



CITY COUNCIL AGENDA

15728 Main Street, Mill Creek, WA 98012 (425) 745-1891

Pam Pruitt, Mayor • Brian Holtzclaw, Mayor Pro Tem • Sean Kelly • Donna Michelson •
Vince Cavaleri • Mike Todd • Mark Bond

Regular meetings of the Mill Creek City Council shall be held on the first, second and fourth Tuesdays of each month commencing at 6:00 p.m. in the Mill Creek Council Chambers located at 15728 Main Street, Mill Creek, Washington. Your participation and interest in these meetings are encouraged and very much appreciated. We are trying to make our public meetings accessible to all members of the public. If you require special accommodations, please call the City Clerk at (425) 921-5732 three days prior to the meeting.

The City Council may consider and act on any matter called to its attention at such meetings, whether or not specified on the agenda for said meeting. Participation by members of the audience will be allowed as set forth on the meeting agenda or as determined by the Mayor or the City Council.

To comment on subjects listed on or not on the agenda, ask to be recognized during the Audience Communication portion of the agenda. Please stand at the podium and state your name and address for the official record. Please limit your comments to the specific item under discussion. Time limitations shall be at the discretion of the Mayor or City Council.

Study sessions of the Mill Creek City Council may be held as part of any regular or special meeting. Study sessions are informal, and are typically used by the City Council to receive reports and presentations, review and evaluate complex matters, and/or engage in preliminary analysis of City issues or City Council business.

Times listed on the agenda are approximate only. Discussions may sometimes cause remaining agenda items to be considered before or after their scheduled time. Citizens are welcome and encouraged to attend all sessions (except for Executive Sessions) of the meeting.

Next Ordinance No. 2014-999

Next Resolution No. 2014-999

March 14, 2017
City Council Meeting
6:00 PM

CALL TO ORDER:

FLAG SALUTE:

ROLL CALL:

AUDIENCE COMMUNICATION:

- A. Public comment on items on or not on the agenda

OLD BUSINESS:

- B. Council Discussion: Chip Seal Retrofit
(*Rebecca C. Polizzotto, City Manager*)

NEW BUSINESS:

- C. Communications Strategy & 2017-2018 Marketing and Communications Work Plan

(Rebecca C. Polizzotto, City Manager)

CONSENT AGENDA:

- D. Approval of Checks #56606 through #56677 and ACH Wire Transfers in the Amount of \$1,042,091.27
(Audit Committee: Councilmember Cavaleri and Councilmember Holtzclaw)
- E. Payroll and Benefit ACH Payments in the Amount of \$256,479.64
(Audit Committee: Councilmember Cavaleri and Councilmember Holtzclaw)

REPORTS:

- F. Mayor/Council
- G. City Manager
 - Council Planning Schedule
 - Legislative Update

AUDIENCE COMMUNICATION:

- H. Public comment on items on or not on the agenda

ADJOURNMENT



Agenda Item # B
Meeting Date: **March 14, 2017**

CITY COUNCIL AGENDA SUMMARY
City of Mill Creek, Washington

AGENDA ITEM: COUNCIL DISCUSSION - CHIP SEAL RETROFIT

ACTION REQUESTED: The City Council has committed to making a decision on the issue of chip seal retrofitting by the end of March. The City has requested a placeholder in the County’s annual overlay project for the streets under consideration. The purpose of this agenda item is to allow for further Council discussion and consider taking action.

A summary of chip seal discussion and presentation materials provided to date is available on the City website at www.cityofmillcreek.com/pavement.

KEY FACTS AND INFORMATION SUMMARY:

While the engineering goal of preserving the structural integrity of the roadway has been met using chip seal, it has become clear that many residents feel that chip seal does not meet the goal of preserving the community aesthetic. The available retrofit options are either slurry seal or a full overlay. The finished product with a slurry seal treatment would be smoother than chip seal, but would be a bigger unknown risk and still has similar issues such as tracking and shedding. While more expensive, an overlay will be a more certain end product.

Neighborhood	Area (sq yds)	Approx. Paving Cost	Ramps / Other Costs	Approx. Total Costs
Wildflower	4,800	\$96,000	None	\$96,000
Mill Park Village	2,200	\$44,000	4 ramps ~ \$32,000	\$76,000
26 th Ave SE	3,500	\$70,000	1 ramp + 1 speed bump ~ \$15,000	\$85,000
Approximate Total				\$257,000

In addition to paving and ramp costs, there are significant storm pipe repairs and utility coordination work required for the 26th Avenue SE segment, as well as most other streets in the surrounding area. The estimated cost of the Phase 2 storm pipe repair project is \$1.25 million. Consequently, staff would recommend that any overlay work in this area be deferred until the pipe repairs can be completed.

Currently, the scope of storm pipe repairs is unknown in the Wildflower and Mill Park Village neighborhoods. After considering the upcoming Public Works Department work plan, the annual catch basin cleaning and CCTV inspection project could be accelerated to start in June, and one of the first work items could be to scope the storm pipes in the Wildflower and Mill Park Village neighborhoods.

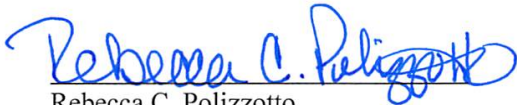
Concurrently, the City has requested that any overlay work done with the County's annual overlay project be completed at the end of the paving season. This would allow time for the City to inspect and evaluate the condition of the storm pipes, and defer the overlay work if necessary to accommodate any needed storm pipe repairs or utility work.

CITY MANAGER RECOMMENDATION:

The City Manager recommends:

- Schedule catch basin cleaning and CCTV inspection of the Wildflower and Mill Park Village neighborhoods for June, 2017.
- Schedule overlays in the Wildflower and Mill Park Village neighborhoods for late summer (tentatively August). If the above inspections indicate the need for significant repair or replacement of pipes under these roadways, coordinate actual paving to occur after storm water pipe repair/replacement has occurred. Exact timing of storm water work would be determined during the City's CIP planning in 2017.
- Commit to an overlay of 26th Ave SE but coordinate the actual paving to occur after the storm water pipes have been replaced under this roadway. Timing of pipe replacement to be decided as part of the City's CIP planning in 2017.
- Reserve making any City-wide policy decisions regarding the use of various pavement preservation techniques until the 2017 CIP planning process is complete. This will allow for broader community input, additional staff research and the development of financial projections.

Respectfully Submitted:



Rebecca C. Polizzotto
City Manager

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Communications Strategy & Communications-Marketing Work Plan for 2017-2018

March 14, 2017

Presentation Agenda

Present the communications strategy

- Situational analysis
- Communications goals and guiding principles
- Program components
- Communications responsibilities and approval structures

Discuss the high-level 2017-2018 communications and marketing work plan



Definitions

Communications Strategy

Provides the benchmark for current Communications work and identifies where we want to be.

Sets the framework for how communications will occur.

Communications-Marketing Work Plan

The detailed directions on how to move from point A to point B.



Situational Analysis



Historical Context

Development

- Community of Mill Creek was developed in 1972
- Mill Creek was formally incorporated in 1983
- Town Center construction began in 2002
- Continued growth through annexation

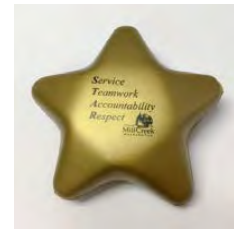
Amenities

- Numerous neighborhood parks, the golf course, trails and recreational facilities promote activity
- Mill Creek Town Center is an award-winning lifestyle center



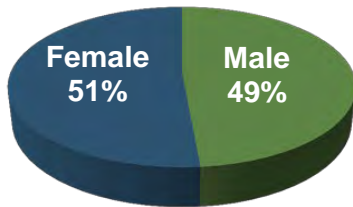
Current Situation

- New City Manager hired in 2015
- Era of professionalism and efficiency
- The City's vision, mission and goals are now established
- Internal STAR values – service, teamwork, accountability and respect
- Lingering resistance to change
- Solid framework on which to build

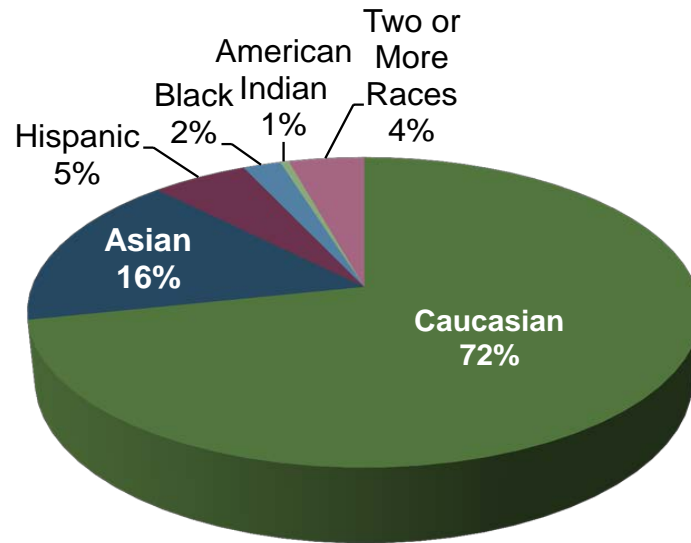
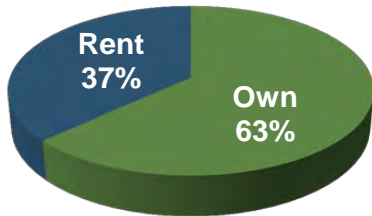


Demographics

Population



Housing



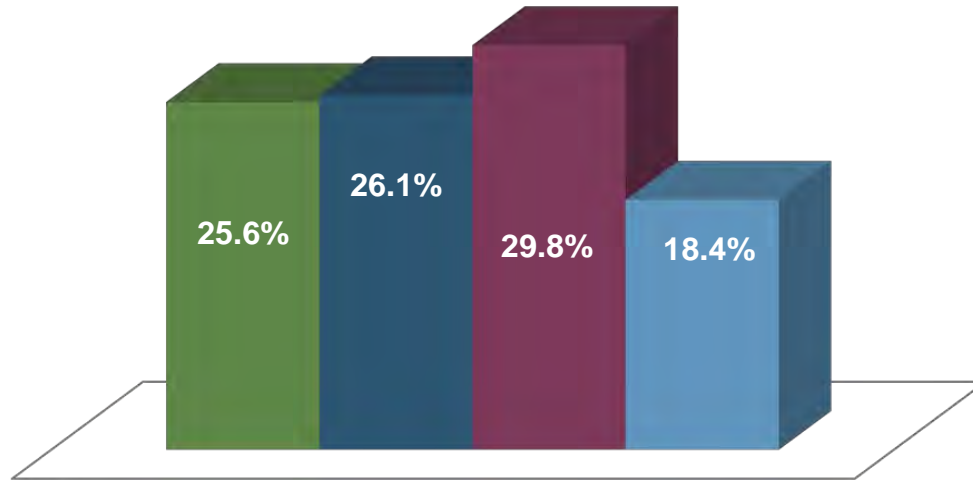
Ethnicity



Demographics (continued)

Population by Age

■ 0-19 ■ 20-39 ■ 40-59 ■ 60+



SWOT Analysis

Findings of MarketingSolutions Research in Spring 2016

Strengths

- Community assets are appealing
- New strategic culture is under development
- Robust parks and recreation program

Weaknesses

- Brand image is weak
- Infrastructure is experiencing growing pains
- Limited community engagement
- City communications are limited
- City has multiple personalities rather than unity around core values



SWOT Analysis (continued)

Findings of MarketingSolutions Research in Spring 2016

Opportunities

- Enhanced City communications are desired
- Citizens seek engagement opportunities
- Strategic economic development opportunities exist
- Opportunity to partner in presenting marquee events
- New Arena Sports facility will provide family-centric recreation

Threats

- Rapid growth
- Nearby communities offer more art and entertainment opportunities
- Viewed as elitist by outsiders



Community Values

- Connected community
- Peaceful place
- Quality amenities
- Safe



Communications Goals & Guiding Principles



Communications Goals

- Create awareness and understanding of the City's places, programs and people.
- Build confidence in the City and trust with target audiences.
- Be responsive and provide methods for feedback to residents.
- Prompt action by stakeholders as needed.



