



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

Agenda

Economic Development Committee

Thursday, July 16, 2026

3:30 PM

Training Room
2nd Floor, City Hall

1. **HYBRID MEETING DETAILS**

26-00587 Please click the link to join the webinar: <https://us02web.zoom.us/j/86896675065>
Webinar ID: 868 9667 5065
Or by Telephone: (253) 205 0468; or (346) 248 7799

2. **CALL TO ORDER**

3. **ROLL CALL**

4. **COMMITTEE KICKOFF & WORK PLAN DEVELOPMENT**

26-00586 AGENDA

5. **SELECTION OF DAY, TIME & FREQUENCY FOR MEETINGS**

6. **ADJOURNMENT**

City of Longview

Economic Development Committee

Meeting #1: Committee Kickoff & Work Plan Development

Purpose of the Meeting

To establish a shared understanding of the committee's purpose, define what success looks like, identify priority areas of focus, and develop a roadmap for future meetings and recommendations to the full City Council.

1. Welcome (5 minutes)

Discussion

- Review Council's intent in establishing the committee

Key Reminder

The committee serves in an advisory capacity and will develop recommendations for consideration by the full City Council.

Desired Outcome

Shared understanding of the committee's role and purpose.

2. Why Are We Here? (15 minutes)

Discussion Questions

- Why is economic development important to Longview today?
- What opportunity do we have now?
- What opportunity do we have over the next several years?
- What challenges should we be preparing for rather than simply reacting to?
- What should be different because this committee existed?

Desired Outcome

Develop a shared understanding of the committee's purpose and "why."

3. What Does Success Look Like? (20 minutes)

Discussion Questions

Imagine we are sitting here one year from today.

- What recommendations have we made to the full Council?
- What information has the committee helped uncover?
- What decisions has the committee helped inform?

- What impact should our work have on Longview?
- How will we know we've been successful?

Desired Outcome

Develop a shared vision for the committee's work and expected outcomes.

4. Defining the Committee's Scope (25 minutes)

Discussion Questions

What should this committee spend its time discussing? Top 3 priorities to start:

Potential topic areas:

- Economic Development Policy
- Legislative Priorities
- Business Attraction
- Business Retention & Expansion
- Industrial Development
- Downtown Revitalization
- Infrastructure Readiness
- Development & Permitting
- Redevelopment Opportunities
- Housing & Workforce
- Tourism & Destination Development
- Strategic Partnerships
- Quality of Life
- Marketing & Community Branding

Follow-up Questions:

- Which of these are priorities?
- What topics are outside the committee's scope?
- Where can the City provide the greatest value?

Desired Outcome

Identify the committee's primary areas of focus.

5. Who Should We Learn From? (15 minutes)

Discussion Questions

Who should help inform our recommendations?

Potential partners include:

- Cowlitz Economic Development Council
- Cowlitz County/Area Cities
- Port of Longview
- Chamber of Commerce
- Major Employers
- Small Businesses
- Developers
- Commercial Real Estate Professionals
- Lower Columbia College
- Workforce Development Organizations
- Utility Providers
- Community Organizations
- State Agencies

Follow-up Questions:

- Who are we missing?
- What perspectives are important before making recommendations?

Desired Outcome

Develop a stakeholder engagement strategy.

6. Developing the Committee Work Plan (15 minutes)

Discussion Questions

- How often should we meet?
- What topics should come first?
- Should meetings include presentations from community partners?
- Should meetings be discussion-based, presentation-based, or both?

- What timeline should we work toward?
- How should we communicate progress and recommendations to the full Council?

Desired Outcome

Develop a preliminary work plan and meeting schedule.

7. Potential Deliverables (15 minutes)

Discussion Questions

At the conclusion of our work, should the committee provide recommendations to the full Council regarding:

- Economic Development Policy
- Legislative Priorities
- Strategic Action Plan
- Priority Infrastructure Investments
- Development Process Improvements
- Partnership Strategies
- Economic Development Metrics
- Other Recommendations

Desired Outcome

Identify the committee's anticipated recommendations to the full Council.

8. Wrap-Up & Next Steps (10 minutes)

Reflection Questions

- What did we accomplish today?
- What questions still need to be answered?
- What should be the focus of our next meeting?
- What information or presentations would be helpful before then?

Desired Outcome

Confirm next steps and establish the agenda for Meeting #2.