

REDMOND CITY COUNCIL
PUBLIC ADMINISTRATION AND FINANCE COMMITTEE/
SPECIAL MEETING SUMMARY
Council Conference Room, City Hall
Thursday, September 29, 2011

Council

Hank Margeson, Chair
Kim Allen
Hank Myers (*Not in attendance*)
Richard Cole (*Attending Council Member*)
John Stilin (*Attending Council Member*)
Pat Vache (*Attending Council Member*)

Staff

Mike Bailey, Finance and Information Services Director
Rob Odle, Planning and Community Development
Director
Michelle M. McGehee, CMC, City Clerk

Convened: 4:30 p.m.

Adjourned: 5:38 p.m.

MEETING SUMMARY

Committee Chairman Margeson called the meeting to order and overviewed the agenda.

Economic Development- One Redmond

Mr. Tom DiFiore is the President of National Community Development Services, Inc. (NCDS) out of Atlanta, Georgia. NCDS was retained to determine the community's level of agreement, enthusiasm, and potential financial support for the One Redmond initiative. Mr. DiFiore presented his report and recommendations on the initiative to the committee. Redmond does not currently have an effective approach to economic and community development. Over a period of three weeks, NCDS conducted 54 interviews with 64 people to get their reaction to the One Redmond initiative and to gauge if the City has the right to ask for fundraising. The interviewees were made up of business leaders, governmental officials, and community influencers. The components of a successful fundraising campaign and the current ability of Redmond to meet these requirements are:

- Need:
 - Interest in the idea of having one strong organization and public/private partnerships.
- Plan (divided into five parts):
 - Economic Vibrancy
 - Quality of Life
 - Collaborative/Engaged Community
 - Image & Identity
 - Skilled Workforce
- Inner circle/boards fundraising strength:
 - There is not enough influence currently to raise the money needed.
- Perceived competence to execute the plan:
 - The Redmond Chamber of Commerce is not highly regarded.
 - In the past, there has been a perception of business unfriendliness.

- The current Mayor and Council have a clear and better business philosophy but the staff does not follow it.
- Zoning is an issue.
- Convincing the community that One Redmond is going to be a true private/public partnership with shared interests will allow for sufficient fundraising.
- Constituency needs to have adequate resources

Mr. DiFiore's findings are:

- There is a strong endorsement of One Redmond's premise. Providing a platform for Redmond's top public and private sector leaders to come together around shared needs and opportunities, and having strategies and resources to get things done is appealing to all stakeholders.
- There is general agreement with the program's goals and objectives.
- Encouraging economic vibrancy was rated as highly important by 100% of the people interviewed.
- Quality of life was also rated highly, but a downtown park was not rated as highly valuable based on the cost.
- There needs to be consolidation to become one strong organization instead of having multiple weak organizations working on One Redmond. This organization needs to pick up what the Chamber of Commerce in Redmond is not doing.
- Leadership is very important. The Mayor is a strong leader, but the city needs more leaders.

Mr. DiFiore is pretty confident that a minimum of five to seven million dollars can be raised in five years. Inviting people around the table to discuss organizational structure, writing by-laws and government structure, putting the plan in place, and raising money is approximately a 12-month process. In six to eight months the program should be started in concert with fundraising.

General discussion ensued regarding the public seeing the value in a downtown park. Funds for the park should be raised in other ways than with One Redmond. Should this be a regional collaboration instead of just focusing on Redmond?