



Agenda

A. CALL TO ORDER

B. ROLL CALL

City Council:

Edna DeVries, Mayor
Richard Best, Deputy Mayor
Steve Carrington
Sabrena Combs
David Fuller
Brad Hanson
Peter LaFrance

Board of Economic Development:

Dusty Silva, Chair
Christopher Chappel, Vice Chair
Peter Christopher
Barbara Hunt
Janet Kincaid
Lorie Koppenberg
Kelly THurney

C. PLEDGE OF ALLEGIANCE

D. APPROVAL OF AGENDA

E. AUDIENCE PARTICIPATION

F. NEW BUSINESS

1. Committee of the Whole (note: action may be taken by the council following the committee of the whole)
 - a. Depot RentalPage 3
 - b. Annual Work PlanPage 7
 - c. Other Matters Related to Board of Economic Development

G. RECORD OF ITEMS PLACED ON THE TABLE

H. AUDIENCE PARTICIPATION

I. COUNCIL AND BOARD MEMBER COMMENTS

J. ADJOURNMENT

USE CATEGORIES - Depot & Pavilion

Category I - City Sponsored/Cosponsored: City uses including events co-sponsored by the City of Palmer.

Category II - Non-Profit is defined as: Non-profit organizations that serve the community as a whole in a charitable or service-oriented manner which includes, but is not limited to, recreational, public schools, government agencies, civic and service clubs. Groups must provide a Non-Profit certificate of compliance issued by the State of Alaska. Non-Profit use can include all uses defined in Category 1-5 of this section.

Category III - Commercial Retail is defined as: Groups (other than non-profit) using a City facility for profit; Retail sales or promotion of goods and/or services including subleasing of space.

Category IV – Commercial All Other is defined as: Groups (other than non-profit) using a City facility for profit; Conducting events not limited to business meetings, seminars, training, ticketed performance events, promotions, other than retail sales of goods.

Category V - Private is defined as: Individual/Groups, not open to the public, that does not charge any type of fee or admission for the function (birthday parties, social events, anniversary parties, etc).

Merge List

Category I - City Sponsored/Cosponsored: City uses including events co-sponsored by the City of Palmer.

Category II - Non-Profit is defined as: Non-profit organizations that serve the community as a whole in a charitable or service-oriented manner which includes, but is not limited to, recreational, public schools, government agencies, civic and service clubs. Groups must provide a Non-Profit certificate of compliance issued by the State of Alaska. Non-Profit use can include all uses defined in Category 1-5 of this section. ~~**Category V – Private is defined as:** Individual/Groups, not open to the public, that does not charge any type of fee or admission for the function (birthday parties, social events, anniversary parties, etc).~~

Category III - Commercial Retail is defined as: Groups (other than non-profit) using a City facility for profit; Retail sales or promotion of goods and/or services including subleasing of space. ~~**Category IV – Commercial All Other is defined as:** Groups (other than non-profit) using a City facility for profit; Conducting events not limited to business meetings, seminars, training, ticketed performance events, promotions, other than retail sales of goods.~~

Booking Policy & Price Structure:

Category I - Preference over all categories. (No Fee)

Category II - May book 1 year in advance. (Fee Structure: Category II, V)

Category III – May book 3 months in advance. (Fee Structure: Category III, IV)

Category IV- May book 1 year in advance. (Fee Structure: Category III, IV)

Category V- May book 1 year in advance. (Fee Structure: Category II, V)

Parking Policy: Create a policy that manages parking to keep as much parking available for those attending event at and neighboring businesses.

