



AGENDA

Long Beach City Council Workshop at 6:00 p.m.

Long Beach City Council Meeting

Regular City Council June 18, 2012 at 7:00 p.m.

Long Beach City Hall - Council Chambers

115 Bolstad Avenue West

6:00 PM CALL TO ORDER

+ WS 12-09 – Skate Park discussion - **TAB – A**

7:00 PM CALL TO ORDER; PLEDGE OF ALLEGIANCE; AND ROLL CALL

Call to order	Mayor Andrew, Council Member Linhart, Council Member Maxson,
And roll call	Council Member Perez, Council Member Murry, and Council Member Phillips

CONSENT AGENDA - TAB - B

All matters, which are listed within the consent section of the agenda, have been distributed to each member of the Long Beach City Council for reading and study. Items listed are considered routine by the Council and will be enacted with one motion unless a Council Member specifically requests it to be removed from the Consent Agenda to be considered separately. Staff recommends approval of the following items:

- Minutes, June 4, 2012 Regular City Council meeting.
- Payment Approval List for Warrant Registers 51891- 52000 & 69764 – 69799 for \$333,621.71

BUSINESS

- **AB 12-38 – Bids on 2012 Chip Seal Project – TAB – C**
- **AB 12-39 - Res 12-06 Greenhouse Gas Reduction Policy – TAB - D**

ORAL REPORTS

•	City Council	Mayor	City Administrator	Department Heads
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CORRESPONDENCE AND WRITTEN REPORTS – TAB – E

Correspondence

2012 Well City Award
Long Beach Marketing Committee
Ragan’s Week in Review
VB Board Meeting Materials
Beach Clean up after the 4th
Marketing Committee Materials

Business License

Northwest Fire Systems LLC; Kent, WA
Designs by ME; Ocean Park, WA

FUTURE CITY COUNCIL MEETING SCHEDULE

The Regular City Council meetings are held the 1st and 3rd Monday of each month at 7:00 PM and may be preceded by a workshop commencing at 6:00 PM.
 July 2, 2012 – 7:00 pm – City Council Meeting
 July 16, 2012 – 7:00 pm – City Council Meeting

PUBLIC COMMENT

At this time, the Mayor will call for any comments from the public on any subject whether or not it is on the agenda for any item(s) the public may wish to bring forward and discuss. Preference will be given to those who must travel. **Please limit your comments to five minutes. The City Council does not take any action or make any decisions during public comment.** To request Council action during the Business portion of a Council meeting, contact the City Administrator at least one week in advance of a meeting.

ADJOURNMENT

American with Disabilities Act Notice: The City Council Meeting room is accessible to persons with disabilities. If you need assistance, contact the City Clerk at (360) 642-4421.

TAB

A

TAB

A



**CITY COUNCIL
WORKSHOP BILL
WS 12-09**

Meeting Date: June 18, 2012

AGENDA ITEM INFORMATION

SUBJECT: Skate Park issue review	<i>Originator:</i>	
	Mayor	RA
	City Council	
	City Administrator	
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	COST: N/A	Water/Wastewater Supervisor
	Other:	

SUMMARY STATEMENT: The Mayor has set up this workshop so Jason Knot can voice his concerns.

TAB

B

TAB

B

LONG BEACH CITY COUNCIL MEETING

JUNE 4, 2012

CALL TO ORDER

Mayor Andrew called the meeting to order at 7:00 p.m. and asked for the Pledge of Allegiance.

ROLL CALL

David Glasson, Finance Director, called roll with Mayor Andrew, C. Linhart, C. Maxson, C. Perez, C. Murry and C. Phillips present.

CONSENT AGENDA

Minutes, May 21, 2012 Regular City Council Meeting
Payment Approval List for Warrant Registers 51850-51890 & 69698-69698 for \$181,843.87
C. Linhart made the motion to approve the consent agenda and C. Phillips seconded. 5 Ayes 0 Nays, motion passed.

BUSINESS

AB 12-36 Ordinance 881 – Amend the 2011 Budget

David Glasson, Finance Director, explained the ordinance amends the 2011 budget to include the additional expenses of legal fees (\$40,000 Water Operations) and sewer cleaning and repairs (\$10,000 Sewer Construction). **C. Linhart made the motion to approve the agenda bill with C. Maxson seconding the motion. 5 Ayes 0 Nays, motion passed.**

AB 12-37 Capital Improvement Plan for 2012 through 2018

David Glasson, Finance Director, explained the plan is to give the city a basic plan on capital investments for an action year (2012) and planning years from 2013 through 2018. This was done as part of the budget process, but Council action is required for the PWTF (Public Works Trust Fund) low interest loans. **C. Linhart made the motion to approve the agenda bill with C. Phillips seconding the motion. 5 Ayes 0 Nays, motion passed.**

ORAL REPORTS

C. Linhart, C. Maxson, C. Perez, C. Murry, C. Phillips, Mayor Andrew, Chief Wright and David Glasson, Finance Director and Chief of Long Beach Volunteer Fire Department presented oral reports.

