



City of Seattle

Office of Economic Development

Seattle Economic Development Commission

Monday, April 28, 2014 – 1:00pm to 3:00pm

Host: Washington Biotechnology & Biomedical Association (WBBA) - 1551 Eastlake Ave E, Seattle

Commissioners Present: Chris DeVore, Jill Wakefield, Rob Mohn, Ken Willman, Christine Hanna, Tay Yoshitani, Alan Nay

Staff and Guests: Julie Pham (proposed Commissioner); Shaiza Damji (proposed Commissioner); George Allen (representing Maud Daudon of the Seattle Chamber of Commerce); and Steve Johnson, Tina Vlasaty, Karl Stickel, Karin Zaugg Black, Danielle Hursh, Merrill Matheson, Office of Economic Development.

Facilitator: Claudia Bach, AdvisArts.

Welcome – Chris DeVore, Chair, welcomed the Commissioners to the EDC meeting. Chris mentioned the Commissioner changes and expressed a thank you to all for their support in the first year. The EDC was able to celebrate the milestone of its first report and inaugural presentation to the City Council. Chris also touched on the role of the Commissioners in highlighting the work of the EDC in the community in his opening remarks. The focus today moves the EDC into a more tactical mode as it prepares for Commissioners to delve into their respective work groups.

Purpose and Meeting Overview – Steve Johnson highlighted the agenda for today's meeting, noting where the EDC is in the process and what was to be accomplished today. Steve started by mentioning the EDC appointments and transitions, including introducing newly proposed Commissioners, Julie Pham and Shaiza Damji, in attendance at the meeting.

Steve encouraged the EDC to look ahead through 2014 to where they want the EDC to be a year from now, and expressed continuing the EDC's "view from the balcony" in the months ahead as the Commission advances an overarching perspective that can inform Seattle's economic future. There is a healthy tension between maintaining this central theme and the EDC's other task of rolling up its sleeves and starting the work groups. Steve mentioned the minimum wage discussion occurring the city and reiterated the point that the EDC is not necessarily the apparatus to address highly technical and controversial issues, but to address those issues where we can work together to advance change.

Steve then discussed the various tools that will be reviewed today and how each of the Commissioners can use these tools as they leverage interest and action. Finally, he mentioned sharing the progress on shaping and starting EDC work groups in this meeting.

Commission Appointments and Related Transitions – Steve discussed two principles that help guide the EDC Commissioner appointments : 1) how to keep current Commissioners engaged in the work of the EDC involved with this effort, and 2) how to manage the elected officials' recommendations for future EDC participation. Steve then acknowledged the proposed



City of Seattle

Office of Economic Development

eleven reappointments, including Chris DeVore, Jill Wakefield, Tanya Jimale, Rob Mohn, Chris Rivera, Alan Nay, Christine Hanna, Maud Daudon, Michael Young, Tay Yoshitani, and Dave Freiboth. These reappointments are already underway and no appearances at City Council will be necessary for their approval. Two appointments are new and two appointments are undecided at this time.

Two appointments for the EDC are new and have been discussed by the Mayor's Office and Councilmember Sally Clark – they are Julie Pham and Shaiza Damji. These appointments will require an appearance at the City Council hearing where the legislation to approve their EDC appointment will be heard. Steve asked both to introduce themselves to the EDC.

Shaiza Damji was born in Mombasa, Kenya and grew up in Vancouver, BC. Shaiza practiced international corporate law in New York before returning to the west coast to join her family's hospitality business. Shaiza Damji serves as the Managing Director for the 360° Hotel Group and oversees operations, sales, financing and capital improvements of the group's hotels. Shaiza is very interested in urban planning and the tourism industry for Seattle.

Julie Pham was born in Vietnam, but moved to the US where her family started NW Vietnamese News in 1986. Julie earned her PHD in history, but decided to go into business to support her family's newspaper business in 2008. Julie has also worked for Microsoft and serves on the board of Social Venture Partners, a philanthropic organization aimed at driving community change. She also chairs the Martin Luther King Business Association with a focus on helping small businesses succeed. Julie is starting a new technology venture, 3-D Industries, a search engine based on shape-based searches. Julie is excited about supporting underrepresented businesses in the Seattle area, particularly those in the Rainier Valley.

