

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF SPECIAL MEETING

Monday, November 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, Salomon, and Roberts

ABSENT: Councilmember McConnell

STAFF: Debbie Tarry, City Manager; John Norris, Assistant City Manager; Dan Eernisse, Economic Development Manager; and Bonita Roznos, Deputy City Clerk

GUESTS: Shoreline Chamber of Commerce Executive Board: Board President Judy Smith; Board Vice-President Robert Brouillard; Board Treasurer Dale Sutton; Board Secretary Jan Doran-Faulds; and Chamber Executive Director Jan Vance

At 5:50 p.m., the meeting was called to order by Mayor Winstead. She announced that Councilmember McConnell would not be attending the meeting for personal reasons. She welcomed Chamber of Commerce Executive Boardmembers, and introductions were provided.

Jan Vance, Chamber Executive Director, distributed the following items to Council: a Chamber brochure; a new Chamber-produced Shoreline map; a shop local postcard; 2015 Chamber Annual Auction invitation; and her business card. She presented potential City/Chamber partnership opportunities and updated Council on Chamber activities. She shared that the Chamber has received 21 new memberships recently, 16 of which resulted from their membership drive. She presented ideas that support the future vision of the Chamber, reviewed the Chamber's website, talked about the Chamber's new tagline - "connect, grow and succeed"- and asked if the Chamber's website could be linked on the City's website.

Boardmembers commented on the Chamber holding a new perspective on attracting and renewing memberships, and recruiting talent on the Board. They shared that in the months of November and December, the Board has been focused on new membership efforts. They commented on being very supportive of building a strong partnership with the City, becoming more attuned to their member's needs, and they shared a story about sponsoring membership for Hopelink. They commented on revisiting their membership fee structure to help accommodate small home-based businesses. They talked about growing the Economic Development Committee, and explained that it will serve as an intermediary between businesses and the City.

Debbie Tarry, City Manager, congratulated Boardmembers on their membership drive and expressed her gratitude for their participation in the meeting. She spoke about the City's Vision 2029 and partnering with business to create a business friendly environment that supports small and local businesses, attracts large business to serve the community and expand the job and tax base, and encourage local neighborhood retail and services throughout the city. She shared excerpts from the City Manager's Vision Statement, and conveyed the importance of trust and partnerships to make Shoreline a great place. She asked how the City can assist the Chamber in being successful.

Dan Eernisse, Economic Development Manager, spoke about strengthening Shoreline's economic base, placemaking events, and commented on a promoting Shoreline campaign. He shared the importance of partnering with the Chamber, School District and Shoreline Community College to develop a message for external promotion of Shoreline. He talked about the Quick Start Program providing educational opportunities for the business community, and addressed the need to outreach and support home-based businesses. He commented on the Aurora Square Renewal Area positively moving forward and serving as a placemaking location. He shared that Sears is actively pursuing concepts to redevelop the space, and that the City is conducting a planned action environmental impact statement. He described a multi-family development being built at the Denny's triangle property providing market rate apartments that will bring new customers to Shoreline.

Councilmembers commented on partnering with the Chamber and working together to support Shoreline, and asked how the City can assist them in being successful. They requested that Boardmembers provide input to Council regarding decisions impacting the business community. They asked if capital investments and improvement projects, like Aurora Avenue, have been helpful to businesses, and talked about demographic shifts in Shoreline that will assist in attracting new businesses.

At 6:45 p.m. the meeting was adjourned.

Bonita Roznos, Deputy City Clerk