



P.O. Box 320
22017 SE Wax Road
Maple Valley, WA 98038
Phone: 425-413-8800
Fax: 425-413-4282

**ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING AGENDA**

**July 21st, 2020
7:30am – 9:30am**

THIS IS OFFERED AS A ZOOM WEBINAR ONLY. CALL IN AND JOINING INFORMATION AS FOLLOWS:

Dial In option: 1-253-215-8782 Meeting ID: 917 1932 3259 Password: 055106

<https://maplevalleywa.zoom.us/j/91719323259?pwd=QTdReUJNQWdDR0Z4YktPV0Z5Y2UyUT09>

1. **Call to Order** Vice Chair
2. **Roll Call** Deputy City Clerk
3. **Public Comment**

There shall be no oral public comment at this meeting. Only written public comment will be accepted and shall be included with the minutes. Written public comment should be submitted by email to webmaster@maplevalleywa.gov by **10:00 AM on Monday, July 20, 2020** and should include the name and address of commenter.

4. **Approval of Agenda** Commission
5. **Approval of Minutes – June 16, 2020** Commission
6. **Welcome New Commission Members** Commission
7. **Community Grants – EDC’s Role in Reviewing Special Events Applications** Tim
8. **CARES ACT Economic Recovery Grant Program/PPE Distribution Update** Tim
9. **Final Review of Survey Questions Developed by Dr. Modarres (UW Tacoma)** Tim
10. **Update to EDC Goals and Objectives** Commission
11. **Elect New Chair and Vice Chair/Roll Off Commission Schedule** Tim
12. **For the Good of the Order (*written only*)** Commission

13. Announcement of Upcoming Meeting

Regular Business Meeting

Tuesday, August 18, 2020, at 7:30 am
City Hall – Large Conference Room
22017 SE Wax Road, Suite 200
Maple Valley, WA

14. Adjourn

Agenda items may be added or removed at the Commission's discretion.
Americans with Disabilities Act (ADA) reasonable accommodations provided upon request.
Please call Andrew Dacuag, Deputy City Clerk, at 425-413-8800.

PRELIMINARY

**CITY OF MAPLE VALLEY, WASHINGTON
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF SPECIAL REGULAR MEETING
June 17, 2020
City of Maple Valley – City Hall (VIRTUAL ONLY)
22017 SE Wax Road – Suite 200**

1. Call to Order

Vice Chair Mike Zahajko called the meeting to order at 8:04 am.

2. Roll Call

Commissioners present: Lori Cloud, Kirk Davis, Erica Dial and Kirk Lantier.

Absent: Rich Kaalaas and Ty Pendergraft – staff was notified

Staff present: Economic Development Manager Tim Morgan and Deputy City Clerk Andrew Dacuag

3. Public Comment (not related to a public hearing)

There were no public comments submitted.

4. Approval of Agenda

MOTION to approve the agenda made by Commissioner Cloud, seconded by Commissioner Dial. Motion carried 5-0.

5. Approval of Minutes – February 27, 2020 and May 19, 2020

MOTION to approve the minutes made by Commissioner Dial, seconded by Commissioner Cloud. Motion carried 5-0.

6. CARES Act Funding (State/King County)

Commissioners discussed the process of application and distribution of CARES Act funding to local businesses. Final application and fund distribution will be discussed at the upcoming June 22nd City Council meeting.

7. Review Business Survey Questions by Dr. Ali Modarres (UW Tacoma)

Commissioners reviewed the draft of survey questions and provided suggestions/edits that will be forwarded to Dr. Modarres to take into consideration for the survey.

8. For the Good of the Order

No items were presented.

PRELIMINARY

9. Announcements of Upcoming Meeting

REGULAR MEETING

Tuesday, July 21, 2020 at 7:30 a.m.
City Hall – Large Conference Room
22017 SE Wax Road, Suite 200
Maple Valley, WA

10. Adjourn

The meeting was adjourned at 9:34 am.

