



Homer City Hall

491 E. Pioneer Avenue

Homer, Alaska 99603

www.cityofhomer-ak.gov

City of Homer Agenda

Economic Development Advisory Commission Regular Meeting

Tuesday, November 10, 2020 at 6:00 PM

City Hall Cowles Council Chambers via Zoom

Webinar ID: 990 0366 1092 Password: 725933

Dial: 346-248-7799 or 669-900-6833; (Toll Free) 888-788-0099 or 877-853-5247

CALL TO ORDER, PLEDGE OF ALLEGIANCE, 6:00 P.M.

AGENDA APPROVAL

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA (3 Minute Time Limit)

RECONSIDERATION

APPROVAL OF MINUTES

A. September 8, 2020 Regular Meeting Minutes **Page 3**

B. October 13, 2020 Regular Meeting Minutes **Page 9**

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS (5 Minute Time Limit)

A. Deputy City Planner Staff Report **Page 15**

B. Chamber Director Report

C. Homer Marine Trades Association Report **Page 17**

D. Pioneer Avenue Task Force Report

E. Kenai Peninsula Economic Development District Report

PUBLIC HEARING

PENDING BUSINESS

A. EDC Strategic Plan/Goals Update **Page 19**

i. EDC 2020-2021 Strategic Plan/Goals **Page 20**

B. Comprehensive Economic Development Strategy (CEDS) Update **Page 23**

i. Public Outreach Ideas & Ways to Gather Input **Page 24**

NEW BUSINESS

- A. Economic Development Advisory Commission 2021 Meeting Schedule **Page 26**
 - i. DRAFT Resolution 20-XX Approving the 2021 Public Meeting Schedule **Page 27**
- B. Request for Wayfinding & Streetscape Project to Move Forward in 2021 **Page 31**
 - i. Resolution 20-050 **Page 32**
 - ii. Ordinance 19-54 (S-2)(A-2) **Page 35**
 - iii. Memorandum 19-161 **Page 38**
 - iv. Memorandum 19-148 **Page 41**
- C. Revisions to Community Design Manual **Page 43**
 - i. Staff Report PL 20-71 to Planning Commission Re: Revisions to the Community Design Manual **Page 44**
- D. Green Infrastructure in Homer (*10 Minute Time Limit*) **Page 54**

INFORMATIONAL MATERIALS

- A. Memo 20-158 Appointment of Debbie Speakman to the Economic Development Advisory Commission **Page 56**
- B. Ordinance 20-64(A) Amending HCC 2.76 Duties of EDC **Page 61**
- C. EDC Bylaws – Adopted September 28, 2020 **Page 64**
- D. City Manager’s Report for October 12, 2020 **Page 68**
- E. City Manager’s Report for October 26, 2020 **Page 71**
- F. EDC 2020 Meeting Calendar **Page 74**
- G. Commissioner Attendance at 2020 City Council Meetings **Page 75**

COMMENTS OF THE AUDIENCE (3 Minute Time Limit)

COMMENTS OF THE CITY STAFF

COMMENTS OF THE CITY COUNCILMEMBER (if present)

COMMENTS OF THE CHAIR

COMMENTS OF THE COMMISSION

ADJOURNMENT

Next Regular Meeting is **TUESDAY, DECEMBER 8, 2020 at 6:00 p.m.** All meetings scheduled to be held via Zoom Webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

Session 20-05 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:24 p.m. on September 8, 2020 at the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar, and opened with the Pledge of Allegiance. One seat still remains vacant.

PRESENT: COMMISSIONERS MARKS, RICHARDSON, AREVALO, JOHNSON, MINK

ABSENT: COMMISSIONER BROWN

STAFF: SPECIAL PROJECTS & COMMUNICATION COORDINATOR CARROLL
DEPUTY CITY CLERK KRAUSE

The Economic Development Advisory Commission held a Worksession prior to their regular meeting from 5:00-5:55 p.m. to discuss changes to the Bylaws, Strategic Plan and amending Homer City Code 2.76.

Due to technical issues the start of the regular meeting was delayed until 6:24 p.m.

AGENDA APPROVAL

Chair Marks called for a motion to approve the agenda.

AREVALO/MINK MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE. NON OBJECTION. UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. EDC August 11, 2020 Regular Meeting Minutes

Chair Marks called for a motion to approve both sets of meeting minutes.

AREVALO/JOHNSON MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE. NON OBJECTION. UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

A. Nine Star Education & Employment Services

Ruth Schoenleben, President & CEO; Roger Hamacher, Program Director and Casey Brewer, Homer branch, spoke about the mission and goals of Nine Star Education & Employment Services by providing a verbal presentation to the Commission on the services that they provide to under and unemployed persons, focusing on at risk youth. They provide education and services to prevent homelessness working within the community to improve the quality of life for all. Nine Star works with local businesses assisting in employment; learning th skills needed to maintain and retain employment; interviewing skills, problem solving skills and more. Nine Star works exclusively with 16 to 24 year olds who qualify as out of school, whether that means graduated but face significant barriers to moving forward or dropped out.

Chair Marks thanked them for attending the meeting and providing the information to the Commission.

The Commission requested a copy of the PowerPoint presentation be submitted to the Clerk for distribution to the Commission.

Mr. Hamacher responding to Commissioner Arevalo described the process that Nine Star uses with employers and perspective employees/trainees. He noted that the employer must be a licensed and insured business.

Mr. Brewer explained that in Homer it is more based on word of mouth and he has 10-12 employers that he is working with, but he receives referrals from various organizations including the University and The Center, distributing and posting flyers, etc.

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

A. Special Projects & Communications Coordinator Staff Report

Special Projects and Communications Coordinator Carroll provided her report to the Commission and it was in the packet. She reported on the following:

- Second round of CARES Act funding for Non-Profits was just released
- Child Care and Social Services Programs
- All Economic Relief programs are interrelated so that if Commissioners are referring members of the public to them to remind them to review them carefully
- Businesses that are non-profits listed under the designations listed by the IRS and Child care should be licensed by the State.
- This encompasses groups that may have already applied for small business economic relief can also qualify under these other programs

Commissioner Johnson expressed appreciation for the reports the Ms. Carroll provides on the local radio station.

B. Chamber Director Report

Chamber Director Brad Anderson provided a report on the following:

- The Chamber has been working more with local businesses and informing people of the different relief programs that are available
- Concern for the loss of small businesses in Homer and on the Peninsula as a whole due to COVID
- Businesses are reporting that their revenues are only 1/3 of what they normally would be
- Retail businesses are, for some, having a record year for sales.
- Peony Celebration showcasing growers, next year will be a longer period from July 19-24, 2021 with more components to the event with vendors and various workshops
- 2021 calendars will be going out soon listing tournaments and various community events
- Planning events in a safe way and more open spaces
- new website was launched and still working on the webpages
- Updated logo and tag line
- Hired a new marketing manager

C. Homer Marine Trades Association Report

D. Pioneer Avenue Task Force Report

Chair Marks provided a brief report that the Task Force has evolved into a Peony Celebration Task Force. She provided information on a bag that was developed by Nomar with a logo as a fundraiser to sell. These funds will be used to fund the celebration and maintain the gardens planted around town. They will start gearing up in February working on the details of the celebration.

E. KPEDD Report

Chair Marks briefly reported on the retreat scheduled for October 1-2, for the new CEDS document. She will provide additional information at the October meeting.

PUBLIC HEARINGS

PENDING BUSINESS

A. Memorandum from Special Projects & Communication Coordinator re: EDC Bylaw and Homer City Code Amendments

Chair Marks introduced the item by reading of the title into the record and invited Ms. Carroll to provide her report to the Commission.

Ms. Carroll provided her report noting the amendments that are recommended by the City Clerk and herself updating the duties of the EDC, the CEDS and removing the sections of the bylaws that are more appropriate for the Strategic Plan.

Chair Marks requested a motion to adopt the recommendations in the Draft Bylaws.
AREVALO/JOHNSON MOVED TO ADOPT THE RECOMMENDED CHANGES TO THE HOMER CITY CODE 2.76.

There was a brief discussion on including the annual strategic plan in code.

AREVALO MOVED TO AMEND THE HOMER CITY CODE TO ADD M. THE COMMISSION WILL ANNUALLY DEVELOP A SET OF GOALS – ONGOING, SHORT, MID AND LONG TERM BASED UPON HOMER CITY CODE, THE COMPREHENSIVE PLAN THE LOCAL CEDS AND ANY RECOMMENDATIONS FROM EDC DEVELOPED SURVEYS.

Commissioner Johnson requested to see this motion written before seconding it.

Chair Marks noted that the Clerk may have something to say regarding this motion.

Deputy City Clerk Krause explained that item C covered the items that were noted in the motion and that a strategic plan is just a document that assists the commission in conducting its work it is not a directive that is included in city code.

Chair Marks believed that item c as shown pretty much covered what was in their strategic plan.

Ms. Carroll provided further explanation that the strategic plan is a means to an end and is to be used as a tool.

Chair Marks asked if there was a second to the amendment. Hearing none the motion to amend fails for lack of a second and brings them back to the main motion to adopt the recommendations as presented.

Chair Marks confirmed with the Clerk that a second motion is required to forward the adopted amendments and draft bylaws to City Council.

Chair Marks called for a roll call vote.

VOTE. YES. AREVALO, JOHNSON, RICHARDSON, MINK, MARKS

Motion carried.

Chair Marks requested a motion to recommend City Council approve.

AREVALO/MINK MOVED TO FORWARD A RECOMMENDATION THAT CITY COUNCIL APPROVE THE RECOMMENDED CHANGES TO HOMER CITY CODE 2.76 BY ORDINANCE.

There was no discussion.

VOTE. YES. RICHARDSON, MARKS, JOHNSON, MINK, AREVALO

Motion carried.

Chair Marks requested a motion to adopt the recommended changes to the Commission bylaws and forward recommendation to Council to approve these changes.

AREVALO/RICHARDSON MOVED TO ADOPT THE DRAFT BYLAWS WITH THE RECOMMENDED CHANGES AS PRESENTED AND FORWARD TO CITY COUNCIL FOR APPROVAL BY RESOLUTION.

There was no discussion.

VOTE. YES. MINK, RICHARDSON, AREVALO, JOHNSON, MARKS

Motion carried.

B. EDC Strategic Plan/Goals Update

Chair Marks introduced the item by reading of the title into the record and noted the work that was done by Commissioner Arevalo and requested moving this item to the October agenda for final review of the notes that Commissioner Arevalo.

Commissioner Arevalo had sent the notes to the Commissioner Mink and Commissioner Richardson while they were waiting for Chair Marks to get connected.

Ms. Carroll requested Commissioner Arevalo send those for distribution through herself or the Clerk.

NEW BUSINESS

INFORMATIONAL MATERIALS

- A. City Manager's Report for August 24, 2020
- B. EDC 2020 Meeting Calendar
- C. 2020 Commissioner Attendance at City Council Meetings

Chair Marks facilitated discussion on informational materials inviting the City Manager to speak.

City Manager Dumouchel reported that he had previously been a business owner and involved with the local Chamber where he resided and is very interested in Economic vitality of the city. He is interested in working with KPEDD on the update to the CEDS and looks forward to the opportunity and working with the Commission in the future.

Chair Marks commented on the EDC Calendar and hopefully the two items the voted on tonight will be on the next Council agenda. She would like to look at the annual topics and events for the 2021 calendar at the next meeting. She appreciated the inclusion of the ordinance on the sign code amendment.

COMMENTS OF THE AUDIENCE

COMMENTS OF CITY STAFF

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Marks thanked the commissioners for their participation and requested them to continue efforts in recruiting another member. She inquired if the commission would like another worksession for September and there was no interest expressed.

COMMENTS OF THE COMMISSION

Commissioner Johnson appreciated the discussion at the worksession and really thought the template that Commissioner Arevalo created was very useful and looked forward to further discussion at the next meeting.

Commissioner Arevalo commented on the tasks she was assigned at the worksession to try to drum up some Smart Growth principles and green infrastructure which were in their original Strategic Plan as a short term goal. This would be a information purposes and to have in their tool box for assessing different development strategies for the city. The Commissioners can look forward to sharing of that information.

Commissioner Richardson commented it was a good meeting.

ADJOURN

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:52 p.m. A Regular Meeting is scheduled for October 13, 2020 at 6:00 p.m. All meetings scheduled to be held via Zoom webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

RENEE KRAUSE, MMC, DEPUTY CITY CLERK

Approved:_____

Session 20-06 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:00 p.m. on October 13, 2020 at the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS MARKS, JOHNSON, RICHARDSON, BROWN, AREVALO

ABSENT: COMMISSIONERS MINK AND SPEAKMAN (both excused)

STAFF: SPECIAL PROJECTS & COMMUNICATIONS COORDINATOR CARROLL
DEPUTY CITY CLERK TUSSEY
CITY PLANNER ABBOUD

Chair Marks welcomed new commissioner Debbie Speakman to the Economic Development Advisory Commission.

AGENDA APPROVAL

Chair Marks called for a motion to approve the agenda.

JOHNSON/AREVALO MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

A. Special Projects & Communications Coordinator Staff Report

Special Projects and Communications Coordinator Carroll provided her staff report, noting the following:

- Approved 2021-2026 CIP and the new legislative priority project list, new projects that were added to the CIP, and other notable amendments.
- COVID economic relief grants that the City has been providing.

- Resolution to clarify EDC's purpose was approved at City Council's October 12th meeting.
- Smart Growth Resources; links included in written report
- Staffing changes; Julie Engebretsen, Deputy City Planner, will be the newly assigned staff person to the EDC.

Chair Marks called on City Planner Abboud for any comments. Mr. Abboud said the EDC would get front seat on what the Planning Commission is working on. Next project he wants to work on is community design. There is lots to work on and they can further the EDC's wayfinding and streetscape goals. Commissioner Richardson inquired on when would be the appropriate time to dial in the conversation on specific topics. Mr. Abboud commented how they can put permitting and the permitting process on a future agenda.

B. Chamber Director Report

Chair Marks provided a verbal report from the Chamber of Commerce Director. They're hearing that members are getting more upfront bookings for next year. They will be updating their website to better assist members and visitors, and going to be pushing to add economic development to one of their chamber committees going forward. Homer businesses have received 40% of relief dollars that have come to the Kenai Peninsula. The peninsula has received over 16% of statewide relief dollars while having only 6% of the population. Homer has done very well collecting relief funds.

C. Homer Marine Trades Association Report

D. Pioneer Avenue Task Force Report

Chair Marks spoke to future peony planning and efforts to get planting packages out to businesses along Pioneer Avenue.

E. KPEDD Report

PUBLIC HEARINGS

PENDING BUSINESS

- A. EDC Strategic Plan/Goals Update
- i. Worksession Notes from Commissioner Arevalo
 - ii. EDC Strategic Plan/Goals, Revised August 2019

Chair Marks introduced the item by reading the title. She provided a brief background of what work the commission has already done and opened the floor for discussion.

