

College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic) (Monday, August 5, 2024)

Generated by Athen Reid on Monday, August 5, 2024

1. Opening Items

Procedural: 1.01 Call To Order

Chair Morehead called the meeting to order at 5:00 PM.

Information: 1.02 Roll Call

PRESENT:

Commission Members	Tracy Warner; Kelli Leen; Allison Peck; Bruce Morehead
Ex- Officio	Arlene Alen - Walla Walla Valley Chamber of Commerce
Staff	City Administrator, Michael Rizzitiello Deputy City Clerk, Athen Reid
Also Present:	Ben Hoppe of J-U-B Engineers

MEMBERS EXCUSED:

MEMBERS ABSENT: Doug Case, Chloe Congleton

Procedural: 1.03 Public Comment - None

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for August 5, 2024

Action (Consent), Minutes: 2.02 Approve Minutes from July 1, 2024

Action (Consent): 2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has been provided to all Commission Members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Commission Member.

Commission Member Peck made a motion to approve the consent agenda. Second by Member Leen and the motion passed 4-0.

3. Guest Presentations

Discussion, Information: 3.01 Martin Airfield Area Planning Study - Mr. Ben Hoppe (JUB Engineers)
Mr. Hoppe updated the Commission on the Martin Airfield Planning study. In progress are the Economic Feasibility and Site Analysis phases. Mr. Hoppe informed the Commission that the entire study is on-time, and predicts that the Infrastructure Analysis and Final Plan will be delivered at the end of 2024 as planned.

4. Action Agenda - None

5. Staff Reports

Discussion, Information: 5.01 New City Strategic Plan Project (2025 to 2033) - Mr. Rizzitiello

Mr. Rizzitiello informed the Commission that the existing Strategic Plan in place is due for renewal. Sageland Strategies will complete the new Strategic Plan, which will be in effect for 8 years, by year's end.

Discussion, Information: 5.02 Updated Hotel Market Study - Mr. Rizzitiello

Mr. Rizzitiello presented on the Hotel Market Feasibility Study Financial Proforma.

Discussion, Information: 5.03 Cowalla Update - Mr. Rizzitiello

Mr. Rizzitiello informed the Commission that the CoWalla Creative District has been designated by the Washington State Arts Commission. The first project to be completed is large signage on Hwy 12 by the 2nd Ave exit and Myra Road.

Discussion, Information: 5.04 Proposed State Business License Threshold Review - Mr. Rizzitiello

Mr. Rizzitiello presented the proposed State Business License Threshold which will take effect in January 2026.

Discussion Ensued.

Discussion, Information: 5.05 Community Events Update - Ms. Reid

Ms. Reid informed the Commission about the community events including Block Party and Freedom Festival which each saw approximately 2000 attendees, and is poised to grow. Farmer's Market vendors and shopper attendance has also increased, and Kiwanis Park has proven to be a desirable alternate location for the Market. Mini events within the market have been introduced including a book swap, a clothing swap, and Big Rid Day; 8 Farmer's Markets remain in the season and the final market day will be 9/26/2024. Movies in the Park has experienced increased attendance. Planning is underway for the Halloween Trunk or Treat and Winter Festival and Light Up the Avenue Parade.

Discussion, Information: 5.06 August 2024 Development Update - Mr. Rizzitiello

Mr. Rizzitiello presented the August 2024 Development Activity outlining the commercial/industrial and residential developments within the City.

6. Closing Items

Information: 6.01 Next Meeting: September 9, 2024

Procedural: 6.02 Conclude

Commission Member Warner made a motion to conclude the meeting at 6:43 PM. Second by Member Leen and, with no objections, the meeting concluded.

Approved:

DocuSigned by:

Bruce Morehead

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Bruce Morehead - Chair

Attest:

DocuSigned by:

Athen Reid

F7BC92BE662F4C4
Athen Reid - Deputy City Clerk

The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred August 5, 2024. Further detail may be obtained by reviewing the actual audio recording made during this session.