



## SHORELINE CITY COUNCIL SPECIAL MEETING

Monday, October 17, 2016  
5:45 p.m.

Conference Room 303 · Shoreline City Hall  
17500 Midvale Avenue North

- 1. CALL TO ORDER**
- 2. SHORELINE FARMERS MARKET**
- 3. SOUND CITIES ASSOCIATION APPOINTMENTS**
- 4. ADJOURNMENT**

*The Council meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2231 in advance for more information. For TTY service, call 546-0457. For up-to-date information on future agendas, call 801-2236 or see the web page at [www.shorelinewa.gov](http://www.shorelinewa.gov). Council meetings are shown on Comcast Cable Services Channel 21 and Verizon Cable Services Channel 37 on Tuesdays at 12 noon and 8 p.m., and Wednesday through Sunday at 6 a.m., 12 noon and 8 p.m. Online Council meetings can also be viewed on the City's Web site at <http://shorelinewa.gov>.*



## Memorandum

**DATE:** October 14, 2016

**TO:** Debbie Tarry, City Manager

**FROM:** Dan Eernisse, Economic Development Manager

**RE:** Dinner Meeting on Shoreline Farmers Market and Promoting Shoreline

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### **Shoreline Farmers Market Association (SFMA)**

Tonight Brendan Lemkin and new market manager Teri Wheeler will be sharing about the successes of the past year, and they will be touching on the return on the city's investment in the SFMA.

The SFMA was launched in 2012, and the first three seasons were at City Hall itself. The city's support for the market included approximately \$6,000 in cash, a cost of a lobby monitor each Saturday, staff time and support, and free use of the City Hall facility. In 2014, sales totaled \$140K (17 markets) and attendance averaged 800 per week.

The fourth season (2015) coincided with the city's "Phase Zero" efforts of activating the Aurora Square CRA on its way to becoming "Shoreline Place." The goal was to demonstrate that the lifeless parking lot to the east of Sears could be transformed, albeit initially for only one morning each week. In order to help the SFMA make the move and grow the market, the city increased its support to \$25,000 specifically to allow a part-time market manager to be hired. In addition, the Office of Economic Development invested in the "Phase Zero" space at the market by commissioning the "Octopus's Garden" mural, renting storage containers, and purchasing chairs, tables, and equipment that was available for use by the market. The community's acceptance of the change was dramatic: sales increased to \$254K (15 markets) and attendance grew to 1,500 per week. Better still, the SFMA began to take on a placemaking life beyond the market itself aided by food trucks, tables and chairs, games, crafts, live music, and the synergies of nearby retailers.

2016—the market's fifth season—proved to be the SFMA's best yet, with sales increasing to \$390K (18 markets) and attendance growing to 1,750 per week. In addition, the fifth season saw sponsorship of the market expand. Most of the sponsorship revenues went to expand or launch initiatives that provided multifaceted community value by supporting and modeling healthy eating habits. The sponsorships therefore did not

replace the need for city support; they actually increased some of the overhead and administrative costs of running the market, as has the growth in vendors. The programs run by the SFMA include:

- **Power Of Produce (POP) kids program**, launched in 2016, distributed dollars for children to spend on fruits and vegetables at the market. The program sought to teach children the value of a transaction, support healthy eating habits and grow the market's customer base. Over 1,000 kids signed up and spent over \$4,300 throughout the year.
- **Fresh Bucks Program**, also launched in 2016, is a federal grant administered through the City of Seattle aimed at matching benefits of low income shoppers, supporting healthy use of Supplemental Nutritional Assistance Benefit (SNAP), and growing market share for farmers markets nationwide. The SFMA secured up to \$34,000 until 2019 from Seattle.
- **Supplemental Nutrition Assistance Program (SNAP)** is not an automatic or requirement at every farmers market in our region. Since the first season in 2012, the SFMA has made it a top priority year after year and continue to look for ways to provide value to low income shoppers in our city.
- **The Chef's Tent** featured healthy cooking demonstrations given by guest chefs preparing food grown by our market's farmers. This educational outreach program increased awareness of how to prepare foods purchased at the market, engaged community members, and – we trust -- led to healthier diets. 17 demos were given in 2016, a marked increase from the average of 3 demos per year the previous 4 seasons.
- **Hopelink Partnership.** SFMA partnered with the Shoreline social service agency in 2012, and it continues to donate food and provide outreach materials to Hopelink clients after each market. In 2016, nearly 1000 pounds of fresh produce were donated.

