

Marysville City Council Retreat
March 27-28, 1998
Silverdale Inn by the Bay – Silverdale, Washington

Present: Mayor Dave Weiser
Councilmembers: Donna Wright, Mayor Pro Tem
Shirley Bartholomew
NormaJean Dierck
Otto Herman
Mike Leighan
John Myers
Donna Pedersen
Others: Dave Zabell, City Administrator
Mary Swenson, Assistant to City Administrator/City Clerk
Gloria Hirashima, City Planner
Jim Ballew, Parks & Recreation Director
Lillie Lein, Recording Secretary

City Administrator Zabell opened the March 27, 1998 City Council Retreat at 9:30 a.m. by introducing facilitator Phil Kushlan, and Mr. Kushlan provided background information to Council on his qualifications.

Mayor Weiser reviewed the retreat agenda; noting that they would start by viewing a video entitled, "Back from the Brink". This video, narrated by Charles Royer, focused on three cities – Chattanooga, Tennessee; Portland, Oregon; and Suitsun City, California. Each city was shown before and after efforts to improve their city's image and economy, and outlined efforts made to revitalize each city.

Following the video there was a short discussion with Mayor Weiser noting that some things have been done; i.e. mixed use ordinance, rebuilding of Beach Street, and work on State Avenue. It was also noted that some of the tools available to the cities featured in the video are unavailable in Washington State, for instance, tax increment financing.

Museum Issue

Mayor Weiser noted that he and other City officials have been meeting with the Historical Society and Noon Rotary on this issue. He gave a quick overview of what has happened to-date.

Facilitator Kushlan noted that it was important to decide what you want so that you know when you get it.

There was a discussion of the best location for an historical museum with Councilor Herman feeling that a museum with an historical element could provide for a much better partnership with the Tribes. City Planner Hirashima noted that

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the Comprehensive Plan for the downtown area provides districts but has no specific plan, and lacks the detail and mechanisms necessary to make it happen.

A discussion of Bellevue followed with examples of how they developed the Maydenbauer Center.

Parks & Recreation Director Ballew discussed the importance of the constituency involved in the museum project and their vision. He noted that this constituency preferred a waterfront location, and felt another viable location would be Jennings Park.

Following further discussion, Facilitator Kushlan polled the Council. Consensus of the Council was that they did not want the museum at Jennings Park.

There was discussion that led to a conclusion that a number of amenities need to be developed to make Marysville a "destination".

Administrator Zabell noted that this could be a collaboration between the Chamber, Downtown Merchants, hotels, Rotary Club, etc. He added that the City needed to develop a vision of what they wanted so that they generate interest from these groups in "the" plan.

Conclusion: No museum at Jennings Park but would like to include this idea in an alternate plan (bigger vision) for the City. It was determined that someone should be chosen to notify the interested parties and discuss with them other options. Mayor Weiser and Otto Herman were chosen for this role.

Councilor Pedersen noted that the video they watched emphasized that you can't think any small thoughts. She emphasized the need for a long-range plan for the downtown area.

Facilitator Kushlan reviewed what Bellevue went through in building their downtown area adding the following observation: 1) easy to maintain status quo; 2) easy to say what you don't want; and 3) hard to say what you do want. He asked if the museum was key to the issue?

Councilor Herman felt that, in some respects, it is an opportunity.

Councilor Pedersen agreed that it was an important piece in an overall plan.

Mayor Weiser saw the museum as part of redevelopment for the downtown area.

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Councilor Herman felt the Welco property was very visible and should be used for small boats, etc., and consider neighboring properties for possible use as a museum site. He expressed the need for bigger/better hotels; a trail system; and a major renovation of the Commercial Business District.

Councilor Dierck thought the vision should be written down and reviewed.

Councilor Leighan noted that this will be a difficult process, and tough decisions will have to be made.

Councilor Myers felt that the City needed a convention/cultural center with a museum in it.

