.
 - Manufacturing: No report.
 - Healthcare: No report.
 - Retail: No report.
 - Food: When service is not great, they don’t get much business.

- Spring Business Breakfast: Wednesday, April 30 – 7:00 am – 9:00 am, Speaker: Kirk Davis of the Small Business Development Center, Topic: Leading Edge Marketing Best Practices (Do It Right the First Time).

Data

- No report.

Branding

- City reorganized funds and staff time which will allow for a branding roll out during Covington Days 2014.

Comments

- Krista: Leadership Institute, Derek Matheson to speak at March session.
- Zach: Appreciated speaker from Issaquah.
- Derek: Some new CEDC members may not be aware of the Economic Development Plan
- Jeff: Growth Management Planning Council discussed buildable lands, affordable housing and climate change.

CEDC member application process will begin in March.

Next Meeting: Thursday, March 27, 2014.

Meeting adjourned at 8:13 pm.

CEDC Members

Rick Olivera: Co-Chair
Zach Steele
Josh Parnell
Hugh Kodama
Mike Hanratty

Jeff Wagner: Co-Chair
Jim Hutchinson
Laura Roth
Steven Pand
Kevin Holland

Staff

Derek Matheson, City Manager
Richard Hart, Community Development Director
Krista Bates, Covington Chamber of Commerce Office Manager