

CITY OF LANGLEY DRAFT COUNCIL AGENDA
October 2, 2017 5:30 PM

1. CALL TO ORDER

- a. Flag Salute
- b. Roll Call

2. APPROVAL OF AGENDA

3. CONSENT AGENDA

The **CONSENT AGENDA** consists of routine items that normally do not require further Council discussion. A council member may ask questions about an item before the vote is taken, or request that an item be removed from the Consent Agenda and placed on the regular agenda for more detailed discussion. A single vote is taken to approve all items remaining on the Consent Agenda.

- a. Approval of council meeting minutes of 9/18/17.....(to be distributed)
- b. Approval of claims warrants Nos. and EFTs in the amount of \$18976.60.....1-4
- c. Liquor Licenses – Village Wine Shop.....5

4. RECOGNITION/APPRECIATION

5. COMMISSION AND BOARD REPORTS

Langley Library Report
Historic Preservation Commission
Civil Service Commission
Homeless Coalition

6. CITIZEN COMMENTS *

7. MAYOR’S REPORT

8. UNFINISHED BUSINESS

9. NEW BUSINESS

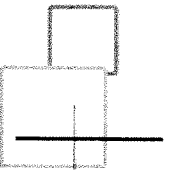
Draft 2018 Operating Budget(To be distributed)
Shakespeare Festival request for additional 2017 Tourism funds.....6-11
Inge Morascini – Budget for December Clipper visits

10. COUNCIL REPORTS

11. DISCUSSION ITEMS

12. ADJOURNMENT

***Citizen Comments:** We welcome comments on subjects of concern or interest that are not on the agenda. Please state your name and address so this can be recorded, and limit your comments to 5 minutes. Questions will be answered immediately if the answer is brief, and the information is available. Otherwise, answers will be provided as soon as possible. Thank you for participating! **If reasonable accommodation of a disability is needed please contact Debbie Mahler at (360) 221-4246 at least 48 hours prior to this meeting.**



Voucher Directory

AT&T Mobility

0

2017 - October - 10/2/17

287235875379X09232017
 001-000-095-528-60-42-04 Spillman/sprint Data Lines

AT&T

\$349.73

Total 287235875379X09232017

\$349.73

Total AT&T Mobility

0

2017 - October - 10/2/17

557174
 105-000-000-557-30-40-01 RR cleaning contract

\$1,100.00

Total 557174

\$1,100.00

Total B & T Cleantech

0

2017 - October - 10/2/17

9162
 001-000-120-558-50-40-00 Bldg. Official/inspections

\$3,409.65

Total 9162

\$3,409.65

Total BHC Consultants LLC

0

2017 - October - 10/2/17

July-Aug 17
 001-000-050-518-50-47-00 Utilities-General Government

\$1,477.35

105-000-000-557-30-47-00 Utilities/VIC & R/R

\$1,347.41

401-000-000-534-80-47-00 Utilities-Water Dept.

\$277.24

402-000-000-535-80-47-00 Utilities-Sewer Dept.

\$633.62

Total July-Aug 17

\$3,735.62

Total CITY OF LANGLEY

0

\$3,735.62

De Lage Landen Financial Services

0

2017 - October - 10/2/17

56343741

001-000-050-518-90-50-34

Copier/printer Lease (inc R&m)

\$554.37

Total 0

Total 56343741

Total De Lage Landen Financial Services

\$554.37

Edge Analytical Labs

0

2017 - October - 10/2/17

17-24733

401-000-000-534-90-47-00

SDWA Testing

\$274.00

Total 0

Total 17-24733

Total Edge Analytical Labs

\$274.00

Gill, Thomas

0

2017 - October - 10/2/17

Jun-Sept

001-000-000-511-60-40-00

Training/Travel - Council

\$116.64

Total 0

Total Jun-Sept

\$116.64

Total Gill, Thomas

\$116.64

Grainger

0

2017 - October - 10/2/17

9548376442

105-000-000-557-30-48-00

Public Restrooms-R&M/Misc'l, Supplies.

\$11.74

Total 0

Total 9548376442

\$11.74

9548763771

001-000-060-521-10-31-00

Office/operational Supplies

\$14.75

Total 0

Total 9548763771

\$14.75

Total Grainger

\$26.49

Les Schwab Tire Centers

0

2017 - October - 10/2/17

41300199456

001-000-070-521-20-32-00

Fuel & Maintenance

\$84.28

Total 0

Total 41300199456

\$84.28

Total Les Schwab Tire Centers

\$84.28

Mahler, Debbie L.

