

<b>Call to Order/Pledge of Allegiance/Roll Call</b>	7:00 p.m.
<b>Presentations</b>	
Proclamation: 100th Anniversary of the Girl Scouts	Presented
Volunteer of the Month – Ruth Coaxley	Presented
Marysville Historical Society Update	Held
Tourism Bureau Report	Held
<b>Approval of Minutes</b>	
Approval of February 13, 2012, City Council Meeting Minutes	Approved
Approval of February 27, 2012, City Council Meeting Minutes	Approved
<b>Consent Agenda</b>	
Approval of February 22, 2012, Claims in the Amount of \$204,948.98; Paid by Check Number's 75423 through 75575 with Check Number 71383 Voided	Approved
Approval of February 29, 2012, Claims in the Amount of \$576,226.33; Paid by Check Number's 75576 through 75710 with Check Number's 72338 and 75349 Voided	Approved
Approval of February 17, 2012, Payroll in the Amount of \$783,359.83; Paid by Check Number's 25168 through 25206	Approved
Approval of the March 5, 2012 Payroll in the Amount of \$1,367,365.57; Paid by Check Numbers 25207 through 25255	Approved
Approve Application for CrossFit Marysville, LLC to Conduct a Special Event on Saturday, March 24, 2012, Including the Street Closure of Columbia Avenue, as Requested by the Applicant	Approved
<b>Review Bids</b>	
Authorize Mayor to Award the bid for the Crown Pacific Site Cleanup contract to Skycorp, LTD in the amount of \$92,886.67 including Washington State Sales Tax and approve a management reserve of \$10,000 for a total allocation of \$102,886.67	Approved
<b>Public Hearing</b>	
<b>New Business</b>	
Interlocal Agreement for Emergency Management Services with Snohomish County	Approved
A Resolution Encouraging Citizens of Marysville to Show Support and Compassion for Victims of March 2012 Destructive Tornadoes and Flooding Including Marysville, Indiana, and Flooding in the South and Midwest by Donating to American Red Cross to Aid Storm Victims	Approved Res. No. 2321
<b>Legal</b>	
<b>Mayor's Business</b>	
<b>Staff Business</b>	
<b>Call on Councilmembers</b>	
<b>Adjournment</b>	7:58 p.m.
<b>Executive Session</b>	8:05 p.m.
<b>Real Estate – 3 items</b>	
<b>Personnel – 2 items</b>	

<b>Adjournment</b>	8:50 p.m.



**Regular Meeting**  
March 12, 2012

**Call to Order / Pledge of Allegiance**

Mayor Nehring called the meeting to order at 7:00 p.m. The invocation was given by Judi Johnston of Turning Point Community Church. A Marysville Girl Scout troop led the assembly in the Pledge of Allegiance.

**Roll Call**

Chief Administrative Officer Hirashima gave the roll call. The following staff and councilmembers were in attendance.

- Mayor:** Jon Nehring
- Council:** Steve Muller, Carmen Rasmussen, Jeff Seibert, Michael Stevens, Rob Toyer, Jeff Vaughan, and Donna Wright
- Absent:** None
- Also Present:** Chief Administrative Officer Gloria Hirashima, Finance Director Sandy Langdon, Police Administrative Division Manager Robert Dolhanyk, City Attorney Grant Weed, Public Works Director Kevin Nielsen, Community Information Officer Doug Buell, and Recording Secretary Laurie Hugdahl.

**Committee Reports**

Steve Muller reported on the Library Board meeting last Thursday. They had a presentation from Sno-Isle, which is an amazing organization. The library just completed a survey which showed that use of the library is up and satisfaction index of the users of the library is very high. Everyone is very pleased with the library and grateful to have it. June is National Library Month so a proclamation will be requested.

## Presentations

### A. Proclamation: 100th Anniversary of the Girl Scouts

Mayor Nehring read the Proclamation celebrating 100 years of girl scouting and recognizing 2012 as the Year of the Girl and March 11-17, 2012 as Girl Scout Week in the City of Marysville.

