

Session 21-11 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:03 p.m. on December 14, 2021 at the Conference Room, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar, and opened with the Pledge of Allegiance.

PRESENT: COMMISSIONERS MARKS, BROWN, SPEAKMAN, GAMBLE, AREVALO, CHEROK, PERSON

STAFF: DEPUTY CITY PLANNER ENGBRETSSEN
DEPUTY CITY CLERK TUSSEY

AGENDA APPROVAL

Chair Marks asked for a motion to approve the agenda.

AREVALO/PERSON MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

PUBLIC COMMENTS ON MATTERS ALREADY ON THE AGENDA

RECONSIDERATION

CONSENT AGENDA (Items listed below are considered routine and non-controversial by the Commission and are approved in one motion. If a separate discussion is desired on an item, a Commissioner may request that item be removed from the Consent Agenda and placed on the Regular Agenda under New Business.)

A. November 9, 2021 Regular Meeting Minutes

Chair Marks read the Consent Agenda and requested a motion to approve.

SPEAKMAN/GAMBLE MOVED TO APPROVE THE CONSENT AGENDA.

In response to a procedural question from Commissioner Person, Deputy City Clerk Tussey explained how a commissioner can move a consent agenda item to new business if they wish to discuss it and how they can provide minute amendments to the clerk before a meeting.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

VISITORS/PRESENTATIONS

A. Peter Briggs, Corvus Designs – Wayfinding & Streetscape Draft Plan Presentation

Chair Marks introduced Peter Briggs with Corvus Designs to speak to the draft Wayfinding and Streetscape Plan and gather feedback from commissioners and any attendees.

Mr. Briggs provided an overall explanation of the draft plan, its sections and their purpose, and where they are at in the process. His goal for the evening is for aesthetic guidance and discussing the scope for delivering this contract; where we now lie is getting feedback from City staff and others before going to Council. If there are any items they may have missed, commissioners can forward those recommendations or comments to Deputy City Planner Engebretsen.

Chair Marks opened the floor for discussion. Mr. Briggs and Ms. Engebretsen facilitated discussion with the commission on the following topics:

- Overall voice of approval for the designs, the fonts, and the use of natural materials.
- Confirming if East Hill and Skyline Drive is part of the signage.
- Shorter bollard signs: are they necessary and how do commissioners feel about them; they would be used often in places like crosswalks in lieu of using bigger sign posts or as part of inner-city trail signs.
- The fibers used to fasten sign bollards together is not specified but the overall consensus is that it be natural materials such as hemp rope
- Commission's preference for having metal caps on the ends of the sign post timbers; likes the caps so long as they are of a material that naturally ages along with the wood (a patina look).
- Clarification that this plan is for implementing on civic buildings or other wayfinding that is City-related; won't be for private businesses to implement.
- Suggestion to add something about noise limits in the signage mainly around parks, that sign lighting remains low to not be a nuisance, and that the planting list include peonies.
- Sizing of the signage, preferences about the color selections, and other design specifications.
- Confirming that the area-specific artwork at the gateway locations can be procured a few different ways; should be a community choice through a public process.

Chair Marks thanked Mr. Briggs for attending. There was clarification on the next steps in the process for Council approval.

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

Chair Marks initiated discussion with the commission and staff on reports, if some could be moved to a quarterly basis and reflect on the calendar instead of being a running report item, and why the Homer Marine Trades Association has its own report versus others. Staff agreed to discuss the subject further with Chair Marks during the next agenda review.

A. EDC Staff Report

Deputy City Planner Engebretsen spoke to her written report, noting the HERC survey that's about to roll out, update on the Planning Commission, and the upcoming Kenai Peninsula Economic Development District (KPEDD) 2022 Industry Outlook Forum taking place on January 6, 2022.

B. Chamber Director Report

Chair Marks noted the director was not in attendance. She shared information she had from the director regarding quarterly tax revenue.

C. Homer Marine Trades Association Report

D. Kenai Peninsula Economic Development District (KPEDD) Report

PUBLIC HEARING

PENDING BUSINESS

- A. Wayfinding-Streetscape Plan Project
 - i. Wayfinding Master Sign Plan
 - ii. Wayfinding & Streetscape Plan – December 2021 Draft
 - iii. Streetscape Plan – December 2021 Draft

Chair Marks introduced the agenda item by reading the title and noted that no action was needed at this time. Deputy City Planner Engebretsen answered that they would be not be making a motion until EDC's January meeting.

