City of Port Orchard

Economic Development Tourism Committee
Meeting Minutes
Monday July 28, 2014

Present: Bek Ashby, Fred Chang & Jeff Cartwright
City Staff present: Development Director Nick Bond, Brandy Rinearson, Lisa Stone, Scott Bonjukian
Guests: Mayor Matthes

The meeting was called to order by Bek Ashby at 9:40 a.m.

Discussion: Regional Marketing Port Orchard. City Clerk Brandy Rinearson said Visit Kitsap came to her with a proposal to do regional marketing for area without having to compete for LTAC funds. Councilmember Cartwright wanted to know how much they received from LTAC funds. Councilmember Ashby feels regional marketing is important. Councilmember Ashby suggested opening an RFQ to see who else is out there because with Visit Kitsap you have no say on how they promote you. Rinearson suggested the possibility of adding a part-time marketing person into the budget. Mayor Matthes and Cartwright agree. Ashby suggested working out the details next month.

Discussion: Wayfinding and Logo Steering Committee. Development Director Nick Bond stated the process is going well and shared the concepts which had been presented up to that point. He also stated that colors are changeable. Ashby stated the green seems trendy and not timeless. Ambrosini will bring forward final ideas to choose from and then bring them forward to Council. Ashby stated the city will need to encourage the use of the logo in marketing efforts.

Discussion: Bay Street Pedestrian Path Impacts/Benefits. Ashby stated the Council will be making more decisions and wanted to know what the economic impact would be of the various options for the project. The Council has to choose whether to purchase property or cut the path short. Bond stated the path facilitates a permanent route for running events in the city, so there would be no need for road closures which could negatively impact businesses in the vicinity. In addition, he stated that the path provides an alternative means of access to the downtown and as a longer trail it would be more usable as a destination for exercise and could thus attracted more visitors to the downtown. Bond stated that it was very hard to quantify the economic impacts in real dollars.

Discussion: Economic Development Element of the Comprehensive Plan. Scott Bonjukian, Intern with the Department of Community Development, showed the committee an example of a possible survey that could be used to seek input on the Economic Development element of the comp plan. Councilmember Chang suggested direct mailings and social media for outreach. Ashby wants Economic Development to be a useable document and to focus on the entire city in addition to the downtown. Staff will draft a survey for discussion at the next meeting.

Discussion: Permit Software 2015. Bond stated it would cost $23,000-$25,000 for the first year and $13,000-$16,000 annually for the next 3 years. Bond stated that the cost would depend on when the public portal for the software gets rolled out and that the city would only initiate that once the rest of the platform is up and running smoothly. Bond stated the cost gets split between DCD and Public Works. Ashby was pleased to see a cost estimate that was less than she had expected.
**Discussion: Economic Data.** Ashby wants to know how we measure success, and wants data for each month. Bond discussed available data and suggested new permit software would make reporting much easier. Committee agrees that would be useful to discuss data at committee meetings regularly. Committee agrees to table job growth data because it would too hard to track.

**Discussion: SKIA.** Ashby stated the city doesn’t have anybody attending KADA. She would be willing to attend as a council representative. Cartwright suggested bringing it up at the city council meeting. He offered to make a motion at the next Council meeting.

**Discussion: Tremont Options.** Bond stated the traffic impact fee study is almost done and that it could be a possible revenue source for this project. Bond stated there is no option to break this project up without a complete redesign at great expense because of where it is located and due to topography. Ashby will bring this update to full Council.

With that discussion, Ashby closed the meeting.

Meeting Adjourned: 11:13 a.m.

Next Meeting/Location: August 11, 2014, 10:00 a.m., Council Chambers