

COVINGTON ECONOMIC DEVELOPMENT COUNCIL

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

MINUTES Thursday, April 24, 2014 6:30 to 8:30 pm

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

Members Present: Kevin Holland, Steve Pand, Josh Parnell, Laura Roth, Zach Steele, Jeff Wagner, Hugh Kodama arrived at 6:38 pm

Members Absent: Mike Hanratty, Jim Hutchinson, Rick Oliveira

Announcements

Chamber Report: Krista Bates

- Krista will no longer be with the Chamber as of May 1, 2014. The new Chamber Manager will be Kellie Andersen.
- Chamber has two terms expiring in July. Accepting applications for appointment.
- Upcoming events:
 - May After Hours: May 15 - Sears Appliance Showroom, Mocktail Mix-up
 - June After Hours: June 19 - Outpatient Physical Therapy, The Game of Clue
 - VIP Night at the Ballgame: August 21 - Tacoma Rainiers game on the party deck

City Report: Derek Matheson and Richard Hart

- Inland Group – Town Center commercial site development, will include retail on ground floor and residential units above. Plans to be under construction by December.
- Higher Education Needs Assessment not approved by the state legislature. City will try for it again in 2015.
- City is working with GRCC to bring higher education opportunities to Covington.
- Commercial Brokers Roundtable
- Partnership with Small Business Development Center (SBDC) at Green River Community College (GRCC); Increasing involvement within city limits to reach Covington area businesses. Held a successful event about starting a business on April 24.
- City selected consultant to prepare Comprehensive Plan Update, will use public outreach to increase involvement of residents.
- Improvements on 204th Avenue SE, Maple Hills development – Yarrow Bay bought the land to build 200 residential lots. There has been tree clearing and the public is curious.
- Wendy's restaurant – demolition of the gas station to begin in next couple of months.

- Gyro Restaurant, Mediterranean cuisine opening where Herfy's Burgers was going to be.
- Multi-Care Hospital – in process of design review. Will break ground in October.
- City Council approved modifications to design specifications at the past council meeting.

Speaker: Alex Wilford, Master Builders Association

- Master Builders Association of King and Snohomish Counties (MBAKS) work under the Building Industry Association of Washington and National Association of Home Builders, the oldest and largest home builders association.
- MBAKS represents 2.1% of the state's population and 9.6% of King and Snohomish Counties' population.
- Members include builders, land developers, remodelers, and associates (non-builders) in the building industry.
- Overview of local government's impact on housing including planning, land use, and building processes.
- Opportunities for MBAKS members to attend meetings, round tables and events.
- Understanding the current market by looking at population and job projections
- Benefits of housing and the economic impact it can mean for a city
- Discussed CMC Development Standards regarding minimum interior setbacks and the effects of those standards.
- Reviewed importance of accessibility in electronic permitting to make the process easier for builders and administrative personnel.

2014 CEDC Initiatives

Branding: Karla Slate

- Reviewed Graphic Identity presentation for branding campaign.
- Members provided comments on the new look and design. No changes suggested.
- New brand will be revealed at Covington Days 2014.
- Discussion about offering sponsorships for light pole banners throughout the city.
- City will order t-shirts, etc. for staff and may offer logo items for sale to public.

Data

- Discussed opportunities to obtain data in different areas.
- Could partner with Chamber marketing committee to obtain data on local businesses.
- Josh would like to get financial data from the City regarding sales per square foot.

Business Expansion

- No report on business outreach. Focused on Business Breakfast.

Spring Business Breakfast

- Currently 60 guests registered.
- Applebee's will be catering breakfast.
- Kirk Davis, business advisor at Green River SBDC, will present marketing best practices.
- Republic Services offered to sponsor \$250.

Joint Meeting with City Council and Chamber Board

- May 13, 2014
- Will review and discuss Graphic Identity presentation

Comments

- Krista: Thanked CEDC members for being so welcoming and helpful throughout her time on CEDC. She will be starting at Re/Max.
- Laura: Explained the process of the staff transition at Re/Max.
- Jeff: Thanked CEDC members for their productivity and commitment to the commission; unlike other meetings he attends.
- Hugh: Expressed interest in what CEDC does with the information presented by speakers. Jeff will add this to the next meeting agenda.

City and Chamber accepting applications for CEDC membership.

Next Meeting: Thursday, May 22, 2014.

Meeting adjourned at 8:00 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