



# City of Valdez

212 Chenega Ave.  
Valdez, AK 99686

## Meeting Agenda - Final

### Economic Diversification Commission

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Wednesday, July 17, 2019

7:00 PM

Council Chambers

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#### Regular Meeting

#### REGULAR AGENDA - 7:00 PM

#### I. CALL TO ORDER

#### II. ROLL CALL

#### III. APPROVAL OF MINUTES

1. [Approval of Minutes for the Economic Diversification Meeting June 19, 2019.](#)

#### IV. NEW BUSINESS

1. [Discussion Item: Daycare](#)

#### V. REPORTS

1. [Report: Economic Development Department Staff Report - 2nd Quarter 2019](#)

#### VI. COMMISSION BUSINESS FROM THE FLOOR

#### VII. ADJOURNMENT



## Legislation Text

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**File #:** 19-0297, **Version:** 1

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**ITEM TITLE:**

Approval of Minutes for the Economic Diversification Meeting June 19, 2019.

**SUBMITTED BY:** Debbie Roberts, Recording Secretary

**FISCAL NOTES:**

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

**RECOMMENDATION:**

Approve minutes for the Economic Diversification Meeting June 19, 2019.

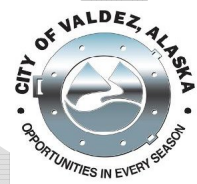
**SUMMARY STATEMENT:**

Regular Economic Diversification Meeting Minutes of June 19, 2019 attached for Commission review and approval..

## Regular Meeting Minutes

### City of Valdez

212 Chenega Ave.  
Valdez, AK 99686



### Meeting Minutes

Wednesday, June 19, 2019

7:00 PM

Regular Meeting

### Economic Diversification Commission

## **Regular Meeting Minutes**

### **REGULAR AGENDA - 7:00 PM**

#### **I. CALL TO ORDER**

Commission Chair Rhonda Wade called the meeting to order at 7:03 p.m. in Valdez City Council Chambers.

#### **II. ROLL CALL**

Present: 5 – Commission Member Rhonda Wade  
Commission Member Richard Long  
Commission Member Keith Thomas  
Commission Member Colleen Stephens  
Commission Member Reid

Absent: 1 - Commission Member Berg

Also Present: Economic Development Director Martha Barberio  
Executive Assistant Debbie Roberts

#### **III. APPROVAL OF MINUTES**

##### **1. Approval of Minutes - Economic Diversification Regular Minutes of April 26, 2019**

MOTION: Commission Member Long moved, seconded by Commission Member Stephens to approve the minutes. The motion carried by the following vote.

VOTE ON THE MOTION:

Yeas: 5 – Commission Member Wade, Commission Member Long, Commission Member Thomas, Commission Member Reid and Commission Member Stephens.

Absent: 1 – Commission Member Berg

#### **IV. REPORTS**

##### **1. Report: Economic Development Department Staff Report - First Quarter 2019**

Director Barberio stated the report was attached and asked if there were any questions. Commission Member Long asked about the RFP and which areas of land were included. Discussion continued on the RFP and the 3 land areas which are Woodside,

## Regular Meeting Minutes

Cottonwood and Corbin Creek areas. The RFP is on hold due to researching the Pros and Cons of each land area and possible incentives that can be offered to the builders. Commission Member Long voiced his concern of developing areas that do not hook into the City Water and Sewer. Director Barberio explained the areas of land, Woodside is zoned Multifamily, Cottonwood has 2 streets platted and water and sewer would have to be extended to them. Corbin Creek has areas but Paul Nylund is on vacation and he had that information, so it was not available for the meeting. Corbin Creek would have wells and septic, not hooked into the City. Director Barberio then discussed that she attended the Senior Citizens Board Meeting and they are looking at expanding Sr. Housing. Commission Member Wade brought up concerns that not all people want City hook ups and that they want space for recreational vehicle parking. Discussion continued on Corbin Creek land issues and development. Commission Member Wade inquired about the land by the Pipe yard and if it was available. Discussion continued on Water and Sewer extension to Robe River and out laying areas. Waterfront Master Plan and Kimley Horn were discussed and how the projects were proceeding and what was the current status.

### 2. Report: Small Business Administration

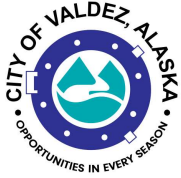
Director Barberio stated that she had SBA books but they have all been passed out. The Small Business Administration director will be back in town in the fall to do a presentation. They provided information to Director Barberio on grants for small businesses and other options for businesses. Discussion continued on when to schedule the luncheon for the presentation.

### V. COMMISSION BUSINESS FROM THE FLOOR

None

### VI. ADJOURNMENT

Commission Member Wade adjourned the meeting at 7:36 p.m.



## Legislation Text

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**File #:** 19-0298, **Version:** 1

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**ITEM TITLE:**

Discussion Item: Daycare

**SUBMITTED BY:** Martha Barberio

**FISCAL NOTES:**

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

**RECOMMENDATION:**

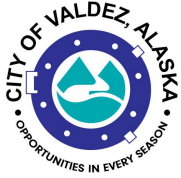
Discussion item only.

