

Study Session Minutes
Selah City Council
October 11, 2016
3:00pm

Mayor Raymond opened the Study Session, welcoming the representatives from Buxton and inviting them to speak.

Justin Davis, Antoine Long, and Matt Tate gave a PowerPoint presentation on their partnership with the City, detailing retail recruitment efforts to date and in the future, which has been attached as part of the record for these minutes. A question and answer session followed.

The Study Session ended at 3:57pm.

2016 RETAIL RECRUITMENT & RETENTION SOLUTION

SELAH, WA



AGENDA



BACKGROUND



IDENTIFIED TARGET RETAILERS



SCOUT AND MARKET INSIGHTS



SUMMARY

RETAIL EXPERIENCE



GREAT BRANDS GROW WITH BUXTON

3,500 Clients | Real Estate | Operations | Marketing | Merchandising



PUBLIC SECTOR EXPERIENCE



TRUSTED ADVISOR FOR 750+ COMMUNITIES
Retail Recruitment | Business Retention | Tax Revenue Growth | Improve Quality of Life



THE BUXTON SOLUTION

WHO

WE DEFINE **WHO** YOUR BEST POTENTIAL CITIZENS AND VISITORS ARE AS CONSUMERS

WHERE

WE IDENTIFY **WHERE** YOUR BEST POTENTIAL CONSUMERS ARE FOUND

VALUE

WE TELL YOU THE **VALUE** OF YOUR BEST CONSUMERS

FINDING YOUR RETAIL MATCHES

Match Your Trade Area to 5,000+ Retailers in the U.S.

- Determine What Does & Doesn't Match & Why
- Retailers Operating/Expanding in Your Area
- Proprietary Methodology Based on Buxton's Retail Forecasting Model Expertise



