

2001 03 27 Council Workshop

LAKWOOD CITY COUNCIL WORKSHOP

MINUTES

Tuesday, March 27, 2001

Windermere Real Estate

Education Room

10009 59th Avenue SW

Lakewood, WA 98499

CALL TO ORDER

Mayor Harrison called the meeting to order at 5:35 p.m.

ROLL CALL

Councilmembers Present: 7 - Mayor Bill Harrison; Deputy Mayor Claudia Thomas; Councilmembers Ann Kirk Davis; Larry Humphrey; JosÃ© Palmas; Doug Richardson and Sherri Thomas.

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Staff Present: City Manager D. Scott Rohlfs; Assistant City Manager Jeff Butzlaff; City Attorney Dan Heid; Finance and Systems Director Galen Kidd; Community Development Director David Bugher; Public Works Director Bill Larkin; Human Resources & Services Director Debi Young; General Services Director/City Clerk Alice Bush and Redevelopment/ Economic Development Administrator Candice Bock.

: City Manager D. Scott Rohlfs; Assistant City Manager Jeff Butzlaff; City Attorney Dan Heid; Finance and Systems Director Galen Kidd; Community Development Director David Bugher; Public Works Director Bill Larkin; Human Resources & Services Director Debi Young; General Services Director/City Clerk Alice Bush and Redevelopment/ Economic Development Administrator Candice Bock.

ITEMS FOR DISCUSSION:

Vision/Strategic Planning

Facilitator Cary Bozeman introduced himself and provided background information about himself and his 16 years of experience as a Councilmember for the City of Bellevue. He explained that when Bellevue developed a vision/strategic plan, Bellevue began with holding an economic summit. From the summit, a "think tank" team was created who recommended that the City develop a marketing plan; hire an Economic Development Specialist; provide a training program for new businesses (business incubator); develop a database inventory and mapping system of businesses in the city; develop a retention and recruitment team; develop a technology training center; develop a water supply; develop cultural diversity sensitivity; develop a learning community and work force; and develop a database on every educational facility in Bellevue.

Council recessed at 6:40 p.m. and reconvened at 6:45 p.m.

City Council Workshop Minutes -2- March 27, 2001

Mr. Bozeman asked for input on identifying Lakewood's strengths and weaknesses. The following strengths and

weaknesses were identified:

STRENGTHS

- natural beauty
- diversity
- community participation
- economic opportunity
- community colleges
- loyal capable staff
- civic clubs
- strong faith churches
- regional parks
- volunteers
- youths
- developing school district
- good military relationships
- regional cooperation
- proximity to Interstate 5
- international business district

WEAKNESSES

- crime reputation
- Western State Hospital
- retail leakage
- Interstate 5 corridor
- transportation
- no collection to sewer
- no underground utilities
- electric utilities provided by three providers
- no expansion of sewer
- weak tax revenue

He asked what kinds of opportunities exist for the City. The following opportunities were identified:

- 1) energy market
- 2) Lakewood Mall redevelopment
- 3) land along Interstate 5
- 4) tourist attraction - theme park
- 5) sewer expansion
- 6) parking and office development

He indicated that the five characteristics a quality community must have include:

- 1) Character and Spirit
 - a) volunteerism, unity, progressive leaders
 - b) safe streets and neighborhoods
 - c) cohesive neighborhoods

d) care for all citizens

e) *can do attitude*

attitude City Council Workshop Minutes -3- March 27, 2001

2) Vital Economy

a) vibrant downtown

b) safe streets

c) fair tax system

d) quality developers

e) planned growth

3) Funded Quality Infrastructure

a) long range funding plan

b) progressive planning sign control

c) tree-lined streets, parks, bike paths, open space

d) quality housing, diverse housing

e) good street and sidewalk system

f) community center

g) environmental protection

4) Education and Cultural Opportunities

a) Learning community

b) Excellent public schools

c) Access to higher and vocational education

d) Cultural arts

e) Leadership training for a diverse community

f) Options for families

5) Regional Cooperation and Influence

a) Cooperation on growth and transportation planning

b) Telecommunication issues

c) Economic development, utilities and public safety

d) Meeting needs of families and youth

Council recessed at 8:05 p.m. and reconvened at 8:10 p.m.

Discussion ensued on celebrating the City's successes and involving citizens in the visioning and planning process.

Public Relations

City Manager Rohlf asked for Council's input on the proposals received in response to a request for proposal for public relations services. He indicated that the cost for services ranged from \$6,000 - \$13,000. He then distributed salary comparisons for a Public Information Officer and suggested that the position title be changed to include something like Community Relations.

City Council Workshop Minutes -4- March 27, 2001

Discussion ensued on educating citizens about the theme park; staffing neighborhood associations; and hiring both a public relations consultant and a public information officer position.

ADJOURNMENT

There being no further business, the meeting adjourned at 8:45 p.m.

BILL HARRISON, MAYOR

ATTEST:

ALICE M. BUSH, CMC

CITY CLERK

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