



CITY COUNCIL MINUTES

September 1, 2016

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

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

September 1, 2016
Special City Council Meeting
6:00 p.m.

CALL TO ORDER

Mayor Pruitt called the meeting to order at 6:00 p.m.

FLAG SALUTE

Flag Salute was conducted.

ROLL CALL

Roll was called by the Acting City Clerk with all Councilmembers present except for Councilmember Cavaleri and Councilmember Bond.

MOTION: Councilmember Michelson made a motion to excuse Councilmember Cavaleri and Councilmember Bond, Councilmember Kelly seconded the motion. The motion passed unanimously.

AUDIENCE COMMUNICATION:

There were no comments from the audience.

NEW BUSINESS:

Grant Application for the Snohomish County Hotel / Motel Small Fund Grant
(Rebecca C. Polizzotto, City Manager)

The following agenda summary information was provided:

The purpose of the Snohomish County Hotel/ Motel Small Grant Fund is to support projects which encourage tourism activities in Snohomish County and which advance the goals of Snohomish County's 2011 Strategic Tourism Plan. The source of the grant funds is the County's share of the sales tax collected on hotel and motel room rentals within Snohomish County the previous year. The Snohomish County Lodging Tax Advisory Committee (LTAC) was established by the County to review applications for funding from lodging taxes collected by the County and to make recommendations to the County Council on those applications and related lodging tax issues. Last year 36 projects were awarded totaling \$509,464.

The City of Mill Creek is in need of a coordinated tourism program to connect residents and visitors with up to date information on where to stay, visit, shop and eat. Currently we have many organizations offering community events, concerts, programs and other services. Unfortunately there

is no one place to go to figure out what is happening in town on any given day. Recreation and Tourism Interim Manager Brian Davern has come forward with a recommendation to create a new city tourism website that will feature all that Mill Creek and the surrounding area has to offer a resident, out-of-towner or out-of-state visitor. Many other neighboring cities (Bothell, Lynnwood, Edmonds, and Kirkland) currently utilize separate tourism focused websites. The site would allow one hub of information for providing an all-inclusive community calendar, various blogs, great photography, shopping options, dining options, lodging options, things to do, hikes, parks, services, newsletters and would include social media integration. The site would rely on key community stake holders like the Snohomish County Tourism Bureau to provide up-to-date content. The Mill Creek Business Association, Mill Creek Town Center Business Association and The Holiday Inn Express and Suites in Everett have all submitted letters in support of the City submitting a \$10,000 grant application

Discussion:

Council discussed whether the City needed another website, how it would benefit the City and if the traffic to the new website could be tracked.

MOTION: Mayor Pro Tem Holtzclaw made a motion to approve Resolution 2016-561, Councilmember Kelly seconded the motion.

AMENDMENT: Councilmember Todd made an amendment to the motion to have the motion include the words "The City of Mill Creek approves the project, as the budget allows."

AMENDMENT VOTE: The amendment died due to lack of a second.

ORIGINAL MOTION VOTE: The motion passed 4-1-0 with Councilmember Todd opposed.

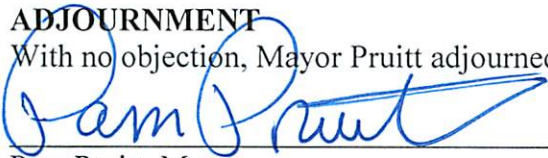
AUDIENCE COMMUNICATION:

(Gentleman did not provide name or address)

The resident spoke in favor of the tourism website.

ADJOURNMENT

With no objection, Mayor Pruitt adjourned the meeting at 6:05 p.m.



Pam Pruitt, Mayor



Kim Mason-Hatt, Acting City Clerk