



## Mercer Island Arts Council Regular Meeting

Agenda | April 10, 2019

Mercer Island Community & Event Center  
8236 SE 24th St., Mercer Island, WA 98040

**6:30 PM CALL TO ORDER**

**6:30 PM APPEARANCES**

**6:35 PM APPROVAL OF MINUTES**

Regular Meeting Minutes, January 9, 2019

Annual Retreat Minutes, March 2, 2019

**6:45 PM OVERVIEW OF ROBERT'S RULES OF ORDER, Deb Estrada and Ali Spietz**

**7:15 PM 2019 BUDGET REPORT, Sarah Bluvas**

**7:20 PM AUBREY DAVIS PARK MASTER PLAN UPDATE, Sarah Bluvas & Diane Mortenson**

Action Required : Attend ADP Open House #2 on Tuesday, April 23, 6-8 pm, MICEC

Action Required : Confirm availability for tour of Redmond Central Connector, 5/6/19

Action Required : Schedule ADP tours with Parks staff

**7:35 PM PROGRAM REPORTS**

**Mostly Music in the Park, Matt Lome & Jessica Prince**

Update: 2019 Series Planning

Action Required : Enlist members to assist with coordinating pre-concert activities

Action Required : Approve MIVAL artwork for 2019 MMIP marketing

**Literary, Erik Gordon**

Update: Classics on Film

**Gallery, Amy Barnes**

Update: Rotary Club Peace Pole + Greta Hackett Outdoor Sculpture Gallery

Action Required : Approve Rotary Club collaboration and Peace Pole placement

**Special Projects, Gaylene Vaden**

Update: Creative District training

**Community Relations/Public Art, Sarah Bluvas**

Update: Community Relations Initiative Plan

Action Required : Provide feedback for Damian Schwiethale

Action Required : Enlist members to volunteer for V-teams

Update: Recent Public Art needs & issues

**FAAC, Alice Finch**

**8:05 PM STAFF UPDATES, Sarah Bluvas and Diane Mortenson**

Update: Work Plan Action Items

Action Required : Enlist members to participate in Bylaws review/update

Update: Reporting demographics information to 4Culture

Action Required : Complete 4Culture Demographics Questionnaire by May 15, 2019

Update: Mountains to Sound Greenway NHA Designation

**8:15 PM ADJOURN**

### Arts Council Members

- 1 Jessica Prince
- 2 Candace Chuck
- 3 Gaylene Vaden
- 4 Rene Stratton
- 5 Amy Barnes, Vice Chair
- 6 Matt Lome
- 7 Erin Vivion, Chair
- 8 Vacant
- 9 Erik Gordon
- 10 Damian Schwiethale
- 11 Xixi Shakes

### City Council Liaison

Salim Nice

### Staff

Sarah Bluvas

Diane Mortenson

### MIVAL Liaison

Claudia Zimmerman

### FAAC Liaison

Alice Finch

**Next Meeting: May 8, 2019**

**2019 Arts Council Group Norms/Guiding Principles**  
**Adopted at the Arts Council Retreat – 03.02.19**

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**Everyone contributes.**

- Listen actively.
- Create a space in which all members feel comfortable speaking up.
- Encourage respectful debate.

**Foster a collaborative environment.**

- Work better together.
- Stay open to new ideas and ways of thinking.
- Seasoned members mentor new members.
- Once a decision is made, everyone commits to that decision.

**Hold each other accountable.**

- Evaluate projects and ideas equally.
- Focus on the group's goals.
- Identify and leverage the skills everyone brings to the table.

**Get to know each other and the community.**

- Socialize with each other.
- Expand the network by bringing friends, neighbors, etc., along – create a pipeline/succession plan.

**Be transparent and accessible.**

- Check for understanding by paraphrasing.
- Foster open communication.



# ARTS COUNCIL MINUTES

## JANUARY 9, 2019

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### Call to Order

The meeting was called to order by Chair Erin Vivion at 6:34 pm at Mercer Island Community & Event Center, 8236 SE 24<sup>th</sup> Street, Mercer Island, WA 98040.