Commissioner Johnson voiced his general agreement with the goals they came up with. He commented about partnership efforts with the college for business support, how everything is on hold at the college due to COVID and classes having to be cancelled. These goals are general and strategical, and are fine to leave as they are. Commissioner Arevalo pointed out that the Kenai Peninsula College

goal is in the midterm section so it is six months to two years off. Commissioner Johnson acknowledged that, reiterating his support for what they have with little to no changes.

Chair Marks provided her comments. The Comprehensive Economic Development Strategy (CEDS) program should be put into short term goals; the timeframe/deadline for working on local efforts is June 2021 so it's imperative that they work on that to meet the Kenai Peninsula Economic Development District (KPEDD)'s goal. Commissioner Arevalo referenced her notes in the packet how that goal is already proposed as a near term goal, but will revise her notes to better clarify it. Chair Marks agreed with the revision and continued explaining the KPEDD's work requirements and what they should be focusing on. Ms. Marks commented on evaluating downtown vitalization. She is hoping a Request for Proposals will be going out soon to hire a consultant (with the EDC participating in that process), so that goal should be integrated with Wayfinding and Streetscape as a midterm goal.

Commissioner Richardson commented on flight travel limitations that are hurting the community, and suggesting they add a near term goal to help address that. Special Projects and Communications Coordinator Carroll gave an update on Ravn Air and their return to operation after going bankrupt earlier this year. Mr. Richardson suggested that if the City needed help with any researching that EDC members could volunteer to help with that as a short term goal. Chair Marks commented that, according to what Ms. Carroll has said, that the issue of flight limitations is a moot point considering Ravn Air will be operating very soon.

Discussion ensued on various types of goals and how commissioners can work with staff on finding ways to be of use to the City, such as through business/public outreach, volunteering for researching tasks, and other flexible tasks that fall into their advisory role.

Commissioner Brown inquired on the questions included in the goal draft materials; are they planning to identify the actual gaps in the CEDS tonight or if they were just identifying that as a goal? Chair Marks, Ms. Arevalo, and Ms. Carroll clarified that those questions were brought up at the last meeting and the commission is only answering those questions to finish defining their strategic plan/goals.

There was further discussion on verbiage used and sorting of goals. Topics discussed included surveying businesses for their current needs; seeking out projects they can work on now or how they can be available to give advice; reiteration of this being an annually-reviewed, internal document that assists the commission in tracking their projects; and history behind the remote workforce concept.

Commissioner Arevalo provided an overview of the suggested changes during their discussion and clarified amendments with commissioners. She listed the proposed strategic plan/goal amendments to be agreed upon:

Ongoing Goals:

1. Be available for short-term requests from the City for assistance – boots on the ground.
2. Keep our ears to the ground and seek out areas of "lack." Confer with Julie about communicating with City Council and advising them on ways to overcome barriers- "the nexus of economic goals."

Near-term goals

1. Familiarize with smart growth principles and best practices, and also green infrastructure concepts. Have these in our toolbox when development decisions come our way for consideration.
2. Research any zoning recommendations to forward to Planning Commission.
3. Assist KPEDD in development of the Kenai Peninsula regional CEDS (public outreach, information gathering, collaborate with Chamber of Commerce, include public meeting).
4. Do some outreach to local businesses to see what immediate needs are (6+ months into COVID).
5. Ask Julie every three months if there's any boots on the ground work needed by the City that our commission can assist with.

Mid-term goals

1. Assess jobs training needs and workforce development. Communicate to KPC.
2. Do an analysis of City objectives, develop recommended priorities and identify specific alternatives if possible (from our bylaws and City's Comp. Plan Ch.7, items 1-6). If more public input is warranted, consider doing that.
3. Downtown vitalization momentum and wayfinding/streetscape plan- gain public input, offer input to RFP, etc.
4. EDC promotes our assistance and capacity in recovery from economic damages within our community due to global pandemic fallout.

Long-term goals

1. Economic resiliency planning
2. Multipurpose community center
3. BR&E

RICHARDSON/JOHNSON MOVED TO ACCEPT THE ADOPTED CHANGES AS WRITTEN FOR THE STRATEGIC GOALS AND PLANS.

No further discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

NEW BUSINESS

A. Comprehensive Economic Development Strategy (CEDS)

Chair Marks introduced the item by reading the title. She gave a verbal report from the Kenai Peninsula Economic Development District (KPEDD) board meeting she attended on their efforts to create a regional Comprehensive Economic Development Strategy (CEDS). Ms. Marks explained what information will be needed from the City, the timeframe for when public outreach will take place, and what tasks the commission will be aiding with as part of compiling the 2020 CEDS.

Ms. Marks asked the commission to visit the KPEDD's website to start familiarizing themselves with previous CEDS and reports. At the next EDC meeting, she would like to start looking at what kind of

structure can we build to handle KPEDD's needs for public input. She opined that it could be a structure that can also be applied to other projects they work on.

Commissioner Arevalo voiced her need for clarification on Ms. Marks' plan. Chair Marks explained that when you look at the 2016 CEDS, you are looking at people's goals, strategies, and actions. How do you get information from the community to give to the consultants so they can put it into a report? The first part of her recommendation is stating how the EDC needs to know KPEDD's background; the second part is figuring out how the EDC will gather public input.

Special Projects and Communications Coordinator Carroll explained the process. KPEDD is contracting with the University of Alaska Anchorage (UAA) to facilitate the public outreach aspect of the CEDS. She asked the commission how they envision their public outreach efforts to coincide with KPEDD's plans. Chair Marks responded, noting that prior public outreach included presentations to local groups such as Homer Rotary or the Chamber of Commerce. Her suggestion was to include other stakeholders outside of those groups, which she feels is very important. Homer is the only town that has an economic development commission tasked with public outreach. After she has more details in November from the next KPEDD board meeting, and commissioners have had time to read up on the KPEDD's CEDS background, Chair Marks would like to discuss the process moving forward.

Chair Marks asked commissioners to contact staff or herself if they ever have items they would like to see on future agendas.

INFORMATIONAL MATERIALS

- A. Resolution 20-086 Amending EDC Bylaws
- B. UCIDA Resolution 2020-010 Economic Disaster Declaration
- C. City Manager's Report for September 14, 2020
- D. City Manager's Report for September 28, 2020
- E. EDC 2020 Meeting Calendar
- F. Commissioner Attendance at 2020 City Council Meetings

Chair Marks commented on the informational materials. There was discussion on the new bylaws and a request to have the ordinance amending City Code with EDC's revised purpose and the 2021 meeting calendar in the next agenda.

COMMENTS OF THE AUDIENCE

COMMENTS OF CITY STAFF

Special Projects and Communications Coordinator Carroll thanked the EDC, the economic environment in which we live and work in, and the commissioner's volunteerism.

Deputy City Clerk Tussey and City Planner Abboud had no comments.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Marks thanked everyone and voiced her positivity with what they're working on and her hopes to soon meet in person again.

COMMENTS OF THE COMMISSION

Commissioner Johnson thanked Ms. Carroll for all her hard work. He also thanked Commissioner Arevalo for spearheading the strategic plan revisions.

Commissioner Brown thanked Ms. Carroll for her many hours given to the commission and wished her good luck in her future responsibilities. She also thanked Ms. Arevalo for all her work at tonight's meeting.

Commissioner Richardson thanked Ms. Carroll for her work and making a difference.

Commissioner Arevalo commented that if anyone was interested in the economic angle of agriculture and different food systems around the state, the Alaska Food Policy Council's festival and conference is coming up on November 6th and 7th. Will be held via Zoom. She thanked Ms. Carroll for all her time and work invested into EDC.

ADJOURN

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:58 p.m. The next Regular Meeting is Tuesday, November 10, 2020 at 6:00 p.m. All meetings scheduled to be held via Zoom webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

RACHEL TUSSEY, DEPUTY CITY CLERK I

Approved: _____



City of Homer

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Planning

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TO: Economic Development Advisory Commission
FROM: Julie Engebretsen, Deputy City Planner
DATE: November 10, 2020
SUBJECT: November Staff Report

Hello EDC!

I'm excited to be your staff person. I will introduce myself at the meeting, although I think I have crossed paths with most of you over the last few years! I typically use the written staff report to inform the Commission on upcoming events or noteworthy items, and any relevant work I'm doing. If you ask a question at a meeting, I will usually provide an answer here at the following meeting.

Recent Activities

I watched State of Alaska Department of Labor and Workforce Development, Research and Analysis presentations on the impact COVID-19 has had on Alaska, by region, and another on Alaska's workforce. I will continue to follow these state presentations as they are highly informative. You can find all kinds of information here: <https://live.laborstats.alaska.gov/> Alaska has the most seasonal economy due to our summer tourism. The other mainstay of oil is experiencing job losses as well. The main takeaway is that the double slam of COVID and low oil prices means our state has had huge job losses, is one of the slowest to recover compared to other states, and the state budget will continue to be a looming problem. The \$900,000,000 of federal money that has been pumped into the Alaskan economy for COVID response has helped a lot to keep our businesses going, but we are a very long way from recovery. The economists felt that continued stimulus was key to keeping people in their homes and businesses open. Dealing with bankruptcies, foreclosures, evictions and business closures is very hard to solve after they have happened. (Good luck getting a mortgage if you had to declare bankruptcy, or get a new apartment if you have been evicted or have poor credit from a job loss). It would be much better to prevent those things from happening (and much cheaper).

University of Utah Amenity Migration Series

You may have heard that people are moving! The rise of the 'zoom economy' (along with low interest rates and Millennials buying homes) has led to people moving out of some cities into other less common destinations. This leads to a lot of change, and high use of some areas (remind anyone of the Spit?) You can check out the series here

<https://www.usu.edu/gnar/amenitymigrationseries> I will be watching them as I have time and will bring back useful info to the Commission.

**Homer Marine Trades Association
Regular Business Meeting
October 14, 2020**

The meeting was called to order by President Mark Zieset at 6:05 p.m.

Officers Present: Mark Zeiset, Aaron Fleenor, Cinda Martin, Jen Hakala, Kate Mitchell, Matt Alward, and Josh Hankin-Foley. Bruce Friend and Eric Engebretsen were absent/excused; a quorum was established.

Guests Present: Homer Harbormaster, Bryan Hawkins telephonically.

Approval of Agenda: Motion by Jen Hakala to approve the Agenda as presented, 2nd and carried.

Approval of September 2, 2020 Meeting Minutes: Motion by Kate Mitchell to approve the minutes as written, 2nd and carried.

Visitor Presentations: Bryan reported on the FERG program the City of Homer is rolling out for CARES grants for fishermen. The first reading was earlier this week. Bryan has identified 450 boats that are active fishing boats working out of and mooring in the Homer Harbor. His memo also noted the number of those dry docked at NEBY. \$1.3MM has been dedicated to this program; applications will be available soon on the City of Homer website and the review will be outsourced. The next Council Meeting is 10/26, Zoom testimony would be helpful, letters of support are also good, looking for a letter of support from HMTA.

Treasurer's Report: Jen Hakala reported that the checking account balance is \$14,819; A/R of \$8,230; Tide Book invoicing will go out this week. A/P area \$972 and includes Print Works for design time, Sound Publishing and Alpha Media for the radio ads. Discussion about the City covering the radio ad bills. We've also received \$5,000 from the Kachemak City SBERG grants earmarked for Scholarships.

Committee Reports:

- Advertising – Kate reported that no one has signed up for the Pacific Fishing co-op ad at the annual meeting. If we do it on our own, a full page is \$1500/issue (3 issue minimum). It is possible that Port and Harbor would be interested in partnering. A commitment is needed by November 1st for the December issue. The committee will be setting a meeting date to discuss options. Jen reported that Pacific Fishing is putting together the Fish Expo Edition and is offering ads for vendors who signed up for the 2020 Expo (since in-person event is cancelled). Kate reported that ads for KBBI and the Homer News have been paid.
- Social Media – Deb is still updating FB and the website. Mark will get information to her about the new businesses to show case on our FB page. Suggested that Josh connect with her for additional exposure for his business.
- Workforce Development – Mark reported that Marine Technology Series courses are taking place, some are online; a flyer is now available, Cinda will email out to members.
- Scholarship – Cinda reported that she has been working with Jesus Trejo and Jill Burnham of KPC to develop advertising to target participants of the 100 ton course opening November 12th at the college to utilize the \$5,000 CARES Act Scholarship funds. Also discussed possibility of pre-funding KPC for the spring AB course and/or support students needing assistance going to AVTEC to finalize AB credentials with required safety courses. Suggestion to reach out to Lisa Croft at Job Service.

Old Business:

- Tide Book Update – Kate reported that there were a few ads that needed design time @ \$182.77; Motion by Aaron to cover the bill out of HMTA funds as opposed to billing member businesses, 2nd and carried. 15 spaces have been sold @ \$350/each: printing cost of \$4,075 yielding a net profit of \$1,025 (or \$842.73 after the payment for design time). Center page will be information about the harbor expansion.
- Radio Ad – fall ad ran with Port & Harbor covered the cost

New Business:

- 2021 Officer Positions – Motion by Matt Alward to accept the slate of officers as follows:
 - President – Mark Zieset
 - Vice President – Aaron Fleenor
 - Treasurer – Jen Hakala
 - Secretary – Cinda MartinSecond and carried.
- Response to COVID, plan to address future meetings – Discussion held regarding options including setting up a Zoom account in the event remote meetings are necessary. Motion by Cinda Martin to set up a Zoom account for commercial use by the association and cover any associated cost, 2nd and carried. Discussion held on continuing face to face meetings as conditions allow with the option for members to attend telephonically or via Zoom. Could use for committee meetings, the Annual Meeting, as well as regular business meetings. Jen Hakala will spear head the set up.
- Round Haul – Aaron reported that Eric Sloth is interested in hosting the next Round Haul in conjunction with the grand opening of his new marine hardware store, Homer Marine LLC. Suggested Saturday, November 7th at 4:30- 6:30 p.m.

Next Meeting: Thursday, November 19th at 6pm at USCG building.

Adjourn: There being no further business to come before the board of directors, the meeting was adjourned at 8:00 p.m.

Respectfully submitted,

Cinda Martin, HMTA Secretary



City of Homer

www.cityofhomer-ak.gov

Planning

491 East Pioneer Avenue
Homer, Alaska 99603

Planning@ci.homer.ak.us

(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission
FROM: Julie Engebretsen, Deputy City Planner
DATE: November 10, 2020
SUBJECT: Strategic Planning

Introduction

The EDC just updated the strategic plan. Chair Marks has asked that the EDC create some implementation: who will do the work and how?

I added some suggestions for actions you as commissioners can take, and what I as staff can do. For the moment, let's focus on near term goals. Take a look at my suggestions and bring your suggestions to the meeting!

Requested Action: Review and assign who will do what to implement the near term goals.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION

2020-2021 STRATEGIC PLAN/GOALS

Annually, the EDC prioritizes a list of ongoing, short, medium and long-term goals to aid the commission in charting a general course for the year and keeping on-task.