CORRESPONDENCE AND WRITTEN REPORTS

Correspondence – Thank you letter

Correspondence – Sales Tax Collections & Lodging Tax Collections
Correspondence – Wastewater Treatment Plant Outstanding Performance Award
Correspondence – Ragan’s week in review
Business License – Classic Carriages LLC; The Dalles, Oregon
Business License – Home at the Beach; Ocean Park
Business License - TRL, Inc.
Business License – Big Tuna Construction and Engineering; Long Beach
Business License – Pixels by Katherine; Long Beach
Business License – Beautiful Homes by the Beach; Ocean Park
Business License - Krafty Kosmic; Ocean Park
Business License – Lucky Duct, LLC; Seaside, OR
Business License – W.A. Ruef Company; South Bend, WA
Business License – U.S. Bank National Assc.; Seattle, WA
Business License – Big Daddy’s BBQ Sauce; Long Beach
Business License – 1st Class Concessionaire; Long Beach
Business License – Mallory Photography; Nahcotta, WA
Business License – Body Essence Massage, Inc.; Long Beach
Business License – Long Beach Mopeds; Long Beach

PUBLIC COMMENT

Cynthia Yasunaka made comments in regards to the skate park.

ADJOURNMENT

**C. Phillips made the motion to adjourn at 7:42 p.m. with C. Linhart seconding the motion.
5 Ayes 0 Nays, motion passed.**

Mayor

ATTEST:

City Clerk



Warrant Register

Check Periods: 2012 - June - First

I, THE UNDERSIGNED DO HEREBY CERTIFY UNDER PENALTY OF PERJURY THAT THE MATERIALS HAVE BEEN FURNISHED, THE SERVICES RENDERED OR THE LABOR PERFORMED AS DESCRIBED HEREIN AND THAT THE CLAIM IS A JUST, DUE AND UNPAID OBLIGATION AGAINST THE CITY OF LONG BEACH, AND THAT I AM AUTHORIZED TO AUTHENTICATE AND CERTIFY TO SAID CLAIM.

Council Member _____ Council Member _____ Council Member _____ Finance Director _____

Number	Name	Print Date	Clearing Date	Amount
51891	Alves, Sandy L.	6/5/2012	6/6/2012	\$1,298.32
51892	Andrew, Ragan S.	6/5/2012	6/5/2012	\$1,390.46
51893	Andrew, Robert E.	6/5/2012	6/8/2012	\$404.55
51894	Binion, Jacob	6/5/2012	6/5/2012	\$1,297.60
51895	Bledsoe, Linda	6/5/2012	6/6/2012	\$785.58
51896	Booi, Kristopher A	6/5/2012	6/6/2012	\$809.27
51897	Borchard, Gayle	6/5/2012	6/7/2012	\$1,761.45
51898	Busby, Randy Scott	6/5/2012	6/6/2012	\$2,232.91
51899	Cutting, Jeffrey G.	6/5/2012	6/5/2012	\$2,329.12
51900	Daulton, Alan T	6/5/2012	6/6/2012	\$552.84
51901	Dickman, Kenneth E.	6/5/2012	6/7/2012	\$976.60
51902	Fitzgerald, Rick E.	6/5/2012	6/6/2012	\$1,564.24
51903	Gilbertson, Bradley K	6/5/2012	6/6/2012	\$1,217.48
51904	Glasson, David R.	6/5/2012	6/7/2012	\$2,403.99
51905	Goulter, John R.	6/5/2012	6/6/2012	\$1,620.09
51906	Gray, Karen	6/5/2012	6/6/2012	\$849.05
51907	Gray, Rick R.	6/5/2012	6/6/2012	\$1,730.03
51908	Huff, Timothy M.	6/5/2012	6/6/2012	\$1,453.78
51909	Huffman, Leroy H	6/5/2012	6/6/2012	\$753.90
51910	Kaino, Kris	6/5/2012	6/13/2012	\$1,037.75
51911	Kirby, Gary E	6/5/2012	6/5/2012	\$777.65
51912	Kitzman, Michael	6/5/2012	6/5/2012	\$1,835.07
51913	Linhart, Steven P	6/5/2012	6/6/2012	\$272.95
51914	Luethe, Paul J	6/5/2012	6/5/2012	\$1,633.78
51915	Martin, Kevin R	6/5/2012	6/6/2012	\$2,116.32
51916	Maxson, Don W	6/5/2012	6/6/2012	\$272.95
51917	Meling, Casey K	6/5/2012	6/8/2012	\$2,179.35
51918	Miles, Eugene S	6/5/2012	6/5/2012	\$2,769.72
51919	Mortenson, Tim	6/5/2012	6/6/2012	\$2,323.23