### Roll Call

Members Present: Amy Barnes, Erik Gordon, Jessica Prince, Damian Schwiethale, Xixi Shakes, Rene Stratton (Arrived 6:35 pm), Gaylene Vaden (Arrived 6:35 pm), and Erin Vivion

Members Absent: Candace Chuck and Matt Lome

City Council: Deputy Mayor Salim Nice absent

MIVAL Liaison: Claudia Zimmerman

Staff: Diane Mortenson and Sarah Bluvas

### Appearances:

Mark Hirayama, Town Center resident: Hirayama shared his interest in upcoming Town Center developments and learning more about plans for the Greta Hackett Outdoor Sculpture Gallery.

Carol Friends, Rotary Club of Mercer Island: Friends presented about the Rotary Club's Peace Poles initiative and appealed to the Arts Council to place one of the Peace Poles in the sculpture gallery. Rotary plans to place two dozen Peace Poles around the Island that will be connected via three separate "Peace Walk" routes. There may be opportunity to coordinate a Peace Walk/Art Walk tie-in, although no plans for a Peace Walk are in place at this time.

Barnes will enlist a small group to walk the sculpture gallery to ensure that the proposed location is appropriate.

### Minutes:

It was moved by Barnes; seconded by Prince to:

**Approve the minutes as amended.**

Passed 8-0

FOR: 8 (Barnes, Gordon, Prince, Schwiethale, Shakes, Stratton, Vaden, Vivion)

ABSENT: 2 (Chuck, Lome)

### 2019 Budget Report – Sarah Bluvas

Bluvas reported on the 2019 operational budget to actual/pending expenses. As of January 8, \$39,895 remains in the Arts Council's 2019 operational budget.

### Committee Appointments – Chair and Staff

Chair Vivion appointed members to committee assignments based on interest forms submitted at the December 2018 meeting. Vaden agreed to chair the Special Projects Committee, which lacked a chair appointment and will focus on the Certified Creative Districts program in 2019.

### **Creative Consultancy Proposal Process – George Lee**

Lee, the consultant selected by the Arts Council through the 4Culture Creative Consultancy program, presented about his background and the process for writing a grant proposal for a project related to the Greta Hackett Outdoor Sculpture Gallery. The deadline to submit a proposal to 4Culture is February 28, 2019.

### **Public Art Project Idea: 2 for 1 – Damian Schwiethale and Erin Vivion**

Schwiethale and Vivion presented an idea for a sculpture project in collaboration with a dance organization like Pacific Northwest Ballet (PNB). They presented this example as a new way to approach public art projects. Ideas include:

- Using projects as a starting point to create a “cultural handshake” with other organizations in the region
- Cultivating stronger community connections with permanent works of art by curating performances and other programming around them
- Seeking new community-funded models as opposed to 1% for Art in Public Places funds
- Leveraging the Let’s Talk online platform to facilitate a community conversation on public art and generate a “Public Art Pipeline” to inform the long-range public art plan

The Arts Council supported Schwiethale in reaching out to PNB to explore potential collaborations.

### **Chair Report – Erin Vivion**

- Chair Vivion has met with several individuals over the last few months, including:
  - Mark Hirayama, Town Center resident – Discussed the Greta Hackett Outdoor Sculpture Gallery
  - Lisa Jaret, Arts in Education Program Manager, ArtsWA – Discussed how to integrate school districts into the Creative Districts program
  - Manny Cawaling, Executive Director, Cultural Access Washington – Discussed working with local arts agencies on arts & culture policymaking
- She also discussed a recent public concern related to the *Flock* installation; she reminded members to stay aware of arts & culture issues/opportunities in the community and individuals/organizations to connect with to build more awareness for the Arts Council’s work and support via potential partnerships.

### **Mostly Music in the Parks – Jessica Prince, Co-Chair**

The selection committee has received more than 100 submissions so far for the 2019 series, and five community members reached out to participate on the selection committee. Prince, Lome, and Bluvas will meet soon to discuss the selection process. Prince also expressed interest in integrating potential summer activations as part of the 4Culture Creative Consultancy into enhanced programming for MMIP.

### **Literary – Erik Gordon, Chair**

Some Arts Council members attended the Classics on Film: *Queen of Katwe* screening in December and reported that it was extremely engaging, although the event could’ve been more well-attended. Gordon and Bluvas will continue to work with Lance Rhoades to evolve this program series.

