

## Summary

### Meeting of the Central Puget Sound Economic Development District

#### Board of Directors

Wednesday, July 28, 2010

#### Puget Sound Regional Council Conference Room

### Call to Order/Roll Call

The regular meeting of the Economic Development District Board of Directors was called to order at 1:05 p.m. by Commissioner Clare Petrich, President. Roll Call was taken via sign-in on the attendance sheet. Clare welcomed Chris Endresen, new Executive Director of Economic Development. Introductions were made around the room.

### Members/Alternates present for all or part of the meeting included:

Mr. David Allen, McKinstry Company, **VP**  
Councilmember John Chelminiak, Metropolitan Center-Bellevue, President  
Councilmember Richard Conlin, City of Seattle  
Mr. Bob Drewel, Executive Director, PSRC  
Mr. Tom Flavin, EDC of Seattle-King County / enterpriseSeattle  
Commissioner Charlotte Garrido, Kitsap County  
Commissioner Rob Holland, Port of Seattle  
Mr. Bruce Kendall, Tacoma/Pierce County EDB  
Ms. Deborah Knutson, Snohomish County EDC  
Mr. Daniel Malarkey, WA State Department of Commerce  
Mr. Jeffrey Marcell, EDC of Seattle/King County / enterprise Seattle  
Ms. Susan Sigl, Washington Technology Industry Association  
Deputy Mayor Sue Singer, Other Cities King County (Auburn)  
Mr. Stan Sorscher, Organized Labor  
Councilmember Ed Stern, Other Cities in Kitsap

County (Poulsbo)  
Mr. Bill Stewart, Kitsap Economic Development Association  
Mr. Chad Wright, Puyallup Tribe  
*Councilmember Hilary Franz, Other Cities in Kitsap County (Bainbridge)*  
*Mr. David Graybill, Tacoma-Pierce Chamber of Commerce*  
*Councilmember David Lucavish, Other Cities in King County (Covington)*  
Commissioner Clare Petrich, Port of Tacoma, **President**  
Councilmember Chris Raezer, Other Cities Snohomish County (Arlington)  
*Councilmember Donna O'Ravez, PCRC/Other Cities In Pierce County (Edgewood)*  
*Deputy.Executive Kevin Phelps, Pierce County*  
*Ms. Marlena Sessions, Seattle/King County Workforce Development Council*  
*Councilmember Catherine Stanford, Other Cities in King County (Lake Forest Park)*

### Members Absent:

Ms. Sue Ambler, Snohomish County Workforce Development Council  
Executive Dow Constantine, King County  
Councilmember Reagan Dunn, King County  
Councilmember Leonard Forsman, Suquamish Tribe  
Councilmember Joshua Freed, Other Cities King Co. (Bothell)  
Councilmember Dave Gossett, Snohomish County  
Mayor Patty Lent, City of Bremerton  
Executive Pat McCarthy, Pierce County  
Ms. Betty Nokes, Bellevue Chamber of Commerce  
Mr. Jake Repin, Snoqualmie Tribe

Mr. Skip Rowland, Urban Enterprise Center  
Mr. Bill Stafford, Trade Development Alliance  
Mayor Ray Stephanson, City of Everett  
Councilmember Lauren Walker, Metropolitan Center-Tacoma  
Councilmember Jason Whalen, Other Cities in Pierce County (Lakewood)  
Commissioner Roger Zabinski, Port of Bremerton

A list of guests present for all or part of the meeting is included with the official record of these minutes.

[To watch a video of the meeting go to: [http://psrc.granicus.com/MediaPlayer.php?view\\_id=2&clip\\_id=144](http://psrc.granicus.com/MediaPlayer.php?view_id=2&clip_id=144) (best in IE) or contact the PSRC Information Center, 206-464-7532; e-mail [info@psrc.org](mailto:info@psrc.org).]

## **Citizen Comments**

There were no citizen comments or communications for the board.

## **President's Report**

President Petrich reported that at the May 5<sup>th</sup> meeting the Board approved the supplemental FY 2010-2011 biennial budget and work program for the EDD. The EDD was able to bring in additional revenues over and above expectations. As much has changed over the past few months, the budget is scheduled to be revised again at this meeting. The Board approved the addition of several Presidential appointments to the EDD Board, and Clare thanked the new members that joined the meeting. Staff are continuing efforts to recruit additional members from the EDD's specified industry clusters. Finally, the Board heard presentations on three topics: the update of the Regional Economic Strategy, the Global Health Nexus and the Metropolitan Business Plan. These are high profile activities that the Board will continue to revisit over the next year.