Sharing EDC Progress with Seattle: Tools and Plans

Chris DeVore highlighted the milestone of the EDC's first report to the City Council's Committee on Housing Affordability, Human Services, and Economic Resiliency. Chris mentioned being able to go deeper with the Council Committee on the work of the EDC, as well as having the Commissioners present at the briefing share why they were excited about the work and what the EDC had planned for this year. There was a great turnout from EDC Commissioners and the City Councilmembers were interested and engaged in the presentation. OED will send a link out from the briefing.

Tina Vlasaty outlined the communication strategy roll out of the EDC's progress and work plan, highlighted each tool in the process, and underscored the importance of Commissioners awareness of these tools and materials. Tina emphasized the turning point the EDC is currently at, from developing a plan to implementing the plan, and the importance of bringing the EDC's work to a broad audience. These communications materials are the foundation for reaching the public with this important work.

Tina highlighted an *Ambassador's Toolkit* consisting of materials for Commissioners to tell the EDC story. These tools can be customized for each audience and include a PowerPoint presentation to feature the work of the EDC to a broad audience and talking points to describe



City of Seattle

Office of Economic Development

the work of the EDC at various venues. The toolkit also includes an 8-page Executive Summary which provides a high-level synopsis of the EDC's 10-year strategic plan and vision. Finally, the materials will include the motion graphic that provides "the story" of the EDC in brief and will link to the website - an interactive website experience that provides an overview of the foundational areas and initiatives the EDC is engaged in as part of the plan.

Tina then outlined the draft PowerPoint in greater detail, and Claudia mentioned the importance of bringing the EDC messaging to their places of work and also sharing this work with the Commissioners' sphere of influence in the business community. We don't want to miss opportunities available to communicate the EDC message.

Commissioner feedback included wanting to discuss a presentation example and being able and comfortable in describing how the EDC work impacts the community, why it is important to their organization, and why they (the public) should care about this work. This information could be included in the PowerPoint presentations. OED will revise the PowerPoint and talking points to help address this request. Also, there was a request to put the motion graphic towards the end of the PowerPoint, to wrap up the presentation.

The Commission discussed the transformative nature of the EDC actions and what tone and tenor needs to be taken when Commissioners begin to have conversations with peers, boards, and others about particulars of the work and how it fits within the greater EDC vision and long-term plan. Commissioners suggested other venues for making presentations outside of their own organizations – these included Impact Hub, Community Development Roundtable, Puget Sound Regional Council, and some of the Chamber of Commerce committees and boards.

The Commission felt that this is a great opportunity and recognized the need to make sure we're not duplicating efforts with other committees and groups, but coordinating with them in some fashion. Also discussed was the point that these presentations will need to be tailored to audiences. While the overall EDC message will be similar, the presentation to the Community Development Roundtable may not incorporate the same style or focus as a presentation to the MLK Business Association, and it will be up to the Commissioners, with help from OED staff, to make the presentation suitable for each audience.

EDC Work Groups

The latest EDC Work Group matrix was distributed and Tina described the recommended guidelines in which work groups should consider when meeting this year. Work Groups should plan to meet a minimum of four times between May 2014 and April 2015. The Work Group Leads will facilitate these sessions. The designated OED Staff lead for each Work Group will provide the Commissioners with project support, meeting coordination and other assistance, as needed. Steve emphasized we're moving to a more tactical mode as we prepare to delve into our respective work groups. At this point, it's important that the Work Group Leads for each area engage their respective teams by outlining the initiative and showing their commitment to the work ahead.



City of Seattle

Office of Economic Development

The first meeting should be about reviewing and clarifying Work Group goals and who should be at the table. Also suggested are setting a timeline for the three subsequent meetings and identifying possible progress points for public announcement, newsworthy moments or milestones about telling the EDC story.

The second meeting should set year 1 action steps and milestones, identify resource needs (funding, sponsorships, etc.) in order to advance the initiative, and identify/confirm possible progress points for a public announcement.

