

CITY OF TUKWILA STRATEGIC PLAN

Staff Committee Meeting #4

August 15, 2012 | Meeting Summary



MEETING INFORMATION

Purpose

- Prepare for upcoming sequence of Steering Committee topical discussions and strategy building.
- Review and refine challenge statements, vision statements, and potential strategies related to 1) The Built Environment; and 2) Economic Vitality.

Attendees

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| ■ Zach Anderson | ■ Brenda LaFleur |
| ■ David Cline | ■ Stacia Norris |
| ■ Eric Drever | ■ Jack Pace |
| ■ Robert Eaton | ■ Nate Robinson |
| ■ Mary Hulvey | ■ Crystal Sweet |
| ■ Diane Jaber | ■ Tanya Taylor |
| ■ Dawn Judkins | ■ Joyce Trantina |
| ■ Gail Labanara | |

ITEM 1: WELCOME, AGENDA OVERVIEW, & PROJECT UPDATE

BERK provided an update on the Community Engagement process and Staff Committee members gave brief updates on the conversations they've had to date.

ITEM 2: DISCUSSION OF FISCAL BASELINE ASSESSMENT

The Committee reviewed and discussed the implications of the Fiscal Baseline Assessment.

ITEM 3: DISCUSSION OF THE BUILT ENVIRONMENT & ECONOMIC VITALITY

The Staff Committee discussed challenge statements and potential strategies related to the following topics. This material will be brought to the Steering Committee for discussion during its August 29 meeting.

Built Environment

- Desired neighborhood characteristics
- Physical appearance of residential and business districts
- Availability of quality housing at different price points
- Safe streets for pedestrians and bicyclists
- Historic and natural resources

Economic Vitality

- Communication between the City and its businesses
- Business friendly regulations and processes
- Employment opportunities for residents
- Impact of the floodplain
- Image among the business community
- Retail competitiveness
- Vision for TIB

ITEM 3: CLOSING COMMENTS

BERK invited City Staff to each offer what they are thinking about today's meeting and the process ahead. Staff commented:

- I think public safety brings it all together.
- We've improved a lot of important things...but some of our competition is doing better in marketing. We have made an effort on the appearance of the City, but need to focus on developing a brand or image. Tukwila may be behind others in this effort.
- I'm enjoying getting to interact with people from other departments on these topics.
- How about a "You're in Tukwila" tagline?
- With regards of to the physical appearance challenge...we want better appearance to show that people care and are invested.
- This is great—I love the passion. I love that someone has 109 clicks for conversations with the community. How do we share this?
- A "You're in Tukwila" tagline can be taken negatively again. Once the image is changed, we can focus on slogans.
- It's good to have conversations, the complexity of these issues amazes me. We need to serve both, the community and businesses. These are good conversations.
- Many departments have completed their 2013 budgets—I've been suggesting they add holders to set aside resources for implementing of some of these ideas.