



Homer City Hall
491 E. Pioneer Avenue
Homer, Alaska 99603
www.cityofhomer-ak.gov

City of Homer Agenda

EDC Worksession

Tuesday, June 11, 2019 at 4:30 PM
City Hall Conference Room

CALL TO ORDER, 4:30 P.M.

AGENDA APPROVAL

PENDING BUSINESS

- [a.](#) Memorandum from Special Projects & Communications Coordinator re: EDC 2019 Strategic Plan & Goals **Page 3**

COMMENTS OF THE AUDIENCE (3 Minute Time Limit)

COMMENTS OF THE COMMISSION

ADJOURNMENT

Next Regular Meeting is Tuesday, June 11, 2019 at 6:00 P.M. in the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska.



Memorandum

TO: Economic Development Advisory Commission
FROM: Jenny Carroll, Special Projects & Communications Coordinator
DATE: June 5, 2019
SUBJECT: EDC 2019 Strategic Plan & Goals Worksession

This memo provides information and an attached worksheet to help you move forward with formulating EDC goals for the 2019 EDC Strategic Plan & Goals.

Various City of Homer plans provide direction and goals for the City in general and the EDC in particular. Some tasks are mandated in the EDC bylaws. Clerk Tussey has previously provided you with a Plans & Goals document that summarizes these directives.

Familiarization with these guidance documents can help the EDC formulate their own short and long-term goals. Please look in either of your last two months' packets for the information Ms. Tussey provided, or read below for a recap.

EDC Guiding Documents

1. The EDC is governed by a set of bylaws. The bylaws set EDC's purpose and how it functions. Section 2 says the purpose of EDC is to:
 - a) act in advisory capacity to City Manager and Council on overall economic development planning for City of Homer;
 - b) provide ongoing review and evaluation of the City of Homer Comprehensive Economic Development Strategy (CEDS);
 - c) collect and analyze data relevant to economic development to evaluate existing community resources;
 - d) formulate and develop the overall long range economic development goals of the residents of the City of Homer through public hearing process;
 - e) identify specific alternatives or projects to accomplish City objectives and recommend priorities;
 - f) review recommendations of the Homer Advisory Planning Commission to encourage a business-friendly environment in Homer; and,
 - g) promote public interest in overall economic development.

Access the bylaws at: http://www.cityofhomer-ak.gov/sites/default/files/fileattachments/economic_development_advisory_commission/page/8445/edc_bylaws.pdf.

2. How do you know what the City's goals and strategies are? Look to the City of Homer Comprehensive Plan. It lays out what the City of Homer (comprehensively) is planning for the next ten years or so. This plan is compiled by the City's Planning Department and goes through City Departments, Advisory Commissions and public process for input before eventually being adopted by the City Council.

The current City of Homer Comprehensive Plan was adopted in 2018; you may access it at <https://www.cityofhomer-ak.gov/planning/2018-homer-comprehensive-plan>. Chapter 7 deals with Economic Vitality.

3. The Homer Community Economic Development Strategy (CEDS) is a planning document tasked to the EDC under bylaws purpose (b). It is like the Comprehensive Plan for Homer's economic development. It is a stand-alone document which lays out the current local demographics and economics, looks at what those are predicted to be in the future, what strengths/weaknesses & opportunities/threats exist for economic development and then lays out the economic development strategies for the City of Homer for the future.

You may access the CEDS at http://www.cityofhomer-ak.gov/sites/default/files/fileattachments/economic_development/page/7017/ceds_feb_2011_final_1.pdf.

Draft EDC Goals for 2019

This worksession hopes to draft EDC goals (short-term, mid-term and long-term) to chart the course ahead for 2019. Keep in mind that the plan is flexible and adaptable as information and ideas come up, but it provides structure to move the Commission forward in its goal of overall economic development. Having a set of goals derived previously from the BR&E has helped the EDC move forward on a variety of topics.

To assist the Commission in accomplishing this task, *this packet includes a worksheet for you to fill out before the worksession*. The worksheet contains charts that organize EDC Goals by guiding document. The first two pages (with yellow background) lists current goals and general directives. Items you have accomplished are marked with a check. It is there for you to use as a reference.

The second two pages (with white background) are there for you to write in your ideas and recommendations for short, mid and long term goals. Please describe/list at least two goals in each of the time-frames.

