

## LEAVENWORTH CITY COUNCIL ANNUAL RETREAT MINUTES

April 12, 2019

Mayor Farivar called the April 12, 2019 Leavenworth City Council Annual Retreat meeting to order at 8:00 A.M.

### ROLL CALL

Council Present: Mayor Cheryl Kelley Farivar, Elmer Larson, Carolyn Wilson (arrived just before 1:00), Mia Bretz, Margaret Neighbors, Sharon Water, Clint Strand and Jason Lundgren.

Staff Present: Joel Walinski, Chantell Steiner, Herb Amick and Lilith Vespier.

#### 1) Breakfast Bavarian Lodge Service Area – 7:00 – 8:00 AM

#### 2) Review of City Mission Statement

Mission Statement: *The City of Leavenworth is a community of creative people dedicated, as partners, to effectively serving the diverse needs of City residents, business interests, visitors, and our upper Valley neighbors.*

City Administrator Joel Walinski and Mayor Farivar reviewed the current Mission Statement of the City and discussed the option for amendment by the Council. Councilmembers briefly discussed the use of the statement by community members noting that it is positively referenced from time to time. The Council reviewed the need to consider a new mission statement as the current statement is similar to a vision statement. A draft of city mission statements will be provided to various City Council Committees before being reviewed by the full council and distributed for review and comments by other committees.

#### 3) Lodging Tax Funding Allocation

##### a. Overall Funding: Policy RCW 67.28.1816

Administrator Walinski stated that the City of Leavenworth is currently 5<sup>th</sup> across the State in regard to lodging tax dollars collected by cities. This is exceptional due to the small population size of Leavenworth that also makes it difficult to compare processes and procedures of use as there are only specific rules for City's over 5,000 population. Administrator Walinski provided a PowerPoint presentation and provided the Council with a handout outlining the RCW 67.28.1816 language and reviewed the rules of use in general for all cities. He noted that the benefit to Leavenworth having a small population is the ability to be flexible in how they administer and distribute the funds that are collected.

##### b. Funding Allocation Options/Policy

Administrator Walinski identified five basic components of the Lodging Tax expenditures and defined them as Tourism Promotions, Tourism Advertising, Ongoing Support Services, Capital/Debt, and Reserves. He briefly discussed reserves noting the need to consider future resiliency and provided the example of the City of Chelan who experienced major fires a few years ago; he noted that their reserve is currently at \$1.3 Million, which is equivalent to approximately one year of revenues for them. He identified the major capital items in this year's budget that includes the DOT Lot, new LINK Transit Park-n-Ride, and the Pool funding. He provided examples of how some smaller cities utilize their funds that includes a combination of uses. City of Chelan dedicates the 2% collection to their Marina operations and future improvements and the 3% to advertising; City of Grays Harbor has a competitive process with an LTAC that allows the Council to make

review and make the final decisions; 90% of the lodging funds collected by the City of Blaine are from one large resort area within the City; and the City of Winthrop has a tourism committee that is guided by the Council. He then reviewed four options for administering the programs that includes the following:

- Voluntarily complying with State Law for cities over 5,000 in population by creation of a Lodging Tax Advisory Committee (LTAC) who then administers use of all lodging tax funds.
- Continue with current practice of the City Council acting as the LTAC and create a written policy which outlines the City Council's procedures and practices on allocating monies within the fund.
- Hybrid combination to create an LTAC for just Tourism Promotions while Council retains control over the other expenditure components.
- Continue with current practice with no changes keeping allocations as a part of the budget process without a clearly identified Lodging Tax Policy, follow the budget statutes and regulations as in the past.

Council discussed what are the concerns with the current practice of administering Lodging Tax funds and identified the following:

- How to allocate Group Funding - \$10,000.
- Lack of clarity on how to allocate all Lodging Tax funds.
- How to allocate Partner Funding as well as why/when some are considered Youth Funding in the General Fund.

#### **c. Applications and Criteria**

Administrator Walinski reviewed examples of scoring criteria for the Tourism Promotions with a competitive process defined through a point system. This could be used specifically for the Group Funding and Partner Funding; Council stated that they may want to consider Leavenworth Area Promotions (LAP) as part of the competitive process. Additional scoring criteria to consider should include the time of year of the event, consider a threshold limit for applications, request information on what the organizers do to raise funds and/or move towards self-sustainability, including a detailed revenue/expense report of their event/program, determine whether the event supports community as well as tourism, and if the event/program is seasonal or year-round.