0

2017 - October - 10/2/17

9-12/15

001-000-030-514-40-43-00

Training/travel

\$264.29

WFOA

Total 0
 Total Mahler, Debbie L.
 PACE Engineers, Inc. 0
 Total 9-12/15 \$264.29
 \$264.29
 \$264.29

2017 - October - 10/2/17
 66333
 Total 66333 \$2,163.50
 66334 \$2,163.50
 Total 66334 \$1,985.29
 66335 \$1,985.29
 Total 66335 \$1,985.29
 401-000-000-534-20-41-00 Engineering Services \$1,470.00
 \$1,470.00
 \$5,618.79
 \$5,618.79

Total 0
 Total PACE Engineers, Inc.
 Puget Sound Energy 0
 Total 9-21-17
 2017 - October - 10/2/17
 001-000-050-518-50-47-00 Utilities-General Government \$0.00
 PSE
 101-000-000-542-63-47-00 Street Lighting \$13.37
 PSE
 105-000-000-557-30-47-00 Utilities/VIC & R/R \$62.06
 PSE
 401-000-000-534-80-47-00 Utilities-Water Dept. \$1,347.54
 PSE
 402-000-000-535-80-47-00 Utilities-Sewer Dept. \$0.00
 PSE
 Total 9-21-17 \$1,422.97
 \$1,422.97
 \$1,422.97

Total 0
 Total Puget Sound Energy
 Quill Corporation 0
 Total 9-21-17
 2017 - October - 10/2/17
 9715358
 001-000-050-518-50-34-00 Office Supplies/r&m \$111.02
 Total 9715358 \$111.02
 \$111.02
 \$111.02

Total 0
 Total Quill Corporation
 Total 9-21-17
 2017 - October - 10/2/17
 9715358
 001-000-050-518-50-34-00 Office Supplies/r&m \$111.02
 Total 9715358 \$111.02
 \$111.02
 \$111.02

Sebo's DO IT Center
0

2017 - October - 10/2/17

A864982	101-000-000-542-69-48-00	Traffic & Pedestrian Services	\$8.65
Total A864982			\$8.65
A865501	001-000-050-518-50-34-00	Office Supplies/r&m	\$43.47
Total A865501			\$52.12

Total 0
Total Sebo's DO IT Center
Vision Municipal Solutions
0

2017 - October - 10/2/17

09-5657	001-000-030-514-40-43-00	Training/travel	\$800.00
Total 09-5657			\$800.00

Total 0
Total Vision Municipal Solutions
Western Facilities Supply
0

2017 - October - 10/2/17

015872	001-000-050-518-50-34-00	Office Supplies/r&m	\$284.06
	402-000-000-535-80-31-00	Supplies	\$185.47
Total 015872			\$469.53

Total 0
Total Western Facilities Supply
Zacarias DeJesus
0

2017 - October - 10/2/17

9-6-17	104-000-000-536-50-48-00	Contract Maintenance	\$497.25
Total 9-6-17			\$497.25

Total 0
Total Zacarias DeJesus
Grand Total

Vendor Count	17		\$18,886.75
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C091080-2

WASHINGTON STATE LIQUOR AND CANNABIS BOARD

DATE: 09/06/2017

LICENSED ESTABLISHMENTS IN INCORPORATED AREAS CITY OF LANGLEY
(BY ZIP CODE) FOR EXPIRATION DATE OF 20171231

LICENSEE	BUSINESS NAME AND ADDRESS	LICENSE NUMBER	PRIVILEGES
1. VILLAGE WINE SHOP, LLC	VILLAGE WINE SHOP 221 2ND ST STE 2 LANGLEY WA 98260 0000	402490	BEER/WINE SPECIALTY SHOP BEER/WINE SPECIALTY SHOP



Tourism Promotion Program Application for Funding

Application must be complete in order to receive a tourism award. This application may be submitted electronically by attaching the completed file to an email addressed to clerk@langleywa.org or mail printed original application to the Finance Director, City of Langley, PO Box 366, Langley, WA98260 -- or hand deliver your original to Langley City Hall, 112 Second Street, Clerk Treasurer's Office. Telephone 360-221-4208.