### **Gallery – Amy Barnes, Chair**

- MIVAL Holiday Show: The artists sold 131 pieces for \$2,925.50 in total sales (\$2194.13 paid to the artists \$731.38 paid to the gallery).
- Northwest Artists in Action: The exhibit opened on Monday, January 7, 2019, and the reception takes place tomorrow, January 10, 6:30-8 pm at the Community Center. The artists will also host two artist pop-ups on Saturdays, January 26 and February 2, 2019, from 11 am-3 pm at the

Community Center. Barnes and Shakes asked Arts Council members to stop by at these three events to meet the artists and thank them for showing at the gallery.

**Community Relations – Damian Schwiethale, Chair**

Schwiethale will move forward with exploring the “2 for 1” public art project idea and/or other collaborations with PNB. He also compiled a list of community organizations to reach out to to learn more about their work and identify potential partnership opportunities in the coming months.

**Public Art – Erin Vivion, Chair**

*No report.*

**MIVAL – Claudia Zimmerman, Liaison**

Zimmerman will present the artwork options for MMIP promotions in March.

**Other Business**

*No other business.*

**Staff Report – Sarah Bluvus and Diane Mortenson**

Bluvus further discussed options for conservation related to the *Handsome Bollards* installation. She will work with the Public Art Committee to decide on the appropriate next steps and hope to make a final recommendation on an approach at the February meeting.

**Adjournment**

Chair Vivion adjourned the meeting at 8:25 pm.



## ARTS COUNCIL RETREAT MINUTES MARCH 2, 2019

The retreat began at 12:40 pm at Mercer Island Community & Event Center, 8236 SE 24<sup>th</sup> Street, Mercer Island, WA 98040.

### Roll Call

Members Present: Amy Barnes, Candace Chuck, Erik Gordon, Matt Lome, Jessica Prince, Damian Schwiethale, Xixi Shakes, Rene Stratton, Gaylene Vaden and Erin Vivion

City Council: Deputy Mayor Salim Nice absent

Staff: Sarah Bluvus, Diane Mortenson, and Jessi Bon

### Welcome and Overview

- Bluvus welcomed the group and reviewed the agenda.
- Housekeeping:
  - Reminder to report monthly volunteer hours
  - Reviewed upcoming Arts Council activities
  - No March regular meeting

### Setting the Foundation for 2019 & Beyond

- Bluvus and Bon discussed the role of the Arts Council and members, including:
  - Advisory role to the City, City Council, and Mayor
  - General City boards and functions
  - City's organizational chart and how the Arts Council fits in the structure
  - Updated ordinance and functions of the Arts Council
  - Guidelines for conducting board business, including OPMA, Public Records Act, and using City e-mail to conduct Arts Council Business (will review Robert's Rules of Order at April meeting)
- Bon introduced the new Parks & Recreation Commission, including the projects it may work on and how it may collaborate with the Arts Council.
- Students from Youth Theatre Northwest's Chaos Theory improv group facilitated teambuilding exercises based on improv.
- Bon reviewed the current and future state of the City budget as well as how Parks & Recreation staff roles have been impacted/evolved.
- Bluvus led the group through an exercise to establish group norms, and the group agreed to adhere to five group norms this year:
  - Everyone contributes.
  - Foster a collaborative environment.
  - Hold each other accountable.
  - Get to know each other and the community.
  - Be transparent and accessible.

### **Reviewing the 2019 Arts Council Work Plan and Determining what Success Looks Like**

- Bluvus briefly reviewed the major 2019 work plans items for staff and the Arts Council to work on together, including:
  - Updating policies and procedures
  - Planning, promoting, and evaluating Arts Council programs and events
  - Stewarding and promoting the public art collection
  - Participating in arts & culture needs related to citywide projects
  - Building awareness and partnership for the Arts Council and its programs
  - Pursuing new funding streams
  - Developing and tracking performance goals
- The group identified specific performance goals for each work plan area.
- Bluvus will compile all the ideas and notes recorded at the retreat and send out specific plans for next steps and to continue planning into the April meeting.

The meeting closed at 3:45 pm.