Consumer Profile



Drive-time Trade Area

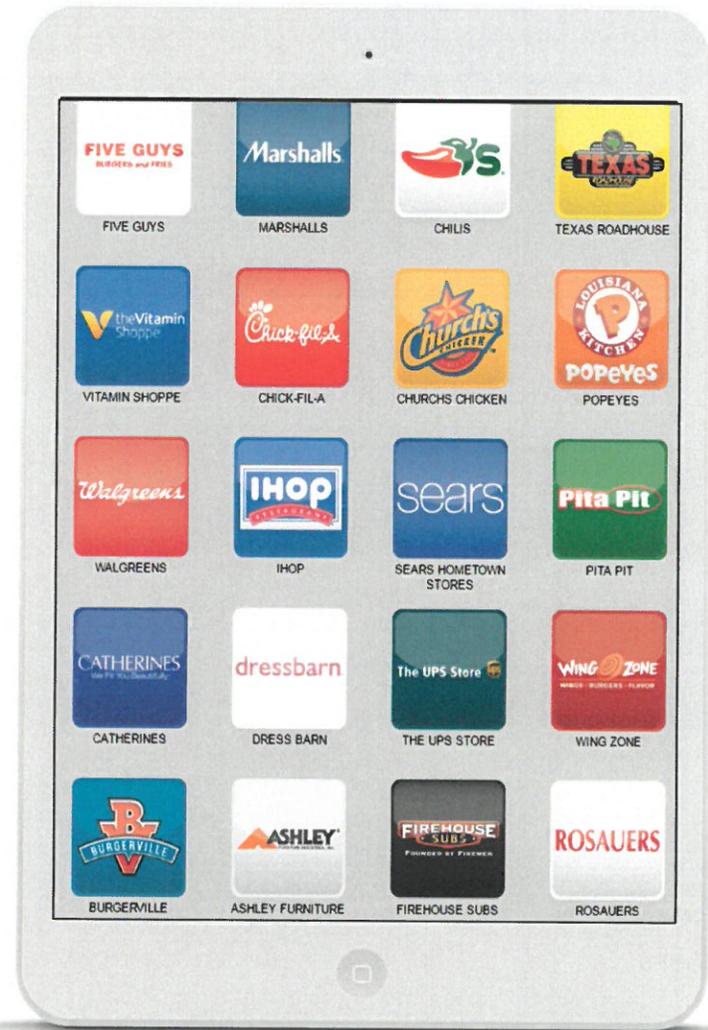


Retail Market Conditions



Target Retailers

IDENTIFY YOUR STRONGEST
RETAIL MATCHES



WHO

WE DEFINE **WHO** YOUR BEST POTENTIAL CITIZENS ARE AS CONSUMERS

DEMOGRAPHICS

Population: ~7,369

Workforce: **53% White Collar**

47% Blue Collar

Education: **52% Some College or Degree**

Marital Status: 49% Married

Age: **15% 25 to 34**

14% 45 to 54

20% 55+

Children: **31% <18**



LIFESTYLE HIGHLIGHTS

Technology Wizards

Single Parents

Carpool

Soccer Interest

Enjoy movies at home

Appearance matters

Exercise twice per week

Children in the household



BUYING HABITS

Limited Budget

Own SUV

Prefer Domestic Travel vs. Foreign

Visited Casino at least 10X/year

Apartment Dweller

Prefers Pampers Diapers

Own Camping Equipment

Cat Owners

Email Receptive



Buxton

WHERE

WE IDENTIFY **WHERE** YOUR BEST POTENTIAL CONSUMERS ARE FOUND

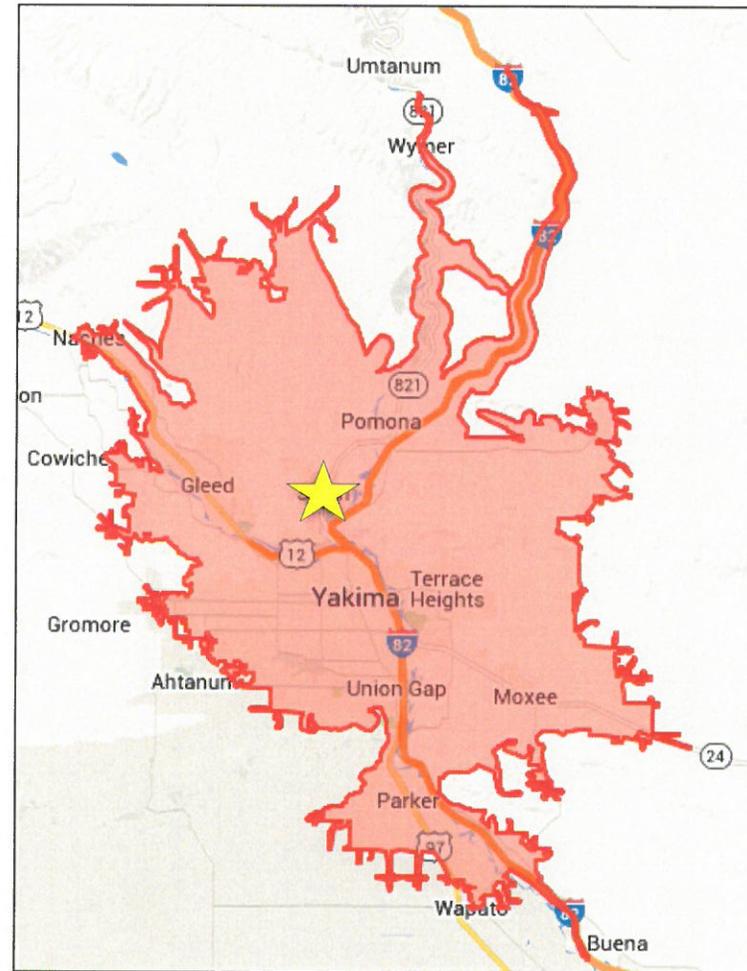
Drive-Time Trade Area: 15-25 minutes

The day in day out sustainable consumer base lives within 15-25 minutes.

Numerous drive-times are being considered based on specific business concepts and retail categories.

★ City of Selah, WA 98942

□ Drive-Time Trade Area



THE BUXTON APPROACH



COMPETITION

- Competition by Retail Category
 - Proximity
 - Trade Area Overlap
- Competition VS demand ratio
- Retail Leakage and Supply Analysis

