



City of Tacoma

Economic Development

Committee Minutes

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

Dial: 253-215-8782 Meeting ID: 882 2753 9908

Webinar Link: www.zoom.us/j/88227539908 Passcode: 614650

April 25, 2023

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: 4 - Blocker, Bushnell, Daniels and Diaz

Vice Chair Daniels participated virtually.

Public Comment

There was no Public Comment.

Approval of Minutes

1. [23-0431](#) Approval of the minutes of the January 10, 2023, meeting.
2. [23-0432](#) Approval of the minutes of the January 24, 2023, meeting.
3. [23-0433](#) Approval of the minutes of the January 31, 2023, meeting.

MOTION: Vice Chair Daniels moved to approve the minutes of the January 10, January 24, and January 31, 2023, meetings.

SECONDED BY: Council Member Diaz.

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

Ayes: 4 - Blocker, Bushnell, Daniels and Diaz

Briefing Items

4. [23-0396](#) 2023 Business Climate Survey
[Carol Wolfe, Division Manager, Community & Economic Development]

At approximately 10:03 a.m., Carol Wolfe, Division Manager, Community and Economic Development (CED), provided opening remarks regarding the 2023 business climate survey. Jeff Robinson, Director, CED, presented the business climate survey, including an overview; and City Council directives, noting Resolution No. 41069. Wolfe continued by outlining policy alignment, noting Resolution No. 40622, regarding anti-racism, and the Economic Development Strategic Plan; the survey methodology and questions, noting the potential questions, business industry and demographic information, methodology options, and survey support; and the proposed timeline. Robinson concluded by requesting feedback from the Committee on the proposed survey questions, noting the recent Tacoma Business Council survey, the City's decision to perform their own survey using a professional firm, and the importance of having statistically relevant results and a good mix of industries and business types.

Discussion ensued regarding survey methods, development, and format; examples from other agencies; a suggestion to continue the survey on a regular schedule; using a professional firm, noting those that have knowledge of the local area; the process and approach; ways to encourage businesses to participate; gathering demographic data, noting where the business started, other locations, language access, and race; survey goals, noting providing information on existing City services, helping businesses gain certification as a Minority and Women Owned Business Enterprise, identifying barriers, finding out the types of questions business owners have, and learning how the City can help businesses reach their goals; methods to encourage the green economy; and how the survey data can help further the City's economic development goals.

5. [23-0397](#) Equity in Contracting Year End Report
[Carol Wolfe, Division Manager; Kacee Woods, Principal Housing Analyst, Community & Economic Development]

At approximately 10:38 a.m., Wolfe introduced Kacee Woods, Equity in Contracting and Workforce Programs Manager, CED. Woods presented the Equity in Contracting (EIC) year-end report, including an agenda; background of the EIC program from 2019 to present; noting replacement of the Small Business Enterprise program; recommendations from 2018; and 2022 actions. She continued by outlining the 2022 program outcomes, including utilization rates, noting a change in how certification was being

tracked in 2021 and 2022; results, noting the number of awards and total payments; and demographic information, noting amounts awarded and how data was disaggregated. She continued by reviewing challenges and solutions; 2023 priorities, including external and internal efforts, and policy review; the upcoming second-generation Disparity Study; and next steps, noting publication of a request for proposals, and program development.

Discussion ensued regarding appreciation for staff; past history and timelines, noting the previous study and recommendation, and the need for data to support the City's work; and Tacoma's leadership in this area, noting interest from other jurisdictions.

Topics for Upcoming Meetings

6. [23-0421](#) May 9, 2023 - BIPOC Business Alliance; Business Panel Discussion
May 23, 2023 - Discussion of Additional Business License Fee Revenue
May 30, 2023 - Cancelled
June 13, 2023 - Business Improvement Area Expansion Update

Cathy Satava, Committee Liaison, stated that the next meeting will be on May 9, 2023, and will include presentations on the Black, Indigenous, and People of Color business alliance, and a business panel discussion; the May 23, 2023, meeting will include discussion of additional business license fee revenue; the May 30, 2023, meeting is cancelled; and the June 13, 2023, meeting will include an update on the Business Improvement Area expansion.

Other Items of Interest

There were no other items of interest.

Adjournment

There being no further business, the meeting adjourned at 11:18 a.m.



Keith Blocker, Chair



Susan D. Haigh, City Clerk's Office