

**Community Priorities/Long-Range Financial Planning
Citizens Advisory Committee
Notes of Meeting**

**July 24, 2008
Spartan Room – Shoreline Center
6:30 – 8:30 p.m.**

Members Present: Gary Batch, Bill Bear, Gloria Bryce, Keirdwyn Cataldo, Bill Clements, Kathie Crozier, Walt Hagen, Bill Hickey, Carolyn Hope, Dick Pahre, Rebecca Partman, Renee Pitra, Mary Lynn Potter, Rick Stephens, Paul Sutphen, Shari Tracey, Hiller West

Staff Present: Robert Olander, Julie Underwood, Debbie Tarry

Others Present: Eric Wilson, Diane Stephens, Robert Ransom

Recap of Work to Date

Eric presented a power point to summarize the group's work to date and receive feedback from the committee on the accuracy of that summarization.

Break-out Groups

Break-Out #1 – Groups were asked to respond to the following question:

What other information would be helpful in the Citizen Advisory Committee making a recommendation to the City Council?

Group Results

Group A: Hiller, Gloria, Carolyn, Bill C., Shari, Keirdwyn

- *Have Association of Washington Cities (AWC) make a presentation to the committee that explains that all cities are in this situation (anticipating budget gaps, seeing expenditure growth outpace anticipated revenue growth, etc.) Have AWC perspective on why this may be.*
- *Results of current survey*
- *What budget requests has the City received as part of the 2009 budget process? (i.e., Senior Services)*
- *2 Year Levy Calendar – when do levies expire – to use as a planning tool*
- *True answer of what levy lid lift (and other taxes) would cost per household/business.*

Group B: Dick, Renee, Paul S., Rebecca, Mary Lynn

- *Visuals – 30,000 foot level view to circle back to original information*
 - *Simple graphs & charts – like “How we got here.”*
 - *Metrics review different formats*

- *Relating one line-item to another – adding context and what are possible impacts – i.e. – gambling – raising the tax rate will it actually result in a loss of revenue if casinos close because they can't make a profit.*
- *Capital funds*
 - *More explanation (various ways) for the committee to understand the relationship between the operating budget*
- *What if the budget gap isn't closed*
 - *Steps to what goes first - the decision making process*
- *Comparison of levies from other cities and the detail of how used*

Group C: Kathie, Rick, Bill B., Bill H., Walt, Gary

- *The return on investment for crime prevention and dollars spent. What are the crime statistics versus the budget*
- *Non-revenue generating budget ideas, such as realistic budget reductions (i.e., travel & dues)*
- *Outside audit that demonstrates high-efficiency with existing revenue stream and commitment to other revenue generating and expenditure reduction programs - only then put levy to a vote*
- *Refer to ideas provided by the Chamber of Commerce*

Break-Out #2 - Groups were asked to respond to the following question:

What communications and outreach would be helpful in building community awareness and consensus?

Group Results

Group A: Hiller, Gloria, Carolyn, Bill C., Shari, Keirdwyn

- *What kind of City do we want to be?*
 - *Attract people and businesses*
 - *What are the values*
 - *Retain rating of #1*
- *Present to Council of Neighborhoods and Neighborhood Associations*
- *Useful Information*
 - *Where is the money going*
 - *Public Safety, Infrastructure*
 - *Difference between capital & operating*
 - *What money comes from where and where it can legally go*
- *Show level of service impact that \$ cuts would cause*
- *Keep it simple @ meetings, put detail on website*
 - *i.e., what human services do we provide*
- *Have real life examples of who use the services – i.e., testimonials of the service they receive – how it impacts them*
- *Break out of demographics*
- *Committee's role is to assist the City in the meetings*

Group B: Dick, Renee, Paul S., Rebecca, Mary Lynn

- “Community” campaign
 - Relate dollars to quality of life
- Neighborhood representatives
 - Make it personal
 - Get “marketing” packet
- Website
- Schools
 - Partner to get information to homes
 - Senior Projects
 - Deliver data
 - Collect data
 - Community projects
 - Community College
- Print
 - Currents insets
 - Shoreline Journal
 - Process review by this committee and how we came to our recommendations
- Add to community survey – “What do you want to know?”

Group C: Kathie, Rick, Bill B., Bill H., Walt, Gary

- Public Meetings
 - Town Hall
 - Neighborhood
- Education
 - Here’s the problem
 - Here’s the background
- Website
 - Provide option for public comment
- How to advertise
 - Announce @ Council meetings (2 to 3 weeks)
 - Currents
 - Postcard mailer

Next Steps

A sub-committee will develop an interim report for the City Council based on the outline provided in the recap. The current plan is for the sub-committee to develop the report during August, gain committee consensus in early September and present the report to the City Council on September 15, 2008. The committee as a whole will reconvene in September once the results of the citizen survey are available. The sub-committee will consist of: Bill Clements, Hiller West, Dick Pahr, Rebecca Partman, Kathie Crozier, Rick Stephens.