

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF WORKSHOP DINNER MEETING

Monday, February 28, 2011
5:45 p.m.

Conference Room C-104 - Shoreline City Hall
17500 Midvale Avenue N.

PRESENT: Mayor Keith McGlashan, Deputy Mayor Will Hall, and Councilmembers Chris Eggen, Doris McConnell, Chris Roberts, Terry Scott, and Shari Winstead

ABSENT: none

STAFF: Julie Underwood, City Manager; Rob Beem, Community Services Manager; John Norris, Management Analyst; Scott Passey, City Clerk

GUEST: Charles Royer

Mayor McGlashan called the meeting to order at 5:55 p.m.

Councilmember Winstead introduced Charles Royer, former three-term mayor of the City of Seattle. Councilmember Winstead explained that she attended the International Making Cities Livable conference last fall and heard a presentation by Mayor Royer regarding his work with the Center for Urban Health and Partners for Livable Communities. At that conference, Mr. Royer was also honored for a career that has been dedicated to the health and vitality of cities. He had asked Councilmember Winstead to accept the Jane Jacobs Award on his behalf, as he could not be present at the awards ceremony. Councilmember Winstead took this opportunity to present him with the award and congratulated him for his efforts on behalf of urban livability.

Mr. Royer provided some personal background and shared his insights about how Shoreline can move forward with Council Goal #6 – Develop a “healthy city” strategy.

Rob Beem, Community Services Manager, outlined the progress-to-date and the parameters the Council defined during its last discussion regarding this topic. He understood the direction from Council at that time was to use existing data resources and not “reinvent the wheel.” He then discussed various elements of the Healthy City Strategy Draft Outline. He noted that several city partners, including Northwest Hospital, Richmond Pediatrics, Shoreline School District, and YMCA have expressed interest in being involved.

Mr. Royer discussed the thinking that went into the Urban Health Initiative, wherein he asked cities what they would do to improve the health and welfare of their children. He

said the cities gave very good responses and the exercise got them thinking about how to initiate a process for addressing their problems.

Mr. Royer emphasized the importance of defining the appropriate scale for any particular initiative (e.g. concentrating on one neighborhood, multiple neighborhoods, etc.). He provided examples of initiatives in other cities such as Baltimore, MD and Richmond, VA, which centered on after-school programs and literacy programs. He pointed out that trying to be non-prescriptive was ultimately a mistake in some cases, so there is a need to provide specific recommendations to ailing communities.

In addition to scale, Mr. Royer also emphasized the need to focus on developing a base of leadership within the community in order to address difficult populations. He said Shoreline should identify “civic infrastructure,” institutions, and partnerships that can help in the effort. Councilmember Winstead noted that the Shoreline School District is a natural City partner for many reasons.

Councilmember Eggen asked about ways to reach out to the immigrant community. Mr. Royer responded that other cities have let immigrants create their own space for their own culture, which has been a reasonably successful approach.

The discussion then turned to the problem of childhood obesity, the subject matter of *Last Child in the Woods*, a book by Richard Louv. Mr. Royer briefly discussed ideas to program more outdoor space. He recommended the City contact Smart Growth for further ideas. He stressed the importance of inviting people to take control, asking them what they want for their communities, and urging them to design the solutions themselves.

Responding to Mr. Beem regarding community wishes, Mr. Royer noted that communities must develop a strategic plan so that people are invested and engaged, and so there is a defined project when funding is secured. Mr. Royer noted the high rate in leadership turnover and discussed the importance of cultivating leadership continually.

Responding to Deputy Mayor Hall regarding how to get people involved and motivated, Mr. Royer used examples of high-school dropout rates and murder/suicide rates from other cities to explain the need for a major communication effort. He said the “gut-wrenching” issues tend to provide the needed motivation, and if cities are ready with enough organizational infrastructure, they can respond positively. Deputy Mayor Hall noted that the obesity rate is a powerful messaging tool, but he has not seen illustrations of other issues like diabetes. Mr. Royer noted that Tulsa, OK leaders learned the extent of their problems when they analyzed their health and welfare profile. He emphasized the importance of conducting an honest and thorough analysis of the perceived problem.

Councilmember Scott wondered if scale was established before Mr. Royer went out into the cities, or if it happened after the analysis. He was also interested in ways to include the poor and underserved in these efforts. Mr. Royer provided examples from Chattanooga, TN and Richmond, VA to illustrate their obstacles, such as racial division, and other challenges. He noted that Chattanooga had a focusing event surrounding their

designation as “the most polluted city in the country.” He explained how each city underwent a visioning process and confronted the issues.

After further discussion of the City’s approach to addressing Council Goal #6, Mayor McGlashan thanked Mr. Royer for his input on this initiative.

The meeting adjourned at 6:50 p.m.

Scott Passey, City Clerk

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