

COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE MINUTES

JANUARY 6, 2020

11:00 A.M. – 11:56 A.M.

COUNCIL PRESENT: CHAIR MICHAEL STEADMAN, COUNCILMEMBERS CAROLYN COX AND ED KUNKEL

STAFF PRESENT: SCOTT SPENCE, JEN BURBIDGE, RICK WALK, TROY WOO, JESSICA BRANDT, PERI EDMONDS

ACTION: APPROVE COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE AGENDA

MOTION: MOTION MADE, SECONDED AND CARRIED BY COUNCILMEMBERS COX AND KUNKEL

ACCESSORY DWELLING UNITS (ADU) PROGRAM UPDATE

STAFF: RICK WALK, COMMUNITY & ECONOMIC DEVELOPMENT DIRECTOR
JESSICA BRANDT, ASSOCIATE PLANNER

ACTION: INFORMATION ONLY

The goal of the Accessory Dwelling Unit (ADU) program is to provide pre-approved construction plans to make it easier and less expensive for homeowners to plan, design, obtain permits, and ultimately build a detached ADU on their property. Approximately 2,300 residential lots are at least 10,000 square feet in size and are either on sewer or close enough to connect. The Affordable Housing Strategy identifies the development of pre-approved ADU plans as a priority action item to address housing supply.

The City selected Artisans Group in August of 2019 to create two sets of ADU plans. Those plans were completed in mid-November 2019. The plans were designed with affordability, neighborhood compatibility, and accessibility in mind.

For the past few months staff has been coordinating and collaborating with the local building and lending community. A communications and outreach strategy was developed in early November and has been slowly implemented in a targeted manner. The official roll-out will culminate in a community workshop February 8, where residents can learn about the program and meet builders, lenders, property management companies, and City staff.

The cities of Olympia and Tumwater are interested in developing two more sets of ADU plans. Through an interlocal agreement, Olympia and Tumwater would be able to utilize the existing contract the City has with The Artisans Group. The plans developed by the other jurisdictions would also be available for use in Lacey and would add to the number of available choices for ADU designs.

The Committee suggested the ADU program be a topic at the next quarterly HOA meeting.

Staff updated the Committee on the \$100,000 grant received from the Department of Commerce for additional work relating to housing. The cities of Olympia and Tumwater also received a \$100,000 grant. All three cities agreed to pool their resources for a combined grant of \$300,000 to perform a regional housing study. The cities will contract with TRPC for the initial baseline demographic work. Each jurisdiction could retain \$50,000 to do specific work within their jurisdictions. An interlocal agreement will come before Council for consideration.

BLUE STAR BY-WAY MEMORIAL MARKER

STAFF: JEN BURBIDGE, DIRECTOR OF PARKS & RECREATION

ACTION: INFORMATION ONLY

Staff presented the mock-up of the Friendly Flower Garden Club's memorial and bench, which will be made out of stone. Installation at the Civic Plaza will be completed by June 14, 2020, and the Club recommends scheduling a dedication ceremony on Flag Day, June 14. This is the same day as the groundbreaking for the Gold Star Family Memorial.

Councilmember Kunkel, Gold Star Family Memorial board member, advised staff he would check with the board to see if they have any concerns with holding the ceremonies on the same day.

The Club will have a fundraiser on January 25, 2020, 8:45 a.m. to 10:45 a.m. at Applebee's in Lacey.

Councilmember Steadman suggested a Purple Heart City sign be placed on Golf Club Road near the Lacey Veterans Services Hub.

CORPORATE SPONSORSHIP & NAMING RIGHTS POLICY

STAFF: JEN BURBIDGE, DIRECTOR OF PARKS & RECREATION

ACTION: REVIEW THE UPDATED CORPORATE SPONSORSHIP AND NAMING RIGHTS POLICY AND RECOMMEND TO BE APPROVED AT AN UPCOMING CITY COUNCIL WORKSESSION.

STATUS: THIS ITEM WILL BE PLACED ON AN UPCOMING WORKSESSION AGENDA FOR FULL COUNCIL DISCUSSION

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 partnering with private parties and private businesses. Therefore, the Parks and Recreation Department is seeking ways to generate revenue to offset the cost of providing programs and facilities to a growing population.

In 2018, Caravel Marketing was hired for the following:

- Assist the department in capitalizing on the department's marketable assets, programs, publications, events, parks and facilities.
- Structure a department-wide centralized sponsorship program that provides consistent messaging and managed by one person.
- Guide the department to increase revenue to offset the cost of providing services.

In 2019, with support from Lacey City Council and Park Board of Commissioners, Caravel Marketing has been assessing current sponsorship proposals, agreements, assets and processes and establishing an internal system and best practice in order to build a long-term sponsorship program and better manage the sponsorship revenue sales efforts.

Staff presented an updated Parks & Recreation Corporate Sponsorship and Naming Rights Policy. Caravel Marketing provided insight for the policy update, and the Park Board reviewed and discussed the policy at their past two meetings in November and December. The Park Board has a recommendation for the policy.

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

Staff recommends the Community Relations & Public Affairs Committee review the updated Corporate Sponsorship and Naming Rights Policy and recommend approval at the next Council meeting.

The Committee discussed the eligibility criteria and recommended forwarding to a Worksession for Council discussion.