

AGENDA

NORTHEAST PUBLIC DEVELOPMENT AUTHORITY (NEPDA) REGULAR BOARD MEETING

Date: November 13, 2020

Time: 10:30 AM to Noon (Pacific Time)

Location: Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/82081742095?pwd=ekhSOG5vR293S3RQMyt2N3Y5UFNNQT09>

Meeting ID: 820 8174 2095

Passcode: 807771

One tap mobile

+12532158782,,82081742095#,,,,,0#,,807771# US (Tacoma)

Attendees: Northeast Public Development Authority Board of Directors, Invitees and Guests

Discussion Items:

10:30 am to 10:35 am	Welcome & Introductions
10:35 am to 10:40 am	Approval of Minutes: Approval of Regular Meeting Minutes from October 9, 2020
10:40 am to 11:00 am	Public Comments: Grant Funding Strategic Plan presentation by Stantec
11:05 am to 11:25 am	Public Comments: Economic Impact Assessment presentation by Maul, Foster Alongi
11:30 am to 11:55 am	Executive Director Updates <ul style="list-style-type: none">○ Beacon Hill○ Esmeralda Commerce Park○ EDA Grant<ul style="list-style-type: none">○ E Wellesley Ave. ROW○ Dept. of Ecology - IPG Grant (City)<ul style="list-style-type: none">○ Haven St & Wellesley Ave○ Comprehensive Economic Development Strategy (CEDS)<ul style="list-style-type: none">○ EDA grant application○ 2017 NEPDA Master Plan<ul style="list-style-type: none">▪ 2021 Vision & Action Plan○ OPENTogether (CARES Act) Marketing Support Grant<ul style="list-style-type: none">○ Outreach / Recruitment○ Website / Social Media○ Business Plan / Grant Funding○ Intern / Other support○ 501(c)(6)○ Board Retreat
11:55 am to 12:00 pm	Notable items, Around the Room, Closing

NEXT MEETING: December 11, 2020, 10:30 AM to Noon. By Zoom, or at the Northeast Community Center, 4001 N Cook Street, Spokane, WA 99207 (south conference room, lower level).

AGENDA

DISCLOSURES

AMERICANS WITH DISABILITIES ACT (ADA) INFORMATION: The City of Spokane is committed to providing equal access to its facilities, programs and services for persons with disabilities. Individuals requesting reasonable accommodations or further information may call, write, or email Human Resources at 509.625.6363, 808 W. Spokane Falls Blvd, Spokane, WA, 99201; or. Persons who are deaf or hard of hearing may contact Human Resources through the Washington Relay Service at 7-1-1. Please contact us forty-eight (48) hours before the meeting date.

EXECUTIVE SESSION: An Executive Session may be called during the meeting. The purpose must be announced and is limited by RCW 42.30.110. Examples include: (1) to discuss with legal counsel litigation, potential litigation and/or legal risks (RCW 42.30.110(1)(i)); (2) to consider the acquisition of real estate by lease or purchase when public knowledge regarding such consideration would cause a likelihood of increased price (RCW 42.30.110(1)(b)); and (3) to consider the minimum price at which real estate will be offered for sale or lease when public knowledge regarding such consideration would cause a likelihood of decreased price (final action selling or leasing public property shall be taken in a meeting open to the public)(RCW 42.30.110(1)(c)).

NORTHEAST PUBLIC DEVELOPMENT AUTHORITY

Date: October 9, 2020

Meeting called to order: 10:30 AM

Location: Board Members and Public attendance via Zoom.

Welcome and Introductions

Commissioner Kerns noted that a quorum was present.

Attendees:

NEPDA Board of Directors

- Josh Kerns
- Michael Cathcart
- Scott Simmons
- Cheryl Stewart
- Cindy Wendle
- Gerry Gemmill

Not in attendance:

- Jordan Tampien, Board Member
- Megan Clark, Legal Counsel

Board Staff

- David Guthrie, Executive Director

Guests

- Ron Valencia, Spokane County
- Shae Blackwell, City of Spokane
- Teri Stripes, City of Spokane

Approval of Minutes

Commissioner Kerns noted a typo in the October Agenda. Action Item 5 should be labeled Action Item 4. Subject to that change, he asked if anyone was opposed to approving the following: (1) Regular Board Meeting Minutes from September 11, 2020. Hearing no objections, a motion was made by Cindy Wendle to approve the minutes. The motion was seconded by Gerry Gemmill. The motion passed unanimously.

Public Comment:

No public comments

Board Updates

No board updates

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The Executive Director asked to review Action Items early in the meeting to ensure a quorum was present. The Board Chair agreed with the Directors recommendation.

