

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF SPECIAL MEETING

Monday, October 17, 2016
5:45 p.m.

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue North

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

ABSENT: Councilmembers Salomon and Scully

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

GUESTS: Shoreline Farmers Market Director Brenden Lemkin, and Market Manager Teri Wheeler,

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

Dan Eernisse, Economic Development Manager, introduced Brenden Lemkin, Shoreline Farmers Market Director, and Teri Wheeler, Market Manager. He shared that the Market surpassed all performance expectations in the new location at Aurora Square, and expressed what a pleasure it is to work with Mr. Lemkin and Ms. Wheeler.

Mr. Lemkin distributed and reviewed the Market's Annual Report. He shared successes and challenges faced in 2016. He noted that the Everett Clinic was a major sponsor in 2016 and said he is not sure if they will provide the same level of sponsorship in 2017. He talked about the Supplemental Nutrition Assistance Program Federal Grant Match Program, the amount of administrative work required to support it, and the focus on growing the program in 2017. He stated that a half ton of food was donated to Hopelink in 2016, compared to a ton in 2015. He reviewed staffing levels, and said a goal for 2017 is to have the same farmers at the Market every week. He spoke about the successful partnership with Central Market and the support received from Sear's employees. Ms. Wheeler described the Power of Produce (POP) Kids and Fresh Buck Programs, and noted that 1300 kids participated in POP Kids program. She talked about the success of the Chef's Tent, and pointed out that higher farmer sales contributed to the decrease in food donated to Hopelink.

Councilmembers commented on the success the Market is having at Aurora Square and asked how Shoreline's market sales compare to others. They asked about advertisement, and proposed that vendors promote to customers that credit can be exchange for cash to spend at the Market. Ms. Wheeler responded that advertisement is done via Facebook and Mr. Lemkin added that they also advertise on the City's website, in *Currents*, by word of mouth, and through the vendors. He

said they are currently working on advertisement efforts and he plans to look at data for market sale comparisons.

Mr. Eernisse provided an update on the Surprise by Shoreline marketing campaign, and addressed outreach efforts in South Snohomish and North Seattle. He said the next phase of the campaign includes the business community and shared that he is scheduled to make presentations to Windermere and Fireside Homes Realtors. Councilmembers asked about the request for funding for ongoing efforts, and recommended that Facebook be used for marketing. Mr. Eernisse responded that the funding request is for replenishing marketing materials and giveaways and updating website content, and that the City's Facebook page is being used for marketing.

Scott MacColl, Intergovernmental Relations Manager, distributed Sound Cities Association's 2017 Call for Nominations Appointment to Regional Board and Committees List. He noted that the Regional Transit and Regional Water Quality Committees and the PRSC Executive Board are important to the future of Shoreline, and should have a Shoreline representative.

Mayor Roberts said October 26, 2016 is the deadline for submitting applications and requested that Councilmembers also inform Mr. MacColl of their selections.

At 6:55 p.m. the meeting was adjourned.

Bonita Roznos, Deputy City Clerk