



# City of Tacoma Economic Development Committee Minutes

747 Market Street Tacoma, WA 98402

Conference Room 248

October 24, 2017

10:00 AM

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

## Call To Order

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

**Present:** 3 - Campbell, Mello and Thoms

**Absent:** 1 - Strickland

## Briefing Items

1. [17-1087](#) 2017 Pilot for the Dome to Defiance Trolley - *Informational Briefing*  
[Pat Beard, Project Manager, Community and Economic Development]

At approximately 10:05 a.m., Pat Beard, Project Manager, Community and Economic Development (CED), made opening remarks and introduced Tina Lee, Community Development Administrator, Pierce Transit. Ms. Lee presented a brief overview of the pilot for the Dome to Defiance Trolley with information including the duration, and a map of the location with the route, dates, and hours listed. She provided rider information demographics conducted by a survey, including gender, age, where riders lived, purpose of the trip, and fare type. She further described information on the ridership with the average number of boardings on each day of the week and presented the results and goals comparison chart of the performance, including average Saturday boardings, cost per passenger, cost per passenger with partnership funds, and passengers per service hour. Ms. Lee concluded her presentation with details of the rider and merchant surveys conducted and provided the next steps.

Discussion ensued throughout regarding the age of riders, partnership funds, operating dates, communities served and hope to serve, ridership amounts, type of route, and broadening partnership as well as including sponsorships.

Discussion continued to ensue on the funding, budget, and a request for a mid-biennium adjustment to add funds.

2. [17-1088](#) Historic Buildings Relationship to Economic Development in Downtown Tacoma - ***Informational Briefing***  
[Pat Beard, Project Manager, Community and Economic Development]

At approximately 10:26 a.m., Pat Beard, Project Manager, CED, made opening remarks and introduced Reuben McKnight, Historic Preservation Officer. Mr. McKnight provided information on the heritage buildings, including historic properties listed, approved project incentives, and amount spent on private and public projects. Together, Ms. Beard and Mr. McKnight provided history of and details on current projects, including the Nisqually Power Station, Elks-McMenamins Lodge, Tacoma Paper and Stationary, Washington Building, the Brewery Blocks, University-Union Club, Old City Hall, the Armory, and the Winthrop.

Discussion ensued throughout regarding the follow up of the Brewery Blocks and Town Center projects and undergrounding utilities.

3. [17-1089](#) Economic Development Advisory Group "Light Up Tacoma" Initiative - ***Informational Briefing***  
[Pat Beard, Project Manager, Community and Economic Development]

At approximately 10:42 a.m., Pat Beard, Project Manager, CED, made opening remarks and introduced Lance Kagey, Owner/Partner, Rotator Creative. Mr. Kagey presented information on the "Light Up Tacoma" initiative with details of the assignment; range of solutions including form of lighting; lighting equipment; and provided examples of lighting and architectural mapping. He further provided examples of implemented lighting strategies with images of day and night skylines in Tacoma compared to other cities, current images of effective lighting on buildings in Tacoma, and referenced multiple images of areas of opportunity to enhance the location with lighting for a greater impact. Ms. Beard described the goals of meeting with businesses and property owners to receive private participation, receive support from the Committee to speak with South Sound Together and a variety of businesses showing community spirit.

Discussion ensued throughout regarding budget, bridge illumination, partnership with Tacoma Public Utilities, connecting with the Business Improvement Area, and focus on the downtown area, including the Tacoma Dome, Pacific Towers, and Cheney Stadium. Discussion continued on illuminating the Twin Bridges and the Narrows Bridge and funding from Cultural Access Fund.

## Topics for Upcoming Meetings

4. [17-1090](#) October 31, 2017 - Sister City Program Update; Special Events Program Update & Enhancements; Spaceworks Update

Lynda Foster, Committee Liaison, stated the next meeting will be on October 31, 2017, and will include the Sister City program update, Special Events program update and enhancements, and Spaceworks update. The next meeting on November 14, 2017, will include the Tacoma Arts Commission interviews, Small Business Enterprise Local Employment and Apprenticeship program proposed code changes, and a request to discuss the multifamily property tax exemption update.

Discussion ensued regarding prioritizing items on the calendar including policy items to go on before year end and follow up of the meetings.

## 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.

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Marty Campbell, Chair

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Lauren Young, City Clerk's Office