

**GRANDVIEW CITY COUNCIL
SPECIAL MEETING MINUTES
ECONOMIC DEVELOPMENT TRAINING
FEBRUARY 16, 2021**

1. CALL TO ORDER

Mayor Gloria Mendoza called the special meeting to order at 6:00 p.m. in the Council Chambers at City Hall.

Governor Proclamation 20-28.15 continued the prohibition on “in-person” meetings through termination of the State of Emergency or until rescinded whichever occurs first. This meeting was available via teleconference.

Present: Mayor Mendoza and Councilmembers David Diaz, Mike Everett, Bill Moore and Joan Souders

Absent: Councilmembers Diana Jennings, Robert Ozuna and Javier Rodriguez

Staff present were: City Administrator/Public Works Director Cus Arteaga, City Treasurer Matt Cordray, Assistant Public Works Director Todd Dorsett and City Clerk Anita Palacios

2. ECONOMIC DEVELOPMENT TRAINING

City Administrator Arteaga introduced Jonathan Smith, Executive Director with the Yakima County Development Association.

Following was an outline of the training provided by YCDA Executive Director Smith:

- I. What is Economic Development
 - a. A set of programs and policies that aid in the creation, retention and expansion of jobs; the development of a stable tax base; and the enhancement of wealth
 - b. The Flow of Money
 - i. Primary Employers
 1. Customers are outside of the local community
 2. They bring money into the City by selling products to people living outside the City
 3. Examples include Manufacturing, Agriculture, Food Processing
 - ii. Secondary Employers
 1. Customers live in the local community
 2. Use money already in the City by selling products or services to local residents
 3. Examples include Retail, Restaurants
 - c. Examples of Economic Development Programs and successful projects in Grandview:
 - i. Business Retention & Expansion: Bleyhl Co-Op fertilizer expansion
 - ii. Business Recruitment: Walmart Distribution Center
 - iii. Small Business Development: Downtown Revitalization – sidewalk and street improvements
 - iv. Real Estate Development & Reuse: Byam Business Park
 - v. Workforce Development: Food Processing Apprenticeship Program

- vi. Infrastructure: Euclid & Wine Country Road Intersection and Forsell Street Improvements
- II. Seeing the City through Economic Development Glasses
- i. Heatmap showing:
 - 1. average household incomes
 - 2. number of businesses
 - 3. tax collections per acre of land
 - ii. Discussion about the heatmaps - What programs or policies will
 - 1. Increase average household incomes (The average area wage will seek the level of, but cannot exceed, the wages paid in the primary employers)
 - 2. Increase the number of businesses (take care of existing primary employers and attract new primary employers)
 - 3. Increase tax collections per acre (identify where public infrastructure investments will lead to new private development)
- III. Seeing the City through Primary Employer Glasses
- a. Factors important to primary employers
 - i. Profitability – Can the business make a profit in the City as compared to other cities it could locate in?
 - ii. Workforce – Does the City have an adequate workforce that is trained or can be trained?
 - iii. Available Sites – Are there improved sites (meaning access to roads, utilities, etc. with proper zoning in place) that are ready to be developed?
- IV. The Role of Elected Officials in Economic Development
- i. Know the Cities economic strengths/weaknesses – what are we uniquely positioned for, and what are we not?
 - ii. Know the Cities Economic Development visions and goals – how do we leverage our strengths and improve in the areas we are weak?
 - iii. Know the Cities Economic Development message – what do we communicate to our existing businesses and those looking to move here?
 - iv. Know the Cities community’s interdependencies – how do we fit into the regional economic picture?
 - v. Know the Cities key ED players – who does the day-to-day work in the different areas of economic development, and how can we engage them in the City’s vision and goals?

Discussion took place.

3. **ADJOURNMENT**

The special meeting adjourned at 7:10 p.m.

Mayor Gloria Mendoza

Anita Palacios, City Clerk