The third meeting should look to advance action on the initial steps and milestones within and beyond the EDC, identify and leverage partner resources, and continue to confirm possible progress points for a public announcement.

The fourth meeting is envisioned to set measurement/metrics for years 2 to 5 for the work group initiative, continue to advance action on initial steps and milestones, and to begin to identify a work plan for May 2015 - April 2016.

The EDC Work Group Leads gave a brief update on their respective work progress:

Work Group 1: Improve social mobility through access to college and career – *Access to college and career for all Seattle residents.* LEADS: Michael Young and Jill Wakefield

Update: A core team has identified members of the work group and is beginning to define a goal of achieving access to education for workers.

Work Group 2: Advance our infrastructure and built environment as economic catalysts – *Envision and create great urban centers, and Build an efficient transportation system and inviting open space in the Center City.* LEADS: Rob Mohn and Maud Daudon

Update: The work group is planning a meeting of core participants in early May to determine the focus for these efforts, who should be included in the work group, and what the strategy could be for moving it forward. A follow-up meeting with a larger group is expected in June.

Work Group 3: Advance our infrastructure and built environment as economic catalysts – *Maximize the University District as the region's next innovation hub & Build strategically on our economic strengths – Assert Seattle's role as a global leader in the knowledge economy.* LEADS: Chris DeVore and Chris Rivera

Update: Established a core work group and has reached out to many local businesses, constituencies, and leaders to participate in a larger work group. This larger work group plans to meet in mid-May to discuss a long-term vision for the U-District and what goals are envisioned for this year.

Work Group 4: Build strategically on our economic strengths – *Tell Seattle's economic story: "We make things that change the world" and Harness our talent in social entrepreneurship.* LEADS: Alan Nay and Tanya Jimale



City of Seattle

Office of Economic Development

Update: A core team met to discuss the principles of telling Seattle's story, how to organize to move this action area forward, and what the next appropriate steps should be; a larger work group meeting was scheduled for mid-May.

Work Group 5: Build strategically on our economic strengths – *Maintain our strength in manufacturing and maritime.* LEADS: Tay Yoshitani and Dave Freiboth

Update: No meeting yet scheduled for this work group, but the Manufacturing and Maritime Summit will be an opportunity to understand the issues and help support a strategy for moving this action area forward. After the Mayor's Summit, the work group is expected to meet to discuss the framing of issues and how they can incorporate their vision into next steps.

Also discussed was the synergy amongst the work groups and how there will be policy issues that transcend multiple groups and the recommendation that Commissioners and OED Staff leads will need to make sure the appropriate work groups are aware of these policy questions.

A question concerning the Mayor's interest and involvement in the EDC work came up, including the current slate of EDC appointments and reappointments. Steve reiterated that Brad Tong, Sarah Patterson and Michael Rawding have elected not to return to the EDC, and that Ken Willman (and Russell Investments) is interested in continuing on this Commission. Steve would like to see a large center city employer represented on the Commission, and the discussion between the Mayor's Office, City Council and Russell Investments is currently being negotiated. Steve did approach Julie Pham and Shaiza Damji for participation on the Commission, and is now looking for additional Commission members to complete the EDC roster. It was suggested that former EDC Commissioners are welcome and encouraged to continue working on any of the EDC Work Groups.

Next Steps –

The next step is the convening the work groups which will begin to implement the EDC work plan. Steve mentioned that Councilmember Sally Clark is excited about this work and is looking forward to hearing more about the progress.

Tina asked for any feedback on the EDC Executive Summary by next week. OED will revise the talking points and the PowerPoint presentations. It was asked that Commissioners let OED staff know when they are making a presentation, so that it can be tracked to avoid duplication and to determine who the EDC is reaching and where else presentations could be made.

The 2014 schedule of the EDC meetings was presented. Please follow up with OED staff with any questions or concerns, or if there are ideas about speakers or topics that Commissioners are interested in hearing.

Adjournment

- Next Meeting is June 24th, 1 to 3pm, with lunch preceding. Host information to follow.
- Chris and Steve thanked Chris Rivera and the WBBA for hosting today's meeting.