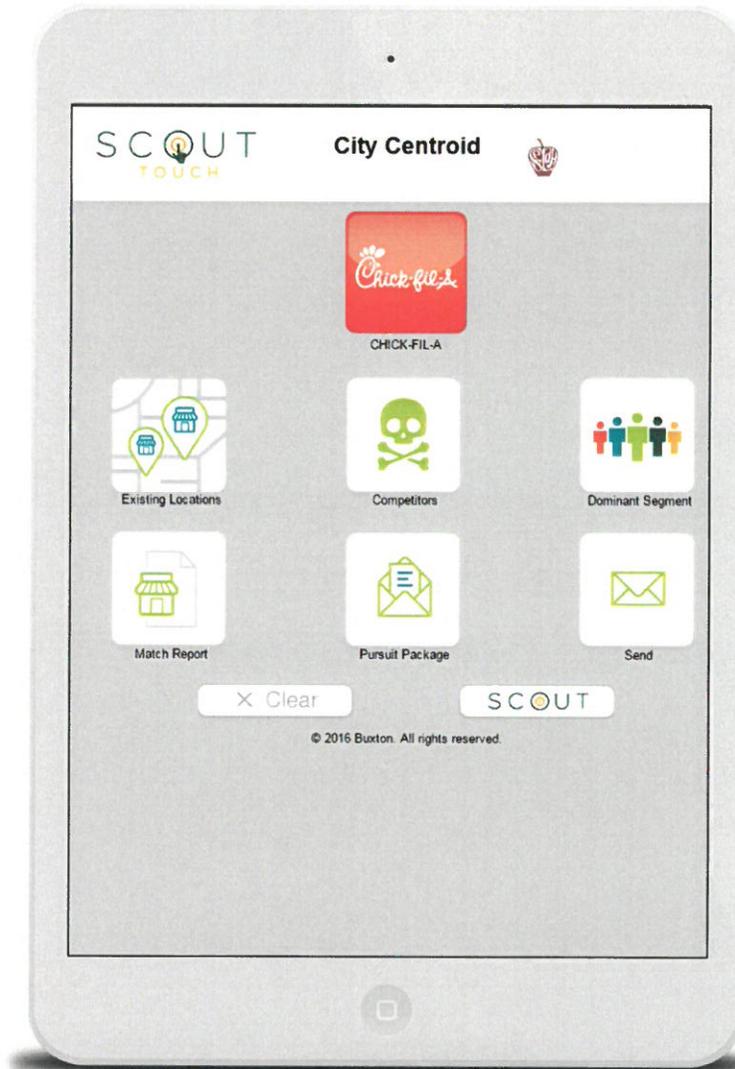
AREA DRAW

- Grocery Stores
- Big Boxes
- Malls
- Restaurants
- Fast Food
- Gross Leasable Area
- Schools and Colleges
- Physicians
- Large Businesses
- Healthcare
- Hotels
- Sporting Arenas

ACCESSIBILITY

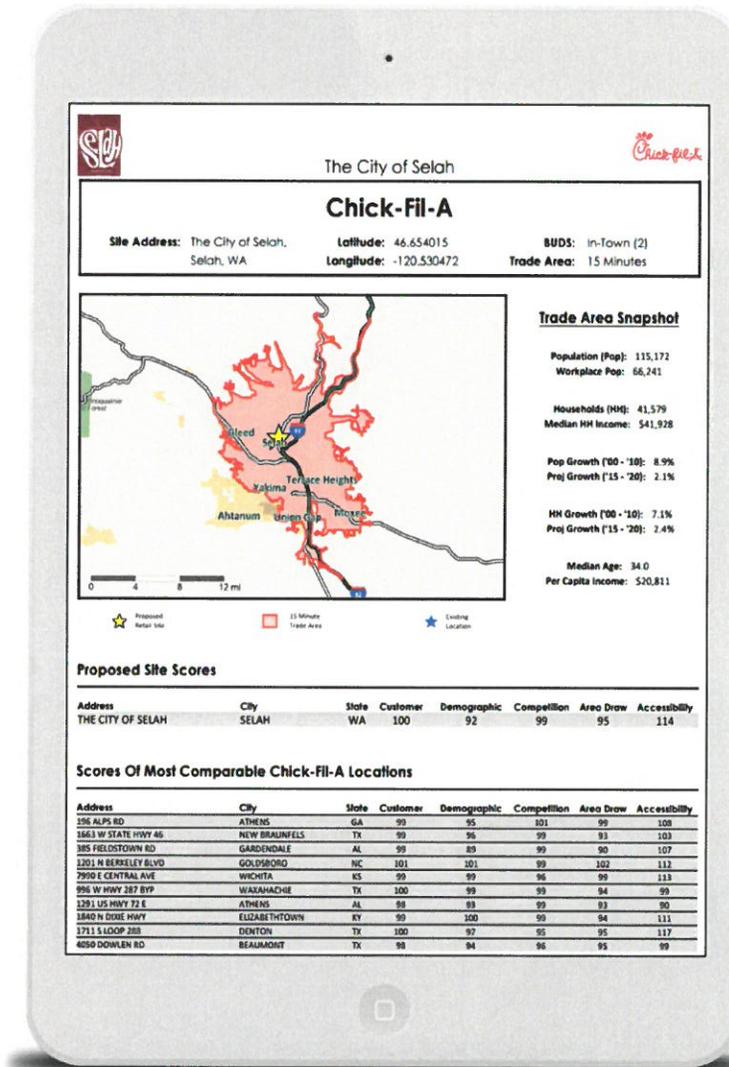
- Road Score
- Traffic
- Distance to Nearest Highway
- Distance to Nearest Interstate