Andrew Dacuag
Deputy City Clerk

Event Development CRITERIA REVIEW FOR EVALUATION OF EVENT GRANTS

NAME OF EVENT: _____

DATES OF EVENT: _____

GRADING SYSTEM: 1 (not likely) 2 (somewhat likely) 3 (likely) 4 (very likely) 5 (extremely likely)

STIMULATION OF THE LOCAL ECONOMY (40% emphasis)

- | | | | | | | |
|---|---|---|---|---|---|--|
| • Revenue will be generated for local community | 1 | 2 | 3 | 4 | 5 | |
| • Overnight hotel stays will be realized | 1 | 2 | 3 | 4 | 5 | |
| • Participants will have opportunity to explore community | 1 | 2 | 3 | 4 | 5 | |
| | | | | | | • <u>TOTAL POINTS:</u> _____ x 2 = _____ |

ENHANCEMENT OF THE AREA'S IMAGE (20% emphasis)

- | | | | | | | |
|---|---|---|---|---|---|--|
| • Opportunity for regional, national media coverage | 1 | 2 | 3 | 4 | 5 | |
| • Area's image will be enhanced because of event | 1 | 2 | 3 | 4 | 5 | |
| • Successful hosting of event is attainable | 1 | 2 | 3 | 4 | 5 | |
| | | | | | | • <u>TOTAL POINTS:</u> _____ x 1 = _____ |

PROVIDER OF OUTSTANDING ENTERTAINMENT AND PARTICIPATORY OPPORTUNITIES (20% emphasis)

- | | | | | | | |
|--|---|---|---|---|---|--|
| • Tickets/admissions would be available to general public | 1 | 2 | 3 | 4 | 5 | |
| • Local residents are needed to serve as volunteers for event | 1 | 2 | 3 | 4 | 5 | |
| • Clinics and/or observing practice would be available to public | 1 | 2 | 3 | 4 | 5 | |
| | | | | | | • <u>TOTAL POINTS:</u> _____ x 1 = _____ |

CONTRIBUTIONS TO THE COMMUNITY'S QUALITY OF LIFE (20% emphasis)

- | | | | | | | |
|---|---|---|---|---|---|--|
| • Local residents will be interested and attend event | 1 | 2 | 3 | 4 | 5 | |
| • Interest in sport will increase because of event being hosted | 1 | 2 | 3 | 4 | 5 | |
| • Hosting event prepares community for larger opportunities in future | 1 | 2 | 3 | 4 | 5 | |
| | | | | | | • <u>TOTAL POINTS:</u> _____ x 1 = _____ |

OVERALL INTUITION ABOUT HOSTING THE EVENT IN THE COMMUNITY

- Given all of the information to consider, rank from 1 (low) to 10 (high) your "gut" feelings about hosting this event. _____

TOTAL OF POINTS FROM REVIEW: _____

PERSON PERFORMING REVIEW: _____

DATE OF REVIEW: _____

(Revised 7/1//2020)

Mission: The Economic Development Commission's goal is to research, advise, advocate and promote economic development for the Maple Valley community.

| Goals/Objectives | Planned Actions (Tasks) related to the Goal | Metrics (Measurement of Tasks) | Start Date | Target Completion Date | Actual Completion Date | Lead/Partner | Status/Results | Additional Comments |
|---|--|---|------------|------------------------|------------------------|----------------------------------|---|---|
| RECRUITMENT/CREATION Develop a small business growth strategy | Support business growth opportunities for both the Legacy Site and Summit Place, as directed by Council | Town Center Visioning Process | 5/1/2018 | Ongoing | | EDC/Council/ Planning Commission | Council, Planning & EDC Joint held on 5/6 and 6/3, 2019. Final Downtown Visioning meeting was held on May 6, 2020 | A draft review of the Downtown Visioning document created by NBBJ in May 2020 can be found at: www.maplevalleywa.gov/home/showdocument?id=26246 Additional information can be found at www.maplevalleywa.gov/what-s-happening/current-projects/downtown-design-guidelines |
| | Focus on recruiting and growing businesses that provide living wage jobs rather than on the revenue generated or the number of employees employed | Network through meetings and events to create contacts with developers and commercial brokers | 5/1/2018 | Ongoing | | Tim | Tim attends meetings and events with trade industry groups. A buyer has been identified for the Maple Valley Business Park property (gravel pit). A site plan will be submitted shortly by that developer. Interest has been expressed by one developer in the Summit Place property. | Discussions are ongoing with developers for the Maple Valley Business Park and Summit Place properties. Business Leads are received monthly from Greater Seattle Partners and interest is submitted if Maple Valley fits the criteria of the site selector. |
| | Hold an annual "Open House" event (1st Quarter) Identify the existing businesses and entrepreneurs within the Tahoma School District boundaries | A Site Selector Tour was scheduled for September 12, 2019 through FIABCI | 7/1/2019 | 9/12/2019 | 9/12/2019 | Tim/EDC | Site Selector Tour was held on 9/12/19 at Lake Wilderness Lodge | The goal is to hold at least one site selector tour of Maple Valley once a year once things get back to normal after COVID-19. No future tour has been planned at this time. |
| | Update marketing materials as needed Tell "Maple Valley Stories" to assist recruitment | Rebrand the City with public input | 11/1/2019 | 3/1/2021 | | Tim | 5/13/19 - Chandlerthinks LLC selected to conduct city branding project. Project was completed in May 2020. | The Final City Brand is being presented at the July 13, 2020 City Council Meeting. Marketing materials with the new brand will occur upon approval of a new brand. |
| RETENTION/EXPANSION Develop key business partnerships within Maple Valley | Develop and implement a business survey in coordination with the Chamber of Commerce | Obtain business data through survey | 5/1/2019 | Ongoing | 4/3/2020 | Tim/EDC | Online business survey was conducted from 4/16/19 - 5/16/19. | The City's Business Survey was completed in 2019 and the Chamber of Commerce Business Survey was completed in April 2020. A new business survey and a resident survey will be issued by UW Tacoma in July 2020 as part of the Port of Seattle Grant Project. |
| | Create a business incubator program in collaboration with the Chamber of Commerce or partner with existing business incubator program in the area | This is an opportunity for the end of 2020 and early 2021. | TBD | Ongoing | | Tim/Erica | No work has been done in this area due to COVID-19 and identifying a place for an incubator. | TBD |
| | Ongoing outreach to businesses, developers, and property owners in collaboration with the Chamber of Commerce | Ongoing | 5/1/2018 | Ongoing | | Tim/Erica | Business Surveys issued; Cares Act Economic Recovery Grant Program and PPE Reimbursement Program launched. | COVID-19 Recovery Stage |
| | Leverage community assets | TBD | | | | EDC | | |