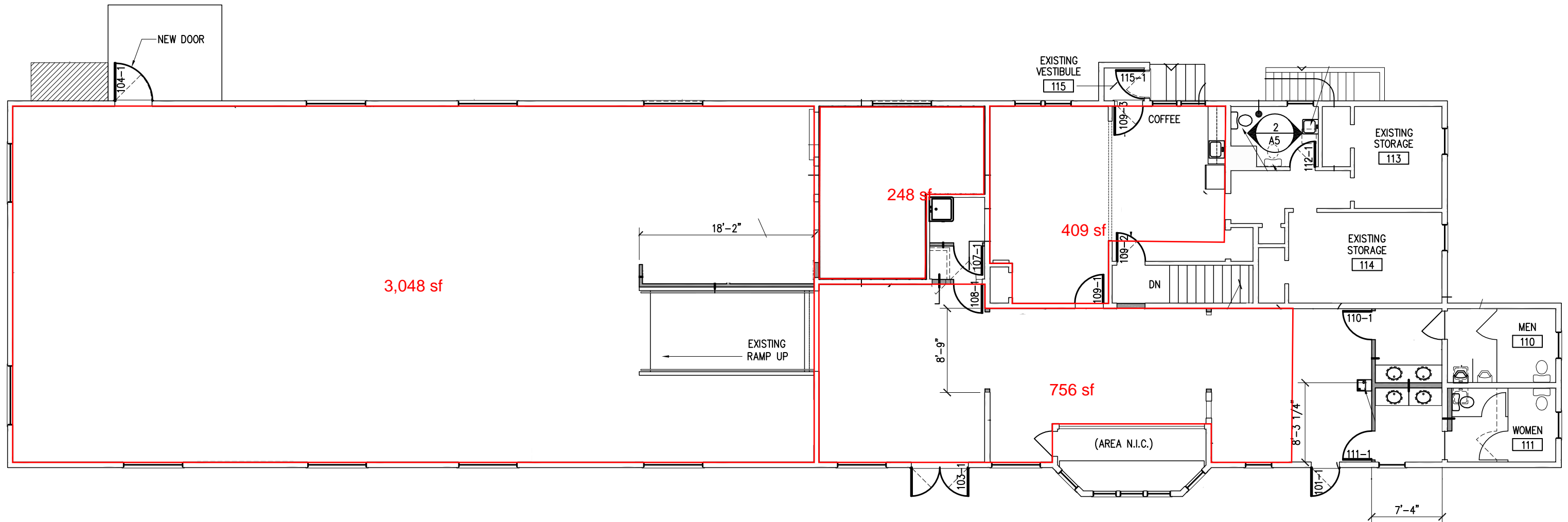
Insurance: Category I, II, III, IV and any sublessees are required to furnish a certificate of insurance indicating coverage for General liability \$1M limit. (City inquiry to allow participation in a tenant user insurance program) Category V must provide proof of homeowners or renters insurance with personal liability coverage.

Other considerations:

*Why November to reserve rental? Rental availability and calendar availability in real-time.

*Fee Structures?

*Offer Full Day/Half Day Rental



- ③ ALL EXTERIOR WINDOWS U.N.O.
- ⑤ ALL EXTERIOR DOORS



1
A2

PLAN

1/8"=1'-0"

<u>Areas:</u>	<u>Sq. Ft.</u>
Main Hall	3048 SF
Kitchen	248 SF
Entry Area	756 SF
Manager room	409 SF
Total Area	4461 SF



BOARD OF ECONOMIC DEVELOPMENT
2018 Annual Work Plan – March meeting

Update Economic Development Strategic Plan						
2018 Action Steps	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
Meet with City Council, March 6						
Goal 1 ... Strengthen Palmer's position as the preferred location as the Matanuska-Susitna Borough's institutional and utility co-operative hub.						
2018 Action Steps	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
Goal 2 ... Encourage expansion of technology and research-related economic sectors and other well-paid professional jobs in the Palmer area.						
2018 Action Steps	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
			<u>CC</u>			

Goal 3 ... Strengthen Palmer's role as a place to shop for residents of Palmer, area residents and visitors.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
			BH			
Goal 4 ... Strengthen Palmer as a tourism destination and hub for travel through the southern Matanuska-Susitna area.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
			KT			
Goal 5 ... Strengthen efforts to improve Palmer's quality of life by supporting Palmer as the agricultural center of the Matanuska-Susitna Valley.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
Goal 6... Promote beautification of Palmer's open space and parks.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
Goal 7 ... Maintain quality residential neighborhoods and promote a diverse range of quality housing from high density to single family housing which satisfies the needs of all sectors of the housing market.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion

Goal 8 ... Provide the necessary public infrastructure to support and retain existing industrial uses and expand industrial development within the community.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
Goal 9 ... Palmer remains and continues to grow as the industrial education and career center of the Matanuska-Susitna Borough.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
			<u>CC</u>			
Goal 10 ... Continue to develop and market the municipal airport to maximize its economic benefit to the community.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
Goal 11 ... Increase marketing of Palmer and its diverse attractions, events and location.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
			<u>BH</u>			
Goal 12... Create a business friendly environment for commerce and industry.						
<i>2018 Action Steps</i>	Date Added to Work Plan	Budget Required	Staff Support Required	BED Project Team	Council Action Required	Completion
			<u>KT</u>			

Goal 13...Review Economic Development Plan Each August and prepare report on progress in implementing Goals and Objectives

<i>2018 Action Steps</i>	<i>Date Added to Work Plan</i>	<i>Budget Required</i>	<i>Staff Support Required</i>	<i>BED Project Team</i>	<i>Council Action Required</i>	<i>Completion</i>

Goal 14... Study the feasibility of annexing property into the city limits to prepare for future commercial and industrial growth and to preserve the character of the community.