SCOUT – BIG ANSWERS MADE EASY



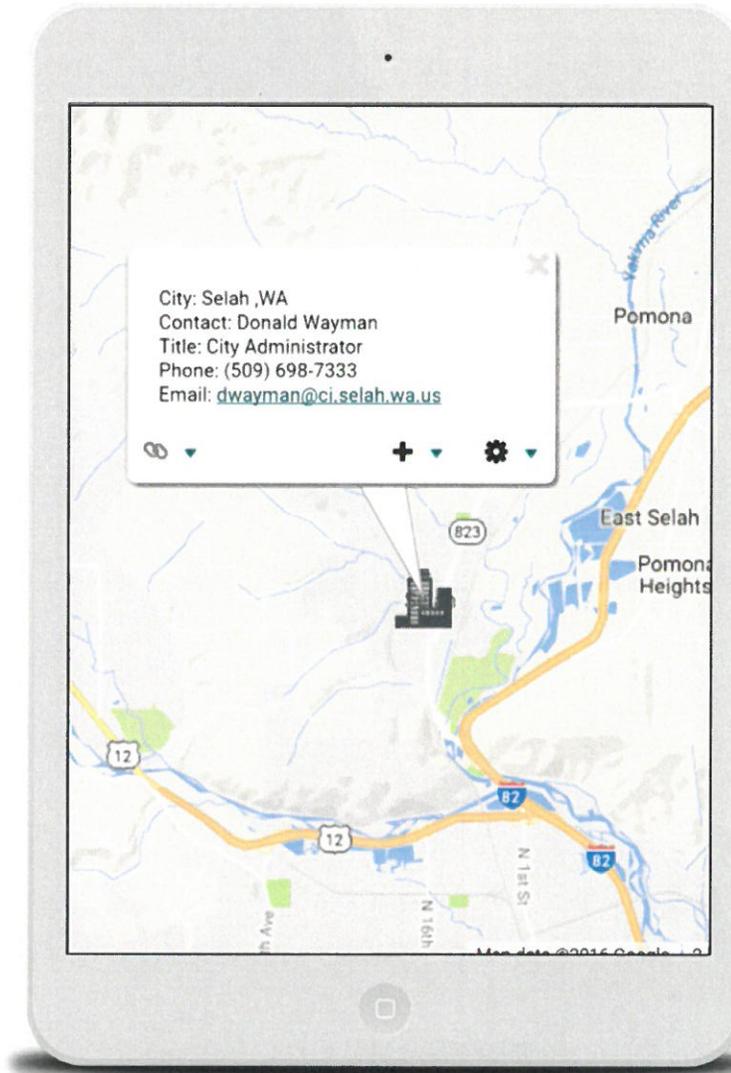
- All of the information a retailer wants to see at your fingertips
- Core Customers
 - Retail Market Conditions
 - Customized Market Validation

