

**Blueprint Downtown Steering Committee Meeting Agenda
Zoom Webinar & Telephonic**

July 15, 2021, 5:00 p.m.

Steering Committee Members Present:

Karena Perry, Chair
Betsy Brenneman
Kirby Day
Daniel Glidmann
Michael Heumann
Laura Martinson

Ricardo Worl
Patty Ware
Nathaniel Dye, Planning Commission Liaison
Iris Matthews
Tahlia Gerger

Steering Committee Members Absent:

Jill Ramiel

Staff:

Beth McKibben, Project Manager
Alexandra Pierce, Planning Manager

Assembly Members:

Loren Jones

I. Roll Call

The meeting was called to order at 5:05 by Chair Perry.

II. Approval of Minutes - none

III. Public Participation - none

IV. Steering Committee Updates

V. Topic

Ms. McKibben

I. Chapter 2

a. Actions (Rock Dump)

Ms. McKibben reminded the committee that they had recommended the Rock Dump be rezoned when an alternative deep-water port is available. However at subsequent committee meetings there had been discussion about recommending the area be rezoned sooner in order to stimulate non-industrial development. The Committee needs to decide which recommendation they want to move forward.

The Committee discussed the pros and cons of recommending a rezone before there is a deep-water port, and whether the recommendation should also be tied to a second crossing of Gastineau Channel. It was noted that one of the concerns for moving industrial uses from the Rock Dump is because industrial traffic has to travel through downtown.

Ms. Brenneman suggested the recommendation to rename the Rock Dump be removed from the recommended actions.

MOTION: By Mr. Day to remove the recommendation for renaming the Rock Dump. Ms. Brenneman seconded. Motion passed with unanimous consent.

Ms. Ware stated she was comfortable with the current language supporting a rezone when an alternative deep-water port is available.

Ms. Brenneman does not want to combine the recommendation with a second crossing.

Mr. Day reminded that committee that the Visioning Report suggested exploring a second crossing and that industrial traffic be relocated out of downtown.

MOTION: By Ms. Brenneman to keep the recommendation for the Rock Dump as it is and to add a recommendation about relocating industrial truck traffic from downtown. Mr. Day seconded. Motion passed with unanimous consent.

b. Top Five

The committee reviewed the language for top five priority actions. They clarified language around housing.

The Committee discussed language around the language around the top priority action around year-round vitality and the concept of 18/365.

Ware suggested - Stimulate year round economic business vitality by reducing vacant storefronts downtown. Committee agreed.

Ms. McKibben asked the committee to place the list in priority order. The Committee agreed to the following order -1) Housing 2) tourism management 3) year round economic vitality 4) downtown coordinator 5) Seawalk/harbor walk.

c. Vision Statement

Ms. McKibben reminded the Committee that the committee had voted on the vision statement some time ago. Ms. Matthews, who was not on the committee at that time suggested some edits, as did Ms. Brenneman. She asked the committee if they want to open the vision statement for more work, or leave it as voted on earlier.

The committee agreed to open up the vision statement.

Ms. Matthews suggested the vision statement encompass the concept from the top five priorities.

After discussion, the following vision statement was crafted:

“Downtown Juneau is a vibrant, welcoming, safe and accessible place to live, work, learn, play, create and explore. As the heart of Alaska’s capital city and dynamic center of government, its unique heritage and history, access to natural beauty, arts and culture, urban amenities and waterfront setting provide opportunities for an exemplary quality of life and sustainable growth. “

MOTION: By Ms. Ware to accept the vision statement as revised. Ms. Matthews seconded. Motion passed with unanimous consent.

d. Metrics 2

Ms. McKibben explained that metrics is not something that has been typically included in our plans in the past. However, they can be very useful for tracking success in implementing a plan. She also said it is important that we set ourselves up for success and choose metrics that we know we can get. The metrics she suggested are all types of data that are already being collected or can easily be collected. She did reach out to Travel Juneau and the CBJ Housing Office for help in crafting a couple of the suggested metrics. There are many useful metrics that could be tracked, but there are not systems in place to track many of them. She asked the committee discuss metrics, as well how many metrics to include.

Ms. Ware suggested tracking Tourism Best Management Practices data. Ms. McKibben said she would work with Mr. Day on wording for that metric.

Ms. Ware suggested housing vacancy rates and number of units added.

Ms. McKibben said vacancy rates are tracked but only a borough wide basis.

Ms. Ware asked about new units added.

Ms. McKibben noted this is on the list and that because of the way the data is collected, tied to an address/parcel ID number that can be tracked on a planning area basis.

Ms. Ware asked about the independent visitor metric.

Ms. McKibben stated she worked with Travel Juneau to develop this metric.

Mr. Day asked what this metric would tell us?

Ms. McKibben said it would provide information about conferences conventions and therefore independent visitors.

Ms. Ware stated this is valuable information.

Ms. Ware asked about tracking VBRO, AirBNB. This data is not currently available.

A quorum was lost.

Discussion continued about other types of data, such as homelessness, impacts of cruise ship tourism, blighted buildings, DOT traffic data.

Ms. Brenneman suggested the plan recommend collecting more data. The Committee can vote on this at the next meeting.

Mr. Jones suggested the metrics could measure the top five priority actions.

Ms. McKibben noted metrics related to housing, tourism, two of the five priorities. Collecting data for economic vitality would be challenging. Measuring the success of a downtown coordinator could be measured with crime rates and housing rates. She is not sure what metric would measure the success of the Seawalk.

Ms. Ware suggested for the next meeting the committee would review the revised top five priorities as voted on this evening with the list of draft metrics and the committee will make a final cut and vote.

II. Committee Comments

Ms. Brenneman stated that in light of the work on the Rock Dump this evening she would like to add pursuit of an alternative deep-water port to the list of actions.

III. Adjournment

The meeting was adjourned at 7:52 pm.

Next Meeting Date: September 2, 2021, 6 p.m., Zoom Webinar & Telephonic