



City of Tacoma Economic Development Committee Minutes

747 Market Street Tacoma, WA 98402

Conference Room 248

August 14, 2018

10:00 AM

Chair Conor McCarthy, Vice Chair Catherine Ushka, Lillian Hunter,
Victoria Woodards, Chris Beale (alternate)

Call To Order

Chair McCarthy called the meeting to order at 10:05 a.m.

Present: 2 - McCarthy and Ushka

Absent: 2 - Hunter and Woodards

Mayor Woodards arrived at 10:09 a.m.

Approval of Minutes

1. [18-0932](#) Approval of the minutes of the meeting of July 10, 2018
2. [18-0933](#) Approval of the minutes of the meeting of July 24, 2018
3. [18-0934](#) Approval of the minutes of the meeting of July 31, 2018

MOTION: Council Member Ushka moved to approve the minutes of the July 10, July 24, and July 31, 2018 meetings.

SECONDED BY: Council Member Beale.

ACTION: Voice vote was taken and carried. The motion was declared adopted.

Ayes: 3 - Beale, McCarthy and Ushka

Absent: 2 - Hunter and Woodards

Briefing Items

4. [18-0929](#) Downtown retail study results and recommendations
[David Schroedel, Business Improvement Area Manager and Ben Mauk, University of Washington Tacoma Real Estate Manager]

At approximately 10:06 a.m., Chair McCarthy provided background information on the Downtown Tacoma retail study and the partnership with Downtown Works.

Mayor Woodards arrived here, at 10:09 a.m.

David Schroedel, Manager, Downtown Tacoma Business Improvement Area (BIA), made opening remarks and introduced Ben Mauk, Real Estate Manager, University of Washington Tacoma, and Phyllis Harrison, Co-Owner, LeRoy Jewelers and The Art Stop, and provided a condensed version of the Downtown Tacoma Retail study report. Mr. Schroedel further provided information from the study, noting what the downtown Tacoma shopping currently looks like versus other options, e-commerce, interviews with stakeholders, issues, and enabling environments that create some of the issues. He reviewed retail offerings; feedback and additional thoughts; the trade area and target market, noting the review of demographics and psychographics, primary and secondary trade areas population with a total population amount, key demographic statistics, data on the psychographics, the seven identified psychographic target markets in the primary and secondary areas, and shared traits among the seven target market groups. He described the focus area; the quantitative assessment, noting the percentage of vacant spaces and non-retail and retail uses, the mix and presentation/branding of a district and what operators provide, and what makes a great operator; the qualitative assessment, including a rating from poor to excellent on the categories included in what makes a great operator, the outcomes from the ratings by the number of operations in each rating, average scores by category, and takeaways. Mr. Schroedel continued on the Merchandise Mix plan for the focus area and blocks; what is desired in the area; and types of operations, including magnets, neutrals, and inhibitors. He reviewed the recommendations and the time factors when measuring progress. Mr. Mauk and Ms. Harrison described their experiences with implementation and outcomes of retail properties in downtown Tacoma. Mr. Schroedel concluded by requesting the City to support the retail enhancement effort.

Discussion ensued throughout regarding enabling environments, noting the need for a better wayfinding system; the focus area; and inhibitors.

Discussion concluded on the type of support being requested from the City; if other focus areas have been determined; the recommendations, including the role of the Retail Advocate; and forwarding this item to the full City Council without a recommendation of specific budget dollars to be allocated.

MOTION: Council Member McCarthy moved to recommend the support of the BIA in the hiring of a Downtown Retail Advocate to the full City Council.

SECONDED BY: Council Member Ushka.

ACTION: Voice vote was taken and carried. The motion was declared adopted.

Ayes: 3 - Beale, McCarthy and Ushka

Absent: 2 - Hunter and Woodards

5. [18-0931](#)

Traditional fuel eco-system in Tacoma

[Cameron Proudfoot, President and CEO of US Oil & Refining Company]

At approximately 10:54 a.m., Cameron Proudfoot, President and CEO, U.S. Oil and Refining Company, made opening remarks and presented on the traditional fuel eco-system in Tacoma, including sources and consumers of energy within Washington State, an overview of the Pacific Northwest petroleum production, oil movements in and out of Washington State, and reviewed the comparison of crude oil transportation modes in Washington State by year. He continued by describing finished petroleum supply and use in Washington State, the Olympic Pipeline, Washington State consumption, Tacoma and its demand for transportation fuels as a percent of Washington State, and presented a chart showing the order of magnitude should there be disruptions along the supply chain on a daily basis.

Mr. Proudfoot reviewed how important the military demand is to Washington State, estimated asphalt supply and demand, and described a 2015 instance to show what can happen if there was a sudden supply interruption and impact. He concluded by presenting the penetration and promulgation of electrical vehicles in Washington State and the top-selling, light-duty plug-in electric vehicles in the global market.

Discussion ensued throughout regarding the crude oil transportation modes and if there is still use of oil in permeable asphalt. Discussion continued on if there are any studies on the impacts of transporting fuel via tanker trucks; electric vehicles; what facilities are pipeline-supplied terminals; transportation modes used by U.S. Oil and Refining Company; local demand for fuel and the communities it supplies; and Washington State consumption,

noting supply and demand.

Topics for Upcoming Meetings

6. [18-0936](#) August 28, 2018 - Innovation Partnership Zone proposal; Issuance of Industrial Revenue Bonds for the expansion of Tool Gauge by the Economic Development Corporation of Pierce County: 4336 S Adams Street

Lynda Foster, Committee Liaison, stated there are no changes from the last report out.

Other Items of Interest

There were no other items of interest.

Public Comment

There was no Public Comment.

Adjournment

There being no further business, the meeting adjourned at 11:39 a.m.



Conor McCarthy, Chair



Jessica Jenkins, City Clerk's Office