

# COVINGTON ECONOMIC DEVELOPMENT COUNCIL

City Council Chambers  
16720 SE 271<sup>st</sup> St. Suite 100  
Covington, WA 98042  
253-480-2400

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## MINUTES

Thursday, January 24, 2013

6:30 to 8:30pm

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Rick Olivera called meeting to order at 6:30 pm

Members Present: Rick Oliveira, Steve Pand, Ed Cook, Hugh Kodama, Laura Roth, Josh Parnell, Jennifer Gilbert-Smith

Members Absent: Jeff Wagner, Kevin Holland, and Jim Hutchinson

Minutes for December 13, 2012, approved 7-0, with the correction of the spelling of Jeff Wagner

### **Announcements:**

#### **Chamber Report - Rick Oliveira**

- Chamber looking for new board members with some recent resignations
- Chamber Auction is March 22, 2013, 6:00-10:00 pm at Emerald Downs

#### **City Report – Derek Matheson/Richard Hart**

- Council held their annual Summit on January 26 and addressed some important issues of the results of the Budget Priorities Advisory Committee (BPAC) recommendations, capital improvements programming and the town center infrastructure
- The City is starting on the new Subarea Plan for the Northern Gateway Area encompassing the Hawk property at the site of the gravel pit at Highway 18 and 256<sup>th</sup>, now controlled by Oakpointe LLC (Yarrow Bay). Public meetings seeking public input will be held later this summer before the Planning Commission with final approval of the Plan by Council at the end of the year.

### **Branding Update:**

Karla Slate, City Community Relations Coordinator presented to results of the Branding Project. Research was completed during the 3<sup>rd</sup> & 4<sup>th</sup> quarters of 2012. The Strategy work of defining the brand, identifying attributes and developing key messages will be completed during the 1<sup>st</sup> quarter of 2013. Karla had her consultants Derek Gillette and Jeff Shaw present. They made the presentation to CEDC and answered questions. Karla, Derek & Jeff asked what CEDC saw as the next steps. CEDC indicated the branding program should be presented to the Chamber

membership as soon as possible for input. CEDC also asked if they could be sent the power point for further study so they could provide Karla any additional comments. Additional surveys might be possible or one-on-one presentations to some business owners might also be appropriate. Karla will keep CEDC in the loop with feedback from the Chamber Board.

### **2013 CEDC Initiatives:**

Derek and Rick went over the results of the 2013 CEDC Initiatives discussion at the December meeting where CEDC agreed upon three major initiatives for 2013. They are:

- Data: including land inventory, demographics, and marketing data. (Rick, Ed, Josh)
- Business Retention/Expansion: including business breakfast, business awards, surveys, and visits. (Laura, Hugh, & Krista)
- Branding: building a sense of community. (Steve, Kevin, Laura, & Jennifer)

CEDC members then broke up into the three sub-groups to discuss the three major initiatives, their goals, and strategies for the year with respective CEDC members in each group. After 45 minutes of discussion each group reported their conclusions to everyone. All agreed each group would work on certain action strategies to report at the next meeting. CEDC also indicated that Jeff and Jim should be assigned to one of the Initiative Groups at the next meeting.

### **Comments:**

There were no member comments.

### **Next meeting:**

The next meeting is scheduled for February 28, 2013

Meeting adjourned at 8:30 pm

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### **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

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### **Staff:**

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