



City of Tacoma

Economic Development

Committee Minutes

747 Market Street, Tacoma, WA 98402, Conference Room 248

Dial: 253-215-8782 Meeting ID: 841 6094 2983

Webinar Link: www.zoom.us/j/84160942983 Passcode: 614650

August 30, 2022

10:00 AM

Chair Keith Blocker, Vice Chair Kiara Daniels, Joe Bushnell,
Olgy Diaz, Sarah Rumbaugh (alternate)

Call To Order

Chair Blocker called the meeting to order at 10:01 a.m.

Roll Call

Present: 3 - Blocker, Bushnell and Rumbaugh

Absent: 2 - Daniels and Diaz

Vice Chair Daniels arrived at 10:20 a.m.

Vice Chair Daniels participated virtually.

Approval of Minutes

1. [22-0961](#) Approval of the minutes of the June 14, 2022, meeting.
2. [22-0962](#) Approval of the minutes of the June 28, 2022, meeting.

MOTION: Council Member Bushnell moved to approve the minutes of the June 14, 2022, and June 28, 2022, meetings.

SECONDED BY: Council Member Rumbaugh.

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

Ayes: 3 - Blocker, Bushnell and Rumbaugh

Absent: 1 - Daniels

Briefing Items

3. [22-0958](#) Tacoma Green Economy Strategy
[Elly Walkowiak, Assistant Director, Community and Economic Development]

At approximately 10:03 a.m., Elly Walkowiak, Assistant Director, Community and Economic Development (CED), provided opening remarks, introduced Ryan Donahue, Principal, RM Donahue Consulting. Together, they presented an update on the Tacoma green economy strategy, including an agenda; background; issues, noting lack of living-wage jobs and attracting capital investment; purpose of the green economy strategy; scope of work, noting the City, Workforce Central, and the RM Donahue Consulting team; work conducted to date; defining the green economy; analyzing peer cities, noting transportation sector opportunities, and education and workforce; promising models, noting organizing for success, innovation workforce development, and wealth creation; and implementation principles and next steps.

Vice Chair Daniels arrived here, at 10:20 a.m.

Discussion ensued regarding statistics on the number of people who have a bachelors degrees in arts or science related to the green economy, people leaving to find work in other cities, comparing Tacoma to other cities, working closer with Joint Base Lewis-McChord, the Defense Advanced Research Projects Agency being in Tacoma, the Port of Tacoma boat innovation, incentives for businesses to invest in Tacoma, supporting current incubator businesses, two-year versus four-year applied science programs, scholarships for science programs, and highlighting jobs and work opportunities from the science programs.

4. [22-0959](#) Travel Tacoma and Economic Development
[Jeff Robinson, Executive Director, Community and Economic Development]

At approximately 10:48 a.m., Jeff Robinson, Director, CED, introduced Dean Burke, President and CEO, Travel Tacoma. Burke provided opening remarks and presented on Travel Tacoma and economic development, including hotel performance; 2019-2022 hotel statistics for downtown Tacoma hotels versus the greater Pierce County area, noting average daily rate, occupancy for the year to date (YTD), revenue per available room YTD, and unique visitors from over 50 miles away; visitor origin statistics maps for 2019 versus 2022; key words to know; understanding priorities; Tacoma primary assets net gated totals pre-pandemic; YTD economic impact by event type; YTD total event days; and the 2023 outlook.

Discussion ensued regarding the new hotel next to the Greater Tacoma Convention Center bringing in large groups and helping recovery from the COVID-19 pandemic, effects of sports events cancellations, the semi-professional soccer team no longer using Cheney Stadium, staffing capacity at hotels, changing the perception of downtown, and hosting larger regional events.

Topics for Upcoming Meetings

5. [22-0960](#) September 13, 2022 - Greater Seattle Partners, Business Financing
September 27, 2022 - City Events and Recognitions Committee Interviews

Cathy Sims, Committee Liaison, stated that the next meeting will be held on September 13, 2022, and will include updates on Greater Seattle Partners and business financing; and the September 27, 2022, meeting will include City Events and Recognitions Committee interviews.

Other Items of Interest

There were no other items of interest.

Public Comment

Public Comment was heard from:

1. Heidi Stephens, speaking on the green economy strategy.

Adjournment

There being no further business, the meeting adjourned at 11:27 a.m.



Keith Blocker, Chair



for
Kiara Thomas, City Clerk's Office