

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF SPECIAL MEETING

Monday, March 24, 2014
5:45 p.m.

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue North

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

STAFF: Debbie Tarry, City Manager; John Norris, Assistant City Manager; Dick Deal, Parks, Recreation and Cultural Services Director; Mary Reidy, Recreation Superintendent; Pam Barrett, Special Events Coordinator; Jessica Simulcik Smith, City Clerk; Bonita Roznos, Deputy City Clerk

GUEST: Fred Wong, Executive Director, Shoreline-LFP Arts Council; Vicki Stiles, Executive Director, Shoreline Historical Museum

At 5:48 p.m., the meeting was called to order by Mayor Winstead.

Dick Deal, Parks, Recreation and Cultural Services Director provided introductory remarks on the City of Shoreline's Cultural Services and introduced Mary Reidy, Recreation Superintendent. Ms. Reidy reported on the initiation of a quarterly Cultural Services Partners meeting with the goal of information gathering and leveraging resources.

Shoreline-LFP Arts Council Report

Fred Wong, Executive Director, Shoreline-LFP Arts Council, thanked Council for its support. He reviewed the history of the Arts Council, highlighted milestones, and announced that the Arts Council is Celebrating 25 years of service to the community. He reported that over \$2 million has been invested in community arts programming and that 80 cents of every dollar goes directly to fund creative arts experiences for the community. He reviewed activities sponsored by the Arts Council which include the Shoreline Arts Festival, Concerts in the Park, Arts and Culture Events, Edible Book Festival, Family Performances, August Arts & Jazz Camp, and hands-on art experiences. He reported that 14 schools also receive funding support. He concluded by identifying a list of partners, supporters and outreach efforts to the community to encourage support of the arts.

Shoreline Historical Museum Report

Vicki Stiles, Executive Director, Shoreline Historical Museum thanked Council for its support. She reviewed the history of the Museum and stated the community museum began as a bicentennial project and has been in operation for 39 years. She reviewed the programs supported by the Museum which include full service museum hours, an Archives Research Center, public lecture series, exhibits, monthly hands on days, group tours, hands on programs for children, and the program and lecture series for 2013. She stated the museum is a quality of life partner to enhance the life of people in the community. She reviewed the museum's role in historic preservation and announced that the museum was awarded the Trillum Heritage Award in 2013. She reviewed participation in community events which include Celebrate Shoreline, the Ronald Bog Summerset Arts Festival, Shoreline Farmers Market, Shoreline Arts Festival and Solarfest. A calendar of events and programs for 2014 was presented along with a list of museum partners. She reported that over 6,000 people visit the museum annually, and 75-80% are Shoreline residents. The Museum's funding source was presented and she stated 25 percent of the budget is funded by the City. Ms. Stiles concluded her presentation by announcing plans for a new building.

It was asked if the \$219,000 identified in the museum's funding source is capital outlay from the State for the new building. Ms. Stiles responded affirmatively and stated the museum is required to match this funding.

Mr. Deal commented on the important role the museum plays in the preservation of the community's history. It is a place to access information and services and a great resource for the community.

Celebrate Shoreline Report

Pam Barrett, Special Events Coordinator, reported on Celebrate Shoreline 2014. Ms. Barrett reviewed the success of Celebrate Shoreline 2013 which included children activities, family focused music, expanded hours, interactive booth activities, and a 57% increase in attendance.

Ms. Barrett announced that Celebrate Shoreline 2014 is scheduled August 7 –17, 2014 and will include a variety of activities taking place at venues throughout the City. She stated the following changes will be made for Celebrate Shoreline 2014: relocation of disabled parking to courthouse, expanded family area hours, more food options and expansion of the beer garden.

A Councilmember asked how many people attended the event in 2013. Ms. Barrett responded 7,000.

Council and staff discussed food vendor participation and possible event activities.

Shoreline Farmers Market Association Report

Mary Reidy, Recreation Superintendent, provided the report on behalf of Brendan Lemkin, Shoreline Farmers Market Director, who was unable to attend the meeting. Ms. Reidy reported that two concerts will be performed at the Farmers Market this season. The first will take place June 14 to kickoff the season; and the second one sometime in September in an effort to address the decrease in attendance towards the end of the season.

There was discussion on strategies to attract more vendors and attendees; to have more marketing and better visibility; and possible relocation to a site that is more open and centrally located.

Ms. Reidy commented on sponsoring an “Eat for Health” event in connection with the Farmers Market.

A Councilmember commented that the Shoreline Farmers Market’s participation in the SNAP Program provides great market access to low income people and is a model for other cities.

Mayor Winstead commented that Council needs to think about the future of the Farmer’s Market and ways to keep it going. There was a suggestion to research potential partnerships to help sponsor the event, and to use more signage and community reminders.

City Manager Tarry stated that the City will continue to promote the event.

Mayor Winstead declared the meeting adjourned at 6:53 p.m.

Bonita Roznos, Deputy City Clerk