SCOUT – BIG ANSWERS MADE EASY



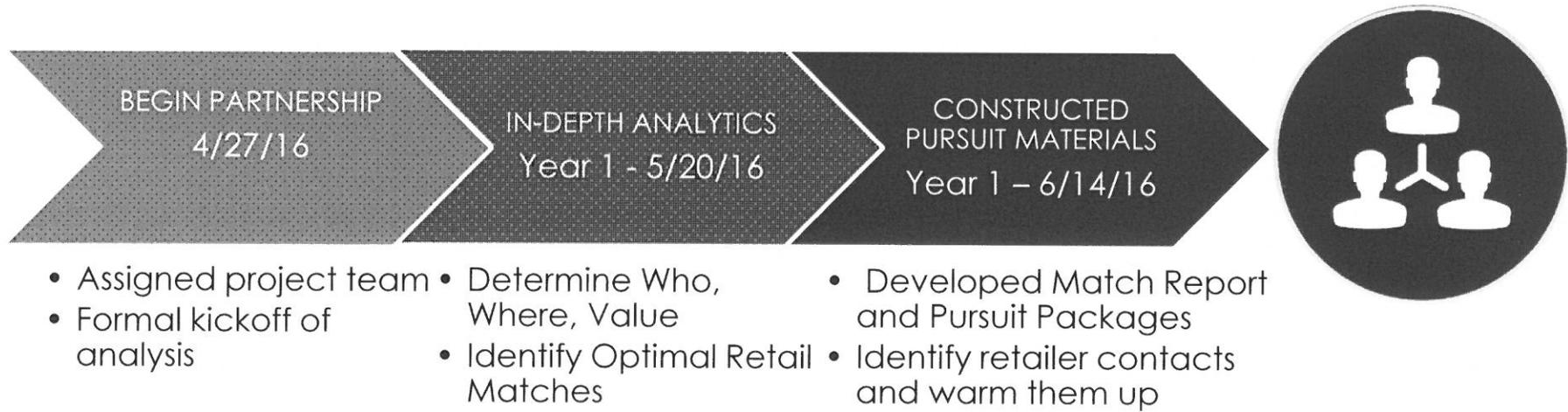
- Think Like A Retailer
- Market Trade Area Visualization
 - Trade Area Snapshot
 - Most Comparable Locations

SCOUT – BIG ANSWERS MADE EASY



Instant exposure to Buxton retail clients with "Cities Seeking Retail."

YOUR ROADMAP TO SUCCESS



Serving As Extension Of Staff
Track Recruitment Progress – Constantly Evolving Strategy
Providing Guidance And Additional Research

RETAIL RECRUITMENT RESULTS TO DATE



Ongoing Outreach

- **Chick-Fil-A:** Expanding in Northwest, starting in Seattle; “Selah market would work well” for future development plans

- **Popeyes:** Site Visit; analyzing sites; Franchisee needed

- **UPS:** Franchisee Needed



- **Five Guys:** Franchisee needed; Planned expansion west of the mountains into Pacific Northwest market

- **Walgreens:** Awaiting Rite-Aid acquisition which would allow Walgreens to penetrate smaller markets with a much larger market share



- **Buxton** continues to support recruitment strategies with ongoing support

- **Buxton** prepped staff for ICSC Pacific NW Meetings in Portland – October 2016

- **Buxton** will prepare and meet with Selah staff at ICSC Meetings at RECon in Las Vegas – May 2017

NEXT STEPS

Ongoing Support - Continued Retail Responses

- **Continuing to bridge** the communication gaps with retailers and laying the foundational groundwork for retail success for years to come.

- **Ongoing Communication** on continuous efforts with Buxton support team

- **Growing relationships** with retailers to meet the end goal of retail success

- **Evolving strategy** strategically and specifically for each retailer

Upcoming Year

- **Retail Recruitment strategy**

- **Additional retailers** added to recruitment efforts

- **We will continue conversations** with our year 1 retailers and continue building our retail recruitment pipeline with long-term sustainable concepts.

Year 3

- **Retail Recruitment strategy**

- **Additional retailers** added to recruitment efforts

- **We will continue conversations** with our year 1 and 2 retailers and continue building our retail recruitment pipeline with long-term sustainable concepts.

Buxton[®]

City of Selah
Council Minutes
October 11, 2016

Regular Meeting
Selah Council Chambers
115 West Naches Avenue
Selah, WA 98942

A. Call to Order Mayor Raymond called the meeting to order at 4:00pm.

B. Roll Call

Members Present: Paul Overby; John Tierney; Roy Sample; Laura Ritchie; Roger Bell; Diane Underwood; Russell Carlson

Staff Present: Don Wayman, City Administrator; Bob Noe, City Attorney; Gary Hanna, Fire Chief; Jim Lange, Deputy Fire Chief; Eric Steen, Deputy Police Chief; Joe Henne, Public Works Director; Ty Jones, Public Works Utility Supervisor; Harmit Bedi, City Planner; Dale Novobielski, Clerk/Treasurer; Dave Mullen, Recreation Manager; Bree Tait, Civic Center Manager; Andrew Potter, Human Resources Manager; Monica Lake, Executive Assistant

C. Councilmember Absence – Motion to Excuse **None**

D. Pledge of Allegiance

Council Member Tierney led the Pledge of Allegiance.

