

City of SeaTac

Council Retreat Minutes Synopsis

February 5, 2016 (Friday)
9:00 AM

City Hall
Council Chambers

CALL TO ORDER: The SeaTac City Council Retreat was called to order by Mayor Rick Forschler at 9:05 a.m.

COUNCIL PRESENT: Mayor Rick Forschler, Deputy Mayor (DM) Michael J. Siefkes (*arrived at 9:09 a.m.*), Councilmembers (CMs) Kathryn Campbell, Peter Kwon, Tony Anderson, Pam Fernald, and Erin Sitterley.

STAFF PRESENT: Interim City Manager (ICM) Donny Payne, City Attorney Mary Mirante Bartolo, and City Clerk Kristina Gregg.

PUBLIC COMMENTS: There were no public comments.

Organizational Vision, Mission, Values and Goals

ICM Donny Payne stated that today's input will provide guidance to staff. He introduced Demarche Consulting Consultant Linda Paralez.

CM Anderson arrived at this point in the meeting.

Council introduced themselves and stated their vision and hopes for the City.

Vision: Council reviewed their current vision. Council participated in groups where they discussed portions of the current vision and potential revisions. Discussion ensued regarding the proposed revisions.

Recessed: Mayor Forschler recessed the meeting for a break from 10:25 a.m. to 10:40 a.m.

Organizational Vision, Mission, Values, and Goals (Continued)

Dr. Paralez presented a draft vision which the Council discussed and revised.

Revised draft vision: The City of SeaTac is a welcoming place where people love to live, learn, work, and play. SeaTac is a clean, safe, thriving, and healthy community. As an airport community, our City enjoys unique resources and we encourage business opportunities that ensure a strong economy and growing job base.

Next steps: ICM Payne to wordsmith the vision and provide a rough draft to Council by February 12 for additional input. Council has until February 16 to return individual comments to Mr. Payne. The citizen advisory committees will then be asked to provide input. Final version to be presented to the Council during a future Council Study Session (CSS).

Mission: Dr. Paralez stated that the mission is a tool that drives the budget. The essential purpose of a mission aligns with the vision.

Council discussion ensued regarding: (1) what the city is mandated to do versus what the city wants to do, (2) how much should be included in the mission, and (3) whether the budget should be determined first.

Council brainstormed potential ideas for the mission.

Recessed: Mayor Forschler recessed the meeting for lunch from 11:45 a.m. to 12:20 p.m.

PUBLIC COMMENTS: Earl Gipson requested something be included in either the mission or vision that would address a code of ethics.

Organizational Vision, Mission, Values, and Goals (Continued)

Dr. Paralez presented a draft mission statement which the Council discussed and revised.

Revised draft mission: In order to live up to the City's vision, the City of SeaTac's mission is to provide essential public services. Additionally, our services are designed to: focus on having a clean city; to be engaging and inclusive; to continuously improve community safety and services; and finally, to support the growth and development of our community. All services will be provided in an ethical/transparent manner.

Next step: ICM Payne to wordsmith the mission, with input from the department heads, and provide a rough draft to Council by February 12 for additional input. Council has until February 16 to return individual comments to Mr. Payne. Final version to be presented to the Council during a future CSS.

Values: Dr. Paralez reviewed the city staff values. Discussion ensued as to whether there is any misalignment between the staff values and the Council's vision and/or mission.

Council provided the following proposed changes to the city staff values:

Service – add timely

Integrity or Accountability – add ethical and transparent

Teamwork – add innovation versus “in the spirit of innovation”

Accountability – change embrace to commit, clarify whom staff are accountable to, reorder values so accountability is higher priority

Next step: ICM Payne will present suggestions to staff.

Goals: Council brainstormed potential goals.

Recessed: Mayor Forschler recessed the meeting to a break from 1:32 p.m. to 1:46 p.m.

Organizational Vision, Mission, Values, and Goals (Continued)

Dr. Paralez assigned each Councilmember a goal category to develop a SMART (specific, measureable, achievable, realistic/relevant, time bound) goal: Infrastructure Investment, Improve Public Safety, City Operations Improvements, Community Engagement, Revenue and Development, and Visible Improvements/Clean City.

Each CM reviewed their draft goal. Council discussion ensued regarding the draft goals and potential related objectives.

Draft goals

Infrastructure Investment: The City of SeaTac will improve the community by making capital improvements to the City in the form of:

- Encourage new development within the City with a focus on attracting new employers and visitors to the City
- Make Improvements in the form of clean parks and sidewalks throughout the City
- Improve the services available within SeaTac by developing a plan to bring low-cost, high-speed fiber optic network to the City.

Public Safety:

Improve public safety by lowering property crime rates by 50% in the next 2 years, lowering automobile theft by 50% in 2 years, and improving safety of personal mobility by reducing speeding and dangerous driving by 50% in 2 years.

City Operations Improvements:

Continuously improve the operation of City government by infusing process improvement discipline into daily City operations, establishing root cause analysis process to guide goal formation, and creating a value-stream analysis on all new improvement projects.

Organizational Vision, Mission, Values, and Goals (Continued)

Goals (Continued):

Visible Improvements/Clean City

Improve the property values in SeaTac by 50% in the next five years:

- Establish a baseline for property values and investigate realistic targets given available investments and strategies
- Use City Code Enforcement ordinances and any state legislation to improve current properties
- Use various new and existing programs to leverage community involvement such as 4Culture, Tree City USA, and other volunteer groups.

Lifelong Learning

The City places a value on supporting and investing in lifelong learning for its citizens, staff and Council:

- Explore and support continuing education among residents, staff and Council
- Increase awareness of local health concerns and solutions

Revenue and Development

The Council will balance the budget looking ahead to five years of sustainability and future growth, encourage redevelopment of blighted properties and new development focusing on serving residents and travelers, make it easier for new local small businesses to open and operate, and explore partnerships with high-tech businesses to operate in SeaTac.

Community Engagement:

The Council will actively engage the community and gather their input regarding the governance of the City and issues of community concern:

- Continue citizen advisory committees to gain their guidance on decision making regarding their areas of expertise
- Council and staff presentation at peer group meetings
- Public Safety (community policing and fire safety) outreach to ethnic groups and senior citizens
- Monthly updates of social media, website, SeaTV, regarding City activities, community resources, and issues of community concern/interest
- Improve internal and external communication

Next step: ICM Payne to assign to subject matter experts/staff/committees. Draft goals to be provided to Council by February 12. Council will revisit during the next three months. Council will work toward final publication as part of the budget process.

Council Administrative Policies and Procedures

Mayor Forschler encouraged the Council to approve the version that was presented at the January 26 CSS in order to get the four Council committees in place.

Discussion ensued regarding committee meetings versus CSS and the perceived benefits of both.

Next step: Revise the February 9 Regular Council Meeting (RCM) agenda to add the procedures for action

Wrap Up and Next Steps

N/A

Adjourned: Mayor Forschler adjourned the meeting at 4:28 p.m.