

Burien Business and Economic Development Partnership
(BEDP)
Study Session
Friday, February 24, 2017
7:30 – 9:00 am
Burien City Hall
400 SW 152nd Street, 3rd Floor
Miller Creek Conference Room

Present: Matthew Wendland, Chair, Dan Mathews, Vice Chair, Dean Anderson, Judy Coover, Pier David, Denise Ferguson, Jay Hasbrouck, Jr., Robbie Howell, Rodolfo Hernandez McIntyre, Daniel Poiree, and Nancy Scholl.

Absent Unexcused: Suzanne Greive.

Staff: Carol Allread, Chris Craig, Laura Crandall, and Tony Piasecki.

Guest: Susan Chamberlain, Port of Seattle.

Burien Branding Update:

Chris Craig, Economic Development Specialist, provides an update on the “Branding Burien” initiative. In 2015, City Council identified developing a strong, professional brand as a top priority and later approved an increase in Business & Operations (B&O) taxes, in part to fund this effort. On February 27, two logos will be presented to Council. The logos were finalized by the branding consultant based on feedback from the Branding Advisory Committee-BEDP member Judy Coover is a participant-one is a new design and the other is a refreshed version of the current logo. More than just a new logo, branding provides a tagline and consistent messaging and graphics that will be used to develop a marketing campaign and improve wayfinding and signage throughout the City. Branding also promotes economic development, resulting in increased revenues which in turn helps provide needed services.

Business Attraction – Air Travel Related Companies:

Jay Hasbrouck, Jr. proposes an initiative to attract and retain air-travel related professionals and organizations and increase demand for multi-story commercial office development and conference space. He suggests hosting a summit in partnership with the Port of Seattle to engage businesses that would benefit from the close proximity to SeaTac Airport and raise awareness of the resources the City has to offer. Susan Chamberlain of the Port’s economic development team recommends encouraging neighboring cities to join in this endeavor.

Public Safety Update:

Bryan Howard, Police Captain, gives an update on public safety in Burien. Two new officers will work with the Community Services Officer (CSO) as part of a Proactive Team. The primary focus of this team will be to get ahead of problems by analyzing data and deploying resources where needed.

Captain Howard emphasizes that Burien officers get to know the City’s residents, particularly the most vulnerable. They offer help in the form of service referrals while also holding people accountable for unacceptable behaviors. Additionally, Burien PD is working closely with a Transit Center Deputy to address shared concerns, and an officer is receiving specialized training on gang activity. Captain Howard encourages business owners to call 911 to report illegal activity and turn in the Trespass Authorization Letter for Businesses so that the criminal trespass law can be enforced at their business.

Tony Piasecki, Interim City Manager, shares that the Library has expanded off-duty officer coverage and changed out the furniture and layout to discourage loitering and illegal activity. KCLS will also post rules of conduct that must be adhered to by visitors. City staff limbed trees and shrubs in Town Square Park to increase visibility and will investigate adding more lighting in the area.

Wayfinding – 153rd Discussion:

Tabled–will discuss at a future meeting.

City Update:

The Wayfinding project is in full swing. The second meeting of the Wayfinding Stakeholders group is scheduled for Thursday, March 2, and an open house will be held on March 16, between 5:00 and 8:00pm. Once confirmed, staff will announce the location and time through social media and other venues.

Discover Burien Update:

The Discover Burien Annual Awards Dinner is Friday, March 10, 6-10:00 pm, at the Burien Community Center. Tickets are available by contacting the Discover Burien office.

Meeting adjourned at 9:00 am.