



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Meeting Agenda - Final

Economic Diversification Commission

Wednesday, May 15, 2019

7:00 PM

Council Chambers

Regular Meeting - Cancelled due to Lack of quorum

REGULAR AGENDA - 7:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

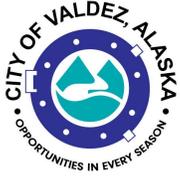
1. [Economic Diversification Regular Minutes of April 26, 2019](#)

IV. REPORTS

1. [Report: Economic Development Department Staff Report - First Quarter 2019](#)

V. COMMISSION BUSINESS FROM THE FLOOR

VI. ADJOURNMENT



Legislation Text

File #: 19-0218, **Version:** 1

ITEM TITLE:

Economic Diversification Regular Minutes of April 26, 2019

SUBMITTED BY: Debbie Roberts, Executive Assistant

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Receive and File

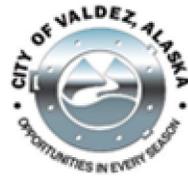
SUMMARY STATEMENT:

Regular Economic Diversification meeting minutes of April 26, 2019 attached for Commission review.

Regular Meeting (Moved from 4/17)

City of Valdez

212 Chenega Ave.
Valdez, AK 99686



Meeting Minutes - Draft

Friday, April 26, 2019

6:00 PM

Regular Meeting

Economic Diversification Commission

Regular Meeting (Moved from 4/17)

Friday, April 26, 2019

6:00 PM

Council Chambers

REGULAR AGENDA - 6:00 PM

I. CALL TO ORDER

Commissioner Wade called the meeting to order 6:07 PM in the Council Chambers.

II. ROLL CALL

Present – 4 – Commission Chair Rhonda Wade
Commission Member Richard Long
Commission Member Brandon Reid
Commission Member Jamie Berg

Excused – 2 – Commission Member Colleen Stephens
Commission Member Keith Thomas

Also Present – 2 – Economic Development Director Martha Barberio
Executive Assistance Debbie Roberts

III. APPROVAL OF MINUTES

Economic Diversification Meeting Minutes of March 20, 2019

MOTION: Commission Member Long moved, seconded by Commission Member Reid, to approve the minutes. The motion carried by the following vote after the discussion occurred.

VOTE ON THE MOTION:

Yeas: 4 – Commissioner Wade, Commissioner Long, Commissioner Reid and Commissioner Berg.

Excused: 2 – Commissioner Stephens and Commissioner Thomas.

IV. NEW BUSINESS

New Business: RFQ for land development

Economic Director Martha Barberio stated that she ran the RFQ by Nathan Duval, Capital Facilities Director and Rochelle Rollenhagen, Planning Director to make sure that it included all the correct information. She then stated that she wanted it

Regular Meeting (Moved from 4/17)

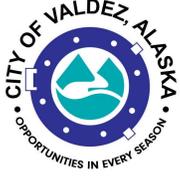
to be a universal RFP so that it could be used for multiple land areas so we would get a wider response. Director, Barberio also stated that she wanted to include an incentive package per interim City Manager Roxanne Murphy. Director Barberio discussed the reasoning for starting with the land in this area. Discussion continued on the type of buildings/homes that would suit the community needs. Also discussed was how to structure the incentive package. Councilmember Reid, Wade and Long brought up numerous needs that the housing should cover. Discussion continued on the types of housing, Zero Lot line, Single family or multiple family style homes and the cost of them. Infrastructure and land costs were brought up to be included in the incentive package. Snow storage lots were discussed and have been included for this area. Councilmember Long expressed that we need to include in the RFP parameters for the bidders as to what we are requesting to be built. Discussion continued. Other land areas were also discussed. Councilmember Reid brought up the need for higher end homes that second and third home owners would invest in. He further stated that in order to do so we need to upgrade the airport so private planes can fly in. Discussion continued. Councilmember Wade stated that the RFP should remain open so we could get a variety of ideas for building in numerous areas in Valdez. Infrastructures were brought up and discussed as part of the Incentive, but if the incentives are given there needs to be stipulations in place that the builder would not make a "Profit" from the incentive. Example if the City gives the land to the bidder when they sell the finished product they pay the City for the land then get their profit. None of the Councilmembers wanted to run the risk of government inflating or deflating the values of current homes based on the incentives. Director Barberio wanted to keep the Commissioners involved in the selection process as the bids came back, if they wanted to be included. Consensus was given to keep the RFP open ended and have Planning and Zoning push the final RFP approval thru to Council. Commissioner Wade stated that the building season is very short and we need to streamline the permitting process or make it a builder friendly environment. Discussion continued on ways to assist the builders with incentives and how to fund the incentives.

