

**FIFE CITY COUNCIL
March 22, 2011**

CALL TO ORDER AND ROLL CALL

Mayor Johnson called the meeting to order at 7:01pm

The following members were present: Mayor Johnson, Councilmember Hulcey, Councilmember Alveshere, Councilmember de Booy, Councilmember Godwin and Mayor ProTem Cerqui.

The following members were Excused / Absent: Councilmember Hull.

Staff Present: Dave Zabell, City Manager, Steve Marcotte, Assistant City Manager, David DeGroot, Finance Director, Loren Combs, Assistant City Attorney, Russ Blount, Public Works Director, Carl Durham, Community Development Director, Brad Blackburn, Chief of Police, and Kurt Reuter, Parks and Recreation Director. Also present were Andrea Edwards, Executive Assistant, Kristen LaFrance, Senior Administrative Assistant and Jan Kurz, Administrative Assistant.

Staff Excused / Absent: None.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Councilmember Hulcey

CHANGES, ADDITIONS OR DELETIONS TO AGENDA

Mayor PrTem Cerqui added item 6C, Red Flex to the agenda, Councilmember de Booy seconded. It passed unanimously.

CITIZENS COMMENTS (Items not on the agenda)

There were no citizen comments

CONSENT AGENDA

Approval of Minutes: March 8, 2011 Council Meeting

March 8, 2011 Council Meeting Minutes

Payroll Vouchers

Payroll: #47573 - 47602 \$398,455.20

Claims Vouchers

Claim: #82291 - 82459 \$1,455,523.35

Councilmember Alveshere moved, seconded by Mayor ProTem Cerqui, to approve the Consent Agenda as is.

SPECIAL PRESENTATIONS

New Employee Intro

New Employee Intro

Lisa Rowling, new Account Clerk II- Utilities. Lisa has lived in this area all of her life. She graduated from Pacific Lutheran University in 1996. She has been working in the accounting field since 1990.

Planning Commission Retirement Recognition (Durham)

Carl Durham recognized two members of the Planning Commission who have recently retired.

Richard Garchow has served on the Fife Planning Commission since April of 2005/ As a member of our business community and at times officer for the Chamber of Commerce, Richard lent invaluable critique and balanced advice to all issues before the Commission. His attendance record has been exemplary, and it is with the recent closing of his long-standing business, Great American RV, that Richard has stepped down.

Fred Thomas stepped into a vacant position in July of 2008, and until November of 2010, had not missed a meeting. His dedication to the commission and his concern for Fife have been evident, from his always-prepared attendance to his intelligent question and input. Fred's current battle with cancer now prevents his continued service.

Thank you for your contributions.

RedFlex

Bob Warner, Accountant Director with RedFlex Traffic Systems wanted to appear in person to express the fact that the recent confusion was their error, a human mistake. An employee went off script and gave erroneous information, (4.5 second stop rule). There is no such rule in the City of Fife. No one from the City of Fife had ever discussed such a rule. A RedFlex employee had been given wrong information, and relayed this statement when trying to emphasize with a client. Bob Warner pointed out that the system performed correctly, citation was issued after Fife Police Department reviewed and approved it. He also wanted to state the success of the program in the City of Fife. Crashes are down 37-38% with the program in place. Citations are also reduced. From (12/09-12/10), citations fell by 30% as our citizens have adopted better driving practices.

Council Comments

Mayor Johnson thanked Mr. Warner for coming in to address the issue.

Councilmember Godwin stated that he was a hesitant supporter of the program. The program did what it said it was to do. He believes that this incident stripped all credibility in the program. He told Mr. Warner that they should have typed a letter of

correction to the editor. He was disappointed on the lack of action and follow-up. Councilmember Hulcey echoed what Godwin just stated. He directed that a Tacoma News Tribune correction editorial needs to be made. It should be clear that the City of Fife is not the ones that created the error, it was RedFlex. He thanked RedFlex for coming and explaining. He hope that this doesn't happen again. He stated that the program is good and it does what it is supposed to do.

Councilmember Alvewhere said, like Godwin, he was also a reluctant supporter. He does see how it changes behavior.

