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## **APPROVED MINUTES COMMISSION SPECIAL MEETING FEBRUARY 23, 2021**

The Port of Seattle Commission met in a special meeting Tuesday, February 23, 2021. The meeting was held remotely in accordance with the Governor's 'Safe Start' order and Proclamation 20-28. Commissioners Bowman, Calkins, Cho, Felleman, and Steinbrueck were present.

### **1. CALL TO ORDER**

Pursuant to RCW 42.30 and Article IV, Section 8, of the commission bylaws, the meeting convened at 1:30 p.m. to conduct a study session on economic recovery.

### **2. INTRODUCTORY REMARKS**

Executive Director Steve Metruck opened the study session discussion and reviewed the presentation outline and discussion for the day.

Executive Director Metruck provided a [presentation](#) regarding:

- the economic activity of the Port, in partnership with the Northwest Seaport Alliance;
- the impact of Covid-19 on all lines of Port business;
- Port connections to equitable economic recovery, including operating trade/travel gateways, capital program investments, and economic development partnerships; and
- the equity framework for recovery – integrating values of equity and inclusion, prioritizing the most vulnerable, migrating economic loss, ensuring language and cultural competence, and supporting community-based organizations.

Mr. David McFadden, Director of Economic Development, introduced the panel of speakers for the session.

Mr. Brian McGowan, CEO of Greater Seattle Partners, and Mr. Ryan Donahue, of the Brookings Institute, provided a [presentation](#) addressing:

- long-term economic recovery;
  - regional economic dynamics
  - changes in the economy
  - job losses
  - workforce challenges
  - marketing, messaging, and branding
  - previous state of the economy pre-pandemic
- a vision for equitable recovery;

- rebuilding better together, generating higher-quality jobs and wealth creation opportunities locally that advance racial inclusion
- principles for action – setting goals to increase prosperity and racial equity, adopting a holistic strategy framework to pursue those goals, and building new institutional coalitions to drive the change
- key goals;
  - for all stakeholders from across the region to be able to see themselves in the final plan and for all strategies for long-term economic recovery to be regional in scope
  - aiming to develop a framework that will guide development of more detailed strategies and actions
  - committing to identifying and addressing barriers to economic prosperity in our region and throughout our communities
  - building a plan to include aspirational, innovative and transformational strategies that are unique opportunities for our region
  - identifying strategies that are broad and regional in scope but still concrete, focused and actionable
  - bringing together private, public sector and non-profit organizations with a particular emphasis on ensuring private sector leaders play a lead role in informing and implementing the work
- task force leadership to move the work forward;
- recovery work groups;
- task force timeline;
- an overview of the process;
- inclusive recovery to drive growth, raise wages, catalyze innovation, and generate more high-growth startups;
- addressing pre-existing conditions;
- the role of the regional taskforce – to define the problem and opportunities clearly, to create metrics that can be used to carefully measure progress, to identify initiatives that need to be scaled or created to hit metrics, and implementation and support of initiative;
- proposed horizon goals;
- proposed initiative metrics;
- signature projects; and
- the timeline of the taskforce.

Ms. Marie Kurose of the Seattle King County Workforce Development Council provided a [presentation](#) addressing:

- a regional workforce plan;
- ‘North Stars’ guiding the Council – equitable economic recovery and job quality;
- how jobs in King County “stack up;”
- Covid-19 impacts on businesses and workers, exacerbating preexisting racial and economic disparities and creating vulnerability and variations in economic impacts;
- top impacted industries;
- disproportionate impacts on diverse, low income communities;
- the recovery outlook, which will vary by sector;

- automation/digitalization and green technologies across sectors;
- automation vulnerability by industry;
- opportunity sectors;
- strategies for workforce development, advocacy, and systems change;
- Recovery Corps;
- Advancing sector partnerships and strategies; and
- Equitable recovery and reconciliation alliance.

Mr. David Blandford of the Washington Tourism Alliance (WTA) provided a [presentation](#):

- the state of tourism;
- consumer travel sentiment;
- WTA recovery priorities;
- travel trade development;
- recent travel trade shows/promotions;
- travel trade – 2021 initiatives;
- industry destination development;
- destination management and travel advocacy;
- regeneration of North America air markets;
- the ‘Show WA Love’ Campaign;
- ‘Explore Washington’s Backyard;’ and
- the travel publicity program.

Members of the Commission and presenters discussed:

- creating an on-ramp to a living wage;
- the virtual environment reducing geographic barriers to jobs;
- the best way for the Port to partner;
- tracking of metrics;
- areas of investment with the most impact from the Port;
- hiring under-privileged youth;
- workforce development advocacy and system change;
- equity gaps for women and people of color with respect to daycare, early childhood education, benefits, and retirement and pensions – we need to think about how we model;
- ways that we can distinguish ourselves from other states with respect to tourism;
- highlighting the ‘why’ of tourism, focusing on small businesses;
- expectations for the “new normal” with respect to leisure travel;
- targeting promotion of travel;
- operating as travel advisors in this pandemic interim with respect to messaging about tourism and travel; and
- where tourism dollars are being spent – in recreational or in business.

Executive Director Metruck concluded the study session by discussing Port recovery initiatives and planning for 2022, noting that the Port provides connections to equitable economic recovery. Proposed timelines for recovery initiatives were discussed.

Members of the Commission expressed gratitude to the presenters and staff for their time in coordinating the study session and for their community and regional efforts regarding economic recovery.

**3. ADJOURNMENT**

There being no further business, the meeting adjourned at 3:54 p.m.

Prepared:

Attest:

Michelle M. Hart, Commission Clerk

Sam H. Cho, Commission Secretary

Minutes approved: March 9, 2021.