

COVINGTON ECONOMIC DEVELOPMENT COUNCIL

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

MINUTES

Thursday, May 23, 2013

6:30 to 8:30 pm

Jeff Wagner called meeting to order at 6:35 pm

Members Present: Jeff Wagner, Rick Oliveira, Kevin Holland, Steve Pand, Ed Cook, Hugh Kodama, Laura Roth

Members Absent: Josh Parnell, Jennifer Gilbert-Smith, Jim Hutchinson

Minutes for April 25, 2013, approved 7-0

Announcements:

Chamber Report: Krista Bates

- Mariners Game: July 25 at Safeco Field, looking for sponsors and selling tickets
- Annual Picnic: August 8, 4:30pm at Real Life Church. For chamber members and their families. Potluck-style event; Chamber will provide hot dogs and hamburgers.

City Report: None

Joint CEDC/Chamber Board/Council Meeting Debrief:

- Council and Chamber approved request to move forward with the branding process.
- Proposed to change wording of tagline from "Growing *towards* Greatness" to "Growing *to* Greatness"
- Hold off on the name "The Stop" for the town center.
- Discussion about Hawk Property Subarea
- Confusion about whether tagline would be used by businesses during development stages
- Ready to move forward with next step in branding: selecting colors and creating logo.

2013 CEDC Initiatives:

- Business Retention/Expansion: (Laura, Hugh, & Krista)
 - Business Mobs: assemble at local businesses to raise awareness; Spend small amount of money, stay for 10 minutes. Will be cash mobs at retail businesses,

could accept donations for charities for mobs at service businesses. Would inform business owner 48 hours in advance or earlier if needed. Invite Covington Reporter - Free advertising and buzz around the community plus a "feel good" article in the paper.

- Business Breakfasts: Will plan another breakfast for this fall, early October. Will try to hold twice a year. Multi-Care to sponsor and present on healthcare reform for the 2013 fall breakfast. Breakfast planning to begin soon.
 - Business Surveys: Send surveys to all Covington businesses. Consider mailing - will need funding. Krista to find email addresses from business license list. Laura and Krista will personally visit businesses with short surveys. Laura to create short survey. Possible topics: struggles, marketing, education. "What is preventing your business from growing?"
- Data: (Rick, Ed, Josh)
 - Would like to categorize businesses
 - Talk about evaluating Covington schools
 - Plan to look at aerial maps of Covington
 - Suggested idea to add list of available properties on the chamber website
 - Will have a focus for the Data committee at next meeting (40 minutes)
 - Branding: (Steve, Kevin, Laura, & Jennifer)

Discussion on Future Speakers - Who would we like to hear from?

- Businesses
- Covington Water District
- Rep. Pat Sullivan
- Sen. Joe Fain
- Hawk Property developers
- Jason Fiorito
- Small Business Development Center advisors

Comments:

Kevin: Wheelchair program, Kentlake High School collected \$4600 for the program
Building permit for Real Life Church is now final.

Rick: Need to sell tickets and sponsorships for Chamber Mariners Game.

Krista: June Luncheon sponsored by Republic Services. Will speak about new contract.
Sears Appliance to move to Covington Place retail area. Applied for sign permit.

Next Meeting: Thursday, June 27, 2013

Meeting adjourned at 8:20 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 (Not present)
Richard Hart, Community Development Manager (Not present)
Krista Bates, Covington Chamber of Commerce Office Manager