



MINUTES
Economic Development Advisory Board Meeting
Wednesday, May 18, 2022 6:30 PM

COMMITTEE PRESENT: Jeremy Pietzold, , Jordan Wheeler, City Manager, Ernie Brache, Board Member, Hans Wipper, Board Member, and Khrys Jones, Chamber Director

COMMITTEE ABSENT: Carl Exner, Councilor, Stan Pulliam, Mayor, Bill Schwartz, Board Member, Brandon Johnson, Board Member, Cathy Stuchlik, Board Member, Erinn Sowle, Board Member, Kurt McKnight, Board Member, and Paul Reed, Board Member

STAFF PRESENT: David Snider, Economic Development Manager

MEDIA PRESENT:

1. Virtual Meeting Option

Join from a PC, Mac, iPad, iPhone or Android device: Please click this URL to join.
<https://us02web.zoom.us/j/87444755736> Description: Economic Development Advisory Board - May 2022 Or One tap mobile: +12532158782,,87444755736# US (Tacoma) +13462487799,,87444755736# US (Houston) Or join by phone: Dial(for higher quality, dial a number based on your current location): US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 Webinar ID: 874 4475 5736

2. CALL TO ORDER

Meeting called to order at 6:30 PM.

3. APPROVAL OF MINUTES

- 3.1. Approve minutes from the board meeting on January 5th, 2022.
- 3.2. Approve minutes from the board meeting on March 30th, 2022.

4. COMMUNICATIONS -- CHAIR

Member check-in:

- How's your business doing?
- How's your labor situation?
- Other concerns or items to report?

Jones: First month of full events at the SACC; BRC funding is now available; \$200K worth of business recovery grants coming soon...

Wipper: Business is doing much better; closed Mon and Tues now - used to be open 7 days a week; will go back to 7 days soon but at reduced hours for some days; finding employees still biggest concern.

Brache (online): Holding steady on sales from 2021; may be hiring on some new folks soon due to finding work in different areas (?); expecting strong sales for remainder of 2022 (projected to match 2021).

5. EC DEV OFFICE UPDATES

In the interest of time, we are skipping this section this evening.

6. ITEMS FOR DISCUSSION -- BOARD

6.1. Introduction to Sandy's Economic Development Strategic Plan (EDSP)

- Elliot Weiss from CAI will be joining us remotely this evening to introduce himself and his firm.
- Mr. Weiss will be going over the basic concepts behind an ec dev strategic plan and how our project will be constructed going forward.
- He will also be explaining the role of this board as the primary stakeholders group for this project, and what will be expected of our membership.

Elliot Weiss from Community Attributes, Inc. joined the meeting remotely but had serious connectivity issues that hampered the presentation; had to disconnect and call in via telephone. The board opted to move forward to the next agenda item while Jeff attempted to set up the audio connection here and host Elliot's presentation locally.

BREAK --> GO TO AGENDA ITEM 6.2

RETURN FROM AGENDA ITEM 6.1

Elliot Weiss of CAI returns to us at 7:15 PM with a much better connection. He is presenting a Powerpoint presentation for the board:

- **What is an economic development strategic plan?** A tool to articulate and realize your community's economic vision and take control of your economic future. CAI has created plans for Warrenton, McMinnville, Kenmore, WA, Tacoma, Boise, etc. Typically 5-10 year time horizon; establishes a baseline, identifies/convenes partners & stakeholders, articulate a vision for Sandy's economic future, facilitates implementation by identifying short, medium and long term interventions.

- **How can an EDSP help Sandy?** Helps Sandy determine which industries to target, how to target those industries, how to make Sandy a better place to do business, how to leverage our assets and create new ones, how to grow without sacrificing quality of life, how to align the community around a shared vision.
- Describes CAI's approach (leveraging local assets, identify opportunities through landscape assessment, SWOT analysis, public & stakeholder engagement through Sandy Speaks & meetings like this one, vision statement and goals for the community, strategic workshopping)
- Questions for the Board:
 - What is your Number 1 objective for this project?
 - What is one economic question you would like us to address with data?
 - If this plan were magic, what one challenge or problem for Sandy would it solve?

6.2. EOA Exercise

- City of Sandy urban planner Shelley Denison will be joining us in person this evening to lead us through an exercise for the Economic Opportunities Analysis that is currently underway. Shelley will be walking the advisory board through a very broadly focused "community conversation" to get our input on our fair city -- where Sandy sits as a community currently, where we would like to go, and how best to get there. No preparation is required for this conversation -- just bring your vision for the community and an open mind.

Shelley Denison (City of Sandy Planner) hosted a "community conversation" with our board as part of the **Economic Opportunities Analysis** process to capture the EDAB as a community stakeholder group; wants to capture members experience living in or owning a business in Sandy:

- Question: Why did you live in/own a business in Sandy?
- Question: What do you think we ought to preserve or enhance in Sandy?
- Question: What about Sandy do you think we ought to change or improve?
- Answers will all be compiled into a master spreadsheet with the answers from other stakeholders groups to create a master vision for the community.

BREAK --> RETURN TO AGENDA ITEM 6.1

7. Adjourn



Jeremy Pietzold, Chair



David Snider, Economic
Development Manager