AMENDED AGENDA

SHORELINE CITY COUNCIL
SPECIAL MEETING

Monday, June 5, 2006
6:30 p.m.

Shoreline Conference Center
Mt. Rainier Room

		Approximate Length of Agenda Item	Page No.
1.	CALL TO ORDER		
2.	FLAG SALUTE / ROLL CALL		
	(a) Legislative Report - Representative Maralyn Chase		
3.	CITY MANAGER'S REPORT AND FUTURE AGENDAS		
4.	COUNCIL REPORTS		
5.	PUBLIC COMMENT		

This is an opportunity for the public to address the Council on topics other than those listed on the agenda, and which are not of a quasi-judicial nature. The public may comment for up to three minutes. However, Item 5 will be limited to a maximum period of 20 minutes. The public may also comment for up to three minutes on agenda items following each staff report. The total public comment period on each agenda item is limited to 20 minutes. In all cases, speakers are asked to come to the front of the room to have your comments recorded. Please state clearly your name and city of residence.

6.	WORKSHOP ITEMS		
	(a) Economic Development Program – First Year Accomplishments and Aurora Business Promotion	60 min.	1
	(b) Forward Shoreline Update	30 min.	11
	(c) Shoreline Fields A and B Rate Policy	30 min.	13
7.	ACTION ITEMS		
	(a) Resolution No. 244, amending the Council Rules of Procedure	30 min.	17
	(b) 2007-08 Council Goals	30 min.	63

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(c) Motion to execute a Construction Contract for the 2006 Sidewalk Priority Routes 65

8. ADJOURNMENT

The Council meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 546-8919 in advance for more information. For TTY service, call 546-0457. For up-to-date information on future agendas, call 546-2190 or see the web page at www.cityofshoreline.com. Council meetings are shown on Comcast Cable Services Channel 21 Tuesdays at 12pm and 8pm, and Wednesday through Sunday at 6 a.m., 12 noon and 8 p.m.

Council Meeting Date: June 5, 2005 **Agenda Item:** 6(a)

CITY COUNCIL AGENDA ITEM

CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Economic Development Program Update, March 2005 to April 2006
DEPARTMENT:	EDP/CMO
PRESENTED BY:	Tom Boydell, EDP Manager

PROBLEM/ISSUE STATEMENT:

The new effort in the Economic Development Program began on March 1, 2005. The purpose of this presentation is to give the Mayor and Council an overview of progress made during the past year and a look ahead. Over the past year, Council received several briefings on economic development. These briefings included action on a proposal for Small Business Assistance and adoption of the 2006-2011 Economic Development Strategic Plan as recommended by the Economic Development Task Force. This presentation is designed to provide additional detail on progress, activities, and plans.

RECOMMENDATION

No action is required.

Approved By: City Manager JM City Attorney N/A

Attachment

A. Program Activities and Progress Update (March 05 to May 06)

Attachment A

CITY OF SHORELINE

Memorandum

DATE: **May 25, 2006**

TO: **Mayor and City Council**

FROM: **Tom Boydell**

RE: **Update on Economic Development Program Activities**

CC: **Robert Olander, City Manager**
Julie Modrzejewski, Assistant City Manager

The following update is meant to provide an overview of what has been accomplished in economic development since March 1, 2005, which is the date when I joined the City of Shoreline and together we began the new program effort.

Most important accomplishments:

(1) I have had good contacts and discussions with developers, local businesses, and community leaders, so that my understanding of issues and needs are better identified.
(2) We have put in place a great many new program-level resources (e.g., Community Capital) that should give us increased capacity to respond to opportunities that may arise.
(3) According to citizens and business owners in Shoreline, the tangible sense that there exists a climate of partnership with City leadership, business community leadership, and business owners has improved noticeably.
(4) Progress has been made on a number of properties that show development potential.
(5) Local and regional leadership has become mobilized around a common vision and strategy for Shoreline, as a result of the coordinated and thorough efforts of City staff, the City Council, and the Economic Development Task Force.

Although time still has been too short to see large degree of quantifiable achievement in terms of investment and tax base outcomes, I feel optimistic.

Thank you for the opportunity to work for the City of Shoreline. It is a challenging job, with a lot of opportunity to contribute to the overall community. It has also been a wonderful environment, because of all the great people and professionalism and community leadership here. I have been glad to be a part of this community, and I appreciate all of the encouragement that I have received from leadership, citizens, and City staff.

Attachment: Summary Report

City of Shoreline
Economic Development Program

Activities and Progress Update
March 2005 to May 2006

Summary Report

The following summarizes the past 15 months of activity and accomplishments in the Economic Development Program. This report is organized according to the seven major categories of work in the strategic plan developed by the Economic Development Task Force.

Summary of Strategy Development

In 2005, at the direction of the Council and City Manager, the EDP Manager worked with a broad-based citizen leadership group to revise the adopted 2004 EDP Strategic Plan. This included: (a) review of ideas about strategy with individual members of City Council and the City Manager's Office, (b) development of a new work program, including identification of priorities, and (c) formulation of an Economic Development Task Force.

The 14 member Task Force (plus guests) began at the end of July. Through November, it held 13 meetings and engaged in more than 30 hours of discussion on a broad range of topics. Dialogue centered on overall goals, community vision, creating a sense of central place, the need for a business registry system, the roles of traffic, transit and parking in economic development, town centers development, regional recruitment efforts, Shoreline's intellectual capital, small business needs, and sustaining the growth of neighborhood commercial centers.

On November 23, 2006, the Task Force, by full and unanimous agreement, recommended to City Council a new strategy for the 2006-2011 time period, including priorities and performance measures. Subsequently, the Task Force met to focus on sharing their recommendations with others in the community and to discuss implementation. Starting in December 2005 presentations were made to the Chamber of Commerce, Forward Shoreline, the Shoreline Planning Commission, two Rotary groups, and the Council of Neighborhoods, resulting in unanimous endorsements from all of these groups. The new strategic plan also received an enthusiastic endorsement from the Washington State Director of Community, Trade, and Economic Development and the CEO of EnterpriseSeattle (formerly the King County Economic Development Council). City Council adopted the plan with minor edits in March 2006.

Category 1: General Government, Outreach and Communications

During the first six months, the EDP Manager met with City government leadership and staff, staff of other government entities with which Shoreline coordinates its work (e.g., King County), real estate brokers and developers, and leadership in both the business and non-business communities of Shoreline. Meetings ranged from one-on-one to small group to large group settings and participation in the City Council Retreat. The major goals of these meetings were to: