

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF BUSINESS MEETING

Monday, January 4, 2016
7:00 p.m.

Council Chambers - Shoreline City Hall
17500 Midvale Avenue North

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

ABSENT: None

1. CALL TO ORDER

At 7:00 p.m., the meeting was called to order by Ms. Simulcik Smith, City Clerk.

(a) Oath of Office Ceremony for Newly Elected City Councilmembers, performed by Superior Court Judge Richard Eadie for:

- Council Position No. 2 Keith Scully
- Council Position No. 4 Doris McConnell
- Council Position No. 6 Jesse Salomon

King County Superior Court Judge Richard Eadie shared his thoughts on the importance and significance of public service and the opportunity for residents to participate in elections of their public officials. He read excerpts from memoirs written by Judge James T. Ronald, former Mayor of Seattle, on public service. He applauded Councilmembers for dedicating their time to serve in local government and extended expressions of gratitude to their family members. He then administered the oath of office to the newly elected and re-elected Councilmembers in the order listed above.

2. FLAG SALUTE/ROLL CALL

Ms. Simulcik Smith led the flag salute and called the roll. All Councilmembers were present.

(a) Election of Mayor and Deputy Mayor

Ms. Simulcik Smith summarized the rules and procedures for electing City Council Officers and opened the floor for nominations for Mayor. Councilmember Winstead nominated Councilmember Roberts and Councilmember Skully nominated Councilmember McConnell. As there were no other nominations, Ms. Simulcik Smith declared the nominations closed. The nomination of Councilmember Roberts for Mayor for a period of two years ending December 31, 2017 received 5 affirmative votes, and Ms. Simulcik Smith declared him elected.

Mayor Roberts then conducted the election for Deputy Mayor and opened the floor for nominations. Councilmember Hall nominated Councilmember Winstead for Deputy Mayor. As there were no other nominations, Mayor Roberts declared the nominations closed. The nomination of Councilmember Winstead for Deputy Mayor for a period of two years ending December 31, 2017 received 7 affirmative votes, and Mayor Roberts declared her elected.

At 7:12 p.m., Mayor Roberts called for a recess for 5 minutes to rearrange the dais. The meeting was reconvened at 7:17 p.m.

3. REPORT OF CITY MANAGER

Debbie Tarry, City Manager, provided reports and updates on various City meetings, projects and events.

4. COUNCIL REPORTS

There were no Council Reports.

5. PUBLIC COMMENT

Tad Seaton, Mukilteo, Washington resident, asked Council to vote no on Ordinance 735 pertaining to the 1,000 foot buffer for marijuana stores. He referenced an email he sent to Council on December 29, 2015 citing changes to state marijuana laws and suggesting amendments to the Ordinance.

Lorrie Hoffman, Executive Director of Shoreline Lake Forest Parks Arts Council, introduced herself and thanked Council for their continue support of the arts.

Brad Lancaster, Shoreline resident, thanked Council for passing the Resolution to support King County's declaration of emergency regarding homelessness. He commended staff for working with him intelligently. He asked if homelessness is the responsibility of Shoreline City Government, and expressed that it is an issue that the City should take personally and address.

Tom Mailhot, Shoreline resident, congratulated Councilmembers McConnell and Salomon on their re-election and congratulated Mayor Roberts and Deputy Mayor Winstead on their new positions and wished them success in the coming year.

Debbie Tarry, City Manager, commented that the City Council will be discussing cannabis regulations on January 25, 2016 and that action is schedule to take place on February 8, 2016. She said Alex Herzog, Management Analyst, has been in communication with Mr. Seaton.

6. APPROVAL OF THE AGENDA

The agenda was approved by unanimous consent.

7. CONSENT CALENDAR

Upon motion by Councilmember McGlashan and seconded by Deputy Mayor Winstead and unanimously carried, 7-0, the following Consent Calendar items were approved:

- (a) Minutes of Business Meeting of November 16, 2015 and of Special Meeting of November 30, 2015**
- (b) Authorize the City Manager to Enter into a Contract with the Shoreline/Lake Forest Park Art Council**
- (c) Authorize the City Manager to Enter into a Contract with the Shoreline Historical Museum**
- (d) Authorize the City Manager to Enter into a Contract with Scott Strathy for Law Enforcement Consultant Services for the Risk Awareness, De-escalation, and Referral (RADAR) Program**
- (e) Authorize the City Manager to Enter into an Interlocal Agreement with the City of Mountlake Terrace for Mutual Assistance**
- (f) Authorize the City Manager or Her Designee to Enter into Interlocal Agreement with the U.S. Department of Justice for Participation in the Organized Crime Drug Enforcement Task Force Program**

8. STUDY ITEMS

- (a) Discussion of Promote Shoreline Campaign**

Dan Eernissee, Economic Development Manager, recalled that Promoting Shoreline was funded in 2015 and will be launched in the second quarter of 2016. He said that it will be an outward-focused campaign to attract new residents, investors, and businesses. He introduced Jennifer Rash, PRR. He then reviewed the Promote Shoreline campaign target audience demographics, and announced the three new resident messages are:

- 1. Interesting and diverse residents
- 2. Exceptional transportation options and connectivity
- 3. Desirable amenities

Mr. Eernissee reviewed the three new business outcomes are:

- 1. Vision 2029 Businesses

He said Vision 2029 Businesses are one of a kind, adding character and a sense of place to Shoreline's neighborhoods, and along with jobs provides:

- Unique products and services

- Entertainment and dining options, and/or
- Neighborhood gathering places

He shared that targets are owners/operators, brokers and residents and that the message is *Profitable business environment*.

