



SCA Board of Directors MINUTES

October 31, 2012 9:00 AM
Renton City Hall
1055 South Grady Way, Renton 98057

1. Denis Law, SCA President, called the meeting to order at 9:12 a.m.
Members present: Chris Eggen, Don Gerend, Ken Hearing, David Johnston, Matt Larson, Pete Lewis, Bob Sternoff, Dini Duclos, Dave Hill, Jamie Perry
Members absent: John Marchione, Mia Gregerson
Staff present: Deanna Dawson, Kristy Burwell
2. Pete Lewis moved, seconded by Chris Eggen, to approve the Consent Agenda. The motion passed unanimously.
3. President Law reported that the SCA Leadership has been meeting with King County Executive Dow Constantine on a monthly basis to discuss issues in King County. The SCA Leadership will also be meeting with Puget Sound Regional Council (PSRC) Executive Director Bob Drewel on a quarterly basis to discuss issues in the Puget Sound region. It is evident that PSRC feels strongly about SCA and its members.
4. SCA Executive Director Deanna Dawson reported that the SCA Communications Committee has been meeting to discuss the SCA logo, website, and other marketing items. President Law introduced Ken Saunderson of Saunderson Marketing Group who gave a presentation on his firm's work. Saunderson provided a short background on how they arrived at the proposed new logo and home page idea for the new website. Feedback from the 2012 SCA Membership Survey helped the Saunderson Marketing Group to focus on value for the SCA Membership by adding a Member Portal on the proposed website so that members would have exclusive access to certain items. The Survey results highlighted both positive and negative views on the word "suburban." Board members had a robust discussion on the idea of changing the name of SCA from Suburban Cities Association to Sound Cities Association. Comments included that many member cities do not consider themselves as suburban cities and that the word sound not only describes our region but it also portrays that the member cities are strong and powerful. Members discussed that by changing the name to Sound Cities Association, it allows flexibility in future membership.

Bob Sternoff moved, seconded by Chris Eggen, to adopt the logo and tagline as presented and delegate the finalization of colors to the SCA Communications Committee. The motion passed unanimously.

Bob Sternoff moved, seconded by Matt Larson, to recommend to the SCA Membership to change the name of the organization from Suburban Cities Association to Sound Cities Association. The motion passed unanimously.

5. ED Dawson reported on the 2012 SCA Membership Survey and that she is pleased with the results. There is general satisfaction with 90% stating that SCA is headed in the right direction. Mercer Island is very likely to return as a member of SCA in 2013, although the Council has not adopted the 2013 budget. The staff of SCA received great compliments and there is a high level of satisfaction with the PIC and Board of Directors. ED Dawson reported that many members do not understand how SCA operates including the purpose of the Annual Meeting. To help with the education on the organization and operations of SCA, ED Dawson is visiting councils and making presentations at their meetings. The survey addressed the issue of each city having one vote and almost all members, from all city sizes, responded that SCA should keep one city one vote. Some members continued to state that if SCA decided to change to a weighted vote system, that they may discontinue their membership. The survey resulted in good feedback on the future direction of SCA as well as recommendations on educational and networking event opportunities. The surveyed members asked that there be a better definition of divisive positions that come before the PIC. The PIC Operations and Procedures Subcommittee is proposing a higher level of detail into the PIC Operating Policies at the next meeting of the PIC. Some members reported that they'd like to see SCA active in legislative issues in Olympia, while others would prefer that SCA focus on King County issues and not State issues. ED Dawson noted that it is difficult for cities to participate in a discussion or vote on an amendment to an issue that their councils have not vetted. Amendments need to be provided in advance of the PIC meeting so that councils can weigh in on their city's position. Bob Sternoff inquired if staff will provide a one page overview on PIC issues so that PIC members can provide accurate reports to their councils. Pete Lewis inquired if a training session could be conducted at the first meeting of the PIC in 2013 to address the responsibility of the PIC members. Lewis continued that part of the responsibility is the information needs to be distributed to the appropriate city departments and council for cities to properly address the issue. Chris Eggen asked how the members were selected to participate in the survey. ED Dawson replied that many requests were sent to all SCA members with the option to participate in the 2012 SCA Membership Survey. Four cities did not participate, however Mercer Island did participate; all other cities had at least one member participate, if not multiple members. ED Dawson reported that there were a number of comments that SCA needs rebranding and a new website. These responses did not come from current board members and therefore shows that the SCA Board of Directors is leading the organization in the same direction as the membership desires.
6. SCA Finance Committee Chair Don Gerend, reported that the committee has addressed the need to expand the office space of SCA and voted unanimously to recommend that the SCA Board of Directors adopt a budget amendment for tenant improvements and move SCA bank accounts.

Dini Duclos moved, seconded by Chris Eggen, to adopt the 2012 budget amendments for tenant improvements. The motion passed unanimously.

Ken Hearing moved, seconded by Chris Eggen, to switch primary SCA accounts from Bank of America to Sterling Savings Bank. The motion passed unanimously.
7. The SCA Board of Directors entered into Executive Session to Discuss Executive Director Performance Evaluation. The chair's recommendation of the annual review of the Executive Director was unanimously approved.
8. President Law asked for a motion to recommend the 2013 SCA Budget as amended by the SCA Board of Directors to the SCA Membership for adoption.

Pete Lewis moved, seconded by Jamie Perry to recommend the 2013 SCA Budget as amended and submit to the SCA Membership for final adoption. The motion passed unanimously.

