



City of Tacoma

City Council Study Session Minutes

733 Market Street, Tacoma WA 98402

Conference Room 16

April 14, 2015

12:00 PM

Call to Order

Mayor Strickland called the study session to order at 12:07 p.m.

Present: 7 - Boe, Campbell, Ibsen, Lonergan, Mello, Woodards and Mayor Strickland

Absent: 2 - Thoms and Walker

Briefing Items

1. [15-0385](#) City's Preparation for the 2015 U.S. Open Golf Tournament

Mayor Strickland stated that on June 15, 2015, Chambers Bay will welcome the U.S. Open golf tournament to the Pacific Northwest for the first time in its history. Mayor Strickland called on Tacoma Regional Convention Bureau Chief Executive Officer Bennish Brown and Public Assembly Facilities Director Kim Bedier for the presentation.

Ms. Bedier stated the focus today is on destination readiness and exposure activity. She discussed how the City will welcome guests and promote Tacoma. Mr. Brown stated a promotional video will be airing on Channel 9, banners will be displayed across the streets, and businesses are encouraged to use their marquees and windows to extend welcoming messages.

Kurtis Kingsolver, Public Works Director, discussed the various road and beautification projects being done in the city, including sidewalks at South 13th and Commerce Streets, gateway signs, and chip seal at South 56th Street, Tyler Street, and Tacoma Mall Boulevard. Mr. Brown then discussed the enhanced presence at Sea-Tac airport and the training and location of volunteers assisting with the event.

Ms. Bedier then presented the Top Ten Things to Experience in Tacoma brochure and video. She then stated the Tacoma Arts Commission and the Tacoma Art Museum are working together to put together a Pop-Up Art Putt Putt highlighting Tacoma artists, which will be located in Tollefson Plaza, the Tacoma Art Museum's Plaza, and on the Prairie Line Trail beginning

June 18, 2015. She discussed the opening party, the summer solstice sculpture festival and Go Skate Day in the downtown area. Mr. Brown discussed a professional golfer look-alike contest which will run through June 1, 2015, and the winner will receive two tickets to the U.S. Open. Ms. Bedier then discussed the new Visitor Guide + Dining Guide. Discussion ensued regarding media coverage for the U.S. Open and marketing. Ms. Bedier stated staff plans on focusing on key areas in an impactful way, welcoming visitors, and promoting Tacoma before and after June 2015.

2. [15-0386](#) Annual Downtown on the Go Update

Mayor Strickland called upon Kristina Walker, Executive Director of Downtown on the Go! Ms. Walker gave background information regarding the Downtown on the Go! program, reviewed the Board of Directors, and gave a highlight on funding for the 2015-2016 biennium. She then discussed 2014 accomplishments, stating the biggest accomplishment was the Walk Tacoma programs, which brought more than 1,300 people to the streets in and around downtown. She reviewed the Bikes to Business Program which started in 2014 and discussed the first small business survey. Ms. Walker then discussed rideshare programs, bike infrastructure, and the businesses participating in the Live Downtown Program. She discussed various ways Downtown on the Go! communicates with people about their various programs and discussed participating in the Talk the Walk initiative which included a walking audit of the downtown area. She stated the 2014 annual report will be mailed within the next two weeks. Ms. Walker then reviewed Downtown on the Go!'s 2015 goals, which include growing access to the Live Downtown Program, increasing business support, growing the Feet on the Streets Program, and increasing transit ridership. She briefly discussed the vision beyond 2015 to create a storefront space that adds to the view for Tacoma for business to come together and talk about transportation issues and a bike corral. Discussion ensued regarding how the City could better partner with Downtown on the Go!, transit needs, and skateboarding.

Other Items of Interest

There were no other items of interest.

Agenda Review and City Manager's Weekly Report

3. [15-0387](#) Weekly Report to the City Council, April 9, 2015

City Manager T.C. Broadnax stated there is one proclamation proclaiming Tuesday April 14, 2015, as Rock, Paper, Scissors Foundation Day and one recognition for the Stadium High School Pro Start Program. He stated there are no changes to the agenda and there will be Citizens' Forum and a public hearing on the Annual Action Plan and Consolidated Plan.

Adjournment

On proper motion, the study session was adjourned at 1:04 p.m.

Marilyn Strickland, Mayor

Doris Sorum, City Clerk