Facilitator Kushlan noted that there was a constituency in the community with broader needs that could help shape the vision and meet those goals.

Council adjourned into Executive Session at 11:35 a.m. They reconvened from Executive Session at 12:25 p.m. and recessed for lunch. The March 27, 1998 City Council Retreat resumed at 1:45 p.m.

Economic Development:

City Planner Hirashima referred to the Economic Development Element of the Comprehensive Plan stating that the City has accomplished what it said it wanted to do, but now it is time to move on to the next level. Planner Hirashima said that the Economic Development plan should be geared toward permanency/consistency. The City, she said, has taken a lot of good small steps. Ms. Hirashima noted that, compared to other municipalities throughout the State, Marysville has had amongst the highest activities in terms of single family/multi-family permits. She added that the Economic Development Committee needs clear direction from the City. Ms. Hirashima reminded Council that when the Comprehensive Plan was developed, the focus was on the north, and expressed a need to now focus on the downtown area.

Ms. Hirashima noted that the Economic Development Committee is working on a sub-plan for the north area and needs to address the downtown area. She said the Economic Development Committee would be asking for funding for a marketing survey. She added that the City needs to address the question of what types of capital investments will be needed in terms of streets, transportation, marketing, signage, underground utilities. Also, need to define what economic development means – increased sales tax? More jobs? Etc. What is success?

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Further discussion included the following comments and questions:

Mayor Weiser noted that a healthy downtown area holds the potential for significant sales tax revenues. Councilor Bartholomew discussed the need to manage wastewater flows. Ms. Hirashima asked if any kind of commercial development was good? Councilor Herman pointed out that working with the Tribes would be beneficial.

In discussing Marysville's assets, the following was noted:

- Capacity of water and sewer systems
- Freeway access
- Waterfront
- Acreage
- Low vacancy (retail)
- Sports complex
- Commercial permits
- Service healthy
- Revenue healthy
- Creative people (Exhibited by home occupation licenses)
- Business license equity (small & large businesses pay the same)

Mayor Weiser noted that he spoke with a gentleman who was interested in opening a business but said he would not purchase property unless it was already zoned. He added that the Council should consider area-wide rezones as part of an overall plan.

Ms. Hirashima noted the need for a public investment plan, i.e., street projects, redevelopment, etc.

Councilor Leighan led a discussion on which type economic development the City wanted, industrial or commercial?

Councilor Bartholomew stressed the need for a diamond interchange at 136th/I-5 as part of an overall economic development plan.

Discussion resulted in the following action steps and selected those who would be in charge of facilitating the effort:

1. Continuity.
2. Develop waterfront park. Begin construction by 1999.
3. Facilitate downtown plan.
4. Purchase more waterfront (see No. 3).

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5. Build sports complex – Have plans; should have specs in June.
6. Establish an identity – articulate who you are (Mike Leighan).
 - A. Must invest in image.
 - B. What identity does the City want?
 1. Needs community input/permission.
 2. Involve media.
 - C. Designate a timeline.
 - D. Do what you can do well – well. Know the difference.
7. Improve Transportation Grid (Shirley Bartholomew/Otto Herman).
 - A. Meet with County regarding 51st Street.
 - B. Get on County's Six-Year Transportation Plan.
8. North Area Subplan – Underway.
9. Rework current Economic Development Plan to be more specific (Planning Commission).
10. Areawide Rezone – Budget amendment to be presented in April to hasten the process.
11. Review all utilities for expansion abilities.

It was noted that the key element is: investment capability and investment willingness.

The March 27, 1998 City Council Retreat adjourned for the day at 4:40 p.m.



Lillie Lein, Recording Secretary

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Mayor Weiser opened Saturday's session at approximately 9:00 a.m. All members who attended Friday's session were in attendance with the exception of Jim Ballew, Parks & Recreation Director and Lillie Lein, Recording Secretary.

City Administrator Zabell updated the Council on the jail facility siting process. He continued by informing Councilmembers that the County has just released that they will be expanding their search for a satellite justice center.

