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
February 13, 2024
10:00 AM

Chair Kiara Daniels, Vice Chair Olgy Diaz, Joe Bushnell, Jamika Scott, Sarah Rumbaugh (alternate)

Call To Order

Vice Chair Diaz called the meeting to order at 10:02 a.m.

Roll Call

Present: 3 - Bushnell, Diaz, and Scott
Absent: 1 - Daniels

Chair Daniels arrived at 10:04 a.m.

Public Comment

There was no public comment.

Briefing Items

1. **24-0130** 2024 Business Climate Survey
[Carol Wolfe, Division Manager, Community and Economic Development]

At approximately 10:03 a.m., Carol Wolfe, Division Manager, Community and Economic Development, introduced Andrea Reay, President, Tacoma-Pierce County Chamber, and Andrew Thibault, Senior Principal, EMC Research. Together, they presented on the 2024 business climate survey including an overview and City Council directives.

Chair Daniels arrived here, at 10:04 a.m.

Together they continued presenting objectives, anti-racist strategies, objective guidelines, and methodology; survey topics areas, noting return on investment, survey intervals, survey fatigue, benchmarks, business data access, access to facilities, cost of business, surveys, qualitative feedback, branding, backup to support survey feedback, safety for businesses, and language access; and the proposed timeline.

Discussion ensued regarding budget for business licensing, development of survey questions, new initiatives, anti-displacement, policy and procedures, Neighborhood Business Districts, and standalone business services.

Topics for Upcoming Meetings

2. **24-0131**

February 27, 2024 - Sister City Update
March 12, 2024 - Downtown Tacoma Partnership Update
March 26, 2024 - Travel and Sports Tacoma Update

Cathy Satava, Committee Liaison, stated the next meeting is February 27, 2024, and will include updates on Sister Cities and the Downtown Tacoma Partnership; the March 12, 2024, meeting is cancelled; the March 26, 2024, meeting will include a Travel and Sports Tacoma update; and the April 9, 2024, meeting will include the National League of Cities Healthcare Training Pilot.

Other Items of Interest

There were no other items of interest.

Adjournment

There being no further business, the meeting adjourned at 11:10 a.m.

Kiara Daniels, Chair

Hollyann Piotrowski, City Clerk's Office