

Minutes, Kirkland Alliance of Neighborhoods
November 19, 2020 Virtual online meeting, Zoom

Note: Action items are highlighted in yellow.

Neighborhoods attending:

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|-------------------------------|--|
| Central Houghton | |
| Everest | Anna Aubry |
| Evergreen Hill | |
| Finn Hill | Bill Blanchard (KAN Co-Chair) |
| Highlands | Debbie Ohman, Karen Story |
| Juanita Neighborhoods | Leo Gilbert |
| Lakeview | Mark Still |
| Market | Ken Mackenzie, Laura Harding |
| Moss Bay | |
| Norkirk | Jane Ainbinder, Huan Zou, Janet Pruitt |
| North Rose Hill | |
| South Rose Hill/Bridle Trails | Chris Kagen |
| Totem Lake | |

City Staff/Elected Officials attending:

- David Wolbrecht, Neighborhood Services Outreach Coordinator
- David Barnes, Senior Planner
- Martha Chaudhry, Special Projects Coordinator

Guests:

- <none>

7:03pm Introduction

- Co-Chair Bill Blanchard called the meeting to order

7:06pm Public comments

- Janet introduced new Norkirk co-chairs
 - Jane Ainbinder
 - Huan Zou

7:11pm Sustainability Master Plan

- David Barnes, Program Manager, presenting
- COVID impact
 - City will likely continue using online meetings more than in the past, given successes in this format
- Wordle for sustainability



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- Sections
 - Energy supply + emissions
 - Building and infrastructure
 - Land use and transportation
 - Natural environment and ecosystems
 - Sustainable materials management
 - Sustainable governance
 - Sustainable business
 - Healthy community
- Sustainable decision-making matrix
 - Score concepts and projects
 - 90-point scale
- Latest draft plan:

[https://www.kirklandwa.gov/Assets/City+Council/Council+Packets/111720/9e_B
business.pdf](https://www.kirklandwa.gov/Assets/City+Council/Council+Packets/111720/9e_B%20business.pdf)
- Email David at dbarnes@kirklandwa.gov with questions or comments
- Q&A
 - (Ken) Which of the focus areas do you believe resonates most and least with residents?
 - Climate has a lot of enthusiasm
 - Sustainable business has less emphasis right now, as businesses are in survival mode
 - (Ken) Should equity/inclusion be its own plan, rather than part of this sustainability plan?
 - David was considering equity/inclusion at the outset of the project, and then it swelled into higher emphasis with BLM movement
 - City Council gave great direction and encouragement
 - Result: equity is woven throughout, not just in its own section

7:45pm Budget overview

- David Wolbrecht, presenting
- Walkthrough of the budget proposal for the next biennium
- Highlight on Community Safety Initiative
 - Harvesting best practices from other communities
 - Non-police response personnel, policies
 - Enacting Resolution 5434: safety, welcoming, inclusion, equity
- Q&A
 - (Anna) Where is the impact on budget from development fees, etc.?
 - There are many funding sources addressed in the budget. The overall projection is for deficit over the next biennium.

- (Debbie) Like the Community Partners aspect
- (Janet) Will it be difficult to recruit the non-police responders that we want to get?
 - Hopefully we'll be leading the pack, by being ahead of other communities! We'll find out.
- (Ken) Looked back at past budgets for forecasts of property tax vs. sales tax. Property tax outweighed sales tax as an income source.
 - Yes, I believe that's true.
 - (Chris) Prefer this, as sales tax is regressive. Would like to see the majority of tax income from property or income tax.
- (Mark) Do you have a bottom-line figure for the budget?
 - Don't have the numbers at my fingertips, will get back to you
- (Laura) Is there a foundation of austerity for this budget cycle?
 - Absolutely. Watch a council meeting to see how it's being expressed: "No new actions without demonstrated funding," etc.

8:05pm Neighborhood Services Program

- David Wolbrecht, presenting
- Maintaining current staffing levels
- Same amount for Matching Grant Programs as 2019-20
 - Was previously done on a flat rate + per capita amount
 - Difference cycle-over-cycle is probably in the \$100 range
 - Alternative? Would have to create one ... Even split across all NAs, etc.
- Discussion on allotment methods
 - Karen: If we looked at the total available, maybe we could discuss over email and determine if there's a better way
 - \$2,500-\$6K per neighborhood, intended for community events, communication, etc. (\$44K total)
 - Grant dollars are matched to funds spent or to volunteer hours
 - Decision: KAN to consider alternatives by email, then Bill will convey a decision to David by 12/1/20

8:20pm Neighborhood Safety Program

- David Wolbrecht, presenting
- Continuing, with exact funding TBD
 - May be a supplementing grant underway from federal funding
- Watch for email with milestones, requirements
 - Submitting project ideas is the first step
 - Submit on the "Suggest a Project" site
 - Deadline pushed back by two weeks

8:25pm Shop Local Kirkland update

- Martha Chaudhry, Special Projects Coordinator in the City Manager's office
- Biggest challenge right now is moving the business applicants through the process
- Social media promotion is well underway, plus a mailer to 39K households
- 140 businesses on the platform, 200 in the pipeline

- 18K hits on the site to date, exceeding expectations
 - At least 1K click-throughs to businesses
- (Bill) What are your criteria for success?
 - Originally: register 25 businesses by end of October; number of registrants
 - Now, with pace good, considering other measures of success (for example, 10K eyeballs by end of year)
- Window decals, other promotional materials rolling out
- Advice from KAN for robust consumer engagement?
 - (Chris) Highlight a consumer story, showing success and fulfillment, especially as part of a holiday promotion.
 - (Martha) Great notion, though the City can't promote any particular business
 - (Anna) Avoid that issue by having the businesses themselves post such content on their own behalf.
 - (Bill) Is there a brochure or packet that I can convey to a local business? (Answer: yes, let Martha know and she can provide it.)
 - (Laura) What's been done well in other places, trying the same thing? (Answer: We've certainly looked at similar models: Auburn, King County, etc. Our version is more visual than most. Our current efforts are concentrated on outreach, social media, and financial incentives more than simple altruism.)
 - Watch for "pledge" campaign to roll out
 - Pledge to buy local
 - Craft good user stories around this
 - (Laura) Can you get a big corporate retail to sponsor in some way? (Answer: open to partnerships, concentrating now on platform.)

8:23pm Kari Page retirement gift

- Dec 9, 2020 – invitation went out to current and past KAN folks
- It's at the time of our regular KAN meeting
 - We don't usually have a December mtg
 - So, is this the only agenda for the evening? -- Yes
- Bill will speak
- Kari will open recognition present that will be shipped ahead of time
- Bill to invite attendees ahead of time, for folks who would like to speak, tell a story

8:48pm Hot topics

- Round the horn: What are you doing for Thanksgiving?

9:07pm Closing

- Adjourned at 9:10pm
- Next meeting: December 9, 2020 for Kari retirement, then next regular meeting is January 13, 2021