

# AGENDA

## 2013 CITY COUNCIL MID -YEAR RETREAT

### LOTT Board Room

500 Adams St NE Olympia, WA 98501

Saturday, June 22, 2013

2:00 p.m. - 7:00 p.m.



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**2:00 p.m. - 2:15 p.m.**

**Welcome - Purpose and Goals for Retreat**

- Mid-Year Review of 2013 Achievements
  - Priorities and Goals
  - Accomplishments
  - Adjustments
  - Plan for second half of 2013

Kendra Dahlen,  
Facilitator,  
FLT  
Consulting

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**2:15 p.m. - 3:30 p.m.**

**City Council Work to Date: Jan - June 2013  
Highlights, Status, Process, Experience,  
Adjustments; High Performing Council Actions  
in Work to Date**

- Shoreline Master Program
- Community Development Block Grant
- Isthmus Property
- Comprehensive Plan Update

Kendra Dahlen,  
Facilitator,  
ALL

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**3:30 p.m. - 3:40 p.m.**

**BREAK**

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3:40 p.m. - 5:00 p.m.

**City Council 2013 Priorities and Goals;  
Status, Accomplishments, Adjustments**

Kendra  
Dahlen,  
Facilitator,

1. **Adopt a Sustainable Budget**
  - Finance Committee
2. **Champion Downtown**
  - Land Use and Environment Committee
    - Downtown Project
3. **Change the Culture of Community Development**
  - Community Renewal Authority
  - Process for Improving the City's Approach for Community Development and Land Use Approvals
4. **Inspire Strong Relationships**
  - General Government Committee
    - Advisory Committees: Status, Accomplishments, Successes
  - High Performing Council "Scorecard"

ALL

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5:00 p.m. - 5:30 p.m.

**Dinner & Reconvene**

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5:30 p.m. - 6:00 p.m.

**Summary of Priorities and Goals**

- Priorities for 2nd half of 2013
- Priority and Goal Adjustments
- Benchmarks for remaining year
- Continuous Improvement

Kendra  
Dahlen,  
Facilitator

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6:00 p.m. - 7:00 p.m.

**Wrap Up and Additional Issues for 2103**

Kendra  
Dahlen,  
Facilitator

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*Thank You!*



# City of Olympia

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Information: 360-753-8447

## Meeting Minutes City Council

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Saturday, June 22, 2013

2:00 PM LOTT Board Room, 500 Adams St.  
NE

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### Mid-Year Retreat

#### 1. ROLL CALL

Present: 7 - Mayor Stephen H. Buxbaum, Mayor Pro Tem Nathaniel Jones, Councilmember Jim Cooper, Councilmember Julie Hankins, Councilmember Steve Langer, Councilmember Jeannine Roe and Councilmember Karen Rogers

#### OTHERS PRESENT

City Manager Steve Hall, Assistant City Manager Jay Burney, Communications Manager Cathie Butler, Kendra Dahlen, Facilitator

#### 2. BUSINESS ITEM

##### 2.A [13-0522](#) Olympia City Council's Mid-Year Retreat

**COUNCIL WORK TO DATE: JANUARY - JUNE, 2013**

Councilmembers reflected on the following improvements, accomplishments, and recommendations:

##### Shoreline Master Program (SMP)

The Shoreline Master Program informed the Comprehensive Plan update process:

- Planning Commission charter improved the Comprehensive Plan update process.

##### Improve Shoreline Master Program Updates

- Council needs to provide more direction for update reports and materials.
- SMP updates were not substantive.
- Improvements for SMP Council updates.
- Examples from other cities - compare and contrast.
- Consolidation of materials.
- Clarity of roles and regulations.
- Maps and illustrations.
- Reach by reach analysis of SMP would have been most effective and efficient.
- Public's comprehension of SMP is challenging due to complexity.
- Improved Council updates would have benefited public understanding of the plan and

process.

- Recognize public benefit of Council updates when structuring process.
- Late policy initiatives from staff were not helpful.
- Council was not adequately prepared for policy initiatives.

