

FORWARD SHORELINE

promoting pride and investment in Shoreline, Washington

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Mission Statement

"The Mission of *Forward Shoreline* is to promote and enhance the residential and business community we turn over to our children and grandchildren."

This Mission is being achieved by:

- Promoting pride and investment in Shoreline;
- Identifying suitable private sector partners to help redevelop commercial sectors in Shoreline;
- Defining the public's perception of what it means to be either a resident of or doing business in Shoreline; and
- Working independently from and cooperatively with government and non-profit agencies.

Mission&GoalsStmntsApril804.doc

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4/26/04 Maggie Fimia

Draft – (I will need to have someone proof for spelling, grammar, etc.)

FORWARD SHORELINE, CHAMBER OF COMMERCE AND SHORELINE MERCHANTS: The City's Role and Responsibility regarding Business Organizations in Shoreline

What are the Problems We're Trying to Solve?

- 1) How does the City Council and staff maximize cooperation and minimize overlap or disharmony between and among different business organizations and also with the City?
- 2) How do we make sure we are not working at cross-purposes with each other or with staff?

Background

The Shoreline Chamber

The Shoreline Chamber of Commerce was started in 1976. It has over 200 members, up from 135 last year. In addition to acting as a resource for existing and potentially new businesses, they have recently started raising thousands of dollars each year at their auction for the Dollars for Scholars Program. Their mission statement and additional description of purpose are below:

"The mission of the Shoreline Chamber of Commerce is to promote commerce in the greater Shoreline area by providing value to its members through business education, networking opportunities, and effective representation. The Chamber supports the cultural, humanistic and professional interests of the community.

The Shoreline Chamber continually seeks to educate and encourage business owners that involvement in the Chamber helps grow business and a strong Community. We are dedicated to supporting our members in many ways, and continually seek members who will join us in making this Chamber of Commerce a pillar in the Shoreline community." <http://www.shorecham.org/index.html>

Committees Include:

Administration

Finance

Communications

Education

Economic Development

Governmental Affairs

Membership

Programs & Events, which include: a monthly luncheon meeting; monthly networking breakfast; an annual Auction fundraiser and Annual Picnic.

Two of our staff, Joyce Nichols and Jan Knudson have been attending Chamber meetings and also sit on the Economic Development and Government Affairs

Committees. Jan Knudson sits on the Board of Directors. Council Attendance is attached.

Shoreline Merchants

The Shoreline Merchants Association began several years ago and has been working to promote an upgrade of the Aurora Corridor which would require less right of way and more access for businesses.

Forward Shoreline is a private, non-profit recently formed by Jeff Lewis of Shoreline Bank and others.

"Their mission of Forward Shoreline is to promote and enhance the residential and business community we turn over to our children and grandchildren."

Please see Mr. Burkett's memo and Forward Shoreline info piece for more detail.

Steve Burkett and Jan Knudson, as well as some City Councilmembers have been working with the group. In his March 31st memo to the Mayor and Council, Mr. Burkett states:

"We have been discussing the possibility of contracting with Forward Shoreline for services that will support the City's economic development strategy. While a scope of services has not yet been developed, services might include business surveys, promotional publications, celebration events and neighborhood and business district beautification."

On 4/11/04 in response to questions at Council and from Councilmember Grace in an e-mail regarding whether or not the Shoreline Chamber had been invited to participate in Forward Shoreline, Mr. Burkett responded:

"Forward Shoreline --I doubt that the creators of Forward Shoreline invited the Chamber or SMA to get involved in the group since the mission is to promote pride in Shoreline--seems antithetical to the SMA and the Chamber from my experience with them"

He later responded on 4/15/04

"As I understand the mission of the Chamber it's to advocate for the interests of their 200 members. Their primary concern is to maintain a healthy environment for businesses in Shoreline."

"I do know the organizers of Forward Shoreline reviewed the ideas and options with an inclusive group of community leaders including City Councilmembers, and Chamber members and officers including former presidents of the Chamber. Indeed many of the participants in Forward Shoreline are current and former Board Members of the Chamber of Commerce. "

Specific Areas of concern

1) Mr. Burkett's response on 4/11/04 is very disconcerting. It represents a serious breakdown of the relationship between the City Manger and the major business organization in the City. His response on 4/15/04 seeks to clarify, but it still does not answer the question as to whether or not the Chamber was invited to participate.

It also paints the Chamber mission as a very narrow one, when the actual mission statement is much broader. Why were key elements of the mission statement left out by Mr. Burkett?

2) Either these groups are competing for membership and resources because their missions are similar or they are not competing because their missions are complementary. In either case, the City staff and Council should be working to bring these groups together for maximum benefit, rather than labeling some as promoting pride and others as not having or promoting pride in Shoreline.

3) Several members of the Council did not know about the City manager and staff involvement in Forward Shoreline or give any direction about possibly allocating funds to this group. If the Manager and staff think that the Chamber is not functioning well, then we need to know why they think that and why we were not made aware of their concerns sooner?

4) With potential reduction of city services looming, why is the City Manager suggesting to a new private non-profit organization that the city may contract for surveys, promotional materials, and events without Council direction?

Actions

There are many actions the City Council can take to better facilitate effectiveness, cooperation, efficiency and understanding among them and among them and the city.

- The Mayor and Council could start by hosting an informal information sharing session for members of the three groups and appropriate city staff. The purpose would be to get a better understanding of what these organizations are doing and why.
- The Mayor could then appoint an ad hoc Council committee to make recommendations for possible City policies regarding participation in and contracting with Shoreline business groups based on other cities' experience and after more discussions with members of the organizations and staff.
- The Mayor, Council and Manager could attend the Chamber of Commerce and Forward Shoreline meetings on a more regular basis to foster better relations and cooperation.
- The City Manager could send a letter of apology to the Chamber and to the Shoreline Merchants for his April 11th memo.