### B. Volunteer of the Month

Mayor Nehring recognized the *February Volunteer of the Month*, Ruth Coatley, for more than 30 years and 6,000 hours volunteering in food banks, hospitals and nursing homes to help improve the lives of some of our most vulnerable citizens, while contributing to the betterment of our community. He announced that Ms. Coatley has also been honored as *Volunteer of the Year* in Washington State by the Governor and was the recipient of President Obama's *President's Volunteer Lifetime Service Award* in 2010.

### C. Marysville Historical Society Update

Ken Cage gave an update on the Marysville Historical Society's project to restore two old maps of Marysville which were found in the old Bloom Department Store. The maps were dated in the early 1900's and were really showing their age as they had been left rolled up and spent several years under someone's bed. Thanks to grants from the Hotel Motel Fund and from the Snohomish County Heritage Commission the maps are now in the process of being restored. He distributed pictures of the maps which showed the amount of damage that has occurred over the years. The Historical Society has contracted with Ms. Alice Bear who is the premier Seattle conservator of paper items. He explained the laborious process involved in restoring and preserving these maps.

### D. Tourism Bureau Report

Amy Spain, Executive Director of the Snohomish County Tourism Bureau, explained that tourism in Washington State is big business. Visitors to Washington State spent \$16.4 billion in 2011 to our state's economy and accounted for nearly \$1 billion in taxes. Travel spending actually increased by 5% from 2010 through 2011. She reminded the Council that the State Tourism Office closed last year and the Washington Tourism Alliance (WTA) was formed as a result. The WTA is a private industry whose mission is to sustain Washington State tourism marketing. It is governed and overseen by the tourism industry and is not associated with any state organization. They are currently reviewing other state organizational structures and funding models are being evaluated. Plans and a budget are being developed for a program of work for a three-year program. The state website and content is now managed by the WTA. The state tourism summit will be held on April 5. To support tourism, she encouraged councilmembers to advocate for economic development through tourism, support travel, hold meetings here, invite friends and family to stay in Snohomish County, and utilize the resources at the Bureau.

The effect of tourism in Snohomish County in 2011 was \$8,980 jobs, \$190.8 million payroll, \$13.4 million paid in local taxes and \$48 million in state taxes. Visitor spending in Snohomish County in 2011 was \$797.6 million. Visitors from outside of Washington State generate \$245 of tax revenue for each Washington household. Resident travel within the state generates an additional \$145 in tax revenue per household. The recovery in the travel industry is being led by increased revenues in room rates which saw a 6.8% increase in Washington State over 2010 while room demand increased just 3.3%. Snohomish County fared even better with an 11.4% increase in revenues and a 6.6% increase in demand. She lamented the fact that Snohomish County has the least funded tourism program in Washington State.

Ms. Spain gave a brief overview of 2011 statistics. Advertising generated over 15,000 requests for information. Visitation to the website was up over 28%. Visitors to the Visitor Information Centers were actually down about 6% countywide. The Tourism Bureau achieved over \$140,000 of free media coverage. They booked \$23.4 million of economic impact through the groups they worked with this year. Hotel occupancy levels, ADR, Revenue per Available Room, and Hotel Motel Tax collections were all up this year. The Bureau places a variety of ads in meeting planning, event planning, reunion and sports publications. They generated over 500 requests for information specific to the meetings market. They also received over 14,000 requests for information from leisure travel ads. They conducted 18 familiarization tours for the media, tour operators, and travel planners all over the county. They conducted four sales missions with partners throughout Snohomish County to Vancouver, Portland, Olympia, and Colorado Springs. Those sales missions resulted in almost 50 new leads for the hotels and attractions in the county. The Bureau participated in 16 trade shows generating almost 4500 direct leads and distributed tourism guides throughout all the market segments. They also assisted 43 organizations with convention service planning, itinerary development, and other assistance.

Direct sales efforts resulted in \$14,000 room nights and \$23.4 million of economic impact by year end, which was an increase from 2009 to 2010. The sports market continues to be a significant contributor to the economic impact to our county. She reported that Tammy Dunn, the Sports Marketing Manager, was named *Member of the Year* by the National Association of Sports Commissions and received the *Sports Events* magazine's *Readers' Choice Award* both for the second year in a row. She was also awarded *Sports Planner to Watch for 2011* by *Sports Events* magazine.

