



Meeting Minutes

Finance Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8244

Wednesday, March 8, 2017

5:00 PM

Room 207

1. CALL TO ORDER

Chair Cooper called the meeting to order at 5:07 p.m.

2. ROLL CALL

Present: 3 - Chair Jim Cooper, Committee member Jessica Bateman and Committee member Jeannine Roe

3. APPROVAL OF AGENDA

The agenda was approved.

4. APPROVAL OF MINUTES

4.A 17-0253 Approval of February 8, 2017 Finance Committee Meeting Minutes

The minutes were approved.

5. COMMITTEE BUSINESS

5.A 17-0179 Discussion with Washington Center for the Performing Arts

Washington Center for the Performing Arts (Center) Executive Director Jill Barnes, Center Chair Jim Haley, and Center Development Director Jocelyn Wood attended the meeting to provide a financial update. Ms. Barnes presented folders with income trajectory information as well as sample marketing materials. She highlighted several events and programs the Center worked on over the last year to increase revenue. Efforts include:

- Cultivated new and existing donorships through their "Friends" program
- Increased number of building tours - People are taking ownership
- Uncorked and Unplugged event - This year's event will be April 12 from 5:30 p.m. to 7:00 p.m.
- Improved donor recognition using banners in the lobby
- Increasing community awareness that the Center is a non-profit in need of donors/sponsors
- Increased sponsorships by \$25,000 over the previous year with 14 new sponsors
- Hosted the first Center Stage Awards with local talent providing entertainment. It was a huge success and this year's Awards will be September 23.
- Raised \$50,000 for capital improvements - the most raised in one year since the

mid-1990s

Mr. Haley believes the positive results they are seeing are due to Ms. Wood's efforts in growing community relationships. He and Ms. Wood agreed it is a slow, long-term process. Committee member Roe (who is also Council liaison to the Center) commended Center staff on their work. Chair Cooper noted the City's funding of Ms. Wood's position appears to have been a good investment. He reminded everyone her position is funded through 2017 and would be reevaluated at a later time.

The discussion was completed.

5.B 17-0187 Discussion of 2016 Year-end Financial Position

Administrative Services Director Mary Verner presented a list of items discussed during 2017 budget deliberations. \$327,071 is available to assign. Fiscal Services Director Dean Walz clarified assignments will be used in financial reporting. Mr. Hall reminded everyone these are one-time funds and should be assigned to one-time items.

Assignment recommendations:

- Downtown Strategy - \$50,000
- Arts/Culture RFP - \$50,000
- Comp Plan - \$40,000
- Policy/Legislative Advocacy (Support) - \$100,000
- Code Enforcement Fund - \$50,000
- Council Goal Money - \$37,071
- Total - \$327,071

Mr. Hall asked Community Planning & Development Director Keith Stahley for an update on hazard trees. Mr. Stahley indicated \$64,000 would be required to take care of 2017 hazard tree areas of concern.

Citizen Karen Messmer brought up the fact that Finance Committee has mentioned taking a possible safety measure to voters. She reminded the Committee that a public safety measure was passed in July 2012. She cautioned about asking the voters for more money when the public may not know where the current public safety money is going. She posited the Committee needs to demonstrate a greater flexibility of ideas -- they should be asking departments for suggestions on making cuts rather than only asking for more money from citizens. The Committee thanked Ms. Messmer for her comments.

DRAFT

Chair Cooper moved, seconded by Committee member Roe, to assign \$327,071 from the 2016 fund balance to the 2017 budget. The motion was approved unanimously.

Chair Cooper moved, seconded by Committee member Bateman, to refer the Chair/City Manger assignment recommendations to the full Council. The

motion was approved unanimously.

5.C 17-0181 Discussion on Funding Options for a Sustainable Budget

Ms. Verner and Mr. Hall presented funding options for a sustainable budget. Mr. Hall stated the utility tax and business and occupation (B&O) tax are the two sources we have available to raise the most revenue. He expressed concern that raising the B&O tax might impede our recent economic development efforts. The other way to increase revenue requires going to the voters and time is growing short to get a measure on the ballot. Chair Cooper wants to pay special attention to how any increases will affect low-income citizens.

The Committee asked to add City efficiencies back into the presentation and conversation with the public so it doesn't appear that we are strictly focused on generating revenue. Ms. Bateman asked for a summary of ballot measures over the last 10-15 years and what the results were. She also asked for information and impacts of an increase in the B&O tax and what our availability to levy looks like.

The discussion was completed.

6. REPORTS AND UPDATES

Chair Cooper announced he will be out of town on the second Wednesday of April, May, and June. The Committee agreed to keep the meeting dates as scheduled and Chair Cooper will participate in the meetings by teleconference.

7. ADJOURNMENT

Chair Cooper adjourned the meeting at 6:32 p.m.