Council reviewed additional criteria for Contracted Partnership Funding that should include a term limit (3 years is the current time frame for the Chamber), identify level of funding, consider "free" events, added ongoing benefit and value, equitable process for allocations, and include a results and verification requirement.

#### **4) Community Meeting**

##### **a) Purpose and Topic / b. Desired Outcomes**

Administrator Walinski asked the Council for ideas on what is important to having a Community Meeting / Town Hall style meeting, identifying the purposes and/or topics and what the desired outcomes may be. Councilmembers identified the following:

- Consider having a Public Policy Facilitator / Moderator
- Create an avenue to resolve issues

- Current Biggest Issue: Growth – Economic vs. City
  - Commercial
  - Residential
  - Annexations
  - Zoning – changing or infill
  - Housing shortages
  - Visitors
  - Regional issues
- Connecting Business & Residential Stakeholders
  - Consider expanding the Residential Advisory Committee to build bridges with business
    - Cross-work Connection
    - Consider other Boards
- General Session – Have set topics or just allow any comment on any topic
- Time limits on speakers
- Council is part of the audience
- When, Where and How Long
  - Block Party
  - Senior Center
  - Other?
- Consider a Yearly Public Open House or reinvigorate a booth at the Farmer’s Market
- Survey to identify primary concerns of community
  - Hire outside company for transparency and professionalism – can be costly
    - Could provide insight into areas to consider for potential round-table options at the Community Meeting
    - To seek a wider response from the community and not just those that already participate
- Process Education
- Communication / Education Consultant

Administrator Walinski identified the following directives that he will focus on for follow-up with the Council:

1. Research Survey Options – Cost / Process / Scope.
2. Communication / Education – Audit Best Practices.
3. Consider smaller meetings to engage such as Farmer’s Market.
4. Identify Approach of Meeting – Block Party, Festhalle, other?

**5) Review of Council Identified Priority Projects**

Administrator Walinski reminded the Council of the top three priorities that were discussed at a study session last year. He identified those to be Osborn Elementary that includes researching any environmental issues and to consider tours if a block party is organized at this location; Parking, consider DOT Lot uses, additional parking lot locations, and timed parking; and replacement of water meters citywide.

**6) Council Ideas or Future Discussion Topics (working lunch)**

**a) Identify and Assign to Committee**

1. Councilmember Lundgren – He would like the City to explore adoption of Wildland Urban Interface (WUI) codes. Assign to the June Study Session for follow-up.
2. Councilmember Lundgren – He would like the City to continue with bio/food waste reduction efforts with the downtown businesses. Assign to Economic Development.
3. Councilmember Neighbors – She would like to schedule a Jurassic Parliament Training with Ann McFarlane, could be open to the public as well. Assign to Administration for follow-up.
4. Councilmember Bretz – She would like Councilmember Lundgren’s request for waste reduction to include plastic bags, cups and Styrofoam. Assign to Economic Development.
5. Councilmember Bretz – She would like to explore the option of having a block party type of community meeting; potluck style possibly at Osborn site or Ski Hill. Assign to Administration for follow-up.
6. Councilmember Larsen – He would like to explore alternative transportation routes through town; noted Mill/Mine/Icicle Road. Assign to Public Safety.
7. Councilmember Waters – She would like to improve the Recycle Center with better signage to include alphabetized list of acceptable items with photos. Assign to Public Works Committee.
8. Mayor Farivar – She provided the following first draft Mission Statement: The City of Leavenworth serves our citizens & businesses by providing public safety in the form of police and fire protection, safe streets, water, sewer, zoning and building in the most efficient way possible. Assign to all standing committees first and then follow-up with one summarized draft to other committees such as the Residential Advisory Committee and Downtown Steering Committee.

**7) Communication and Consensus Building – Janet May, Sound Employment Solutions**

Mayor Farivar introduced Ms. Janet May of Sound Employment Solutions who presented an interactive session with the Council on Essential to a Healthy City – A Cohesive City Council. The training covered characteristics of dysfunctional council’s and common responses to treat the symptoms, characteristics of healthy council’s and how they are successful through trust, open communication, overcoming impediments, working together to support the City’s interest first, managing conflict, and avoiding derailments.

Seeing no other business, Mayor Farivar adjourned the April 12, 2019 annual retreat meeting of the Leavenworth City Council. The meeting adjourned at 2:30 p.m.

**APPROVED**



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**Cheryl K. Farivar, Mayor**

**ATTEST**



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**Chantell Steiner**  
**Finance Director/City Clerk**