

Summary

Meeting of the Central Puget Sound Economic Development District Board of Directors as a Working Group Wednesday, August 3, 2011 Puget Sound Regional Council Conference Room

Call to Order/Roll Call

This was a special meeting of the Economic Development District Board of Directors, meeting as a Working Group in order to review progress on the update to the Regional Economic Strategy. The meeting was called to order at 1:00 p.m. by President Claire Petrich. There were introductions around the room and a roll call was taken via sign-in on the attendance sheet.

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

Councilmember John Chelminiak, Bellevue
Commissioner Charlotte Garrido, Kitsap County (*via phone*)
Councilmember Dave Gossett, Snohomish County
Mr. Troy McClelland, Snohomish County EDC (*via phone*)
Commissioner Clare Petrich, Port of Tacoma
Deputy Mayor Sue Singer, Auburn
Mr. Stan Sorscher, Organized Labor
Councilmember Ed Stern, Other Cities Kitsap County (Poulsbo) (*via phone*)

Commissioner Roger Zabinski, Port of Bremerton, *via phone*
Mr. Ray Moser, King County
Mr. Ralph Pease, VP, Argosy Cruises
Ellie Chambers-Grady for Jason Whalen, City of Lakewood

Members Absent:

Mr. David Allen, McKinstry Company, VP
Ms. Sue Ambler, Snohomish Workforce Dev. Council
Councilmember Richard Conlin, Seattle
Executive Dow Constantine, King County
Councilmember Reagan Dunn, King County
Councilmember Jake Fey, Tacoma
Councilmember Leonard Forsman, Suquamish Tribe
Commissioner Rob Holland, Port of Seattle
Mr. Sam Kaplan, Trade Development Alliance
Mr. Bruce Kendall, Tacoma/Pierce County EDB
Mr. Daniel Malarkey, WA State Dept. of Commerce
Councilmember Catherine Stanford, Other Cities in King County (Lake Forest Park)
Mayor Patty Lent, City of Bremerton
Councilmember Joyce McDonald, Pierce County

Mr. Jeffrey Marcell, EDC of Seattle/King County/enterprise Seattle
Ms. Betty Nokes, Bellevue Chamber of Commerce
Councilmember Chris Raezer, Other Cities Snohomish County (Arlington)
Mr. Jake Repin, Snoqualmie Tribe
Mr. Skip Rowland, Urban Enterprise Center
Ms. Susan Sigl, Washington Technology Industry Assoc.
Mayor Ray Stephanson, City of Everett
Councilmember Jason Whalen, Other Cities in Pierce (Lakewood)
Mr. Chad Wright, Puyallup Tribe

[To watch a video of the meeting go to: http://psrc.granicus.com/MediaPlayer.php?view_id=2&clip_id=193 (Best in IE) or contact the PSRC Information Center, 206-464-7532; e-mail info@psrc.org.]

1. Call to Order and Roll Call

The meeting was called to order by President Clare Petrich at 1 pm. A list of guests present for all or part of the meeting is included with the official record of these minutes.

President Clare Petrich opened the meeting by stating that agenda item 6 would be taken first and asked that questions be held to the end of the presentation. She asked for volunteers to form a Working Group of the Board that would make a commitment to attend off-month meetings to review work on the update to the Regional Economic Strategy. John Chelminiak and Sue Singer volunteered.

6. Information Item: Regional Economic Strategy Update (*Jon Roberts, Alex Cooke, TIP Strategies*)

TIP Strategies staff met in the morning with the RESTAG (Regional Economic Strategy Technical Advisory Group) Some Board members had attended the morning meeting, where the regional industry clusters were discussed. Response to the morning meeting included Board member's concern that their own values for the region are clearly communicated to TIP. Export industries should be an important area to support, as those industries help to grow the region. Understanding of sub-regional economies through complete data collection is also important. The economic development strategy must be included in VISION 2040. Transportation and Growth management departments will make a presentation at the next Board meeting. Members requested that those presentations be sent in advance so that they can review them beforehand. An outcome of the new economic plan should be alignment with the transportation and land use plans. The Board would like to have a list of guiding principles come out of the RES – that the data collected will provide support for.

Alex Cooke of TIP Strategies introduced himself as the project manager, and stated that the occupational analysis will be presented and then a discussion of TIP's proposed strategy. Occupational analysis is different than industry cluster analysis. Occupational analysis looks at the talent base – occupational analysis and education options. Top occupations in the region may not come to the fore if only industry clusters are looked at. The top three employers in the region are office support, retail sales and management. Certain occupations, for example the military, vary significantly between counties. TIP showed a bubble chart to show their analysis strategy. They are looking at the occupations that are the highest employers and those that pay the most. They then will compare the region to the nation to see where this region has a competitive advantage. They will identify which occupations have green applications. Gainful employment is the highest value that a regional economic strategy can have. Analysis will include weighting particular jobs and modeling them – looking at wages, how many are employed in that sector and where region compares to the nation. Members wanted to be sure that this methodology doesn't skew the results to just result in valuing high wage occupations. TIP responded by stating the goal is to grow occupational clusters, not just specific occupations. The goal is also to work toward a broadly sustainable job base – not excessive stratification.

The talent clusters TIP has identified for this region were life sciences, industrial infrastructure, information technology, and aerospace & defense contracting. These are the innovation clusters which will lead to occupational clusters with a broad salary base. TIP provided city/regions that can be benchmarks for our region. The range of occupations that support our region are very broad and strong. TIP looked at centers nationally and internationally which have similar talent clusters. These regions are where local employees and their children will be making job choices. People relocate to other regions where their particular talents/skills are employable. With member's assistance they wish to distill all of the regions down to a total of 10 regions.

Members responded to TIP's presentation. They pointed out that the region's land use and transportation planning is exceptional. The employment center model is excellent. There are opportunities to influence the development community. The region is one of the few in the nation to combine planning for Transportation, land use and economic development. Clare Petrich again requested volunteers for the continuation of the Working Group. John, Sue, Ralph and Stan responded. Clare emphasized that all members are welcome to the Working Group meetings but it would be helpful to have some who make a commitment to attend all of the meetings. Any questions regarding TIP's presentation can be referred to Chris Endresen.

Adjournment

The next meeting date and time: Wednesday, September 7, 2011; 1:00 – 3:00 p.m., in the PSRC Boardroom. The meeting adjourned at 3 p.m...

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.