

**UNIVERSITY PLACE CITY COUNCIL
Special Council Meeting Agenda
Saturday, January 26, 2019, 8:00 a.m.**

Note: Times are approximate and subject to change.

**Fircrest Golf Club
Pebble Beach Room
1500 Regents Boulevard
Fircrest, WA 98466**

- 08:00 a.m. – 08:30 a.m. **BREAKFAST**
- 08:30 a.m. – 08:35 a.m. **CALL MEETING TO ORDER**
- 08:35 a.m. – 08:45 a.m. **MAYOR’S REMARKS**
▪ Introduction of Michael Pendleton, Pendleton Consulting LLC
- 08:45 a.m. – 09:00 a.m. **ASSIGNMENT OF COUNCIL ROLES**
▪ Revisit Committee and Representative Assignments - 2018/2019
▪ Council Subcommittee for Commission Interviews - 2019
- 09:00 a.m. - 09:30 a.m. **2019-2020 COUNCIL GOALS REVIEW** – City Manager Steve Sugg
- 09:30 a.m. – 09:45 a.m. **BREAK**
- 09:45 a.m. – 11:15 a.m. **GUEST SPEAKER**
- Phil Koretz, Principal Solution Specialist, IoT, Microsoft Corporation
- Vincent Broyles, Synchronoss Technologies, Inc.
- 11:15 a.m. – 12:45 p.m. **UPDATE/DISCUSSION ON PLANS FOR THE FUTURE**
▪ South Sound Alliance
- Ali Modarres, Phd., Director & Professor of Urban Studies,
Asst. Chancellor for Community Engagement, University of Washington
▪ Regional Growth Center Sub-Area Plan
- Mariza Craig, Executive Director/ACM
- Kevin Briske, Principal Planner, Planning & Development Services
▪ Technology Presentation
- Linda Seesz, Communications/I.T. Manager
- Glenn Vallantyne, Network Administrator
- 12:45 p.m. – 01:15 p.m. **LUNCH**
- 01:15 p.m. – 02:15 p.m. **COUNCIL FUTURE BRAINSTORM**
- 02:15 p.m. – 02:30 p.m. **BREAK**
- 02:30 p.m. – 03:30 p.m. **COUNCIL SUBCOMMITTEE REPORT**
▪ 25th Anniversary Celebration Subcommittee – Caroline Belleci, Chair
▪ Community Vision Subcommittee – Steve Worthington, Chair
▪ Celebrating the Past – Looking Into the Future
- 03:30 p.m. – 03:45 p.m. **BREAK**

03:45 p.m. – 04:30 p.m.

WRAP-UP

- Council and City Manager Comments
- Closing Remarks – Mayor

04:30 p.m.

ADJOURNMENT

*PRELIMINARY CITY COUNCIL AGENDA

February 4, 2019
Regular Council Meeting

February 18, 2019
HOLIDAY - No Council Meeting

February 19, 2019
Regular Council Meeting

March 4, 2019
Regular Council Meeting

Preliminary City Council Agenda subject to change without notice*
Complete Agendas will be available 24 hours prior to scheduled meeting.
To obtain Council Agendas, please visit www.cityofup.com.

**American Disability Act (ADA) Accommodations Provided Upon Advance Request
Call the City Clerk at 253-566-5656**

Fellow Council Members,

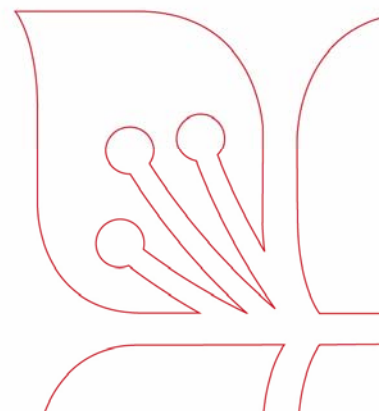
Our 2019 Council Retreat is here! This year we will continue the theme of preparing to the future. An excellent way to prepare is to gather feedback from citizens, businesses and other stakeholders.

A big part of gathering feedback will occur over the course of several months as we complete community vision sub-committee and our 25-year celebration sub-committee work. Our agenda includes an update from Mayor pro tem Belleci and Councilmember Worthington on their work with their sub-committees, as well as the work they are undertaking together.

