1. Call to Order
   a. Pledge of Allegiance
   b. Attendance \(\text{(by presence, not roll call)}\)
      i. Position 1: Scott Kilmer
      ii. Position 2: Andrew Wiesenfeld
      iii. Position 3: Lora Butterfield
      iv. Position 4: Jeff Southard
      v. Position 5: Kim Larson
      vi. Position 6: Colleen Wise
      vii. Position 7: Jason Neil

2. Old Business
   a. Selection of Chair and Vice-Chair

3. Consent Agenda: All matters listed under Item 3, Consent Agenda, are considered routine in nature and will be enacted by one motion. Individual discussion of these items is not planned. A member, however, may remove any item to discuss as an item for separate consideration under New Business.
   a. Agenda Approval or Modifications
   b. Approval Meeting Minutes for January 7, 2019

4. Citizen Comment Period: This portion of the agenda is reserved for the public to comment on items not on the agenda. The Planning Commission may invite additional public comment on agenda items noted for discussion later in the meeting.

5. New Business
   a. Action Item(s)
      i. None
   b. Discussion Item(s)
      i. Formulate 2019 Work Plan

6. Staff Comments

7. Board Member Updates

8. Adjourn
1. **CALL TO ORDER:** Staff Liaison Groth called the meeting to order at 5:30 p.m.

   A. **Members Present:** Wiesenfeld; Butterfield; Southard; and Neil
   
   B. **Commissioners Absent:** Larson and Wise
   
   C. **Staff Member(s) Present:** Darren Groth, Community Development Director

2. **OLD BUSINESS:**
   
   A. **Selection of Chair and Vice-Chair**
   
   i. Wiesenfeld moved to table until after the joint meeting, Neil seconded.
   
   ii. Board voted 4-0 to place item on table.

3. **CONSENT AGENDA:**
   
   A. **Agenda Approval or Modifications**
   
   B. **Approval of Meeting Minutes for December 17, 2018**
   
   i. Wiesenfeld asked to table until 6 p.m., discussion ensued.
   
   ii. Southard moved to table until 6 p.m., Neil seconded.
   
   iii. Board voted 4-0 to place item on table.
   
   iv. At 6 p.m., Butterfield moved to approve, Southard seconded, and the board voted 4-0 to approve.

4. **NEW BUSINESS**
   
   A. **Action Item(s)**
   
   i. None
   
   B. **Discussion Item(s)**
   
   i. Economic Assessment Reports
   
   a. Groth opened the discussion and introduced this item shortly before 6 p.m. After a brief discussion, Groth returned to the Consent Agenda to seek a final resolution on that item.
   
   b. Upon returning to this agenda item after approving the Consent Agenda, Butterfield asked for clarification of Exhibit 6.
   
   c. Wiesenfeld asked if each City has a Chamber of Commerce.
   
   d. Southard sought more information on the history of the City’s Town Center.
   
   e. Wiesenfeld discussed the overlap of the EDAB with other boards and commissions.
   
   ii. 2019 Work Plan Ideas
   
   a. Groth opened the discussion and asked the board members for work plan ideas that align with EMC Chapter 2.32.
   
   b. Discussion ensued.

5. **STAFF COMMENTS**
   
   A. Groth updated the Board regarding City staffing and the joint meeting with City Council on January 29, 2019.

6. **BOARD MEMBER UPDATES**
   
   A. Members asked for development updates at the next meeting.

7. **ADJOURN:** Groth adjourned the meeting at 6:40 p.m.
Date: February 4, 2019

Title: Formulate 2019 Work Plan

Attachments: 1) Possible Work Plan Ideas

Submitted By: Darren Groth, Community Development Director

Discussion
On December 17, 2018, the Economic Development Advisory Board (EDAB) met for the first time in nearly three years. In addition to their initial December meeting, the EDAB continued to discuss possible work plan ideas during their January 7, 2019 meeting. These first two meetings allowed the board members an opportunity to review prior Edgewood development goals, discuss economic development with City staff, and propose objectives for the coming year.

On January 29, 2019, the EDAB held a joint meeting with City Council to strategize the EDAB’s work plan for 2019. The City Council offered general direction to the members present for the discussion and recommended that the EDAB could spend their next meeting(s) compiling their ideal work plan and presenting back to City Council for adoption. As a result, once the EDAB finalizes their recommended 2019 Work Plan, various board members, e.g., selected representatives, the chair, or the entire board, will present their objectives to the City Council and seek adoption of the EDAB 2019 Work Plan.

Recommendation
Propose, discuss, and work to finalize a work plan for 2019.
Economic Development Advisory Board
Staff Proposed
2019 Work Plan Ideas

1) Create, distribute, and analyze results of a restaurant survey
   a. Let them brainstorm ways they can do this. (*Survey Monkey, publishing the survey in the local paper; copies in the Chamber of Commerce office; website*)
   b. This may give you some anecdotal information to give to a restaurant or eatery on your match list, or for when you attend ICSC (*“Our recent survey showed that 72% of the respondents wanted XYZ Café in Edgewood.”*)
   c. Also, good for a press release, and might use in marketing material.

2) Take high resolution photographs of new construction, new businesses, and community assets.
   a. Can be used on website and your marketing material.
   b. Good to include with press releases
   c. Can be used with regular updates to retailers

3) Develop a SWOT Analysis.
   a. Schedule two economic development workshops: first to ask for input from stakeholders, the second to present the findings. Recommend at least a month apart so the analyses can be completed.
   b. The SWOT Analysis can be used to develop a strategic plan and the SWOT findings may be used in business attraction

4) Have the committee act as Business Retention Ambassadors
   a. Visit businesses (cold call) and conduct a survey. (*This is also great for Council Members*)
   b. See if they can obtain testimonials.
   c. Determine if they are looking to expand – if so, can you find another place for them in Edgewood? Also determine if they may be looking to leave – find out why and see what can be done to keep them in Edgewood.

5) Conduct Outreach
   a. Chamber of Commerce members
   b. Local businesses
   c. Franchisees (even in other communities)
   d. Pierce County Supervisors
   e. Elected and appointed officials to various agencies
   f. Real estate agents
   g. Developers (local and beyond)

6) Volunteer to assist in preparations for ground breakings, ribbon cuttings, trade shows, and site tours.
   a. Volunteers not necessarily required to attend these functions
   b. Fold and stuff marketing mailings