



CGA Committee Summary

MPC Conference Room – 6:00pm. – 6:30pm August 2nd , 2018

Nicola McDonald, Councilmember

Tod Gunther, Councilmember

Beckie Meek, Parks & Rec Director

Mark Bethune, City Administrator

Jane Montgomery, City Clerk

1. Call to Order

Councilmember McDonald called the meeting to order at 6:00pm.

Citizens in Attendance:

Greg & Blaize Gooch

Doug Bishop

Chris Hopfauf

Gary Grape

2. Meeting Summary's

Summary of July 5th, 2018 Meeting was approved.

3. Priority Agenda Items to discuss:

A. Sponsorship Application- Orting Pumpkin Fest

Gary Grape spoke about the origin of Pumpkin Fest and the activities that occur during the event. Pumpkin Fest is in its Twelfth year. This year it will be on October 13th, from 10am to 5pm. As many as 3,000 people are expected to attend. This is a Tier 2. Sponsorship request.

Action: Recommendation to advance to Study Session.

B. Volunteer Policy

The Committee reviewed the policy and there were a couple of items to review in regard to the Parks volunteers. Treasurer Larson will prepare the Policy prior to the study session and passage.

Action: Recommendation to move forward to Study Session.

C. Business Licensing

Administrator Bethune read the agenda bill prepared by Treasurer Larson. There was debate as to the fee that should be charged to startups who are making under \$10,000 a year. Councilmember McDonald asked to see information on how this would impact current revenue.

Action: Come back to CGA.

D. Communication Plan

Administrator Bethune briefed on the Communication plan. The plan topics are: Guiding Principles, Targeted Audience, Goals of the plan, Strategies and Actions, Communication tools, Website, Television Broadcasts, Brochures, Printed Materials, News Releases, PSAs, Public Meetings, Employee Intranet, All Users Email, Department Head meetings, Department meetings, Employee Communication Guide, Talking Points, Videos, Employee Advisory Committee, Social media, City Informational Displays, Hire

a Communication Specialist. Administrator Bethune explained that to implement the entire plan the City would have to spend \$183,500. Discussion followed.

Action: Move to Study session

E. Marketing

Administrator Bethune explained to the Committee that the City does not currently have any professional marketing Equipment. He would like to purchase the following:

Prices Including Tax		
Commercial level Tent with Logo	1,300	
Backdrop	800	
Pull up banners	325	
2 Portable small round tables	175	
Apple table top computer - Used	500	
Consultant fees	300	
Supplies	100	
	3,500	

Discussion followed regarding the importance of professional materials.

Action: Forward to Study Session

At 6:30pm the CGA Committee adjourned. The Parks Advisory Board arrived and opened their meeting. Beckie Meek, Parks and Recreation Director briefed on the bid documents. The Parks Advisory Board reviewed the bid documents.

Advisory Board member Jason Linkem made a motion to approve the Buell Recreation as low bidder for Playground equipment for Phase I of Calistoga Park. Second by Mike Dannat. Motion passed (5-0).

At 6:45pm the CGA Committee resumed their meeting. The Committee discussed the Parks Advisory Boards recommendation to approve Buell Recreation as the low bidder for the Play Equipment for Calistoga Park Phase I.

Action: Move forward to Study Session with a recommendation to approve Buell Recreation as the low bidder.

F. Economic Development Plan

Administrator Bethune briefed on the Strategic Plan for 2018. The purpose of this Economic Development Plan (EDP) is to help create a community that is congruent with the Vision and Values as developed by the Orting City Council.

Goals of the plan are:

Increase Retail Business, Create Light Industrial Opportunity, Create opportunity for more Office Space, Increase Tourism, and support tiny businesses/home businesses.

The Committee discussed their thoughts on which items could be in the 2019 budget and the amounts that they will discuss at the next study session with the entire Council.

2019 Budget

New City website (included in communication plan)	\$15,000
City wide Wi-Fi	\$30,000
CERB grant match (if won)	\$25,000
Saturday tiny business market	\$2,500
Commercial Kitchen and Food Hub Feasibility Study	\$20,000
Orting business marketing product	\$15,000
Hire business Development Company	<u>\$50,000 (per year, 3 yrs)</u>
Total	\$157,500

Action: Move to Study Session for discussion.

G. Term Limits for Councilmembers

Action: Will discuss at the next CGA meeting.

H. Background Checks for Appointed Officials/ Boards and Commissions

The Committee looked into this and based on information from the City Attorney the Committee decided that they did not want to pursue this.

Action: This will not move forward, dies in Committee.

I. Homeless Policy

Will discuss next CGA meeting.

J. Video Recording of Public Meetings

Councilmember Gunther stated that he would like to modify the Council rule in regard to videotaping of Council meetings. He would like to allow citizens to move closer to the podium. Councilmember McDonald stated that the City Council just recently addressed the placement of recording equipment and she had nothing further to add.

Action: Move it forward to let the whole Council discuss it.

4. Citizen Comment

Chris Hopfauf

Mr. Hopfauf stated that he would challenge the ruling as he feels it is discriminatory against him. He mentioned that in a recent meeting individuals were not in compliance with the rules, and nothing was done.

5. Adjournment

The Meeting was adjourned at 7:15pm.

Next meeting: September 6th, 2018, 3:00pm, MPC