



# CITY COUNCIL MINUTES

October 27, 2015

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

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

**October 27, 2015**  
**Regular 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 City Clerk with all Councilmembers present and Councilmember Todd participating by phone. City Clerk Chelin stated for the record that Councilmember Todd was called out of town to assist his parents, and regrets that he is not able to hear the presentations tonight first hand.

## **AUDIENCE COMMUNICATION:**

Lynn Sordel  
15229 3<sup>rd</sup> Drive SE  
Mill Creek, Washington 98012

Mr. Sordel spoke to the County development going in by the Lakes division. He urged the Council to work with the County to stop this development.

Jan Ott  
1726 166<sup>th</sup> Place SE  
Mill Creek, Washington 98012

Ms. Ott serves as the President of the Lakes Homeowners Association. She stated that the County multi-family development that was going in behind them has a substantial impact on their homes. She urged the Council to look at alternatives.

Mary Jo Moriarty  
1628 166<sup>th</sup> Place SE  
Mill Creek, Washington 98012

Ms. Moriarty also lives in the Lakes division. She stated that the schools and the library are overcrowded as it is. Another development will only make matters worse.

Sara Grode  
1612 166<sup>th</sup> Place SE  
Mill Creek, Washington 98012

Ms. Grode stated that she agreed with the comments that were made. She urged the Council to work with the County and look for a different solution.

Unknown (spelling not confirmed)  
1605 166<sup>th</sup> Place SE  
Mill Creek, Washington 98012

She thanked the Mayor for reaching out last weekend to talk to her about her concerns. She stated that she was concerned about the added traffic from this new development.

Shelly Henderson  
1616 166<sup>th</sup> Place SE  
Mill Creek, Washington 98012

Ms. Henderson spoke to how she is directly impacted by this. She would have 4 townhomes looking at her. She also spoke to the man-made pond that could be affected.

Nick Cirelli  
Lakes division

Mr. Cirelli also spoke to the impacts of this development. He is concerned about the impacts.

Lynn Sordel  
(spoke earlier)

Mr. Sordel spoke to the stormwater issues with this new development.

Tracy Hopkins  
(Address not given)

Ms. Hopkins spoke to her concerns about all of the traffic this new development will bring to the City.

Mayor Pruitt let the audience know that the City just received the County plans for review and staff will provide comments to the County. She urged the residents in the Lakes division to make comments to the County's Hearing Examiner.

**NEW BUSINESS**

Appoint Three Members to the Art and Beautification Board and Two Members to the Park and Recreation Board with Terms Expiring October 31, 2018

*(Council Interview Committee)*

Councilmember Michelson explained that one incumbent wasn't able to make his interview. The Council agreed to reschedule his interview to November 10.

**MOTION: Councilmember Michelson made a motion to appoint David Wood and Marlene King to the Art and Beautification Board with terms expiring October 31, 2018 and ask the indulgence of the Council to have staff contact Matt Buchanan to come for another interview time, Councilmember Cavaleri seconded the motion. The motion passed unanimously.**

**MOTION: Mayor Pro Tem Holtzclaw made a motion to re-appoint Gordon Keene and Brett Nagle to the Park and Recreation Board for three year terms expiring October 31, 2018, Councilmember Cavaleri seconded the motion. The motion passed unanimously.**

132nd Street Corridor Market Feasibility and Fiscal Impact Study Kickoff  
(Rebecca C. Polizzotto, City Manager)

The following agenda summary information was presented:

On October 6, 2015, the City Council authorized the City Manager to negotiate and execute a contract with ECONorthwest for a market feasibility and fiscal impact study for the 132<sup>nd</sup> Street Corridor not to exceed \$33,000.

The purpose of the study is to:

- Give the City an understanding of the market for different land uses along the 132<sup>nd</sup> Street corridor, including the EGUV, and the potential fiscal impacts of these uses to the City as the areas build out, both in the near-term and long-term.
- Identify what, if any, zoning and design guideline changes and infrastructure investments the City could make to support the vision for the area.
- Evaluate fiscal impacts of utilizing LRF financing, the impact of potential development incentives, and changes to zoning regulations.

The City has negotiated the contract with ECONorthwest and will begin the project within a few days.

To kick off the project, the Project Director, Morgan Shook, will make a brief presentation to the City Council. The purpose of the meeting is for Mr. Shook to introduce himself and present the scope of work for the project and the schedule to the Council.

Morgan Shook, Project Director with ECONorthwest, joined the table for discussion with the Council.

Development of a City Communications Plan  
(Rebecca C. Polizzotto, City Manager)

The following agenda summary information was presented:

On September 1, 2015, the City Manager re-organized the working departments of the City to include the creation of a Department of Public Information. This reorganization also served to expand the Department of Community Development to now include economic development (now referred to as the *Department of Community and Economic Development*). Further, this plan included the reorganization of the Department of Public Works to now serve as the Department of Facilities, Parks and Recreation which includes a tourism component. The development of a strategic City communications plan is necessary to the successful execution of specific work components for each of these departments, and to the City as a whole.

Currently, the City has no communications standards, nor does it have an integrated communication plan that coordinates traditional and digital communication channels. The City Manager recommends initiating the development of a strategic communications plan in order to enhance the City's economic development, tourism and public information efforts.