Most of the cells are blank for you to use; I did provide the six goal areas from the Economic Vitality chapter of the Comp Plan to inspire your thoughts. You can pull from the guiding documents, from your current goals, or introduce new topics.

Staff Recommendation: Bring completed chart to the worksession where you will have the opportunity to compile them and formulate a draft of proposed 2019 Strategic Plan/Goals. The Commission will then be able to discuss a proposed plan on the record, make motions to formally make any changes, and then make one motion that formally adopts the overall strategic plan at the regular business meeting immediately following the worksession.

Worksheet for the EDC 2019 Strategic Plan/Goals Worksession

The worksheets below organize EDC Goals by guiding document. The first two pages (with yellow background) lists current goals and general directives. Items you have accomplished are marked with a check. It is there for you to use as a reference.

The second two pages (with white background) are there for you to write in your ideas and recommendations for short, mid and long term goals. Please describe/list at least two goals in each of the time-frames.

Most of the cells are blank for you to use; I did provide the six goal areas from the Economic Vitality chapter of the Comp Plan to inspire your thoughts. You can pull from the guiding documents, from your current goals (for instance you may want to add zoning and permitting to the short-term column if you would like the Commission to continue working on these items), or introduce new topics.

Staff Recommendation: Before the worksession, fill in at least two goals in each time-frame column. **Bring completed worksheet to the worksession where you will have the opportunity to compile them and formulate a draft of proposed 2019 Strategic Plan/Goals.**

Guiding Document	Current 2018-19 List of EDC Goals	Short-Term	Mid-Term	Long-Term	Ongoing	Commissioner Notes
BR&E	1 Clarify specific City regulatory barriers in the areas of zoning options permit process, ✓ sign ordinance and ✓ lease policy & procedure – while keeping safety, town appearance and quality of life elements in the balance.	✓ Explore public-private partnership to create a master plan for a more vibrant, connected central commercial district with attention to appearance, trail connections, way-finding, arts, wi-fi zone, etc.	Explore City participation in coordinated public-private initiatives to recruit workforce Support large vessel harbor development with attention to competitive rates and multi-use Spit management.	Share survey results with other organizations/ government units engaged more directly in the issues as a catalyst for solutions Share survey results with other organizations engaged more directly in the issues as a catalyst for solutions. Support efforts to develop large vessel haul-out		
2018 Homer Comp Plan Chapter 7 Economic Vitality Bylaws HCC	Review CEDS	Create an action plan from the CEDS	Propose amendments/ extensions of CEDS which may be adopted by City Council after consideration and report by the EDC	Oversee Update of CEDS	Collect and analyze data relevant to economic development to evaluate existing community resources.	

Guiding Document		Short-Term	Mid-Term	Long-Term	Ongoing	Commissioner Notes
EDC Bylaws HCC & Comp Plan Chapter 7 (& BR&E see above)	Promote positive business climate				Work with KPEDD to identify regional successes Review Planning Advisory recommendations to encourage a business-friendly environment in Homer.	
2018 Homer Comp Plan Chapter 7 Economic Vitality	Encourage Year Round Jobs	Partner with KPEDD to identify options for incentives to encourage local business growth			Identify business needs through business retention program participation Stay abreast of the needs of tech based business; review City's ability to support	
					Encourage enterprises that will provide jobs and other economic benefits without serious negative side effects;	
					Encourage value-added manufacturing to maximize local resources and provide products for export.	

Goals You Propose For EDC						
Guiding Document	Comp Plan Goal Areas	Short-Term	Mid-Term	Long-Term	Ongoing	Notes
2018 Homer Comp Plan Chapter 7 Economic Vitality	1. Define and encourage economic development that meets the desires and interests of Homer residents and supports Homer's unique character.					
2018 Homer Comp Plan	2. Encourage the retention and creation of more year-round and higher wage employment.					
2018 Homer Comp Plan	3. Identify and promote industries that show a capacity for growth.					

Goals You Propose For EDC						
Guiding Document	Comp Plan Goal Areas	Short-Term	Mid-Term	Long-Term	Ongoing	Notes
2018 Homer Comp Plan	4. Support renewable and non-renewable energy services.					
2018 Homer Comp Plan	5. Strengthen Homer as a tourism destination.					
2018 Homer Comp Plan	6. Support community efforts to establish affordable housing.					