



**Special City Council Meeting
October 29, 2015 - 8:00 AM
Wesley Homes, 32049 109th PI SE,
Auburn, WA 98092
AGENDA**

I. CALL TO ORDER

II. DISCUSSION ITEMS

- A. Council Retreat October 29-30*

III. ADJOURNMENT

Agendas and minutes are available to the public at the City Clerk's Office, on the City website (<http://www.auburnwa.gov>), and via e-mail. Complete agenda packets are available for review at the City Clerk's Office.

*Denotes attachments included in the agenda packet.

City of Auburn 2015 Council Retreat Pre-read

Please review the following material prior to our retreat on October 29th & 30th for context in setting goals, strategies and initiatives.

Proposed Vision Statement:

Your Premier Community with Vibrant Opportunities.

Proposed City Mission Statement:

To provide a service-oriented government that meets the needs of our citizens and business community.

Proposed Core Values:

- Innovative
- Respectful
- Dedicated
- Hard-Working
- Ethical
- Fair
- Environmentally Sensitive
- Trustworthy
- Financially Responsible
- Charitable
- Safe
- Transparent
- Engaged
- Responsive
- Supportive of the Arts
- Supportive of Life-Long Learning
- Embrace Diversity (Pluralistic)

Key points from 2012 retreat on next page

Key Points – 2012 Auburn City Council Retreat 50-Year Economic Development Visioning

The City Council through a detailed discussion identified the following economic sectors that it wanted to focus on for future economic development planning and implementation. Any sector scoring above a score of 3 in combined Council voting was considered a priority economic sector. Any sector scoring below a 3 was not considered a priority and was not to be strategically pursued.

Sector	Score
Healthcare Research (Provision & Prevention)	3.9
Ecosystems Management (“Green Engineering”)	3.9
Education	3.75
Bio-Research Facilities	3.75
Aerospace	3.5
Manufacturing	2.8
Construction Technologies	2.8
Tourism	2.5
Entertainment	2.2
Transportation Services/Sales	2.0
Logistics	2.0
River Tourism	1.8

Council Perceptions on Why People “Leave Auburn” for Other Services:

- Lack of restaurant diversity
- Lack of a driving range
- Lack of concert opportunities
- Lack of music venues
- Lack of night clubs
- Lack of dancing opportunities
- Lack of a bowling alley

Council Wants: Economic Development

- Non-vehicular transportation connections
- Inner city trolley service/route
- Portable ice rink in Downtown Auburn with commercial vendors
- More cultural celebrations throughout the City celebrating the community’s diversity

Council Passions Relating to Economic Development:

- Diversity of community celebrated and used as economic asset
- Community center
- Veteran/Human Services One-Stop Center

- Major corporate national or regional headquarters
- Expanded airport capable of accommodating larger and more diverse plane types
- Engaged and growing Green River Community College
- More for-profit and non-profit educational institutions
- Creation of an entrepreneurial district
- City and Muckleshoot Indian Tribe Joint Venture – Business/Entrepreneurial Village Center
- Green/sustainable community – as good or better for the next generation
- Increased entertainment options

Council Recommendations for Focuses for Identified Economic Development Strategy Areas:
Urban Center Strategy Area – Healthcare, Entertainment, High Density Housing and Green Engineering Economic Focuses (*Council identified this Area as a high priority area for future policy and financial investments)

Auburn Environmental Park and Environmental Park District Strategy Area – Healthcare Research, Ecosystems Management, Education, Bio-Research Facilities, Aerospace Economic Focuses (*Council identified this Area as a high priority area for future policy and financial investments)

M Street and Harvey Road Corridor Strategy Area – Services, Retail and Mixed Uses Economic Focuses

Auburn Way South Strategy Area – High Density Housing, Entertainment, Healthcare, Restaurants, Hotels, Services Economic Focuses (*Council identified this Area as a high priority area for future policy and financial investments)

North End (Auburn Way North) Strategy Area – Retail, Entertainment, High Density Housing, Mixed Uses Economic Focuses

A Street Corridor Strategy Area – High Density Housing

15th Street SW & C Street SW Strategy Area – Mixed Uses Economic Focus

312th Street and 124th Avenue SE (Lea Hill) Strategy Area – Retail Services Economic Focus

2015 retreat agenda on next page

City of Auburn

Council Retreat Agenda

Retreat Day 1: Thursday, October 29, 2015

Timeline

Breakfast from 7:30 AM to 8:00 AM

1. Preliminaries

8:00AM

- 1.1. Opening remarks
- 1.2. Review agenda & roles
- 1.3. Planning vocabulary

2. Intuition Exercise

8:30AM

3. Review City Vision

8:45AM

- 3.1. Vision statement

4. City Situation Analysis

9:00AM

- 4.1. SWOT/PEST exercise

Break

10:30AM

5. 5 Yr Goals Development (headlines exercise)

10:45AM

- 5.1. Brainstorming
- 5.2. Consolidation/prioritization
- 5.3. Frame goal statements

Lunch

Noon

6. 3 Yr Strategic Development – Breakout Session I

12:30PM

- 6.1. Brainstorming
- 6.2. Consolidation/prioritization
- 6.3. Frame strategies

7. Team Presentations

1:30PM

- 7.1. Team presentations
- 7.2. Group feedback

Break

2:30PM

8. 3 Yr Strategic Development – Breakout Session II

3:30PM

8.1. Revise strategies

9. Prioritize Strategies

4:00PM

9.1. Strategy board voting

10. Day 1 Wrap Up

4:15PM

10.1. Evaluation

10.2. Closing remarks

Conclude

5:00PM

Retreat Day 2: Friday, October 30, 2015

Timeline

Breakfast from 7:30 AM to 8:00 AM

1. Preliminaries

8:00AM

1.1. Review agenda

2. 1 Yr Initiatives Development – Breakout Session III

8:15AM

2.1. Brainstorming

2.2. Consolidation/prioritization

2.3. Frame initiatives

Break

10:00PM

3. Team Presentations

10:15PM

3.1. Team presentations

3.2. Group feedback

4. 1 Yr Initiatives Development – Breakout Session IV

11:15PM

4.1. Revise initiatives

5. Prioritize Strategies

11:45PM

5.1. Initiative board voting

6. Day 1 Wrap Up

Noon

6.1. Next steps

6.2. Closing remarks

Conclude

12:30PM