1. Call to Order
   a. Pledge of Allegiance
   b. Attendance (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: Shawn Carter
      vii. Position 7: Jason Neil

2. Consent Agenda: All matters listed under Item 2, 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 October 7, 2019

3. 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.

4. Items of Business
   a. Action Item(s)
      i. None
   b. Discussion Item(s)
      i. Partnership Potential with Mt. View Community Center (follow up to Jessie Holden’s comments during 10/07/2019 EDAB meeting)
      ii. Develop 2020 Work Plan
      iii. 2019 Work Plan

5. Staff Comments

6. Board Member Updates

7. Adjourn
1. **CALL TO ORDER:** Chair Butterfield called the meeting to order at 5:30 p.m.
   a. **Members Present:** Kilmer; Wiesenfeld; Butterfield; Southard; Carter
   b. **Commissioners Absent:** Larson; Neil
   c. **Staff Member(s) Present:** Darren Groth, Community Development Director  
      Dave Gray, Assistant City Administrator
   d. **Others Present:** Mayor Eidinger  
      Council Members Tomyn and Wise

2. **CONSENT AGENDA**
   a. **Agenda Approval or Modifications**
   b. **Approval of Meeting Minutes for June 3, 2019**
      i. Wiesenfeld moved to approve, as presented. Southard seconded.
      ii. The Board voted 5-0 to approve the Consent Agenda.

3. **CITIZEN COMMENT PERIOD:** Jessie Holden, Mt. View Community Center, commented on ways her organization could work with the EDAB.

4. **NEW BUSINESS**
   a. **Action Item(s)**
      i. None
   b. **Discussion Item(s)**
      i. Presentation from Pierce County Economic Development
         a. Betty Capestany, Director, opened discussion and briefed the board on matters her department is working on for Pierce County and how those efforts fit with Edgewood
         b. Ms. Capestany introduced “Invest Pierce County” and gave a demonstration of the program and website
         c. Discussion ensued
      ii. Selection of Vice-Chair
         a. Southard nominated Wiesenfeld, Kilmer Seconded
         b. Wiesenfeld accepted the nomination and the board voted 5-0 to select Wiesenfeld as vice-chair
      iii. Develop 2020 Work Plan
         a. Groth opened discussion on this standing item to allow board members to begin identifying what they plan to pursue in 2020
         b. Discussion ensued
      iv. 2019 Work Plan
         a. Butterfield introduced the item and mentioned it’s now a standing item on every agenda

5. **STAFF COMMENTS:** None

6. **BOARD MEMBER UPDATES:** Kilmer announced he attended the City Council Town Hall regarding transportation and briefed the board on the discussions held during that meeting

7. **ADJOURN:** Chair Butterfield adjourned the meeting at 6:49 p.m.
Date: November 4, 2019

Title: Partnership Potential with MVCC

Attachments: None

Submitted By: Darren Groth, Community Development Director

Discussion
On October 7, 2019, Jessie Holden, Director of the Mountain View Community Center (MVCC) presented her organization to the board. The ensuing discussion focused on how the MVCC and EDAB could partner together for the Edgewood community. This agenda item was requested by board members as a formal discussion opportunity regarding ways these two entities could work toward common goals.

Recommendation
Hold a discussion regarding EDAB’s potential partnerships with MVCC.
Date: November 4, 2019

Title: 2020 Work Plan

Attachments: None

Submitted By: Darren Groth, Community Development Director

Discussion
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. The EDAB winnowed their work plan down to three primary goals during their March 4, 2019 meeting. On April 9, 2019, City Council approved the EDAB’s 2019 Work Plan. This agenda item is intended to allow the EDAB to continue discussion in preparation for setting their Work Plan for 2020.

Recommendation
Continue a discussion regarding EDAB’s work plan for 2020.
CITY OF EDGEWOOD
STAFF REPORT
EDAB AGENDA ITEM

Date: November 4, 2019
Title: 2019 Work Plan
Attachments: 1) Work Plan
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.

The EBAD members winnowed their work plan down to three primary goals during their March 4, 2019 meeting. The attached work plan maintains only those three as the agenda for the board to focus their attention during the year. Additional steps may result from the findings; however, the proposed time and effort necessary to successfully implement the three items identified will likely fill the remainder of the EDAB’s calendar for 2019.

This is a standing item for the remainder of 2019 to allow the EDAB to discuss items and plan future agendas as necessary.

Recommendation
Review and discuss the work plan, as needed.
Economic Development Advisory Board

2019 Work Plan

1) Develop a SWOT Analysis.
   a. Schedule economic development workshops, at least two
      i. First workshop – ask for input from stakeholders
      ii. Second workshop, at least a month later so the analyses can be completed – present the findings.
   b. Use the SWOT Analysis to develop a strategic plan and the SWOT findings may be used in business attraction.

2) Retention.
   a. Visit existing businesses and conduct a survey or see if they will provide testimonials, i.e., what is it like doing business in Edgewood.
   b. Determine if they are looking to expand – if so, can you find another place for them in Edgewood?
   c. If they may be looking to leave – find out why and see what can be done to keep them in Edgewood.

3) Recruitment.
   a. Optional methods of distribution include: Survey Monkey, publishing the survey in the local paper; copies in the Chamber of Commerce office; a new webpage on the City’s website; or a separate website or landing page.
   b. Seek [anecdotal] information to give to a targeted restaurant or eatery, e.g., “Our recent survey showed that 72% of the respondents wanted XYZ Café in Edgewood.”
   c. End result may be a press release or new marketing materials.