



Meeting Minutes

General Government Committee

City Hall
601 4th Avenue E
Olympia, WA 98501
Information: 360.753.8447

Thursday, August 28, 2014

12:00 PM

Room 207

Special Meeting

1. ROLL CALL

Present: 2 - Committee Member Jim Cooper and Committee Member Cheryl Selby

Excused: 1 - Chair Jeannine Roe

2. CALL TO ORDER

Committee Member Cooper called the meeting to order at 12:10 p.m. He noted Chair Roe was representing the Council at another meeting and said she would arrive later.

3. APPROVAL OF MINUTES - None

4. COMMITTEE BUSINESS

Chair Roe arrived at 12:40 p.m.

Present: 3 - Chair Jeannine Roe, Committee Member Jim Cooper and Committee Member Cheryl Selby

- 4.A [14-0834](#) Special Meeting to Discuss City Survey and to Finalize Committee's Presentation for Council's Mid-Year Retreat

CITY SURVEY

Communications Manager Cathie Butler said the purpose of the meeting is to visit with Stuart Elway of Elway Research to review the methodology and expected outcomes of a City survey to be conducted this fall. She introduced Mr. Elway.

Mr. Elway said he received draft questions from staff and comments from the Mayor. He also reviewed the prior surveys conducted by Elway Research on behalf of the City. He used the information to develop an initial questionnaire for review. He said the proposed questionnaire is too long and needs to be cut.

Mr. Elway provided an oral overview of opinion surveys and possible methodology: phone only, combination of phone and mail, mail only, and/or a mailed invite. He said the final methodology is yet to be determined.

Committee members and staff reviewed the questionnaire.

Committee Member Selby said she is interested in future opinion surveys on specific topics and issues, for example a survey asking people's opinion about Capitol Lake versus an estuary.

Chair Roe expressed concern about proposed questions that appear to single out the downtown, perhaps in a negative way. She asked why questions are included about utility programs that people are already satisfied with.

Committee Member Cooper said he supports the survey and agrees that the number of questions should be reduced. He suggested focusing on service/funding priorities and communication. The outcome would be information that could be helpful to Council during budget discussions and as a more comprehensive communication/Council outreach strategy is developed. He said he likes the idea of a mailed invite to participants.

Committee members agreed the survey should be shortened.

Mr. Elway thanked the Committee for input. He said he would work with staff to finalize the questionnaire. Chair Roe asked that the full Council be provided with a copy of the final questionnaire before the survey begins.

Chair Roe thanked Mr. Elway for his informative overview and presentation.

RETREAT PREPARATION

Telling Our Story / Communication

City Manager Steve Hall said staff has been discussing Council's interest in communication and the topic of "Telling Our Story." He said the City does a good job telling our story in many areas, including project management; general communication about policies, programs and information; and City celebrations and community events. He said there are two areas that could benefit from a strategy: issues where there is policy conflict in the community and possibly on the Council, and regulatory issues, especially those related to land use and private development.

He proposed that staff assist the General Government Committee with its report by facilitating a discussion among Councilmembers about communication on policy conflict and regulatory issues. At a future meeting, the General Government Committee and staff will recap the retreat discussion and work on developing possible strategies and/or agreements to propose to the full Council. Committee members agreed with the proposed approach.

Economic Development

Committee members discussed their intent with regards to the economic development topic. They noted the general topic of "economic development" is relegated by ordinance to the General Government Committee. Their recent focus has been on the re-direction of Community Development Block Grant resources for economic development. They agreed that clarity is needed about the relationship between the General Government Committee and the work of the Council's Ad Hoc Community &

Economic Revitalization Committee (CERC). Committee members agreed to propose that only those economic development items necessary for CERC to complete its work plan should be referred to that ad hoc committee.

The report was received.

5. ADJOURNMENT

Chair Roe adjourned the meeting at 2:15 p.m.