

Meeting Minutes
City of Sammamish Ad Hoc Communications Committee

Thursday, October 13, 2016
Plaza 129 - Sammamish City Hall
10:00 am – 11:30 am

Called to Order: Committee Chair Malchow called the meeting to order at 10:02 am

Committee Members Present: Christie Malchow
Bob Keller
Tom Hornish

Staff Members Present: Lyman Howard, City Manager
Melonie Anderson, City Clerk
Aaron Antin, Finance Director
Jessi Bon, Deputy City Manager
Sarah Kimsey, Social Media Coordinator
Tim Larson, Communications Manager
David Pyle, Deputy Director of Community Development
Paulette O'Connell, Admin Assist & Recording Secretary

Public Present: Paul Stickney

Agenda Item 2: Public Comment: Paul Stickney
Could public comment be moved to the end of the meeting?

Agenda item 3: Approval of minutes from September 8, 2016 meeting:
Not approved – Committee asked for more review time, to be approved next meeting.

Agenda Item 4: Cost of electronic Newsletter – Tim Larson

The cost of an electronic newsletter is \$1,000 per month. The newsletter would be reformatted to one of the E-Gov email templates. Another option discussed was adding the newsletter to an email subscription option with a link to a PDF of the Newsletter. The committee also discussed the option of translating the newsletter into other languages.

Agenda Item 5: Review feedback from VTH and Growth Roundtable – Tim Larson

Tim distributed a handout of the responses to Growing our Community Round Table Discussion and the Committee reviewed the responses by table (responses at 4 tables or greater).

1. ***What do you like about living in Sammamish?*** Trees, small town feel, safe place to live, excellent schools, friendly and quiet.
2. ***What do you dislike about living in Sammamish?*** Removal of trees, lack of design standards, increase in traffic, very few services, stores & restaurants.
3. ***What impact is growth and development in Sammamish having on you?*** Lack of infrastructure to support growth.
4. ***How should the City balance the importance of trees and the environment while preserving the rights of property owners to develop and extract value from their land?*** Architectural requirements/design standards.
5. ***What do you think the City should do to manage development?*** Protect wildlife, specific design standards for commercial and residential developments, infrastructure more concurrent with development, and the City to continue to communicate with us.

The top two concerns were trees and traffic. Trees ordinances (old and new) were discussed. Also discussed was that the public can't distinguish between 25% tree retention and 35% tree retention. We should be more proactive in managing public expectations when it comes to tree retention. It was suggested that there be an article in the newsletter about how the City partners with schools to determine growth projections.

Possible questions/topics for the next VTH include the following. Tim will be developing the opening paragraph for the next set of questions to include an outcome statement and schedule for addressing the key issues identified in the last VTH. We want to be responsive with a sense of urgency.

- Based on your feedback, we have moved up the implementation of the Transportation Master plan from which we will have a list of priorities. Would you be willing to increase your taxes to support building more roads/more infrastructure earlier than planned?
- How do we enforce our current tree regulations?
- What projects would be a priority on the Geographic Information System (GIS) on our website?
- Do you support the City buying land to preserve it?
- Do you think our current zoning densities should be changed?

Public education (civics class) was also discussed. Another possible VTH question would be, "Would you be interested in learning how your City works?" Other cities have had these classes and confirm it is worth the effort to put it together with most of the time consuming effort in developing materials.

Sarah made a very good suggestion. A video of the City Manager, or the Communications Manager, discussing that we heard you, and here are the results of the VTH, which we could post on the website and on social media. This is something we could do immediately.

Agenda Item 6: GIS Program Update – David Pyle

Flow Analytics is the consultant on the GIS Program that is scheduled to be on the website in November with public access in December 2016. The consultant is currently cleaning up a massive amount of data from Trakit over several years so that they can put the data into their GIS model. Citizens will be able to track larger projects of interest within the City.

- As of the first of the year, 2017, Community Development will be launching its Permit Bulletin every Wednesday on the website and in ads in the newspaper and on GIS that will list all current permit activity.
- New project signage scheduled for January 2017 (to replace blue boards) is out for RFPs for the installation, updating and removal of proposed land use notice boards at proposed construction sites. This agreement will be for a two-year duration.

Agenda Item 7: Website Update – Aaron Antin

Aaron presented the new website to the committee. Website is currently in Beta testing mode. Crabtree is still loading data. Employees can and are encouraged to access the new website on their computers, phones and tablets, and troubleshoot the various access points on the website. Problems should be reported via the Bug Fix form. Go-live is scheduled for the end of October 2016.

- We are in the process of hiring an intern to help Cynthia with YouTube/bookmarked video content.
- We hired a Sr. IT Manager, Greg Williams, who starts November 1, 2016.

Agenda Item 8: Next meeting November 10, 2016 at 9:30 am

Agenda Item 9: Future Meeting Topics

- Electronic Newsletter
- Policy Discussion: Website promotion/Advertising of non-City programs
- Communications Strategic Plan – Scoping discussion

Public Comment: Paul Stickney

On the topics of transportation and traffic, the City should determine if traffic leaving the City limits is worse than traffic within the City? Where and when? On the topic of the VTH public comments, the #1 concern was fewer single family residences citywide, the #2 concern was Trees, and the #3 concern was the character of the City.

Meeting adjourned at 11:30am.
