

May 10, 2004

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

Monday, May 10, 2004  
6:00 p.m.

Shoreline Conference Center  
Highlander Room

**PRESENT:** Mayor Hansen, Deputy Mayor Jepsen, Councilmembers Chang, Fimia, Grace, Gustafson, and Ransom

**ABSENT:** none

**CHAMBER OF COMMERCE:** Diana Stephens, President; Russ McCurdy, Vice President; Beth Piaseck, Secretary; Daniel Mann, Jr., Treasurer; and Directors CaraLee Cook, Marlin Gabbert, Judy Smith, Tom Vogel, Diane Gagon and Keith McGlashan.

**STAFF:** Steve Burkett, City Manager; Robert Olander, Deputy City Manager; Julie Modrzejewski, Assistant City Manager; and Joyce Nichols, Communications and Intergovernmental Relations Director

Mayor Hansen convened the meeting at 6:20 p.m. and self-introductions were made around the table.

Steve Burkett, City Manager, began the discussion by talking about the City's fiscal capacity. He distributed a chart showing comparisons of several cities' combined tax per capita. The chart included property, sales, B&O, utility and franchise, and gambling taxes. It demonstrated tax rates of \$883 per capita in Renton to a low rate in University Place of \$254 per capita. He pointed out that Shoreline ranks ninth out of 13 cities at \$354 per capita.

Mr. Burkett also distributed the City's goals and mission statement for the economic development program.

Chamber President Diana Stephens talked about the Chamber's goals and mission and provided an overview of the Chamber. She said it receives many calls from individuals and businesses who ask many questions about relocating in Shoreline and indicate their desire to relocate here. She said that business promotion and working with existing businesses are two major points of emphasis for the Chamber.

Vice President Russ McCurdy added that the Chamber is interested in identifying some areas in which it can partner with the City.

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President Stephens said that the current membership of the Chamber is 211 businesses. The Chamber offers networking and “business after hours” opportunities in addition to its membership luncheons. Its big fundraiser is the annual auction, which raises money for the “Dollars for Scholars” program. She said the Chamber would like to co-sponsor events with the City, such as an Earth Day event or helping with the planning for the opening of the next segment of the Interurban Trail. She noted that Snohomish County Executive Bob Drewel would be the speaker at the June Chamber lunch meeting.

Mr. Burkett asked Councilmember Ransom how many businesses he thought were in the City. Councilmember Ransom responded that one estimate, made in 1997 and based on Department of Revenue data, said there are approximately 300 regular businesses in Shoreline and possibly as many as 4,000 home businesses.

In response to a question from Councilmember Fimia about how a group similar to the Chamber had formed, Mr. McCurdy said that any time you have a wide range of projects, as the City has, there would be disagreements. He believed the business community could come together and work on projects that are beneficial to the City and to business.

Councilmember Chang noted that he wears two hats, as a Councilmember and as a business owner. He asked the Chamber how its mission compliments the City’s economic development mission and goals.

Vice President McCurdy advised that the City should use the “32 Points” adopted previously to work with businesses on the Aurora Project. He also suggested that the City should try to plan Aurora construction carefully, so as not to harm businesses.

President Stephens suggested that there be a 24/7 contact number for construction information once the project begins.

Ms. Piasecki suggested that the City use the Chamber newsletter to help keep businesses updated about City happenings.

Mayor Hansen advised that the 546-1700 number is monitored 24/7 and is always a good place to start.

Mr. Burkett elaborated on access to businesses during construction and how the City will keep access open to businesses and work with their schedules as much as possible.

Councilmember Chang asked the Chamber if it wanted to adopt a park and help in that way. He suggested it could possibly also work on making the trail a destination.

Deputy Mayor Jepsen suggested adopting a gateway and purchasing flowers to help improve its appearance. He also said he hasn’t received the Chamber newsletter since he was mayor.

President Stephens offered to send the newsletter to all Councilmembers.

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Mr. Gabbert suggested the City develop some land for public parking so that the public will have better access to the businesses, perhaps pocket parking lots.

Mayor Hansen concurred that parking is key to economic development. He said the Transit Oriented Development project proposed for the Park and Ride at 192<sup>nd</sup> Street and Aurora Avenue is a perfect example of where this could be done.

Mr. Vogel believed that more parking might be necessary for Trail users, and Mr. Burkett said that possibly a business improvement district would be a way to do that.

Mr. McGlashan thought that not so much parking might be needed once the Aurora improvements are completed. He said that many of the patrons at his hair salon have told him that they do not shop on Aurora Avenue because there is no place to walk.

Councilmember Fimia cautioned that the City must be careful not to diminish its transit goals by adding too much parking, which could discourage transit use.

Councilmember Gustafson thanked the Chamber for its "Dollars for Scholars" program. He said everyone should work to build on successes and the ideas brought up tonight. Regarding Forward Shoreline, he said that we need to get past our differences and do some healing. He concluded that the City has partnered with many other groups and agencies, and it should do the same with the Chamber. He felt tonight is a good starting point.

Commenting that she gets around to many businesses, Ms. Smith said that many of the people she contacts believe that the Chamber of Commerce and the City are almost the same thing. She suggested that more communication with businesses is a good goal.

Robert Olander, Deputy City Manager, remarked that when he was with the City of Des Moines, people said the biggest impediment to locating on Aurora Avenue was the image of drugs, crime, prostitution, etc. Additionally, it is hard to expand on Aurora because the parcels are too small. He said it would really help if larger parcels could be assembled.

Councilmember Fimia commented that there are many talented people in Shoreline and we need to be able to work together. She said it is a competitive arena and it is important to develop mutual respect and trust to be able to work together to move the City forward.

Mr. Mann noted there is an overlap between the Shoreline Merchants Association and the Chamber, and between the Chamber and Forward Shoreline. He said that each group has its own focus and issues.

Mr. McGlashan said it is important to think of the impact versus the intent of what we say.

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President Stephens concluded that the Chamber Board appreciates the opportunity to come tonight and discuss issues with the Council. She suggested doing it again this year after the auction.

Mayor Hansen declared the meeting adjourned at 7:25 p.m.

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Joyce Nichols, Communications and Intergovernmental Relations Director