The SCA Board of Directors had a robust discussion on the proposed amendments to the SCA Bylaws. Pete Lewis provided the history on the role of the PIC Chair on the SCA Board of Directors. He explained that the PIC Chair is a strong voice for the cities on the Board. Lewis introduced a proposed amendment in Bylaw paragraph 4.17.7 g, which would limit any member from serving more than six years on a regional board or committee effective with the 2014 appointments. Ken Hearing agreed that this would help create succession planning and should not apply to alternates. Bob Sternoff and Dave Hill agreed that having term limits beneficial for SCA and the regional boards and committees.

ED Dawson recommended that when the results of a voice vote cannot clearly be determined, any member may call for a roll call vote. All members agreed that this language should be added.

Pete Lewis moved, seconded by Dave Hill, to recommend the Amendments to SCA Bylaws as amended by the SCA Board of Directors and submit to the SCA Membership for final adoption. The motion passed unanimously.

Chris Eggen reported on the City of Shoreline's proposed amendments to the SCA Bylaws. The City of Shoreline is frustrated that their amendments were not addressed earlier in the year. Eggen appreciates that one of the proposed amendments, to record the votes at the PIC, has already been put into action. This practice ensures accountability that the vote of the city was cast appropriately at the PIC. Votes recorded at the Board of Directors meetings will reflect the SCA caucus (North, Snoqualmie Valley, South, and South Valley). There will not be a quarterly report circulated.

Eggen continued to report on the remaining City of Shoreline proposed amendments. With regards to the amendment to change the voting method from one city one vote to weighted voting, the SCA Board of Directors agreed that it is not a fair method of voting. The south cities would always overwhelm the north cities. There was a robust discussion including the consequences for changing the method of voting. Members were thoughtful and considerate of other member cities. Concerning the position of an individual city if different than the SCA public policy position, ED Dawson clarified that if a public policy position is adopted, it is by the consensus of the SCA. Where there is no adopted public policy position, a member is free to vote their conscience as long as it doesn't harm other SCA member cities.

Chris Eggen moved to recommend the remaining City of Shoreline proposed amendments. The motion failed for lack of a second.

9. Bob Sternoff, Chair of the SCA Membership Committee, reported that SCA continues to make recruiting efforts to other cities, such as Carnation and Mercer Island. Chair Sternoff also reported that there has been some confusion in the benefits that Regional Associate Members receive in return for their sponsorship of SCA.

Pete Lewis moved, seconded by Dini Duclos, to approve the SCA Membership Committees recommended revised Regional Associate Membership Dues Structure:

- a. The highest membership level (name TBD by SCA ED Dawson) would pay annual membership dues of \$6,000. For those dues, the member would receive the following benefits:

- i. Their logo on every networking dinner announcement;
 - ii. Special thanks at each dinner, and an opportunity to speak about their organization at one dinner annually;
 - iii. The opportunity to place a table with informational materials inside each networking dinner;
 - iv. Two tickets to each SCA networking dinner;
 - v. Prominent (front page) placement of logo on the updated SCA website
 - vi. All other benefits received by basic members; and
 - vii. Other benefits as may be determined once SCA launches its new website and social networking capabilities. (For example, Eggen suggested allowing one Facebook post per month. The committee liked this suggestion, and agreed that this and similar benefits should be given to high level members).
- b. The intermediate level sponsor (name TBD by SCA ED Dawson) would pay annual membership dues of \$3000. For those dues, the member would receive:
- i. Sponsorship of one event (either a Networking Dinner, or another event to be agreed upon with SCA);
 - ii. Two tickets to the sponsored event;
 - iii. Their logo on the announcement for the sponsored event;
 - iv. The ability to present at the sponsored event;
 - v. Their name listed as a member on the SCA website (not necessarily on the front page);
 - vi. All other benefits received by basic members; and
 - vii. Other benefits as may be determined by SCA.
- c. The basic membership dues would remain at \$500. Benefits of membership include:
- i. Invitation to attend SCA events;
 - ii. Ability to serve on selected SCA committees (e.g., Events Committee);
 - iii. Logo placement and link to member website on SCA website;
 - iv. Recognition at SCA annual meeting.

The motion passed unanimously. The levels of sponsorship shall be named at ED Dawson's discretion.

10. ED Dawson asked for a motion to adopt the PIC recommended public policy positions.

Pete Lewis moved, seconded by Chris Eggen, to adopt the following public policy positions:

SCA recognizes that Solid Waste Disposal is a regional issue and that cities that host facilities are impacted. Suburban Cities Association supports the Solid Waste Division mitigating the long term impacts of Transfer Stations and other regional facilities on host cities and recognizes that the maintenance of infrastructure and other impact mitigation are a cost of operating the Solid Waste System. King County Solid Waste should work with host and adjacent cities to identify impacts and to determine how to address these impacts.

SCA supports a King County product stewardship program that provides a safe and effective means of disposal of pharmaceutical products.

The motion passed unanimously.

11. Matt Larson, Chair of the SCA Events Committee, reported that the City of Issaquah was recommended for the RISE Presentation at the November 14, 2012 SCA Annual Meeting and Networking Dinner.

12. David Johnston, City Manager of Maple Valley, was unable to stay for the unanticipated extended length of the SCA Board of Directors meeting. There was no City Manager Report.
13. For the good of the order
Ken Hearing inquired if the new tag line could be more effective as a sentence: 1 million people living in 37 cities with one voice. Deanna commented that it would be a great elevator speech!

The meeting was adjourned at 11:49 a.m.