2. For sale single family attached homes

- Affordable home ownership
- Appealing to families
- Builders unaware of zoning changes

He shared that targets are builders, land brokers and residential brokers, and that the message is *Areas with correct zoning*.

3. Growing media production industry

He said the Washington State Department of Transportation and Fircrest properties can possibly be used as media campuses and that the State provides incentives for film makers to come to Washington. He shared targets are government agencies and media industry professionals, and that the message is *Commitment to regional industry success*.

Deputy Mayor Winstead asked a question about commute time and encouraged finding a different way to word the message because it is a critical piece as to why people move. Ms. Rash responded that the message is intended to be a backup fact for the larger message.

Councilmember Scully recommended focusing resources on the business side because there are a fair number of vacant businesses, and commented that small business owners may not know what it will take to operate in Shoreline. He said residents will find Shoreline due to the scarcity of housing.

Ms. Rash presented two types of campaigns: a central, long haul campaign that focuses on surprising people with interesting facts about Shoreline and that is sustainable over time; and a short term campaign to spark interest.

Ms. Rash said there will be a Microsite developed, separate from shorelinewa.gov, where people can visit to learn about Shoreline. She said it will provide links and contact information if they want to pursue more information on a particular topic. She said it will be clean, attractive, light hearted, and focused on getting people to want to share that information. She then presented examples of microsites.

Ms. Rash introduced the "You don't know Squatch about Shoreline" campaign and ideas to spread the message, engage with people, and integrate the campaign into events.

Councilmember McConnell asked if the focus group is going to be ongoing and commented that the current residents can help inform people about what's great about living in Shoreline. Ms. Rash responded that they are engaging residents to get fun facts to promote neighborhoods and

to collect testimonials on why they love to live in Shoreline and highlight diversity. She shared that residents will also be used to test concepts through an on-line survey.

Deputy Mayor Winstead said she likes the Squatch idea. She shared that Shoreline is proud of its natural resources and that would be good segue way into what we love about Shoreline. She said she can see this campaign being used at city events. Mr. Eernisse said he likes the back story that Squatch has been living in Shoreline this whole time but no one knows and it can surround lots of fun stories.

Councilmember Hall questioned the different roles between the Central campaign logo and the Shoreline logo. He commented that the Shoreline logo shows trees and water, and said that he does not want to take away from the representation of Shoreline being deeply connected to the environment. Mr. Eernisse responded that the City does not want a new logo and the Central logo is supplementary. Ms. Nash added that the Central logo is a stylistic way of promoting Shoreline and not associated with government.

Mayor Roberts asked if the Chamber of Commerce has been engaged in this promotion and commented that two different campaigns should not be run at the same time. Mr. Eernisse responded that he has had introductory conversations with School District, Chamber, and Shoreline Community College. He stated that they have not had a lot of strategic meetings but said he has received positive feedback. He added that the three business outcome goals have not been shared.

Mayor Roberts commented that branding is hard and asked if the Squatch campaign is the entire campaign or will it include the other good work being done in the City. Ms. Rask replied that it would be used to excite initial interest and there will also be a broader approach in the Central campaign. Mr. Eernisse added that there are ton of elements of the strong brand in place and said the purpose is to funnel people to find out about Shoreline and provide easy next steps to engage in Shoreline. Ms. Rash asked if Council thought the Squatch is too juvenile. Mayor Roberts said there is a potential that it could be mocked by people who do not understand it and he wants to be careful about the message that the City is putting out.

Mayor Roberts expressed his gratitude for being elected Mayor, and said that it is an honor and privilege, and he hopes to carry out the office with all the dignity that it deserves. He thanked former Mayors Winstead and McGlashan for their previous work.

9. EXECUTIVE SESSION: Potential Litigation - RCW 42.30.110(1)(i)

At 8:19 p.m., Mayor Roberts called for a recess for 5 minutes and stated that the Council will be going into Executive session at 8:25 p.m. for a period of 20 minutes as authorized by RCW 42.30.110(1)(i) to discuss with legal counsel potential litigation to which the City is likely to become a party. He said the Council is expected to take final action following the Executive Session.

Mayor Roberts then announced that he will be sending Councilmembers a City list of appointments and would like to hear back from them as to their preferences.

At 8:45 p.m. the Council emerged from Executive Session.

Deputy Mayor Winstead moved to authorize the City Manager to enter into a voluntary compliance agreement with Brad and Kimberly Lancaster. The motion was seconded by Councilmember Hall and passed unanimously.

10. ADJOURNMENT

At 8:47 p.m., Mayor Roberts declared the meeting adjourned.

Jessica Simulcik Smith, City Clerk