Rooms at Par is now called Stay Shop and Save. They had over 11,000 requests for information for that. Media buys are in a variety of publications, all consistently showing the branding. Online ads and search engine optimization continue to grow in relation to the print ads. 50,000 copies of the Visitor Guide were created. 55,000 copies of seasonal calendars and events were also created. They also created four new cyber-tours in 2011. These new guides highlight aviation attractions, the City of Granite Falls, the City of Snohomish, and the Mountain Loop Highway. They also just created one for the City of Everett. As part of the public relations campaign they created and distributed six issues of the *Storyline* for activities and special events that are taking place in the county. They made over 260 media pitches to writers and travel publications and invited

travel writers here for tours and information. All of that resulted in 58 published articles valued over \$440,000 in free media coverage. Key word buys, banner ads, their presence on Destinations to Discover, and social media were very big in 2011. They have five different Facebook pages specific to various market segments – one for the County, one specific to sports, one for weddings, one for meetings and conventions, and one for the Visitor Information Centers of Snohomish County. They are very proud of the partnerships they have supporting the Visitor Information Center programs and of their incredible group of volunteers.

### **Audience Participation**

None

### **Approval of Minutes**

1. Approval of February 13, 2012, City Council Meeting Minutes.

Councilmember Seibert referred to page 2 of 13 under Committee reports. Under his comments, the last bullet which says, "Public Works meetings . . ." should be corrected to, "**SWAC** meetings . . ."

**Motion** made by Councilmember Muller, seconded by Councilmember Wright, to approve the minutes as corrected. **Motion** passed unanimously (7-0).

2. Approval of February 27, 2012, City Council Meeting Minutes.

**Motion** made by Councilmember Wright, seconded by Councilmember Seibert, to approve the minutes as presented. **Motion** passed unanimously (7-0)

### **Consent**

3. Approval of February 22, 2012, Claims in the Amount of \$204,948.98; Paid by Check Number's 75423 through 75575 with Check Number 71383 Voided.
4. Approval of February 29, 2012, Claims in the Amount of \$576,226.33; Paid by Check Number's 75576 through 75710 with Check Number's 72338 and 75349 Voided.
5. Approval of February 17, 2012, Payroll in the Amount of \$783,359.83; Paid by Check Number's 25168 through 25206.
6. Approval of the March 5, 2012 Payroll in the Amount of \$1,367,365.57; Paid by Check Numbers 25207 through 25255.
8. Approve Application for CrossFit Marysville, LLC to Conduct a Special Event on Saturday, March 24, 2012, Including the Street Closure of Columbia Avenue, as Requested by the Applicant.

**Motion** made by Councilmember Vaughan, seconded by Councilmember Rasmussen, to approve Consent Agenda items 3, 4, 5, 6, and 8. **Motion** passed unanimously (7-0)

### **Review Bids**

9. Authorize Mayor to Award the bid for the Crown Pacific Site Cleanup contract to Skycorp, LTD in the amount of \$92,886.67 including Washington State Sales Tax and approve a management reserve of \$10,000 for a total allocation of \$102,886.67

Director Nielsen said he was excited to get moving on their first Brownfields Grant.

**Motion** made by Councilmember Stevens, seconded by Councilmember Seibert, to authorize the Mayor to award the bid for the Crown Pacific Site Cleanup contract to Skycorp, LTD in the amount of \$92,886.67 including Washington State Sales Tax and approve a management reserve of \$10,000 for a total allocation of \$102,886.67. **Motion** passed unanimously (7-0).

### **Public Hearings**

None

### **New Business**

7. Interlocal Agreement for Emergency Management Services with Snohomish County.

**Motion** made by Councilmember Wright, seconded by Councilmember Stevens, to authorize the Mayor to sign the Interlocal Agreement for Emergency Management Services with Snohomish County. **Motion** passed unanimously (7-0).

10. A Resolution Encouraging Citizens of Marysville to Show Support and Compassion for Victims of March 2012 Destructive Tornadoes and Flooding Including Marysville, Indiana, and Flooding in the South and Midwest by Donating to American Red Cross to Aid Storm Victims.

