

COVINGTON ECONOMIC DEVELOPMENT COUNCIL

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

MINUTES Thursday, April 25, 2013 6:30 to 8:30 pm

Rick Oliveira called meeting to order at 6:35 pm

Members Present: Jeff Wagner, Rick Oliveira, Steve Pand, Ed Cook, Hugh Kodama, Laura Roth, Jennifer Gilbert-Smith, Jim Hutchinson

Members Absent: Kevin Holland, Josh Parnell

Minutes for March 28, 2013, approved 8-0

Announcements:

Chamber Report: Krista Bates

- Auction made \$6000 profit
- Proposal for CEDC to move July meeting due to Chamber Mariner's Game scheduled for July 25. Approved: Cancelled July meeting. Will resume meetings in August.

Joint Meeting with City Council and Chamber Board scheduled for Tuesday, May 14, at 5:30pm.

City Report: Derek Matheson/Richard Hart

- Town center initiatives – new city hall, private development partner, higher education
- Can't afford to build new city hall using only lease on the current city hall building
- Process in the design phase – based on BPAC initiatives
- Request for Qualifications – Development partner to collaborate on Town Center plans
- Working with Senator Joe Fain – reaching out to four-year universities
- Transportation Benefit District (TBD) – ballot measure for \$750,000 levy
- Upcoming scientific telephone survey of city residents
- HAWK Property preliminary Environmental Impact Statement (EIS)
- New interest in Subdivision development – Victorian Meadows, Haley Glen, etc.

Branding Update: Karla Slate and Derek Gillette

- Reviewed timeline and presentation

- Goal is to make Covington a place that people are willing to spend time
- Discussed feedback from Chamber. A majority agreed with the ideas presented and expressed their opinions. There was some confusion from chamber members.
- Discussed proposed tagline and vision.
 - Motion to propose to City Council and Chamber Board to move forward with the tagline “Growing towards greatness” with “Our vision of an unmatched quality of life”. Lengthy discussion followed. Amendment to make a bold statement with an objective to move forward with the branding process. All approved.
 - Branding committee will work with Karla and Derek and bring updated, condensed presentation to support proposal at joint meeting.

2013 CEDC Initiatives: (Time did not allow discussion about initiatives)

- Data: (Rick, Ed, Josh)
- Business Retention/Expansion: (Laura, Hugh, & Krista)
- Branding: (Steve, Kevin, Laura, & Jennifer)

Comments:

Jim: concern that restaurants feel the need to have people wave signs to bring in business.

Next Meeting: Tuesday May 14, 2013

Meeting adjourned at 8:32 pm

CEDC Members:

Rick Olivera: Co-Chair
 Kevin Holland
 Josh Parnell
 Hugh Kodama
 Jennifer Gilbert-Smith

Jeff Wagner: Co-Chair
 Jim Hutchinson
 Laura Roth
 Steven Pand
 Ed Cook

Staff:

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