

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

**REGULAR MEETING
MONDAY, MAY 3, 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:

Constituting a quorum, present in person were Board Members:

Dusty Silva, Chair
Peter Christopher
Lorie Koppenberg

Present via Zoom video/teleconference were Board Members:

Ronalee Moses, Vice Chair (at 6:02 p.m.)
Christopher Chappel
Barbara Hunt

Absence excused, without objection:

Janet Kincaid

Also present were:

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

C. PLEDGE OF ALLEGIANCE: The Pledge was led by Board Member Christopher.

D. APPROVAL OF AGENDA:

The Agenda was unanimously approved as presented, without objection, by all members present. [Christopher, Hunt, Chappel, Koppenberg, Moses, Silva; *Absent:* Kincaid]

E. MINUTES OF PREVIOUS MEETING:

The Minutes of the **April 5, 2021 Regular Meeting** were unanimously approved as presented, without objection, by all members present.

[Christopher, Hunt, Chappel, Koppenberg, Moses, Silva; *Absent:* Kincaid]

F. AUDIENCE PARTICIPATION:

There were no audience members wishing to speak on a topic not on the agenda.

G. REPORTS: There were no reports.

H. AUDIENCE PARTICIPATION: None.

I. UNFINISHED BUSINESS:

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

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

Moved by:	Chappel
Seconded by:	Koppenberg
Vote:	Unanimous (<i>Absent:</i> Kincaid)
Action:	Motion Carried.

[The Board entered Committee of the Whole at 6:09 p.m.; exited at 7:55 p.m.]

Staff Report: Director Hanson provided an update as to status from the April meeting noting the board identified strengths, weaknesses, opportunities, and threats related to tourism. Members identified 21 items (see packet, p. 7-8) important to the development of a strategy for both infrastructure improvements and development of a comprehensive marketing plan, which factors will serve as a basis for creation of a resolution. The Board is to review and complete the resolution and develop recommendations for a marketing strategy.

Committee of the Whole discussion included:

- At length review and board member language recommendations assisting staff in the creation of draft Resolution No. 21-001, A Resolution of the Palmer Board of Economic Development recommending City Council implement elements of the Brownfield Area Wide Plan for Downtown Palmer and support a coordinated marketing plan.
- Ailis Vann, Palmer Chamber of Commerce Executive Director, and Sam Dinges, Palmer Museum of History and Art and Visitor's Center, participated in the discussion.
- Discussion and recommendations for priority projects to support community values and enrichment of life in Palmer and marketing strategies.
- Discussion regarding parking availability and the railroad right-of-way.
- The draft Resolution will be revised pursuant to Board recommendations and presented for approval at the next meeting.

[The Board exited Committee of the Whole without objection at 7:55 p.m.]

J. NEW BUSINESS: None.

K. BOARD MEMBER COMMENTS:

Board Member Koppenberg:

- Spoke in appreciation of Ailis Vann's helpful participation;
- Thanked Director Hanson for his work giving the Board the opportunity to get this done.
- Commented with concern for community safety over the homeless/vagrant situation and issues regarding recent break-ins.

Board Member Hunt:

- Spoke in appreciation of the good meeting;
- Asked that the Board be advised of any new developments that it may not be aware of in terms of status.
- Also inquired concerning the first marijuana retail facility in Palmer that is getting a lot of play on social media. Director Hanson responded emphasizing that *on-site consumption* of marijuana is a *prohibited* use in the City of Palmer and went on to further explain the new code concerning marijuana retail facilities.

Board Member Moses:

- Spoke in appreciation for the opportunity for the Board to make some very tangible and focused recommendations and hopefully the City Council will take it as a way to move forward to implement some of what was discussed.

Board Member Chappel:

- Had no additional comments.

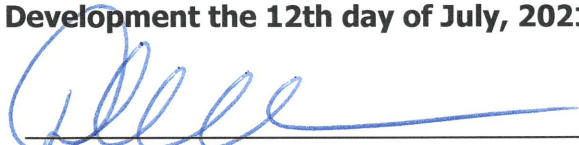
Chair Silva:

- Thanked Ailis and Sam and spoke in appreciation for their participation in the meeting;
- Thank you to Board Member Hunt for the Palmer Buzz and the amount of work she puts into it.

L. ADJOURNMENT:

There being no further business, the meeting adjourned without objection at 8:10 p.m.

APPROVED by the Board of Economic Development the 12th day of July, 2021.



Dusty Silva, Chair



Brad Hanson, Community Development Director