



Land Use & Economic Development Committee

Wednesday, January 5, 2022
5:30pm

(MEETING HELD VIA ZOOM)

Meeting Notes

Land Use & Economic Development Committee Attendees

Present: Councilmember Emery
Councilmember Harris

Other Attendees

Mukilteo Chamber of Commerce President and CEO Kandace Barnes
Mayor Marine
City Administrator Powers
Community Development Director Osaki

CALL TO ORDER - 5:30 PM

1. Datafy Implementation

The Land Use & Economic Development (LU&ED) Committee discussed next steps for Datafy implementation. The discussion was in response to Datafy's December 1, 2021 LU&ED Committee presentation and the City's budgeting of 2022 funds to implement Datafy's product.

Councilmember Harris indicated that he wanted to maintain momentum on work that had been done to date so that the City could move forward with making Datafy's resources available soon.

The LU&ED Committee discussed how Datafy might be used to support business efforts and serve as a tool for the Chamber of Commerce. Mayor Marine stated that he wants to work on what we as a City can do to help business organizations such as the Chamber of Commerce.

General background about Datafy was discussed, including how Datafy is a geolocation technology tool that can "geo-fence" and collect visitor data on "points of interest" such as hotels, parks and other common visitor sites.

It was mentioned that Snohomish County uses Datafy. Staff will reach out to Snohomish County to find out what the County has already geo-fenced in the City. Mukilteo Chamber of Commerce President and CEO Kandace Barnes mentioned it would be good to have Datafy implemented in advance of the approaching peak tourism season.

Staff will also look into what extent the City can legally allow third party groups to use the City's Datafy information. Mukilteo Chamber of Commerce President and CEO Kandace Barnes stated that she would look into seeing how other jurisdictions have deployed Datafy.

Next steps is for City staff to execute a contract with Datafy. The contract amount is such that it can be executed by the Mayor/City Administrator rather than require City Council approval. This will allow for quicker Datafy implementation.

2. Economic Recovery

Mukilteo Chamber of Commerce President and CEO Kandace Barnes mentioned an upcoming Chamber of Commerce Board retreat. The main topic is economic development, to include how to coordinate more effectively with the City. The Board will also be setting goals for the year.

Next LU&ED Committee Meeting Date

February 2, 2022 (tentative)

ADJOURNMENT: 6:00PM