## **Executive Director's Report**

Bob Drewel, Executive Director of PSRC, reviewed the recent hiring process that led to Chris Endresen's appointment as Director of the EDD. He stated that there were a number of extremely qualified candidates, but that Chris's appointment was clearly the best decision.

## **Director's Report**

Chris Endresen gave an introduction to herself, including her experience in the private sector, and the public sector as a City Councilmember for Poulsbo, which included service on the TPB and the EB at PSRC. She then turned the rest of the staff report over to Eric.

## **Staff Report**

Eric Schinfeld, PSRC Economic Development Program Manager, handed out a list of the 16 current EDD staff work projects and quickly gave an update on each. He offered to meet with new Board members individually to answer any questions on the work program. He invited Tom Flavin, President and CEO of enterpriseSeattle, who will be leaving the Board, to make a statement. Tom stated his appreciation for his time serving as an EDD Board member and introduced Jeff Marcell, Executive Vice President and COO of enterpriseSeattle, as his replacement on the Board. President Petrich thanked Tom Flavin and welcomed Jeff Marcell.

## **Consent Agenda**

President Petrich asked for a motion on the Approval of the Minutes of the May 5<sup>th</sup> Meeting.

**ACTION: It was moved and seconded (Lucavish/Chelminiak) to approve the minutes of the meeting held May 5, 2010. The motion carried unanimously.**

President Petrich asked for Approval of Expenses dated 2/2010-5/2010. Eric explained that this approval was to confirm the Board's agreement with how staff had expended the funds.

**ACTION: It was moved and seconded (Stern/Stanford) to approve the February to May expenses in the amount of \$266,653.41. The motion carried unanimously.**

## **Action Items**

### **8a. Approve EDD Budget Amendment** (*Diana Lauderbach*)

Diana reported that since the EDD Board meeting on May 5<sup>th</sup>, several changes in revenues and expenses have occurred which require an amendment of the budget. The amended supplemental budget revises the EDD budget

from \$1,688,770 to \$2,116,123 for the current biennium. This revision reflects changes in revenues and expenditures. A detailed list of revisions was provided to Board members in their agenda packet One member questioned whether the EDA grant money was indeed, available. Eric stated that the EDA has confirmed that the EDD project is in the recommended list of projects for Federal Fiscal Year 2011. If the EDA budget goes forward as expected, the EDD project will be funded.

**ACTION: It was moved and seconded (Chelminiak/Malarkey) to approve the Supplemental FY2010/2011 Biennial Budget. The motion carried unanimously.**

**8b. Approve Contract Authority for Prosperity Partnership Annual Event** *(Eric Schinfeld, PSRC)*

Eric reported that the Prosperity Partnership has an annual event each year. Last year was a February luncheon with Ford CEO Alan Mulally as the keynote speaker. This year it will be a full-day event to discuss the regional economic strategy, held in February or March. The cost is approximately \$75,000, all covered by ticket and other revenues. An RFP will be posted for securing the venue, the catering and other expenses.

**ACTION: It was moved and seconded (Greybill/?) to approve the contract authority for PP annual event. The motion carried unanimously.**

**8c. approve contract authority for Regional Economic Strategy consultant.** *(Eric Schinfeld, PSRC)*

Eric reported that the data in the current Regional Economic Strategy, completed in 2005, needs updating. He proposed a “zero-base” review of all regional economic data. With the help of a consultant, staff will do a comprehensive analysis of regional employment concentrations and projections, and develop a new 5-year Regional Economic Strategy for the 2011-2016 period. Kickoff will be in fall 2010, with data collection completed by January 2011. The request at this time is for contract authority of \$150,000, with an additional request at the next meeting. None of the money will be spent until it is secured from the EDA, and private funders.

**ACTION: It was moved and seconded (Greybill/Garrido) to approve the contract authority for the Regional Economic Strategy Consultant. The motion carried unanimously.**

Discussion centered on the need for a steering committee, and the need to raise private funds to cover some of the expense.