Expenses exceeded revenues by \$5,360 in 2016. Revenues totaled \$68,440 from vendor membership/fees (\$28,640), the City (\$25,000), sponsorships (\$13,000), and Fresh Bucks (\$1,800). Expenses included salary for the 10-month, part-time manager (\$23,700), staffing for admin and weekly market operations (\$20,000), supplies (\$13,000), marketing and promotion (\$11,300), insurance and dues (\$2,300), entertainment (\$2,000), and rent (\$1,800).

In August the SFMA requested that the city increase its annual support by \$20,000, from \$25,000 to \$45,000. As Brendan Lemkin wrote in the request, “This increase would allow the market to further address two critical components to our ongoing growth, success, and equitability; staffing and programming. The stability of our staffing is at the forefront of this funding request and will lead to increased continuity (retention of staff year round), resources for staff to procure additional sponsorship, and focus on expanding existing programs and developing new programs to the benefit of residents and businesses in and around Shoreline.” The City Manager is recommending an increase of \$7,000 given the demands on the city budget broadly.

## **Promoting Shoreline**

Dan Eernisse will be sharing a brief update of the Promoting Shoreline efforts, including website analytics, the response to Surprised by Shoreline “swag,” and his efforts to reach out to specific businesses.



SOUND CITIES ASSOCIATION

37 Cities. A Million People. One Voice.

## 2017 CALL FOR NOMINATIONS

### Appointments to Regional Boards and Committees

Sound Cities Association (SCA) makes appointments or recommends for appointment to 32 regional boards and committees. For 2017, there will be open seats on 21 boards and committees to be filled by elected officials.

For detailed information about each committee, please refer to:

[SCA 2016 Regional Committee and Board Appointment booklet](#)

This guide contains helpful information about each committee, including: the roles and responsibilities of each committee; the dates, times, and location of committee meetings; the SCA staff person responsible for each committee; the 2016 representatives to each committee; and the term expiration date for each appointment.

Nominations for 2017 board and committee appointments are due **October 26, 2016**. All interested members (including those currently serving on boards and committees whose term expires in 2016) must submit a nomination form in order to be considered for appointment.

Applications for boards and committees are reviewed by the PIC Nominating Committee, which is comprised of one representative from each SCA Caucus (South, North, South Valley, and Snoqualmie Valley). The PIC Nominating Committee considers a variety of factors in making appointments. Some boards and committees have specific requirements for appointments. The committee also strives to maintain balanced geographic distribution, and a balance of membership from large and small cities. The background and interest level of applicants is considered, as is the applicant’s past service on boards and committees. The committee also looks to balance the need for institutional knowledge and expertise with a desire to obtain fresh perspectives and new voices. SCA values diversity, and strives to create an inclusive environment. All SCA members are encouraged to apply for boards and committees. The PIC Nominating Committee recommends a slate of appointments to the SCA Public Issues Committee (PIC), which in turn submits recommendations for appointments to the SCA Board of Directors for approval.

Deadline for nominations to 2017 boards and committees	<b>October 26, 2016</b>
PIC Nominating Committee forwards recommended slate of appointees to PIC	<b>November 4, 2016</b>
PIC makes a recommendation on the slate of appointees to the SCA Board of Directors	<b>November 9, 2016</b>
SCA Board of Directors finalizes 2017 board and committee appointments	<b>November 16, 2016</b>

To apply, please fill out this form, and submit it along with a statement of interest detailing your relevant background and experience for each position via email to [sca@soundcities.org](mailto:sca@soundcities.org).