Communications Guiding Principles

- Audience communication needs are addressed
- Message content aligns with City's vision, mission and goals
- Focus on transparency and engagement
- Feedback opportunities
- Evaluation will help refine communications approach

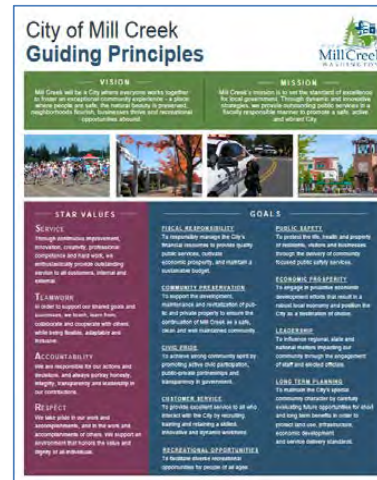


Program Components



Key Messages

- Align with the City's vision and mission
- Directly support the City's nine goals
 - Fiscal Responsibility
 - Community Preservation
 - Civic Pride
 - Customer Service
 - Public Safety
 - Economic Prosperity
 - Leadership
 - Long-term Planning
 - Recreation



Key Audiences

Mill Creek Community

- Residents
- Business Owners
- Business Associations
- Everett School District
- HOAs/ Community Associations
- Local Civic Clubs

Beyond Mill Creek

- Current and Potential Visitors
- Potential Business Owners
- Snohomish County
- State of Washington

Internal Community

- City Council
- Leadership Team
- Administrative Employees
- Police Officers Guild
- Consultants/Advisors
- Students/Interns



Communications Vehicles

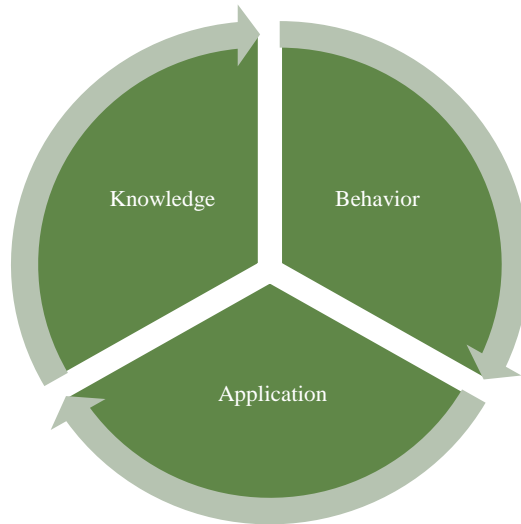
- City Tools
 - ADP
 - Brochures
 - Direct mail
 - Email (direct and listserv)
 - Newsletters
 - News releases and news flashes
 - Posters
 - Parks and Recreation Guide
 - Social media
 - Video
 - Website

- Civic Meetings
- Community/Association Meetings
- Media
- Representative Group Meetings
- Other Tools



Measuring Effectiveness

- Understanding of City Initiatives and Programs
- Building Confidence and Trust
- Establish Methods for Feedback



Communications Responsibilities & Approval Structures



Communications Responsibilities

Resource	Role/Responsibilities
City Manager	Reviews all communications plans and strategic communications activities across the City of Mill Creek. Provides guidance and direction based on specific plans and strategic priorities. May serve as spokesperson.
Director, Communications & Marketing	Oversees and is responsible for the City's internal and external communications. Serves as the public information officer and the City's spokesperson.
Police Chief	Provides key police department information to support communications strategies, and may lead or support public meetings. May serve as a spokesperson or identify other key spokespersons to speak about public safety matters or police initiatives.
<ul style="list-style-type: none"> • Director, Finance & Administration • Director, Public Works & City Engineer • Director, Community & Economic Development • Manager, Recreation & Tourism 	Provide information to support communications strategies. May serve as a spokesperson on key initiatives.

Execution & Approval

- The communications and marketing plan will be executed by the Director of Communications and Marketing with the support of departmental staff.
- The team will work in conjunction with other management team members and City staff to develop content.
- Impacted management team members will review content before distribution.
- The City Manager or her designee will approve strategic communications content.
- The Director of Communications and Marketing or her designee is responsible for final state.



2017-2018 Communications & Marketing Work Plan



Planning & Departmental Administration

- Building the department's foundation:
 - Strategy = long-term
 - Work plan = short-term
- Standardize concise language about the City



Brand Management

- Develop brand standards
- Enhance City's professionalism with branded items
- Identify an approach to strategic partnerships and sponsorships
- Obtain high-quality photography
- Determine need for branding refresh
- Consider a City mascot



Media Relations

- Develop basic media relations tools
- Establish and maintain media relationships
- Implement an editorial calendar
- Develop media content and resources
- Track and assess news coverage
- Provide media training for management team



General Communications

- Develop communications tools to use in communications program development
- Create a message matrix
- Revitalize and re-envision City newsletter
- Build communications around the citizen request and feedback tool
- Review and update news flash feature



General Communications

(continued)

- Develop community outreach program
 - Key initiatives
 - General engagement opportunities
 - HOA outreach
- Implement annual town hall meetings
- Create awareness about City employees and their successes



Social Media

- Create social media policy
- Identify and secure social media channels to use
- Develop editorial calendar for social media
- Track and review analytics



Website

- Overhaul website
- Determine consistent approach to sharing and updating information
- Create stand-alone tourism website
- Track and review analytics



Legislative Communications

- Track legislation that impacts the City
- Participate in Association of Washington Cities
- Implement legislative communications approach



- City tour
- Regular outreach on priorities
- Sharing information on key legislation with the community



Emergency & Issues Communications

- Create high-level crisis/issues communications plan
- Train staff on the plan
- Build and maintain key relationships with external parties to assist in emergencies
- Develop core communications staff to be on-point in a crisis



Internal Communications

- Create internal communications plan
- Develop employee newsletter
- Ongoing assessment of communications effectiveness



Marketing

- Build a program of core marketing tools to use for various campaigns
- Identify and support Community & Economic Development Dept. marketing needs
- Develop a city-wide volunteer program
- Conduct advertising analysis and make recommendations
- Finalize CGI videos



CGI Videos



Events

- Develop events tools for planning and implementation
- Support key community events
- Support City signature events in 2017
 - Two Spring Egg Events ~ April 14-15
 - City Hall Open House ~ April 18
 - Memorial Day Events ~ May 26 & May 29
 - 3-on-3 Basketball Tournament ~ July 9
 - Summer Art Walks
 - Children's Concerts
 - Treats on Main Street / Trunk-or-Treat ~ Oct. 31
 - Veterans Day ~ Nov. 11
 - Holiday Tree Lighting ~ Dec. 3
 - Arena Sports Grand Opening
- Review annual events for effectiveness and recommend plan for 2018



Recreation

- Execute programming already in place for 2017
 - Youth basketball league
 - Recreation offerings
 - Preschool Pals
- Evaluate programming and recommend adjustments
- Refresh recreation guide
- Bolster facility rentals program



Tourism

- Develop tourism promotion plan and policy in 2018



Grants

- Research and apply for grants to support communications and marketing initiatives



Reporting

- Prepare reports about departmental work
- Helps us analyze effectiveness and make adjustments as needed
- Provides accountability as a team



Thank You! Questions?

Joni Kirk

Director of Communications and Marketing

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Communications Strategy

March 2017

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1. Executive Summary

The City of Mill Creek's communications strategy is about sharing information and guiding perceptions about the City of Mill Creek. This document outlines the strategy and approach to be used for City communications and will position the City to develop and maintain a positive public perception on its programs, places and people.

A strategy document is not a communications plan. A *communications strategy* typically includes an analysis of the external and internal environment, and sets the framework for how communications will be carried out. A *communications plan* guides the communications for a particular project, event or initiative. A communications plan presents less analytical detail, and contains more specific information on implementation planning, including a work plan with specific tactics identified to achieve time-bound communications goals.

The elements contained in this overarching strategy document include:

- **Historical Context, SWOT Analysis and Community Values:** An overview of the current communications landscape.
- **Communications Goals and Guiding Principles:** The strategic direction for communications, and how decisions will be made about specific communications tactics.
- **Key Messages:** The framework for key communications messages.
- **Key Audiences:** Targeted audiences that will receive City communications.
- **Communications Vehicles and Resources:** The resources that will be used to execute the strategy.
- **Measures of Effectiveness:** How we will measure the effectiveness of the strategy to achieve the communication goals.
- **Strategy Execution and Approval:** How the communications strategy will be implemented, and any approval structures.

This strategy document will be used along with an overarching communications and marketing plan to identify when we will communicate to our stakeholders, which messages will be used for those specific stakeholders, and which vehicle(s) will be used to deliver the messages.

2. Historical Context, SWOT Analysis and Community Values

Historical Context

In 1972, the Japanese United Development Corporation (UDC) took on the planning and creation of the community they named Mill Creek. UDC built a golf course and a clubhouse, and then proceeded with constructing apartments, condominiums and family residences. Also in 1972, UDC created the Mill Creek Community Association (MCCA), which remains the home owners association for the original residential development. Mill Creek was formally incorporated as a city on Aug. 30, 1983.

Construction on the award-winning Mill Creek Town Center began in 2002. Today it is a lifestyle center featuring more than 80 shops, restaurants and services. It attracts residents and visitors to dine, shop, relax and explore. The growth of this as a shopping destination, as well as the development of other businesses along Mill Creek's main corridors supports economic development goals. However, newer developments, particularly along 132nd Street SE, need cohesion with other planned developments.

Mill Creek is a physically active community, and contains nine attractive neighborhood and community parks and recreational facilities to support such a lifestyle. Parks and trails have always been a hallmark of the city, with over 23 miles of nature trails including the scenic North Creek Trail that runs along the North Creek Greenway from McCollum Park to the southern city limits. There is also a private golf course around which the original community was built, as well as a nature preserve through which Penny Creek flows. In early 2017, the Arena Sports facility was approved, and the facility is expected to be complete within a year. The complex will have tremendous positive impact on the Mill Creek community. Supporting a core City goal, it will provide diverse opportunities for families and neighbors to get out, recreate together, and enhance a strong community bond.

While Mill Creek has continued to grow beyond the initial community boundaries, there has been community resistance to growth. Long-time residents feel that the character of the city has been diminished through the annexation of other areas, particularly those housing developments without homeowner agreements. As a result, the community bond is segmented, creating a challenge for a unified community.

In June 2015, the City Council appointed Rebecca Polizzotto as city manager. Under her leadership, the City has entered an era of professionalism and efficiency to best steward the City's resources. The budget, previously operating at a deficit, is now balanced. Staff are taking on responsibilities in line with skillsets. A vision, mission and goals have been established, as well as internal values of service, teamwork, accountability and respect. However, the changes have not been positively received by all. The internal and external environment still exhibits resistance to change. But with a solid framework in place, the City's future is ripe with opportunity.

Demographics

The City of Mill Creek estimates that the 2016 population was 19,900 people. Of this, approximately 48.6% are male and 51.4% are female.

Of the residents, 63.1% own their homes and 36.9% live in rental housing.

The residents are Caucasian (74.2%), Asian (16.7%), Hispanic (5.6%), Black (2.2%), American Indian (0.5%), and those comprising two or more races (4.4%).

The age-range of residents is generally spread out evenly, with 4,638 (25.6%) from birth to age 19; 4,783 (26.1%) between ages 20-39; 5,453 (29.8%) residents between ages 40-59; and 3,374 (18.4%) over the age of 60.

2016 Market Research

In spring 2016, research was conducted by Mill Creek-based MarketingSolutions to better understand the City Council, staff, citizen and business attitudes as they relate to the City of Mill Creek in terms of image and communications. The research identified perceived strengths, weaknesses, opportunities and threats – also known as a SWOT analysis. In addition, the research identified core community values. The research also included a competitive analysis to identify market conditions, which affirmed much of the SWOT analysis. It is noteworthy, however, that the research did not seek input from people outside of the community.

The findings of MarketingSolutions' research are as follows:

Strengths

- The community assets are appealing.
 - It is viewed by residents and merchants as an upscale bedroom community.
 - It is considered a unified business community.
 - It is a planned community, which is peaceful and inviting.
 - The award-winning Town Center is a draw to residents and visitors.
 - Quality of life is good.
- A new strategic culture is under development.
 - The City Council is supportive of the new culture.
 - The City is customer service oriented.
- There is a robust parks and recreation program.
 - The city is walkable.
 - The forthcoming Arena Sports facility presents new family recreation opportunities.

Weaknesses

- Brand image is weak.
 - The City's branding is outdated and inconsistently used.
 - City materials look very unprofessional.
 - Digital content is dated and inconsistent.
 - Photography assets are outdated and don't highlight the city's beauty and attractiveness.
- Infrastructure is experiencing growing pains.
 - Traffic is becoming congested.
 - Parking is challenging.
- There is very little community engagement as compared to competitors.
 - Minimal arts and culture opportunities.
 - Lack of entertainment.
 - Missing a farmer's market.
- City communications are limited.
 - The City's website is outdated.
 - There is a lack of communications via social media.
 - Three local newspapers compete for readership, leading to a feeding frenzy to "get the scoop."
 - There is a lack of understanding about City changes that have taken place.

- Tracking of communications results does not exist.
- Internal communications are inconsistent and ineffective.
- There is a lack of cohesion across City departments in messaging.
- There is a lack of communication about events.
- The City has multiple personalities, rather than unity around core values.
 - HOAs create division, not unity.

Opportunities

- Enhanced City communications are desired by internal and external audiences.
- Citizens seek engagement opportunities.
- Strategic economic development opportunities exist due to the City's limited space.
- There is opportunity to partner with others in presenting marquee events.
 - Mill Creek Festival in July.
 - Run with the Heart fun run for kids in September.
- The coming Arena Sports facility will help generate family-centric recreation activities.

