

MINUTES OF THE CITY COUNCIL
OF THE CITY OF PULLMAN
JULY 26, 2011

Roll Call

A regular meeting of the City Council of the City of Pullman was held on July 26, 2011, at 7:30 p.m. in Council Chambers, City Hall, Pullman, Washington with the following present:

Glenn A. Johnson	Mayor
William F. Mulholland	Finance Director
Francis Benjamin	Councilmember
Jeff Hawbaker	Councilmember
Bill Paul	Councilmember
Barney Waldrop	Councilmember
Nathan Weller	Councilmember
Pat Wright	Councilmember

Call to Order

Mayor Johnson called the regular meeting to order at 7:30 p.m. Councilmember Wright moved, Councilmember Weller seconded to excuse Councilmember Bloom from the meeting.

Motion Carried.

Announcements

There were two announcements.

**Confirmation of
Appointments**

Arts Commission

Mayor Johnson announced that he had appointed Carl V. Mattoon to a term on the Arts Commission expiring December 31, 2012, and John Rich to a term on the Arts Commission expiring December 31, 2013.

Councilmember Weller moved, Councilmember Paul seconded to confirm the appointments.

Motion Carried.

ORDER OF BUSINESS

Approval of Recommendations of Consent Agenda Items

CONSENT AGENDA

Mayor Johnson reviewed the items on the Consent Agenda with the Council and audience. He stated that items listed on the Consent Agenda are considered to be routine in nature and will be enacted by a single motion of the Council without separate discussion. If separate discussion is desired, that item may be removed from the Consent Agenda and placed on the Regular Agenda by Council request. Councilmember Paul moved, Councilmember Hawbaker seconded to read the items on the Consent Agenda by title only.

Motion Carried.

City Attorney McAloon read the items on the Consent Agenda by title only. Mayor Johnson asked if there were any requests for removal of items from the Consent Agenda from the Council. There were none. Councilmember Benjamin moved, Councilmember Wright seconded to adopt the Consent Agenda as presented.

Motion Carried.

Motions

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| Minutes - July 19, 2011 | 1. | The Council dispensed with the reading of the minutes of the special meeting of July 19, 2011, and approved them as submitted. |
| Lodging Tax Grant - Washington Distinguished Women | 2. | The Council approved a Lodging Tax grant to Washington Distinguished Women in the amount of \$2,000. |
| Change Order on B Street Sidewalk - Alpha to Michigan | 3. | The Council ratified Change Order No. 1 to Contract No. 11-06, B Street Sidewalk - Alpha to Michigan. |
| Change Order on Sidewalks 2011 | 4. | The Council ratified Change Order No. 1 to the Sidewalks 2011 contract. |
| Public Hearing Date | 5. | The Council set August 23, 2011, as the date for a public hearing on a ward redistricting plan for the City of Pullman. |

Resolution

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| Resolution No. R-51-11 - Legal Publications | 6. | Resolution No. R-51-11 |
| | | A RESOLUTION ACCEPTING THE BID OF THE MOSCOW-PULLMAN DAILY NEWS FOR LEGAL PUBLICATIONS AND AUTHORIZING THE DESIGNATION OF THE MOSCOW-PULLMAN DAILY NEWS AS THE OFFICIAL NEWSPAPER OF THE CITY OF PULLMAN. |
| | | Resolution No. R-51-11 was adopted unanimously. |

REGULAR AGENDA

Discussions

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| Economic Update | 7. | Mayor Johnson announced that an economic update is scheduled. City Supervisor Sherman presented the staff report and stated that these updates have been going on since 2008. He thought by this time we would be done with them, but we are still giving them. He highlighted several areas in his twenty-seven pages of material. He included references marked by the Economic Revenue Forecast Council and letters from President Floyd. President Floyd indicated, in his fifteen years as a university president, he had never encountered the succession of budget reductions that we have experienced in the higher education budget sector. Over the past four years WSU has realized budget reductions of 52 percent or \$231,000,000. He indicated these are real dollar reductions and the impact has been devastating for the University. The University has had to eliminate, in the last three years, over 517 positions. WSU is also looking at an increase in tuition rates by 16 percent for the next two years. City Supervisor Sherman stated that construction is still extremely weak. Washington employment grew less than expected in the three months since the March forecast was released. The economy added just 8,400 jobs in March and April. There was no job growth in May. In these three months we expected 14,800 jobs in the March forecast. The private sector had added 11,100 jobs during that same time period, but the public sector employment declined by 2,700. |
| | | Councilmember Weller congratulated City |

Supervisor Sherman and his staff for keeping the City Council informed. Councilmember Paul mentioned that, in 2012, the sales tax exemption on farm equipment was due to expire.