| Goals/Objectives | Planned Actions (Tasks) related to the Goal | Metrics (Measurement of Tasks) | Start Date | Target Completion Date | Actual Completion Date | Lead/Partner | Status/Results | Additional Comments |
|--|---|---|------------|------------------------|------------------------|-----------------------------|---|--|
| PARTNERSHIPS Work collaboratively with the Planning Commission to identify zoning and long-range planning opportunities that support economic vitality | Provide professional expertise in data assessment used to support decision making, enhance the understanding of the development process, and ensuring continuous enhancements in commercial, and industrial properties now and in the future. | Create digital database for perspective businesses, property owners to access data and information about Maple Valley | 4/1/2019 | ongoing | | Tim/EDC/Planning Commission | | The City invested \$8,500 in 2019 to provide Business Resources for Site Selectors through a website program offered by Local Intel. There is an online database portal available to us through Synchronist through the Seattle Chamber. |
| | Hold joint Planning and Economic Development Commission meetings at least twice a year | TBD | 10/1/2019 | 1/29/2020 | 1/29/2020 | Tim/EDC/Planning Commission | | Both Commissions shared their 2020 Work Plans. No joint meetings planned yet in 2020. |
| WORKFORCE DEVELOPMENT Partner with education institutions to provide education, communications and business development programs to local businesses | Promote Green River College's SBDC Programs and Renton Technical College's Business Programs | We are entering the 3rd year of an agreement with the Green River College SBDC program that includes 1-on-1 business counseling and business courses offered in Maple Valley. | 5/1/2018 | Ongoing | Ongoing | Tim/Taryn Hornby | Direct client services hours delivered 75 hours; training hours delivered 31.50 hours; business counseling hours delivered 86.56 hours. Taryn Hornby spoke at two "Future Ready Days" at Thoma High School in 2019. | Business Training courses offered by Green River College in 2020 have not been determined yet due to the COVID-19 pandemic. We don't have a partnership program established yet with Renton Technical College yet. |
| | Implement the programs identified for the Port of Seattle Economic Development Grant. | Currently in process (review the 2019 projects list) | 2/1/2019 | 11/1/2019 | 11/1/2019 | Tim | 2019 Grant Projects completed were adding business resources tools to the website; Green River College SBDC services; Site Selector Tour; brochure distribution, and advertising. | 2020 Grant Projects are issuing a Business and Resident Survey and advertising. |
| | Capitalize on the Tahoma School District's reputation and CTE assets to develop training opportunities. | TBD | | | | Tim/Lori | | Looking at the joint CAMPS membership to accomplish this. |
| | Identify skill sets needed for business recruitment and expansion within Tahoma School District boundaries | TBD | | | | Tim/Erica/Lori | | Collaborate with Green River College and the Tahoma School District to accomplish this. |

Term Definitions

EDC: Economic Development Commission
 WSDOT: Washington State Department of Transportation
 ADO: Associate Development Organization
 Livable Wage:
 Small Business: less than 50 people
 Incentive: a "cash or near cash assistance" provided on a discretionary basis to attract or retain business operations