#### **Comprehensive Plan Update (CPU)**

- Planning Commission charter improved the Comprehensive Plan update process.
- Update reports to Council need to be improved with staff.
  - Communicate 'next steps' to the public/alignment of CPU process with community.
  - Development regulations.
  - Implementation process.
  - Action plan.
  - Downtown master plan.
- Prepare for CPU implementation.
  - Policies.
  - Priorities.
  - Process and plan.
  - Public involvement.
  - Community preparation.
  - Sequencing of plans.
  - Planning Commission role.
  - Role of advisory committees.

#### **Council Study Sessions**

- Work together and with staff to improve study sessions.
- Improve format to encourage two-way dialogue.
- Plan and prepare agenda and approach to complicated issues.
- Establish what is needed and purpose of the session/what is the 'need to know'.
- Engage stakeholders/public in sessions.
- Recognize different learning styles for materials and planning of sessions.

#### **Define Specific Topics for Study Sessions**

- Work sessions.
- Technical sessions (suggested topics).
- Form based codes.
- Public Involvement Tools (IAP2).
- Stakeholder and public involvement.
- Economic forecasting.
- Medical roundtable.
- Inter-jurisdictional.

#### **Community Development Block Grant (CDBG)**

- Process improvement for 2014.
  - Include CDBG strategically in 2014 Council work plan.
  - Improve structure for decision-making.
    - Agree on priorities.

- Improve criteria.
- Eliminate politics.
- Too many meetings in relation to proportion of funding.
- Process is jammed due to federal requirements for expenditures.
- General Government Committee will develop recommendations to improve CDBG decision-making process.
  
- CDBG funding allocations improved.
  - Funding allocation changed from supporting multiple small projects to funding fewer but larger and more impactful projects.

Councilmembers then discussed the 2013 priorities and goals:

#### **ADOPT A SUSTAINABLE BUDGET**

- Council is working to improve budget format and accessibility.
  - Plain talk budget language.
  - Improve 'points of entry' for stakeholders and interested public.
  - Explain basis for decision-making.
- Structure information for specific areas of interest.
  - Decision-tree structure.
  - Classify segments of budget.
- Involve stakeholders and advisory committees in budget process.
  - Reach out to all parts of community.
- The budget is a 365 day/year process.
  - It is continuous and year round.
  - Finance Committee is strategically preparing now for 2015 budget.
- Building reserves are ongoing struggle.
- Finance Committee is keeping close eye on debt level.
- Council and City must thank the public for passing public safety bond issue.
  - Report to public will be timely.
- Improve public information/knowledge about decision-making.
  - Isthmus funding decisions.
  - Concerns expressed by Parks and Recreation Advisory Committee (PRAC).
  - Ward Lake history, issues and complications were not explained to public in timely or sufficient manner.
- Improve the budget adoption process.
  - Avoid late decision-making, if possible.

#### **CHAMPION DOWNTOWN**

##### **Successes**

- Downtown Ambassadors now operating 7 days/week.
- Artesian Well court design.
- Sidewalk ordinance passed.
- Several parklets developed.
- Downtown survey complete.
- Public benches in place.
- Public art and more coming.

- Graffiti abatement is working.
- Walking Patrol started June 1.
- Washington Center for Performing Arts renovation is in progress.
- City staff project coordination.
  - Convergence of multiple agencies.
    - Parks, Police, CP&D.
  - Good agency and staff coordination.

#### **Upcoming Projects**

- New improved parking meters.
- Downtown master plan.
- Additional public art.
- Restrooms.
- Combined marketing plan.
- Organizing and syncing efforts will be ongoing challenge due to multiple projects and programs.
  - Performance dashboard needed to monitor multiple projects.
- Communicate downtown achievements.

