



City of Tacoma Economic Development Committee Minutes

747 Market Street Tacoma, WA 98402

Conference Room 248

July 14, 2015

10:00 AM

Chair Marty Campbell, Vice Chair David Boe,
Ryan Mello, Lauren Walker, Robert Thoms (alternate)

Call To Order

Chair Campbell called the meeting to order at 10:04 a.m.

Present: 3 - Boe, Campbell and Mello

Absent: 1 - Walker

Council Member Walker arrived at 10:08 a.m.

Approval of Minutes

- 15-0739** Approval of the minutes from the June 9, 2015 meeting
MOTION: Deputy Mayor Boe moved to approve the minutes of the June 9, 2015 meeting.
SECONDED BY: Council Member Mello.
ACTION: Voice vote was taken and carried. The motion was declared adopted.
Ayes: 3 - Boe, Campbell and Mello
Absent: 1 - Walker

Briefing Items

- 15-0740** Informational Update on Special Events Program [Kala Dralle, Economic Development Specialist, Community and Economic Development Department; Phedra Redifer, Supervisor - Point Defiance Visitors Center/Rentals and Permits, Department of Parks and Natural Resources, Metro Parks Tacoma]

At approximately 10:05 a.m., Kala Dralle, Economic Development Specialist, presented an update on the Special Events Program. She reviewed key improvements, implementation and accomplishments including, measures

related to special events, program changes, improvements, challenges, solutions, and future priorities. She noted current priorities are to increase neighborhood business districts activity, increase attendance, renew the economic impact, such as arts and cultural events to embrace Tacoma's diversity of people, places, and cultures with active celebrations and improve the experience between event producers and the City. She stated that the number of permits and attendance have varied from 2013 and currently the City has sponsorship agreement contracts with 12 annually occurring events. Ms. Dralle reviewed program changes and improvements to staffing, using public notification and technical assistance, transition of permitting to the Planning and Development Services Department and working with the City Events and Recognition Committee (CERC). She noted some challenges are continued attraction to out-of-towners, heavy use of closed roads, outdoor "beer gardens," fundraisers, and food trucks so continuous learning and continuous improvements are always a top priority. She stated working together with citizen work groups and CERC to identify opportunities and solutions along with education and orientation for event producers, peer to peer work groups, cross-functional partnerships and training in the industry would be the best practices.

At approximately 10:20 a.m., Phedra Redifer, Metro Parks Tacoma, reviewed permits from 2011 to 2014 and the current growth trend.

Discussion ensued regarding all rules and regulations for special events, including street closures, street repairs, revenue, tax and licensing, and upcoming events.

Topics for Upcoming Meetings

3. [15-0741](#) Our next meeting will be July 28, 2015
Small Business Loan Portfolio Presentation [Carey Jenkins, Housing Division Manager, Community and Economic Development; Jacinda Howard, Contract & Program Auditor, Community and Economic Development; Walter Acuna, Craft3 Loan Specialist]

Multifamily Property Tax Exemption Program Summary and Data Review [Debbie Bingham, Program Development Specialist, Community and Economic Development]

Brad Forbes, Committee Liaison, stated the next meeting will be on July 28, 2015, and will include Small Business Loan Portfolio Presentation and Multi-family Property Tax Exemption Program Summary and Data Review.

Discussion ensued regarding moving the Multi-family Property Tax Exemption Program review to another committee.

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 11:18 a.m.



Marty Campbell, Chair



Jennifer Beauchamp, City Clerk's Office