Action Items

Action Item No. 1: Resolution No. 2020-007. Board approval authorizing the board chair to sign an Agreement with Greater Spokane Incorporated (GSI), to secure CARES Act grant funding available through the OPENTogether Marketing Support Grant Fund, which was awarded to the NEPDA, and permission for the Executive Director to fulfill and implement the terms of the Agreement and ensure compliance. The Agreement amount is \$44,000.

After discussion, a motion was made by Cheryl Stewart to approve. The motion was seconded by Michael Cathcart. The motion passed unanimously.

Action Item No. 2: Resolution No. 2020-008. Board approval authorizing the board chair to sign an engagement letter with Anastasi Moore Martin, to perform program-specific OPENTogether audit requirements.

After discussion, a motion was made by Gerry Gemmill to approve. The motion was seconded by Scott Simmons. The motion passed unanimously.

Action Item No. 3: Resolution No. 2020-009. Board authorizes the Board Chair to sign a contract with Tilladelse to develop a Hillyard Merchants Association website and related marketing and social media materials, as agreed to by the NEPDA and GSI in the OPENTogether Marketing Support Grant Fund Agreement.

After discussion, a motion was made by Cindy Wendle to approve. The motion was seconded by Michael Cathcart. The motion passed unanimously.

Action Item No. 4: Resolution No. 2020-010. Board authorizes the Executive Director and NEPDA legal counsel to create a new non-profit legal entity. The entity shall be named the "Hillyard Merchants Association." Its purpose is to market and otherwise support Hillyard area business.

After discussion, a motion was made by Michael Cathcart to approve. The motion was seconded by Cheryl Stewart. The motion passed unanimously.

Executive Director Updates

The Executive Director provided the following updates:

OPENTogether – Marketing Support Grant to the NEPDA

- **Contract Execution:** 10/7/2020
- **Funding:** \$44,000, including audit related expenses required under the contract
- **Timing:** Funds must be spent by 12/31/20.
- **Scope of Work:** Merchant's website, promoting/marketing B2B and B2C business activity in Hillyard and NEPDA, including digital marketing, social media, print, and Covid19 related best practices, to ensure employer, employee and customer safety.

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- Support Hillyard businesses with “high quality” digital presence. Goal is to see the website mature into a relevant merchant’s association for Hillyard, and potential Business Improvement District (BID). Initial oversight provided by the NEPDA Executive Director and Board.
 - Hire a part-time (~20 hours per week) paid intern(s) to serve as a local merchant representative working closely with Hillyard businesses, and to assist with the following:
 - Community outreach and Merchant Association recruitment
 - Update business database as needed
 - Assist with the production of a bi-weekly newsletter that proactively engages its constituents with relevant information, highlights local retail and service businesses.
 - Create a Facebook page
 - Organize social media and email marketing efforts
 - Uncover local opportunities for business to support the community, and vice versa
 - Research Merchants Association and Business Improvement District best practices.
 - Interview Directors of local business associations
 - Develop a business and marketing plan for implementation
 - Help identify next generation of northeast “champions”
 - Fund a digital marketing platform to automate email marketing to the local business community, reinforcing guidelines and tactics to provide a safe employee and consumer experience.
 - Provide an easy onramp for involvement with the Spread Kindness campaign.
- **2020 EDA infrastructure grant - Wellesley Ave.**
 - **Complete:** Design (2-lane with dedicated turn lane at Myrtle)
 - Less expensive, less ROW, OK with City/EDA
 - **Complete:** Traffic Analysis
 - **Pending:** 10/15 ICM Charter Meeting - City agreement
 - **Pending:** Economic Impact Assessment – MFA
 - **Pending:** Right-of-way acquisition requirements – Subject to City approval of road plan
 - **Next Steps:** submit design, traffic analysis and EIA to WSDOT, requesting their support to allow City/NEPDA us NSC funding as a local match.
 - Cost Estimate: ~\$3.0M
 - Local Match: Standard 80/20 = ~\$600,000. With WSDOT support, local match is zero
 - **2020-2021 planning grants (CERB)**

The Executive Director has contacted WA Dept. of Commerce to secure grants for the following

 - Right-of-way (the City may do initial design work for the NEPDA)
 - Broadband
 - Hillyard Visioning Plan
 - **2021-2025 infrastructure grants**

The following infrastructure schedule was discussed, including the probable need for City support to use its right of imminent domain to ensure acquisition of right-of-way from uncooperative property owners. Discussion ensued about the challenges of condemnation proceedings. Scott Simmons noted that City Council had not viewed condemnation favorably in the past. Michael

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Cathcart expressed concerns about “taking” private property. The Executive Director agreed, but noted that it’s not fair or right for a small number of unreasonable “hold-outs” to stop progress for the greater good. He also reminded the board that we have narrow window to use the NSC as a local match for grants. This window closes in 2023, after which the NEPDA will have a much harder time raising capital to meet the local match requirements, i.e. and build new roads and related infrastructure.