Councilmember de Booy noted how it was a human mistake, she also originally was not a proponent, but understands that it has worked in changing behavior. She thanked RedFlex for coming in. If possible, she would also like to see a letter in the paper, it would make the citizens of Fife feel better. Mayor ProTem Cerqui thanked Mr. Warner for coming in and making a presentation.

Bob re-stated that RedFlex will take responsibility with members of the Council. As far as writing a letter to the editor, if suggested at the time he would have been happy to do that. As a contractor, owned by the cities/customers, he wanted to make a presentation based simply on the fact that it was a matter of doing the right thing. If a letter to the newspaper would help, RedFlex would be happy to do that.

Mayor Johnson suggested coordination with the City Manager to write a letter to the editor.

City Manager, Dave Zabell assured council that he would work with Mr. Warner and RedFlex to put together an informative letter. He believes that education among the public would be helpful.

COUNCIL DELEGATE REPORT

Councilmember Godwin – no comments at this time.

Councilmember Hulcey – no comments at this time.

Mayor ProTem Cerqui attended a Lodging Tax meeting a couple of weeks ago. He said it covered changes in funding; He commented on the Planning Commissions interview committee. He also spoke of the Delegation to Washington DC, stating that the visit went well. They spoke about the Puyallup River Flood Study and also stopped by the EPA to discuss well issues, permitting, the WSDOT road projects - 70th & Valley and Port of Tacoma. From there it was up to Capitol Hill to speak to Congresswoman Smith, Senator Murray and Senator Cantwell. They discussed the Brookeville Garden grants. Overall it was a good trip. Money is always difficult to get and this year was the hardest I've ever seen it. Thank you for sending us to DC.

Councilmember de Booy – recently visited the new market - Tahoma Market, she was very impressed. She said that they have plans to enlarge the building already. She said that many items sold out quickly, such as milk, eggs and cheese and they had to reorder quickly. She said that this tells us we needed this, they also sell fresh fruit and veggies. If

you haven't been there, she suggested you go visit. She then spoke about the moratorium on medicinal marijuana. While in California recently she spoke with several high school students down there about this issue, and said she found the conversation very enlightening.

Councilmember Alveshere – shared his experience at the PC Economic Development Board meeting. He found it to be very informative about how the budget is impacting higher Ed, a 50% loss in state funding for higher Education. Found a City of Fife connection around the table.

Mayor Johnson - commented on the DC trip, thanked Councilmember Hulcey, Mayor ProTem Cerqui and City Manager, Dave Zabell for attending DC meetings.

ORDINANCES AND RESOLUTIONS ORDINANCES:

1741 Establishing an Arts Commission (Marcotte) RESOLUTIONS:

Ordin 1741

Ordinance No. 1741 creates an Art Commission to provide Council with recommendations regarding public art and cultural activities

Assistant City Manager, Marcotte spoke about recent changes made: The ordinance was modified to eliminate two paragraphs dealing with the Commission's authorities that appeared redundant to other sections in the ordinance. Mayor ProTem, Cerqui- thanked fellow Councilmember's and staff for supporting the Commission. He hopes for some diversity on the volunteers. Councilmember de Booy, verified changes to be made, She read the bottom of page 2 and the top of page 3. She wanted to be clear that there was nothing to prevent having 2 students, as long as you stay within the 5-12 member criteria.

Amendments: Councilmember Alveshere moved, seconded by Mayor Johnson.

Amendment passes. Second reading at the next Council meeting.

1397 Fife Historical Society Barn Agreement (Zabell)

Res 1397

Mayor ProTem Cerqui motioned, seconded by Councilmember Godwin.

City Manager, Dave Zabell gave congratulations on the Barn renovation. He said that the Historical Society is the logical operator of the Barn. He also discussed the 3rd amendment that is being proposed tonight.

He went over the agreement, highlighting certain areas of the agreement that are consistent with other rental agreements and the effects on our insurance.