V. COMMISSION BUSINESS FROM THE FLOOR

Commissioner Wade wanted to know what we were doing with the City Manager Position. Interim City Manager Roxanne Murphy, stated that there was a Council work session and they would be doing an in house recruitment for a couple of months and then if that did not work then the process would be outsourced. The City Clerks and Human resources will be in charge of the process. The interview process will be done with the new City Council.

VI. ADJOURNMENT

Commissioner Wade adjourned the meeting at 6:58 PM.



Legislation Text

File #: 19-0219, **Version:** 1

ITEM TITLE: Economic Development Department Staff Report - First Quarter 2019

SUBMITTED BY: Martha Barberio, Economic Development Director

FISCAL NOTES:

Expenditure Required: N/A
Unencumbered Balance: N/A
Funding Source: N/A

RECOMMENDATION:

SUMMARY STATEMENT:

Attached is the Economic Development report for first quarter 2019 submitted to council.

Economic Development Report 1st Quarter 2019

Housing: Developing an RFP to bring to the Economic Diversification Commission for developing the Woodside subdivision after the committees' comments and suggestions. I will bring to council, for approval, to put out on the street for developers to bring back their proposals for those parcels. After this RFO is completed and approved, it will be a template for future land development throughout the city.

Business Lunch and Learn: I am holding quarterly business lunches to keep the businesses and community informed on various topics relating to "Doing Business in Valdez"

The first luncheon was March 19, 2019 and 51 people attended. We had VERY positive feedback for this first session. The topic was cruise ships and what that meant for business owners. There was great discussion on vendors, welcoming the cruise ships, transportation around town, also about our yearly visitors to Valdez in general. It created a good discussion on how businesses could help each other. We also decided to come together at the end of the season and share our experiences, comments, questions and concerns with the group to make the "Valdez Experience" better for next year.

Marketing: We are coordinating marketing material for Doing Business in Valdez, Cruise Valdez, and Explore Valdez for the Ports and Harbors department.

Communication: In the council priorities work sessions in September, I heard there is not enough communication going out to the public to keep them informed. I have started a postcard campaign in 2019 to market to the public, all events that the City of Valdez is sponsoring or supporting monetarily. I have attached copies of the postcards that were put in every P.O. Box in the city. Starting in May, we will be digitally advertising our events at "The Hub" in Glennallen. We are also working with I.T. on digitally advertising happenings around town through strategically placed digital signage and T.V.'s.

Kimley Horn: I have been managing this project from the beginning. In May of last year, we have had an ongoing problem and the branding came to a stop and Council decided to move right in to the Comprehensive Plan. We did so last year, and Rochelle became involved with the process and the CPAC was formed. The CPAC is a very involved group of community members that are deeply committed to Valdez and its future. We are working through every aspect of the comprehensive plan as presented by Kimley Horn. On May 8, 2019 there will an executive session on this Comprehensive Plan and its future.

Events: We have many events planned this year, some old, some new. We have a beautifully renovated Kelsey Dock area and will be using that area this year for events, summer market days and cruise ships. We also have a new stage that we will be rolling out for our events. It is going to be a VERY EXCITING season this

year. The first big event with our new stage will be Military Appreciation Day!!

Transportation Summit: The objectives for this 3 day transportation business event, will be to shine the light on the Port of Valdez, in particular the Container Terminal, to industry executives. Invitees/delegates consist of decision makers from transportation venues. Speakers and topics will highlight Southern Alaska as an alternative and shorter way to import and export. The goal of this business development event will be to attract new business, strengthen and form new partnerships, all while marketing the Port of Valdez. In addition, the event also provides an opportunity to extend the booking/sales season for local businesses. Local and Industry businesses will be encouraged to buy into the event as sponsors and the exhibitor area.

Emergency Management: Since I took over Emergency Management, 40% of the employees had not completed their basic ICS classes, ICS 100,200,700,800. At the end of 2018, the entire city staff, except for 2 Directors, had completed their basic 100,200,700,800 ICS classes. Council will also be required to attend a training. We are in the process of re-writing our E.O.P. plan. We are also getting proposals from companies to do much needed additional training and exercises. This is a slow process and I have been working with the state just to get the basics down. We have many new staff members and just getting everyone on the same page, basic training wise has been a challenge.