



City of Olympia

City Hall
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Meeting Minutes - Draft General Government Committee

Tuesday, March 18, 2014

4:15 PM

Room 207

1. ROLL CALL

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

2. CALL TO ORDER

Chair Roe called the meeting to order at 4:15 p.m. She requested that the Committee amend the agenda to address The Washington Center fundraising proposal immediately following action on the February 11, 2014 Committee minutes. The Committee members concurred.

3. APPROVAL OF MINUTES

3.A 14-0169 Approval of February 11, 2014 General Government Committee Meeting Minutes

Committee Member Cooper moved, seconded by Committee Member Selby, to approve the minutes. The motion carried by the following vote:

Aye: 3 - Chair Roe, Committee Member Cooper and Committee Member Selby

4. COMMITTEE BUSINESS

4.B 14-0267 Washington Center Fundraising Proposal - Continued Discussion

City Manager Steve Hall provided a background report on this item. He indicated that in February, The Washington Center Board had asked the Committee to consider options for fundraising/sponsorship opportunities at the Center. One idea to explore was the possibility of selling naming rights to various rooms or portions of The Washington Center building. After briefly discussing this issue, the General Government Committee asked City staff to work with The Washington Center to explore options around this fundraising idea.

Mr. Hall indicated that staff had done some research on naming rights for public buildings and found that in 1985 the City allowed The Washington Center to conduct a very similar fundraising activity. At that time, individuals and businesses were allowed to provide sponsorship to different areas within the building. Mr. Hall produced a 1985 booklet that outlined that fundraising effort. He indicated that in researching this

issue, it was plausible for the City to permit groups or individuals to sponsor areas in the room but not specifically name the room after a group. So, for example, rather than having the Puget Sound Energy Main Stage, you could have the Main Stage sponsored by Puget Sound Energy.

Mr. Hall indicated that Assistant City Manager Jay Burney had met with the Executive Committee of The Washington Center the prior week. Both staff and The Washington Center Board were supportive of this sponsorship approach.

The Washington Center Board President George LaMasurier, and Executive Director Jill Barnes, spoke to the issue. They indicated that they were very supportive of the sponsorship concept and had produced a pricelist of possible donations that would indicate how much individuals or businesses would need to contribute in order to sponsor various parts of The Center. Mr. LaMasurier indicated that while this was a "wish list," he was hopeful that this sponsorship approach would raise substantial capital for The Center.

Committee member Cooper asked The Center representatives whether they had talked about any criteria for naming to ensure compatibility of sponsors with The Center. Mr. LaMasurier indicated that they had not crossed that bridge yet and would do so if a need arose. Mr. Hall indicated that in most instances, businesses that are not appropriate to a particular facility are unlikely to apply if they are not wanted at that venue.

The Committee concurred with the recommendation from staff and The Washington Center Board and directed that it be forwarded to the full City Council for final consideration.

The recommendation was approved and referred to the City Council for final consideration.

4.A 14-0256 Community Development Block Grant Funded Options for Economic Development

Deputy Director of Community Planning and Development Leonard Bauer provided an overview of the CDBG program and the HUD special regulations as they apply to use of CDBG funds for economic development. He indicated that another consideration for the City in its decisions were to be wary of the spend down requirements of HUD.

Housing Program Manager Anna Schlecht provided a detailed description of the options available for Committee consideration that would suit the economic development agenda. Those included:

- CPTED improvements
- Micro loan programs
- Mini loan programs
- Or transfer of additional funds to the Isthmus project

Thurston County Chamber of Commerce Executive Director David Schaffert and

Olympia Downtown Association Executive Director Connie Lorenz also provided feedback about the different choices for using CDBG funds for economic development. Ms. Lorenz indicated their preference would be for a facade improvement program which would have a lasting and visible impact on downtown.

Ms. Michelle Morland from the National Development Council helped refine the criteria HUD uses for determining if projects meet HUD guidelines.

The Committee members discussed the various options and indicated a preference for moving forward with the CPTED analysis as defined by City staff. This would include approximately \$25,000 for safety improvements throughout the downtown. Finally, the Committee showed a preference for establishing a revolving loan program that would provide up to \$200,000 for micro loans in the downtown area.

Ms. Schlecht indicated that these general preferences could be discussed further with the Committee and the stakeholders at subsequent meetings.

The Committee asked at the April meeting that there be more discussion on how the micro loan program would be administered.

The recommendation was discussed and continued to the General Government Committee due back on 4/15/2014.