NEW BUSINESS

- A. 2022 Draft Land Allocation Plan
 - i. HCC 18.08.020
 - ii. 2022 Draft Land Allocation Plan
 - iii. Map, City lands on the Homer Spit

Chair Marks introduced the item by reading the title and deferred to Deputy City Planner Engebretsen.

Ms. Engebretsen explained the Land Allocation Plan (LAP) process, what staff is asking of the commission at this meeting, and what recommendations and feedback the Port and Harbor Advisory Commission had already provided regarding land use on the Spit.

Commissioner Arevalo inquired on the direct benefit of removing the travel lift designation for Lot 20 when its use was established by resolution. Ms. Engebretsen explained how the LAP is like an encyclopedia of city-owned lands, so if a person from the public or Council were to look at it now they would assume the travel lift is a real thing when it's not. The lot's designation was initially established that way for that potential use, but after several years the conditions have changes and it is no longer accurate.

Further questions from Commissioner Arevalo reflected a need to update the Quiet Creek subdivision maps.

PERSON/AREVALO MOVED TO RE-DESIGNATE TRACTS A AND B AS PARKLAND, AND LOT 20 TO NO LONGER BE DESIGNATED AS A SPOT FOR A TRAVEL LIFT AS RECOMMENDED BY STAFF.

Commissioner Gamble clarified the motion made.

In response to Commissioner Person's question, Ms. Engebretsen explained what is being planned for the parkland designations.

VOTE: YES: CHEROK, AREVALO, MARKS, BROWN, PERSON, SPEAKMAN, GAMBLE

Motion carried.

INFORMATIONAL MATERIALS

- A. EDC 2021-2022 Strategic Plan/Goals
- B. Sister City Japan-Alaska Photo + Essay Campaign Flyer
- C. City Manager's Report for December 13, 2021 (laydown)
- D. EDC 2022 Calendar

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

Deputy City Planner Engebretsen had no further comments. She wished everyone a happy holidays.

Deputy City Clerk Tussey requested that the commission go through the EDC 2022 calendar and designate at least two Council meetings per commissioner to give reports at. Commissioners can always revise it later in case things come up and someone needs to switch meetings, but this ensures everyone is getting a turn at giving the EDC report to Council. The commission took a moment to select who would attend the first half of 2022 and would select the rest at their January meeting.

COMMENTS OF THE COMMISSION

Commissioner Brown commented that it was a good meeting.

Commissioner Speakman wished everyone a happy holidays, to stay safe, and that it looked like we're going to keep on getting a workout in reference to the continuing snowfall.

Commissioner Gamble thanked everyone. He commented that the wayfinding and streetscapes is a really interesting project to him and that he will read through this packet a little more in depth so that he can be of more assistance in the future.

Commissioner Person said it was good to meet Commissioner Gamble by Zoom. She voiced her appreciation for everybody's comments on the wayfinding and streetscape plan, even when opinions are different; she thinks it just makes it really valuable. She wished everyone a Happy Holidays, Merry Christmas, and to stay warm.

Commissioner Cherok commented a good night to everyone.

Commissioner Arevalo spoke to KBBI radio station's first ever scavenger hunt event which was entirely geared towards driving people to local small businesses. People were asked to do a list of tasks and take selfies of them doing it and post them to social media. If they don't do social media, they could bring their proof into the station and the prize was a coffee mug full of candy. It wasn't a big stakes game, but the point was to drive people to underwriters' businesses. As she went around to the different businesses they were very thankful for the assist and said that plenty of people showed up that haven't ever walked into their brick and mortar stores before. She wished a Merry Christmas to all the businesses and to all a good night.

Chair Marks commented on the EDC's request that City Council provide \$25,000 to support the Small Business Development Center employee in Homer, Robert Green, was introduced at last night's Council meeting. The ordinance's second reading and public hearing is scheduled for the January 10th Council meeting and she requested that commissioners and/or business owners that had been assisted by the center come and make comments of support. In response to questions, Deputy City Clerk Tussey explained when the next meeting was in relation to the EDC's meeting and report, and the ordinance process.

ADJOURN

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:47 p.m. Their next regular meeting is Tuesday, January 11, 2022 at 6:00 p.m. and is scheduled to be held in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar.



RACHEL TUSSEY, CMC, DEPUTY CITY CLERK II

Approved: January 11, 2022