<i>2018 Action Steps</i>	<i>Date Added to Work Plan</i>	<i>Budget Required</i>	<i>Staff Support Required</i>	<i>BED Project Team</i>	<i>Council Action Required</i>	<i>Completion</i>

Ongoing Responsibilities:

The Board of Economic Development was created to advise the City Council on economic development issues and irresponsible for preparation of a city of Palmer economic development plan, to provide for research, public input, collection, analysis and disseminate of information to the Council, to evaluate economic development opportunities and strategies, and identify impediments to economic development in the city of Palmer area imposed by all influences, such as government at all levels, and lack of transportation and energy systems necessary to support business and industry.



RECOMMENDATIONS FROM BOARD OF
ECONOMIC DEVELOPMENT TO
CITY COUNCIL

**2017 CITY OF PALMER
ECONOMIC DEVELOPMENT GOALS**

Community Economic Development Goals

Goal 1 ... Strengthen Palmer's position as the preferred location as the Matanuska-Susitna Borough's institutional and utility co-operative hub.

Goal 2 ... Encourage expansion of medical, health-care, technology and research-related economic sectors, and other professional jobs in the Palmer area to make this the medical, health-care and vocational career center for Southcentral Alaska.

Goal 3 ... Strengthen Palmer's role as a retail and professional services hub and as a unique place to shop for residents of Palmer, area residents and visitors.

Goal 4 ... Strengthen Palmer as a tourism destination and hub for travel through the southern Matanuska-Susitna area.

Goal 5 ... Strengthen efforts to improve Palmer's quality of life by supporting Palmer as the agricultural center of the Matanuska-Susitna Valley.

Goal 6... Promote beautification of Palmer's open space and parks.

Goal 7 ... Maintain quality residential neighborhoods and promote a diverse range of quality housing from high density to single family housing which satisfies the needs of all sectors of the housing market.

Goal 8 ... Provide the necessary public infrastructure to support and retain existing industrial uses and expand industrial development within the community.

Goal 9 ... Palmer remains and continues to grow as the industrial education and career center of the Matanuska-Susitna Borough.

Goal 10 ... Continue to develop and market the municipal airport to maximize its economic benefit to the community.

Goal 11 ... Increase marketing of Palmer and its diverse attractions, events and location.

Goal 12... Create a business friendly environment for commerce and industry.

Goal 13...Review Economic Development Plan Each August and prepare report on progress in implementing Goals and Objectives

Goal 14... Study the feasibility of annexing property into the city limits to prepare for future commercial and industrial growth and to preserve the character of the community.

Goal 1 ... Strengthen Palmer's position as the preferred location as the Matanuska-Susitna Borough's institutional and utility co-operative hub.

Objective A – Maintain existing institutions and secure new institutions by developing an action plan with the Matanuska-Susitna Borough and the Matanuska-Susitna School District, Job Corps, the University, state agencies and Justice System to determine and pursue a very specific list of action items necessary to meet their long-term needs.

Objective B – Develop an action plan with the Hospital, Clinics, and other health-care providers to determine and pursue a very specific list of action items necessary to meet their long-term needs.

Goal 2 ... Encourage expansion of medical, health-care, technology and research-related economic sectors, and other professional jobs in the Palmer area to make this the medical, health-care and vocational career center for Southcentral Alaska.

Objective A – Promote the Palmer area as a hub of higher education by working with the University of Alaska, Alaska Pacific University and other educational institutions to increase the number of highly trained medical and health care specialist and technology and research related specialist who are available in the community.

1. Determine what new programs might be developed in the Palmer area, and how the City might help these institutions to expand.
2. Encourage the development of learning opportunities in medical and healthcare fields at local institutions of higher learning and the Mat-Su Regional Medical Center.

Objective B - Market the community to desired businesses, including technology and research-based businesses, and professional businesses such as law, medicine and veterinary science.

Goal 3 ... Strengthen Palmer's role as a retail and professional services hub and as a unique place to shop for residents of Palmer, area residents and visitors.

Objective A – Work with the Planning & Zoning Commission to provide space for commercial expansion through the development of a new central business zoning district or zoning overlay.

Objective B – Promote Palmer as a more attractive retail and professional service destination.

Objective C – Actively pursue infrastructure improvements and identify areas appropriate for developing new areas and redeveloping vacant properties for commercial general development.

Objective D – Identify need and options for effective public parking in downtown and within the city.

1. Resolve fee in lieu of formula and parking waiver issues.
2. Examine interest in forming Special Assessment District or Business Improvement District.

Goal 4 ... Strengthen Palmer as a tourism destination and hub for travel through the southern Matanuska-Susitna area.

Objective A – Preserve, improve and celebrate Palmer’s historic character; develop design guidelines for the historic district.