<b>Board/Committee Name</b>	<b># of Seats</b> M = Member A = Alternate A2 = 2 <sup>nd</sup> Alternate	<b>Nominee's Name</b>	<b>City</b>	<b>Preference</b> 1 = first choice, 2 = second choice, etc.
Accountable Communities of Health (ACH) Leadership Council	1M			
Advisory Council on Aging and Disability Services (ADS Advisory Council)	1M			
Board of Health (BoH)	2M / 2A			
Domestic Violence Initiative (DVI) Regional Task Force	4M / 4A			
Economic Development Council (EDC) (formerly enterpriseSeattle) – City must currently be EDC Investor	TBD by EDC			
Emergency Management Advisory Committee (EMAC) (elected or staff) *	2M / 2A			
Growth Management Planning Council (GMPC)	6M / 4A			
King Conservation District (KCD) Advisory Committee	3M / 3A			
King County Consortium Joint Recommendations Committee (JRC) for CDBG	4M			
King County Flood Control District Advisory Committee (KCFCDAC)	2M			
Law Enforcement Officers' and Fire Fighters' Plan 1 (LEOFF1) Disability Retirement Board *	1M			
Local Hazardous Waste Management Program (LHWMP) Management Coordination Committee	1M			
PSRC Executive Board	3M / 3A / 2A2			
PSRC Growth Management Policy Board (GMPB)	3M / 3A			
PSRC Operations Committee	1M / 1A			
PSRC Transportation Policy Board (TPB)	3M / 3A			
Regional Law, Safety, and Justice Committee (RLSJC)	8M			
Regional Policy Committee (RPC)	4M / 2A			
Regional Transit Committee (RTC)	8M / 4A			
Regional Water Quality Committee (RWQC)	4M / 2A			
Solid Waste Advisory Committee (SWAC)	2M			

\* Indicates that this appointment is for a multi-year term. Two-year terms: LEOFF1. Three-year terms: EMAC.

## 2016 Council External Committee Assignments (updated 05-2016)

Councilmember	Committees
<b>Shari Winstead</b>	<ul style="list-style-type: none"> <li>• King County EMS Advisory Task Force</li> <li>• King County Regional Law, Safety &amp; Justice Committee</li> <li>• Regional Water Quality Committee (RWQC) – alternate</li> </ul>
<b>Keith Scully</b>	<ul style="list-style-type: none"> <li>• PSRC Transit Oriented Development Advisory Board</li> <li>• SCA Public Issues Committee – alternate</li> <li>• WRIA 8 – alternate</li> </ul>
<b>Will Hall</b>	<ul style="list-style-type: none"> <li>• AWC Board of Directors</li> <li>• PSRC Transit Oriented Development Advisory Board – alternate</li> <li>• Puget Sound Partnership Ecosystem Coordination Board Chair</li> <li>• Puget Sound Partnership Leadership Council</li> </ul>
<b>Doris McConnell</b>	<ul style="list-style-type: none"> <li>• Asian Pacific American Municipal Officials (APAMO)</li> <li>• Association of WA Cities Federal Committee</li> <li>• King County Domestic Violence Initiative</li> <li>• NLC Board of Directors</li> <li>• NLC Board Membership Cttee</li> <li>• NLC Human Development Committee</li> <li>• SeaShore Transportation Forum</li> </ul>
<b>Keith McGlashan</b>	<ul style="list-style-type: none"> <li>• NLC Gay, Lesbian and Bisexual Local Official Board of Directors</li> <li>• SeaShore Transportation Forum</li> <li>• Sound Transit North Corridor Leadership Group</li> </ul>
<b>Chris Roberts</b>	<ul style="list-style-type: none"> <li>• AWC Legislative Committee</li> <li>• PSRC Growth Management Policy Board</li> <li>• SCA Public Issues Committee</li> </ul>
<b>Jesse Salomon</b>	<ul style="list-style-type: none"> <li>• Children and Youth Advisory Board</li> <li>• WRIA 8</li> </ul>