E. Invocation

Dr. Charles Bonner gave the prayer.

F. Agenda Changes **None**

G. Public Appearances/Introductions/ Presentations **None**

H. Getting To Know Our Businesses **None**

I. Communications

1. Oral

Mayor Raymond opened the meeting. Seeing no one rise to speak, she closed the meeting.

2. Written

a. September 2016 Monthly Report for Building Permits and Inspections and Code Enforcement

J. Proclamations/Announcements **None**

K. Consent Agenda

Council Member Overby moved, and Council Member Ritchie seconded, to place O – 1 and O – 2 on the Consent agenda. By voice vote, approval was unanimous.

Executive Assistant Lake read the Consent Agenda.

All items listed with an asterisk (*) were considered as part of the Consent Agenda.

* 1. Approval of Minutes: September 9, 2016 Retreat Minutes and September 13, 2016 Council Meeting

* 2. Approval of Claims & Payroll:

Payroll Checks Nos. 80093 – 80118 for a total of \$258,734.82

Claim Checks Nos. 68335 – 68412 for a total of \$159,081.18

* 3. Ordinance O – 1: Ordinance Amending the 2016 Budget for Electronic Finger Printing Equipment

* 4. Ordinance O – 2: Ordinance Amending the 2016 Budget for the Purchase of Business License Software

Council Member Overby moved, and Council Member Sample seconded, to approve the Consent Agenda as read. By voice vote, approval of the Consent Agenda was unanimous.

L. Public Hearings **None**

M. General Business

1. New Business **None**

2. Old Business **None**

N. Resolutions **None**

O. Ordinances

* 1. Ordinance Amending the 2016 Budget for Electronic Finger Printing Equipment

- * 2. Ordinance Amending the 2016 Budget for the Purchase of Business License Software

P. Public Appearances **None**

Q. Reports/Announcements

- 1. Departments

Deputy Police Chief Steen thanked the Council for approval of the budget adjustment, and also Human Resources Manager Potter for his help with the grant. He gave a brief report on the sue of the machine for reporting fingerprints to the State, saying that they are getting a response back in two days now rather than the thirty days it was before.

Recreation Manager Mullen said that the final count for the Selah Base Race was four hundred and two runners.

Council Member Carlson inquired about the skate park.

Recreation Manager Mullen responded that he did not have an update, but added that everything is on schedule and they will be putting together more fundraisers for next year.

Council Member Underwood wondered about the advertisement for recreation coordinator, and what happened to Mr. Rocha.

Recreation Manager Mullen replied that he left, and they are advertising the position at the moment.

Civic Center Manager Tait said that they are having some electrical work done at the Civic Center, both within the building and on the exterior by the south parking lot. She thanked Public Works for their work on finishing up the patch inside from the plumbing work, and noted that they have a fundraiser this coming weekend.

Mayor Raymond urged people to bring in canned food for the fundraiser.

Civic Center Manager Tait added that the canned goods would get to the Selah food bank.

Council Member Carlson asked if the parking barriers on the north side had been replaced.

Civic Center Manager Tait responded that she was not sure.

Fire Chief Hanna had no report, but reminded everyone to make sure their heating devices were clean and ready to go.

Council Member Underwood inquired if people were allowed to burn fires within city limits, as she has a neighbor doing so.

Fire Chief Hanna replied that it is more of a clean air issue.

Council Member Underwood expressed her concern about the situation, adding that she almost called the Police Department last weekend.

Fire Chief Hanna responded that she can call them, the police, or Yakima County Clean air, noting that Clean Air writes the rules.

Public Works Director Henne said that he is busy working on the 2017 budget, and will have a presentation on the South First Street beautification for the next council meeting. He noted that shutoffs are tomorrow.

Council Member Tierney wondered how many there are.

Public Works Director Henne replied that they would find out in the morning, after Dorraine makes her final calls, adding that there are typically twenty to thirty.

Human Resources Manager Potter said that he and City Planner Bedi conducted interviews Thursday and Friday of the previous week, narrowing down the candidates to four for second interviews, which will be later this week, followed by a final decision. He noted that the recreation Coordinator position was opened last Wednesday, and will close Wednesday of the following week, at which point he and Recreation Manager Mullen will review applications.