2020-2021 EDC GOALS

Ongoing Goals	1. Be available for short-term requests from the City for assistance- boots on the ground.
	2. Keep our ears to the ground and seek out areas of "lack." Confer with Julie about communicating with City Council and advising them on ways to overcome barriers- "the nexus of economic goals."
Near Term Goals < 6 Months	1. Familiarize with smart growth principles and best practices, and also green infrastructure concepts. Have these in our toolbox when development decisions come our way for consideration. <i>Commission role:</i> Observe new construction, visit example locations, ?? <i>Staff role:</i> Provide snapshots of these concepts, share where/how the city is doing it, and opportunities for doing more. Coordinate EDC with Planning Commission.??
	2. Research any zoning recommendations to forward to Planning Commission. <i>Commission:</i> Review the packet, ask questions prior to the meeting <i>Staff:</i> Bring items to the EDC, provide written information in the meeting packet
	3. Assist KPEDD in development of the Kenai Peninsula regional CEDS (public outreach, information gathering, collaborate with Chamber of Commerce, include public meeting). <i>Commission:</i> Bring new ideas of how to outreach to specific groups of people <i>Staff:</i> Put together the usual outreach methods (radio/print/social media)
	4. Do some outreach to local businesses to see what immediate needs are (6+ months into COVID). <i>Commission:</i> ? who and how? <i>Staff:</i> ? add this as a report item on the agenda, quarterly?
	5. Ask Julie every three months if there's any boots on the ground work needed by the City that our commission can assist with. <i>Commission:</i> <i>Staff:</i> Include any opportunities on a quarterly basis in the staff report.
Mid Term Goals 1 - 3 Years (2020 – 2023)	1. Assess jobs training needs and workforce development. Communicate to KPC.
	2. Do an analysis of City objectives, develop recommended priorities and identify specific alternatives if possible (from our bylaws and City's Comp. Plan Ch.7, items 1-6). If more public input is warranted, consider doing that. (fall 2021 at the earliest)
	3. Downtown vitalization momentum and wayfinding/streetscape plan- gain public input, offer input to RFP, etc. (Spring 2021, tentatively)

	4. EDC promotes our assistance and capacity in recovery from economic damages within our community due to global pandemic fallout.
Long Term Goals 5 Years or More (2025+)	1. Economic resiliency planning
	2. Multipurpose community center
	3. BR&E

OVERALL EDC DUTIES AND RESPONSIBILITIES

The Economic Development Advisory Commission will act in an advisory capacity to the City Manager and the City Council on the overall economic development planning for the City of Homer in accordance with Homer City Code Chapter 2.76; www.codepublishing.com/AK/Homer. The EDC also assists with official City planning documents including the following:

- Kenai Peninsula Economic Development District (KPEDD) – Regional Comprehensive Economic Development Strategy (link will bring you to all KPEDD reports): <https://kpedd.org/reports>
- Homer’s Comprehensive Economic Development Strategy (CEDS): www.cityofhomer-ak.gov/economicdevelopment/comprehensive-economic-development-strategy
- Business Retention and Expansion Survey Report (BR&E): <https://www.cityofhomer-ak.gov/economicdevelopment/2017-business-retention-expansion-survey-report>
- Homer Comprehensive Plan: <https://www.cityofhomer-ak.gov/planning/comprehensive-plan>

DUTIES OF COMMISSION/STAFF

Commissioners

- Attend City Council meetings as assigned.
- Attend work sessions and training opportunities.
- Come prepared to make a motion for action at meetings, or ask staff before the meeting for more information.
- Communicate with City Council members to gain support on EDC-related projects that need sponsorship at the Council level.

Staff (Julie Engebretsen)

- Aid the Chair in setting the agenda.
- Compile packet material from commissioners, write backup memos, and submit to Clerk.
- Provide information on items the commission needs to review annually.
- Inform the Commission of City Council actions and discussion of economic development related issues.

Clerk’s Office

- Aid Staff in compiling packet materials and print/distribute them to the Commission.
- Aid Staff and Chair in setting the agenda.
- Tracking yearly items such as reappointments and elections.
- Help the Commission learn to be more efficient and effective in their meetings.
- Support the Commission’s ability to communicate with the Mayor and City Council (through Memorandums, Resolutions, and Ordinances).



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(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission
FROM: Julie Engebretsen, Deputy City Planner
DATE: November 10, 2020
SUBJECT: CEDS Update

Introduction

I am getting up to speed on EDC activities. I see that the five year update of the Comprehensive Economic Development Strategy (CEDS) is high on the list for early next year.

Part of the CEDS process is gathering input from the public and from businesses. KPEDD (Kenai Peninsula Economic Development District) will provide two survey. One survey will be targeted for the general public to focus on quality of life, optimism about the future, and economic vision. The second survey will focus on the business community with questions on business climate, workforce needs, infrastructure and other needs.

One of the EDC's roles in the CEDS process will be to encourage as many people and businesses as possible to participate in the survey. There will likely be other outreach activities as well. For the purposes of the November EDC meeting, I have put together a list of the typical ways the City does public outreach. Please bring your ideas so I can add to the list! We will use these ideas not just for the CEDS, but for other public projects like the Wayfinding Streetscape. The pandemic has really opened up how government uses technology: if you have participated in an innovative meeting, share!

Requested Action: Review the attached public outreach document. Bring your ideas to add to the list.

Attachments

Public Outreach Doc

1 **Public Outreach Ideas and ways to gather input**

2 (11.3.2020 version)

4 **Typical City media outreach**

5 Radio: KBBI

6 Print: Homer News paid advertising

7 Online: City website, city online calendar

8 Social Media: Facebook via the various city departments – library, police, community recreation

9 Include fliers in City meeting packets

10 Include in City Manager’s report to Council

12 **Input Methods:**

13 Comment sheets at meetings and in public places (library, city hall lobby)

14 Public comment at meetings, sometimes public hearings

15 Written comments at public meetings

16 Citizen phone calls on the issue

19 **Occasional City Outreach** (paid advertising usually costs several hundred dollars per media method)

21 All of the usual outreach above, AND:

22 Radio: Paid radio advertising on KBBI and KPEN/KWAVE etc

23 Print: larger advertising in the Homer News, color, more weeks. Newspaper inserts.

24 Mailings: Postcards or letters to land owners or mailing lists

25 Inclusion in Chamber newsletters (reaches a large number of businesses)

26 Mass emails to city emails and contacts (really rare)

27 Radio shows, typically KBBI Coffee Table but can also include other radio stations and shows

28 Presentations at civic or industry groups – Rotary, Chamber luncheon, Realtors.... Etc

29 Presentations to City Council or other city bodies

32 **Input Methods:**

33 Surveys: Mass email of a survey monkey for outreach

34 Telephone survey, statistically valid by a survey firm (\$10,000 +)

35 Focus group conversations

36 Phone calls or personal interviews

37 In person public hearings (really formal)

38 Neighborhood meetings (more casual) in person or zoom

39 Open house, or presentation at a work session or casual forum meeting. Q&A sessions.

41 Not so useful ideas

42 Hang fliers around town (time consuming, not well read)

43

44 **NEW IDEAS**

45 Zoom

46 Digital bulletin boards (like facebook)

47 Better websites with more information

48 Downloadable pdfs of presentations

49 Pre-recorded presentations, playable on demand (like utube)

50

51 Other ideas???

52

53

54

55



City of Homer

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Office of the City Clerk

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(f) 907-235-3143

Memorandum

TO: ADVISORY BODIES
FROM: MELISSA JACOBSEN, MMC, CITY CLERK
DATE: OCTOBER 21, 2020
SUBJECT: MEETING SCHEDULE FOR 2021

Please review the draft resolution that establishes your meetings for 2021 and make any changes by way of motion.

Requests for meeting schedule changes will then go to City Council, who will be setting the 2021 meeting schedule for Council and Advisory Bodies via resolution no later than their December 14, 2020 meeting.

Recommendation

Review the attached draft resolution; make a motion to approve the resolution either as-is or with amendments and recommend adoption by City Council.

**CITY OF HOMER
HOMER, ALASKA**

City Clerk

RESOLUTION 20-0XX

A RESOLUTION OF THE CITY COUNCIL OF HOMER, ALASKA,
ESTABLISHING THE 2021 REGULAR MEETING SCHEDULE FOR CITY
COUNCIL, ECONOMIC DEVELOPMENT ADVISORY COMMISSION,
LIBRARY ADVISORY BOARD, PARKS ART RECREATION AND
CULTURE ADVISORY COMMISSION, PLANNING COMMISSION,
PORT AND HARBOR ADVISORY COMMISSION, AND AMERICANS
WITH DISABILITIES ACT (ADA) COMPLIANCE COMMITTEE.

WHEREAS, Pursuant to Homer City Code (HCC) Section 1.14.020, the City Council annually sets the schedule for regular and some special meetings, noting the dates, times and places of the City Council, Planning Commission, Advisory Commissions and Boards, and Standing Committee meetings; and

WHEREAS, The public is informed of such meetings through notices located at the City Clerk's Office, Clerk's Calendar on KBBI, the City Clerk's Website, and postings at the Public Library; and

WHEREAS, HCC 1.14.020 - 040 states that meetings may be advertised in a local paper of general circulation at least three days before the date of the meeting and that special meetings should be advertised in the same manner or may be broadcast by local radio at least twice a day for three consecutive days or two consecutive days before the day of the meeting plus the day of the meeting; and

WHEREAS, HCC 1.14.010 notes that the notice of meetings applies to the City Council and all commissions, boards, committees, subcommittees, task forces and any sub-unit of the foregoing public bodies of the City, whether meeting in a formal or informal meeting; that the failure to give the notice provided for under this chapter does not invalidate or otherwise affect any action or decision of a public body of the City; however, this sentence does not change the consequences of failing to give the minimum notice required under State Statute; that notice will ordinarily be given by the City Clerk; and that the presiding officer or the person or persons calling a meeting are responsible for notifying the City Clerk of meetings in sufficient time for the Clerk to publish notice in a newspaper of general circulation in the City; and

WHEREAS, This Resolution does not preclude additional meetings such as emergency meetings, special meetings, worksessions, and the like; and

WHEREAS, Council adopted Resolution 06-144 on October 9, 2006 establishing the Regular Meeting site for all bodies to be the City Hall Cowles Council Chambers.

NOW, THEREFORE, BE IT RESOLVED by the Homer City Council, that the 2021 meeting schedule is established for the City Council, Economic Development Advisory Commission, Library Advisory Board, Parks Art Recreation and Culture Advisory Commission, Planning Commission, Port and Harbor Advisory Commission, and the American with Disabilities Act (ADA) Compliance Committee of the City of Homer, Alaska, as follows:

HOLIDAYS – City Offices closed:

January 1, New Year's Day, Friday	February 15, Presidents' Day, third Monday	March 29, Seward's Day, last Monday	May 31, Memorial Day, last Monday	July 4*, Independence Day, Monday	September 6, Labor Day, first Monday
October 18, Alaska Day, Monday	November 11, Veterans Day, Thursday	November 25 Thanksgiving Day, Thursday	November 26, Friday, the day after Thanksgiving	December 25, Christmas, Friday*	

*If on a Sunday, the following Monday is observed as the legal holiday; if on a Saturday, the preceding Friday is observed as the legal holiday pursuant to the City of Homer Personnel Rules and Regulations.

CITY COUNCIL (CC)

January 11, 25	February 8, 22	March 8, 22	April 12, 26	May 10, 25*	June 14, 28
July 26**	August 9, 23	September 13, 27	October 5 Election	October 11, 25 Oath of Office October 11	Canvass Board October 8
November 2 Runoff Election	November 22**	December 13***	December 20*** if needed		

*Tuesday meeting due to Memorial Day.

**There will be no First Regular Meeting in July or November.

*** The City Council traditionally cancels the last regular meeting in December and holds the first regular meeting and one to two Special Meetings as needed; the second Special Meeting the third week of December will not be held.

City Council's Regular Committee of the Whole Meetings at 5:00 p.m. to no later than 5:50 p.m. prior to every Regular Meeting which are held the second and fourth Monday of each month at 6:00 p.m. Council will not conduct a First Regular Meeting in July or November.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDC)

January 12	February 9	March 9	April 13	May 10	June 8
July 13	August 10	September 7	October 12	November 9	December 14

Economic Development Advisory Commission Regular Meetings are held on the second Tuesday of each month at 6:00 p.m.

LIBRARY ADVISORY BOARD (LAB)

February 2	March 2	April 6	May 4	August 3
September 7	October 5	November 2	December 7	

Library Advisory Board Regular Meetings are held on the first Tuesday of the following months: February, March, April, May, August, September, October, November, and December at 5:30 p.m.

PARKS ART RECREATION AND CULTURE ADVISORY COMMISSION (PARCAC)

February 18	March 18	April 15	May 20	June 17
August 19	September 16	October 21	November 18	

Parks Art Recreation and Culture Advisory Commission Regular Meetings are held on the third Thursday February through June and August through November at 5:30 p.m.

PLANNING COMMISSION (PC)

January 6, 20	February 3, 17	March 3, 17	April 7, 21	May 5, 19	June 2, 16
July 21*	August 4, 18	September 1, 15	October 6, 20	November 3*	December 1*

*There will be no First Regular Meeting in July or Second Regular Meetings in November and December.

Planning Commission Regular Meetings are held on the first and third Wednesday of each month at 6:30 p.m.

PORT AND HARBOR ADVISORY COMMISSION (PHC)

January 27	February 24	March 24	April 28	May 26	June 23
July 28	August 25	September 22	October 27	December 22	

Port and Harbor Advisory Commission Regular Meetings are held on the fourth Wednesday of the following months: January, February, March, April, September, October, and December at 5:00 p.m.; and May, June, July, and August at 6:00 p.m.

AMERICANS WITH DISABILITIES ACT (ADA) COMPLIANCE COMMITTEE (ADA)

January 22	February 26	March 25	April 22	May 27	June 24
July 22	August 26	September 23	October 28	December 9	

The Americans with Disabilities Act (ADA) Compliance Committee are held on the second Thursday in the months of April, May, June, July, October, November, and may call additional meetings as needed.

PASSED AND ADOPTED by the Homer City Council this 14th day of December, 2020.

CITY OF HOMER

KEN CASTNER, MAYOR

ATTEST:

MELISSA JACOBSEN, MMC, CITY CLERK

Fiscal Impact: Advertizing of meetings in regular weekly meeting ad and advertising of any additional meetings.



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(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission
FROM: Julie Engebretsen, Deputy City Planner
DATE: November 10, 2020
SUBJECT: Request for the Wayfinding Streetscape Project to move forward in 2021

Introduction

Due to COVID-19, the City Council paused most major projects in May. Clearly COVID-19 will have a negative impact on city tax revenues. Council passed Resolution 20-05, Conserving Operational Spending, until there is a clearer picture of the economic impacts to the City budget. This pause included the Wayfinding Streetscape project.

Since May, the Council has approved several projects that use HART funds. This funding is generally used to do things like build roads or major improvements, not to pay for day to day operations like road maintenance. The Wayfinding Street Scape project will utilize this funding source.