DRAFT

**Mercer Island Arts Council - 2019 Operating Budget** (Budget to Actual - As of 04.08.19)

Expense Area	2019 Budgeted	2019 Actual	2019 Pending	Additions
<b>PR5200: Public Art</b>				
Operating supplies (placards, signage, etc.)	\$ 800.00	\$ -	\$ -	\$ -
<b>PR5300: Community Arts Support</b>				
Arts Council Swing Dance (VFW Hall rental, supplies, etc.)	\$ 1,600.00	\$ -	\$ -	\$ -
Dance for PD	\$ 750.00	\$ -	\$ -	\$ -
<b>PR5400: Gallery</b>				
Operating supplies (reception food, etc.)	\$ 1,200.00	\$ 253.58	\$ -	\$ -
Professional services (outdoor gallery installation stipend)	\$ 1,400.00	\$ -	\$ -	\$ -
Musicians at receptions	\$ 1,500.00	\$ 300.00	\$ -	\$ -
Marketing and promotion (advertising, printing, etc.)	\$ 1,400.00	\$ -	\$ -	\$ -
<b>PR5500: Literary Program</b>				
Classics on Film honoraria (Lance Rhodes)	\$ 3,000.00	\$ -	\$ 1,200.00	\$ -
Meet the Author event	\$ 400.00	\$ -	\$ -	\$ -
Marketing and promotion (advertising, printing, etc.)	\$ 450.00	\$ -	\$ -	\$ -
<b>PR5600: Cultural &amp; Performing Arts</b>				
Event supplies	\$ 100.00	\$ -	\$ -	\$ -
Mostly Music in the Park sound engineering	\$ 5,200.00	\$ -	\$ -	\$ -
Mostly Music in the Park bands	\$ 7,000.00	\$ -	\$ -	\$ -
Shakespeare in the Park performances	\$ 7,000.00	\$ -	\$ -	\$ -
Marketing and promotion (poster design/distribution, banners, etc.)	\$ 2,920.00	\$ 260.00	\$ -	\$ -
<b>PR5700: Special Programs</b>				
Operating supplies (office supplies, retreat supplies, etc.)	\$ 500.00	\$ 211.91	\$ -	\$ -
Dues and subscriptions (STQRY, professional networks, etc.)	\$ 3,000.00	\$ 298.05	\$ 1,000.00	\$ -
Marketing and promotion (Arts Council branding)	\$ 750.00	\$ -	\$ -	\$ -
Miscellaneous grants and sponsorships	\$ 2,000.00	\$ -	\$ -	\$ -
<b>TOTAL</b>	<b>\$ 40,970.00</b>	<b>\$ 1,323.54</b>	<b>\$ 2,200.00</b>	<b>\$ -</b>
<b>Remaining</b>	<b>\$</b>			<b>37,446.46</b>

**1% for Art in Public Places Fund Balance**

Cash Balance as of 01.01.19	\$ 143,011.81
<b>2018 - Contributions</b>	
Contributions	\$ 30,222.00
2018 Town Center Banners	\$ (300.00)
Net 2018 contributions	\$ 29,922.00
<b>2019 Budget - Commitments or Future Use of Cash</b>	
Anticipated Contributions	\$ 15,000.00
Annual art maintenance (2018)	\$ (15,000.00)
Net 2019 contributions (est.)	\$ -
<b>Est. Cash Available at year's end (12.31.19)</b>	<b>\$ 172,933.81</b>



## 2019 Mostly Music in the Park Ideas for Enhancing the Series

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Partner with local food vendors each week

- Farmer's Market
- New Seasons provides a "concert picnic" option (possible opportunity for additional cross-promotion and/or sponsorship?)
- Local restaurants
  - Pagliacci's
  - Homegrown
  - Sano Café
  - Sushi Joa
  - Mioposto
  - The Islander
  - Roanoke Inn
  - Tuscan Stone Pizza
  - Menchie's Frozen Yogurt
  - Convivial Café

Partner with local arts organizations/artists to provide free hands-on art activities

- MIVAL
- FAAC
- MICA

Arts/dance demonstrations

- [Urban Artworks](#) for Mötus?
- Hip hop dance for Mötus?
- [Rosie the Art Bus](#)
- Country dance for Jessica Lynne?

Other

- Partner with 889 The Bridge
  - Emerging talent/opening acts curated in collaboration
  - Live broadcast
  - Feature artists on the radio the week of the concert
- Incorporate some of the arts/craft vendors from Summer Celebration
- Physical/other activities coordinated by Parks & Recreation
  - Lawn games, parachute, etc.
  - Hands-on activities at the P&R booth
  - Small MMIP giveaway (sticker, temporary tattoo, etc.)