Threats

- Rapid growth.
 - Infrastructure is outdated.
 - Community cohesive look and feel is lost as new construction occurs.
 - Traffic issues deter visitors.
- Nearby communities (Edmonds, Mukilteo, Woodinville) offer more arts and entertainment opportunities.
 - More family and multigenerational events and activities.
 - Lodging options in other cities.
- Viewed as elitist by outsiders.
 - Town Center businesses also are viewed as being “better than the rest” because of their location.

Community Values

- The City of Mill Creek is a connected community.
 - Connected through arts, culture and business.
- The City of Mill Creek is a peaceful place.
 - A great place to live – peaceful neighborhoods.
 - A great place to recreate – peaceful parks and trails.
- The City of Mill Creek offers quality amenities.
 - A great place to build a business with tax incentives, free parking, and ease of access.
 - The Mill Creek Town Center offers great shopping and restaurants.
 - The parks and trails offer broad recreation opportunities.
- The City of Mill Creek is safe.
 - Great police presence.
 - Low crime rates.
 - Family friendly neighborhoods and parks.

The communications plan will seek to build on strengths, opportunities and the community's values, while addressing weaknesses and threats.

3. Communications Goals and Guiding Principles

Goals

The communications goals for the City of Mill Creek are to:

- **Create awareness and understanding of the City's places, programs and people.** Communications work will center on building awareness and understanding of these items both within the City of Mill Creek and outside the City of Mill Creek.
- **Build confidence in the City and trust with target audiences.** Communications activity will seek to build confidence across the Mill Creek community about the work that the City is engaged in on behalf of the community.
- **Be responsive and provide methods for feedback to residents.** The City will provide responses within three business days to all emails. Questions that are submitted anonymously will be added to the website's FAQ section with an accompanying answer to demonstrate the City's responsiveness.
- **Prompt action by stakeholders as needed.** Communications are a critical component of any outreach that requires stakeholder action.

To do this, we must inform the vision for what we hope the City of Mill Creek to be, and demonstrate how it is beneficial to the community.

Guiding Principles

The following guiding principles will inform how and why communications are developed and delivered as part of the communication strategy.

- **Audience:** Communication messages, channels, and timing take into account the needs of the specific target groups' current situation and communication needs.
- **Message Content:** Communications messages will support the City's vision, mission and goals, while providing clear insights on the City's places, programs and people.
- **Transparency:** Communications will provide transparency about City initiatives and activities, and will emphasize our commitment to engagement with the Mill Creek community.
- **Feedback:** Feedback mechanisms will be established and maintained to facilitate two-way communication between the City and target audiences.
- **Evaluation:** Effectiveness of communications and appropriateness of channels will be evaluated to learn and improve the communication execution process.

4. Key Messages

Messages delivered to key audiences will align with the City's vision and mission, and will directly support the City's nine goals (listed below). In addition, messages for internal communications will also incorporate the City's STAR values of service, teamwork, accountability and respect.

Vision

The City of Mill Creek will be a City where everyone works together to foster an exceptional experience – a place where people are safe, the natural beauty is preserved, neighborhoods flourish, businesses thrive and recreational opportunities abound.

Mission

Mill Creek's mission is to set the standard of excellence for local government. Through dynamic and innovative strategies, we provide outstanding public services in a fiscally responsible manner to promote a safe, active and vibrant City.

Goals

The City's nine goals, as follows, will be used to shape messages to audiences.

1. **Fiscal Responsibility:** To responsibly manage the City's financial resources to provide quality public services, cultivate economic prosperity, and maintain a sustainable budget.
2. **Community Preservation:** To support the development, maintenance and revitalization of public and private property to ensure the continuation of Mill Creek as a safe, clean and well-maintained community.
3. **Civic Pride:** To achieve strong community spirit by promoting active civic participation, public-private partnerships and transparency in government.
4. **Customer Service:** To provide excellent service to all who interact with the City by recruiting, training and retaining a skilled, innovative and dynamic workforce.
5. **Public Safety:** To protect the life, healthy and property of residents, visitors and businesses through the delivery of community focused public safety services.
6. **Economic Prosperity:** To engage in proactive economic development efforts that result in a robust local economy and position the City as a destination of choice.
7. **Leadership:** To influence regional, state and national matters impacting our community through the engagement of staff and elected officials.
8. **Long Term Planning:** To maintain the City's special community character by carefully evaluating future opportunities for short and long term benefits in order to protect land use, infrastructure, economic development and service delivery standards.
9. **Recreational Opportunities:** To facilitate diverse recreational opportunities for people of all ages.

5. Key Audiences

Key stakeholder groups are the most likely to shape opinion and the most likely to be affected by opinion. Communications efforts are most effective when they are aimed at particular audiences. This targeting enables efforts to be focused on perspectives and messages that are most relevant to that stakeholder group.

Audiences in the Mill Creek community are so diverse that it's difficult to capture everyone's needs with a single message or form of delivery. The communications strategy identifies three overarching groups comprising different audiences that will be targeted to achieve communications goals. Understanding these key audiences and reaching them where they're at is critical to effective engagement.

Mill Creek Community

- Residents
- Business Owners
- Business Associations (MCBA, MCTCBA)
- Home Owner Associations / Community Associations
- Local Civic Clubs (Rotary, Eagles)

Beyond Mill Creek

- Current and Potential Visitors
- Potential Business Owners
- Snohomish County (Executive's Office, Tourism Bureau, Sports Commission, EASC, Community Transit)
- State of Washington (Legislature, WSDOT)

Internal Community

- City Council
- Leadership Team
- Administrative Employees (AFSCME)
- Police Officers Guild
- Consultants/Advisors
- Students/Interns

6. Communications Vehicles and Resources

To ensure communications are received by key audiences, we will use numerous communications tools to deliver communications messages. Following is a list of communications vehicles that may be used:

City Tools

- ADP
- Brochures
- Direct mail
- Email (direct and listserv)
- Newsletters
- News releases and news flashes
- Posters
- Parks and Recreation Guide
- Social media
- Video
- Website

Civic Meetings

- City Council
- Arts & Beautification Board
- Design Review Board
- Parks & Recreation Board
- Planning Commission
- Youth Advisory Board

Community/Association Meetings

- Home Owner Associations
- Mill Creek Business Association
- Mill Creek Community Association
- Mill Creek Lions Club
- Mill Creek Women's Club
- Rotary Club of Mill Creek

Media:

Local Media

- 425 magazine
- Everett Herald
- KPCQ-TV (FOX)
- KING-TV (NBC)
- KIRO Radio (CBS)
- KIRO-TV (CBS)
- KOMO Radio (ABC)
- KOMO-TV (ABC)
- KSER Radio (Public Radio)
- Mill Creek Beacon
- Mill Creek Living
- Mill Creek View
- News of Mill Creek

- North Sound Life
- Puget Sound Business Journal
- Seattle Met
- Seattle Times
- Snohomish County Tribune

Regional Media

- Alaska magazine
- Washington Journey (AAA)
- Western Living magazine

National Media

- Associated Press
- American City & County
- City Journal
- Dwell magazine
- Chief Executive magazine
- Planning magazine
- Site Selection magazine
- Sports Destination magazine
- SportsTravel magazine
- Sunset magazine
- Urban Land magazine

Representative Group Meetings

- AFSCME
- Police Officer's Guild

Other Tools

- Snohomish County Tourism Bureau
- Visitor Information Center volunteer trainings and familiarization tours

7. Measures of Effectiveness

The effectiveness of how the communications strategy is being implemented will be measured using the following approaches.

Understanding of City Initiatives and Programs

- Track frequency and type of communications.
- Use unique URLs to measure web traffic pertaining to communications.
- Use Google analytics to determine readership, and to understand traffic flows and other metrics.
- Review feedback and responses to determine understanding by audiences.
- Hearing/reading from others the benefits and impacts of key initiatives, and actions needed by stakeholders.

Building Confidence and Trust

- Document support by City Council and key audiences.
- Community members are able to articulate impacts and benefits specific to them.
- Compare proportion of positive and negative responses.

Establish Methods for Feedback

- Dedicated email box is communicated to and used by key audiences.
- Feedback form is established on website and used by key audiences.
- Track queries to determine if they receive responses within three business days.
- Document new questions to assess effectiveness of FAQ.
- Track number of people signed up for City’s communications resources.

Measurement Tools

Following is a list of feedback mechanisms and tools that could be used to determine the effectiveness of the communications vehicle(s), message(s), and more. The communications plan will identify the most appropriate tool to use for each audience for communications initiatives.

Feedback Mechanisms and Assessment Tools			
Feedback Mechanism / Assessment Option	Description	When to Use	Pros & Cons
1:1 Interview	Provides highly impacted and influential audiences with the opportunity to speak directly with City staff in a 1:1 situation to share information and ask questions.	For highly impacted and influential audiences before and immediately after high-impact initiatives are launched	<ul style="list-style-type: none"> - Difficult and time-consuming to administer - Allows for individual feedback and insight - Provides a "safe place" for employees of similar level to talk honestly about concerns - Provides immediate feedback and ability to ask questions - Increases feelings of ownership and that they are being listened to

Mail	Provides audiences with an opportunity to directly contact the City via mail to share feedback.	Ongoing	- Allows stakeholder to provide comments at any time
Comment Cards	Provide audiences with physical comment cards and a drop-box at public input / community events. Encourage them to provide feedback about the event or about general project topics.	Selected events (e.g., public hearings)	- Does not require additional time or contact with stakeholder groups - Allows for real-time feedback - Allows anonymous feedback
Request Tracker	Provide audiences with an opportunity to directly email the City via an electronic mechanism to share comments and suggestions and ask questions.	Ongoing	- Allows people to provide comments at any time - Enables the City to provide a quick response - Enables the City to track trends
Event Specific Survey	Requests feedback on a specific event via a survey soon after an event has taken place.	Selected events (e.g., Mill Creek Festival)	- Quick to administer - Allows for tracking information/perception about a specific event
Focus Group	Provides a small, representative audience to share thoughts and ask questions in a small, in-person forum. May also allow the City to collect input from stakeholders to shape project and/or communications events and activities.	Key initiatives where audiences have an opportunity to shape the work (e.g., Arena Sports facility)	- Difficult and time-consuming to administer - Allows for individual feedback and insight - Provides a "safe place" for people to talk honestly about concerns - Provides immediate feedback and ability to ask questions - Increases feelings of ownership and that they are being listened to
Informal Assessment by Peer or Supervisor	Asks a peer or supervisor close to a City project to report back on the thoughts, concerns, or questions of key audiences.	For audiences that should not / cannot be contacted directly by the project (e.g., represented groups, legislative groups)	- Does not require additional time or contact with audiences
Lunch Event	Provides audiences with an informal and optional forum to share thoughts and ask questions in-person. May also allow the City to collect input from stakeholders to shape project and/or communications events and activities.	Prior to key initiatives	- Relatively quick to administer (particularly for a face-to-face forum) - Provides an informal/optional forum for stakeholders to ask questions and provide immediate feedback
Pulse Surveys	Requests general outlook information via a survey of small, randomly selected portions of the community at periodic intervals.	Periodic intervals or as initiatives need input	- Quick to administer - Allows for tracking how audiences feel about communications over time

8. City Management Team’s Communications Responsibilities

The following City personnel will impact communications and may have specific roles in communicating to key audiences.

Resource	Role/Responsibilities
City Manager	Reviews all communications plans and strategic communications activities across the City of Mill Creek. Provides guidance and direction based on specific plans and strategic priorities. May serve as spokesperson.
Director, Communications & Marketing	Oversees and is responsible for the City’s internal and external communications. This includes developing and updating the communications strategy and plans; planning and executing campaigns; drafting and ghostwriting speeches/letters/columns, emails and PowerPoint presentations; developing the graphic style guide and templates; and developing and managing the City’s website and related web pages, e-newsletters, brochures, charts/graphics, surveys, audio/videos, promotions, and other communications items. Serves as the public information officer and the City’s spokesperson.
Director, Finance & Administration	Provides key finance and administration information to support communications strategies. May serve as a spokesperson on key initiatives.
Director, Public Works & City Engineer	Provides key public works and engineering information to support communications strategies, and may lead or support public meetings. May serve as a spokesperson on key initiatives.
Director, Community & Economic Development	Provides key community and economic development information to support communications strategies, and may lead or support public meetings. May serve as a spokesperson on key initiatives.
Police Chief	Provides key police department information to support communications strategies, and may lead or support public meetings. May serve as a spokesperson or identify other key spokespersons to speak about public safety matters or police initiatives.
Manager, Recreation & Tourism	Provides key recreation and tourism information to support communications strategies. May serve as a spokesperson on recreation and tourism initiatives.

9. Strategy Execution and Approval

The communications plan will be executed by the Director of Communications and Marketing with the support of Communications and Marketing staff.

The Director of Communications and Marketing will work in conjunction with other management team members and City staff to develop content. Impacted management team members will review content before distribution. The City Manager or her designee will approve strategic communications content.

The Director of Communications and Marketing or her designee is responsible for final proofing, ensuring key messages are stated accurately, and reviewing communications for typos, formatting consistency, and branding.