**Motion** made by Councilmember Rasmussen, seconded by Councilmember Seibert, to adopt Resolution No. 2321, A Resolution Encouraging Citizens of Marysville to Show Support and Compassion for Victims of March 2012 Destructive Tornadoes and Flooding Including Marysville, Indiana, and Flooding in the South and Midwest by Donating to American Red Cross to Aid Storm Victims. **Motion** passed unanimously (7-0).

## **Mayor's Business**

- Mayor Nehring commented on the tragic events over the weekend. He thanked those who have rallied to support the family during this time of grief.
- He reported that at the SERS board meeting last Friday they discussed future funding and came up with a strategy that will get us through to 2020. They will be having a briefing from SERS on that at the Cities and Towns Meeting in June. They also discussed a fire code letter that went out to some areas about some radio contact issues.
- The arrival of the USS Nimitz on Friday was a great ceremony and great event as they welcomed about 2700 new sailors to town. Mayor Nehring stated that it was an honor for him to be at that ceremony.

## **Staff Business**

Bob Dolhanyk thanked the staff for keeping the police department in their minds and prayers during this extremely difficult time.

Kevin Nielsen reported that they currently have no roads closed and no localized flooding, but they will continue to battle the wind and the rain.

Sandy Langdon reported that there would be a Finance Committee meeting next Wednesday. Councilmember Seibert stated he would not be able to attend.

Grant Weed stated the need for an Executive Session to discuss five items which were expected to take approximately 20-30 minutes. Three items were concerning the purchase of real property where disclosure could increase the price. Action was expected on two of those items following the Executive Session. There were also two items concerning review of qualifications of an applicant or performance of a public employee. Action was expected on one of those personnel matters.

## **Call on Councilmembers**

Carmen Rasmussen expressed thoughts and prayers for the family of the police officer during this sad time.

Steve Muller reiterated the need to show support with thoughts and prayers.

Steve Muller asked Director Nielsen about a timetable when they would start to bring traffic over Ebey Slough. Director Nielsen replied that it is scheduled for the end of March or beginning of April. He stated they would bring more information as they know it.

Rob Toyer had no comments.

Michael Stevens had no comments.

Jeff Seibert expressed his sympathies for the family of the officer who lost their child.

Donna Wright also expressed her condolences. She asked Chief Smith when the Public Safety meeting would be this month. There was consensus to have it on the 28<sup>th</sup>.

Councilmember Seibert stated he would not be able to make it.

Jeff Vaughan reported that he will be out of town on the 21<sup>st</sup> for the Finance Committee meeting. There was consensus to postpone the meeting until the following month.

Mayor Nehring recessed the meeting at 7:57 until 8:05 at which time they reconvened into Executive Session. It was announced that Executive Session would last for 20-30 minutes with action expected on three items.

### **Executive Session**

- A. Litigation
- B. Personnel – 2 items, per RCW 42.30.110(1)(g)
- C. Real Estate - 3 items, per RCW 42.30.110(1)(b)

**Motion** made by Councilmember Seibert, seconded by Councilmember Wright to executed the Settlement Agreement with the Marysville School District regarding 84th Street NE to 88th Street NE as discussed in Executive Session. Motion passed unanimously (7-0).

**Motion** made by Muller, seconded by Councilmember Wright to execute the Real Estate purchase and Sale Agreement for 1702 1<sup>st</sup> Street, Marysville, WA as discussed in Executive Session. Motion passed unanimously (7-0).

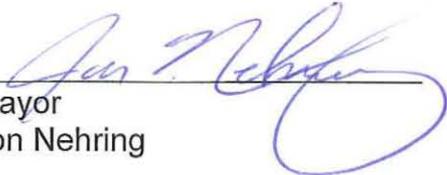
**Motion** made by Councilmember Muller, seconded by Councilmember Wright to extend Executive Session to 8:45 p.m. Motion passed unanimously (7-0).

**Motion** made by Councilmember Seibert, seconded by Councilmember Vaugan to execute the Settlement Agreement with Liz Greene as discussed in Executive Session.

### **Adjournment**

Seeing no further business Mayor Nehring adjourned the meeting at 8:45 p.m.

Approved this 9<sup>th</sup> day of April, 2012.

  
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Mayor  
Jon Nehring

  
\_\_\_\_\_  
April O'Brien  
Deputy City Clerk