

**NOTICE OF MEETING
REGULAR MEETING AGENDA**

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE

2. APPROVAL OF THE AGENDA

3. PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA (3 minutes)

4. RECONSIDERATION

5. APPROVAL OF MINUTES

- A. April 11, 2017 Regular Meeting Minutes **Page 3**

6. VISITORS/PRESENTATIONS (10 minutes)

- A. Peggy Paver, Homer Council on the Arts **Page 7**

7. REPORTS (5 minute each)

- A. Marine Trades Association Report
B. Chamber Director Report
C. Pioneer Avenue Task Force Report
D. Staff Report **Page 11**

8. PUBLIC HEARING

9. PENDING BUSINESS

- A. BR&E Program Planning **Page 13**
1. City Council Presentation & Ordinance introduction update
2. Review of outreach postcard and preparation for other outreach activities
i) Developing Talking Points / Messaging
ii) Press Release & Scheduling Presentations
iii) BR&E outreach training possibility with KPEDD

10. NEW BUSINESS

11. INFORMATIONAL ITEMS

- A. Commissioner Attendance at City Council Meetings **Page 23**

12. COMMENTS OF THE AUDIENCE (3 minutes)

13. COMMENTS OF THE CITY STAFF

14. COMMENTS OF THE COUNCILMEMBER (If one is assigned)

15. COMMENTS OF THE CHAIR

16. COMMENTS OF THE COMMISSION

**17. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, JUNE 13, 2017 at
6:00 p.m. in the City Hall Cowles Council Chambers located at 491 E. Pioneer Ave, Homer, Alaska.**

Session 17-04 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Marks at 6:00 p.m. on April 11, 2017 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONER EVANS, GUSTAFSON, LORD, MARKS, RICHARDSON, SANSOM

ADVISORY MEMBERS: COUNCILMEMBER SMITH, CHAMBER DIRECTOR ZAK

ABSENT: KIESEL

STAFF: DEPUTY CITY CLERK JACOBSEN

AGENDA APPROVAL

EVANS/LORD MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. Regular Meeting Minutes of March 14, 2017

LORD/GUSTAFSON MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

VISITORS

REPORTS

A. Marine Trades Association Report

B. Chamber Director Report

Karen Zak, Executive Director of Homer Chamber of Commerce, reported to the Commission that the USS Hopper, a US Navy Destroyer, will be in Homer April 28-30. The Chamber will be working on options for transportation and for volunteer opportunities for the sailors while they're in town. She also reported on the Mongolia delegation that visited, the Winter King Tournament, and the Great Alaska Sportsman Show in Anchorage. Clean up day is April 22nd, and Shorebird Festival is the first week in May. Other upcoming events include a Fire fighter symposium, the first cruise ship will be in May 17th, and Alaska State Chamber Community Outreach will be held here in June.

C. Pioneer Avenue Task Force Report

D. Staff Report

a. Memorandum from Special Projects & Communication Coordinator Carroll

PUBLIC HEARINGS

PENDING BUSINESS

A. Business Retention and Expansion Program Planning

The commission continued their discussion from their worksession where they reviewed the survey and made some changes, and began discussing the marketing and outreach plan.

They reviewed the timeline outlined in the staff report for presenting their plan to City Council and for adopting an ordinance or resolution for approximately \$1400 for printing and mailing post cards inviting business owners to participate in the survey the Commission is working to finalize.

Regarding outreach, the commission discussed benefits of direct mailing post cards and hand delivering post cards to local businesses. They addressed using email, social media, and the city and chamber websites as additional ways to get the word out about the survey.

The group also addressed the process for presenting to Council and getting approval to proceed. Commissioner Lord agreed to present to Council on May 8th. She will also contact Special Projects & Communication Coordinator Carroll to confirm whether funds are available in the economic development budget for this mailing or if some sort of a budget amendment is needed.

EVANS/RICHARDSON MOVED THAT THE COMMISSION SUPPORTS TAKING THE BUSINESS RETENTION AND EXPANSION QUESTIONNAIRE TO CITY COUNCIL AND TO REQUEST FUNDING TO MAIL OUT TO BUSINESS OWNERS.

MARKS/RICHARDSON MOVED TO HAVE IT INCLUDE THE MARKETING IN ADDITION TO THE SURVEY AND THE RATIONAL FOR DOING THIS IN THE PRESENTATION.

There was brief discussion.