4.C 14-0268 Approval of 2014 Advisory Committee and Commission Work Plans

Present for the Discussion:

Trent Hart - Arts Commission; Stephanie Johnson, Staff Liaison

Anne Fritzel - Bicycle & Pedestrian Advisory Committee; Michelle Swanson, Staff Liaison

Holly Davies - Heritage Commission; Michelle Sadlier, Staff Liaison

Max Brown - Planning Commission; Amy Buckler, Staff Liaison

Jim Nieland - Parks & Recreation Advisory Committee; Jonathon Turlove, Staff Liaison

Dave Dunn - Utility Advisory Committee; Andy Haub, Staff Liaison

Cathie Butler, Communications Manager, mentioned that staff supports the increased number of committee meetings proposed for 2014, if staff is available to support the effort and the meetings are needed for the committee to efficiently accomplish its work.

Arts Commission

Chair Hart highlighted the City Hall temporary art displays; use of the 1% for City Hall art; and the Music Out Loud proposal.

On behalf of staff, Ms. Butler recommended clarification about communication and information items in the Arts Commission and Heritage Commission work plans so that it is clear that the work is at the request and direction of staff. Committee members concurred.

General Government Committee agreed to schedule the report on Economic Impact of Arts for its May 20 meeting, which is when the Arts Commission will also present recommendations on the Music Out Loud proposal.

Committee members agreed to add the word “neighborhoods” to item 1.4; and to clarify the intent on city-owned rights-of-way.

Councilmember Selby noted that the City Council is meeting in study session on April 20 regarding the Olympia ArtSpace Alliance, and that the Arts Commission is welcome to attend.

General Government Committee agreed to recommend the Arts Commission work plan with the clarifications requested by staff.

Bicycle and Pedestrian Advisory Committee

Co-Chair Fritzel highlighted 2014 priorities.

Councilmember Cooper mentioned that in committee interviews the night before, one of the applicants suggested painting a red box at intersections for bicycles to stop in, as an inexpensive option for bicycle designation.

General Government Committee agreed to recommend the BPAC work plan as presented.

Heritage Commission

Chair Davies reviewed the work plan. She noted that the City is receiving a grant to work on historic inventory: \$6000 from State Department of Archeology; \$8000 total cost, with matching staff time.

Staff made the same recommendation regarding communication and information projects as with the Arts Commission. Staff also noted that item 1.b should be retitled so as to not confuse it with the City’s Downtown Project coordinated by Land Use and Environment Committee, and that wording of items tht say “Administer” in the title should be changed so clarify the Commission’s development role, which is different than staff’s administrative role.

Jim Nieland, Chair of the Parks and Recreation Advisory Committee, noted that the City has an historic tree registry, which the Heritage Commission may wish to take a look at when discussing other registries.

General Government Committee agreed to recommend the Heritage Commission work plan with the clarifications recommended by staff.

Parks and Recreation Advisory Committee.

Chair Nieland noted that the committee has a significant work plan for 2014. He highlighted several proposed issues the committee will discuss in 2014, in particular

the recreation element of the comprehensive plan.

Ms. Butler mentioned that she and Mr. Nieland have discussed the possibility of developing a training manual for committee members, perhaps based on a model from the National Recreation and Parks Association.

General Government Committee agreed to recommend the PRAC work plan as presented.

Planning Commission.

Chair Brown reviewed several of the significant policy issues the commission will take up in 2014, including the Capital Facilities Plan, Comprehensive Plan Code Work, preparation for downtown master planning, and neighborhood centers. He said the commission is meeting April 14 with the Coalition of Neighborhoods about barriers to neighborhood centers and to learn about their interests.

General Government Committee recommends approval of the Planning Commission work plan as presented with referral to LUEC to discuss timing and overall workload.

Utility Advisory Committee.

Mr. Dunn reviewed the UAC's significant work plan items. He said that each year the committee takes a look at all four utilities, including plans and rates. One 2014 item is to develop a policy on volume based rate for Wastewater, which is now a flat fee.

He mentioned that the committee is trying to coordinate a presentation from the Strong Towns organization about vibrant, economically successful communities. Ms. Butler mentioned that staff does not have time to support this effort, and there is no budget. She suggested the work plan be amended to reflect that there is no staff time or budget to support the Strong Town proposal in 2014.

Councilmember Cooper said he is excited to see discussion about municipal fiber. He said he has been talking to the Thurston PUD about how to offer WIFI in downtown Olympia.

General Government Committee agreed to recommend the Utility Advisory Work plan as presented with the clarification that no staff or budget is available for the Strong Towns proposal.

Ms. Butler suggested a meeting of General Government Committee with the Arts Commission and the Heritage Commission individually to discuss ordinances and roles, since there have been some changes in staff and practices. The committee agreed to look for time later this year.

Chair Roe thanked everyone for coming. She said the work plans will be on the Council's April 1 Consent Calendar for approval.

The recommendation was approved and referred to the City Council

5. ADJOURNMENT

The meeting adjourned at 6:40 p.m.