Mid-Year Financial Summary and Year-End Projections

8. Mayor Johnson announced that a mid-year financial summary and year-end projections discussion is scheduled.

Finance Director Mulholland gave the staff report. He went through the General Fund expenditures giving explanations of some of the larger finance increases to year-to-date figures. His projections indicated that the expenditures would come in \$105,000 under budget. He then went through the General Fund revenues which are at 47.6 percent of budget. The biggest increase was in sales tax which is over \$303,000 above budget, but he indicated that in year-end projections that figure should decline to about \$109,000 over budget. His revenue projections would be that we would come in at close to \$99,000 under budget. The net effect should be about \$6,600 under budget. He also went through the funding of the CIP program from 1987 to 2010, indicating it was a Council goal to expend over \$350,000 a year and at present we have averaged \$431,699. That is a result of high expenditures in 1988, 1998, 1999, and 2004 which brought the average up. Since 2004 we have not had any year that exceeded the \$350,000 capital project goal. He also showed figures through June 30, 2011, on the permit valuation which is almost where we were at total for last year. Family housing permits, which we had 37 units last year, totaled 13 permits for the current year.

Councilmember Benjamin was concerned that projected expenses for fire services was going to be over 120 percent. Finance Director Mulholland informed him that this is offset with ambulance which is at 75 percent of the budget. At the end of the year, the two combined budgets should be about \$4,700 under budget. He said that the disparity, especially in the Fire Department, was a function of the overtime and how it is allocated between fire services and ambulance and that indicative of past years these usually flush each other out and are pretty close to being even as a total fire budget.

Social Media and e-Governance

9. Mayor Johnson announced that a discussion is scheduled on social media and e-Governance. City Supervisor Sherman presented the staff report and briefly went through the high points of his memo. He indicated it was a 2011 City Council goal to consider e-Governance and social networking options within the constraints of public records and other legal requirements to enhance citizen accessibility to information. The discussion started off with City Attorney McAloon, who went through some of the e-Governance and social media network considerations. She said that many cities, counties, and special purpose districts have already established twitter accounts and Facebook pages; a number having done so without fully preparing themselves for the increased responsibility that these formats impose on City staff in the form of site monitoring, records retention, and electronic data storage management. She said that she and Information Systems Manager Mark Bailey have already begun work on a City policy for use of social media Websites. She concluded

with the old fashion e-mail accounts and the compliance with the public meeting and public disclosure act continued to be an ongoing issue with seemingly new requirements imposed on local government, elected officials, appointees, and employees almost daily. She closed with they will be bringing proposed policies to the Council for consideration in the next few months.

Councilmember Benjamin asked her about the retention of information on Facebook, saying it is a third party software. Information Systems Manager Mark Bailey interjected that there is software available to help capture these items or changes. Councilmember Benjamin also inquired about the order of e-mails being sent, if we forward an e-mail to someone, which is the one that has to be recorded to make sure the metadata is there. City Attorney McAloon stated that there is actually two separate records we need to maintain, the original records plus the forwarded record.

Councilmember Weller wanted to ensure that the City becomes proactive rather than reactive in relation to social media.

Information Systems Manager Mark Bailey went through his memo including areas that he is currently involved with. These included the City Website, Government Access Channel, online payments, which he is working with Finance to implement, and setting up a social networking policy.

Councilmember Waldrop asked the advantage of getting involved with Facebook and Twitter as compared to just our Website. Information Systems Manager Mark Bailey indicated it was a two-way communication and it is also the media used by more and more people.

Mayor Johnson asked questions about productivity decreases in the workplace due to these accounts. Councilmember Benjamin stated that various media is favored by one age group more than another.

Recreation Supervisor Dahmen went through how Parks and Recreation are using social media. He indicated they have over 400 friends who follow them on Facebook. Information they generally post is program notifications that includes rain out information, changes to sport schedules or venue, announce classes that are starting in a couple of days, adding more registrations, and highlighting special events that are coming up. He uses the posted information as a means of marketing. Their Webpage has a lot of similar type information including the entire activity brochure, weather cancellation, maps, program rental agreement forms, staff contact information, etc., as well as posting information on Government Access Channel 13. He also stated that a couple of years ago they started sending e-mail registration receipts rather than through the post office. Staff has estimated it has saved the department several thousand dollars a year.

Councilmember Wright stated that it seemed that Facebook was the best application for what they are doing.

