



City of Tacoma Economic Development Committee Minutes

747 Market Street Tacoma, WA 98402

Conference Room 248

July 25, 2017

10:00 AM

Chair Marty Campbell, Ryan Mello,
Marilyn Strickland, Robert Thoms, Conor McCarthy (alternate)

Call To Order

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

Present: 3 - Campbell, Mello and McCarthy

Absent: 2 - Strickland and Thoms

Council Member McCarthy, alternate, was in attendance.

Approval of Minutes

1. [17-0714](#) Approval of the minutes of the meeting of June 13, 2017.

2. [17-0715](#) Approval of the minutes of the meeting of June 27, 2017.

MOTION: Council Member McCarthy moved to approve the minutes of June 13, 2017 and June 27, 2017 meetings.

SECONDED BY: Council Member Campbell.

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

Ayes: 3 - Campbell, Mello and McCarthy

Absent: 2 - Strickland and Thoms

Briefing Items

3. [17-0716](#) Recreation & Tourism; The Connection to Economic Development-
Informational Briefing
[Ricardo Noguera, Director, Community and Economic Development; Kim Bedier, Director, Tacoma Venues & Events; Bennish Brown, President and CEO, Travel Tacoma and Pierce County; Shon Silvia, Executive Director, Metro Parks; Dean Burke, Executive Director, Tacoma South Sound Sports Commission]

At approximately 10:06 a.m., Kim Bedier, Director, Tacoma Venues and Events, introduced the topic of recreation and tourism with the concept of attracting people to the community and creating a positive experience while they are here. Ms. Bedier announced the following presenters; Bennish Brown, President and Chief Executive Officer, Travel Tacoma; Dean Burke, Executive Director, South Sound Sports; and Shon Silvia, Executive Director, Metro Parks. Mr. Brown presented on the continued growth in the hotel business in Tacoma. He stated Travel Tacoma has participated in recruitment events in other states and local conventions and Travel Tacoma has international promotional videos and has been featured in national and international media. Mr. Burke presented an overview of the global, international, national, regional, and local events they have participated in or hosted which brings people to Tacoma and the South Sound. He stated the role of South Sound Sports Commission is to develop sporting events from locally to globally and engage tourism by attracting people outside of fifty miles to be involved with events. Mr. Silvia presented on the parks, programs and partnerships diverse system supporting destination tourism, regional attractions, parks and recreation.

Discussion ensued regarding family attractions, highlighting the Tacoma Dome, the average cost of hotels downtown compared to the other parts of the City, and how the presenters demonstrated a partnership while being innovative to create economic development in Tacoma.

4. [17-0725](#) Arts and Economic Prosperity: The Economic Impact of the Non-Profit Arts and Culture Sector- ***Informational Briefing***
[Amy McBride, Tacoma Arts Administrator, Office of Arts & Cultural Vitality]

At approximately 11:02 a.m., Amy McBride, Tacoma Arts Administrator, provided an overview of the economic impact art has in our community. Ms. McBride presented on the local and non-local audiences with the potential of bringing new audiences to the City. She stated the City needs to grow our audiences and continue to invest in arts and culture with creativity.

Discussion ensued regarding the potential policy change involving the

flexibility of spending funds for public art and the idea of public art on a larger scale.

Topics for Upcoming Meetings

5. [17-0717](#) August 8, 2017- CERC Interviews

India Adams, Committee Liason, stated the next meeting will be on August 8, 2017, and will include City Events and Recognitions Committee interviews.

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 11:22 a.m.

Marty Campbell, Chair

Lauren Young, City Clerk's Office