

**REDMOND CITY COUNCIL
PUBLIC ADMINISTRATION AND FINANCE COMMITTEE
MEETING SUMMARY**

Council Conference Room
15670 NE 85th Street, Redmond, Washington

Tuesday, October 16, 2012
4:30 p.m.

Council

John Stilin, Chair
Hank Margeson
Hank Myers

Staff

Mike Bailey, Finance and Information Services
Director
Jeri Rowe-Curtis, Chief Policy Advisor
John Marchione, Mayor
Michelle M. McGehee, MMC, City Clerk

Convened: 4:30 p.m.

Adjourned: 5:16 p.m.

MEETING SUMMARY

Committee Chair John Stilin called the meeting to order, reviewed attendance, and overviewed the agenda.

Monthly Financial Report

Mr. Mike Bailey, Finance and Information Services Director, provided a report on overtime hours, highlighting areas that use the most overtime such as parks and special events. The quarterly report will be presented to the Council this evening and will focus on sales tax. Some budget amendment needs will be presented to the Council at the December 4, 2012, meeting.

General discussion ensued regarding police overtime and how it is accounted for in the monthly reports.

Business License Code Housekeeping Amendments

Mr. Mike Bailey, Finance and Information Services Director, stated that the business licensing function has recently been transferred to the Planning Department to align with permits. There will be no change in rates, just a simplification in methodology for the charges. The amendment will be on the November 5, 2012, consent agenda.

Clerk Report on Agenda Process Improvement

Ms. Michelle McGehee, City Clerk, stated that the scope of work is completed as a draft and is being reviewed by Information Services for the final technical requirements. The draft should be finalized this week and will be completed after it goes through the purchasing manager.

Communications Planning

Ms. Jeri Rowe-Curtis, Chief Policy Advisor, stated that Communications in the City of Redmond needs realignment by incorporating the vision statement and the six key priorities. This will help staff rethink the way they approach Communications and who their customers are. The main areas of improvement are:

- The City of Redmond has a lot of recognition that needs to be promoted.
- Focus on broad initiatives that build on each other.
- Target specific groups of people.
- Leverage technology to the City's advantage.
- Endorse three to four core messages that are always clear no matter what is spoken about.
- Create a brand for the City.
- Use a feedback loop that monitors engagement and dialogue.
- Put standards and metrics in place.
- Utilize social media. Over the last week, Communications has been using Twitter and Facebook to engage residents.
- Promote Redmond through achievements, milestones, community identity and as a leader in the region.

Ms. Rowe-Curtis plans on looking into the demographics of the area and how to use it as a tool to improve communication. Simple customer service issues hurt Redmond and are easy to fix, such as making quick fact information easily obtained. City staff needs to be trained to effectively promote the Redmond brand.

General discussion ensued regarding if any city is currently branding themselves successfully.