

**CITY OF NORTH BEND**  
**CITY COUNCIL SPECIAL WORKSTUDY NOTES**  
**November 29, 2022**  
**City Hall, 920 SE Cedar Falls Way, North Bend, WA**

Acting Mayor Pro Tem Gothelf called the meeting to order at 7:00 p.m.

Councilmembers Brenden Elwood (remote), Alan Gothelf, Mark Joselyn, Heather Koellen (remote) and Ross Loudenback were present. Councilmembers Mary Miller and Jonathan Rosen were absent.

Economic Development Commissioners Martin Maisonpierre, Beth Burrows, Christina Rustik and Chris Castleberry (remote) were present. Economic Development Commissioner Wendy Parslow was absent.

**Staff Present:** Mayor Rob McFarland, City Administrator David Miller, Deputy City Administrator/Public Works Director Mark Rigos, Community & Economic Development Director Rebecca Deming, Economic Development Manager Mark Noll, Human Resources Assistant Erin Mitchell, Communications Manager Bre Keveren and City Clerk Susie Oppedal.

**Guest Present:** Joe Borgstrom, Place + Main Advisors

### **Economic Development Action Plan**

Economic Development Manager Noll explained the effort to produce an Economic Development Action Plan started in 2020 and most recently included Consultant Joe Borgstrom of Place + Main Advisors visiting the City in June to conduct a site visit and hold community stakeholder focus groups and performing data analysis in July and August of this year. He reported initial finding of the demographic and the retail leakage analysis to the Economic Development Commission in August and the Community & Economic Development Council Committee in September.

Consultant Joe Borgstrom of Place + Main Advisors provided a presentation on the Economic Development Action Plan – Data Presentation Summary (Plan). He explained a Plan was typically viewed through five lenses which consist of industry, talent, entrepreneurship, place and tourism and that the current step in development of the Plan consisted of strategic action planning work sessions. Mr. Bergstrom reviewed the following statistics for the City: population change, household change, household income, households by income, housing prices, geofencing data (compared to regional and national), weekly visits, visits per days of the week and time of day, where people go, property analysis, vacancy rate retail, vacancy rate office and vacancy rate multi-family.

He noted the key data findings indicated the following:

- Income disparity between \$200,000+ and everyone else
- Tourism is daytime only
- Tremendous amount of commercial potential (existing + future)
- Vacancies are very low
- Best “Bang for the Buck” for the City is Downtown (Property Taxes)
- Housing – Lower Income Workers vs Housing Availability/Affordability

Meeting attendees discussed focus group input, retail leakage, local economy, sales tax and property tax, North Bend Downtown Foundation pursuit of Main Street program, business vacancies/supply of retail space, successful strategies for businesses, pricing and opportunity.

Mr. Bergstrom requested meeting attendees provide input on positive and negative features related to economic development that neighboring communities have implemented. Input regarding positive features included streetscape, evening ambiance, Master Planned Community, trails and connectivity, scooters, public wi-fi, activities near river, drive to small businesses, pedestrian oriented, outdoor businesses and restaurants and community events. Input on negative features consisted of proposed housing by Snoqualmie Falls, ignored businesses, relying on big box retail, scooters, lack of public transportation, lack of communication on plan, homelessness/mental health, better parking/lighting in Downtown and lack of workforce housing.

Mr. Bergstrom requested meeting attendees provide input on what they felt North Bend needed to be successful. Input included the following suggestions: better nightlife, commercial development, additional grocery store, better marketing of events and businesses, redevelopment of existing commercial areas, wayfinding signs, truck services, local architectural, cultural and artistic points of interest, cannabis store, attainable/affordable housing, trail connectivity, enhancing pedestrian experience and multi-modal transportation.

Mr. Bergstrom concluded by noting the next steps in the process to finalize an Economic Development Action Plan included providing a draft Plan by the end of December for review and a presentation of the final Plan to Council early next year.

### **Adjournment**

The Workstudy closed at 8:36 p.m.

ATTEST:

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Alan Gothelf, Councilmember

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Susie Oppedal, City Clerk