Number	Name	Print Date	Clearing Date	Amount
51920	Murry, Del R	6/5/2012	6/13/2012	\$272.95
51921	Ostgaard, Loretta G	6/5/2012	6/5/2012	\$1,362.47
51922	Padgett, Timothy J	6/5/2012	6/6/2012	\$1,519.89
51923	Penoyar, Elizabeth	6/5/2012	6/8/2012	\$856.50
51924	Perez, Arthur Mark	6/5/2012	6/7/2012	\$272.95
51925	Phillips, Gerald S	6/5/2012	6/7/2012	\$272.95
51926	Russum, Richard	6/5/2012	6/5/2012	\$1,418.77
51927	Stidham, William G	6/5/2012	6/6/2012	\$1,294.16
51928	Warner, Ralph D.	6/5/2012	6/5/2012	\$2,073.60
51929	Wright, Flint R	6/5/2012	6/6/2012	\$2,242.25
51930	Zuern, Donald D.	6/5/2012	6/6/2012	\$1,921.36
51931	AFLAC	6/5/2012	6/12/2012	\$363.18
51932	Association of WA Cities	6/5/2012		\$20,740.29
51933	City of Long Beach - Fica	6/5/2012	6/8/2012	\$9,774.54
51934	City of Long Beach - FWH	6/5/2012	6/8/2012	\$8,870.71
51935	Council Gift Fund	6/5/2012		\$60.00
51936	Dept of Labor & Industries	6/5/2012		\$1,582.64
51937	Dept of Retirement Systems	6/5/2012		\$8,314.49
51938	Dept of Retirement Systems Def Comp	6/5/2012	6/12/2012	\$1,157.50
51939	Hartford Life Insurance	6/5/2012	6/12/2012	\$450.00
51940	Teamsters Local #58	6/5/2012		\$184.50
51941	Addy Lab, Lic	6/15/2012		\$269.00
51942	Airgas Nor Pac	6/15/2012		\$31.75
51943	Alpine Products Inc	6/15/2012		\$177.14
51944	AlSCO-American Linen Div.	6/15/2012		\$102.13
51945	Astoria Janitor & Paper Supply	6/15/2012		\$746.36
51946	Bailey's Saw Shop	6/15/2012		\$20.74
51947	Box-K Auto Repair Inc	6/15/2012		\$106.72
51948	Cascade Columbia Distribution CO	6/15/2012		\$2,995.73
51949	CenturyLink	6/15/2012		\$1,701.53
51950	Chinook Observer	6/15/2012		\$95.25
51951	City of Long Beach	6/15/2012		\$522.05
51952	Coast Rehabilitation Services	6/15/2012		\$292.00
51953	Columbia Analytical Services	6/15/2012		\$534.00
51954	Consolidated Supply	6/15/2012		\$4,013.08
51955	Consolidated Technology Services	6/15/2012		\$17.45
51956	CURRAN-McLEOD, INC	6/15/2012		\$416.00
51957	Dapper Tire Co	6/15/2012		\$892.30
51958	Davis, Lynn	6/15/2012		\$65.00
51959	Dennis Company	6/15/2012		\$868.50
51960	Department of Commerce	6/15/2012		\$134,199.32
51961	Dept of Natural Resources	6/15/2012		\$416.09
51962	Englund Marine Supply	6/15/2012		\$152.44
51963	Evergreen Septic Service	6/15/2012		\$168.00
51964	Ferguson Enterprises, Inc #3001	6/15/2012		\$727.65
51965	Fisher, Jean	6/15/2012		\$101.62