VOTE (Amendment): NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

Chair Marks commented it would be best to have the financial piece figured out before going to Council on May 8th.

VOTE: (Main motion as amended): NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

NEW BUSINESS

INFORMATIONAL ITEMS

- A. City Manager's Report, April 10, 2017
- B. Commissioner Attendance at City Council Meetings

COMMENTS OF THE AUDIENCE

Karen Zak commented she is willing to help with the BRE and survey. She would like more information about it, as she missed the last meeting.

COMMENTS OF CITY STAFF

COMMENTS OF THE COUNCILMEMBER

Councilmember Smith said he's encouraged by what is being produced by the group and thinks a lot of good can come from it. He also thinks the Council will be receptive to the idea.

COMMENTS OF THE CHAIR

Chair Marks said she will be absent on May 9th.

COMMENTS OF THE COMMISSION

Commissioner Evans said he will be absent in May.

Commissioner Richardson thanked everyone and thinks they are moving in a great direction.

Commissioner Lord commented she gave a commission update to the Council in March and Colleen Prevost from Homer Hot Spots approached her afterwards and was excited about the ideas. She said she's willing to do some extra work to keep this moving forward, but wants to ensure that it's embraced as a commission wide effort.

Commissioner Sansom commented there was a volunteer opportunity fair last week and she met at least seven new people in town. She noted that of the seven, five were retirees. Regarding projects we

take on here, it her understanding we have to champion them ourselves. We all support the BRE and we'll have to divide and conquer, and see what we can do. She is getting to the point with the wellness group that they are coming up with a name and cohesion, so she'll get prepared to present to City Council to let them know as a group they are thinking in terms of development.

Commissioner Gustafson had no comment.

ADJOURN

There being no further business to come before the Commission the meeting adjourned at 7:02 p.m. The next regular meeting is scheduled for Tuesday, May 9, 2017 at 6:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

MELISSA JACOBSEN, MMC, DEPUTY CITY CLERK

Approved:_____



Our Vision:
ART STIRS EVERY SOUL

Our Mission :

HCOA is guided by the conviction that the arts are for everyone. HCOA provides opportunity for all people in our community to experience and participate in the arts by providing arts education, advocacy, and creative opportunities.

HCOA BOARD OF DIRECTORS

Sallie Rediske, President
Janie Buncak, Vice President
Susan Johnson, Treasurer
Gundega Snepste, Secretary
Shari Daugherty
Kiirsten Styvar
Cindy Nelson
Maygen Lotscher
Caitlin Walls

HCOA EXPANSION PROJECT



PHASED FOR AFFORDABILITY

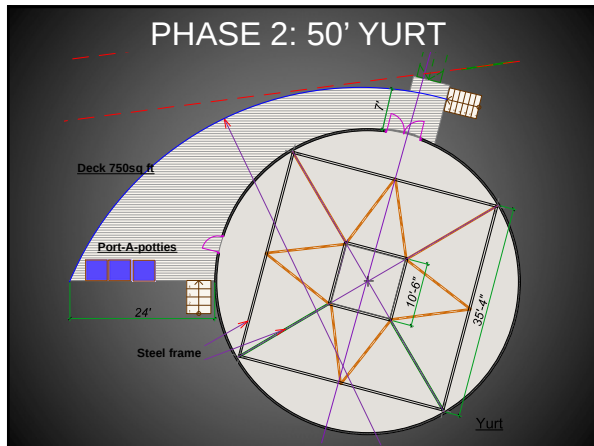
PHASE ONE: Building efficiency and maintenance improvements including conversion to natural gas, roof replacement, parking lot regrade and repack for drainage, yurt site engineering and preparation

PHASE TWO: Construct foundation & 50' yurt including engineering, permits, & energy efficiency

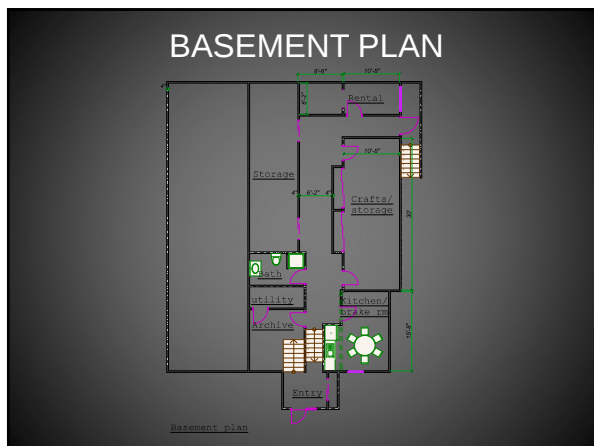
PHASE THREE: Reconfiguration and renovation of existing building to include additional rental space, enclosed classroom/meeting space, ADA bathroom on main floor. Renovation of basement area will include adding a kitchen and art maker's space