Dr. Ali Modarres is back with us and will share further thoughts on important analytics and patterns that impact our City. Other guests will include representatives from Microsoft Corporation and Synchronoss Technologies, Inc. who will speak on citizen services, connected field services, traffic optimization and building and facilities management. These, along with staff reports on progress and status of current policy and program initiatives should give us plenty of creative thinking and brainstorming ideas.

I am pleased to announce that Michael Pendleton will, again, facilitate the retreat. I am looking forward to a productive and thoughtful meeting on Saturday, January 26th.

Kent Keel
Mayor



Retreat Ground Rules

- **Empower The Facilitator**
- **Be On Time**
- **Respect For Others And Their Views**
- **Speak Only For Yourself And Not Others**
- **Seek Facilitator Acknowledgment Before Speaking**
- **Share Air Time**
- **One conversation at a time**
- **Listening is Sign of Respect**
- **Move On-Avoid Saying the Same Thing Twice**
- **Seek Positive Outcomes and a Positive Experience**

**CITY OF UNIVERSITY PLACE
COMMITTEES AND REPRESENTATIVES ASSIGNMENTS – 2018/2019**

**Council Committees/
Representatives**

City Council Committees/Liaisons	Belleci	Figuroa	Grassi	Keel	McCluskey	Nye	Worthington
Legislative and Intergovernmental	X*	X	X	XX	X	X	X
Community Connector Program (16 th CAB)	X*	X	X	XX	X	X	X
Pierce County Cities & Towns	X*		X	XX		X	X
Pierce County Mayors & Executive				XX		X*	
Pierce County Regional Council	XX		X*		XX		X*
Rainier Communications Commission							XX
Association of Washington Cities*** AWC Board of Directors AWC Legislative Committee				X			X
Pierce Transit Board			X*	XX			
City Commission Interview Committee <i>(2018 Assignment Only)</i>	X				XX		X

XX = Designates Chair or Lead Responsibility

X* = Designates Alternate

***** = Non-U.P. Assignment**

2019 – 2020 Council Goals and Priorities

3715 Bridgeport Way W
University Place WA 98466
PH: 253.566.5656 FAX: 253.566.5658

Pursuant to Resolution No. 864, these five goals are identified as “high priority action items, the review, analysis and conclusive determination of which will take precedence over other goals identified on the list.”

1. Utilize a targeted business retention/recruitment strategy, complete a Strength, Weakness, Opportunities and Threats (SWOT) analysis priorities:
 - Business that can thrive with University Place’s geographic, social and quality of life assets.
 - Select business types that have the optimum ratio between tax revenue and the cost to provide local government services to that business type.
 - Use the University Place Business SWOT Analysis to prioritize business types in certain zoning districts in the overlay district and other zoning actions.
 - Consider optimum tax to cost of service impacts in the State Environmental Policy Act process, when applicable, so that certain high return business construction impacts are balanced with their long-term positive net cost for government services.
 - Further develop strategies to market “Opportunity Properties.” Pay particular attention to attracting mid-sized employers looking to be near the boom in King County.
2. Implement an electronic citizens/public communications strategy.
 - Virtual communication and social media.
 - Complete and implement e-communication to the public.
 - Complete/enhance what we have, create new e-platforms.
 - Develop a comprehensive communication strategy and implement by end of biennium.
3. Hold citywide 25-year anniversary celebration that will highlight accomplishments, and which can be used as a foundation to identify future needs/expectations in a process which involves University Place residents in a meaningful way to recraft the community vision for the next long-term planning horizon.
4. Conduct a detailed review of public safety needs with commissions, community, and business input and develop long range planning document.
5. Complete and implement action plans for the Subarea Plans.

Pursuant to Resolution No. 864, these “remaining twelve goals will be reviewed by the City Council for action as budget, timing and other resources allow.”

