

Minutes
Joint Municipal Action Committee
December 13, 2019 – 8:00 a.m.
Tacoma Municipal Building, Conference Room 248

CALL TO ORDER

The Joint Municipal Action Committee Meeting was called to order at 8:02 a.m. by Chair Petrich.

ROLL CALL - JMAC COMMITTEE

Clare Petrich, Commissioner, Port of Tacoma
Marty Campbell, Pierce County Council, District No. 5
Andrea Smith, Commissioner, Metro Parks Tacoma
Tim Reid, Commissioner, Metro Parks Tacoma
Andrea Cobb, Board of Directors, Tacoma Public Schools

GUEST INTRODUCTIONS

Evette Mason, Government Affairs Manager, Port of Tacoma
Annette Swillie, Councilmember Assistant, Pierce County Council, District No. 4
Tadd Wille, Deputy City Manager, City of Tacoma
Jeff Robinson, Director, Community and Economic Development, City of Tacoma
Chrisy Vindivich, Office Manager, Community and Economic Development, City of Tacoma
Jackson Skinner, Management Fellow in Government Affairs, Metro Parks Tacoma

APPROVAL OF MINUTES

It was moved that the minutes of the November 8, 2019 be approved; motion seconded and passed unanimously.

APPROVAL OF AGENDA

It was moved that the agenda be approved; motion seconded and passed unanimously.

AGENDA ITEM –

City of Tacoma Economic Development Strategy

Jeff Robinson, Director, Community and Economic Development

Jeff provided a summary of the City of Tacoma’s Draft Economic Development Strategic Plan; CAI’s Economic Development Pyramid; City of Tacoma Marketing Brochure; Two business brochures.

This 5-year Strategic Plan will be ready for publication in about a week or so – by years end. Conducted via an extensive community outreach and stakeholder engagement process to gather ideas and information. The plan tried to capture what was heard and is organized around 8 objectives; 37 strategies; and 124 actions.

Looked at what we have and are currently doing. How can we add value and not duplicate effort? Collaborated with group of ten partner organizations for a “better together” approach. This “G-10” group met monthly: Economic Development Board of Tacoma-Pierce County, Port of Tacoma, World Trade Center, Greater Seattle Partners, Pierce County, Tacoma Public Utilities, Travel Tacoma, Manufacturing Industrial Council, Workforce Central, and the Chamber of

Commerce. This partnership is focused on results - selling the city/region – not who takes credit.

Yvette Mason

Witnessed an example of such Public/Private partnership on a Chamber trip to Pittsburgh. Every meeting had the same messaging, numbers and constant repetition of information (similar “Business Ambassador Program”). This approach was very impactful.

Andrea Cobb

What is timeline? (Jeff = We have already begun implementation on some strategies).
Appears that equitable access will be done early on in some of your foundational work.

Clare Petrich

What is size of Econ. Dev. Department? (6 = Economic Development staff; 8 = Business Services Workforce staff)

How is minority business program working?

Any relationship with Subarea Plan?

Are small businesses in Tacoma closing to focus on their businesses located in other areas?

What is happening with [Greater Seattle Partners](#)? (See Website)

Marty Campbell

Suggestions for marketing brochure:

- 1) List more incentives
- 2) Create incentives to draw business
- 3) Line up incentives towards what businesses need
- 4) Find a role to support entrepreneurs
- 5) What is City doing in the Portland Avenue area near casino?

ELECTION OF OFFICERS

It was moved that Andrea Smith and Andrea Cobb serve as Chair and Vice-Chair of JMAC for 2020; motion seconded and passed unanimously.

SETTING OF NEXT MEETING AGENDA

Equity Index/Indicators (City of Tacoma)

DISCUSSION OF MUTUAL INTERESTS AND CONCERNS/FOR THE GOOD OF THE ORDER

Attendance/Expectations.

Less presentations and more discussion amongst Committee members.

FUTURE AGENDA ITEMS

NEXT MEETING

The next meeting will be held on Friday, January 10, 2020 at 8:00 a.m. in Conference Room 248 at the Tacoma Municipal Building.

ADJOURNMENT

The meeting was adjourned at **9:11** a.m.