College Place Economic Development, Tourism, and Events Commission- Hybrid (In-Person & Electronic) (Monday, January 6, 2025)
Generated by Maryelizabeth Garcia on Monday, December 30, 2024

1. Opening Items

Procedural: 1.01 Call To Order

> **Commission Member Peck called the meeting to order at 5:10 PM.**

Information: 1.02 Roll Call

PRESENT:		
	Commission Members	Kelli Leen; Doug Case; Allison Peck; Kirk Amick;
	Ex- Officio	Arlene Alen - Walla Walla Valley Chamber of Commerce
	Staff	City Administrator, Michael Rizzitiello Finance Director, Brian Carleton; Community Development Director, Jon Rickard; City Clerk, Maryelizabeth Garcia
Also Present:		
MEMBERS EXCUSED:		Teri Lesmeister;
MEMBERS ABSENT:		Tracy Warner;

Procedural: 1.03 Public Comment

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for January 6, 2025.
Action (Consent), Minutes: 2.02 Approve Minutes from December 9, 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 Leen made a motion to approve the consent agenda. Second by Commission Member Amick and the motion passed 5-0.**

3. Guest Presentations

Discussion, Information: 3.01 Comprehensive Economic Development Strategy (CEDS) Work - Mr. Saldana
To complete the next step of the CEDS process, Mr. Saldana facilitated discussion on College Place's strongest assets & opportunities for economic development, potential threats to economic progress, and city roles in improving economic vitality. Mr. Saldana identified that the next steps will include community surveys, stakeholder interviews, and completing the Target Industry Analysis.

Discussion ensued.

4. Action Agenda

Discussion, Information: 4.01 FY 2025 Selection of Chair & Vice Chair - Mr. Rizzitiello
Mr. Rizzitiello led the Commission in selecting a Chair and Vice Chair for CY2025.

Chair nominations: Doug Case was nominated for the position of Vice Chair.

Commission Member Leen made a motion to appoint Commission Member Case to the position of Vice Chair. Second by Member Amick and the motion passed 5-0.

Vice Chair nominations: Allison Peck was nominated for the position of Commission Chair.

Commission Member Amick made a motion to appoint Commission Member Peck to the position of Commission Chair. Second by Member Leen and the motion passed 5-0.

Action: 4.02 Draft FY 2025 Economic Development Marketing Flyers - Mr. Rizzitiello
Mr. Rizzitiello presented four Economic Development Data Marketing flyers to the Commission which, if approved by Council, will be distributed to desirable businesses at upcoming conferences. The flyers highlighted College Place as a whole, the Downtown District, the Meadowbrook and Stone Creek District, and the Myra Road District.

Commission Member Alen made a motion to recommend the FY 2025 Economic Development Marketing flyers to Council. Second by Member Case and the motion passed 5-0.

5. Staff Reports

Discussion, Information: 5.01 College Place Marketing Efforts - Ms. Maryelizabeth Garcia
Ms. Garcia informed the Commission of updated marketing efforts in College Place including rebranding of College Place and the 2025 Visitor's Guide Flyer.

Discussion, Information: 5.02 Development Activity: January 2025
Mr. Rizzitiello provided a brief overview of Development Activity since November 2024 regarding commercial and residential developments within the City of College Place.

6. Closing Items

Information: 6.01 Next Meeting: February 2, 2025

Procedural: 6.02 Conclude

Commission Member Amick made a motion to conclude the meeting at 6:07 PM. Second by Commission Member Leen and with no objection, the meeting concluded.

Approved:

DocuSigned by:
Allison Peck
739F7BFF0FED456...
Allison Peck – Chair

Attest:

Signed by:
Maryelizabeth Garcia
1E6D0AD8E90D4C2...
Maryelizabeth E. Garcia – City Clerk

The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred January 6, 2025. Further detail may be obtained by reviewing the actual audio recording made during this session.