Council Comments and questions

Mike Kelley, Former Mayor suggested that council approve agreement as amended. Councilmember Hulcey said that legal issues are solved and that it was good to go. He likes the idea of giving Dave Zabell, City Manager, the latitude to handle the smaller issues. It is a good start for the Historical Society.

Councilmember Alveshere was glad to see that the City would be dealing with the smaller issues. He said the quality is amazing throughout the barn for meetings and rentals.

Councilmember de Booy questioned if there was any section that covers a permanent rental, to accomodate groups, such as churches etc..

City Manager, Dave Zabell responded saying that they would have to rent it for a 4 hour minimum. He described how this could impact potential larger rentals because of smaller rentals. He expressed the need to be careful when setting up the rentals in order to optimize our rental potential.

Mayor Johnson brought up points about alcoholic events and to have an off duty police officer present. He also spoke of the fee schedule in reference to local service clubs. Certain slow times such as 7am-10am Monday through Thursday, donations as fee's, as well as flexibility for such groups as boy scouts.

NEW BUSINESS

LTAC Revision of funding (Potter / Zabell)

In 2006, Fife City Council created the Lodging Tax Advisory Committee (Ordinance No. 1603-06) in accordance to RCW 67.28.1817 to advise in allocating the Lodging Tax revenue. Council has asked the LTAC to revise their 2011 recommendations based on the increased revenue from the sale of the Gathering Place.

BACKGROUND:

The following recommendations are **in addition** to the 2011 funds already accepted by Fife City Council:

• Chamber of Commerce/Visitors Center	\$15,500
• Tacoma Regional Convention & Visitors Bureau*	\$25,000
• Sports Commission	\$40,000
• Daffodil Festival	\$5,000
• Performing Arts Center	\$5,000
• Special Events	\$10,000
• <u>Advertising</u>	<u>\$25,000</u>

Total: \$125,500

*The LTAC recommends that the TRCVB report to Fife City Council on what they plan to do with the additional \$25,000, and what direct impact they will have on Fife Hotels. If Council is pleased with the presentation, LTAC would recommend Council increase the \$25,000.

The Committee recommends the remainder of the funds to go to the fund balance.

LTAC Revision of Funding

Laurel Potter, Marketing Coordinator for the City of Fife, met with the Fife Lodging Tax Advisory Committee on March 2nd

Mayor ProTem Cerqui thanked Laurel, concurred and recommend.

Councilmember Hulcey asked if the special events \$10,000 is enough?

Laurel Potter, Marketing Coordinator said she reserved the \$\$ for special events

Councilmember Alveshere –asked about the nature of special events and advertising needed.

Laurel Potter, Marketing Director went into detail about the marketing fund, advertising, brochures, trade shows, research, hotels, sports, attractions to City of Fife. Councilmember Alveshere spoke about the returns on investment, impact fees at the hotel level and the rest of the community.

President and CEO of the Convention and Visitors Bureau of Tacoma and Pierce County, Tammy Blount, presented a report on the 2010 marketing results. She stated that 87 leads were generated to the City of Fife. A lead could be an opportunity for a meeting or convention. She added that the Bureau gathered 12,625 direct visitor impressions. The Bureau provides media relations, media pitches, visitor services referrals, sales and marketing cooperating opportunities. She stated that they make new contacts with consumers. She also spoke about restrictions in budgets and the closings of the State Tourism Department.

Councilmember Alveshere agrees that the catalogs play an important role when visitors stay in local hotels.

Mayor Johnson questioned target sales, it was lower than the typical 10% lead turnover rate, it was only 5% last year.

Councilmember Godwin –questioned the increase of \$13,750 over what was recommended.

Councilmember Hulcey – asked in regards to funding, where do we rank with the other cities? The City of Fife is ranked 5th.

Councilmember Godwin – Questioned the recommendation of increased funding of \$13,750. Asked Council's about the additional \$13,750.

Councilmember Godwin moved to add \$13,750 to the Convention and Visitors Bureau, this was seconded by Mayor ProTem Cerqui.

Councilmember Alveshere does not support the increase. He would rather have that money go to the Caboose.

Councilmember de Booy – questioned if the Bureau spent all the money from last year? The answer was that all the money allocated was spent. She also voiced concerns about State Tourism Department closing.