To ensure the City's communications outreach is purposeful, proactive and effective at building greater awareness and attractiveness, the City Manager recommends conducting targeted research and analysis in order to develop a communications plan. A "voice of the customer" approach is recommended that will identify business and citizen leader preferences and perceptions, perceived competing alternatives and quality of place motives that drive locating decisions. Further, this analysis will aid in developing an effective positioning strategy to establish and distinguish the City of Mill Creek as the "best" community to live, work and play.

The aforementioned marketing and research will provide the City with a comprehensive communications plan that will include the following components: Northstar Statement, Situational Analysis, Research Findings, Market Definition (Segmentation Strategy & Target Profiles), Service Definition (Product Matrix & Proposed Changes), Communications Objectives (Metrics & Milestones), Positioning (City Image and Competitive Distinction), Promotion (Advertising, Public/Media Relations, Direct Marketing, E-Marketing, Presentation, Collateral Materials/Media), and Implementation Plan (Tactics, Budget and Measurements).

It is estimated that the development of Communications Plan will take approximately 16 weeks and cost \$39,750. Funds in the amount of \$60,000 for communication initiatives were included in the Executive Department for the 2015-2016 budget period.

Andrew Ballard with Marketing Solutions gave an overview to the Council. Jim Stephanson with Economic Alliance also joined the discussion. Mr. Stephanson spoke to the need for cities to do their own marketing and branding.

**MOTION: Councilmember Kelly made a motion to authorize the City Manager to negotiate and execute a contract with Marketing Solutions in an amount not to exceed \$39,750, for the development of a City Communications Plan, Councilmember Michelson seconded the motion. The motion passed unanimously.**

The following agenda summary information was presented:

The overall purpose of the 2015 Comprehensive Plan update is to make revisions necessary to guide future development in the City and its Municipal Urban Growth Area (MUGA) through 2035. As updated, the Comprehensive Plan continues to focus on maintaining Mill Creek as a predominantly residential community, promoting the development of the City’s commercial core, maintaining urban densities that can be served by transit, ensuring the provision of urban services, planning for the construction of capital facilities, such as roads and sidewalks, providing for the recreational needs of the community, and protecting natural resources.

The update process began in early 2014 when the City staff and the Planning Commission prepared an audit of the existing Comprehensive Plan for consistency with the Countywide Planning Policies (CPPs) and GMA requirements. The result of the audit was that the majority of the updates would be “housekeeping” in nature and that significant revisions were not necessary.

To facilitate review, the revisions will be presented in three groups scheduled as follows:

Meeting Date	Chapters	Comments
10/27/15	Introduction; Consistency with CPPs; History; Goal Statements; Population & Employment	Agenda Summary and Comprehensive Plan Books delivered to Council - containing Executive Summary and redline and clean versions of first five chapters and the Public Participation Plan
11/10/15	Land Use; Housing; CFP; Utilities; Transportation	Redline and clean versions of second five elements, and Transportation related code amendments delivered to Council (1 week early).
11/24/15	Streetscape; Environmental Features; Parks and Open Space; Glossary	Redline and clean versions of last four elements delivered to Council. Code amendments related to Streetscape, Best Available Science and Amendment Criteria. Planning Commission Resolution
12/1/15	Adoption	Council Ordinance

Council engaged in a discussion about the comprehensive plan amendments.

**MOTION:** At 8:28 p.m., Councilmember Michelson made a motion to extend the meeting to 9:00 p.m., Councilmember Todd seconded the motion. The motion passed unanimously.

**CONSENT AGENDA**

Approval of Checks #54428 through #54492 and ACH Wire Transfers in the Amount of \$105,579.95.

*(Audit Committee: Councilmember Michelson and Councilmember Bond)*

Payroll and Benefit ACH Payments in the Amount of \$263,368.54.

*(Audit Committee: Councilmember Michelson and Councilmember Bond)*

City Council Meeting Minutes of October 6, 2015

City Council Meeting Minutes of October 13, 2015

Councilmember Michelson and Councilmember Bond stated for the record that they had no exceptions to the vouchers.

**MOTION: Councilmember Cavaleri made a motion to approve the consent agenda, Councilmember Bond seconded the motion. The motion passed unanimously.**

**AUIDEINCE COMMUNICATION:**

There were no comments from the audience.

**REPORTS**

Mayor Pruitt reported that she spoke at a third grade class at Mill Creek Elementary. She also reported that she attended the MCBA Luncheon and the EASC reception.

Mayor Pro Tem Holtzclaw thanked staff for the great employee appreciation dinner on October 22.

Councilmember Cavaleri and Councilmember Michelson also thanked staff for the dinner.

Councilmember Todd thanked Council and staff for accommodating him and allowing him to participate on the phone.

City Manager Polizzotto passed out the latest edition of Rebecca's Round-up to the Council. She updated the Council about the recent New World launch in the Police Department.

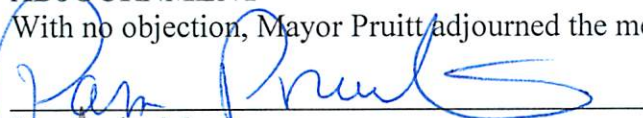
Senior Accountant Roundy reported that the recent financial report is included in the packet.

Director Rogers reported on the SCT agenda that was included in the packet.

Director Gathmann reported on the FEMA meeting he attended last week.

**ADJOURNMENT**

With no objection, Mayor Pruitt adjourned the meeting at 8:55 p.m.

  
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Pam Pruitt, Mayor

  
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Kelly M. Chelin, City Clerk