If the Commission would like to see the Wayfinding Streetscape project move forward in 2021, Council approval is needed.

Requested Action: Move to request Council to allow the Wayfinding Streetscape project to continue in 2021.

Attachments

Resolution 20-050

Ordinance 19-54 (S-2)(A-2)

Memorandum 19-161

Memorandum 19-148

**CITY OF HOMER
HOMER, ALASKA**

Lord/Smith

RESOLUTION 20-050

A RESOLUTION OF THE CITY COUNCIL OF HOMER, ALASKA
DELAYING CERTAIN NON-CRITICAL CAPITAL PROJECTS AND
ENCOURAGING CONSERVATIVE OPERATIONAL SPENDING WITH
THE INTENT TO REASSESS CAPITAL AND OPERATING EXPENSES
AFTER THE FIRST AND SECOND FISCAL QUARTERS WHILE
DEVELOPING FINANCIAL SCENARIOS FOR FY2020 AND FY2021.

WHEREAS, The Mayor of the City of Homer declared a local emergency in response to
the Covid-19 pandemic on March 18, 2020; and

WHEREAS, The Homer City Council ratified the declaration of local emergency and
extended it for 90 days; and

WHEREAS, The Honorable Michael Dunleavy, Governor of Alaska, has issued health
mandates to respond to the Covid-19 pandemic, which have resulted in tremendous economic
strain and hardship on many individuals, families, and businesses in Homer; and

WHEREAS, 44% of City revenue is budgeted from sales taxes, with another 28% of
revenue budgeted from property taxes in FY2020; and

WHEREAS, Under Homer City Code 9.16.010, dedicated City sales tax also provides
revenue for the police station project, the Homer Accelerated Roads and Trails fund (HART),
and the Homer Accelerated Water and Sewer Project fund (HAWSP); and

WHEREAS, The bulk of City sales tax revenues come in during the second and third fiscal
quarters of the year, in line with the typically busy Homer tourist season; and

WHEREAS, The City's 2018 audited General Fund balance was \$6,425,584 and beginning
in FY20 \$4,153,169 was assigned as an "emergency fund" that is equal to four months' revenue
to be maintained by Council for use only in the event of emergencies, with the remaining
balance designated as 'Unassigned Fund Balance'; and

WHEREAS, City activities are also tracked within the Water and Sewer Special Revenue
Fund, the Harbor Enterprise Fund, Reserve Funds, Debt Service Funds, and Internal Service
Funds all of which may be impacted by economic uncertainty associated with Covid-19; and

WHEREAS, The Kenai Peninsula Borough is the tax collection agency for the City of Homer and is on a fiscal year calendar and as such is currently in their budget process through which their Administration, under the "Summary Data – Governmental Functions" section of Mayor Pierce's proposed FY 21 Annual Budget, has estimated nearly 21% reduction in tax revenues (sales and property taxes) with an estimated 15% reduction in sales tax returns as a result of Covid-19 restrictions; and

WHEREAS, It is in the best interest of the City to act proactively and plan for long-term fiscal responsibility across funds and within operations throughout this crisis to continue providing City services and maintain the City's workforce through economic uncertainty to the greatest extent possible; and

WHEREAS, The direction provided in this resolution is proactive in nature. Its intent is to protect the fiscal health of the City and the City's ability to continue providing essential services into what is currently an uncertain future. This direction will be followed with staff reevaluating all capital projects and operational expenses under these new parameters.

NOW, THEREFORE BE IT RESOLVED that the City Manager will work with Departments to assess approved capital projects and will only proceed with projects that are currently underway, have majority of funds from other sources (i.e. state or federal grants), are necessary for public safety and welfare, or are recommended to still occur while delaying other non-critical capital projects.

BE IT FURTHER RESOLVED that the City Manager will work with Departments to stretch operational dollars and spend budgeted funds conservatively and prudently.

BE IF FURTHER RESOLVED that the City Council will reassess guidance on capital and operational spending after the first and second fiscal quarters' revenue is booked;

BE IT FURTHER RESOLVED that the City Council requests the following information from Administration for a worksession prior to the first meeting in June:

- Updates on all current fund balances and accounts, including reserve accounts, debt service accounts, the General Fund, Enterprise Fund, and Water Sewer Special Revenue Fund.
- An update on the 2019 audit and timeline.
- Modeled projections of City revenues for FY20 and FY21 with sales tax revenues reduced by 15% and 40% and property tax revenues reduced by 10% and 20%.
- Estimates of Fund Balance spending to fill the above projected revenue reductions.

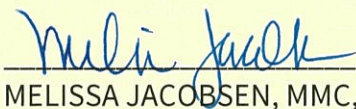
84 PASSED AND ADOPTED BY THE CITY COUNCIL OF HOMER, ALASKA this 26 day of
85 May, 2020.

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87 CITY OF HOMER

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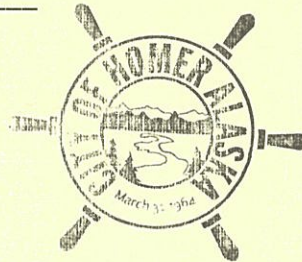
91 KEN CASTNER, MAYOR
92

93 ATTEST:

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97 MELISSA JACOBSEN, MMC, CITY CLERK
98

99 Fiscal note: N/A
100



CITY OF HOMER
HOMER, ALASKA

Venuti/Smith

ORDINANCE 19-54(S-2)(A-2)

AN ORDINANCE OF THE CITY COUNCIL OF HOMER, ALASKA
AMENDING THE 2019 CAPITAL BUDGET TO APPROPRIATE AN
AMOUNT NOT TO EXCEED \$50,000 FROM THE HART FUND FOR
THE PURPOSE OF DEVELOPING A WAYFINDING-STREETSCAPE
PLAN FOR THE CITY OF HOMER, AUTHORIZING THE CITY
MANAGER TO PREPARE AN RFP FOR CONSULTANT SERVICES AND
~~AUTHORIZING THE ESTABLISHMENT OF A WAYFINDING-
STREETSCAPE COMMITTEE TO WORK WITH THE CONSULTANT.~~

WHEREAS, The Homer City Council established the Economic Development Advisory
Commission (EDC) to advise City Council on ways to improve the local business climate; and

WHEREAS, The EDC completed a Business Retention & Expansion (BR&E) Survey with
the goal of identifying areas where the EDC can work to help improve the local business
climate; and

WHEREAS, Improved walkability, greenspace and initiatives that showcase Homer's
beauty (particularly in the Pioneer Avenue/Central Business District) were the most frequently
mentioned ideas for improving Homer's business climate and quality of life; and

WHEREAS, While a range of factors are important to business success, knowledge of
Homer's various commercial districts, ease of navigation, quality of the street environment
and pedestrian experience are critical to attracting business investment and encouraging
consumer engagement in Homer's commercial districts; and

**WHEREAS, Streetscape planning gives us the opportunity to increase business
activity, generate tax revenue and a high return on investment in our central business
district with pedestrian-friendly infrastructure and land use improvements such as a
connected, easily walkable set of sidewalks and trails that offer personal security and
traffic safety, public parking solutions, and public gathering or resting areas at
reasonable intervals; and**

WHEREAS, The EDC has determined that a wayfinding-streetscape plan (a plan and
design standards to guide City improvements and enhancements such as wayfinding signage,
landscaping, benches, trash receptacles, pocket parks, etc.) will support BR&E business
climate goals and be a catalyst for economic activity; and

WHEREAS, Establishing a wayfinding-streetscape (WF-SS) system is consistent with goals in the City of Homer Comprehensive Plan, the Non-Motorized Transportation & Trail Plan and the Homer Spit Comprehensive Plan; and

WHEREAS, A WF-SS plan builds upon citizen interest in Pioneer Avenue through the Pioneer Avenue Revitalization Task Force's efforts to make a more attractive, vibrant Pioneer Avenue business district; and

WHEREAS, The scope and objectives for a WF-SS plan have been proposed by the EDC and have been endorsed by the Homer Planning Commission, Park Arts, Recreation and Culture Advisory Commission and by community organizations and businesses; and

WHEREAS, Best practices for WF-SS plan development would utilize input from a broad-based local steering committee and the design and outreach expertise of a professional consultant to work with the public, the City and State agencies responsible for managing public right-of-ways; and

WHEREAS, Upon completion of the WF-SS Plan RFP, City Council will consider a resolution authorizing staff to assemble a WF-SS Committee to serve as a communication link between citizens, user groups, city staff and the consultant, provide input on current conditions and actively promote the project and public participation by communicating with community members and their respective user groups; and

WHEREAS, The HART Roads Fund Balance is \$6,243,285.25 and HART Trails Fund Balance is \$636,834.84.

NOW THEREFORE, The City of Homer supports the Wayfinding-Streetscape Plan proposal and Ordains:

Section 1. The FY2019 Capital budget is hereby amended by appropriating no more than \$50,000 from the HART Fund (split 50/50 between HART Roads and HART Trails) to secure the services of a professional consultant to facilitate the development of a WF-SS Plan through a competitive bidding process, as follows:

Account No.	Description:	Amount:
<u>160-0375</u>	<u>HART Roads Fund</u>	<u>\$25,000</u>
<u>165-0375</u>	<u>Hart Trails Fund</u>	<u>\$25,000</u>

Section 2. City Council authorizes the City Manager to prepare a Request for Proposals to secure these consultant services.

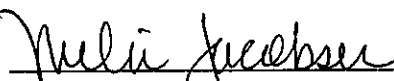
~~Section 3. City Council authorizes formation of a WF-SS Task Force to work with the consultant as needed on the WF-SS Plan development.~~

Section 43. This is a budget amendment ordinance is temporary in nature, and shall not be codified.

CITY OF HOMER


KEN CASTNER, MAYOR

ATTEST:


MELISSA JACOBSEN, MMC, CITY CLERK



YES: 6

NO: 0

ABSTAIN: 0

ABSENT: 0

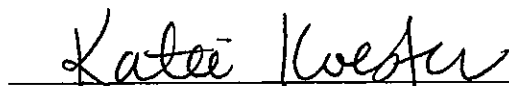
First Reading: 11.25.19

Public Hearing: 12.9.19

Second Reading: 12.9.19

Effective Date: 12.10.19

Reviewed and approved as to form:


Katie Koester, City Manager

Date: 12.16.19


Michael Gatti, City Attorney

Date: 12/20/19



Memorandum 19-161

TO: City Council and Mayor Castner

THROUGH: Katie Koester, City Manager

FROM: Jenny Carroll, Special Projects & Communications Coordinator

DATE: December 4, 2019

SUBJECT: Additional Information on WF-SS Plan scope and proposed Task Force

This memo provides City Council with more information regarding the scope of the Wayfinding Streetscape Plan and proposes restructuring the WF-SS Task Force proposed in Ordinance 19-54(S)(A).

WF-SS Scope: The following provides a framework from which staff will develop a detailed RFP including specific project tasks, deliverables and timetable. The amendment adding public parking solutions to the streetscape scope expands the original scope of the project. If exploring public parking options/solutions in the Central Business District remains part of the scope, Council should consider authorizing more funds to cover this additional deliverable or have clear expectations about the limited nature of parking within a WF-SS plan (e.g. identify strategic locations for public parking that promote walkability within each primary commercial district).

WF-SS Task Force: The EDC proposed a Task Force for the purpose of bringing representatives of various user groups together to provide input to the consultant on current conditions, to provide information about specific user groups and their wayfinding/streetscape needs, and to promote robust citizen engagement in focus groups and public meetings. Items 4.b. and 5.b below address the envisioned role of the proposed WF-SS Task Force.

The purpose of the proposed WF-SS Task Force lacks specific criteria required by City Council Resolution 19-051 to authorize a Task Force, specifically deliverables to City Council. WF-SS Plan deliverables is the job of the consultant. Therefore, staff recommends an amendment to Ordinance 19-54(S)(A), striking Task Force authorization from Section 3 and adding a Whereas clause which supports creation of a WF-SS Committee.

The WF-SS Committee would meet monthly at a regular time to serve as a communication link between citizens, user groups, city staff and the consultant and actively promote the project and public participation by communicating with community members and their respective user groups. The Committee's function is better served by a more informal worksession setting with City staff and/or the consultant as facilitator. The City has successfully utilized a similar structure before,

namely for the PARC Needs Assessment in 2014, the Comprehensive Plan in 2006-7 and the Climate Action Plan in 2005.

Staff will work with user groups (e.g. Pioneer Avenue Revitalization Task Force, Independent Living Center, Senior Center, trail advocates, Park, Arts, Recreation and Culture Commission, Planning Commission, Chamber of Commerce, arts groups and community business owners, etc.) to solicit broad-based representation on the Committee. Committee membership will be solicited and completed during the time the WF-SS RFP is advertised. Meetings will be regularly scheduled and conclude when a final plan is ready for presentation to City Council. Staff will provide a follow-up informational memo to City Council at the time the WF-SS Committee is being formed.

Wayfinding-Streetscape Plan Objectives

1. Help distribute economic activity among Homer's primary commercial districts by:

- Informing the travelling public about Homer's primary commercial districts; and
- Assisting them in navigating between these districts and to key destinations within the central business district.

2. Encourage pedestrian activity and foster economic development along Pioneer Avenue and within the Central Business District by:

- Providing realistic streetscape amenities that, when combined, create an inviting, safe, dynamic and desirable character and feel.

The City plans to use the plan to guide future City purchases and placements of wayfinding-streetscape enhancements.

Scope of Work:

1. Develop a wayfinding plan to include the following:

- a. Identify appropriate location and propose sign design for permanent orientation signage at Homer's gateways: Baycrest Overlook and Pioneer Dock; and
- b. Identify need for, appropriate locations for and propose sign design for minimal, but effective vehicular directional/gateway signage at route decision points (e.g. from the Sterling Highway onto Pioneer Avenue and to Old Town); and
- c. Design and locate pedestrian route finding signage to main attractions and trail systems keeping safety, maintenance costs and replacement costs in mind; and
- d. Propose sign designs that can be cohesive across the City while enhancing and reflecting the distinctive character of each economic district; and
- e. Steps to reduce existing sign clutter.

2. Develop realistic streetscape and public space improvements to enhance the quality of the street environment and enhance pedestrian experience and safety in the Central Business District, primarily along the Pioneer Avenue corridor and on routes from Pioneer Avenue to main attractions:

- a. Locations for street furniture to provide pedestrian rest stops that will not interfere with maintenance activities; and

- b. Propose designs for durable street furniture that can withstand the elements (e.g. benches or other seating, refuse receptacles, bicycle amenities); and
- c. Evaluate potential for landscaping/pocket parks to house rest stops; and
- d. Provide plant list of salt and moose tolerant vegetation along busy streets; and
- e. Design pole banners to utilize existing infrastructure on Pioneer Avenue; and
- f. Other realistic ways to improve quality of the street environment to help meet objectives.

3. Develop an Implementation Strategy

- a. To enable City staff to carry out the results contained in the WF-SS Plan in a manner that is fiscally and operationally logical.

