

**BOARD OF ECONOMIC DEVELOPMENT
CITY OF PALMER, ALASKA**

**REGULAR MEETING
MONDAY, APRIL 5, 2021
6:00 P.M. - COUNCIL CHAMBERS**

A. CALL TO ORDER:

The regular meeting of the City of Palmer Board of Economic Development was called to order by Chair Silva at 6:00 p.m.

B. ROLL CALL:

Present and constituting a quorum were Board Members:

Dusty Silva, Chair	Ronalee Moses, Vice Chair
Christopher Chappel (via teleconference)	Peter Christopher
Janet Kincaid	Barbara Hunt (via teleconference)
Lorie Koppenberg	

Also present were:

Brad Hanson, Community Development Director
Nichole Degner, Community Development Specialist
Pam Whitehead, Recording Secretary (via teleconference)

C. PLEDGE OF ALLEGIANCE: The Pledge was performed.

D. APPROVAL OF AGENDA:

The Agenda was unanimously approved as presented by all members present.

[Kincaid, Christopher, Koppenberg, Hunt, Chappel, Moses, Silva]

E. MINUTES OF PREVIOUS MEETING:

The Minutes of the **January 4, 2021 Regular Meeting** were unanimously approved as presented by all members present. There were no objections.

[Kincaid, Christopher, Koppenberg, Hunt, Chappel, Moses, Silva]

F. REPORTS:

Director Hanson reported:

- Palmer events happening in May which is rapidly becoming a busy month:
 - 05/01/2021 – Annual Car Show by 49th State Street Robbers at the MTA Events Center;
 - 05/8-9/2021 – Great Alaska Aviation Gathering by the Alaska Airmen’s Assn (Fair Grounds and Palmer Airport) with shuttle services between venues;
 - 05/21-22-23/2021 – Annual Lions Gun Show at the MTA Events Center;
- Marijuana Enactment Ordinance goes before the City Council on April 13.
- the Central Business District was passed by the City Council and enacted into ordinance;
- Final report by Agnew-Beck on annexation goes before the Council on April 13 under New Business.
- City-owned property on the Glenn Highway, 10 acres, (referred to as the Church property) was sold to Alaska Frontier Fabrication, Wasilla, which will be relocating to Palmer.
- Responded to board member questions regarding marijuana retail and onsite consumption, emphasizing that onsite consumption is prohibited in all marijuana retail stores; encouraged review of full rules and regulations in Title 5 which will soon be posted to the City’s website.

G. AUDIENCE PARTICIPATION: None.

H. UNFINISHED BUSINESS:

1. Committee Of the Whole: Discuss **IM 21-002**, Tourism and Local Events (note: action may be taken by the Board following the Committee of the Whole)

Main Motion: To enter Committee of the Whole for open and ease of discussion on IM 21-002.

Moved by:	Koppenberg
Seconded by:	Kincaid
Vote:	Unanimous
Action:	Motion Carried by roll call vote.

[The Commission entered Committee of the Whole at 6:25 p.m.; exited at 8:50 p.m.]

Included in the packet to guide the discussion is a series of questions regarding tourism. Also in the packet for reference is a link to the City's website where studies related to the discussion can be found. Other references include the BED 2021 strategic plan and the Action Plan and Implementation Strategies from East Downtown Palmer Planning Study.

Ailis Vann, Executive Director of the Greater Palmer Chamber of Commerce, was invited to participate and provided input during the open discussion on tourism.

While in *Committee of the Whole*, at-length discussion took place among board members, guided by the series of questions (in the packet), identified strengths, weaknesses, opportunities and threats related to tourism.

Following brief discussion, there was consensus of the Board without objection to schedule the next BED meeting for May 3, 2021 for creation of a resolution and recommendations for a marketing strategy based on the items identified.

Some of the suggested slogans: Palmer, Nature In Your Face; Palmer, Where Your Adventure Begins; Palmer, Alaskan's Playground; Palmer, Gateway to the Outdoors; Palmer, Get Out and Play; Visit Palmer, Live Your Alaska Bucket List.

Chair Silva thanked Ailis for her participation in the discussion tonight.

[The Board exited Committee of the Whole at 8:50 pm]

I. NEW BUSINESS: None.

K. BOARD MEMBER COMMENTS:

Board Member Koppenberg:

- Spoke in appreciation of Ailis and her staff at the Chamber; her participation is appreciated.

Ailis Vann:

- Commented that it was helpful to hear everyone's thoughts; that it has definitely stimulated a lot of conversation.

Board Member Christopher:

- Thanked Ailis for coming; that is always good listening to her ideas;
- Expressed appreciation for the meeting tonight; really enjoyed it.

Board Member Kincaid:

- Spoke in appreciation of this meeting and the reports.

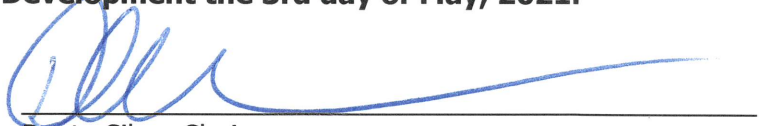
Board Member Hunt:

- Spoke in appreciation of the meeting tonight;
- Expressed apology for her new rescue dog's interruption;
- Spoke in appreciation of Ailis' for her participation.

L. ADJOURNMENT:

There being no further business, the meeting adjourned without objection at 8:55 p.m.

APPROVED by the Board of Economic Development the 3rd day of May, 2021.



Dusty Silva, Chair



Brad Hanson, Community Development Director