YURT PLACEMENT

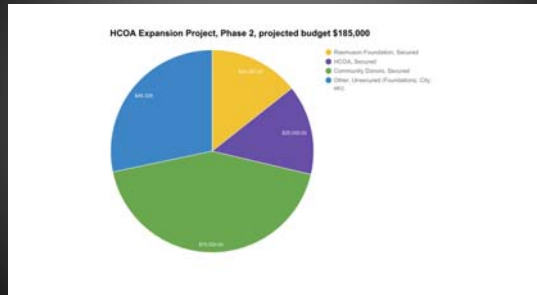








FUNDING PROGRESS



THANK YOU!!





City of Homer

www.cityofhomer-ak.gov

Administration
491 East Pioneer Avenue
Homer, Alaska 99603
(p) 907-235-8121 x2222
(f) 907-235-3148

Memorandum

TO: Economic Development Advisory Commission
FROM: Jenny Carroll, Special Projects & Communications Coordinator
DATE: May 9, 2017
SUBJECT: Staff Report to EDC

Business Retention & Expansion

Included in your packet this month are the materials (except a hard copy of the BR&E survey which I do not include in your packet since you are all familiar with it) submitted to the Mayor and City Council for introduction at their May 8 City Council meeting.

Quarterly Kenai Peninsula Borough Economic Information Available On KPEDD website

As promised by Tim Dillion, he has posted first quarter 2017 economic stats for the Kenai Peninsula Borough on the KPEDD website. They are available at <https://kpedd.org/2017-kenai-peninsula-borough-economic-overview/>. Bookmark this link as KPEDD will be continuing this service every quarter.

CITY OF HOMER
HOMER, ALASKA

Smith

ORDINANCE 17-20

AN ORDINANCE OF THE CITY COUNCIL OF HOMER, SUPPORTING A BUSINESS RETENTION AND EXPANSION PROGRAM PROPOSED BY THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION AND APPROPRIATING FUNDS IN AN AMOUNT NOT TO EXCEED \$1,400 FROM THE GENERAL FUND BALANCE FOR PUBLIC OUTREACH TO PROMOTE BUSINESS PARTICIPATION IN THE PROGRAM.

WHEREAS, The Economic Development Advisory Commission (EDC) is tasked with collecting and analyzing data relevant to economic development and to act in an advisory capacity to the City on overall economic development planning; and

WHEREAS, Research shows that existing businesses generate up to 76% of new job growth and capital investment in any economy, but especially in small, rural areas where entrepreneurial and recruitment opportunities are limited; and

WHEREAS, Business Expansion & Retention (BR&E) programs have been widely and successfully implemented by governments to help promote mutual awareness between government and local businesses, and to identify possible solutions for local business retention and expansion; and

WHEREAS, BR&E is an economic development strategy initiated and promoted by the State of Alaska; and

WHEREAS, The EDC has researched and developed a plan and instruments for implementing a BR&E program for the City of Homer; and

WHEREAS, the EDC will work with the Kenai Peninsula Economic Development District to coordinate BR&E efforts and share aggregate data for greater regional economic understanding.

NOW THEREFORE, The City of Homer Supports the BR&E Program and Ordains:

Section 1. The FY 2017 Operating budget is hereby amended by appropriating no more than \$1,400 from General Fund Balance to provide a public information postcard mailing encouraging local business participation in the BR&E program, as follows:

Account No.	Description:	Amount:
100-0112-5238	BR&E Postcard Printing & Mailing	\$1,400

Section 2. This is a budget amendment ordinance is temporary in nature, and shall not be codified.

