

MINUTES OF THE LACEY CITY COUNCIL WORKSESSION

THURSDAY, JANUARY 9, 2020

7:00 P.M. – 9:04 P.M.

COUNCIL PRESENT: A. RYDER, C. PRATT, L. GREENSTEIN, M. STEADMAN, C. COX,
E. KUNKEL, M. MILLER

STAFF PRESENT: S. SPENCE, J. BURBIDGE, S. EGGER, M. HARDIE, D. SCHNEIDER,
K. SEMKO, T. WOO, E. FONTAINE

City Manager Scott Spence requested adding *Corporate Sponsorship and Naming Rights* to the agenda.

ACTION: APPROVE AMENDED WORKSESSION AGENDA

MOTION: MOTION MADE, SECONDED AND CARRIED BY COUNCILMEMBERS
GREENSTEIN AND STEADMAN

WCIA – HEARING EXAMINER TRAINING

PRESENTER: RICK WALK, COMMUNITY & ECONOMIC DEVELOPMENT DIRECTOR
JEFF MYERS, LAW, LYMAN, DANIEL, KAMERRER & BOGDANOVICH

ACTION: INFORMATION ONLY

Cities are authorized to use Hearing Examiners by RCW 35A.63.170 and can take place of Planning Commission in quasi-Judicial decision-making. On behalf of WCIA, Jeff Myers, Attorney at Law, Lyman, Daniel, Kamerrer & Bogdanovich presented Council with training on Hearing Examiner practices and liabilities.

Council reviewed and discussed alternatives for the Hearings Examiner process.

Rick Walk, Community & Economic Development Director, noted that amending the Hearings Examiner process to have Hearing Examiner final decisions on all quasi-judicial matters subject to appeal to Superior Court carried the least liability.

Council expressed concern in making sure public hearings are accessible to the public so that ample public testimony is received.

Council directed staff to have the Planning Commission provide a recommendation to full Council at a future meeting.

COUNCIL BOARDS AND COMMISSIONS ASSIGNMENTS

PRESENTERS: SCOTT SPENCE, CITY MANAGER

ACTION: INFORMATION ONLY

Council reviewed and discussed their preferences in serving on Council Committees and Intergovernmental Boards and Commissions. Mayor Ryder will present his recommendation at the January 16, 2020, Council meeting.

CORPORATE SPONSORSHIP & NAMING RIGHTS

STAFF: JEN BURBIDGE, PARKS & RECREATION DIRECTOR

ACTION: AMEND THE CORPORATE SPONSORSHIP AND NAMING RIGHTS POLICY
TO EXCLUDE ALCOHOL AND GAMBLING AND BRING TO FULL CITY
COUNCIL FOR CONSIDERATION

MOTION: MOTION MADE AND SECONDED BY MAYOR RYDER AND
COUNCILMEMBER KUNKEL. MOTION CARRIED.

Within the last 10 years, Lacey has nearly doubled in population and has consistently expanded the Parks and Recreation Department's offerings. Some of the challenges and opportunities outlined in the Parks and Recreation Comprehensive Plan are keeping up with growth and identifying sustainable funding. Some of the goals and objectives listed in the Comprehensive Plan are leveraging investments, and collaborating with private parties and private businesses. The Parks and Recreation Department is seeking ways to generate revenue to offset the cost of providing programs and facilities to a growing population. Sponsorships can also increase marketing and promotional support, and provide in-kind products and services that offset costs and improve visitor experience.

In 2018, Caravel Marketing was hired to: 1) assist the department in capitalizing on the department's marketable assets, programs, publications, events, parks and facilities; 2) structure a department-wide centralized sponsorship program that provides consistent messaging and is managed by one person; and 3) guide the department to increase revenue to offset the cost of providing services.

In 2019, with support from the Council and Parks Board, Caravel Marketing assessed current sponsorship proposals, agreements, assets and processes, and established an internal system for best practices in order to build a long-term sponsorship program to better manage the sponsorship revenue sales efforts.

An update to the Parks & Recreation Corporate Sponsorship and Naming Rights Policy is included in this work. Caravel Marketing provided insight for the policy update, and the Park Board has reviewed and discussed the policy at their meetings in November and December.

In addition, staff recommends adding the Naming of Public Parks and Naming of Historical Buildings Policy to the City Council policy manual.