#### **CHANGE THE CULTURE OF COMMUNITY DEVELOPMENT**

##### **Community Renewal Area (CRA) is catalyst for culture change**

- Opportunity for new partnerships.
- Leverage public assets with private assets.
- New and different approaches available.
- Influence the role of CP&D.
- Presents a paradigm shift.
- Enthusiasm for new tools and methods.
- Strategic and sequential approach.
  - Downtown master plan.
  - Additional redevelopment areas.
  - 'Big picture' for increasing commerce with citywide perspective.
  - Zero in on opportunities for CRA.
  - Use right tools for right spot.

##### **Process for improving the City's approach for community development and land use approvals**

- **CP&D reorganization**
  - New deputy director to be hired.
  - Reorganization will support departmental changes.
  - Increase policy level initiatives.
  - Increase/improve community connections.
- **Consultant RFP - purpose and next steps**
  - Purpose.
  - Research current processes.
  - Build upon process improvement.
  - Consult with Council and stakeholders.

- Identify best practices for development services.
- Develop recommendations to achieve City goals.
  
- **Next steps**
  - Integrate with CRA process.
  - Cost analysis for services.
  - Council subcommittee review.
  
- **Culture change - desired outcomes**
  - Both developers and community are generally pleased with changes.

#### **INSPIRE STRONG RELATIONSHIPS**

##### **General Government Committee improvements to advisory committees application and selection process**

- Process for selection revised/enhanced.
- Advisory committees strengthened due to improvements in selection process.
- Jurassic Parliament training is worthwhile for committee leaders.

##### **Advisory committee coordination with Council has improved**

- Planning Commission CPU charter.
- Councilmember participation in advisory committee meetings and retreats.
- There is clear value to better direction for work/role of advisory committees.
  - Intentional guidance for review, evaluation and public input.
  - Improved interaction and communication with Council.
- Relationship with Planning Commission and advisory boards is increasingly better.
  - Relationship with staff also strengthened as a result of improvements.
- Consider methods for retaining these improvements into the future.
  - Institutionalize changes.

##### **General government/public process work session**

- IAP2 spectrum of public participation.
- Tool box for outreach.
- Right methods for specific purpose.
- Terminology - need for consistency.
- Excellent resource for public engagement.

##### **Strengthen business relationships**

- Welcome new businesses - citywide.
  - Councilmember letters/cards.
- Economic forecasting business meeting.
  - Valuable information for Council.
  - Future resource for Council.
- Improve new licensing communication.
  - Role for PBIA.

Councilmember recommendations for improvements to work to date are briefly summarized as follows:

**Improve Shoreline Master Program updates**

- Provide more direction for more substantive update reports and materials.
- Public should have better information about the SMP.

**Comprehensive Plan update (CPU)**

- Communicate next steps to public.
- Work with staff to improve Council update reports.
- Plan for CPU implementation process.

**Council Study Sessions**

- Work together and with staff to improve the quality of study sessions.
- Define specific study session titles to align with topic categories.

**Community Development Block Grant (CDBG)**

- Decision making structure, criteria and process need improvement.
- Incorporate CDBG strategically into Council 2014 work plan.

The following recommendations are in addition to initiatives that are currently underway.

**ADOPT A SUSTAINABLE BUDGET**

- Structure information for specific interests.
- Involve stakeholders and advisory committees in budget process.
- Reach out to all parts of community.
- Improve public information/knowledge about decision-making.
- Thank the public for passing the public safety bond issue.

**CHAMPION DOWNTOWN**

- Communicate accomplishments!
- Develop performance dashboard to monitor/manage progress of multiple initiatives.

**CHANGE THE CULTURE OF COMMUNITY DEVELOPMENT**

- Community Renewal Area (CRA) is a catalyst for culture change.
- Process for improving the City's approach for community development and land use approvals will be coordinated with CRA approach and process.

**INSPIRE STRONG RELATIONSHIPS**

- Consider methods for retaining advisory committees' improvements into the future.
- Strengthen business relationships.

The discussion was completed.

**3. ADJOURNMENT**

The meeting adjourned at 7:00 p.m.