

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

Monday, January 14, 2013
5:45 p.m.

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue N.

PRESENT: Mayor McGlashan, Deputy Mayor Eggen, and Councilmembers Hall, McConnell, Roberts, Salomon, and Winstead

ABSENT: none

STAFF: Julie Underwood, City Manager; Debbie Tarry, Assistant City Manager; Dick Deal, Parks, Recreation and Cultural Services Director; Mary Reidy, Recreation Superintendent; Pam Barrett, Special Event Coordinator; Scott Passey, City Clerk

GUESTS: none

At 5:52 p.m., the meeting was called to order by Mayor McGlashan, who presided.

Dick Deal, Parks, Recreation and Cultural Services Director, Mary Reidy, Recreation Superintendent, and Pam Barrett, Special Event Coordinator, provided a proposal to eliminate the parade component of the Celebrate Shoreline festival and to relocate the festival from Ridgecrest Elementary School to the newly remodeled Cromwell Park. They provided a variety of statistics on attendance, logistics, and costs as well as ideas for increasing attendance and enhancing the festival in the future.

Continuing, they discussed options for parking and ways to handle various festival elements such as the car show. They provided theories about why the parade is less popular today and also discussed how moving the venue to Cromwell Park would serve to distribute activities more evenly throughout the City. They discussed the following ideas to improve future festivals:

- Extended hours
- Multiple stages, progressive music format
- Changes to community booths
- Expanded children's area
- Farmer's Market
- Arts & Crafts market

- New components (food trucks)
- Beer garden
- T-shirts
- Engaging more restaurants
- Changes to the citizen recognition ceremony

The Council and staff discussed the proposal, asked questions, and offered suggestions. Staff clarified that the money saved by eliminating the parade would be reprogrammed into the festival, and possibly some funds could be used to enhance other City events. Mr. Deal outlined the next steps in the process, which will include a press release to notify residents of this coming change.

Julie Underwood, City Manager, mentioned the possibility of holding a State of the City event to present the City Council's vision and to report on the direction the community is heading.

At 6:53 p.m., Mayor McGlashan declared the meeting adjourned.

Scott Passey, City Clerk