

This meeting will be held in person at the Sunnyside City Hall, 818 E. Edison Avenue, Sunnyside, WA 98944 and will be live-streamed using the Zoom information below or on our website.

Topic: Community and Economic Development Commission

Time: 4/16/2024 12:00:00 PM (UTC-08:00) Pacific Time (US & Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89550317998?pwd=NUw3WHFFUXRaSFZSbkpoUzRVMXE5UT09>

Meeting ID: 895 5031 7998

Passcode: 973435

Dial by your location

• +1 253 215 8782 US (Tacoma)

Meeting ID: 895 5031 7998

Passcode: 973435

**Commission Members: Chair Perla Zepeda, Brittany Byma, Leticia Sandoval, Lori Gardner, Maria Gricelda Chacon, and Karen Van De Graaf Erickson**

**1. ACTIVE AGENDA**

A. April Meeting Minute Approval

B. Community and Economic Development Plan goals, strategies, action steps.

**2. ITEMS FROM COMMITTEE MEMBERS**

**3. ITEMS FROM STAFF MEMBERS**

A. Link to what it take to be a Main Street Community <https://mainstreet.org/our-network/community-evaluation-framework/community-evaluation-standards>

B. Ribbon cutting activity and notification system set up.

**4. FUTURE AGENDA ITEMS**

A. Next meeting two revolving loan fund applicants will present. Businesses: Taylor's Footwear and Bon Vinos

B. Next Meeting May 7<sup>th</sup> 2024 at 12:00 PM in City Hall

**5. ADJOURN**

**SUNNYSIDE COMMUNITY & ECONOMIC DEVELOPMENT MEETING**  
**Meeting Minutes**  
**April 2nd, 2024 at 12:00 PM**

**City Hall**  
**818 East Edison, Sunnyside, Washington**

**CALL TO ORDER – 12:12 PM**

**ROLL CALL**

<b>MEMBERS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Chair Perla Zepeda	X	
Brittany Byma	X	
Leticia Sandoval	X	
Lori Gardner	X	
Maria Gricelda Chacon	X	
Karen Van De Graaf Erickson	X	
<b>STAFF</b>	<b>PRESENT</b>	<b>ABSENT</b>
Community and Economic Development Director, Trevor Martin	x	
City Planner, Sydney DeWees	x	
Council Secretary, Julia Hart	x	

**1. ACTIVE AGENDA:**

A. Jan., Feb., Mar. Meeting Minutes Approval

Motion to approve meeting minutes by Lori Gardner, second by Karen Van De Graaf Erickson

Motion passed 6-0

B. E.D. Plan Discussion

Discussion and feedback were given to city staff about goals 1-3.

**2. ITEMS FROM COMMITTEE MEMBERS:**

**3. ITEMS FROM STAFF MEMBERS**

A. Proposed special meeting April 16<sup>th</sup> at 12:00.

**4. FUTURE AGENDA ITEMS**

A. CED Plan discussion Goals 4- 6

**5. ADJOURN– 1:15 PM**



Sunnyside Community and Economic Development  
Goals, Strategies, and Action Steps

**Goal:** This is our overarching vision, the destination we want to reach as a community.

**Strategies:** These are the collective efforts we undertake as a group to move towards, achieve, or sustain our goal.

**Action Steps:** These are individual tasks and responsibilities that each of us takes on to contribute to the group's strategies, ultimately propelling us toward our shared goal.

In simpler terms, the goal is the big picture, strategies are the group-focused plans, and action steps are the individual tasks that, when combined, lead us to success.

**Sunnyside will be known for prioritizing small business development**

- *Provide clear, easy to read information and resources about city processes such as licensing, allowed uses, and permitting.*
  - EXAMPLE: I will upload application on the city website with a detailed description of what each document is and how it is used
  - \_\_\_\_\_
- *Consider a business liaison to help local entrepreneurs understand and navigate city processes.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Provide training and share information about topics that businesses need to upgrade and promote their businesses including hiring, employee retention, and marketing for small, local entrepreneurs.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Conduct a regular survey of local businesses and publish the results to support dialogue with the business community and to understand their concerns and needs.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Convene the WSU, the Sunnyside School District, Community Colleges, and local employers on workforce development initiatives that focus on training for high-demand occupations for Sunnyside residents.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Use the asset of SBDC Washington to help with loan application, applying for grants, and have the staff give work with the community small businesses.*
  - \_\_\_\_\_



### **Sunnyside will be a leading example on sustainability**

- *Develop programs and resources such as loans, grants and guides for facade improvements, minor exterior repairs or renovations, structural assessments for existing buildings.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Consider fee incentives to reduce plan review and permit fees for small businesses renovating existing buildings for new uses.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Amend the land use code to allow flexibility with code requirements when existing buildings are being retrofitted for new uses.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Attract developers that have green building practices.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Conduct a feasibility study for adding more car charging station on the electric grid- particularly in new housing development areas.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- 

### **Sunnyside will annually improve upon the development feasibility**

- *Coordinate with property owners of opportunity sites on ways the City can ensure future development is aligned with the Sunnyside's vision.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Allow more flexibility of uses on the second floors of buildings.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Conduct a parking analysis of public downtown parking, both on street and off-street, and explore ways to balance parking needs with the costs of on-site parking for new development.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Provide for a fast, predictable, and user-friendly permitting process.*
  - \_\_\_\_\_
  - \_\_\_\_\_