**Planning for 2019/2020 Classics on Film Series**  
**Proposed Updates – As of 04.09.19**

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**Reduce the number of Arts Council-supported regular screenings at Aljoia from 16 to a maximum of 9**

- Redirect some funds used for screenings to increase marketing and promotion efforts
- Redirect some funds used for regular screenings to 1-3 “special screenings” at alternative locations (more details provided below)

**Establish a consistent schedule for Aljoia monthly screenings**

- No consistent schedule currently
- Propose establishing a First Friday schedule to cultivate more brand recognition and tie in with other events happening in Town Center on First Friday (Art Walk, etc.)
- Maximum of **nine** First Friday screenings for the 2019/2020 season

**Increase Lance Rhoades’s presenter fee from \$150 to \$200**

- Cutting back the number of screenings significantly reduces his presenter income
- We have not raised his presenter fee during the entirety of the series
- Total presenter fees for 2018/2019 series: \$2,400 (16\*\$150)
- Maximum presenter fees proposed for 2019/2020 series: \$1,800 (9\*\$200)

**Pursue “Art in Film”/”Art on Film” as the 2019/2020 Series Theme**

- Draw a specific connection between the series and the arts/Arts Council during the 15<sup>th</sup> year of the series
- Divide the series in three sections/vignettes
  - Visual Arts
  - Music
  - Theater/Dance

**Coordinate 1-3 “special screenings” at a location other than Aljoia**

- Other locations could include:
  - Community Center
  - Luther Burbank Park Amphitheater
  - Stroum Jewish Community Center
  - Mercer Island High School
- Schedule on a Friday other than First Friday to not impact regular screenings at Aljoia
- Film event with broad appeal
  - Screen a “popular” film
  - Start the event earlier in the evening (to provide more access to families, young audiences, etc.)
  - Partner with host organization/location to open with an add-on event (live performance, gallery tour, or other arts-related enhancements)

**Amplify marketing and branding efforts for the series**

- Redistribute some funds to focus on marketing efforts
- Develop robust marketing plan over the summer to prepare for fall kick-off
- Rebrand the series from Classics on Film to ??

Creative Arts District Capacity Building March 4, 2019

Notes- Not proofed for expediency. Additional information available upon request.

#### **4 Critical Factors for Success:**

Visioning  
Communications  
Community lead  
Funding plan

Visioning: “Your focus determines your reality.”

Should represent the community’s diversity of experience. Should be memorable, lovable and stable.

Who/what are we?  
What are our characteristics/assets?  
What is our purpose? What do we want to create?  
Can’t have a creative district without creatives.

Communications:

Have a mix to reach diverse stakeholders. Email, Facebook, website, e-newsletters, email campaigns and face to face. Also monthly in person events. You can’t build a relationship over email. Be patient in addressing diverse opinions.

Decide the top 3 messages and how to weave into story.

What can district do for businesses? City? People?

Community lead:

How best to respond to community needs? Ex. maker spaces or creative co-working.

Embrace what people think of you, right or wrong. Research what outsiders think of Mercer Island. Do so without bias.

Team members- Arts council, city government, local businesses. Also transportation authority; school district; county council; and condo, civic and neighborhood associations.

Community readiness:

Align: vision, political will and strategic structure

Connect: support, institutions, businesses

Activate

Leverage off existing resources and events

**Action Plan**:

Create a sense of space based on community input and vision

Community business improvement plan

Goal is an easily walkable, safe, vibrant area. Ideas for place making: Monthly art walks; gateway marker; pooled amenities; live/work spaces for artists

Metrics: must decide what and how to measure. Important to elected officials, business community and grant makers. Examples include:

- Events: how many and attendance
- revenues (sales tax, ticket sales, gallery sales, restaurant patronage)
- number of creative enterprises
- How many cars drive past MI per year?

Notes: Seattle Business Journal gave free back page coverage to one initiative

# Community Relations Summary

## Initiative Name: Community Communications & Outreach Initiative Plan

### Initiative Overview

#### Purpose:

- **Establish a Community Communications/Outreach Plan** to better connect with the local community to promote and land MIAC projects and mission/vision for Arts development on Mercer Island.
- **Drive continuous improvement and standards on communication plans** to improve community awareness and drive participation, Arts consumption, and spur economic prosperity.