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
COMMUNICATIONS & MARKETING DEPARTMENT				
<i>Including Communications, Marketing, Recreation and Tourism Functions</i>				
Planning & Departmental Administration				
<u>1. Develop Communications Strategy</u>	Joni	March 14, 2017		
<u>2. Develop Communications and Marketing Work Plan</u>	Joni	March 14, 2017		
<u>3. Develop Boilerplate for Communications</u>	Joni	April 1, 2017		
Brand Management				
<u>1. Brand Standards</u>				
a. Review Existing Brand Components and Use (Audit)	Joni	April 1, 2017		
b. Develop Brand Guidelines and Written Style Guide	Joni	April 15, 2017		
c. Vet with Management Team	Joni & Management Team	May 3, 2017		
d. Share with Employees	Joni	May 5, 2017		
<u>2. Enhance City's Professionalism with Branded Items</u>				
a. Develop Standard Letterhead	Joni	April 1, 2017		
b. Develop Standard PowerPoint and Documentation Standards	Joni	May 1, 2017		
<u>3. Partnerships & Sponsorships</u>				
a. Develop and Implement a Policy Governing Partnership and Sponsorship Opportunities	Joni, Brian, Kristen, Tim	May 1, 2017		
b. Identify Signature Sponsorship Opportunities through 2017	Joni, Brian, Kristen, Tim	May 15, 2017		
c. Identify Signature Sponsorship Opportunities through 2018	Joni, Brian, Kristen, Tim	December 15, 2017		
d. Identify Legacy and Bequest Opportunities	Joni, Brian	Ongoing		
<u>4. Photography</u>				

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
a. Obtain Current Photography to Support Communications Goals	Joni	Ongoing		
<u>5. Branding Refresh</u>				
a. Conduct Market Research to Determine Branding Refresh Needs	Joni, Brian, Kristen, Tim	October 1, 2018		
b. Develop Recommendation for Branding in the Next Biennium	Joni	November 1, 2018		
<u>6. City Mascot</u>				
a. Reseach Mascot Options and Develop Concept Recommendation	Brian	May 31, 2017		
b. Implement Recommendation	Brian	July 1, 2017		
Media Relations				
<u>1. Develop Comprehensive Media List</u>				
	Joni	February 1, 2017		
<u>2. Develop Media Procedures</u>				
	Joni	February 3, 2017		
<u>3. Develop& Implement News Coverage Tracking Approach</u>				
a. Develop tracking mechanism	Joni	March 31, 2017		
b. Provide monthly recap of key messages	Joni	Monthly		
<u>4. Establish and Maintain Media Relationships</u>				
	Joni	Ongoing		
<u>5. Develop Quarterly Editorial Calendar for Local Media</u>				
a. Spring 2017	Joni	March 17, 2017		
b. Summer 2017	Joni	June 15, 2017		
c. Fall 2017	Joni	September 15, 2017		
d. Winter 2017-18	Joni	December 15, 2017		
e. Spring 2018	Joni	March 15, 2018		
f. Summer 2018	Joni	June 15, 2018		
g. Fall 2018	Joni	September 14, 2018		
h. Winter 2018-19	Joni	December 14, 2018		

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
<u>6. Ongoing Media Relations</u>				
a. Develop editorial calendar with other pubs through 2017	Joni	April 30, 2017		
b. Ongoing media outreach and response on planned and emerging topics	Joni	Ongoing		
c. Develop 2018 editorial calendar	Joni	November 15, 2017		
<u>7. Ongoing Content Development for Media</u>				
a. Mill Creek Living, Spring 2017	Joni	February 10, 2017		
b. Mill Creek Living, Summer 2017	Joni	May 12, 2017		
c. Mill Creek Living, Fall 2017	Joni	August 11, 2017		
d. Mill Creek Living, Winter 2017-18	Joni	November 10, 2017		
e. Mill Creek Living, Spring 2018	Joni	February 9, 2018		
f. Mill Creek Living, Summer 2018	Joni	May 11, 2018		
g. Mill Creek Living, Fall 2018	Joni	August 10, 2018		
h. Mill Creek Living, Winter 2018-19	Joni	November 9, 2018		
i. Other Media Content Development	Joni	Ongoing		
<u>8. Media Training</u>				
a. Identify Media Training Needs of Management Team	Joni	September 1, 2017		
b. Provide Media Training to Management Team (As Needed)	Joni	November 1, 2017		
c. Provide Refresher on Media Training to Management Team	Joni	September 15, 2018		
General Communications				
<u>1. Communications Program Support</u>				
a. Identify Broad Criteria, Processes, Tactics and Measurement Tools for Communications Campaigns	Joni	April 14, 2017		
b. Create and Implement Communications Programs for City Projects (e.g., North Pointe Park, 35th Avenue SE Reconstruction, Pavement Preservation)	Joni	April 14, 2017		
<u>2. Message Development & Consistency</u>				

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
a. Develop Matrix of Messages Across Audiences	Joni	April 1, 2017		
b. Train Employees on Using Message Matrix	Joni	May 1, 2017		
c. Audit City-produced Communications for Consistent Messaging and Needed Updates	Joni	July 1, 2017		
d. Review Message Matrix and Update As Needed	Joni	February 1, 2018		
<u>3. City Newsletter</u>				
a. Research Communication Needs	Joni	April 14, 2017		
b. Develop Recommendation for City Newsletter	Joni	April 28, 2017		
c. Execute City Newsletter	Joni	Ongoing		
d. Track Results & Adjust Plan as Needed	Joni	December 29, 2017		
<u>4. Request Tracker</u>				
a. Implement Digital Citizen Request and Feedback Tool	Joni, Brian, Greg, Gina	October 31, 2017		
b. Identify Common Requests and Develop Standard Responses	Joni	May 31, 2017		
c. Develop Response Protocol, Outlining Persons Responsible	Joni, Brian, Greg, Gina	May 31, 2017		
d. Review Communications to Determine Other Needed Communications on Major Topics	Joni	Ongoing		
<u>5. News Flash & E-Blasts</u>				
a. Review Newsflash Current Status	Joni, Brian, Gina	March 24, 2017		
b. Publicize Newsflash as a Way to Get Current City Communications	Joni	Ongoing		
c. Review Topic-Specific News Blasts and Identify Improvement Opportunities	Joni	August 4, 2017		
<u>6. Community Outreach</u>				
a. Develop and Implement Approach for Proactively Communicating to Mill Creek Neighborhoods about Projects/Initiatives that Directly Impact Them	Joni	Ongoing		
b. Review Existing Communication Channels and Implement Content Refresh Schedule	Joni, James, Gina, Peggy	Ongoing		

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
c. Develop Speakers Bureau and Coordinate Speaking/Outreach Opportunities for City Management	Joni, Management Team	Ongoing		
d. Participate on City Boards/Committees (as assigned)	Dept. Staff	Ongoing		
e. Develop an HOA Presidents Group for Feedback and Community Insights	Joni, Brian	Ongoing		
<u>7. Town Hall Meetings</u>				
a. Distribute/Post Survey to Determine Issues/Concerns of Residents	Joni	June 1, 2017		
b. Meet with HOA Presidents Group to Identify Key Topics	Joni, Rebecca	June 1, 2017		
c. Plan Annual Town Hall Meeting	Joni, Gina, Rebecca	July 1, 2017		
d. Publicize Town Hall Meeting	Joni	July 18, 2017		
e. Deliver Town Hall Message	Rebecca	July 18, 2017		
f. Send Out / Post Community Survey Following Town Hall	Joni	July 19, 2017		
g. Write Follow-up Message for Community Regarding Key Topics	Joni	August 4, 2017		
h. Distribute/Post Survey to Determine Issues/Concerns of Residents	Joni	June 1, 2018		
i. Meet with HOA Presidents Group to Identify Key Topics	Joni, Rebecca	June 1, 2018		
j. Plan Annual Town Hall Meeting	Joni, Gina, Rebecca	July 1, 2018		
k. Publicize Town Hall Meeting	Joni	July 17, 2018		
l. Deliver Town Hall Message	Rebecca	July 17, 2018		
m. Send Out / Post Community Survey Following Town Hall	Joni	July 18, 2018		
n. Write Follow-up Message for Community Regarding Key Topics	Joni	August 3, 2018		
<u>8. Employee and Departmental Recognition/Awareness</u>				
a. Communicate Employee Service Awards	Joni, Laura, Rebecca	Ongoing		
b. Communicate Departmental Goals and "Wins"	Joni	Ongoing		
c. Identify and Communicate About Large-Scale Employee Projects	Joni	Ongoing		
Social Media				
<u>1. Develop Social Media Policy</u>				
a. Draft Policy	Joni	March 17, 2017		
b. Internal Review & Adjustment	Management Team	March 29, 2017		

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
c. Share with City Council	Joni	April 11, 2017		
d. Share with Employees	Joni	April 12, 2017		
<u>2. Develop Social Media Channels</u>				
a. Main City Channels	Joni	April 14, 2017		
b. Identify and Develop Auxiliary Channels	Joni & Management Team	Ongoing		
<u>3. Social Media Editorial</u>				
a. Develop Monthly Editorial Calendar	Joni	Monthly		
b. Post Content & Respond to Outside Posts	Designated Employees	Ongoing		
<u>4. Measurement</u>				
a. Track Monthly Analytics	Joni	Monthly		
b. Track Quarterly Analytics	Joni	Quarterly		
c. Track Annual Analytics	Joni	Annually		
d. Annual Review & Adjustment of Social Media Plan	Joni	January 30, 2018		
Website				
<u>1. Website Refresh</u>				
a. Review Website to Understand Needs and Challenges	Joni	March 1, 2017		
b. Meet with Civic Plus to Understand Platform Upgrade Potential	Joni, James, Brian	February 22, 2017		
c. Review Other Website Provider Options	Joni, James, Brian	March 14, 2017		
d. Identify Key Elements of Design	Joni, James, Brian	March 30, 2017		
e. Develop Web Overhaul Proposal	Joni, James, Brian	April 15, 2017		
f. Select Vendor	Joni, James, Brian	May 31, 2017		
g. Obtain Stakeholder Input	Joni	June 15, 2017		
h. Implement Refresh	Joni, James, Brian	October 31, 2017		
i. Rollout Website Internally with Style Guide	Joni	November 15, 2017		
j. Rollout Website to Community	Joni	November 15, 2017		
k. Support Creation and Implementation of Tourism Website	Joni, Brian	December 31, 2017		

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
<u>2. Maintain Content</u>				
a. Determine Process for Updating Content	Joni, James, Brian, Gina	September 1, 2017		
b. Communicate Content Management Procedures	Joni, James, Brian, Gina	September 15, 2017		
<u>3. Measurement</u>				
a. Track Monthly Analytics	Joni, Brian	Monthly		
b. Track Quarterly Analytics	Joni, Brian	Quarterly		
c. Track Annual Analytics	Joni, Brian	Annually		
d. Annual Review & Adjustment Plan (if needed)	Joni, Brian	January 30, 2018		
Legislative Communications				
<u>1. Legislation Tracking</u>				
a. Develop Legislation Tracking Tool	Joni	February 10, 2017		
b. Track Legislation Impacting the City	Joni	Ongoing		
c. Discuss Status of Legislation & Identify Communication Needs	Management Team	Ongoing		
d. Share Legislative Issues with Council & Recommend Action	Management Team	Ongoing		
<u>2. Participate in Association of Washington Cities</u>				
a. Review Ongoing Communications for Relevant Issues	Joni, Rebecca	Ongoing		
b. Participate in AWC Action Days	Joni	February (Annually)		
c. Attend Annual AWC Conference	Joni, Rebecca, Peggy	Annually		
<u>3. Legislative Communications</u>				
a. Develop Policy on Speaking Publicly About Legislative Topics On Behalf of the City	Joni	April 14, 2017		
b. Communicate with Legislators on City Initiatives and Successes	Joni	Ongoing		
c. Meet with Legislators on Key Issues (As Needed)	Joni	Ongoing		
d. Develop Communication to Community Thanking Legislators for Their Support on Regional Issues	Joni	May 5, 2017		
e. Identify 2018 Legislative Priorities & Develop Communications	Joni, Management Team	November 3, 2017		
f. Provide Legislators with City Tours & Discuss 2018 Priorities	Joni, Rebecca, Management Team	December 15, 2017		