4. Participation in Project Meetings

- a. Consultant will work with City staff to discuss project progress/direction and to acquire necessary materials already produced including but not limited to the Comprehensive Plan and the Non-Motorized Transportation and Trail Plan; and
- b. Consultant will work with WF-SS Task Force through City staff to gain input on current conditions and help identify user groups and their specific wayfinding/streetscape needs; and
- c. Consultant will be knowledgeable of and work with State of Alaska on ROW requirements/permissions.

5. Develop a Communications Program for Community Engagement

- a. Develop and establish a transparent and inclusive community engagement process to build upon previous community work to refine and articulate a shared vision of wayfinding-streetscape improvements;
- b. Consultant will work with WF-SS Task Force (through City staff) to promote robust citizen participate in public input meetings including Council and task force meetings and potential focus groups.
- c. Consultant will be expected to make multiple site visits to Homer for stakeholder engagement.

In response to the RFP, the Consultant may expand on these tasks, provide detail on how they are to be accomplished, and/or suggest additional tasks as warranted to meet the stated project objectives.

Estimated Timeframe subject to change:

January 2020: create RFP

February: Advertising and proposal submission and solicit for WF-SS Committee members

March: Selection of consultant, finalize contract

April: Project Kick-Off

September: Final deliverables due from consultant

October/Nov: Presentation of plan to City Council, plan adoption



Memorandum

TO: City Council and Mayor Castner

THROUGH: Katie Koester, City Manager

FROM: Economic Development Advisory Commission

DATE: November 18, 2019

SUBJECT: Advisory Commission support for the Wayfinding-Streetscape Plan Ordinance
Authorizing funds for developing a Wayfinding-Streetscape Plan for the City of Homer

After working on the Wayfinding-Streetscape Plan proposal for 18 months, the Economic Development Commission held a joint worksession on October 16, 2019 to review and discuss the proposal with the Planning Commission and the Park, Arts, Recreation and Culture Advisory Commission.

After the worksession, each commission addressed the Ordinance at their regularly scheduled business meetings and each voted unanimously in support of the draft ordinance for adoption by the City Council. Excerpts from the meeting minutes are attached for your reference.

Economic Development Commission

Recommendation: Adopt Ordinance authorizing the development of a wayfinding-streetscape plan for the City of Homer.

The purpose of the Task Force was also discussed at the worksession. Consensus was that the Task Force could be set up after creation of the RFP and selection of the consultant to serve as a stakeholder group capable of collecting data and gathering public input under direction of the consultant to inform the planning process. The Task Force would also provide organizational support for and promote community participation in any public meetings, plan open houses, charrette events, etc. scheduled by the consultant.

Proposed Project Scope

*The EDC recommends a **Wayfinding-Streetscape Plan** with an emphasis on:*

- 1) Pedestrian experience with continuity with vehicle signage, particularly at Homer's gateways;*
- 2) Design that is cohesive, but not necessarily identical and that enhances and reflects the distinctive commercial districts and creative character of Homer;*
- 3) Using all aspects of technological and physical wayfinding signage and tools.*

Wayfinding Scope

- 1) Assist pedestrians navigating Pioneer Avenue and to points of interest in the Central Business District;*
- 2) Orientation wayfinding at Homer's gateways;*
- 3) Making connections between Homer's destination areas (i.e. Old Town, the Spit, Farmer's Market, and others as identified and agreed upon.)*

Streetscape Scope

- 1) Propose realistic streetscape and public space improvement options along Pioneer Avenue and to points of interest within the Central Business District*
- 2) A strategic approach for implementation of any combination of the following elements:*
 - Accessibility • Banners • Trash cans*
 - Landscaping (plant lists, use of gardens)*
 - Pedestrian rest stops and street furniture:*

F. Wayfinding, Next Steps

Chair Lewis introduced the item by reading of the title and requested a motion.

HARRALD/ARCHIBALD MOVED TO RECOMMEND TO CITY COUNCIL TO ADOPT ORDINANCE 19-XX TO FUND UP TO \$50,000 FROM THE HART FUND FOR THE PURPOSE OF DEVELOPING A WAYFINDING AND STREETSCAPE PLAN.

Per questions from Commissioner Archibald, Deputy City Planner Engebretsen clarified that likely the funding for the plan would come from a split of road and trail funds, which will be up to City Council to decide. Further discussion ensued on the reasons in support of having a Wayfinding-Streetscape Plan and ensuring that PARCAC has a voice during the creation of the plan.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PLANNING COMMISSION
REGULAR MEETING
OCTOBER 16, 2019

NEW BUSINESS

Memorandum from Jenny Carroll re: Wayfinding, Next Steps

Chair Venuti introduced the item by reading the title into the record.

Deputy City Planner Engebretsen requested a motion of support from the Commission to forward to City Council.

BENTZ/BOS MOVED TO RECOMMEND THE PLANNING COMMISSION SUPPORTS THE INITIATIVE TO CREATE WAYFINDING AND STREETSCAPE PLAN AND FORWARD TO CITY COUNCIL.

Commissioner Bentz provided a recap of the joint worksession between members of the Economic Development Advisory Commission, Parks Art Recreation & Cultures Advisory Commission and the Planning Commission. She noted the following was discussed and reviewed:

- Work product on the initiative
- Draft ordinance and outline of work efforts
- Timeline
- Consultant to develop wayfinding and streetscape plan
- Possibility of Updated map of the city
- Interest in working together to achieve multiple goals such as marketing , non-motorized transportation

Further comments from the Commission on the goals of the plan, interest from business owners, not getting bogged down in the color palette and not addressing technical design, meshing with current plans and that it will be more of a technical planning document.

VOTE. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.



City of Homer

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(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission
FROM: Julie Engebretsen, Deputy City Planner
DATE: November 10, 2020
SUBJECT: Revisions to the Community Design Manual

Introduction

This is a topic the Planning Commission (PC) is working on. My goal for the November EDC meeting is to communicate what the PC is working on, next steps, and ways for the EDC to participate!

Attached is a copy of the staff report that went to the Planning Commission. I do NOT expect the EDC to become experts in all things Homer permitting. Please read the first page of the staff report... beyond that, just give it a skim! I will talk more about the Community Design Manual at our meeting. If you want to read the whole thing, you can check it out here: <https://www.cityofhomer-ak.gov/planning/community-design-manual>

Requested Action: None for this meeting

Attachments

SR 20-71 11.4.2020



City of Homer

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Staff Report PL 20-71

TO: Homer Planning Commission
THROUGH: Rick Abboud, City Planner
FROM: Julie Engebretsen, Deputy City Planner
DATE: November 4, 2020
SUBJECT: Revisions to the Community Design Manual

Introduction

Revising the Community Design Manual has begun! Staff will be working with the Economic Development Commission as well as the Planning Commission on this topic.

This CDM originated in Gig Harbor Washington, in the early to mid-2000's. Homer adopted it as part of a larger community conversation about box store standards. Today, Gig Harbor's Design Manual is even more developed and they adopted many ideas into their city code. For some context, Gig Harbor has grown from a town of 6,500 in 2000, to almost 11,000 today. But the county/metro area has grown by 200,000 people in the past 20 years, and is not far from Seattle, one of the fastest growing cities in the country over the past decade. So while as an incorporated community Gig Harbor is similar to Homer, the region they are in is home to over 900,000 people and has seen sustained growth. I would anticipate that all of their conditional use applications involve representation by state regulated professionals and attorneys.... A far cry from most of the applications the Homer Planning Commission receives.

The CDM has a lot of information, but it's important to recall who the information is for. This is not an educational document for citizens interested in urban design. It's a regulatory document for developers, architects and engineers when applying for permits in Homer. The language needs to be clear and reflect what the community wants to see in development. This document should not repeat or conflict with code. (We can change code if we want to add something).

Process

The CDM is about 39 pages long. Staff will provide it in 5-10 page chunks to the Commission, so we can hopefully get through whole the document in 4-5 meetings. When the manual is revised, we will turn to code amendments for HCC 21.57, large retail. We may find other parts of the CDM that should be reflected in code.

For our first meeting, we will review items at the end of the CDM, which is in the Site Design section. This part of the CDM is more straight forward than other sections, and there are duplicates of the same information. This is the section I, as staff, use the most. When I work with an architect, I can't really say when a door or window or mechanical apparatus should move, but usually the site design has latitude.

Requested actions:

- Read the attached portion of the CDM and comments.
- Call or email any questions to staff ahead of time
- Be prepared to discuss these items at the work session, particularly if you disagree with staff comments.

Over view of changes

Fence recommendations:

- ~ Discuss chain link fencing
- ~ Discuss fence heights

Parking section:

Staff recommends removing most of the language as it is duplicate with code or other sections of the CDM. Staff recommends cutting as noted.

Outdoor lighting:

Staff recommends keeping most of this section as is. It seems to be useful for staff and developers. A lot of lighting regulations get really technical and the CDM is user friendly.

Outdoor furnishings and connections:

Staff recommends cutting these sections as they have never been completed. They would also likely be implemented through the Public Works Department as part of a larger plan, not on a case by case basis via those few developments that are required to apply for a conditional use permit.

Attachments

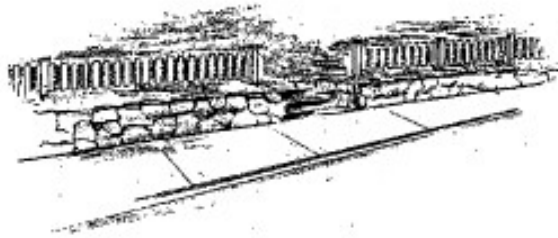
1. Meeting 1 CDM section Fences to end

COMMUNITY DESIGN MANUAL
for the
CITY OF HOMER

FENCES

Fences are useful for defining space, providing security, and visually enhancing outdoor settings. The degree that these qualities are considered depends on the intended purpose of the fence and where it will be located. The design of the fence may not be important if the fence is strictly for security reasons, (e.g., a mini-storage yard), but if the fence is visible to the public right-of-way, design takes on added significance. Fence height will be measured from the natural grade.

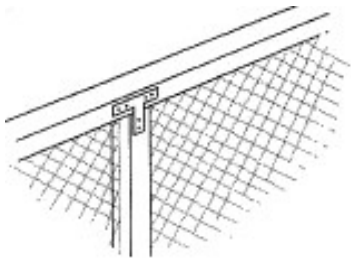
Fences must be designed to reflect traditional building materials and styles. The wood posts and rails over the rock retaining wall are appropriate.



9

1. **Choose fence materials carefully.** Fences shall be constructed of wood, wrought iron, brick, stone or cinder block. Smooth-faced cinder block must have a veneer finish on the side visible to the public's view. Coated chain link attached to wood posts and rails is permitted. Chain link with slats that color coordinate with the main building color scheme are also permitted. Other materials which have the general appearance and visual quality of approved fence materials may be approved by the Planning Director, ~~however, the use of plywood or composition sheeting as a fence material is not permitted.~~

Commented [JE1]: Need to differentiate between prominent facades/streets, and back areas where chain link is OK. For example, Homer Electric and the police station both have chain link fences.



Coated chain link fencing over wood posts and rails may be acceptable in some areas.

2. **Limit chain link** ~~along prominent facades and arterials. to non-visible areas. In areas not visible from any public right of way, or designated public space, standard chain link fencing including steel posts and rails is permitted.~~

Commented [JE2]: Not allowing chain link to be visible from any public right of way is too restrictive. It should be limited from the front of the building with a prominent façade.

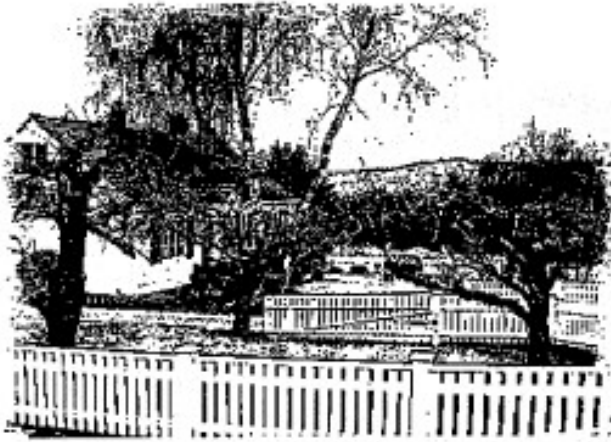
3. **Limit height of fences.** Unless otherwise required by Homer City Code, fences are limited to a height

COMMUNITY DESIGN MANUAL
for the
CITY OF HOMER

of 3-4 feet from the natural grade along arterial frontages and in the front yard (4 feet for open rail fences) and 6 feet in the rear yard, provided that clear vision is retained for adjacent driveways and intersections (see sight triangle provisions in Homer City Code).

Commented [JE3]: This is quite a bit different than code. Is there a reason that conditional use permits are held to a tougher standard? Staff recommends 4 foot fences for constancy with other parts of code and no regulation elsewhere.

This wood picket fence serves to define the private yard while enhancing the design of the house and the streetscape. Similar types of fences are encouraged.



Parking lots and parking structures may not visually dominate Homer's urban setting. Parking facilities shall be designed with increased emphasis on pedestrian ways and human enclosure. The following requirements are intended to mitigate the visual impacts of parking by screening parking lots from public rights-of-way and by making parking garages a secondary element in building designs.

Parking Lots:

- ~~1. All off street parking and loading areas will be provided with safe and convenient~~

Page 2 of 8

Adopted 4/12/04 Resolution 04-34; Revised 1/12/09 Resolution 09-04

COMMUNITY DESIGN MANUAL

for the CITY OF HOMER

~~access. Access locations should be designed to encourage unimpeded traffic flow, with controlled turning movements and to minimize hazards to pedestrians, bicyclists, and vehicular traffic.~~

2. **Use landscaping to screen parking lots and service areas.** Parking lots and other expansive pavement areas shall include a wall, solid hedge or landscape berm at least 3 feet high (conforming to clear vision requirements at driveway entrance) parallel to the right-of-way to soften the visual impact of the lot from the street.

3. **Limit the number of curb cuts.** To maximize landscaping at the street face, curb cuts for driveways shall be limited to one cut per parcel frontage or one cut per 200 feet of parcel frontage, subject to Public Works Standards driveway separation requirements. An additional cut is allowed if the driveway is one way. Where available, side streets or alleys should be used for additional access needs. Collector routes, frontage roads and joint parking areas are encouraged.

4. **Screen or enhance parking lots visible from the Sterling Highway, Lake Street, Heath Street, Main Street, or Pioneer Avenue.** Parking lots designed for more than 16 cars and which are visible from these Rights of way shall either be partially screened or meet the following landscape standards:

5. ~~Provide tree areas throughout parking lot. Parking lots must include areas for trees.~~

7.5. **Incorporate pedestrian ways into parking lot.** Pedestrian ways, including walkways and crosswalks, shall conform to the on-site walkway requirements on page 18.

8. **Limit parking in front of buildings.** No more than 50 percent required parking may be located in front of the building. In this context, the front shall be the building side facing the street providing primary access to a site.