**8d. Approval of Contract Authority for the Metropolitan Business Plan Consultant** *(Eric Schinfeld, PSRC)*

Eric described the parameters of the project and explained that the steering committee chose increasing the scope of the region’s energy efficiency sector. Staff has just released the second draft of the proposal. The best way to support this industry is through a strategy to grow export-oriented goods and services. What is missing is an opportunity to test products in a real-world setting. The proposal is to create a Building Energy-efficiency Testing and Integration (BETI) center for testing and demonstration of innovations. Eric stated that there is interest from Federal sources and the city has supported the plan with a \$150,000 grant. There is additional fundraising to do and consulting help is needed. Mike Luis will be writing the plan itself. The next phase involves legal help, site selection and other elements for the BETI center. Staff is requesting contract authority for \$50 thousand to do this step.

**ACTION: It was moved and seconded (Garrido/Malarkey) to approve contract authority for the Metropolitan Business Plan Consultant. The motion carried unanimously.**

**8e. Approve EDD Bylaws Amendments** *(Olivia Robinson, PSRC)*

The proposed changes to the by-laws were detailed in the agenda packet sent to Board Members. Olivia explained the need for the changes. There was no discussion.

**ACTION: It was moved and seconded (Greybill/Garrido) to approve the proposed amendments to the EDD Bylaws. The motion carried unanimously.**

**8f. Approve EDD Executive Committee** *(Eric Schinfeld, PSRC)*

Eric reminded the Board of the creation of the Executive Committee in May and asked for Board ratification of the action. There was no discussion.

**ACTION: It was moved and seconded (Kendall/Stern) to approve the proposed EDD Executive Committee. The motion carried unanimously.**

## **Discussion Items**

### **9a. Presentation of International Regions Benchmarking Consortium Report**

*(Mike Luis, Luis & Associates)*

Mike Luis, consultant for the International Regions Benchmarking Consortium (IRBC), presented the findings of his report on Research Universities and the Knowledge Region. The executive summary of the report was sent to Board Members in the agenda packet. Discussion centered on how our region compares with the other benchmarking regions in making the best use of our research universities. Mike stated that in most regions the effort is mixed. Benchmarking is difficult because data is not readily available. There is no core organization for coordinating the interaction of universities, industry and entrepreneurs. Board members suggested that an effective Industrial Policy in the U.S. could lead to the type of focus on job creation and interaction between business and local universities that was seen when Board members visited South Korea. For the ongoing benchmarking effort, Board members stressed the importance of picking tangible topics that can be more easily benchmarked. The next conference will be in Vancouver, B.C., with the focus on sustainability. There will be a very tangible look at solid waste disposal.

Sue Singer gave a short statement on the effort she is heading up, to bring together stakeholders in the areas of research and venture capital. She stated that such efforts in Europe are funded by local governments, and are called incubators. In the U.W. such efforts are privately funded. The emphasis here is on innovation but it is not often tied to job creation. Sue has applied for a federal grant of \$150,000 to fund her effort and will make the grant application available. She will give a further presentation on her work at an upcoming meeting of the Board.

### **9b. Update on the 2010 US Amateur** *(Pierce County Deputy Executive Kevin Phelps)*

Kevin showed a PowerPoint on the event, which will be August 23-29 at Chambers Bay, a re-claimed gravel mine that is now a top public golf course, nationally and is a "green" design. Because it is an "open", the tournament draws competitors internationally. There is a large group of corporate sponsors and also includes Pierce County. The cost is \$1.5 million. Tickets are available for a day or for the entire event. The audience is anticipated to be 3-5 thousand people/day. Kevin's presentation is available on the PSRC website.

Next Meeting Date and Time: Wednesday, September 1, 2010; 1:00 – 3:00 p.m., in the PSRC Board Room.

## **Adjournment**

The meeting adjourned at 2:45 p.m.

[To listen to the discussion, please go to the video of the meeting: (best in Internet Explorer)

[http://psrc.granicus.com/MediaPlayer.php?view\\_id=2&clip\\_id=144](http://psrc.granicus.com/MediaPlayer.php?view_id=2&clip_id=144)

You may also review any of the presentations from the discussion items at the PSRC website,

<http://psrc.org/about/boards/edd> or contact the PSRC Information Center, 206-464-7532; e-mail [info@psrc.org](mailto:info@psrc.org).]