Finance Director Mulholland gave an update on the

system that they are implementing for online credit card payments. He also indicated that they are looking at a couple of systems for making payments with credit cards and ACH payments which would enable the City to be qualified for rebates that could be up to as much as \$47,000. He also stated he is looking at check scanning machinery that would speed up collection and reduce bank charges and result in productivity gains.

Temporary Library Services Manager Joanna Bailey talked about the information that is delivered electronically through the Library's Website. They also have a blog that they utilize for getting additional information to users, presentations made to the City Council at televised meetings as well as informational slides on the Government Access TV.

Councilmember Waldrop indicated there is a link from the City Website to the Library Website, which she indicated there was. Councilmember Wright asked if Facebook could be utilized in place of the blog. Temporary Library Services Manager Joanna Bailey mentioned that they will look into that, but she did not know at the present time whether it would suffice for what they are doing.

Councilmember Weller wanted to know how many hours they would save by using Facebook as compared to the blog. Temporary Library Services Manager Joanna Bailey did not know.

Police Chief Jenkins went through his memo. He said information is given to the public on the police section of the Website. Information available to the public includes daily activity logs, press releases, and application forms for department issued permits and registrations. They are currently making improvements to the Police Department Website. They are looking at areas to consider in the form of e-Governance adding the ability to report online non-emergency code violations, and the ability to pay parking infractions online. He said that they use Twitter for text messaging. Those interested can click on the link at the Police Department Website and sign up for a Twitter account and a link to follow Pullman Police on Twitter. He said presently they have around 100 followers. All commissioned officers have been trained to send Twitter messages and protocol has been established to regulate the messages such as not sending non-emergency messages after 10:00 p.m. The Police Department has refrained from using Facebook due to the fact that they have a lot of negative contacts and monitoring the site would require significant staff time. The overall strategy of the Police Department is to maintain a constantly updated and relevant Website where the public can obtain a wide variety of information, communicate with them through online contact forms, and conduct business appropriate for an online environment.

Councilmember Waldrop asked about Twitter records. Police Chief Jenkins stated that they are in electronic format and easily saved. Councilmember Benjamin asked about the new text system with the FCC.

City Supervisor Sherman gave a quick update on Whitcom and them accepting text messaging for 911

calls. Councilmember Weller was happy that the citizens had the ability to report graffiti online.

Human Resources Manager Sires said that most of her information was on the Website. Human Resources has been able to use more target advertising for positions. Electronic journals maintained by interest groups for police, fire, aviation as well as newspapers that are electronic newspapers; getting more bang for the buck, having it advertised several days in the electronic newspaper rather than just one day in print media.

Fire Operations Officer Mike Heston stated that most of their information is posted on the Website. It includes such information as first aid/CPR classes, public relation activities, news releases, training, reserve programs, including reserve job applications.

Public Works Director Workman broke it up by departments. He said M&O primarily uses the Website, on the Website users can submit online service requests for water, sewer, stormwater, and street issues. M&O is currently experimenting with online procurement systems through public purchase and is also looking at surplus bidding. Stormwater Services currently uses e-mail in the Website to communicate with the public. Protective Inspections uses e-mail to communicate internally with the public. That most e-mails to Protection Inspections require a phone conversation. There is the possibility, there might be in the future, limited online permitting for say roofs, but it is difficult to accept electronically submitted plans because viewing plans on a computer screen is difficult. It is easy to miss details and having to print out planned sheets for review is an expensive proposition. He stated that Engineering provides some information via the City Webpage, but mostly communicates by e-mail. Transit, at present, does not use any available social media except the Webpage. He said that Pullman Transit is in the process of installing a global position system and automatic vehicle location on all the buses which provide real-time locations for all the buses. It is a Web-based system allowing users to access bus locations throughout the Pullman Transit Webpage and selection of a link to find the bus they want to locate. They are also looking at Twitter, which would provide the best real-time results. It would be much easier for dispatch to convey to riders what is happening with all the routes as situations change during the day and hopefully decrease the number of inquiring calls.

Councilmember Weller made some closing comments. He said that there is always talk about how much time and money it takes to set up social media and monitor it. What the citizens want will determine what we will need to do to provide social media services.

City Supervisor Sherman stated that, in all that we do, especially with social media we've got to do it right.

NEW BUSINESS

Mayor Johnson asked if there was any new business from either the Council or audience.

Janice Brown talked on the use of Twitter in

relation to volcano eruptions in several parts of the world.

ADJOURNMENT

Councilmember Weller moved, Councilmember Wright seconded to adjourn the regular meeting of the City Council.

Motion Carried.

Mayor Johnson adjourned the regular meeting of the City Council at 9:40 a.m.