9. **Provide trees within larger parking lots.** Parking lots designed for 24 or more vehicles must include tree areas, which shall be spaced a maximum of 100 feet apart, among parking rows.

10. **Avoid parking in front of building entrance.** Parking spaces in front of the main building entrance interfere with entrance visibility and access. These shall be avoided.

11. **To minimize turning movements onto adjacent public roads, developers are encouraged to provide internal circulation systems that continue to adjacent developments.** Site design should continue internal vehicular ways in order to reduce the number of curb cuts and driveways onto the Sterling Highway.

Commented [JE4]: All curb cuts are regulated by either DOT or city of Homer standards, as well as clear sight triangle rules in the zoning code. This section should be cut.

Commented [JE5]: This is where the fence conversation comes back in; if fences are limited to 3 feet in height, but the parking lot screening must be at least 3 feet in height, what's a developer to do? Solution: fix fence heights above.

Commented [JE6]: Frontage roads, like Kenai has, are not a route our community has chosen. Collector routes would be determined by a future transportation plan. To some degree this is already regulated by DOT on the sterling highway. Additionally, HCC 21.73.120 minimizes driveways on arterials and collectors, and requires shared driveway when possible. (and we had an appeal on this and prevailed. Code is good.)

Commented [JE7]: HCC 21.50.030(f)(b) addresses parking lots of 24 or more spaces and is more prescriptive. Staff recommends relying on code

Commented [JE8]: This should move to page 18.

Commented [JE9]: Duplicate (will retain in the commercial streetscape section for further discussion)

Commented [JE10]: Rely on city code. The 100 foot spacing is about every 10 cars, and has been waived by the PC in the past based on development comments about difficulty snow plowing etc. A percentage of the parking lot is still required to be landscaped, but the placement of that landscaping is flexible.

Commented [JE11]: Duplicate. Also to be retained in the streetscape section.

Commented [JE12]: To some degree this is already regulated by DOT on the sterling highway. Additionally, HCC 21.73.120 minimizes driveways on arterials and collectors, and requires shared driveway when possible. (and we had an appeal on this and prevailed. Code is good.)

COMMUNITY DESIGN MANUAL
for the
CITY OF HOMER

Parking Garages:

- ~~1. **Recess vehicle entries in main facade.** Garage doors and open vehicle entries must be recessed at least 6 feet from the front facade plane.~~
- ~~2. **Screen parking garage facade.** The front parking garage facade which is visible from the street shall conform to one or a combination of the following options:~~
 - ~~a. **A landscaped screen.** Screening may be trees, shrubs or wall clinging plantings on a trellis.~~
 - ~~b. **Store fronts.** The parking garage may be faced with storefronts or display windows.~~
 - ~~c. **Simulated store front.** The openings of the garage may be designed to reflect or simulate the window pattern and material choice of the primary structure on the site.~~
- ~~3. **Receive Commission approval for parking garages over one story or which enclose 20 or more vehicles.**~~

Commented [JE13]: This entire section is duplicate from page 13 under Architecture.

OUTDOOR LIGHTING

Applicable Areas

Within Areas Zoned CBD, RR, UR, RO, GBD, SGCOL and the portion of GC1 lying south of Beluga Lake:

All uses

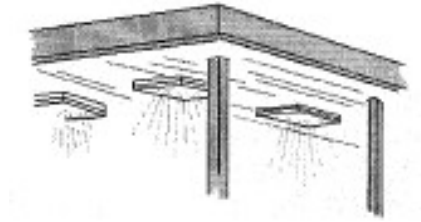
The primary purpose of outdoor lighting is to improve visibility and safety within outdoor spaces. However, light can also enhance a setting if the intensity and source of the light corresponds to the visual character of the surroundings.

- 1. Keep light source hidden from public view.** Except for streetlights installed in rights-of-way, all light sources, whether on public or private property, shall be hidden or conform to light standards specified herein. Light sources (e.g., light bulbs) shall not be visible except on approved decorator lights. Sources of high intensity light, whether behind a lens or not, shall not be visible to the public.

Commented [JE14]: The lighting section is handy; few changes recommended. Eventually we will create a table of what parts of the CDM apply to which zoning districts.

COMMUNITY DESIGN MANUAL
for the
CITY OF HOMER

High intensity light sources may not be visible to the public. Fixture designs of an industrial or utility appearance shall be avoided.



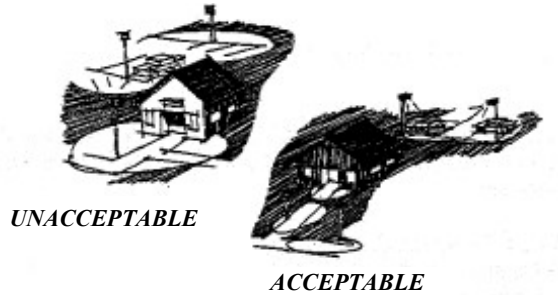
Indirect lighting keeps light source hidden from the public's view. Recessed spot lighting may supplement indirect lighting where more direct lighting is desired.



2. **Use downward directional lighting.** All lights more than 7 feet above the ground shall be downward directional lighting.

Commented [JE15]: Code is not the same. Code says lights over 15 feet must be cut off luminaries. Change this or keep as is?

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3. **Avoid lighting large areas with a single source.** Large areas may be lit with a number of low intensity sources close to the area requiring illumination; illumination of a large area with a remote single source of light shall be avoided.
4. **Avoid excessive light throw.** Lighting shall not be cast beyond the premises and shall be limited to illumination of surfaces intended for pedestrians or vehicles. Illumination of landscaped areas shall be avoided unless lighting is part of the landscape design or the area is intended for recreational use.
5. **Choose approved outdoor light designs.** The following lighting types are approved:
 - a. **"Shoe box" style pole lamps** to be approved as appropriate for district (downward directional).
 - b. **Ornamental pole lamps** - to be approved as appropriate in color and style for district.
 - c. **Bollard lights** - to be approved as appropriate in color and style for district.
6. **Avoid light fixture designs which have an industrial appearance.** Designs of an industrial or utility appearance shall be avoided on all fixtures visible to the public, e.g., mercury vapor lights, cobra lights, etc.

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NO!

NO!

NO!

YES!

Except for the "shoe-box" style light on the right (which is downward directional), these other lights are too industrial in their appearance and are designed for illuminating large areas with a single light source.

OUTDOOR FURNISHINGS

Encouraged in Central Business District, Marine Zoning Areas, and adjacent to Ocean Drive.

Outdoor furnishings are as important to the visual quality of the City as indoor furnishings are to a room. The choice of furnishings determine how casual or formal a setting may be and reveal a great deal about the preferences of the people the setting is designed to serve. Outdoor furnishings in public and quasi-public spaces contribute to a community image. The following requirements will assure consistency in outdoor furnishing design in public rights-of-way and are recommended guidelines for private common areas:

1. Use City approved furniture designs on public rights-of-way. All furniture on rights-of-way shall be approved by the Public Works Department and the Planning Department as to its type, style, manufacturer, series, and color. Outdoor furnishing shall be of a commercial grade designed for heavy public use.

CONNECTIONS

INTENT: The intent of connections standards is to extend design consideration beyond individual parcels and emphasize (a) visual links between districts, (b) functional links between parcels, (c) transitions between dissimilar uses and (d) right of way and common area improvements which will

Commented [JE16]: There are no city approved furnishings. Public Works would permit any items within the right of way. (a process may happen as part of the future wayfinding/street scape project).

Commented [JE17]: This section has never been completed

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201 ~~create a cohesive community image.~~
202
203 ~~This section will be developed further at a later date.~~
204



City of Homer

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(f) 907-235-3118

TO: Economic Development Advisory Commission
FROM: Julie Engebretsen, Deputy City Planner
DATE: November 10, 2020
SUBJECT: Green Infrastructure

Introduction

This is also a topic the Planning Commission (PC) is working on. Recently Jan Kaiser, Public Works Director, gave a presentation to the PC on Green Infrastructure and upcoming projects for the City. You can watch her presentation here by scrolling down and clicking on the Audio/Video link: <https://www.cityofhomer-ak.gov/hapc/planning-commission-worksession-111>.

You can also visit the Public Works Department for other recent work and a story map here: <https://www.cityofhomer-ak.gov/publicworks/city-homer-study-integrate-green-infrastructure-stormwater-master-plan>

The short version is the City has a lot of plans and information. But we don't have a good handle on engineering and green infrastructure practices that are best for Homer. The City recently entered into a contract with the Soil and Water Conservation District to look at engineering practices, local hydrology and soils. This will help us to figure out ways to improve how we maintain streets and ditches. This is a Public Works project.



On the Planning Department side, we do require storm water planning and conservation practices for some larger developments. Those regulations have been in place about 15 years.

Not just any old ditch

Requested Action: None for this meeting. Staff will continue to keep the EDC informed of Green Infrastructure plans and progress.



Rain Garden, south of City Hall



City of Homer

www.cityofhomer-ak.gov

Office of the Mayor

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Memorandum 20-158

TO: HOMER CITY COUNCIL
FROM: MAYOR CASTNER
DATE: OCTOBER 7, 2020
SUBJECT: APPOINTMENT OF DEBBIE SPEAKMAN TO THE ECONOMIC DEVELOPMENT
ADVISORY COMMISSION

Debbie Speakman is appointed to the Economic Development Advisory Commission to fill the seat vacated by Charles Evans. The term expires April 1, 2023.

Recommendation: Confirm the appointment of Debbie Speakman to the Economic Development Advisory Commission.



City of Homer

www.cityofhomer-ak.gov

Office of the Mayor

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(p) 907-235-3130

(f) 907-235-3143

October 13, 2020

Debbie Speakman
P.O. Box 93
Homer, AK 99603

Dear Debbie,

Congratulations! City Council confirmed/approved your appointment to the Economic Development Advisory Commission during their Regular Meeting of October 12, 2020 via Memorandum 20-158. Your term will expire April 1, 2023.

Included is the 2020 Public Official Conflict of Interest Disclosure Statement. Please complete this form and return it to the City Clerk's Office at your earliest convenience. The Public Official Conflict of Interest Disclosure Statement is a public document that may be requested by a member of the public. In the event it is requested, you will be notified of the requestor's name.

Also included is the EDC's Orientation Packet which provides important guidelines and information for your role as a commissioner.

Thank you for your willingness to serve the City of Homer on the Economic Development Advisory Commission. There certainly are exciting times ahead!

Cordially,

Ken Castner, Mayor

Enclosed: Memorandum 20-158
Certificate of Appointment
2020 Public Official Conflict of Interest Disclosure Statement
EDC Orientation Packet

Cc: Economic Development Advisory Commission

City of Homer

Homer, Alaska

Mayor's Certificate of Appointment

Greetings

Be It Known That

Debbie Speakman

Has been appointed to

serve as

"Commissioner"

on the

"Economic Development Advisory Commission"

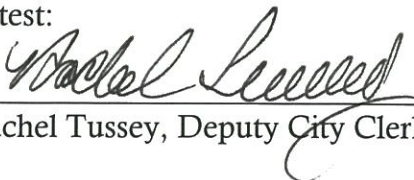
This appointment is made because of your dedication to the cause of good government, your contributions to your community and your willingness to serve your fellow man.

*In Witness whereof I hereunto set my hand
this 13th day of October 2020.*



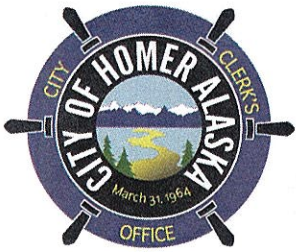
Ken Castner, Mayor

Attest:



Rachel Tussey, Deputy City Clerk





CITY OF HOMER
APPLICATION TO SERVE ON ADVISORY BODY
COMMISSION, BOARD, COMMITTEE, TASK FORCE

CITY CLERK'S OFFICE
CITY OF HOMER
491 E. PIONEER AVE
HOMER, AK 99603
PH. 907-235-3130
FAX 907-235-3143
clerk@cityofhomer-ak.gov

The information below provides some basic background for the Mayor and Council
This information is public and will be included in the Council Information packet

Name: Debbie Speakman Date: 09/25/20

Physical Address: 59980 Golden Plover - Kachemak City

Mailing Address: P.O. Box 93

Phone #: _____ Cell #: 907.399.8588 Work #: _____

Email Address: debbie@kenaipeninsula.org

The above information will be published in the City Directory and within the city web pages if you are appointed
by the Mayor and your appointment is confirmed by the City Council

Please indicate the advisory body that you are interested in serving on by marking with an X.
You may select more than one.

☐ **ADVISORY PLANNING COMMISSION**

1ST & 3RD WEDNESDAY OF THE MONTH AT 6:30 PM
WORKSESSION PRIOR TO EACH MEETING AT 5:30 PM

☐ **PARKS ART RECREATION & CULTURE ADVISORY COMMISSION**

3RD THURSDAY OF THE MONTH AT 5:30 PM
NO MEETINGS IN JANUARY, JULY & DECEMBER

☐ **PORT & HARBOR ADVISORY COMMISSION**

4th WEDNESDAY OF THE MONTH
OCT-APRIL AT 5:00 PM
MAY - SEPT AT 6:00 PM

☐☐

☒ **ECONOMIC DEVELOPMENT ADVISORY COMMISSION**

2ND TUESDAY OF THE MONTH AT 6:00 PM

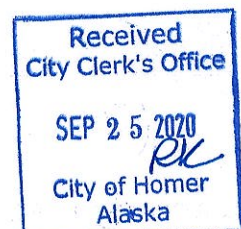
☐ **CITY COUNCIL**

2ND & 4TH MONDAY OF THE MONTH
SPECIAL MEETINGS & WORKSESSIONS AT 4:00 PM
COMMITTEE OF THE WHOLE AT 5:00 PM
REGULAR MEETING AT 6:00 PM

☐ **LIBRARY ADVISORY BOARD**

1ST TUESDAY OF THE MONTH AT 5:30 PM
NO MEETINGS IN JANUARY, JUNE AND JULY

☐ **OTHER - PLEASE INDICATE**



I have been a resident of the city for _____ years. I have been a resident of the area for 9.5 years.
I am presently employed at Kenai Peninsula Tourism Marketing Council/Small Homer biz owner

Please list any special training, education or background you may have which is related to your choice of advisory body.

From 2012-2014 and 2017-2019 I worked for the Homer Chamber of Commerce & Visitor Center.

I have experience in marketing, small business development and tourism development.

I am currently the Executive Director of the Kenai Peninsula Tourism Marketing Council.

Have you ever served on a similar advisory body? If so please list when, where and how long:

I served on the Community Advisory Committee for Seldovia Village Tribe Health and Wellness as

well as a Board member for KBBI and HoWL.

Why are you interested in serving on the selected advisory body?

I have a passion for economic development in Homer and for the lower Kenai Peninsula. I want to help continue to support small business growth and recruitment to our area.