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
g. Introduce City Council Members to Legislators	Joni	Spring 2018		
h. Develop Communication to Community Thanking Legislators for Their Support on Local & Regional Issues	Joni	May 4, 2018		
i. Identify 2019 Legislative Priorities & Develop Communications Plan	Joni, Management Team	November 1, 2018		
j. Provide Legislators with City Tours & Discuss 2019 Priorities	Joni, Rebecca, Management Team	December 15, 2018		
k. Invite Legislators to Key City Events	Joni	Ongoing		
l. Write Editorial On Key Issues to Obtain Public Support and Encourage Action	Joni	Ongoing		
Emergency & Issues Communications				
<u>1. Crisis/Issues Communication Plan</u>				
a. Develop High-Level Crisis/Issues Communications Plan	Joni	May 15, 2017		
b. Review with Police & Other Internal Stakeholders	Joni	May 31, 2017		
c. Obtain Feedback from External Stakeholders & City Council	Joni, Greg	June 23, 2017		
d. Share with Employees	Joni	July 1, 2017		
e. Implement Plan	Joni	Ongoing		
f. Conduct Tabletop Exercises to Practice Plan	Joni, Greg	December 1, 2017		
<u>2. Relationship Management with External Parties</u>				
a. Develop Key Relationships with External Parties (e.g., ESD, SHD, Fire 7, SnoCo PIO Network)	Joni	Ongoing		
b. Meet quarterly with PIO Network	Joni	Quarterly		
<u>3. Emergency Communications Training</u>				
a. Identify Staff to Help on Emergency Communication	Joni, Rebecca, Greg	Ongoing		
b. Train Staff on Crisis Communications Tactics	Joni	Ongoing		
Internal Communications				
<u>1. Develop Internal Communications Plan</u>				

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
a. Develop Day-to-Day Communications Standards and Approaches	Joni, Laura, Gina, Betsie	April 1, 2017		
b. Execute Internal Communications Plan	Joni, Rebecca, Laura, Betsie	Ongoing		
c. Update Inclement Weather / Closure Plan	Joni	September 29, 2017		
d. Annual Open Enrollment Communications Plan for 2017	Joni, Laura, Betsie	October 1, 2017		
e. Annual Open Enrollment Communications Plan for 2018	Joni, Laura, Betsie	October 1, 2018		
<u>2. Develop Employee Newsletter</u>				
a. Determine Needs	Joni, Laura, Gina, Betsie	March 1, 2017		
b. Develop Plan	Joni, Laura, Gina, Betsie	March 17, 2017		
c. Obtain Feedback / Buy-In	Management Team	April 1, 2017		
d. Develop and Distribute Employee Newsletter	Joni	Ongoing		
<u>3. Measurement</u>				
a. Track Analytics, Issues and Trends	Joni	Ongoing		
b. Include Questions About Employee Communications in Exit Interviews	Laura	June 1, 2017		
c. Meet with Key Employees to Assess Communications Effectiveness & Adjust Approach as Needed	Joni, Laura	September 1, 2017		
d. Annual Review of Plan & Adjustment (if needed)	Joni	January 30, 2018		
Marketing				
<u>1. General Marketing</u>				
a. Develop Core Marketing Packet (e.g., Info on Living, Working, Playing, and Visiting, as well as key facts)	Joni, Brian, Kristen, Tim	October 31, 2017		
b. Develop and Execute Marketing Programs for Key City Initiatives	Joni	Ongoing		
c. Develop and Execute Informational Poster Campaign for Park Shelters and Other Kiosks	Joni, Brian, Kristen, Tim	Ongoing		
d. Oversee the Acquisition and Use of Promotional Items to Ensure Alignment with City Values	Joni	Ongoing		
e. Partner with Local Schools to Develop Civic Education Opportunities at City Hall (e.g., Mock Council, Meet the Mayor)	Joni, Brian, Kristen	Ongoing		

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
f. Partner with Snohomish County Tourism Bureau Visitor Information Center to Provide Volunteer Education Opportunities	Joni, Brian, Kristen	February 28, 2018		
<u>2. Develop Community & Economic Development Collateral</u>				
a. Identify Community & Economic Development Dept. Marketing	Joni	June 15, 2017		
b. Create Proposal for Collateral Development to Encourage Strategic Business Growth	TBD	July 15, 2017		
c. Develop Collateral Items	TBD	September 15, 2017		
<u>3. Volunteer Program</u>				
a. Develop City-Wide Volunteer Program	Brian, Kristen, Tim	Ongoing		
b. Manage Youth Advisory Board	Kristen	Ongoing		
c. Evaluate Volunteer Programs and Revise (as needed)	Joni, Brian, Kristen, Tim	December 31, 2017		
<u>4. Relationship Management with External Parties</u>				
a. Develop Key Relationships with External Parties (e.g., HOAs, MCBA, EASC, Sound Transit)	Joni, Brian	Ongoing		
b. Meet Regularly to Share Topics of Interest & Network	Joni, Brian	Ongoing		
c. Initiate a Home Owners Association Outreach Program	Joni	Ongoing		
<u>5. Advertising</u>				
a. Conduct Advertising Analysis	TBD	November 1, 2017		
b. Develop 2018 Advertising Proposal	TBD	November 15, 2017		
c. Review Advertising Plan with Management Team & City Council	TBD	December 6, 2017		
d. Implement 2018 Advertising Plan	TBD	Ongoing		
<u>6. Video</u>				
a. Finalize and Post CGI Videos	Joni, Tom R., Brian	March 31, 2017		
Events				
<u>1. Events Administration</u>				

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
a. Develop Events Marketing Plan and Checklist	Joni, Brian, Kristen, Tim	March 15, 2017		
b. Review and Update Special Event Permit	Brian, Kristen, Tim, Kamal	May 31, 2017		
c. Develop "How To" Guide for Events	Brian, Kristen, Tim, Kamal	April 30, 2017		
d. Review Annual Events and Revise/Bolster As Needed	Joni, Brian, Kristen, Tim	September 22, 2017		
e. Create Event Work Plan for 2018	Joni, Brian, Kristen, Tim, Kamal	October 20, 2017		
f. Obtain Sponsorships for Key Events	Brian, Kristen, Tim	Ongoing		
<u>2. Events Implementation</u>				
a. Support Key Community Events (e.g., Mill Creek Festival, Run of the Mill, Kids Fun Run, National Night Out)	Joni, Brian, Kristen, Tim	Ongoing		
b. Develop and Implement Two Spring Egg Events	Joni, Brian, Kristen, Tim	April 15, 2017		
c. Develop and Implement City Hall Open House Event	Joni, Brian, Kristen, Gina	April 18, 2017		
d. Develop and Implement Memorial Day Event	Joni, Brian, Kristen, Tim	May 29, 2017		
e. Develop and Implement Summer Art Walks	Brian, Kim	August 15, 2017		
f. Develop and Implement 3-on-3 Basketball Tournament	Joni, Brian, Kristen, Tim	July 9, 2017		
g. Develop and Implement Children's Concerts	Joni, Brian, Kristen, Tim	August 16, 2017		
h. Develop and Implement Treats on Main Street & Trunk or Treat	Joni, Brian, Kristen, Tim	October 31, 2017		
i. Develop and Implement Veterans Day Event	Joni, Brian, Kristen, Tim	November 11, 2017		
k. Develop and Implement Holiday Parade and Tree Lighting	Joni, Brian, Kristen, Tim	December 3, 2017		
l. Develop and Implement Shred It Event	Joni, Brian, Kristen, Tim	TBD		
m. Work with Arena Sports Owner to Develop and Implement Grand Opening Event	Joni, Brian, Kristen, Tim	January 31, 2018		
Recreation				
<u>1. Planning</u>				
a. Evaluate Overall Recreation Program and Recommend	Joni, Brian, Kristen, Tim, Peggy	November 30, 2017		
<u>2. Recreation Programming</u>				
a. Plan and Execute the Youth Basketball League for 2016-17	Brian, Tim	March 4, 2017		
b. Assess Viability of Volleyball League and Develop Plan	Joni, Brian, Kristen, Tim	July 7, 2017		

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
c. Assess Viability of Adult Kickball League and Develop Plan Accordingly	Joni, Brian, Kristen, Tim	July 7, 2017		
d. Plan and Execute the Youth Basketball League for 2017-18	TBD	March 2, 2018		
e. Plan and Execute the Youth Basketball League for 2018-19	TBD	December 31, 2018		
<u>3. Preschool Pals</u>				
a. Plan and Execute the Preschool Pals Program for 2017	Kristen	Ongoing		
b. Review/Evaluate Preschool Pals Program as part of Portfolio	Joni, Brian, Kristen, Tim, Peggy	May 15, 2018		
<u>4. Recreation Guide</u>				
a. Develop Spring/Summer Rec Guide for 2017	Kristen	February 17, 2017		
b. Review/Revise Rec Guide Format	Joni, Brian, Kristen, Tim	May 15, 2017		
c. Develop Fall/Winter Rec Guide for 2017	Kristen	July 14, 2017		
d. Develop Spring/Summer Rec Guide for 2018	Kristen	February 16, 2018		
e. Develop Fall/Winter Rec Guide for 2017	Kristen	July 13, 2018		
f. Work with Instructors to Discuss Class Ideas and Develop	Kristen	Ongoing		
<u>5. Facility Rentals</u>				
a. Update Facility Rental Policy	Brian, Peggy	April 17, 2017		
b. Coordinate Facility Rentals	Sarah	Ongoing		
c. Manage League Contracts	Brian	Ongoing		
Tourism				
<u>1. Tourism Promotion</u>				
a. Develop Tourism Promotion Plan & Policy	Joni, Brian	February 28, 2018		
b. Obtain Management & Council Review/Feedback	Joni	March 31, 2018		
c. Execute Plan	Joni, Brian, Kristen, Tim	December 31, 2018		
Grants				

Communications Marketing 2017-18 Work Plan

DEPARTMENT/PROJECT	RESPONSIBLE PERSON(S)	TARGET DATE	COSTS	NOTES
<u>1. Grants</u>				
a. Research Grant Options and Timelines	Brian, Kristen, Tim	Ongoing		
b. Apply for Grants to Support Initiatives	Brian, Kristen, Tim	Ongoing		
c. Report Out on Grant-Funded Initiatives (as required)	Brian, Kristen, Tim	Ongoing		
Reporting				
<u>1. Prepare Monthly Communications & Marketing Department Report</u>	Joni, Brian, Kristen, Tim	Monthly		
<u>2. Prepare Quarterly Report for City Council</u>	Joni, Brian, Kristen, Tim	Quarterly		
<u>3. Prepare Annual Report for City Council</u>	Joni, Brian, Kristen, Tim	January 31, 2018		



Date: March 14, 2017

A/P Check Batches		
Dated	Check Numbers	Amount
02/27/2017	EFT Debit-DOR Sales Tax	\$1,894.17
02/28/2017	56606-56673	\$85,905.87
03/08/2017	56674-56677	\$954,291.23
Total		\$1,042,091.27

Voided Checks	
Numbers	Explanation

CLAIMS APPROVAL

We, the undersigned Finance/Audit Committee of the City of Mill Creek, recommend approval of check numbers 56606 through 56677, and EFT Debit in the amount of \$1,042,091.27.

We recommend approval of the above stated amount with the following exceptions:


Councilmember

Councilmember

Finance Director

City Manager

F:\DATA\EXECUTIVE\WP\FORMS\FIN\Voucher Approval 1.doc

 Electronic Filing – Washington State	E-file Time: 2:05 PM help?
	My Account Home Account(s) Account Activity List Server Suggestions Logout

CITY OF MILL CREEK 600-598-011

Confirmation

Confirmation Number	20130666
Tax Registration Number	600598011
Reporting Period	01/2017
Payment Type	EFT Debit
Date and Time Submitted	2/25/2017 2:04:21 PM
Date of Transfer	02/27/2017
Payment Amount	1,894.17
Person Completing Return	Sandy Kottke
Person Authorizing Payment	Sandy Kottke

Your return and payment have been submitted. For easy reference, print this page and retain it with your tax records.

Return to Account List	Print Confirmation
View Printable Return	

Confirmation

**For Assistance Call:
1-877-345-3353**

Accounts Payable

Checks by Date - Detail by Check Date

User: Jodieg
 Printed: 3/9/2017 1:38 PM



Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
56606	ADPLLC 487486661 488132394	ADP, LLC Payroll Processing Chgs 01/15/Workforce Now () Payroll Processing Chgs 01/21 & 02/09/Workfor	02/28/2017		512.28 1,460.32
Total for Check Number 56606:				0.00	1,972.60
56607	ALLGUARD 23986 23990	All Guard Security Systems Inc Replace Cellular Transmitter to 3G/4G-Replace : Installation LTE-A Cellular Transmitter	02/28/2017		428.61 1,139.66
Total for Check Number 56607:				0.00	1,568.27
56608	SCCFOA SCCFOA Dues SCCFOA DuesA SCCFOA DuesB	Snohomish County Clerks And Finance Off 2017 SCCFOA Dues-P Lauerman 2017 SCCFOA Dues-S Kottke 2017 SCCFOA Dues-J Gunderson	02/28/2017		25.00 25.00 25.00
Total for Check Number 56608:				0.00	75.00
56609	BANKCARI 1 10 11 11A 11B 12 13 13A 14 15 16 17 18 19 1A 2 20 21 21A 22 22A 23 23A 24 25 26 27 27A 28 29	Bank of America Latex Balloons-Employee Appreciation Dinner Printer Cartridge/Passport Supplies Breakfast-Economic Forecast-EASC-P Pruitt Breakfast-Economic Forecast-EASC-R Polizzott Breakfast-Economic Forecast-EASC-P Lauerma 13 Door Handles-Front Counter/Cabinet Tripp Lite Switch/Network Cables/USB Cable-I Mini Tripod-Passport Camera Holder-Guidling Principles-Council Chambers 2017 WSPCA Dues-I Durkee AWC Conf Fee-M Todd StormCon 2017-Sw Conf-M Chew UPS Chgs-Ballistic Shield Packaging WCMA Membership Renewal-R Polizzotto Latex Balloons-Employee Appreciation Dinner-I Senor Cloud Monitoring Fee 01/10-02/10 Wellness Supplies-Feb Wellness Event Postage Meter Tape-Postage Machine Postage Meter Tape-Postage Machine-Use Tax 4 Guest Chairs-City Manager's Office 4 Guest Chairs-City Manager's Office-Use Tax 2 Copies-Robert's Rules of Order 1 Copy-Robert's Rules of Order-R Polizzotto Office Supplies-PIO AWC Conf Reg-J Kirk Mug/Coffee-Welcome Basket-J Kirk Vinyl Wall Design w/Officers Oath-Squad Room Vinyl Wall Design w/Officers Oath-Squad Room MyBuildingPermit.com Fee Service Call-Put Spare Tire On PSO Truck	02/28/2017		11.96 214.05 45.00 45.00 45.00 52.58 468.95 7.66 7.41 50.00 200.00 535.00 40.79 315.00 -1.08 9.95 30.00 43.85 -3.95 1,062.82 -95.74 62.48 31.24 39.31 200.00 25.93 322.46 -29.05 119.90 107.31

AGENDA ITEM #D.

Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
	3	2018 Dues-Snohomish County Cities & Towns			200.00
	4	Balloon Weights-Employee Appreciation Event			5.50
	5	Larry F Davis Award-T Bittinger			136.50
	7	PIO Lunches-Candidates & Panel 01/13			171.82
	8	Sign Holders-Council Dais			21.97
	8A	Sign Holders-Council Dais-Use Tax			-1.98
	9	Refreshments-PIO Interviews			26.97
	9A	#10 & #11 Pistol Caps			8.73
			Total for Check Number 56609:	0.00	4,533.34
56610	BANKCR16 1	Bank of America Rotary Luncheon Meeting 01/11-T Rogers	02/28/2017		17.00
			Total for Check Number 56610:	0.00	17.00
56611	BANKCR13 1 1A 2 3 4 4A	Business Card Bank of America Tea Lights-Table Decorations-Employee Appreciation Tea Lights-Table Decorations-Employee Appreciation Kraft Paper-Employee Appreciation Event MCBA Mtg 01/17-B Davern 2 Wood Frames-Guiding Principles & City Map 2 Wood Frames-Guiding Principles & City Map	02/28/2017		21.96 -1.98 2.19 10.00 253.70 -22.85
			Total for Check Number 56611:	0.00	263.02
56612	BICKFORD 819120 820913	Bickford Ford Switch Assy/Labor-Car#39 Front Brake, Replace Rotors, Rotor Assy-Car#38	02/28/2017		173.82 521.15
			Total for Check Number 56612:	0.00	694.97
56613	BRIDPETS PO# 00074	Bridges Pets 2-30lb Bags Taste of the Wild-Rasko	02/28/2017		109.08
			Total for Check Number 56613:	0.00	109.08
56614	BANKCR20 1 10 11 12 13 14 15 16 17 18 19 19A 2 20 21 22 23 24 25 3 4 5 6	Business Card Credit Returned Spud Coup Assy-CHN Urinal R 4 Rolls-Flagging Tape Supplies-Urinal Repair-CHN Sandpaper, Pipe Fittings Repair Parts-Restrooms CHS Sign Hardware-Street Faucet Repair CHN-Women's Restroom Supplies-CHS Urinal Repair CHN Urinal Repair CHN Tools-W Shop Sign Shelf CHN Credit Returned Coat Hook Wall Hook Urinal Repair & General Plumbing Supplies Cove Base/Wall Texture Paint Supplies-MCSP Supplies-Street Sign Shelf Hose Real/PW Shop Cam & Groove-Deicer Unit Repair Credit Returned Plumbing Part-CHN Facilities PW Crew Uniform/Safety Jackets Supplies-Water Heater Repair CHN Whirlpool 19-Gal Hot Water Tank-CHN	02/28/2017		-16.79 17.94 49.37 26.65 157.78 46.04 10.18 146.10 16.79 17.51 48.32 21.10 -40.62 39.89 21.44 42.61 46.97 10.90 25.40 -35.03 904.05 49.21 374.25

AGENDA ITEM #D.

Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
	7	Light Bulbs & Razor Blades-CHS			46.05
	8	Supplies-Water Heater Repair-CHN			12.95
	9	3 Keys Cook House			6.50
Total for Check Number 56614:				0.00	2,045.56
56615	BANKCR21	Business Card	02/28/2017		
	1	Collective Bargaining Team Working Lunch 01/:			37.97
	2	Mgmt Team Luncheon-Welcome Dir of Comm &			141.16
Total for Check Number 56615:				0.00	179.13
56616	CARLSONJ 6443	Jessica Carlson Adventures in Art-Winter 1 01/13-02/17 #6443	02/28/2017		414.40
Total for Check Number 56616:				0.00	414.40
56617	CINTAS 460811458 460811458A	Cintas Corporation Loc. #460 Floor Mat Service 02/17 Floor Mat Service 02/17	02/28/2017		64.72 38.01
Total for Check Number 56617:				0.00	102.73
56618	CIEDMOND RGG-170009	City of Edmonds North Sound Metro SWAT Team 2017 Contribut	02/28/2017		1,659.12
Total for Check Number 56618:				0.00	1,659.12
56619	COMCAST 0457011 0724345	Comcast High Speed Internet Fee 02/18-03/17 Internet for ITS 02/14-03/13	02/28/2017		200.83 96.33
Total for Check Number 56619:				0.00	297.16
56620	COPIETC AR20930 AR21652	Copiers Etcetera, Inc. Repair & Maint - Copy Machines - Jan Repair & Maint - Copy Machines - Feb	02/28/2017		1,038.56 1,149.20
Total for Check Number 56620:				0.00	2,187.76
56621	CURTIS INV71410	Curtis Blue Line GAS Mag Rig-Top Load	02/28/2017		94.98
Total for Check Number 56621:				0.00	94.98
56622	DEPINFSR 16143226	Dept of Enterprise Services LESO Program Participation Fee 2017	02/28/2017		600.00
Total for Check Number 56622:				0.00	600.00
56623	ELLITIRE 077438 077475	Elliott Tire & Service Inc Front Brake Reline, Pipes & Bracket-Car#40 Front Brake, Rotors, LOF-Car#	02/28/2017		1,254.08 596.08
Total for Check Number 56623:				0.00	1,850.16
56624	ECITYHAR WO#21738	Emerald City Harley-Davidson 25K Service, Replaced Front/Rear Brake Pads-lv	02/28/2017		861.26
Total for Check Number 56624:				0.00	861.26
56625	HUIK 6369	Kelly Hui Ballet: Creative 01/07-02/04 #6369	02/28/2017		462.00

Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
6373		Ballet: Beginning 01/07-02/04 #6373			84.00
6385		Ballet: Creative 01/07-02/04 #6365			462.00
Total for Check Number 56625:				0.00	1,008.00
56626	SNOCOHU I000431946	Snohomish County Human Services Dept. 2% Liquor Profits/Liquor Excise Taxes-4th Qtr	02/28/2017		1,297.13
Total for Check Number 56626:				0.00	1,297.13
56627	IACP-MEM 2046419 2085750 2085751 2085757 2085758	IACP-Membership IACP Active Membership Dues-G Elwin IACP Membership Dues-S White IACP Membership Dues-B Foutch IACP Membership Dues-S Conner IACP Membership Dues-R Phillips	02/28/2017		150.00 75.00 75.00 75.00 75.00
Total for Check Number 56627:				0.00	450.00
56628	INNOMWSL 5664	Innovative Mill Work Solutions Installation of City Hall Front Counter-per bid 0	02/28/2017		11,407.62
Total for Check Number 56628:				0.00	11,407.62
56629	INSDTAPE Training	Inside the Tape LLC Death Investigation Training Course 1/24-26-T I	02/28/2017		225.00
Total for Check Number 56629:				0.00	225.00
56630	ICC 0379860	International Code Council 2017 ICC Annual Dues	02/28/2017		135.00
Total for Check Number 56630:				0.00	135.00
56631	JJPOLYSR 1287	JJ Polygraph Services LLC Pre-Polygraph Examination 02/18 & 02/20	02/28/2017		400.00
Total for Check Number 56631:				0.00	400.00
56632	WSCJTC 201127854	Wa State Criminal Justice Training Commi Command College 03/05-03/09-S White	02/28/2017		1,200.00
Total for Check Number 56632:				0.00	1,200.00
56633	KCDA 300124709	KCDA Purchasing Cooperative General Office Supplies-Envelopes/Ppr Clips	02/28/2017		80.22
Total for Check Number 56633:				0.00	80.22
56634	KGCTYOF 75929	King County Finance WRIA Watershed Planning Interlocal	02/28/2017		2,134.66
Total for Check Number 56634:				0.00	2,134.66
56635	KPFFCON 101738	KPFF Consulting Engineers Prof Serv 35th Ave Recon Proj 12/31-01/27	02/28/2017		81.09
Total for Check Number 56635:				0.00	81.09
56636	KROESENS 42078 42286 42293	Kroesen's Uniform Company Chief Hat Gold Plate Badge-G Elwin 4 Comm Bars Sew 2 Patches on Shirt/11 Hashmarks-Conner &	02/28/2017		68.14 77.63 23.35

AGENDA ITEM #D.

Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
	42371	2 Pr Taclite Pants-S White			103.31
			Total for Check Number 56636:	0.00	272.43
56637	LDEDEGEM 6389 6393	Leading Edge Gymnastic Academy Inc Gymnastics-Toddle Time 01/11-02/08 #6389 Gymnastics-Prechool 01/11-02/08 #6393	02/28/2017		448.00 112.00
			Total for Check Number 56637:	0.00	560.00
56638	MAYBERM 6401 6405 6409	Mitch Mayberry Tiny Tiger Martial Arts 01/06-02/10 #6401 Tiger Martial Arts: Beginner 01/06-02/10 #6405 Tiger Martial Arts: Colored 01/06-02/10 #6409	02/28/2017		441.00 245.00 294.00
			Total for Check Number 56638:	0.00	980.00
56639	NELSONM 6423 6427	Melissa Nelson Music for Preschool-Winter 1 01/13-02/10 #6423 Music for Preschool-Winter 1 01/13-02/10 #6427	02/28/2017		637.00 500.50
			Total for Check Number 56639:	0.00	1,137.50
56640	OREILLY 2986494086 2986-497113	O'Reilly Automotive Inc Door Handle Repair-PW5 Warranty Door Handle Upgrade-PW5	02/28/2017		54.04 2.20
			Total for Check Number 56640:	0.00	56.24
56641	PACAIR 504	Pacific Air Control, Inc. Semi Annual HVAC Maint Contract-City Hall	02/28/2017		706.66
			Total for Check Number 56641:	0.00	706.66
56642	PACFIRSE 56250	Pacific Fire and Security, Inc. Emergency Troubleshooting Service-Fire Alarm	02/28/2017		401.14
			Total for Check Number 56642:	0.00	401.14
56643	PAWS January 2017	PAWS Animals Brought To Shelter - January	02/28/2017		350.00
			Total for Check Number 56643:	0.00	350.00
56644	PLATT L354092	Platt Electric Supply, Inc Conduit-Street Sign Rack-City Hall Remodel	02/28/2017		53.63
			Total for Check Number 56644:	0.00	53.63
56645	WASPC Dues 2017-00219	WA. Assoc of Sheriffs & Police Chiefs 2017 WASPC Dues-G Elwin	02/28/2017		245.00
			Total for Check Number 56645:	0.00	245.00
56646	SNOCPUD 2001-0143-4 2013-4538-6 2013-5396-8 2013-6774-5 2013-6774-5A 2017-8113-5 2019-4860-1	PUD No. 1 of Snohomish County 2725 Seattle Hill Rd 12/11-01/10 2501 147th Pl SE 01/24-02/21 15728 Main St 01/07-02/07 902 164th St SE 12/07-01/10 902 164th St SE 01/11-2/07 2701 155th St SE 01/04-02/01 13903 N Creek Dr 12/17-01/17	02/28/2017		16.43 22.64 1,497.10 38.76 31.06 122.74 773.62

AGENDA ITEM #D.

Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
	2029-5905-2	4842 SAC 01/12-02/08			64.25
	2030-2812-1	4560 SAC 01/10-02/02			47.01
	2031-6469-4	13510 N Creek Dr 12/17-01/17			98.10
	2032-1155-2	Cook House 12/17-01/18			311.99
	2033-4808-1	14810 35th Ave SE 12/11-01/10			72.36
	2033-8815-2	15429 Bothell Everett Hwy 01/12-02/08			22.81
	2206-1241-0	15601 22nd Ct SE 01/04-02/01			20.80
	2207-6351-0	13332 44th Ave SE 01/07-02/02			59.68
			Total for Check Number 56646:	0.00	3,199.35
56647	PUGETSO 200004765331 200004765463	Puget Sound Energy 15720 Main St 01/19-02/16 15728 Main St 01/19-02/16	02/28/2017		517.14 891.35
			Total for Check Number 56647:	0.00	1,408.49
56648	PITNEYW PBP# 16524092	Purchase Power Postage-Refill Postage Meter	02/28/2017		2,000.00
			Total for Check Number 56648:	0.00	2,000.00
56649	RONGERJ 8527	John Rongerude P.S. Conflict Public Defender 6Z0917785	02/28/2017		300.00
			Total for Check Number 56649:	0.00	300.00
56650	SAFELITE 00446-643388	Safelite Fulfillment Inc Windshield-Car #39	02/28/2017		226.14
			Total for Check Number 56650:	0.00	226.14
56651	SEAVET 833908	Seattle Veterinary Specialists Dental 02/07-Rasko	02/28/2017		84.60
			Total for Check Number 56651:	0.00	84.60
56652	SHI B06024360 B06024360A B060965279	SHI International Corp Neo-Flex Underdesk Keyboard & Mouse-R Poli Neo-Flex Underdesk Keyboard & Mouse-G Elw Microsoft Ergonomic Keyboard	02/28/2017		121.83 121.82 40.10
			Total for Check Number 56652:	0.00	283.75
56653	SHORTCR 492590 492591 492591A 492592 492593 492594	Short Cressman & Burgess PLLC Prof Legal Services-DED Prof Legal Services-SW-Jan Prof Legal Services-CIP PW Shop-Jan Prof Legal Services-Exec-Jan Prof Legal Services-City Clerk-Jan Prof Legal Services-Fire Contract-Jan	02/28/2017		2,842.40 775.00 726.00 1,584.00 445.00 6,509.53
			Total for Check Number 56653:	0.00	12,881.93
56654	SNDPUBIN EDH739177 EDH743426 EDH743429	Sound Publishing Inc Notice of Public Hearing: Arena Sports Public H Legal Notice-North Point Park PL2017-0008 Pub Ord No. 2017-814	02/28/2017		61.92 58.48 41.28
			Total for Check Number 56654:	0.00	161.68
56655	STAND	Standard Ins. Company RA	02/28/2017		

AGENDA ITEM #D.

Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
	600156-0001	Life, AD&D & LTD Prem. MEBT-ER Paid-Feb			3,829.68
			Total for Check Number 56655:	0.00	3,829.68
56656	STAND2 600156-0002	Standard Ins. Company RA Survivor Prem. MEBT-ER Paid-ER Paid-Feb	02/28/2017		1,823.87
			Total for Check Number 56656:	0.00	1,823.87
56657	STAPLEAD 8042947283	Staples Advantage General Office Supplies/Copy Ppr	02/28/2017		696.63
			Total for Check Number 56657:	0.00	696.63
56658	STATEAUD L118736	State Auditor's Office Statutory Audit Services 2015-2015	02/28/2017		93.10
			Total for Check Number 56658:	0.00	93.10
56659	STERICYC 3003729666	Stericycle Inc Biomedical Waste Services - Monthly Fee	02/28/2017		10.36
			Total for Check Number 56659:	0.00	10.36
56660	TACSCREW 18148412 18148588	Tacoma Screw Products Inc 1 Master Driver Bit Set-NC Trail Signs 20 Steel Hex Bolts-NC Trail Sign	02/28/2017		56.26 9.46
			Total for Check Number 56660:	0.00	65.72
56661	TEKNON 20805B	Teknon 5% Retainage-Installed S2 Access Control Syste	02/28/2017		3,525.12
			Total for Check Number 56661:	0.00	3,525.12
56662	TERMINIX 362172157	Terminix Processing Center Pest Control-WO#14511098218-MC Library	02/28/2017		76.86
			Total for Check Number 56662:	0.00	76.86
56663	SHERWILL 3389-9	The Sherwin-Williams Co Paint-Metal Trim & Doors-MCSP	02/28/2017		54.67
			Total for Check Number 56663:	0.00	54.67
56664	WDFRMT 97201	The Wide Format Company Plotter Paper-General Use	02/28/2017		104.83
			Total for Check Number 56664:	0.00	104.83
56665	TODDM Reimb Exp Reimb ExpA	Mike Todd Reimb Lodging-AWC Action Days-M Todd Reimb Lodging-AWC Action Days-J Kirk	02/28/2017		90.55 90.55
			Total for Check Number 56665:	0.00	181.10
56666	TRAMMELI 6453	Lori Trammel Cupcake Class (Valentine Heart Cake) 02/04 #64	02/28/2017		184.80
			Total for Check Number 56666:	0.00	184.80
56667	TRANSUN 01711911	Trans Union LLC Basic Service Monthly Fee-Credit Checks 12/26	02/28/2017		74.08

AP Checks by Date - Detail by Check Date (3/9/2017 1:38 PM)

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Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
			Total for Check Number 56667:	0.00	74.08
56668	USIC 221701 221701A	USIC Locating Services, LLC 108 NC Locates/94 Ticket Locates 108 NC Locates/94 Ticket Locates	02/28/2017		1,110.69 1,110.68
			Total for Check Number 56668:	0.00	2,221.37
56669	WABO 2017 Dues	Washington Assoc of Bldg off 2017 Annual Membership Dues-T Nordvedt	02/28/2017		95.00
			Total for Check Number 56669:	0.00	95.00
56670	WAVEDIV 01720573	WaveDivision Holdings, LLC Fiber Lease-15728 Main St-to 3000 Rockefeller.	02/28/2017		654.93
			Total for Check Number 56670:	0.00	654.93
56671	APT 2017 Dues	WSAPT 2017 Membership Dues-S Steepy	02/28/2017		35.00
			Total for Check Number 56671:	0.00	35.00
56672	WSCPA WSCPA Dues	WSCPA WSCPA Dues-L Pigott	02/28/2017		50.00
			Total for Check Number 56672:	0.00	50.00
56673	ZAC&THOM 1301	Zachor & Thomas, Inc., P.S. Monthly Prosecution Legal Retainer-Feb	02/28/2017		8,875.95
			Total for Check Number 56673:	0.00	8,875.95
			Total for 2/28/2017:	0.00	85,905.87
56674	SNOCPUD 2001-0143-4 2001-5445-8 2007-4359-9 2007-9722-3 2013-4538-6 2016-6928-0 2017-5296-1 2018-9805-3 2019-4860-1 2022-1236-1 2022-3010-8 2024-6104-2 2025-2921-0 2025-7077-6 2026-2439-1 2026-6749-9 2026-9300-8 2027-6793-5 2028-5205-9 2029-0994-1 2029-2633-3 2031-6469-4 2032-1155-2	PUD No. 1 of Snohomish County Speed Radar Sign SHR 1/11-2/10 2720 Seattle Hill Rd 1/11-02/10 Street Lights-200W-190 Lights 01/01-02/28 Cougar Park 01/25-02/21 Street Lights 12/22-1/23 Highlands Park 1/28-2/27 Library Park 01/12-02/08 Signal & Lights 1/26-2/23 MCSP 1/18-2/15 Signal & Street Lights 1/18-2/16 Nickel Creek Park 1/12-2/9 Pine Meadow Park 1/11-2/10 Street Lights 100W-386 Lights 2/01-2/28 Street Lights-250W-88 Lights 1/01-02/28 Street Lights-100W-835 Lights 1/01-02/28 Signal 1/10-2/10 Annex Bldg 1/18-2/15 Street Lights-400 W-21 Lights 1/01-2/28 Annex Bldg 1/18-2/15 Street Lights-150 W-6 Lights 1/01-2/28 Hillside Park 12/29-1/28 Signal & Lights 1/18-2/15 Cook House 12/17-2/15	03/08/2017		16.43 16.43 3,328.80 117.20 33.83 85.09 16.18 107.28 610.99 129.77 23.96 105.19 1,312.40 1,816.32 11,389.40 36.63 1,895.59 596.40 353.83 54.84 31.80 45.30 179.70

AGENDA ITEM #D.

Check No	Vendor No Invoice No	Vendor Name Description	Check Date Reference	Void Checks	Check Amount
	2033-4808-1	148th & 35th Signal 1/11-2/09			68.31
	2047-1752-4	Street Lights-200W-9 Lights 1/01-2/28			101.52
	2047-1753-2	Street Lights-250W-38 Lights 1/01-02/28			539.60
	2047-1754-0	Street Lights-400 W-39 Lights 1/01-2/28			834.60
	2050-8723-2	Street Lights-100W-17 Lights 1/01-2/28			99.96
	2054-9532-8	Street Lights-20W-49 Lights 1/01-2/28			32.34
	2203-1739-0	Street Lights-240W-1 Light 1/01-2/28			15.02
			Total for Check Number 56674:	0.00	23,994.71
56675	SILVERL	Silverlake Water District	03/08/2017		
	14112-27585	132nd & SR 527 Irrig 1/01-2/28			15.20
	14737-19068	Silver Crest Park 1/01-2/28			15.20
	17679-27345	15429 1/2 Bothell Everett Hwy 1/01-2/28			15.20
	17684-27596	15429 Bothell Way-Irrig 1/01-2/28			15.20
	24079-27593	Hillside Park 1/01-2/28			15.20
	32140-27632	MCSP 1/01-2/28			15.20
	32141-27633	MCSP 1/01-2/28			133.90
	35995-27914	SR 527-Irrig 1/01-2/28			15.20
	35996-27914	14600 SR 527-Irrig 1/01-2/28			15.20
	35997-27914	13800 N SR 527-Irrig 1/01-2/28			15.20
	35998-27914	1600 SR 527-Irrig 1/01-2/28			15.20
	35999-27914	15200 SR 527-Irrig 1/01-2/28			15.20
	36000-27914	15100 N SR 527-Irrig 1/01-2/28			15.20
	36016-27914	SR 527 & Trillium Blvd-Irrig 1/01-02/28			15.20
	36025-27914	14600 SR 527-Irrig 1/01-02/28			15.20
	36026-27914	SR 527 & Dumas Rd-Irrig 1/01-2/28			15.20
	36365-27593	Dumas Rd Irrig 1/01-2/28			44.60
	37034-30017	14721 12th Ave SE-Irrig 1/01-2/28			15.20
	40191-27914	Buffalo Park-Restroom 1/01-2/28			122.90
			Total for Check Number 56675:	0.00	544.60
56676	SCFIRDS	Sno County Fire District #7	03/08/2017		
	MC-17-01	Fire Interlocal Agreement - 1st Qtr			1,013,394.00
	MC-17-01A	Debt Service Credit-Fire Interlocal Agreement -			-23,355.00
	MC-17-01B	Transport Fees Credit-Fire Interlocal Agreement			-60,335.94
			Total for Check Number 56676:	0.00	929,703.06
56677	WASTEMN	Waste Management-Northwest	03/08/2017		
	0441235-2677-2	15728 Main St-St Sweeper-Feb			48.86
			Total for Check Number 56677:	0.00	48.86
			Total for 3/8/2017:	0.00	954,291.23
			Report Total (72 checks):	0.00	1,040,197.10



Date: March 14, 2017

Payroll Check Batches		
Dated	Check Numbers	Amount
03/10/2017	ACH Automatic Deposit Checks	\$149,323.68
03/10/2017	ACH Wire- FWT & Medicare Taxes	\$29,919.82
03/08/2017	ACH Wire- Assoc. of WA Cities	\$77,236.14
Total		\$256,479.64

Voided Checks	
Numbers	Explanation

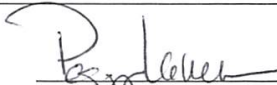
CLAIMS APPROVAL

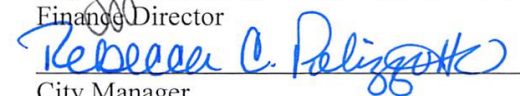
We, the undersigned Finance/Audit Committee of the City of Mill Creek, recommend approval of the ACH Automatic Deposit checks and ACH Wire Transfers in the amount of \$256,479.64.