6. Identify and sell unneeded City property, returning it to tax paying purposes.
7. Explore partnering with University Place School District to do an advisory bond measure to hire additional police officers for school and neighborhood safety.
8. Increase strategic reserves 1% each budget cycle until reserves reach an amount of 13% of the operating budget.
9. Explore establishing and funding a part-time community/volunteer position.
10. Enhance citizen involvement and increase value of volunteers/events with an emphasis on community image and desirability.
11. Continue conservative forecasting and expenditures to ensure debt reduction.
 - Continue our conservative financial business practices.
 - Continue to look for opportunities to pay down principle and reduce interest rate.
12. Develop a policy for prioritizing one time and excess revenues to support police and transportation based on identified planning documents.
13. Lower Park Impact fees and Stormwater Management fees.
14. Establish a viable homeless action plan and partner with existing services, particularly in those areas better equipped to aid the transition away from homelessness.
15. Increase staff awareness and education of Council’s direction on overall service to the community with an emphasis on providing service that results in citizen trust and confidence.
16. Work on a solution with the University Place School District for ½ days and support youth centric services i.e., open gyms along with programs.
17. Develop a City value statement which includes transparency and integrity in the City’s actions and communications. Use the value statement.



Phil Korentz, Principal Solution Specialist, IoT - Microsoft Corporation

Phil works with partners around the world and across industries to innovate, build, and sell repeatable Internet of Things solutions as a Microsoft Principal Solution Specialist. His team is at the forefront of Microsoft's Smart City initiatives, and recently announced partnerships with the cities of Houston and Toronto to accelerate their adoption of these technologies. He holds an MBA from INSEAD and a MA from the University of Chicago.



Vincent Broyles, Vice President of Product for IoT and Analytics, Synchronoss Technologies, Inc.

Vincent Broyles is Vice President of Product for IoT and Analytics at Synchronoss Technologies, Inc. His career has spanned a variety of responsibilities and technologies over the past twenty years.

His start as a Data Systems Technician in the US Navy, led to work on satellite base stations and launchpad sensors used by NASA. Later classified programs at BAE Systems prompted an evolution to cybersecurity. Vince then ran global R&D engineering infrastructure and DevOps application development for web security and data leakage prevention company Websense; now known as Forcepoint at Raytheon.

Vince recently turned his efforts to external product creation at an enterprise AR/VR startup creating the strategy for enterprise maintenance and repair, voice and sight driven instructions, and cutting edge 2D/3D/AR & VR collaboration software.

Finally, now at Synchronoss, Vince drove the inception and roadmap for their smart buildings offering. He is now transitioning to business development to push the platform to market through partners such as Microsoft, ATT, Tridium, RackSpace and more.

Vince is based in beautiful San Diego with his wife and two kids. Together they enjoy the petting zoo they've created at their home, and the stereo typical Southern California activities of surfing, golfing, and basically anything outdoors.



Ali Modarres, Ph.D., Director & Professor of Urban Studies, Assistant Chancellor for Community Engagement, University of Washington

Ali Modarres is the Director of Urban Studies and the Assistant Chancellor for Community Engagement at University of Washington Tacoma. From 1999 to 2017, he served as the Editor-in-Chief of *Cities: The International Journal of Urban Policy and Planning*. Dr. Modarres earned his Ph.D. in geography from the University of Arizona and holds masters and bachelors degrees in landscape architecture from the same institution. He has published in the areas of social geography, immigration, urban development, planning, and policy. Dr. Modarres has focused a significant portion of his public scholarship on economic development through an equity lens that includes global labor migration within the larger political and economic discourses.

Dr. Modarres serves on a number of governing and advisory boards of academic associations, nonprofits, and policy centers including Economic Roundtable (Los Angeles), Urban Affairs Association, South Sound Regional Leadership Council of Forterra, and the Greater Tacoma Community Foundation. He has also served on city task forces and committees, including the Affordable Housing Technical Advisory Group for City of Tacoma. Throughout his academic career, he has built bridges between university and the community, promoting and supporting the mission of urban serving universities.

As a part of his academic service, he serves on the advisory board for Palgrave's book series on Demography and Political and Social Change in the MENA region (Middle East and North Africa) and Springer's Urban Book series. He also serves on the editorial boards of the *Journal of Urban Affairs*, *Cities*, and *Sociologica Urbana e Rurale* (Italy).