Please list any current memberships or organizations you belong to related to your selection(s):

Homer Chamber of Commerce as an individual and business member. Kenai Peninsula Tourism Marketing Council.

Please answer the following only if you are applying for the Advisory Planning Commission:

Have you ever developed real property other than a personal residence, if so briefly explain:

My husband and I purchased a building on the Homer Spit in 2019 and currently operate a vacation rental and candy store. We also have a long term rental located within the City of Homer.

Please answer if you are applying for the Port & Harbor Advisory Commission:

Do you use the Homer Port and/or Harbor on a regular basis?

Yes ☐ No ☐ What is your primary use? Commercial ☐ Recreational ☐

Please include any additional information that may assist the Mayor in his/her decision making:

I have lived in Alaska since 2001, the majority of that time I have been employed in the tourism industry. I have lived and traveled all over the State of Alaska and been successful in marketing for both visitation and relocation. My family consciously support local businesses by shopping local.

When you have completed the application please review and return to the City Clerk's Office. You may also email this to clerk@cityofhomer-ak.gov or fax 60 907-235-3143. Thank you for applying!

CITY OF HOMER
HOMER, ALASKA

Smith

ORDINANCE 20-64(A)

AN ORDINANCE OF THE CITY COUNCIL OF HOMER, ALASKA,
AMENDING HOMER CITY CODE 2.76.040, DUTIES AND
RESPONSIBILITIES OF THE COMMISSION TO CLARIFY THE ROLE
OF THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION.

WHEREAS, The City of Homer Comprehensive Economic Development Strategy was
found to be outdated and would require significant amount of time and resources to update;
and

WHEREAS, The Kenai Peninsula Economic Development District (KPEDD) restructured
their Comprehensive Economic Development Strategy (CEDs) to include all municipalities in
the Kenai Peninsula; and

WHEREAS, The Economic Development Advisory Commission (EDC) reviewed the
KPEDD CEDs and found that it would be beneficial to use that document versus updating the
City document; and

WHEREAS, It was determined that by using the KPEDD CEDs, the Homer City Code
2.76.040, Duties and Responsibilities would require updating.

NOW, THEREFORE, THE CITY OF HOMER ORDAINS:

Section 1. Homer City Code 2.76.040 Duties and Responsibilities of the Commission is
amended to read as follows:

2.76.040 Duties and responsibilities of the Commission.

~~It shall be the duty of the Commission to act in an advisory capacity to the City Manager and
the City Council on the overall economic development planning for the City of Homer. The
Comprehensive Economic Development Strategy was adopted by the City Council on April 26,
1993. Further duties shall include:~~

~~a. Revisions, amendments and extensions of the Comprehensive Economic Development
Strategy (CEDs) which may be adopted by the City Council after consideration and report by
the Commission.~~

~~b. Provide continued review and evaluation of the CEDs.~~

~~c. Supervise and monitor the implementation of the CEDs.~~

**a. Oversee responsibility of the City of Homer's work with KPEDD in developing a 2-page
strategic plan for the specific Homer portion of the regional CEDs that is written every 5
years.**

1. Co host with KPEDD public meetings to collect comments on local strengths, opportunities, weaknesses and threats especially relating to the economy to determine the City's needs and wants. This is done to broaden public involvement

2. Review and comment on yearly CEDS updates.

3. Monitor the implementation of the regional CEDS in terms of the Homer portion

~~d~~ **b.** Collect and analyze data to evaluate existing City of Homer resources.

~~e~~ **c.** Formulate and develop the overall long-range economic development goals of the residents of the City of Homer through public hearing process.

~~f~~ **d.** Identify specific alternatives or projects to accomplish the City's objectives.

~~g~~ **e.** Recommend priorities for the projects or alternatives.

~~h~~ **f.** Promote public interest in overall economic development.

~~i~~ **g.** Make inquiries regarding matters related to economic development.

~~j~~ **h.** Commission may take part in activities with the Chamber of Commerce, Kenai Peninsula Borough Economic Development District, and Kenai Peninsula Borough Tourism Marketing Council upon the approval of the Council.

~~k~~ **i.** Commission should provide a representative for the KPB Economic Development District Board.

~~l~~ **j.** Any recommendation the Commission may have regarding economic development is to be directed to the City Council through the City Manager or the recommendations of the Commission concerning policy issues shall be sent directly to the Council upon request of the Commission.

~~m~~ **k.** The Commission shall consider any specific proposal, problem or project as directed by the City Council and any report or recommendations thereon shall be made directly to the Council, unless otherwise directed by the Council.

~~n~~ **l.** The City Council may at a future date expand or withdraw duties and responsibilities of the Commission. [Ord. 93-15(S)(A), 1993; Ord. 06-25 § 1, 1993. Code 1981 § 1.78.040].

Section 2. This Ordinance is of a permanent and general character and shall be included in the City Code.

ENACTED BY THE CITY COUNCIL OF HOMER, ALASKA, this 12th day of October, 2020.

CITY OF HOMER


KEN CASTNER, MAYOR

ATTEST:


MELISSA JACOBSEN, MMC, CITY CLERK

YES: 6

NO: 0

ABSTAIN: 0

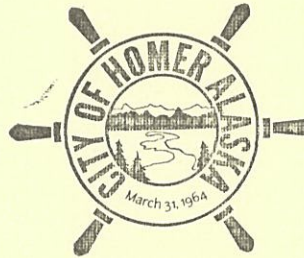
ABSENT: 0

First Reading: 9/28/20

Public Hearing: 10/12/20

Second Reading: 10/12/20

Effective Date: 10/13/20



Reviewed and approved as to form:


Robert Dumouchel, City Manager

Michael Gatti, City Attorney

Date: 10/20/20

Date: _____

**CITY OF HOMER ECONOMIC DEVELOPMENT ADVISORY COMMISSION
BYLAWS**

ARTICLE I - NAME AND AUTHORIZATION

The Economic Development Advisory Commission was established October 25, 1993 with the adoption of via Ordinance 93-15(S)(A). The Commission was inactivated on January 24, 2000 and reactivated February 27, 2006 by Resolution 06-20.

ARTICLE II – OBJECT

The Economic Development Advisory Commission will act in an advisory capacity to the City Manager and the City Council on the overall economic development planning for the City of Homer in accordance with Homer City Code Chapter 2.76.

ARTICLE III - MEMBERS

Section 1. The Commission shall consist of seven members comprised of at least five (5) members that reside inside city limits and shall be registered voters in the Kenai Peninsula Borough or the City of Homer. Members shall be nominated by the Mayor and confirmed by City Council to serve for three-year terms to expire on April 1st of designated years.

Section 2. One City Council member and one Homer area high school Student Representative may be appointed by the Mayor, subject to confirmation by the City Council, as consulting, non-voting members.

Section 3. The Mayor, City Manager, City Planner, and/or the Director of the Homer Chamber of Commerce and a representative from the Homer Marine Trades Association may serve as non-voting, consulting members of the Commission.

Section 4. A commission appointment is vacated under the following conditions and upon the declaration of vacancy by the Commission. The Commission shall declare a vacancy when the person appointed:

- Fails to qualify to take office within 30 days after their appointment;
- Resigns and the resignation is accepted;
- Is physically or mentally unable to perform the duties of their office;
- Misses two (2) consecutive regular meetings unless excused;
- Is convicted of a felony.

Section 5. Honorary members of the Commission may be appointed by the Mayor, subject to confirmation by the City Council. Honorary members may participate in the deliberations of the Commission, but may not vote nor shall they be counted in determining the quorum of Commissioners.

ARTICLE IV - OFFICERS

Section 1. A Chairperson and Vice-Chairperson shall be elected from among the appointed commissioners at the regular April meeting of the Commission.

Section 2. Officers shall serve a term of one year from the April meeting at which they are elected, and until their successors are duly elected. Officers may be re-elected in subsequent years.

Section 3. The Chairperson shall preside at all meetings of the Commission, authorize calls for any special meetings, execute all documents authorized by the Commission, serve as ex officio/voting member of all committees, and generally perform all duties associated with that office.

Section 4. In the event of the absence, or disability of the Chairperson, the Vice-Chairperson shall assume and perform the duties of the Chair. If both the Chairperson and Vice-Chairperson are absent, and a quorum of four members are present, the senior member shall assume and perform the duties and functions of the Chair.

ARTICLE V – MEETINGS

Section 1. Regular meetings shall be open to the public and held on the second Tuesday of each month at 6:00 p.m. in the designated location and shall be posted for public information as required by Homer City Code and Alaska State Statutes.

Section 2. Meeting agenda deadline is at 5:00 p.m. the Wednesday preceding the meeting. Allowances will be made for holidays.

Section 3. The order of business for the regular meetings shall include, but not be limited to, the following items, which shall be covered in the sequence shown, as far as circumstances permit. Agenda shall be posted for public information as required by Homer City Code and Alaska State Statutes.

NAME OF BODY	DATE OF MEETING
PHYSICAL LOCATION OF MEETING	DAY OF WEEK AND TIME OF MEETING
HOMER, ALASKA	MEETING ROOM

NOTICE OF MEETING REGULAR MEETING AGENDA

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE
2. APPROVAL OF AGENDA
3. PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA. (3 MINUTE TIME LIMIT)
4. RECONSIDERATION
5. APPROVAL OF MINUTES or CONSENT AGENDA
6. VISITORS (Chair set time limit not to exceed 20 minutes) (Public may not comment on the visitor or the visitor's topic until audience comments.) No action may be taken at this time.
7. STAFF & COUNCIL REPORT/COMMITTEE REPORTS/BOROUGH REPORTS (Chair set time limit not to exceed 5 minutes.)
8. PUBLIC HEARING (3 MINUTE TIME LIMIT)
9. PLAT CONSIDERATION (Planning Commission only)
10. PENDING BUSINESS or COMMISSION BUSINESS
11. NEW BUSINESS or COMMISSION BUSINESS
12. INFORMATIONAL MATERIALS (NO ACTION MAY BE TAKEN ON THESE MATTERS, THEY MAY BE DISCUSSED ONLY).
13. COMMENTS OF THE AUDIENCE (3 MINUTE TIME LIMIT)
14. COMMENTS OF THE CITY STAFF (not required) (Staff report may be at this time in the agenda.)
15. COMMENTS OF THE COUNCILMEMBER (If one is assigned)

16. COMMENTS OF THE CHAIR (May be combined with COMMENTS OF THE COMMISSION/BOARD since the Chair is a member of the Commission/Board.)

17. COMMENTS OF THE COMMISSION

18. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR _____ note any worksessions, special meetings, committee meetings etc. All meetings scheduled to be held in the Homer City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska. (Sometimes the meeting is scheduled for the Conference Room)

Contact info for the department constructing the agenda. Example: City Clerk's Office, clerk@ci.homer.ak.us, 235-3130.

Section 4. Per Resolution of the City Council (Resolution 06-115(A)), Public Testimony shall normally be limited to three minutes per person. Exceptions may be provided for at the Chair's discretion or by a majority vote of the members in attendance.

Section 5. Special Meetings and Worksessions may be called by the Special Projects and Communications Coordinator, Chair, or a majority of the Commission. Worksessions do not require a quorum, however, no action may be taken at a worksession; items on the agenda are for discussion only. Notice of such meetings shall be posted in the same manner as that for regular meetings.

Section 6. A quorum for the transaction of business at any meeting shall consist of four members. For purposes of determining the existence of a quorum, honorary members shall not be counted.

Section 7. Four affirmative votes are required to approve any action before the Commission and shall constitute the meaning of "majority vote". The Chairperson may vote upon, and may move or second a proposal before the Commission.

Section 8. Recorded minutes shall be made available by the City Clerk's Office to the Commission prior to the next meeting and a record of all voting will be included in the minutes of each meeting. Minutes shall be available to the public as required by Homer City Code and Alaska State Statutes.

Section 9. The Commission shall abide by existing Alaska State Law, Borough Code of Ordinance, where applicable, and Homer City Code, as well as Robert's Rules of Order, current edition, in so far as this treatise is consistent with Homer City Code.

ARTICLE VI - COMMITTEES

Section 1. Committees of one or more members for such specific purposes as the business of the Commission will only become active upon approval of Council. A memorandum and resolution will go before Council outlining the reason, tasks assigned and termination date. Committees shall be considered to be discharged upon completion of the purpose for which it was appointed, and after its final report is made to and approved by the Commission.

Section 2. All committees shall make a progress report to the Commission at each of the Commission's regular meetings.

ARTICLE VII - BYLAW AMENDMENTS

Section 1. The Bylaws may be amended at any meeting of the Commission by a majority plus one of the members, provided that notice of said proposed amendment is given to each member in writing. The proposed amendment shall be introduced at one meeting and action shall be taken at the next Commission meeting.

Section 2. Any rule or resolution of the Commission, whether contained in these Bylaws or otherwise, may be suspended temporarily in connection with business at hand; and such suspension to be valid; may be taken only at a meeting at which at least four of the members of the Commission shall be present, and two-thirds of those present shall so approve.

ARTICLE VIII – TELECONFERENCING

Section 1. Teleconference meetings:

- a) The preferred procedure for a Commission meeting is that all members be physically present at the designated time and location for the meeting. However, physical presence may be waived and a member may participate in a meeting by Teleconference. This allowance is limited to two (2) meetings per year.
- b) There must be a quorum of four members physically present in addition to the telephonic member.
- c) A Commissioner participating by teleconference shall be deemed to be present at the meeting for all purposes.
- d) In the event the Chair participates telephonically, the Vice-Chair shall run the meeting.

Section 2. Teleconference procedures:

- e) A Commissioner who cannot be physically present for a regularly scheduled meeting shall notify the Clerk at least five days prior to the scheduled meeting time of their intent to participate telephonically.
- f) The Clerk shall notify the other Commissioners of the Commissioner's intent to participate by teleconference three days prior to the scheduled meeting time.
- g) The means used to facilitate a teleconference meeting must enable each Commissioner participate telephonically to clearly hear, and be heard by, all other Commissioners, and members of the public.
- h) The Clerk shall note in the attendance record all Commissioners participating telephonically.



City of Homer

www.cityofhomer-ak.gov

Office of the City Manager

491 East Pioneer Avenue
Homer, Alaska 99603

citymanager@cityofhomer-ak.gov

(p) 907-235-8121 x2222

(f) 907-235-3148

Memorandum

TO: Mayor Castner and Homer City Council
FROM: Rob Dumouchel, City Manager
DATE: October 8, 2020
SUBJECT: City Manager's Report for October 12th Council Meeting

RAVN Air Service

Shortly after our last meeting the “new” RAVN provided my office with a signed lease, I signed the lease the same day. There were two additional items that needed to be completed before air service could official resume, both are nearly complete. The “old” RAVN lease has been officially rejected by the debtor and the State of Alaska’s leasing office has indicated that it will approve the sublease (I expect this to happen before we meet October 12th). The date upon which RAVN will start flying commercial passengers in and out of Homer Airport is not known at this time, but I expect it will be relatively soon and well publicized within the community. I’d like to thank our partners at Float (RAVN), the Alaska Department of Transportation and Public Facilities Aviation Leasing Division, Attorney Gary Sleeper from JDO, and Rachel Friedlander from the City Manager’s office for your help in bringing air service back to Homer.

