

**Burien Business and Economic Development Partnership  
(BEDP)**

Friday, July 8, 2011  
7:00 – 8:30 a.m.

Burien City Hall  
400 SW 152<sup>nd</sup> Street, 3rd Floor  
Miller Creek Conference Room

Minutes

Present: Ryan Adams, Judy Coovert, Bob Ewing, Kevin Fitz, Suzanne Greive, Jim Hughes, Mark Minium, Carmen Moore, Bryan Suter, Lynn Wallace, Lindsay White

Excused Absence: Paul Smith

Staff Attendees: Mike Martin, City Manager; Dick Loman, Economic Development Manager; Janet Stallman, Dept. Assistant

Guests: Marco Milanese, Port of Seattle; Brian Gemeroy, Burien Businessman

**Presenter:** Mauricio Ayon, Consultant on Latino Community Engagement at Highline Community College and Commercial Sales and Leasing @ REIS Burien. Mauricio is originally from Guadalajara, Mexico; He has been in the U.S. for about 20 years. He lives in Kent now, but did live in Burien. Currently he does Community Outreach for Highline Community College as well as real estate. He also began the nonprofit Para Los Niños about 7 years ago for Latino children in Burien. They offer ESL and other programs for Latino kids. Mauricio started out doing community organizing, but then got involved in marketing as well.

**How to engage the Latino community?** Mauricio said that in order to engage people, you have to find out what you have in common with them. It is done by spending the time to go out and meet people and find out about them. If you develop a relationship with them based on something you have in common, you can find out more about them. It could even be about something the community is looking for. Mauricio went out to collect his own information about how Latinos interacted (or not) with real estate firms when opening a business. He did some of the work himself and hired others to do surveys, too.

Mauricio believes that language is no longer an excuse. We have bilingual people available to hire; or even trying to communicate in English is an option. You need to check back with people to make sure you know what they need. It should not be a one-time contact to establish a relationship with the Latino Community; You have to get to know the folks that you are going to work with. The best engagement happens in casual circumstances – sidelines at games; festivals; bars, etc. Nobody has taken the time to do this. The Latino population is very diverse. Mauricio estimates, however, that Burien's Latino population is approximately 60% Mexican.

Having a list of the Latino businesses in Burien could be helpful.

**Guest: Jordan Pomeroy, Concerned Citizens of Burien**

Jordan Pomeroy has the Edward Jones branch in the A.J. Prasad building; He came to request that the BEDP keep the issue of the Wah Long Bar in front of the City. He doesn't want it to fade away from focus. He gave several examples of how neighbor businesses have been negatively impacted by their proximity to this business. Kevin Fitz suggested that the Council should deal with this on a policy level so that the City can be proactive in keeping bars from over-serving. This issue deals with the perception of Burien and impacts the entire community ... not just the Business Community.

Perception was a topic that came up at the BEDP's second meeting in June. Carmen asked Ryan Adams to repeat what he had shared with the group at that meeting. Ryan said that if you meet a young professional in Burien, 9 out of 10 of them grew up here and came back. "Outsiders" have a negative perception of Burien. We need to fight this negative perception in order to keep a good professional base.

**Minutes from April 5, April 22, May 27, June 10 & June 24, 2011 were approved as written.**

**Chair's Report – Carmen Moore, Chair**

Carmen mentioned that she reached out to Jordan because she thought it would be appropriate to have him speak to the Business community regarding the issue. Carmen asked that the City update BEDP's recent activity on the website.

**City Manager Report – Mike Martin**

Annexation is coming along ... Mike hopes to have information to Council by August 1<sup>st</sup>; the Ambaum paving is done except for signal coordination; The auto mall is still being considered for NERA. We should know the Port's position within a couple of months; Sylvester bridge closed yesterday for rebuilding. It should reopen in late December. Carmen asked if BEDP will have access to the Berk & Associates report, once the city has it. Mike said after council has received it, it will be provided to BEDP. Also, Mike was asked if anything new was happening on the two Town Square parcels, but there is nothing to report at this time.

**Economic Manager Report – Dick Loman**

Dick distributed the Economic Profile for Burien. This is meant to be a tool for the business attraction and expansion program. Along with the recently produced brochure, Dick hopes to provide local real estate brokers with this information. Dick suggests reviewing the report and calling or emailing him with questions. Dick said we should have the press kit for Burien Wellness very soon. Jerry O'Day has been working on this for some time. Also, the TOD parking garage is rapidly reaching completion. It should be ready in the next 60 days. When the garage is finished and occupancy has been approved, King County Metro will inspect it and then a check for over \$20,000,000 goes to the developer and the county will own both the land and the garage. Two acres at the south end of the property will be available for building affordable housing. We have had a couple of meetings on the 153<sup>rd</sup> Street corridor. We are coming up with a program that may make it more interesting to go there.

The Partnership expressed interested in being appraised about Dick's eventual replacement.

Ryan Adams mentioned a construction firm, Sustainable Living Innovation (SLI) that he read about in the Daily Journal of Commerce. If Alliance Wasatch does not exercise its right of first refusal, it might be interesting to look at their model. They have a shortened construction time for sustainable living units.

## **Discover Burien Report – Jim Hughes**

The Farmers Market is going well; The Fathers Day Car Show was a huge success; Discover Burien is meeting half the cost of the consulting fee for the 153<sup>rd</sup> Street Study and are working in partnership with the City.

### **Round the Table**

Ryan – Thinks it would be a good idea for the 152<sup>nd</sup> & 153<sup>rd</sup> St. restaurants to promote themselves together

Judy – Printcom bought a business and is relocating the employees and the revenue to Burien

Mark – Remember the Burien Block Party is July 16<sup>th</sup>

Bryan – Agrees that Burien has a perception problem and would be interested in discussing it further

Lindsay – Would like to see work on perception issue

Kevin – Thanks to Dick for all his hard work

Suzanne – Music & Movies in the Park launched last night; White Center Jubilee Days are the 16<sup>th</sup> & 17<sup>th</sup>

Lynn – Thanks to city crews for July 4<sup>th</sup> Parade; PW folks wonderful to work with; wonderful community volunteers; Rotary helpful this year. Also, the Chamber has started a young professionals group. It has been popular with Burien folks.

Next meeting, July 22, 7-8:30 a.m., Burien City Hall