#### Key deliverables:

- Community Communication / Outreach plan, including key initiatives, actions and work products executed in 2019
  - Let's Talk page for MIAC
  - Start of MIAC Newsletter
  - MIAC Community Survey
  - MIAC "Open House" event
  - Sponsorship/Investment process
  - Marketing Initiative Guide

#### Community Value:

- The plan will provide a strong value proposition for the community through:
  - Providing awareness of Arts on Mercer Island
  - Enabling avenues for visibility and engagement on Arts projects/activities
  - Providing feedback mechanism for citizens on arts projects / visionary plans

### Project Impact

- Establish standards/guidance for marketing communication/landing of MIAC projects
- Improved community awareness/visibility of Arts
- Accelerated benefits of Arts in the community, e.g. economic viability, cultural vitality, etc.

### Project Milestones

- April**
- MIAC Survey v-team launch
  - Open House v-team launch
  - Open House dates planned
  - Develop Marketing Initiative Guidance- DS
  - MIAC Newsletter Launch????

- May**
- Survey developed/approved
  - All MIAC initiatives have communications/marketing plans created and tracking

- June/July/August**
- Survey deployed at summer events
  - Open House Launch
  - Open House feedback analysis
  - Investigate new avenues, e.g. Farmer's market, pop-up event, etc.

- Fall 2019**
- MIAC survey analysis to impact/influence FY20 planning
  - MIAC Let's Talk page launched
  - Explore MIAC investment campaign (potentially launch follow-up to promote Let's talk and/or "Fund Epic Art" promotional campaign)

### Proposed Solution and Open Issues;

- Proposed Solution:**
1. Deploy Let's Talk Site for MIAC
  2. Implement MIAC Newsletter
  3. Create and release MIAC Survey
  4. Plan/Execute MIAC "Open House" events
  5. Enable sponsorship/investment process/tooling to raise \$\$
  6. Create new Marketing Initiative Guidance for MIAC members to ensure individual projects are landed properly- DS

- Open Issues:**
- Access to Let's Talk Site- SB
  - Owner of MIAC Newsletter- SB
  - City process for accepting community funds- SB

- Next Steps:**
- Close out open issues
  - Create v-teams for Survey and Open House

### Project Team and Stakeholder Champs

- Community Relations Chair : Damian Schwiethale
- Marketing Initiative Guide-
    - Damian with MIAC input
  - Let's Talk/Investment Process- Sarah
    - Sarah Bluvas?
    - Damian Schwiethale
  - Survey V-team Lead :
    - Rene Stratton?
    - Amy Barnes?
    - Damian Schwiethale
  - "Open House" V-team :
    - Jessica Prince?
    - XiXi Shakes?
    - Damian Schwiethale

### Project Budget

	FY19	FY20
Let's Talk Site	TBD	TBD
MIAC Survey (Survey Monkey)	\$0	TBD
Sponsorship / Investment Processing	TBD	TBD
<b>Total</b>	<b>TBD</b>	<b>TBD</b>

### Dependencies

- There are several dependencies to enable a viable community communications / Outreach Plan
- Let's Talk Site:
  - Webspace
  - Development
  - Administration/CRs
- Newsletter:
  - Writer/Editor
  - Team collaboration
- Sponsorship Investment Process/Tooling:
  - Defined process
  - Functional Tooling
  - Administration/processing
- MIAC Survey
  - Survey Development
  - Survey Analysis / follow-up

