

**BURIEN BUSINESS AND
ECONOMIC DEVELOPMENT PARTNERSHIP (BEDP)**

Date: February 12, 2010

Time: 7:00-9:00 am

Members Present: Michael Goldsmith, Bob Ewing, Dave Elliott, Mark Minium, Nancy Hinthorne, Jim Hughes, Judy Coovert, Renee Klein, Doug Moreland, Geri Fain, Carmen Moore, Kevin Fitz

Excused Absentees: Alice Madsen, Jane Voget

Staff: Mike Martin, City Manager; Dick Loman, Economic Development Manager; Janet Stallman, Department Assistant, City Manager Office

Guests: Mayor Joan McGilton, Councilmember: Kathy Keene, Steve Gilbert, Discover Burien Executive Director, Marco Milanese, Port of Seattle; Gregory & Rosemary Conner, Eat Local

Call to Order: Meeting opened at 7:05 a.m. by Michael Goldsmith, Chair

Chair's Report

Minutes from the January 8, 2010 meeting were approved as written.

Janet will email out Michael's Year-end Report to Council for other advisory board members to review and offer comments. Michael will present this report to Council in early March. Please get back to him as soon as possible with suggestions/comments.

Election of new Chair & Vice-Chair

Judy Coovert and Carmen Moore were unanimously elected Chair and Vice-Chair, respectively.

Gregory Conner, Owner, Eat Local

Three years ago Eat Local opened its first store in Queen Anne. Last year, they opened a store in Burien. Eat Local prepared foods are made with Northwest farmed, organic and sustainably grown produce, 100% grass and pasture finished meats and free range chicken. Everything on the menu is hand-made in their kitchen from scratch using traditional methods and housemade stocks. They cook, package and freeze right in Burien.

Greg is asked why he came to Burien? He answers, "why not, Burien?" We have 7 miles of waterfront, 1-1/2 miles of park on waterfront. He believes we have tons of viable business opportunity here, that Burien is under-utilized, and the infrastructure is here. He believes that the demographics make sense. There is a perception that business shouldn't be in Burien due to demographics, but it is wrong.

Greg was asked what he would suggest we do to get the word out about Burien as a viable business destination. Greg said not too many places are opening 2nd stores in this economy. He suggested researching the top ten or twenty businesses that are clearly opening second locations and invite them to come try Burien.

Greg was asked how he's marketed Eat Local. He did a direct mailer to the local community, he has participated in local coupon books and other local marketing efforts.

City Manager Report

Mike was pleased to announce that the Transit Oriented Development (TOD) project worth approximately \$23 million, appears to be moving forward to get going this summer. The second phase of this project is for affordable housing for seniors and possibly teachers in Highline School District. He mentioned that the Shoreline Master Plan update has been getting a lot of attention from residents.

The City hopes to have a new city attorney hired in the next 2-3 weeks. Annexation is on schedule for April 1st. We will be completing a census in the annexation area around the last three weeks in March. It should be a seamless transition. There will be no change in police services up there. Fire service will not change, the school district doesn't change, nor do special districts. At least in the beginning, residents will not notice anything different. Our Council adopted interim zoning codes which are basically the existing codes to go by until the community gets to provide input as to what they want to do.

We expect the interim community center to be completed in the next two months. Programming will begin in April at the new location. The South Correctional Entity (SCORE) jail project is going along well. Burien is about a 4% owner. This will be of great cost savings for us.

Burien will be doing a visioning project that will include our new residents. We are still looking at how it will be designed, and what type of information we are seeking from the community to make sure it gets included in the end product.

Mike mentioned the topic of asphalt. In 2009 and in 2010, no money will be spent on asphalt overlay of our streets. Burien has grossly underfunded its asphalt overlay program for years. We have a good estimate that including the new city area, it will cost \$2.1 million per year to keep our streets at a level 75. Ideally, you want to keep your roads at an 80. Mike is working with staff to put together a plan to be able to fund annual asphalt overlay. If asphalt does not get kept up, it ends up costing much more in the long run because streets have to be dug up to be repaired/replaced.

Bob Ewing commented that the Shoreline Master Plan update provides an opportunity for an educational moment in our community. He also asked whether the City would be including other community groups/organizations to participate in the visioning process and potentially help in executing it. Mike said that is one thing that is being considered – who all should be part of the process.

Economic Manager Report

Dick mentioned that Lisa Jo Chard was unable to be here but Dick stated her concerns about parking. She will come to the next meeting to state her idea.

The theater people and Urban Partners had put their project on hold until such time as the County Council approved the next phase of the TOD project, the 500 space parking garage. Next Thursday morning the developer will be here in anticipation of the garage being approved. So, this project will be coming back on the radar screen.

The Federal Aviation Association (FAA) wants to consolidate offices near SeaTac airport. They've asked some airport cities to prepare an expression of interest form that is due the end of this month. We found out that Burien had been overlooked as an airport city. We are working to get added to the list of competing cities for the opportunity to provide 500,000 sq. ft. of space and 2,000 jobs near the airport. We have to work with our congressional delegation to get ourselves on the list.

Discover Burien Report—Steve Gilbert

The clear message from last month's Board retreat is that Discover Burien needs to be out there marketing Burien. They have put together a variety of marketing campaigns around advertising on buses, on cable TV, print ads, coupon books, etc. to reach more people and bring shoppers and people in from surrounding communities. They are also working on a quarterly makeover program for a local business. The idea is to select one Burien business, once per quarter, that could really use a makeover and help them to spruce up their business. We are also planning various business education programs. The first one will be February 24th on helping businesses to know how to secure loans.

Marketing Subcommittee

Judy Coovert reported that they have shifted their focus to help Discover Burien put together a marketing plan. We are going to be working with Steve Gilbert. They have met and have come up with a survey for the broker community to find out whether Burien is getting its fair share of business activity. We want to find out what's going on here to see whether we're doing everything we can to attract our share of any movement that is going on out there. We will report back at next meeting.

Topics 2010 Work Program

Michael reviewed the list of 2010 Work Program items that he thought the BEDP may be working on in 2010. He wondered whether he had missed anything. We will reword one or two of the priorities, and add on Business Retention and Participation in the Visioning Process as additional items.

Round the Table

- Printcom now pays part of its B&O tax to Burien after Judy worked on it for 4 months.
- Membership Luncheon for SWKCC today. All invited.
- Dick announced that Geri Fain is the Chair of Highline Medical Foundation Board.
- Geri Fain announced that the new Parkside Elementary is open. Highline School District will have a great financial challenge ahead. They will be holding community meetings in mid-April to help discuss the impact of new budget cuts and figure out what will be kept and what should go. Geri invites business people to be involved in the process.
- Carmen mentioned that Washington CASH is looking for ways to expand their markets. With all the layoffs that have occurred, lots of people want to start up businesses. They will have an event coming up, which she will be providing information for at the next meeting.
- Doug Moreland – Steve Gilbert has reenergized and challenged the Discover Burien board. Dave Elliott –Look at what the withholding is out of your wages because in May the government cut that back so you'd have more money to spend – can be a shock at tax time.
- Renee – Please purchase a Passport for Highline to support the Hospital's ER Campaign.