CITY OF HOMER

BRYAN ZAK, MAYOR

ATTEST:

JO JOHNSON, MMC, CITY CLERK

AYES:

NOES:

ABSTAIN:

ABSENT:

First Reading:

Public Hearing:

Second Reading:

Effective Date:

Reviewed and approved as to form:

Mary K. Koester, City Manager

Date:_____

Holly Wells, City Attorney

Date:_____



Memorandum

TO: Mayor Zak and City Council

FROM: Jenny Carroll, Special Projects & Communications Coordinator

DATE: May 1, 2017

SUBJECT: Business Retention and Expansion Program Recommendation

The Economic Development Commission (EDC) at their regular meeting on April 11, 2017 unanimously passed a motion to submit a recommendation to Council to approve a Business Retention and Expansion (BR&E) program and approve general fund expenditure of \$1,400 or less for printing and mailing a postcard to local businesses promoting participation.

Background:

The EDC, to help carry out its assignment to collect and analyze data relevant to economic development and act in an advisory capacity to the City on overall economic development planning, is proposing a BR&E program.

BR&E is a systematic approach to building relationships with the business community, identifying problems that could cause businesses to close or leave a community, and addressing opportunities to help companies expand in the community. BR&E is an economic development strategy promoted by the State and by the Kenai Peninsula Economic Development District (KPEDD).

The EDC recognizes the importance of local business to Homer's economy. Research shows that existing businesses generate up to 76% of new job growth and capital investment in any economy, but especially in small, rural areas like Homer where entrepreneurial and recruitment opportunities are limited. The EDC wants successful local businesses in and around the City of Homer; thriving local businesses create jobs and circulate revenue within the community, contributing to a stronger community with a high quality of life.

Benefits of a BR&E program include:

- building valuable relationships and dialog with business owners to foster open communication between businesses and local government;
- provide better information and understanding for all local leaders as to the strengths and weaknesses of the business climate, and to identify areas where the EDC can immediately work on

red-flag issues or recommend long-term policies, strategies or programs that improve local business climate;

- better understand trends, challenges and opportunities in the Kenai Peninsula economy as a whole through shared aggregate data with KPEDD's BR&E efforts.

The EDC's research and discussions resulted in the following proposal to conduct a BR&E program consisting of:

Information and data collection (May-October 2017):

- An online survey (which, upon Council approval of the BR&E program will be made available via a link on the City of Homer website) designed to gather information and answer several key questions from Homer business owners, including basic business demographics, trends in employment and sales, marketing and technology, and key barriers to long-term sustainability. See hard copy attached.
- Outreach to advertise and encourage broad community participation through a direct mail postcard (sample attached), through cooperation with industry associations and the Chamber of Commerce, fliers and presentations at a variety of community meetings: Rotary, Chamber, Farm Bureau/Farmers Market, industry associations, etc. (See outreach plan attached.)
- One-on-one business outreach by EDC members to either conduct the survey in-person, or follow up on survey if requested by business owner.

Data analysis (October-December 2017):

- Conducted by EDC member(s) and the Special Projects & Communications Coordinator, utilizing Google analytics and consultation with KPEDD.
- Through a series of worksessions, produce a summary of key findings and develop a three-year BRE Strategic Plan. This plan would identify:
 - Immediate concerns of the business community/"Red Flags"
 - A brief narrative description of Homer's business landscape
 - A year-by-year draft strategic plan to address themes/issues that emerge as opportunities for or barriers to business retention and expansion in Homer.

Action (2018/2019)

- Work on immediate red-flag issues;
- Recommend long-term policies, strategies or programs to Council that improve local business climate;
- Prepare an updated BRE survey and outreach plan for the next three-year cycle.

The following is the excerpt of the minutes from the EDC 3/11/2017 meeting.

PENDING BUSINESS

A. Business Retention and Expansion Program Planning

The commission continued their discussion from their worksession where they reviewed the survey and made some changes, and began discussing the marketing and outreach plan.

They reviewed the timeline outlined in the staff report for presenting their plan to City Council and for adopting an ordinance or resolution for approximately \$1,400 for printing and mailing post cards inviting business owners to participate in the survey the Commission is working to finalize.

Regarding outreach, the commission discussed benefits of direct mailing post cards and hand delivering post cards to local businesses. They addressed using email, social media, and the city and chamber websites as additional ways to get the word out about the survey.

The group also addressed the process for presenting to Council and getting approval to proceed. Commissioner Lord agreed to present to Council on May 8th. She will also contact Special Projects & Communication Coordinator Carroll to confirm whether funds are available in the economic development budget for this mailing or if some sort of a budget amendment is needed.