A citizen wanted to know the ranking in order of dollar amounts. Councilmember Hulcey asked for all the cities ranking in order of dollars.

The following cities were ranked.

Guest - Ranking -

1. Tacoma \$350k

2. Unincorporated PC \$145k
3. Puyallup - 75k
4. Lakewood - 35k
5. Fife - 25+25+13
6. Gig Harbor \$5k
7. Sumner \$15k

Mike Kelley, Former City of Fife Mayor, 3120 Freeman Road E, pointed out that the Daffodil event funding was struggling. He added that with your help it becomes less of a struggle. He spoke of the expenses, such as float flower stuffing for the parade, 24 princesses to take care of, feed, house, travel, dress and business expenses. They operate on a budget of 50,000 with only one paid person in the organization. See you on April 2nd.

Amendment was added to give Daffodil another \$5,000 for funding. Voted unanimously.

Amendment for the increase of 13, 750 for the LTAC (Lodging Tax Advisory Committee) was approved. Voted unanimous.

2010 Regional Tourism Report

City of Fife Caboose (Reuter)

Caboose

Director Reuter - went over City of Fife restoration project. They have gathered information on renovation costs on the exterior only of the caboose. In a recent meeting on March 25th with the Fife Historical Society, former volunteers and Camp 6 railroad representatives, spoke about timeframes and bids submitted. Parks and Recreation Director, Kurt Reuter ran through the cost estimates on the spreadsheet attached.

Council Comments

Councilmember Alveshire, agreed that the Caboose Project would create a great draw for the community. He approves of the destination between Brookeville and Dacca Park. He would like to get it done by the Harvest Festival. He supports this project. Councilmember de Booy, supports this project as well. Believes it would be a big draw to the Barn and the park, also with trails that connect. She supports the exterior restoration.

Mayor ProTem Cerqui had no comments at this time.

Councilmember Hulcey is also in favor of this project. He has the vision of the barn with the locomotive. He reminds us that it was also the vision from previous Councils. He confirmed that the Historic Railway restoration bid is based on its current location. He also wanted to make it perfectly clear that the Historical Society was not the driving force behind getting this done.

Councilmember Godwin stated that the City was originally told that this project would not cost the City of Fife a dime. That we could do it ourselves. It has been 8 years, maybe

more. He voiced concerns about the bids, such as the crane issue and suggested that they use the one they used before, push the old one back out, put the caboose in, then put the locomotive back. He also voiced his concerns about the City money spent on this caboose, recommend no city employees have any involvement in this project.

Mayor ProTem Cerqui said he was leaning towards the Historic Railway completing the restoration on site.

Parks and Recreation Director, Kurt Reuter reminded council that the volunteer group has also shown an interest in restoring the interior of the caboose as well.

Mayor Johnson asked if anyone was in the audience representing these bids that would like to address council. There was no comments at this time. He agreed that it was a worthwhile project and that he supports moving forward on the Caboose Project.

Mayor Johnson suggested that a motion be made to give the City Manager, Dave Zabell approval to move forward with the Caboose Project. Councilmember de Booy motioned, and Councilmember Hulcey seconded.

Mayor Johnson suggested that they continue to get additional information on specifics on the bids.

City Manager, Dave Zabell suggested that the next step would be for the City to come back with a recommendation, budget amendment, an in depth comments with pro's and con's on the proposals.

Mayor Johnson then opened it up on comments from the audience.

Former City of Fife Mayor, Mike Kelly added suggestions for putting the caboose in place.

Planning Commission Appointments (Zabell)

Planning Commission Appt

City Manager, Dave Zabell – There were three very good candidates, however we have only 2 vacancies.

Mayor ProTem Cerqui and Councilmember Alveshere agreed that all 3 candidates did an excellent job. The final choice was to accept Tamra Lemoncelli and Lamarr Bond, Sr. Councilmember Alveshere was also impressed with all 3 candidates.

Mayor ProTem Cerqui moved and Councilmember Alveshere seconded.