Objective B – Support efforts to improve and promote community attractions, including cultural facilities and multiple trails systems. Improve linkages between attractions.

Objective C – Build on the success of existing community events, including the Alaska State Fair.

Objective D – Support efforts to attract more team sports activities, sporting events and outdoor activities in and around Palmer.

Objective E – Establish, improve and maintain city-wide parks and recreation facilities and programs.

Goal 5 ... Strengthen efforts to improve Palmer’s quality of life by supporting Palmer as the agricultural center of the Matanuska-Susitna Valley.

Objective A - Promote distribution, awareness of, and sales of local agricultural products.

Objective B - Promote and expand farmers' market opportunities within the city limits and the greater Palmer area.

Objective C - Collaborate with state funded organizations and the agricultural community to promote Alaska Grown products.

Objective D - Open dialogue with the agricultural community to promote agricultural products and agricultural heritage.

Goal 6... Promote beautification of Palmer's open space and parks.

Objective A – Establish, improve, and maintain neighborhood parks and recreation facilities and programs.

Goal 7 ... Maintain quality residential neighborhoods and promote a diverse range of quality housing from high density to single family housing which satisfies the needs of all sectors of the housing market.

Objective A - Encourage a diverse range of quality housing, from attractive higher density housing to housing for a more rural setting.

Objective B - Encourage new housing developments to have adequate access to transportation, employment opportunities, services, and social and support networks.

Objective C – Encourage infill development and higher density housing and prepare new zoning standards and design guidelines to ensure higher density housing is high quality.

Objective D – Encourage the development of areas for single family housing appealing to the upper end of the housing market.

Objective E – Encourage rehabilitation of older residential structures.

Objective F – Promote continued development and maintenance of high quality elder care facilities and senior citizen campuses in Palmer.

Objective G – Review code enforcement process and provide a report with recommended actions to City Council on a quarterly basis to gain prospective of property owners and residents understanding and compliance with city standards to protect the long-term stability of neighborhoods and Palmer's economic vitality.

Goal 8 ... Provide the necessary public infrastructure to support and retain existing industrial uses and expand industrial development within the community.

Objective A – Review and identify logistical, environmental and other beneficial resources in the Palmer area available to attract new technology industries and prepare a map of existing utility lines and anticipated utility network expansions that serve developable property in the Palmer area.

Economic Development Strategic Plan Update 2017

1. Develop a survey questionnaire to determine what industrial sector needs to invest and develop in Palmer.

Objective B – Review current infrastructure master plans to ensure they place a priority on maintaining effective municipal services.

Objective C – Ensure that adequate areas are identified within the city for industrial growth.

Goal 9 ... Palmer remains and continues to grow as the industrial education and career center of the Matanuska-Susitna Borough.

Objective A – Promote vocational, aviation, technical and career training centers and opportunities within the greater Palmer area to prepare individuals for a global marketplace.

Goal 10 ... Continue to develop and market the municipal airport to maximize its economic benefit to the community.

Objective A – Promote the Palmer Municipal Airport as a site for air taxis, aircraft maintenance and repair companies, flight schools, and aircraft rental and leasing businesses.

Objective B - Operate the Airport in a balanced manner, and as an integrated function of the whole community. Activities of the airport which generate revenue to the City are desirable, however, not at the risk of diminishing the quality of life for the residents of the City.

Goal 11 ... Increase marketing of Palmer and its diverse attractions, events and location.

Objective A - Collaborate with the Palmer Visitors Center, the Greater Palmer Chamber of Commerce, the Mat-Su Visitors and Convention Center, and other organizations to actively promote Palmer.

1. Develop multimedia promotional material showcasing the attributes of Palmer as a business friendly, geographically key location.
2. Budget funding for development and publish quality brochure for Palmer as a marketing tool.

Objective B - Work to maintain and improve Palmer's quality of life. Continually enhance hiking and biking trails, parks, health care resources, downtown upgrades, etc.

Economic Development Strategic Plan Update 2017

Objective C – Continue to develop and promote the city owned Golf Course, Community Center (Depot), and MTA Events Center as economic factors.

Goal 12... Create a business friendly environment for commerce and industry.

Objective A – Implement online business transaction with the City, for example electronic filing of sale tax.

Goal 13...Review Economic Development Plan Each August and prepare report on progress in implementing Goals and Objectives.

Goal 14... Study the feasibility of annexing property into the city limits to prepare for future commercial and industrial growth and to preserve the character of the community.

Objective A – Develop an annexation document that clearly explains pros and cons of annexation.

Objective B – Consider where future annexation should logically occur.

Objective C – Prepare transition plan regarding potential future zoning.