- Continue to increase the number of permits that are processed electronically.
  - \_\_\_\_\_
  - \_\_\_\_\_
- Host a quarterly meeting with YVCOG, the Port, and any other development groups to coordinate efforts, share resources, and discuss any potential threats or opportunities
  - \_\_\_\_\_
  - \_\_\_\_\_

### **Sunnyside will be the leaders for residential development in Lower Yakima County**

- Review opportunities to use city-owned land and public-private partnerships for projects with a range of housing types accessible to households of different incomes.
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  - \_\_\_\_\_
- Provide height and density bonuses for buildings where desired housing units or amenities are created.
  - \_\_\_\_\_
  - \_\_\_\_\_
- Explore modifications to the land use code to support new and innovative housing formats that align with the form and character of the community.
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  - \_\_\_\_\_
- Develop a Housing Strategy to address citywide housing issues, such as the match between housing needs and housing supply, diversity and affordability.
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  - \_\_\_\_\_
- Attract developers who specialize in mixed use development
  - \_\_\_\_\_
  - \_\_\_\_\_

### **Sunnyside will have safe and clean walkable streets**

- Improve pedestrian access between Downtown and areas where motorized transportation is typically not feasible for households.
  - \_\_\_\_\_
  - \_\_\_\_\_
- Apply for grants that focus on pedestrian safety and focus on pedestrian transportation
  - \_\_\_\_\_
  - \_\_\_\_\_
- Explore a form-based land use code that designates the appropriate form and scale of development, the relationship between building facades and the public realm, the form and



*mass of buildings in relation to one another, and the scale and types of streets and blocks rather than only distinctions in land-use types.*

- \_\_\_\_\_
- \_\_\_\_\_
- *Encourage the addition of road surface treatments, vegetation, and street furniture to support walkable environments.*
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  - \_\_\_\_\_
- *Adopt design standards for Downtown streets based on the “complete streets” concept, where streets are designed for all users, including drivers, bicyclists, transit users, and pedestrians of all ages and abilities.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Create a bicycling network that is safe and complete, with supportive features like bicycle storage, parking, and wayfinding.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Connect the pedestrian trail to all the parks in Sunnyside.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Install emergency phone lines that automatically dial 911 in city parks, neighborhoods, and on walking trail.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Consider inviting a bike-sharing service in Sunnyside.*
  - \_\_\_\_\_
  - \_\_\_\_\_

### **Sunnyside will be well known for having a strong community identity**

- *Establish a Sunnyside identity that builds on the community’s solidarity and family friendly characteristics.*
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  - \_\_\_\_\_
- *Establish Downtown’s identity physically through gateways, sidewalk treatments, wayfinding, and public spaces and art.*
  - \_\_\_\_\_
  - \_\_\_\_\_



- *Create a marketing plan and supporting print and electronic communications to promote all of Sunnyside’s businesses and events.*
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  - \_\_\_\_\_
- *Develop a suite of branded communications materials for Sunnyside detailing development and expansion opportunities, infrastructure capacity and access, business climate advantages (including the SEPA planned action, and the Multi Family Tax Exemption (MFTE)), and local anchors and assets.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Continue to support events that bring visitors to Sunnyside.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Explore opportunities to build on Sunnyside’s arts and cultural assets, including consideration of Creative District certification by the state and use of temporary arts, culture, and food uses to enliven empty and underutilized places such as parking lots or vacant storefronts.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Use regular gatherings of the business community to facilitate connections among business owners and coordinate open hours, special events and efforts, and marketing efforts that build on the identity.*
  - \_\_\_\_\_
  - \_\_\_\_\_
- *Create a Downtown or Yakima Valley Highway Clean and Safe program that focuses on the following services: regular sidewalk cleaning, additional trash pickup, graffiti removal.*
  - \_\_\_\_\_
  - \_\_\_\_\_



**Sunnyside is the community for agricultural activities and ag based jobs**

• *Strategy 1: Promote Agricultural Innovation and Diversification*

- Establish partnerships with local agricultural organizations, universities, and research institutions to facilitate research and development in innovative farming techniques, crop diversification, and value-added agriculture products.
- Provide grants or incentives for farmers to adopt sustainable and environmentally friendly practices, such as organic farming, agroforestry, or precision agriculture.
- Develop workforce training programs to equip individuals with the skills and knowledge needed for careers in agriculture and related industries, including agribusiness, food processing, and agritourism.

• *Strategy 2: Support Agribusiness Development and Entrepreneurship*

- Create a supportive ecosystem for agribusiness startups and entrepreneurs by offering resources such as business incubators, mentorship programs, and access to financing and technical assistance.
- Facilitate collaboration between local farmers, food producers, and distributors to strengthen supply chains, promote local sourcing, and expand market opportunities for agricultural products.
- Promote agritourism initiatives, such as farm tours, farmers' markets, and farm to table events, to showcase the region's agricultural heritage and attract visitors, thereby stimulating economic growth and job creation.