NEPDA Infrastructure & ROW Timeline	2020				2021				2022				2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<i>Right of Way</i>																								
Design				█	█	█																		
Property Owner Negotiations					█	█	█																	
Resolution/Ordinance									█															
Hearing - Public Use/Necessity										█														
Possession Awarded											█													
<i>Roads</i>																								
Wellesley Ave.		█	█	█	█	█	█	█																
Myrtle (Wellesley to Rowan) (1)				█	█	█	█	█	█															
Rowan (2 unimproved blocks) (1)				█	█	█	█	█	█															
Havana (Wellesley to Rowan) (1)								█	█	█	█													
Myrtle (Rowan to Francis)				█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
Havana (Rowan to Francis)				█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
Lincoln Road (Market to Crestline)																	█	█	█	█	█	█	█	
Lincoln Road (Crestline to Nevada)																					█	█	█	

<i>Assumptions</i>																							
2020-2021: Wellesley - EDA grant, with NSC Wellesley interchange as local match																							
2021: ROW "acquisition" work for Myrtle, Rowan and Havana																							
2021-2022: EDA or TIB grant using Wellesley Interchange as local match - Myrtle: Wellesley to Rowan, and two incomplete blocks on Rowan																							
2022 - Complete ROW acquisition by judicial award																							
2022 - EDA or TIB grant using Wellesley interchange as local match - Havana: Wellesley to Rowan, with roundabout at base of hill																							
2023 - Build Grant application using NSC as the local match - Myrtle and Havana, from Rowan to Francis (last year to use NSC as local match)																							
2024 - Lincoln Road - EDA Grant - Market to Crestline (phase 1)																							
2025 - Lincoln Road - EDA Grant - Crestline to Nevada (phase 2)																							
(1) Assumes all ROW property acquisition is negotiated, not litigated																							

- **Incubator / Workforce**
 - Innovation Collective – The Executive Director and Councilman Cathcart previously visited with the CEO and founder, who expressed interest in locating an IC in Hillyard. The Executive Director was not able to secure CARES Act funding to support the formation of an IC and related workforce training in Hillyard. Additional funding sources are being identified.
 - Avista – discussions initiated.
 - Stantec - identifying other foundations that may be viable funding sources

- **Revenues – Spokane County**
 - Sales Tax –The County is still working on a process to determine how to allocate retail sales tax to the NEPDA and S3R3.
 - Property Taxes – The County has paid the NEPDA’s share of property taxes in the second half of 2020.
 - Building Permits – presently, there is no way to cross reference building permits with parcel data within a PDA. The County is considering how to track this, and provide weekly updates to each PDA, to ensure that sales tax from new construction is being allocated correctly.

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- **Budget Review**
 - Capital Reallocation – Discussion ensued regarding additional funding sources for the NEPDA in 2021.
 - The Executive Director requested \$50,000 each from the City and County. Michael Cathcart said it was unlikely the NEPDA would receive any additional funding from the City in 2021 due to pandemic related budget constraints.
 - The Executive Director noted that the NEPDA will need to slow expected expenses, or we will have insufficient funds through 2021. He said that he will attempt to secure grant funding to support NEPDA operations and mission.

- **Grant Funding Strategic Plan**
 - Work in progress
 - Objectives identified
 - Priority funding sources identified
 - Schedule and outreach plan being developed now
 - Presentation to board in early November

- **The Ranch**

The Executive Director advised the board that the City of Spokane will not convey any of the Ranch property to the NEPDA at this time. They need this site for the foreseeable future.

- **Internships**

The Executive Director noted that the EWU intern hired to build the NEPDA GIS database and web map will be done on 10/31. This data will be used in the new NEPDA website. He also noted that he has interviewed multiple interns at Whitworth, and will one new intern to assist with the Hillyard Merchants Association and related marketing work. This position is funded by the OPENTogether Grant awarded to the NEPDA.

Notable Items, Around the Room, Closing

David Guthrie noted that he met with Gary Ballow, the new VP of Economic Development at GSI, who will lead all ADO activities for GSI/Spokane County. They toured Hillyard and the NEPDA on 10/7.

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Meeting Adjourned: 12:05 PM