



City of Tacoma

Committee of the Whole Minutes

747 Market Street Tacoma, WA 98402

9th Floor Visibility Center

April 01, 2014

3:00 PM

Call To Order

Mayor Strickland called the meeting to order at 3:06 p.m.

Present: 6 - Boe, Campbell, Ibsen, Lonergan, Thoms and Mayor Strickland

Absent: 3 - Mello, Walker and Woodards

Council Member Mello arrived at 3:10 p.m.

Council Member Walker arrived at 3:14 p.m.

Briefing Items

1. 14-0252

Committees, Boards and Commissions Recruitment Tool

Gwen Schuler, Media and Communications Manager, presented the Serve Tacoma member recruitment toolkit, which can be used by Council Members, staff liaisons and community leaders to help in the recruitment process and act as a supplement to other outreach efforts. Ms. Schuler discussed the Serve Tacoma logo, noting staff wanted a logo that distilled service to Tacoma. She stated the clasped hands in the logo signify mutual cooperation and collaboration and staff also incorporated the highly recognizable 253 heart logo, designed by Daniel Blue and approved for this use by Steve Naccarato. Ms. Schuler stated the logo will provide for a consistent visual identity for the committee, board, and commission recruitment process and noted this toolkit is only part of the mass communication plan.

Council Member Mello arrived here, at 3:10 p.m.

Ms. Schuler briefly reviewed other components of the communication plan, including TV Tacoma programming, the City's website, and social media. She stated the Media and Communications Office is also in the process of working with the City Clerk's Office to make a recruitment video, and have current or past committee, board, and commission members featured in the video for promotions, playback on TV Tacoma, social media, and to have as part of the toolkit. She then provided the Council with sample templates for language to

use on flyers, letters, and presentations, which are broken down by target audience, stating her office can help tailor messaging as necessary.

Ms. Schuler stated the Serve Tacoma toolkit is available at www.cityoftacoma.org/servetacoma and all templates can be downloaded and viewed and citizens can use servetacoma@cityoftacoma.org to reach the City Clerk's Office relative to serving on committees, boards, and commissions.

Council Member Walker arrived here, at 3:14 p.m.

Mayor Strickland thanked staff for their work and stated citizen volunteers who serve on these boards help make our city better. Discussion ensued regarding the samples provided broken down by age, tailoring the messaging, the quality of the logo, and tracking and reviewing data regarding applicants relative to outreach.

Council Consideration Requests

2. **14-0300** Contribution for the Artwork Installation honoring Dr. Gordon Klatt.

Mayor Strickland requested the Council's support for using \$10,000 from the contingency fund to support artwork installation at the University of Puget Sound honoring Dr. Gordon Klatt. She stated Dr. Klatt has been very active in Relay for Life, which is now a worldwide phenomenon which has raised over \$5 billion cumulatively for cancer research. She noted the total project cost is \$150,000. Brief discussion ensued about the location of the statue at the university.

Committee Reports

Council Member Lonergan stated the Pierce County Regional Council (PCRC) approved the centers map at their last meeting. He noted there was miscommunication between PCRC and Tacoma, and staff did not think it was necessary to reapply for the mixed-use centers that already exist, but it has been rectified. He stated the map also includes new centers for all of the jurisdictions based on the new criteria, which will continue to be refined. He stated Mayor Glenn Hull has finished his service in Fife and resigned as PCRC chair, and Stan Flemming from Pierce County is the new chair and Council Member Walker is the new vice chair. He then reported on the South Sound 911 Board, noting Mayor Curtis from Fife is now serving on the board, and the Pierce County Council voted to approve moving forward with a contract with the National Development Council for the 63-20 funding plan for the buildings. He stated the South Sound 911 Policy Board ratified that vote and endorsed their approval and there is no timeline for the selection of the new facility at this time.

Council Member Walker stated she attended the Governing for Racial Equity Conference in Portland last week and Tacoma was well represented by City

staff. She noted it was an amazing experience, a very inspiring conference, and a presentation will be given at a later time. Mayor Strickland inquired if there was a city who attended who is serving as the best example of what's working in the community. Council Member Walker stated the City of Seattle was first and is ten years into their initiative, noting a lot of cities look to Seattle. She stated Minneapolis, Minnesota and Madison, Wisconsin have also gone very far in their process. Discussion ensued regarding the conference and cities in attendance. Mayor Strickland stated she would like the team to gather comparison information on disparity between people who are struggling and people who are doing really well, as she would like to see how that index compares Tacoma to the other cities, noting that is a strong barometer of how equitable a City is when looking at race and equity. Brief discussion ensued regarding median income, policy implications, and education systems.

Council Member Mello stated later this month at study session, Craig Kenworthy, the director of the Puget Sound Clean Air Agency, will share about the strategic plan and what it means for clean air and the climate in the South Sound. He then stated the Clean Air Agency is taking on a very serious and focused effort on environmental justice, noting there are a lot of disparities around communities of color and low-income communities. He then stated management at the agency is asking the board to consider an increase in the per capita rate. He noted state statute says that the way the Clean Air Agency gets its funding is through the per capita rate, which means they use the population figures from the Office of Financial Management and literally charge per person to get the budget. Council Member Mello stated the request is to increase the per capita rate by a quarter, which equals about \$40,000 a year for Tacoma. He noted it has been five or six years since the last increase and the commitment is the agency will not ask for another increase for another four or five years. He then reported that new leadership was elected at Community Council and John Thurlow is the vice chair and Andy Mordhorst is the chair. Council Member Mello asked them to engage in any ideas, wants and needs to engage neighborhoods for consideration in the City's budget process.

Other Items of Interest

3. 14-0301 City Wide Strategic Plan.

City Manager T.C. Broadnax introduced Nadia Chandler Hardy to walk the Council through a brief presentation of Resolution No. 38868 relative to the strategic plan and visioning process. Ms. Chandler Hardy stated this was one of the 28 recommendations to the City Council by the Fiscal Sustainability Task Force. She reviewed the seven key focus areas derived from the assessment done last year in alignment with the City Council's strategic direction, including: public health and safe; quality of life and livability; economic vibrancy; culture, arts and recreation; educational opportunity and attainment; government performance; and infrastructure, mobility and

environmental sustainability. She then provided a brief update on the Request for Proposals process that staff initiated as well as the selection process for a firm to facilitate the strategic plan and visioning process. Finally, Ms. Chandler Hardy stated staff recommends the City Council approve Purchase Resolution No. 38868 awarding a contract not to exceed \$300,000 to BDS Planning & Urban Design to facilitate a comprehensive visioning process and establish a citywide strategic plan. Discussion ensued regarding community outreach, budget processes and input, and equity goals and principles.

Adjournment

There being no further business, the meeting was adjourned at 3:46 p.m.

Marilyn Strickland, Mayor

Doris Sorum, City Clerk