Project Title: "Shakespeare's Other Women" Professional Premier

Project Dates: Beginning: September 1st 2017 Ending: January 28th 2108

Contact Person: Peggy Juve

(Person with most knowledge about this application) E-mail: pjuve@whidbeyisland.com

Company/Organization: Island Shakespeare Festival (ISF) Phone: 360-331-2939

Address: 5476 Maxwellton RD. or P.O. Box # 1262

City: Langley State: WA Zip: 98260

Project Sponsor: Peggy Juve
(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)

Address: 5292 Hawthorne Lane

City: Langley State: WA Zip: 98260

Signature:  Phone: 360-929-8257

Sponsor is: Profit-making Non-profit 501-C Public Agency

Amount requested*: \$ \$2500

Other funding sources*: \$18,000 Total project budget*: \$ 20,500

**The maximum Tourism Fund Program share for any project will not generally exceed 50% of the cost of the activity/project. Minimum award is \$500. The award will be contingent upon the applicant's demonstration of other funding sources (matching funds). Expenditures are subject to audit.*

In the space below, provide a one-paragraph summary of your request and what you will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus your answer on the specific element for which you are requesting funding.

Island Shakespeare Festival (ISF) has contracted with playwright Scott Kaiser to preform the professional premier of his play *Shakespeare's Other Women*. Mr. Kaiser is a nationally know theatre artist working for the Oregon Shakespeare Festival in Ashland, Oregon. We have rented Zech Hall at Whidbey Island Center for the Arts for the production and our director, Erin Murray, is well know in our region for her work. This is the first time ISF will be producing an indoor winter production. We will be charging admission for this production.

SCOPE OF WORK

Fully describe the project. Expand your project summary to address such issues as: what it is you wish to do; the tangible and intangible benefits to the community; visitor impact; and how you will evaluate the success of the project. If you are requesting funds for a specific portion of a larger project, please indicate, but focus your response on the element for which you are requesting funding.

The money requested would be used to promote *Shakespeare's Other Women* throughout the region and to develop the materials needed to do so. As a professional premier of the play by a nationally noted playwright, ISF feels strongly that the production has the capacity to attract an audience from California to Canada properly promoted. This benefits the community in a variety of ways, not only by bringing some needed tourism dollars in the "shoulder" season, but also by keeping ISF front of mind in the "dark" months. We can easily evaluate the success of the promotion by tracking our audience through ticket sales. This is ISF's first winter offering and, as such, is a pilot for an ongoing initiative to bring professionally produced theater to Whidbey Island throughout the year. We will be cross-promoting our production with other arts related activities during that time, including MUSEO's annual season opening of the major art group show that is always a big event for Langley.

This request is an addendum to our previous request of \$10,000, of which ISF received \$7,500. When we received that grant, we were encouraged to come back in the fall, after our season closed, to request the remaining \$2,500 if we did indeed reach our goal of 4,000 in attendance, which we exceeded. Please see attached data of our season's success.

Describe how you will advertise, publicize or otherwise distribute information regarding your project.

We plan on promoting the production through our typical avenues:

VIA Social Media (Facebook, Instagram, etc; over 2000 following).

VIA Our website (50,000 visitors between Jan-Sept 2017 from 75 countries)

VIA Our newsletter (1500 subscribers)

VIA 200 posters through out the greater Seattle and Bellevue area distributed by "Keep Posted" who manage poster billboards in major coffee houses, libraries, markets and businesses.

VIA Posters on all the ferry runs and waiting rooms throughout out the WSF system.

VIA Press releases to all regional publications

VIA Whidbey Camano Tourism site calendar

We are investigating the possibility of promotion on local TV or Radio stations.

PROJECT EVALUATION CRITERIA

STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing and operations of special events and festivals designed to attract tourists."

TOURISM PROMOTION FUND CRITERIA:

■ Tourism promotion

Does the project/event meet the basic state requirements for tourism promotion? Promote a positive image for the City? Does this project/event promote the City as a destination place? Attract visitors, build new audiences, and encourage tourist expansion? Increase awareness of the City's amenities, history, facilities, and natural environment? Does it support regional tourism planning?

Yes, this project will promote tourism to our community during a time when we see an economic downturn. In working with other organizations, described below, we will highlight our project along with other events and attractions, encouraging tourists to experience a variety of what our community offers. We have the numbers to demonstrate the draw of ISF in the summer months, and believe having cultivated an off-island audience over eight seasons, we will be able to attract some of our summer fans in this slower time.

■ Benefit to the community

How will this project/event benefit the citizens of Langley? Does this project benefit the overall community, rather than specific segment or interest?

Our festival is committed to providing accessible and affordable cultural enrichment to our community, both local and regional. We will continue this mission with our winter production by keeping with our Pay What You Will model for our Thursday evening performances. This benefits the community in that anyone will be able to see this production, regardless of their ability to pay.

■ Innovation

Is this project/event unusual or unique? Does it move an existing program in a new direction?