Site Visit with Army Corps of Engineers at Port & Harbor

Colonel Damon Delarosa took command of the U.S. Army Corps of Engineers - Alaska District in mid-August and visited with myself and Port Director Hawkins on September 29th. The Colonel was joined by the District’s Director of Programs and Project Management Randall Bowker. We had a productive conversation about the port’s history, present context, and plans for future expansion. I look forward to working with the Colonel and his staff on priority City projects along the Spit and in the port and harbor.

Campaign to Reduce Parking in Rights-of-Way

In my September 28th report, I noted that a team including staff from my office, Public Works, and the Homer Police Department were collaborating on some ways to change behaviors related to individuals who park vehicles and private property within City rights-of-way. Even now, before the first snow has fallen, Public Works crews are challenged by vehicles in the right-of-way as they attempt to grade gravel roads before the ground begins to freeze. We have developed basic messaging and some flyers/handouts which can be left on vehicles that are in violation of City code. The intent of this campaign is to start with proactive public education in the hopes that we don’t have to escalate to enforcement (i.e. fines or towing). Throughout the month of October, staff will continue to seek opportunities to get the “plows not parking” message out via different marketing channels.

2nd Quarter Sales Tax Review

Finance Director Walton has prepared some materials regarding sales tax and the second quarter numbers released by the Kenai Peninsula Borough. Her memo also includes some foundational discussion on the

basics of sales tax as a refresher to both Council and the public. The memo and attachments are included as enclosures to this report and are anticipated to be an item of discussion during Committee of the Whole.

Commission Staffing

I am making some changes in staffing to two of the City's commissions. The Economic Development Commission will be staffed by Deputy City Planner Julie Engebretsen and the Parks, Art, Recreation & Culture Advisory Commission will be staffed by Recreation Manager Mike Illg. Staff will work out handoff details to ensure as smooth of a transition for the Commissions as possible.

Homer Police Station Ribbon Cutting

A well-attended, yet COVID-conscious, ribbon cutting was held at the new Homer Police Station on October 8th. Mayor Castner and Chief Robl gave brief remarks before they were joined by Mayors Zak and Wythe to cut the ribbon. Due to COVID restrictions we weren't able to do tours of the facility, but a video tour of the building is forthcoming in the very near future to provide the public with a way to view the building despite the pandemic. I would like to thank Special Projects Coordinator Jenny Carroll for producing the event, and Library staffer Kevin Co for providing audio/visual support.

COVID-Related Updates

Staff Adaptation during COVID and Thoughts on Re-Opening

Chief Kirko and I, along with input from Public Health Nurse Lorne Carroll, have had discussions regarding COVID-related risk, adaptation, and threats for our City. I have attached a memo to this report which provides an in-depth discussion of how COVID risks are being assessed and what that means for City operations. COVID response is a dynamic process, and the attached document is a snapshot of how we perceive risk at this specific point in time during the pandemic. Our methods and processes are very likely to continue to change as the situation evolves.

COVID Signage Vandalism

COVID-related signage at WKFL Park and the Baycrest Overlook were damaged and/or stolen between the dates of September 29th and October 2nd. The banner at WKFL Park was stolen and City staff replaced it with a banner from a different location. The replacement banner was then slashed in half. Parks Maintenance removed the remnants of the banner and reported both events to the Police Department. At the Baycrest Overlook, the COVID banner was also stolen. The PIOs have ordered additional banners to replace those that have been either stolen or destroyed and will include some additional banners as backup in case this happens again.

Library Hours Update

On October 5th, the Library began admitting patrons to the building without appointments. Patrons are welcome to freely enter and exit the building at the following times on Monday through Friday: 10:00-11:30, 1:30-3:00, and 4:00-5:30. These times match the appointment-only hours which had been in effect previously. During periods when the doors are closed, staff clean the computer stations, bathrooms, and high-touch surfaces such as doorknobs and tables. Library Director Berry provided the following comments on the change to Library access protocols:

"We're conducting this experiment as a way of improving access for the community while still being mindful of the virus. So far, patrons have demonstrated remarkable consideration for everyone's health—wearing their masks, keeping up with social distancing and staying only as long as needed to complete their business. Everything obviously ends on how COVID progresses, but if the citizens of

Homer continue doing a stellar job of looking after one another, we will consider expanding the service windows and opening up more spaces. We appreciate every small step towards normality. Please help us stay open by taking care of those around you.”

HERG Video

In an effort to provide application assistance to households applying for Household Economic Relief Grant (HERG) funds, Special Project and Communications Coordinator Jenny Carroll and Library Director Barry teamed up to produce a short video: <https://vimeo.com/465083022>

CARES Act Funds Update

SBERG1 is complete and a final report from SBERG manager Jody Mastey is attached as an enclosure to this report. I am in negotiations with Ms. Mastey to help us process SBERG2 applications. We are approximately \$265,000 away from meeting the spending threshold for our second CARES Act funds disbursement from the State. I expect to provide updated stats and graphs as part of a supplemental packet. Checks for ERG programs are typically cut on Fridays and delaying this part of my report allows for a more accurate accounting of CARES Act expenditures at the Council meeting.

Enclosures:

1. Vehicles in the Right-of-way flyer
2. 2ND Quarter Sales Tax Review
3. Memo: City Organizational Framework for COVID Risk Assessment
4. Library flyers
5. SBERG1 Final Report from Program Manager Mastey
6. Letter of Support for Kachemak Bay State Parks Grant Application



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citymanager@cityofhomer-ak.gov

(p) 907-235-8121 x2222

(f) 907-235-3148

Memorandum

TO: Mayor Castner and Homer City Council
FROM: Rob Dumouchel, City Manager
DATE: October 22, 2020
SUBJECT: City Manager's Report for October 26th Council Meeting

Tsunami Warning

On October 19th, there was a large earthquake near Sand Point, AK which resulted in a tsunami warning that had potential to impact the Spit and other coastal areas of the City. City staff with emergency response responsibilities assembled at the EOC to prepare and monitor the situation. The public was encouraged to evacuate from the Spit and other low lying areas for a short period of time. A tsunami wave was generated but it was relatively small and did not make it as far as Homer.

While emergencies like this can be viewed as a hassle, each one does provide an important opportunity for staff to evaluate our processes and find any broken linkages between ourselves and other agencies. Between writing this report and the October 26th Council Meeting, I will have met with staff to discuss the event and potential improvements to our process. Chief Kirko and I will have also met with Kenai Peninsula Borough emergency management officials to discuss opportunities for improvement in regards to their interface with tsunami warning events in Homer. The goal is continuous improvement so that when we do have a large scale disaster we are prepared, efficient, and effective in protecting the City.

Police Station Virtual Tour

Because of COVID restrictions, in-person tours of the new police station were not practical at the time of the ribbon cutting. Instead, the Homer Police Department has provided a video virtual tour of the facility so that the public can see the inside of our newest City building. The video is available on HPD's Facebook page (<https://www.facebook.com/homerakpolice/videos/698384224430670/>) and features an appearance from City Engineer Carey Meyer discussing the green infrastructure outside of the building.

Bears on City Property

I received a letter from an Alaska Department of Fish & Game (ADF&G) biologist related to concerns with bears on city managed property, mainly Karen Hornaday Park. The concerns revolve around food attracting bears to the park and the potential for unsafe situations for both bears and humans. The suggestion is to install bear-proof trashcans and food storage containers for campers. Municipal-grade bear-proof equipment is not inexpensive, but I am working with Parks Maintenance Coordinator Matt Steffy to attempt to identify ways we can reduce the cost of this equipment and seek grant funding to defray the expenses of upgrading our camp facility over time. In the meantime, we will work to improve messaging to campground users which includes education on best practices related to bear safety.

Climate Action Plan (CAP)

Staff have been working on energy use and emissions calculations while also working on a building a pathway to an update to our 2007 CAP (a 2020 Council-Initiated Priority) underway. Related to this item, staff, in conjunction with Councilmember Aderhold, collaborated on a questionnaire which provided data to a climate cohort group with which the City is aligned. The questionnaire will help them figure out ways to support communities like ours who are working on climate change initiatives and climate action plans.

GFOA Budget Award

As I was finishing this report, Finance Director Walton received a congratulatory note from the Government Finance Officers Association notifying the City that we have been awarded the Distinguished Budget Presentation Award. Per their website, “GFOA established the Distinguished Budget Presentation Awards Program (Budget Awards Program) in 1984 to encourage and assist state and local governments to prepare budget documents of the very highest quality that reflect both the guidelines established by the National Advisory Council on State and Local Budgeting and the GFOA's best practices on budgeting and then to recognize individual governments that succeed in achieving that goal. Over 1600 governments, including states, cities, counties, special districts, school districts, and more have been recognized for transparency in budgeting. To earn recognition, budget documents must meet program criteria and excel as a policy document, financial plan, operations guide, and communication tool.” GFOA’s review also provides instruction on how the City’s budget can include additional modifications to completely adhere to the organization’s standards. The Finance Department works very hard to keep up with all the demands from COVID response and all of our regular City business, I would like to congratulate them for this accomplishment.

COVID-Related Updates

Council Chambers COVID Remodel

Staff prepared a plan and design for a remodel of the Council Chambers to allow for more distancing and an improved integration with digital means of public participation. I fielded comments and design ideas in writing and in person from Councilmembers which resulted in some modifications, but the general layout remained the same as originally proposed. We are moving forward with a large semi-circle/horseshoe shape because it allows for Councilmembers to see each other when speaking, expands their available space, allows for easier wiring of electronics, and works well with the existing seating area for the public. Personnel from Public Works, IT, and the Clerk’s Office are all engaged in getting this project moving forward within the CARES Act timeline.

State of Alaska Community Engagement Team

During the October 22 DHSS/State Unified Command meeting, Deputy Public Information Officer Tussey made note of an opportunity for community leaders and elected officials to reach out to the state through a community engagement team made available to meet with local communities. The team consists of Commissioner Crum, Director Paul Nelson from State Emergency Management, Eliza Muse from DHSS, and Brian Fisher. Please let me know if this opportunity is of interest and what topics the body would request a presentation/discussion on.

Library Services (update provided by Director Berry)

On June 12, the library applied for federal grant money to fund four major upgrades to the library’s technology. The Institute of Museum and Library Services (IMLS) received more than 1,700 requests for grant funding, and the funding announcement was significantly delayed. Facing delays in implementing urgent

projects, the Homer City Council has provided funding out of CARES Act monies for these projects. In July, boosting the library's wi-fi signal was given the nod to move forward. On Sept. 14 the Council passed Ordinance 20-63(A) to fund the remaining projects in the original grant application. On Sept. 16 the library withdrew its application to the IMLS and work on the remaining projects began at once.

One of the four projects (upgrading the library's wi-fi network to cover the parking lot) is now complete, and the signal has been up and running since September. The replacement of the library's print management software is in progress: a server has been set up and the company is working on code development for the features we requested. We expect the new print-management system to go live in December, allowing patrons to submit print jobs over the internet from their phones, laptops or home computers. The library currently uses magnetic strips and barcodes for tracking its collection, a technology that is increasingly obsolete. We're in the process of replacing it with radio-frequency ID (RFID) tags. All the RFID equipment has been ordered and is now being configured. Tags should begin arriving in early November, the computer stations, checkout pads and other tools should arrive in mid-November, and the security gates should be set up in mid-December. The new system will allow for self-checkout terminals and low-contact checkout at the front desk, as well as much faster and more accurate processing of materials.

We're also acquiring more laptops for checkout. The charging locker has arrived and is set up at the front desk. IT has solicited quotes for the computers themselves and expects those quotes to be complete within the next couple of days. All equipment should be delivered by December 30.

CARES Act Funds Update

I expect to provide updated stats and graphs as part of a supplemental packet. Checks for ERG programs are typically cut on Fridays and delaying this part of my report allows for a more accurate accounting of CARES Act expenditures at the Council meeting.

Enclosures:

1. GFOA press release

Economic Development Advisory Commission 2020 Meeting Calendar

	MEETING	AGENDA DEADLINE	ANNUAL TOPICS/EVENTS
JANUARY	6:00 p.m. Tuesday, January 14	5:00 p.m. Wednesday, January 7	
FEBRUARY	6:00 p.m. Tuesday, February 11	5:00 p.m. Wednesday, February 4	
MARCH	6:00 p.m. Tuesday, March 10	5:00 p.m. Wednesday, March 3	Appointment Renewals Due
APRIL	6:00 p.m. Tuesday, April 14	5:00 p.m. Wednesday, April 7	Terms Expire April 1 st Election of Chair & Vice Chair Review of Strategic Plan/Goals
MAY	6:00 p.m. Tuesday, May 12	5:00 p.m. Wednesday, May 5	
JUNE	6:00 p.m. Tuesday, June 9	5:00 p.m. Wednesday, June 2	City Budget Review/Develop Requests
JULY	6:00 p.m. Tuesday, July 14	5:00 p.m. Wednesday, July 7	
AUGUST	6:00 p.m. Tuesday, August 11	5:00 p.m. Wednesday, August 4	Capital Improvement Plan Review
SEPTEMBER	6:00 p.m. Tuesday, September 8	5:00 p.m. Wednesday, September 1	
OCTOBER	6:00 p.m. Tuesday, October 13	5:00 p.m. Wednesday, October 6	
NOVEMBER	6:00 p.m. Tuesday, November 10	5:00 p.m. Wednesday, November 3	
DECEMBER	6:00 p.m. Tuesday, December 8	5:00 p.m. Wednesday, December 1	Upcoming Year Schedule Review Land Allocation Plan Review

**2020 HOMER CITY COUNCIL MEETINGS
ADVISORY COMMISSION/ BOARD ATTENDANCE**

Commissions are invited to report to the City Council at the Council's regular meetings under Item 8 – Announcements/Presentations/Borough Report/Commission Reports. This is the Commission's opportunity to give Council a brief update on their work. Generally the Commissioner who will be reporting will attend one of the two meetings for the month they are scheduled to attend.

The 2020 meeting dates for City Council is as follows:

January 13, 27	_____
February 10, 24	_____
March 9, 23*	_____
April 13, 27	_____
May 11, 26*	_____
June 8, 22	_____
July 27**	_____
August 10, 24	_____
September 14, 28	_____
October 12, 26	_____
November 23**	_____
December 14, 21****	_____

City Council's Regular Committee of the Whole Meeting at 5:00 pm to no later than 5:50 pm prior to every Regular Meeting which are held the second and fourth Monday of each month at 6:00 pm.

*Tuesday meeting due to Memorial Day/Seward's Day.

** There will be no first regular meeting in July or November.

***Council traditionally reschedules regular meetings that fall on holidays or high school graduation days, for the following Tuesday.

****Council traditionally cancels the last regular meeting in December and holds the first regular meeting and one to two special meetings as needed. Generally the second special meeting the third week of December will not be held.