Work Plan Area	Identified Actions/Goals
<b>Policies &amp; Procedures:</b> Review and adopt policies in collaboration with staff	Complete and adopt guidelines for providing financial and non-financial support by May 2019.
	Amend the Arts Council Bylaws by July 2019.
	Update and adopt exhibit processes, agreements, and other policies related to the Greta Hackett Outdoor Sculpture Gallery by October 2019.
<b>Programs &amp; Events:</b> Assist staff with planning, promoting, and evaluating arts & culture programs and events.	Identify and implement low-cost enhancements for Mostly Music in the Park and Classics on Film series.
	Create, distribute, and collect a 3-question survey at Mostly Music in the Park, Shakespeare in the Park, and Classics on Film (fall) to evaluate series and gauge audience awareness of the Arts Council.
<b>Public Art Stewardship:</b> Assist staff with stewarding and promoting the public art collection.	Form a working group and begin working with staff to update the Guidelines for the Acquisition Program of Art in Public Places to adopt in 2019.
	Form a working group and begin working with staff to develop a long-range spending plan for the Art in Public Places fund to recommend in 2020.
<b>Citywide Projects:</b> Participate in arts & culture needs related to citywide projects.	Ensure that the Arts Council has a formal "seat at the table" to impact arts and culture elements of Town Center developments by working with staff to maintain a representative in related discussions.
	Secure 4Culture funding to engage George Lee for a 10-12 month consultancy for the Greta Hackett Outdoor Sculpture Gallery
	Explore the Certified Creative District program and decide whether to recommend that the City apply for designation in 2019.
<b>Community Outreach &amp; Advocacy:</b> Build awareness of and partnership for the Arts Council and arts & culture programs.	Enhance the Arts Council website as a central location for sharing information and determine analytics that can be measured to track traffic and engagement.
	Build awareness in the <i>Mercer Island Reporter</i> through monthly editorial coverage.
	Dedicate time to discuss community arts activities in monthly Arts Council meetings.
	Schedule quarterly community arts forums/open houses to engage with the community and share information about Arts Council programs and events.
	Host one of the quarterly community arts forums at a different location/with a community group. ("Meet them where they are.")
	Compile and use a database of local organizations through which to promote Arts Council programs and initiatives.
	Identify and implement marketing/outreach leads for individual Arts Council programs.
	Dedicate time at monthly meetings to discuss upcoming City and community meetings and activities and assign an Arts Council member to attend one activity each quarter.
<b>Funding:</b> Assist staff with pursuing funding streams such as sponsorships, grants, partnerships, and other ideas.	Explore a crowd-source funding mechanism for public art and other projects to potentially implement in 2020.
<b>Evaluation:</b> Collaborate with staff to develop and track performance goals related to work plan items.	Explore the possibility of distributing a community-wide survey about Arts Council programs and initiatives and coordinate with staff to distribute at the end of 2019.
	Use survey feedback to inform program decisions for 2020-2022.
<b>Administration:</b> Complete ongoing administrative/operational needs.	Report volunteer hours each month to accurately quantify the time and effort volunteered by Arts Council members.
	Establish a mechanism for sharing documents and information more effectively than e-mail.
	Follow the group norms established at the 2019 Arts Council Retreat.



## CITY OF MERCER ISLAND

### 2019-2020 CITY COUNCIL PRIORITIES & WORK PLAN

#### **Mercer Island's Vision:**

The City's Comprehensive Plan states, "Mercer Island is not an island unto itself." While we are part of a complex regional system, we strive to maintain local control and preserve a safe and livable residential community. We endeavor to continuously provide and improve quality municipal services and foster fiscal responsibility. We value excellence in education, act as stewards of the environment, and endeavor to be open and transparent and to balance the economic, environmental, and social well-being of our entire community.

#### **City Council's Priorities and Work Plan:**

In the first part of the new year, the City Council holds its annual planning session to discuss past year successes and challenges and to identify its priorities and work plan for the upcoming year. Over the last few years, the City Council has adopted priorities focused on Residential Character, Community Engagement, Sustainability and Livability, Arts and Culture, Emergency Preparedness and Planning, and an Accessible and Healthy Business Ecosystem. And while these goals are still important and relevant to the Mercer Island community and to the City Council, the City's long-term structural deficit challenge has compelled the Council to focus and allocate its limited resources to address the City's most pressing needs and the City Council's highest priorities.

#### **Communications and Engagement:**

In the 2018 Community Survey, a majority of respondents were very satisfied/satisfied with the availability of information about City programs and services (68%) and efforts to keep them informed about local issues (58%). In addition, the survey noted that residents would like the City to emphasize efforts to keep residents informed as well as efforts for public engagement on local decisions. The City Council has directed the staff to continue to prioritize communications and engagement efforts as it implements the work plan.