This is our first venture into producing work in the winter months. Thusly, it moves our company toward year-round programming and sustainability. We will be among the first to produce "Shakespeare's Other Women," which is an honor for ISF and will connect us further to professionals in our region we look forward to developing relationships with. In addition we plan for 2 Friday afternoon showings specifically to be attended by school groups, island wide.

■ Community support

Does the project/event have broad-based community appeal or support? What is the evidence of need for this project/event in the City?

ISF has enjoyed support from our community since we began. Our growing audience demonstrates to us the need and desire for accessible, affordable, professional classical theatre in our community. We are grateful to the city and county for your support through grants over the years. We have an "in-

■ **Evidence of partnerships**

What kind and degree of partnership does the project/event exhibit? Volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support?

By utilizing Zech Hall as a venue for this production, ISF furthers our relationship with WICA and also puts to use a fantastic community resource. By partnering and cross promoting with Museo during their season opening, we will help to promote the breadth of arts that our community offers. This is also a program that will aid our partnership with the SWSD.

■ **Other funding sources**

What other revenue sources will be used to support this project/event?

We have been awarded \$3,000 from the National Endowment for the Arts/Washington State Arts Commission, we will fund a portion through ticket sales, and we will seek support from a major sponsor and through direct appeals to our donors.

■ **Previous and replacement funding**

Is this funding request for a new project/event or to continue or expand on-going project/event?

This funding will support the expansion of Island Shakespeare Festival's programming. We continue to seek ways to connect to our audiences throughout the year and this is an exciting step forward in that direction.

■ **Scale of project**

Is the project of a scale suitable for this funding program?

Absolutely. We know it is a modest investment for the potential of major return. If this project is successful we will replicate it annually, continuing to grow our reputation as a quality regional theatre company.

**Indicate here how your project meets the above Tourism Promotion Fund Criteria:
(Use an extra page if necessary.)**

GATE TALLY BRAKE DOWN 2017

Each performance we ask each visitor "Where do you come from?" and record it on the Gate Tally (see example)

Total Number of Visitors in 2017 to Island Shakespeare Festival: 4037 with over 200 turned away due to full houses. We had 8 fewer evening performances than last season with as many attending.

Where Did They Come From?	Number of Patrons 50+ Miles away	*Estimated Overnight Stay
WA State 50+ Miles away	81	42
Other states	480	480
Other countries	65	65
TOTALS:	626	*584

*ISF assumes visitors from other states, countries or places in WA ST that are too far to go home after a show, they are probably staying the night.

PLAYBILL INSERT QUESTIONNAIRE INFORMATION 25% of the total attending filled out our form:

- Out of the patrons off island and 50+ miles away who filled out the questionnaire, 234 stated they stayed the night.
 - A little over 1/3 of off-island attendees answered the questionnaire
- 71 patrons said they came specifically to see Island Shakespeare Festival's plays. These are the people who are returning each year just for ISF!

OTHER PERTINENT ECONOMIC DATA 2017

Patrons from Seattle Metropolitan Area	Patrons from 50+ miles away, other states and countries	Off Island patrons not from Sea/Met area	Total ISF off island visitors	Estimated Economic Impact on Island County based on Dean Runyan Report \$230 per day
476	626	685	1781	*\$134,320.00

*Dean Runyan Report estimates most people spend \$230 per day (*584 X \$230 = \$134,320) those from 50+ miles when visiting other places on food, supplies and shops. This is a conservative estimate as most people spend 3-5 nights while here on vacation.

2017 DATA:

Website Jan- Closing:

- 685 visits to the Plan Your Visit page from over 75 different countries
- With average time on page of 1:09 minutes — that's huge in the world of nanosecond attention spans
- The site as a whole had almost 50,000 visits

Patrons

- 4031 (over 200 turned away for 4 Full Houses and We had 8 fewer evening performances this season)
- 2339 island wide
- 1692 off island (42%)
- From 46 states (535 attendees)
- From 27 countries (62 attendees)
- 414 under 18 (10%)
- Of the 414 youth, 174 from the SWSD

Our Professional Company

- Employed 35 (Actors, Directors and Designers)
- Housed 22 (mid-June to Sept. 4th)
- Spent \$50 average a week eating out (\$21,000)
- Spent \$50 average a week groceries (\$21,000)
- Collectively had an average of 8 off island friends and family (280 total)
- Collectively of those f&f most spent 2-5 nights (840 stays)
840 X \$230 = \$193,2000 (this just for the company!)
- 2018 season we will have 45 performances with an average of 105 per performance that is 4725 people this is a conservative estimate.