



## **AD HOC OPEN GOVERNMENT COMMITTEE**

### **DRAFT MEETING AGENDA**

**April 18, 2016**

**Snohomish Senior Center**

**5:00-7:00 pm.**

#### **Meeting Goals**

- Review and refine draft recommendations.

#### **5:00 Welcome and Meeting Overview**

*Margaret Norton-Arnold, Committee Facilitator*

#### **5:05 Report and Discussion: Focus Group and Interview Research**

*Larry Bauman and/or Consultant Representative*

#### **5:20 Committee Review of Draft Recommendations Document**

*Margaret with All Members*

- As you review the recommendations: What suggestions do you have for improvements to them?
- Should all of the recommendations remain “as is” or should some be deleted or combined with others?
- City staff: Do you have questions about the draft recommendations, or suggestions for greater clarity in the writing?

#### **6:30 Stepping Back to the Bigger Picture:**

- Are there any “big ideas” that are missing from the document? Ideas you want to make sure get included?
- Did you hear anything from the focus group research that influences your thinking on the draft recommendations? Any changes as a result?

#### **6:45 Public Comment**

#### **6:55 Next Steps**

#### **7:00 Adjourn**



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## OPEN GOVERNMENT COMMITTEE MINUTES

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Snohomish Senior Center  
506 Fourth Street

**March 7, 2016**  
**5:00 p.m.**

**Members Present:**

Carroll Brown  
Tom Merrill  
Paulette Norman  
Gary Ferguson  
Mary Desein  
Adrian Duran  
Braeden Sigua  
Maegan Gray  
Colleen Dunlap  
Margaret Norton-Arnold, Facilitator

**Staff Present:**

Larry Bauman, City Manager  
Karen Guzak, Mayor  
Debbie Emge, Economic Development Dir.  
Jennifer Olson, Finance Director  
Angela Evans, Office Assistant II

**Citizens Present:** There were no citizens present

The second of the five scheduled meetings of the Open Government Committee began at 5:00 p.m. Ms. Norton-Arnold thanked the Committee for their communication and feedback since the last meeting and asked for an in-person “thumbs-up” on the 3rd draft of Committee goals.

Ms. Dunlap had created a shorter list of goal statements for the Committee’s consideration. After discussion it was agreed that the Committee will continue working on the lengthier list of goals tonight and work towards making the goals more succinct before submitting recommendations to Council.

Ms. Dunlap expressed concern with the short amount of time the Committee had together and suggested the research the SOS group has already done be utilized in hopes of shortening the amount of time the Committee needs to spend coming to the same conclusions. She also spoke of her concern with the small amount of time the Committee was given to prepare for tonight’s topics, as they just received the agenda 5 days ago. It is her suggestion that the next month’s topics be sent out to the Committee no more than a week after the meeting.

Ms. Norton-Arnold stated that 2-3 days after the last meeting, she sent out the draft ideas for goals as well as the proposed agenda for the next meeting. Because Ms. Norton-Arnold was

waiting to hear back from some of the Committee members, the final agenda was not sent out until last week.

After some discussion amongst the Committee and Facilitator, it was decided to continue the process as planned. Although some members want to jump right in and get the final recommendations done, they recognized this process as being a good one in order to obtain well organized and concise recommendations to Council.

Ms. Dunlap asked what would happen if the Committee was not able to accomplish the end goal by their last meeting in June. Mr. Bauman said it would depend on where the Committee is at and what Council would like to do; either extend the contract with Ms. Norton-Arnold or pursue another process, however it is premature to talk about it at this time.

Again, Ms. Norton-Arnold asked for the Committee's approval of the latest draft of the goals. The Committee members supported the goals.

Ms. Emge presented information to the Committee showing current public engagement and communication tools. She also let the Committee know the City has been requesting email addresses from citizens who attend City Council meetings. The City will add these email addresses to the Friday Newsletter subscriber list. People will be able to opt out. City staff has also added a Friday Newsletter link to their outgoing emails.

Ms. Dunlap asked if the City uses Pinterest as it is one of the most popular social media outlets and could be very useful for marketing. Ms. Emge confirmed the City does not use Pinterest and explained that Historic Downtown Snohomish handles most of the City's marketing efforts.

Ms. Emge also said that an option to increase font size has been added to the City's website. In addition, the website is scheduled for redesign in 2017, so staff is looking forward to getting more feedback and suggestions for website improvement.

Ms. Norton-Arnold provided the Committee with two forms for their review. The forms would be used for organizing goals and making final recommendations to Council. The Committee discussed the draft goals that they have come up with thus far and divided the goals amongst themselves in order to do further research in the next month on ways to best implement the goals, for example removing barriers by educating citizens on how they can participate and furthering accessibility by videotaping council meetings. Ms. Norton-Arnold suggested Committee members think about dates and timelines keeping in mind what is possible and realistic. At the end of this discussion, Ms. Norton-Arnold told the Committee that she would draft the goals and send it out to the Committee for ideas and feedback by Wednesday.

Mr. Bauman reminded the Committee that staff would need to consider cost factors of the final recommendations before submitting them to Council. He updated the Committee on the focus group sessions this coming Wednesday evening. Two members of the Open Government Committee are participating and they have one more spot open. It will be from 5-9:30 p.m. in Kirkland. He plans on presenting the focus group results at the April meeting.

Mayor Guzak said that she is dedicated and open to having fun at City Council meetings. When she sees new faces in the audience she will thank them for coming and enjoys their participation. For example, citizen Jerry McLean has sang at Council meetings. Mayor Guzak is very open to more creativity when it comes to Council meetings, while at the same time following the required structure.

Ms. Emge mentioned the fireworks topic and how even though the City sent out many social media posts, newsletter articles and notices of the upcoming council meeting topic, not one citizen showed up at the council meeting. Mr. Bauman agreed that this is another example of why citizen responsibility should also be emphasized; it is a two way street.

Ms. Olson talked about the newsletter that was sent out with utility bills recently and asked for feedback on this method of relaying information.

The meeting adjourned at 7:00 p.m.