City Planner Bedi said that there would be a Planning Commission meeting next Tuesday.

Council Member Sample inquired about the topics of discussion for it.

City Planner Bedi replied that there are no applications to review, but he is proposing a schedule for rezoning cases, and that the Commissioners also requested to be more aware of the activities of the department and city, so he has put together an update for them regarding the department.

Council Member Sample felt there should be more rezone opportunities per year than just one.

City Planner Bedi responded that he could look into different options.

Council Member Ritchie asked if he had heard anything regarding the grant for the sub area plan.

City Planner Bedi Mayor responded that the application was signed earlier that day, and he should know the results by mid-November.

Council Member Sample wondered if there had been interest in the new Planned Development Ordinance.

City Administrator Wayman replied in the affirmative, saying that there is a deal currently in the works for a large parcel of R-1 zoned land to create a Planned Development.

Council Member Sample expressed his interest in seeing how the Planned Development will work.

Clerk/Treasurer Novobielski stated that the qualifying age for low-income seniors is sixty-two, not sixty-five as he said at the last meeting. He reminded everyone about the budget meetings next week, and talked briefly about meeting with the finance committee to discuss business registration and a rewrite of Municipal Code Chapter 4.32 to address fees, the renewal period, and terminology or license versus registration.

City Attorney Noe had no report, but commented that the new public records officer is enthusiastic and tackling issues.

2. Council Members

Council Member Ritchie had no report.

Council Member Overby had no report.

Council Member Sample complimented Public Works and the Building Department for their help with the subdivision and house he has been working on, saying it has all been first class.

Council Member Tierney had no report, but suggested that people drive by 705 West Naches Avenue to see the display. He would like to see the City give them written recognition.

Council Member Bell had no report.

Council Member Underwood reminded everyone about blood drive to be held Thursday. She requested that Council discuss changing meeting times again, as early meeting study sessions can be challenging.

Mayor Raymond responded that they could bring it up for discussion again, although it was discussed earlier in the year.

City Administrator Wayman remarked that information is not received in a timely manner if study sessions are all placed on the later meetings, and that they need the option to have one for any Council meeting.

Council Member Ritchie commented that she and Council Member Overby voted for a later time.

City Attorney Noe stated that it would be an Ordinance change, and that it could be put on the agenda to discuss at the next meeting.

Council Member Carlson talked briefly about the second annual safety school held last Saturday, noting that they more than doubled the numbers from last year.

3. City Administrator

City Administrator Wayman had no report.

- 4. Boards **None**
- 5. Mayor

Mayor Raymond had no report.

- P. Executive Session **None**
- Q. Adjournment

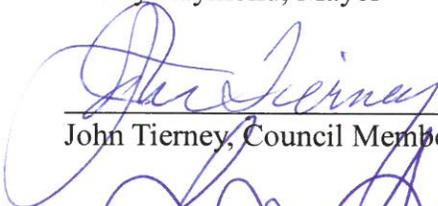
Council Member Tierney moved, and Council Member Sample seconded, that the meeting be adjourned. By voice vote, approval was unanimous.

The meeting adjourned at 4:28 pm.



Sherry Raymond, Mayor

Paul Overby, Council Member



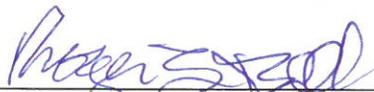
John Tierney, Council Member



Roy Sample, Council Member



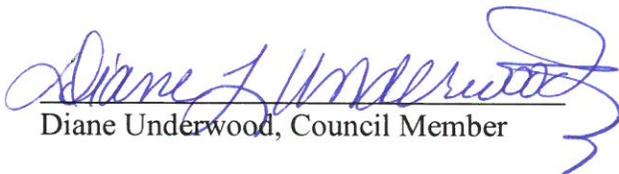
Laura Ritchie, Council Member



Roger Bell, Council Member

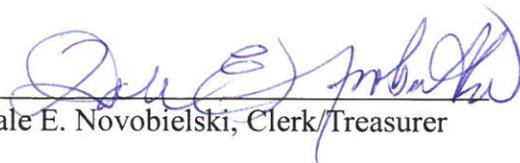


Russell Carlson, Council Member



Diane Underwood, Council Member

ATTEST:



Dale E. Novobielski, Clerk/Treasurer