We recommend approval of the above stated amount with the following exceptions:

Councilmember

Councilmember



 Finance Director


 City Manager

Statistical Summary

Statistical Summary

Company:A0W - City Of Mill Creek Service Center:0076 Pacific North West Status:Cycle Complete
 Week#:10 Pay Date:03/10/2017 P/E Date:02/28/2017
 Qtr/Year:1/2017 Run Time/Date:15:58:09 PM EST 03/07/2017

Taxes Debited	Federal Income Tax	23,716.97	
	Earned Income Credit Advances	0.00	
	Social Security - EE	0.00	
	Social Security - ER	0.00	
	Social Security Adj - EE	0.00	
	Medicare - EE	3,101.46	
	Medicare - ER	3,101.39	
	Medicare Adj - EE	0.00	
	Medicare Surtax - EE	0.00	
	Medicare Surtax Adj - EE	0.00	
	COBRA Premium Assistance Payments	0.00	
	Federal Unemployment Tax	0.00	
	State Income Tax	0.00	
	Non Resident State Income Tax	0.00	
	State Unemployment Insurance - EE	0.00	
	State Unemployment Insurance Adj - EE	0.00	
	State Disability Insurance - EE	0.00	
	State Disability Insurance Adj - EE	0.00	
	State Unemployment/Disability Ins - ER	0.00	
	Workers' Benefit Fund Assessment - EE	0.00	
	Workers' Benefit Fund Assessment - ER	0.00	
	Local Income Tax	0.00	
	School District Tax	0.00	
Total Taxes Debited	29,919.82		
Other Transfers	Full Service Direct DepositAcct. No.000060104700Tran/ABA125000024	149,323.68	Total Liability
	Total Amount Debited From Your Account	179,243.50	179,243.50
Bank Debits & Other Liability	Checks	0.00	179,243.50
	Adjustments/Prepay/Voids	0.00	179,243.50
Taxes- Your Responsibility	None this payroll		179,243.50

ASSOCIATION OF WASHINGTON CITIES

MILL CREEK, CITY OF

ACCOUNT SUMMARY - contains all changes to this account as of 03/07/2017 03:42:32 PM

FUND: 100

ACCOUNT NUMBER: 186 L

BILL MONTH: 03/2017
COVERAGE MONTH: 03/2017
PAYMENT DUE BY: **03/10/2017**
CURRENT BILLING AMOUNT: \$77,189.40
PRIOR OVERAGE OR SHORTAGE: \$46.74
ADJUSTMENTS: \$0.00
TOTAL AMOUNT DUE: **\$77,236.14**

100 186 L 032017 0

Fund	Account Number	Bill Month	Amount Paid
100	186 L	03/2017	\$ 77,236.14

If you have questions concerning your billing, please contact the Association of Washington Cities Office at (800) 562-8981 or (360) 753-4137 or Northwest Administrators, Inc. at (206) 726-3345.

MAIL PAYMENT TO: *If payment is made by check, please print a copy of this page and mail it with your payment to the following address.*

ASSOCIATION OF WASHINGTON CITIES
PO BOX 84303
SEATTLE, WA 98124-5603

MARCH						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7 Council	8	9	10	11
12	13	14 Council	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Council	29	30	31	

APRIL						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4 Council	5	6	7	8
9	10	11 Council	12	13	14	15
16	17	18	19	20	21	22
23	24	25 Council	26	27	28	29

MAY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 Council	3	4	5	6
7	8	9 Council	10	11	12	13
14	15	16	17	18	19	20
21	22	23 Council	24	25	26	27
28	29	30	31			

Tentative Council Meeting Agendas
Subject to change without notice

Last updated: March 10, 2017

March 28, 2017

- Employee Milestone Presentation – Ian Durkee
- Chip Seal Discussion/Decision
- Presentation of Budget Books
- Work Session
 - Policy Development Process
 - ADP Demo – Performance Reviews

April 4, 2017

- Code Revision – Art & Beautification Board
- Work Session – Traffic Calming Manual
- Update: Snocom/Snopac Consolidation

April 11, 2017

- Legal Update: Public Records Act/Public Meetings Act
- Update: Health District Building Purchase

April 25, 2017

-

May 2, 2017

- City Wide 911 Addressing Issues

May 9, 2017

- Code Revision – Repeal of Board of Appeals/Adjustment

May 23, 2017

Work in Progress – Upcoming Agenda Items

- City Hall North HVAC Control System Replacement Contract
- Fire Contract
- Public Works Shop Design
- Development code change to allow redevelopment along Mill Creek Blvd/North Creek
- SNOCOM Consolidation Updates
- SERS Radio Acquisition Updates
- Partnerships with Everett School District
- Council Chambers Configuration



Washington State 2017 Proposed Legislation Summary & Impacts

Legislation Summary	Status	City of Mill Creek Analysis and Recommendation
<p><u>HB1113 (Finance & Admin)</u></p> <ul style="list-style-type: none"> Gradually increases the amount of liquor profits distributed to cities and counties until reinstating the traditional percentage based sharing formula in state fiscal year 2025. 	<p>Still alive; may be held for consideration during budget negotiations and may be considered "necessary to implement the budget."</p>	<p>AWC notes the importance of these funds that help support key public safety services. This gradually increases the local government's share of excess liquor revenues until the percentage-based method for distributions is restored. Under the proposal, cities and counties would receive \$49.4 million annually plus \$2.5 additional per year beginning in 2019 through 2024. In state fiscal year 2025, the bill would reinstate the traditional percentage based formula of 50/40/10. The proposal would require 60 percent of any liquor profits distributed to cities and counties in excess of \$49.4 million to be used for public safety.</p>
<p><u>HB1123 & SB5251 (Comms & Marketing)</u></p> <ul style="list-style-type: none"> Would create an industry-led Tourism Marketing Authority and provide performance-based industry funding mechanisms without additional taxes. 	<p>Because the tourism bill is considered "necessary to implement the budget", it will remain alive until the state budget is passed.</p>	<p>The bill takes 0.1 percent of general sales taxes collected on retail sales of lodging, restaurants and rental cars for its Statewide Tourism Marketing Account. Deposits will be limited to \$5 million per biennium and are subject to private matching funds prior to expenditure. Cities support finding a dedicated source to promote tourism but AWC has concerns with the source of funding in this bill as currently written. The sales tax on rental cars is deposited into the multi-modal account, which funds a number of transportation related projects and programs that cities benefit from including grants for bicycle and pedestrian projects, safe routes to schools and support for transit. AWC is working with the sponsors of this legislation to find a funding source for a much-needed Tourism Authority that does not divert funds away from important local transportation needs</p>
<p><u>HB1490 (Public Works)</u></p> <ul style="list-style-type: none"> Defers pavement condition reporting. Studies ways to consolidate various reporting requirements. 	<p>Passed by the House; moves to the Senate. Referred to Transportation Committee for reading.</p>	<p>AWC supports this.</p>

<p><u>HB1540 & SB5046 (Police, Comms)</u></p> <ul style="list-style-type: none"> • Would require city emergency management departments to provide emergency notices in languages represented by their communities who speak a language other than English. • Would also require cities to maintain updated demographic and language data on their jurisdiction. 	<p>Passed by the House by a very close margin; moves to the Senate. HB1540 is scheduled for public hearing in Senate's Local Government committee. SB5046 is scheduled for executive session in House committee on Public Safety.</p>	<p>AWC is interested in receiving our input on how these bills could impact our city.</p>
<p><u>HB1594 (Finance & Admin)</u></p> <ul style="list-style-type: none"> • Requires training for records officers to address issues of retention, production and disclosure of electronic records. • Creates a grant program within the Office of the Secretary of State for local governments to improve their public record management systems. • Creates a study on the feasibility of establishing a statewide open records portal. • Provides for mediation between a city and a requestor when there is disagreement on a request. 	<p>Passed by the House; moves to the Senate. Referred to State Government committee.</p>	<p>AWC supports this bill, which improves public records administration. Current law lacks provisions to protect the public from those who misuse or abuse public records law. Further, the current law has failed to keep up with changing technologies and best practices. This provides reasonable charges for providing electronic data, allows for alternative dispute resolution, and provides technical and funding assistance.</p>
<p><u>HB1595 (Finance & Admin)</u></p> <ul style="list-style-type: none"> • Amends the PRA to allow cities to charge a small fee for providing copies of electronic records. • Creates the ability for cities to deny overwhelming computer generated "bot" requests. • Prohibits overly broad requests for all of a city's records. • Creates a way for cities to apply a service charge to exceptionally complex requests. 	<p>Passed by the House; moves to the Senate. Referred to State Government committee.</p>	<p>AWC supports. Addresses costs associated with responding to public records requests.</p>

<p><u>HB1655 (Police)</u></p> <ul style="list-style-type: none"> Seeks to expand presumptive occupational disease for police and fire personnel. Expands occupational disease coverage to posttraumatic stress disorder. 	<p>Passed House and moves to the Senate. Referred to the committee on Commerce, Labor and Sports.</p>	<p>AWC opposes expansion of occupational disease due to the potential for increased costs and the lack of scientific evidence tying these diseases to the occupation. AWC would like to stop this bill.</p>
<p><u>HB1677 & SB5496 (Public Works)</u></p> <ul style="list-style-type: none"> Would build back a reformed Public Works Assistance account from loan repayments and a small amount of remaining tax revenue. 	<p>Still alive; may be held for consideration during budget negotiations.</p>	<p>AWC considers this priority legislation to maintain and expand our critical municipal infrastructure. AWC expects to see an amended version emerge alongside the House’s overall budget proposal in about a month. There are some positive signals that the House wants to fight to preserve the Public Works Trust Fund.</p>
<p><u>HB1752 (Finance & Admin)</u></p> <ul style="list-style-type: none"> Would require governments who dispose of surplus property at fair market value to transfer 20 percent of the proceeds to the state for deposit into the Housing Trust Fund. 	<p>Looks likely that this will still move in the House, but not right away. A bipartisan workgroup of legislators from the House Capital Budget Committee has been meeting to find a path forward on a proposal for local infrastructure funding.</p>	<p>While cities are strong supporters of affordable housing, this proposal has met with significant concern and opposition from AWC over the years.</p>
<p><u>HB1764 (Finance & Admin)</u></p> <ul style="list-style-type: none"> Replaces the one percent cap on annual property tax increases with a limit tied to cost drivers. 	<p>Still alive; may be held for consideration during budget negotiations and may be considered “necessary to implement the budget.”</p>	<p>This is priority legislation for AWC.</p>
<p><u>HB1797 (Finance & Admin)</u></p> <ul style="list-style-type: none"> Provides cities limited sales tax remittance for qualifying investments, Provides cities and counties authority to use real estate excise taxes to support affordable housing. Provides cities and counties with councilmanic authority to impose affordable housing sales tax. 	<p>Executive action taken in Community Development, Housing & Tribal Affairs. Referred to Rules 2 Review.</p>	<p>AWC supports this.</p>

<p><u>HB2006 (Finance & Admin)</u></p> <ul style="list-style-type: none"> Removes non-supplant language from city and county criminal justice account distributions and the mental health sales tax. Currently, every city receives a portion of more than \$35M per biennium in criminal justice assistance. 	<p>Passed House; moves to the Senate. Referred to the Local Government committee.</p>	<p>AWC supports this.</p>
<p><u>SB5445 (Community & Econ Develop.)</u></p> <ul style="list-style-type: none"> Prohibits the use of eminent domain for economic development. 	<p>Passed in the Senate; moves to the House. Scheduled for Judiciary committee.</p>	<p>AWC does not support this bill.</p>
<p><u>SB5545 (Finance & Admin)</u></p> <ul style="list-style-type: none"> Would amend the Open Public Meetings Act by removing the exemption provided for collective bargaining sessions related to contract negotiations with unions. Would add language requiring that contract negotiations be open to the public but does not require public comment. Would allow public employers to provide a video of the negotiations to the public within twenty-four hours instead of firsthand observation by the public. 	<p>Executive action taken in Ways & Means. Referred to Rules for second reading.</p>	<p>AWC has opposed previous proposals that open bargaining sessions. Recently, two counties and a school district in our state have opted to open their bargaining sessions to the public.</p>
<p><u>SB5711 (Finance & Admin)</u></p> <ul style="list-style-type: none"> Pre-empts local government regulation of small cell 5G telecommunication facilities and exempts them from land use review. 	<p>Executive action taken in Committee on Energy, Environment and Telecommunications. Referred to Rules for second reading.</p>	<p>Sponsored by Sen. Hobbs. Most aspects of the bill are of great concern to cities. AWC advocates for an alternative to Part 1 of this bill that would allow cities to adopt a master permit process for small cell deployment, and opposes Part 2, pole attachments. AWC wants to stop this bill.</p>
<p><u>SB5827 (Comms & Marketing)</u></p> <ul style="list-style-type: none"> Would <i>create a new</i> definition of tourist under the lodging tax statute, <i>which would have the effect of restricting</i> expenditures of lodging tax for tourism promotion, events, and tourism-related facilities. The definition of tourist would be limited 	<p>Executive action taken in Ways & Means. Referred to Rules for second reading.</p>	<p>AWC testified in opposition to this bill because it breaks the compromise reached on lodging tax authority in legislation passed several years ago, including greater authority for the lodging tax advisory committee, additional reporting processes, and limits on city legislative authority on using this local revenue tool. Sufficient processes are <i>already</i> in place to ensure that lodging taxes are used in the best ways to meet community needs. AWC wants to stop this bill.</p>

<p>to those who stay in overnight accommodations, have traveled more than 50 miles, or have traveled from a different state or country.</p> <ul style="list-style-type: none">• Prohibits any lodging tax recipient who fails to submit the required report on tourist activities as ineligible to receive additional distributions until the report is submitted.		
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