City Planner Hirashima reviewed the section of the comprehensive plan regarding the siting of essential facilities.

There was a lengthy discussion regarding the benefits the City could gain by the siting of the jail facility. Discussion then continued regarding the strain a jail facility would have on the city's water and sewer system as well as other environmental impacts.

Mr. Kushlan advised that the County may well determine that the Smokey Point area is the preferred site. In the event they do, what are some of the items that could mitigate such a project? Mr. Kushlan worked with Council and staff to develop a list of projects that the County could participate in as mitigation:

- Exchange at 136th Street
- Sewer Trunk "F"
- Strawberry Field in City's UGA
- Sewer Plant Upgrade
- Upgrade water line
- Require City standards within the UGB
- Skateboard Park
- JOA Phase II
- Four Year College
- Ballfield Improvements
- 51st Street Extension (84th-88th Streets N.E.)
- 88th Street Extension
- RTA - Parking Structure Carpools
- Park & Ride Lots
- Diamond Lane – I-5 through Marysville
- Access to County Road Funds
- In Lieu of Utility Tax Payment
- School Impacts/Juvenile Facilities
- Road Impact Fees
- Old 99 Improvements
- 116th - 88th Connection
- Fire Service Impacts; Equipment & New Fire Station (contribution)
- Replacement site for School Site (156th)
- Special Design Standards
- Wetland Mitigation on Ebey Slough

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- Park Acquisition

The Council then reviewed the above list to determine what was the most important to the least important. It was decided that + would indicate very important (must have), * would indicate secondary importance, and @ would indicate lesser importance. The results were as follows:

- Exchange at 136th Street +
- Sewer Trunk +
- Strawberry Field in City's UGA +
- Sewer Plant Upgrade +
- Upgrade water line +
- Require Streets to be up to City standards +
- Skateboard Park *
- JOA Phase II +
- Four Year College +
- Ballfield Improvements *
- 51st Street (straight through) +
- 80th Street Extension +
- RTA - Parking Structure Carpools *
- Park & Ride Lots +
- Diamond Lane *
- Penny Farm for Site @
- Access to County Road Funds *
- In Lieu of Utility Tax Payment +
- School Impacts/Juvenile Facilities *
- Road Impact Fees *
- Old 99 Improvements *
- 116th - 88th Connection @
- Fire Service Impacts; Equipment & New Fire Station (contribution) +
- Replacement site for School Site (156th) @
- Special Design Standards +
- Wetland Mitigation on Ebey Slough +
- Park Acquisition *

The paper used at the retreat (that has these items color-coded) is on file at the City Clerk's office.

Discussion then focused on how the City would proceed to negotiate these items. It was decided that a third party would be beneficial.

There was a 10-minute break at this point.

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Mr. Kushlan opened up the discussion on the four-year college. It was consensus that we list what issues the City would face if a college was located in Marysville. The issue list is as follows:

- Needs I-5 access
- Use up taxable property
- Use to buffer jail
- Airport Clear-zone
- Boeing wants out early
- Tribal Interests
- Streets
- Water
- Sewer
- Need alternate sites
- Need to analyze ultimate tax impact of College; pluses and minuses
- Potential catalyst for other commercial/industrial development
- Education; primary and secondary

The Council then reviewed the + items from the jail facility list. These same items also fit for the four-year college.

Discussion focused around the potential to partnership with the Tulalip Tribes and the Marysville School District on this issue. This is also a State Legislature issue and this must also be focused upon.

Several Councilmembers indicated that Jeanette Wood would be a good contact for this issue. Mayor Weiser, Councilmember Bartholomew and Councilmember Herman agreed to work on the College issue.

It was determined that a follow-up meeting to this retreat should be scheduled. May 16th was the date selected. The time and place will be determined later.

The meeting adjourned at approximately 11:35 a.m.



Mary Swenson, City Clerk