EVANS/RICHARDSON MOVED THAT THE COMMISSION SUPPORTS TAKING THE BUSINESS RETENTION AND EXPANSION QUESTIONNAIRE TO CITY COUNCIL AND TO REQUEST FUNDING TO MAIL OUT TO BUSINESS OWNERS.

MARKS/RICHARDSON MOVED TO HAVE IT INCLUDE THE MARKETING IN ADDITION TO THE SURVEY AND THE RATIONAL FOR DOING THIS IN THE PRESENTATION. There was brief discussion.

VOTE (Amendment): NON OBJECTION: UNANIMOUS CONSENT

City of Homer

Economic Development Commission - BR&E Outreach Plan and Sample Postcard Mailer

May

- May 8: Presentation to City Council
- Finalize a user-friendly HTML link for the survey, and post on City department webpages, Chamber website, others?
- Social Media posts on Facebook announcing the start of the BRE
 - o Chamber
 - o Homer Communications
 - o Others?
- Contact Homer News/Homer Tribune about possible story series
 - o Write & send press release
- Schedule speaking times with:
 - o Rotary Clubs
 - o Working Groups/Associations: Marine Trades, Health & Wellness, MAPP
 - o Industry Associations, Realtors, B&B Association, Farm Bureau/other agricultural associations
 - o Others?
- EDC members personally reach out to at least 10 business owners to hand deliver postcards (keep updated the list of personal connections)
- EDC develop a plan for quick response if needed throughout the period that the survey is open (i.e. someone has a direct question and provides their contact information. Regardless of whether or not it can be easily answered, we should at least contact them to acknowledge)
- Connect with KPEDD and State of AK BRE folks to share survey and outreach materials (Press Release, 10 minute presentation slides) for their input & assistance with outreach (if available)

June

- Early June send out postcard to all businesses
 - o Quick WHAT and WHY
 - o Link to website access to survey
 - o Contact info for questions
- Continue social media posts
- Get on the Chamber's newsletter for regular reminders
- Keep an ear out for any meetings/conferences where a quick presentation would be useful for outreaching to different sectors of the business community

July

- Go fishing.
- Answer questions as they arise, but mostly take the month off.

August

- Do another round of facebook posts mid-month
- Have a few radio spots towards the latter-half of the month.
 - o Sarah R.
 - o KBBI - check on any replacement for Coffee Table, etc?

- Draft an email announcement/reminder for:
 - o Chamber
 - o Marine Trades Assoc.
 - o City Website
 - o Others?
- EDC members: look at responses and consider under-represented sectors. Make a list of businesses and reach out to another 10 businesses each.

September

- Give an update to Council during early-September
- Connect with KPEDD and State of AK BRE folks to update and request their input & assistance with data analysis (if available)
- Re-connect with personal businesses to see if they've completed the survey, if they have questions, etc.
- Mid-month send out a last call email for all surveys to be completed by October 6.
- Continue with follow-ups to any questions, etc.

October

- Survey closes Oct. 6
- BIG thank you facebook posts, radio, emails, etc. via all the channels that were utilized during the course of the survey
- Worksession to begin assessing the survey results.
 - o Basic analytics
 - o Begin looking at open-ended questions

November

- Have a worksession dedicated to open-ended questions & themes
- Plan the draft take home message(s) and action items to further explore
- Select action items for the EDC to work on in 2018



Is anything holding you back?

THE CITY OF HOMER WANTS TO KNOW WHAT YOU NEED FOR
BUSINESS SUCCESS. MAKE YOUR VOICE HEARD.

The City of Homer's Economic Development Commission wants your feedback on ways to improve Homer's business climate.

Our online survey is your chance to help lead the City's economic development actions. Go to:

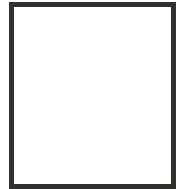
<https://goo.gl/zCyxGv>

It's easy and will only take 10-15 minutes. Make your voice heard.



Be part of the conversation!
Survey is open until Oct. 6, 2017
Responses are confidential.

Questions? Call Jenny Carroll
at the City of Homer: 435-3101



2017 HOMER CITY COUNCIL MEETINGS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION 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 following Meeting Dates for City Council for 2017 is as follows:

April 10, 24	_____
May 8, 30	_____
June 12, 26	_____
July 24	_____
August 14, 28	_____
September 11, 25	_____
October 9, 23	_____
November 27	_____
December 11	_____