### **Priority 1. Implement a Fiscal Sustainability Plan that Aligns with the Community's Priorities**

*Delivering quality services is an important part of Mercer Island's exceptional quality of life; however, financial forecasts project an ongoing structural budget deficit. Unless clear, decisive, and long-term solutions are implemented, the City will have to make significant service level reductions each biennium to balance its budget. By adopting and implementing a fiscal sustainability plan, the City will improve its alignment of financial resources with the community's and City Council's priorities.*

#### **Action Items:**

1. Review and approve the Fiscal Sustainability Plan and identify recommendations for implementation.
2. Conduct organizational efficiency assessments as determined through the Fiscal Sustainability Plan.
3. Shrink the deficit spending that was proposed in the 2019-2020 Adopted Budget by implementing \$1.2 million in additional service level reductions and new/enhanced revenues.
4. Continue to evaluate and implement operational efficiencies at the Thrift Shop to enhance revenues and net income.
5. Review and update the water and sewer rate models.

6. Review transportation impact fees.
7. Conduct the biennial citizen satisfaction survey in 2020.
8. Explore City and community resources for restoration of MIYFS Mental Health School-Based Counselors for 2019-2020 biennium.
9. Support community organizations and businesses to transition reduced/eliminated community events, services, and programs.

## **Priority 2. Prepare for Light Rail and Improve On-and-Off Island Mobility**

*It is imperative that the community has safe and efficient means for accessing and using the light rail station whether walking, biking or driving to or near the light rail station. To enhance this experience, the City Council secured just over \$10 million to offset the impacts and to prepare for the East Link light rail project. The City has until December 31, 2025 to expend the funds and receive reimbursement from Sound Transit.*

### **Action Items:**

1. Adopt Guiding Principles for Sound Transit Settlement Agreement projects.
2. Continue to advance two proposed Commuter Parking & Mixed-Use Projects (Parcel 12/Tully's and Parcel 7/Freshy's).
3. Convene a design charrette of agencies and stakeholders to provide input regarding traffic flow in the streets surrounding the light rail station, and to address connectivity and safety concerns involving bicycles, pedestrians, vehicular traffic, and transit on streets surrounding the light rail station.
4. Complete the Aubrey Davis Park Master Plan in coordination with the development of pedestrian, bicycle, and transit improvements at the light rail station.
5. Work closely with Sound Transit and King County Metro on the implementation of the Mercer Island Transit Interchange.
6. Continue to identify and examine pilot projects for first/last mile solutions including regional smart mobility initiatives.
7. Explore options related to private commuter shuttles.
8. Explore transit solution partnerships with King County Metro.
9. Implement traffic mitigation projects to address impacts of the East Link light rail project.
10. Work with WSDOT to implement improvements to I-90 access ramps.
11. Work with the State Delegation and Congressional Representatives to identify and implement state and federal remedies to improve access to I-90.

## **Priority 3. Support the Leadership Team's Work Plan**

*The City's Leadership Team has identified projects and work plan items that will require considerable attention by staff and multiple reviews by the City Council and advisory boards/commissions over the next three years. Many of these items are ongoing or lengthy and have great community interest, requiring a focus on communication and public engagement. Please see the Leadership Team's Work Plan on the following page.*

LEADERSHIP TEAM'S WORK PLAN		2019				2020				2021				
		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	
<b>High Visibility Projects</b>														
1	\$1.2M Reductions/Revenues Implementation*													
2	Commuter Parking & Mixed-Use Project (Tully's)*													
3	Commuter Parking & Mixed-Use Project (Freshy's)*													
4	Organizational Assessments*													
5	ST Transit Interchange*													
6	Fiscal Sustainability Plan*													
7	Critical Areas Code Amendments													
8	Proposed Community Facilities Zoning													
9	Sign Code Amendments													
10	Small Cells Facilities Design Standards & WCF Code Amendments													
11	Town Center - King Property Development													
12	Town Center Private Developments (Various Projects)													
13	Urban Growth Capacity/GMA Targets/KC Planning Policies Update													
14	Various Private Development (e.g., East Seattle School)													
15	Aubrey Davis Park Master Plan*													
16	P&R Commission Appointments													
17	Parks, Recreation and Open Space (PROS) Plan													
18	King County Sewer Project													
19	Recology Contract Rollout													
20	SCADA & Water Meters Projects													
21	ADA Transition Plan													

\* Council Priorities

Staff
  City Council
  Board/Commission

3/22/19