**SUMMARY STATEMENT:**

At the last City Council meeting on July 2, 2019, Stepping Stones daycare came to ask for use of the Recreation Center. The Director and Parks & Recreation staff believe there are better relocation options for Stepping Stones daycare than the Recreation Center because of all the summer programming that is already in full swing at that facility.

The Commission will discuss the pros and cons of utilization of the Recreation Center for Stepping Stones Daycare purposes, as proposed during the City Council July 2, 2019. At their regular meeting on July 9, 2019 the Commission decided they could not comfortably make a recommendation on this matter because they did not have enough information available to them with such short notice.

There will be a City Council work session on July 23, 2019 and I would like to have some talking points, suggestions or recommendations about this matter from the EDC to deliver to council on that night.



## Legislation Text

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**File #:** 19-0299, **Version:** 1

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**ITEM TITLE:** Economic Development Department Staff Report - 2<sup>nd</sup> 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 second quarter 2019 submitted to council.

## Economic Development Report

**Housing:** In March, an RFP was written for development of City owned property for affordable housing. I submitted to the EDC on April 26, 2019 this RFP for their approval. EDC approved this release. I then partnered with Cap Facilities and Planning & Zoning to get this moving. We then scheduled and took part in a meeting to discuss housing development with the Acting City Manager and the City Clerk.

The Acting City Manager, Cap Facilities, Planning & Zoning, City Clerk and I had a meeting and decided to submit three city owned properties to council. I will attach maps of properties and specific incentives the city can offer on these individual properties to developers to create housing. We will also recommend the area that is most ready for development. In turn, council can approve such property to move forward with an RFP.

I also attended the Senior Citizen Board meeting June 18, 2019. I have been in contact with several board members who would like to see movement again on senior housing. I am working with them to find a solution. They have 23 people on their waiting list for housing. I am working with Planning and Zoning on this issue to get it moved to the forefront. I will also be exploring grant options in regards to the Senior Center as well as the City for a Public/Private partnership. We are hopeful there might be some positive movement in the right direction in the near future.

I have also started the process of the Strategic Housing plan I budgeted for this year. This research investment has far-reaching implications on quality of life and economic opportunity for Valdez residents. The plan will provide a common understanding of Valdez's housing gaps and a roadmap for addressing the most pressing housing needs in the community.



## Business Lunch and Learn:

We do not have a date yet, but the next lunch and learn will be a representative from the Alaska Small Business Administration. She will advise business owners of all the programs and grants available for expansion and business start-ups. This will help our businesses who want to start as well as expand their businesses in our community. There are some great ideas out there for start-ups with our tourist population increasing.

## Marketing:

Our Maps for the cruise ships were a big hit. We will be adding some icons to the new print run. We received feedback from passengers and the community and will implement. We are still working on marketing material for Doing Business in Valdez, Cruise Valdez, and Explore Valdez for the Ports and Harbors department.

Wayfinding, cruise ship info placement, new banners for Kelsey Dock, new signs around town with new maps and information for community as well as tourists, replace old weathered signage with updated and new information, rack card holders for marketing businesses at airport are all projects I am currently working on. I have also ordered the bronze plaque for the Alyeska Statue at Kelsey Dock.

## Communication:

The post cards have been a huge hit. I have heard lots of positive feedback. We have had a few concerns that we are marketing CSO's. The Acting City Manager has requested that we scale back our postcard campaign to the just city events. We are now just sending out postcards for "city sponsored events" to keep the community more informed on events Valdez is sponsoring only.

## Kimley Horn:

Stop work order is in place.

## Events:

Saturday, May 25, 2019 Military Appreciation Day was a big success!!! The weather was a big factor. We had more than double last year. Last year we had around 125-150. This year we had over 300. We also debuted our new stage... It made things more professional and the Mayor did an outstanding job. We had three speakers and the 9<sup>th</sup> Army band played for three hours. Mother Nature let loose as we were cleaning up.

On Sunday, May 26, 2019, we had 10 boats leave the harbor full of military personnel of E-6 and lower for a day of fishing. The seas were very choppy for all. Some caught fish and some fed the fish.

The Opener music festival was June 14 & 15, 2019. We featured locals, David Reynolds, The Moondoggies, 32 Degrees, Area 907, from Anchorage, and Hannah Bethel from Nashville, TN. Mother Nature somewhat cooperated on Friday, June 14, 2019. We had around 200 event participants. The beer on the pier was a success. We had some complaints about not being near the music.... We have adjusted that for the July 4<sup>th</sup> event and will continue to learn from each event going forward.

On Saturday, June 15, 2019 it rained and we didn't have as good a turn out as the day before. Although, when I counted we had 68 cars lined up (on both sides) along Fidalgo and Hazelet with people in their cars and their windows rolled down listening to the music. Since this was our first music fest, we have some adjustments to make for next year.

We have had some people ask, why did you have this in the parking lot and not at the new Kelsey Dock renovated area? To that I say, we didn't know the status of the Yellow building and when planning months in advance for these events, it made sense to do them all in the parking lot in case there was construction on the yellow building. Next year may be a different story or the same. Our goal is to make that whole area

our events venue, music and otherwise, public and private. We are still working out the kinks and suggestions are welcomed!!