Councilmember Hulcey noted that the third candidate should continue to apply for other Boards or Commission positions.

Vote was carried unanimously.

CITY MANAGER REPORT

City Manager, Dave Zabell shared comments on the recent Washington DC trip. He enjoyed watching the Mayor ProTem Cerqui and Councilmember Hulcey in action. He said they really brought home the City of Fife's message on the four projects that were discussed. Great Discussion on the Levee Recertification Issue with the Army Corps of Engineers. He was also very impressed with how well Justin LeBlanc served the city. He

complimented his staff in their preparation and wonderful help with materials. Kurt Reuter, Parks and Recreation Director, Russ Blount, Public Works Director, Kristen LaFrance, Senior Administrative Assistant and Andrea Edwards, Executive Assistant, all did a great job preparing for this trip.

City Manager also Discussed the upcoming Budget Retreat this weekend on Saturday the 26th. Materials will be out later this week.

He spoke about how Police Department has been working with the IT (Information Technology) Department on a grant that enables drivers pictures via the officers laptops while in the field. 100% grant funded.

He expressed the excitement about the 2011 Summer Camp Calendar which is now complete and published. He mentioned that the Parks and Recreation and Community Services staff have been working diligently to complete these calendars and how all are very excited about what the City will be able to offer the community this summer. This promotional piece will be distributed to students at Discovery, Endeavor, Hedden, and Surprise Lake M.S. This will be followed by an e-mail blast to all families in our database that have children of the appropriate ages for these programs. Registration for these programs opens on March 28th.

Kurt Reuter, Parks and Recreation Director described how two young people from the City of Fife recently competed and placed in the State Finals of the Washington Recreation & Parks Association (WRPA) Hot Spot Basketball Competition. The City of Fife PRCS Departments hosted a local Hot Spot Competition on Saturday, February 26th at Columbia Jr. HS. Winners of each age group became eligible to move on and participate in the State Finals hosted by Lacey Parks & Recreation on March 20th. The two local athletes that placed at the State Finals were Abel Mironchuk, who took 3rd Place in the Boys 9 & 10 age group and Karissa Caraballo, who took 2nd Place in the Girls 11 & 12 age group. Congratulations to Abel & Karissa

COUNCILMEMBER COMMENTS

Councilmember Hulcey spent a good time with our new City Manager, Dave Zabell in Washington DC. They made headway on the Levee Certification. He wanted to expand on the cable going into the Barn, and the options for Police Department to see what is going on inside the barn. The Camera system is working now. He mentioned that he spent a lot of time looking over the Crime mapping information.

Mayor ProTem Cerqui, wanted to thank Richard Garchow and Fred Thomas for their contributions during their terms on the Planning Commission.

Councilmember de Booy, wanted to thank all who went to DC. She also mentioned another trip coming up in May and hopes that it will be as successful and as rewarding as this past trip. She expressed her thanks for the audience members who came to the meeting.

Councilmember Alvashere mentioned that the police mapping is a great system that

adds a level of transparency to benefit our citizens. He pointed out numerous improvements in the way the City gives information to the community. He also addressed the stretch of road on 70th Ave, and that we are in the process of getting that fixed.

Mayor Johnson welcomed comments at the upcoming Public Comment hearing on April 4th on the I-5 Bridge Replacement over Puyallup River.

Russ Blount, Public Works Director will get a link on the website about the Puyallup river bridge replacement.

Mayor Johnson then invited citizen comments.

CITIZEN COMMENTS

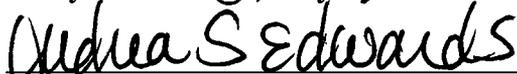
Carol Sue Braaten - 2410 Berry Lane East, Fife, mentioned two concerns:
1 - Covering the caboose and locomotive, in order to reduce deterioration.
2 - Due to the Tsunami earthquake in Japan, we should think about preparedness for our area between Seattle and Tacoma.

ADJOURNMENT

Motioned by Councilmember Alveshere and seconded by Councilmember Godwin.



Barry D. Johnson, Mayor



~~Cindy L. Dunn, CMC, City Clerk~~

Acting