

Burien Business and Economic Development Partnership

**Date:** February 25, 2011

**Time:** 9:00 – 11:15 am

**Members Present:** Kevin Fitz, Mark Minium, Judy Coover, Sherrill Miller, Nancy Hinthorne, Dave Elliott, Doug Moreland, Michael Goldsmith, Jim Hughes, Bob Ewing, Carmen Moore

**Excused Absentees:** Jane Voget, Geri Fain, Alice Madsen

**Guests:** Steve Gilbert, Executive Director, Discover Burien

A new chair and co-chair were elected. Carmen Moore was elected as the Chair and Kevin Fitz was elected as co-chair. They will begin their term in March 2011.

March 25<sup>th</sup> agenda: 7 am at City Hall

Auto Mall discussion with Dean from Burien Toyota

Port Reps to discuss NERA

Continuing strategy: The BEDP needs to have a presence at every City Council meeting. Kevin Fitz and Bob Ewing will be at every meetings and other members are encouraged to attend as well.

**Marketing Burien – Filling Empty Spaces**

**Elizabeth Best, Seattle Pacific Realty**

She represents space here and has insight into how Burien could reach out to bring business/retail in. Businesses need to be convinced that Burien is a profit center so they want to move here. Burien has large commercial use on 1<sup>st</sup> Ave. but the downtown is boutique. The city needs to decide on where the “power center” would be where large businesses would locate such as Safeway and Albertson’s.

The downtown area is what she focuses on to create the “heart” of the city. There needs to be “way signing,” colored signs along the way establishing the city boundaries and showing where downtown is. Those businesses in the area could have pamphlets or maps to show people where various shops and services are. These signs could be on stop signs, lamp posts, or special decorated posts with flowers.

Psychographics are knowing who your customers are. Gap studies tell you which retailers/businesses you need to fill a gap and what revenues you’re missing out on as a city.

The permit process needs to be shorter so properties can be shown and leased faster.

The city should have a vision – charming? Old world? Modern? The city needs to be merchandised, working with brokers and landlords to bring business to the city. The city should be developed like a business is developed. We need to retain businesses and they may need help from the city.

Three main groups need to be figured into a city and business plan – the young and young families, boomers, and the classics (retired). We need to create day time demographics. Most people who live here work outside the city. The medical groups are a good way to get people in town during the day.

70% of shoppers are women. We need to have good parking and safety, especially at night. We need weather protection for the parking, ease, well lit and safe. If gangs have established their territory, the city needs to take it back using various techniques, e.g. classical music playing at McDonald's or bright lights along streets and parking areas.

Questions and discussion followed.

The meeting adjourned at 11:15 am.