Number	Name	Print Date	Clearing Date	Amount
51966	Ford Electric	6/15/2012		\$1,024.10
51967	Fosse Farms	6/15/2012		\$480.00
51968	Hach Company	6/15/2012		\$175.18
51969	Interstate Battery	6/15/2012		\$299.58
51970	K & L Supply, Inc.	6/15/2012		\$543.85
51971	Kulbel, Jim	6/15/2012		\$117.18
51972	Long Beach Coffee Roasters	6/15/2012		\$12.00
51973	Midway Printery	6/15/2012		\$60.12
51974	Naselle Rock & Asphalt	6/15/2012		\$1,498.24
51975	OKIES THRIFTWAY	6/15/2012		\$27.21
51976	Oman & Son Builders	6/15/2012		\$203.26
51977	One Call Concepts, Inc.	6/15/2012		\$17.16
51978	Pacific Art & Office Supply	6/15/2012		\$69.57
51979	Pacific Office Automation	6/15/2012		\$1,576.04
51980	Peninsula Laundry Center	6/15/2012		\$45.28
51981	Peninsula Pharmacies	6/15/2012		\$14.00
51982	Peninsula Visitors Bureau	6/15/2012		\$12,193.61
51983	Penoyar, Elizabeth	6/15/2012		\$22.88
51984	Planter Box	6/15/2012		\$172.48
51985	Postmaster	6/15/2012		\$200.00
51986	Powell, Seiler & Co., P.S	6/15/2012		\$7,290.00
51987	Recall Secure Destruction Services	6/15/2012		\$115.25
51988	Sarah Taylor	6/15/2012		\$83.23
51989	Sea Swirl Paints	6/15/2012		\$179.43
51990	Sid's Iga	6/15/2012		\$59.02
51991	Sirenet.com	6/15/2012		\$286.80
51992	Taft Plumbing	6/15/2012		\$45.22
51993	Total Battery & Auto	6/15/2012		\$376.21
51994	U.S Cellular	6/15/2012		\$226.64
51995	Wayron, Lic	6/15/2012		\$165.66
51996	WEST, BRYAN	6/15/2012		\$200.00
51997	Wilcox & Flegel	6/15/2012		\$1,602.99
51998	Wilcox & Flegel Oil Co.	6/15/2012		\$2,550.00
51999	Willapa Behavioral Health	6/15/2012		\$561.71
52000	ZAIDINS, CLYDE	6/15/2012		\$49.95
69764	Burger, Beverly	6/4/2012	6/6/2012	\$1,853.00
69765	Postmaster	6/4/2012	6/7/2012	\$516.60
69766	Tangly Cottage Garden	6/4/2012	6/5/2012	\$2,018.51
69767	MESSINA, NICHOLAS C	6/4/2012		\$95.00
69768	BLEWETT, JOSH	6/4/2012	6/11/2012	\$1,000.00
69769	ISENHART, LARRY	6/4/2012	6/13/2012	\$24.80
69770	Hach Company	6/6/2012	6/11/2012	\$848.42
69771	Refunds	6/6/2012	6/7/2012	\$75.00
69772	Reserve Account	6/6/2012	6/11/2012	\$600.00
69773	Western Display Fireworks	6/7/2012	6/13/2012	\$4,500.00
69774	HENRY, SARAH	6/7/2012	6/12/2012	\$440.00

Number	Name	Print Date	Clearing Date	Amount
69775	Oysterville Sea Farms	6/7/2012		\$48.86
69776	RODENBACH, DICK	6/7/2012	6/13/2012	\$90.00
69777	Visa	6/7/2012		\$3,459.70
69778	CHINOOK SALES & RENTALS	6/8/2012	6/14/2012	\$1,825.16
69780	Recall Secure Destruction Services	6/8/2012	6/12/2012	\$15.00
69781	Aiken, James	6/13/2012		\$24.17
69782	Bardonski, Cory	6/13/2012		\$11.59
69783	Jewell, Kyle	6/13/2012		\$34.77
69784	Lopez, Daniel	6/13/2012		\$58.44
69785	McDonnell, Travis	6/13/2012		\$115.80
69786	Miller, Matt	6/13/2012		\$11.59
69787	Phillips, Johnny	6/13/2012		\$11.59
69788	Williams, David	6/13/2012		\$142.05
69789	Russell, Jeanna	6/14/2012		\$800.00
69790	Department of Licensing	6/15/2012		\$18.00
69791	Back Country Wilderness	6/15/2012		\$700.00
69792	Bank of The Pacific	6/15/2012		\$8,594.45
69793	Evergreen Rural Water of	6/15/2012		\$245.00
69794	Wetrc- Groc	6/15/2012		\$179.00
69795	South Pacific County Technical	6/15/2012		\$5,000.00
69796	Galls, AN Aramark Co.	6/15/2012		\$128.88
69797	Beachdog.com Inc.	6/15/2012		\$7,737.00
69798	ILWACO INDUSTRIES	6/15/2012		\$592.90
69799	DAVIS WRIGHT TREMAINE LLP	6/15/2012		\$3,975.00
	Total		Check	\$333,621.71
	Grand Total			\$333,621.71

TAB

C

TAB

C



**CITY COUNCIL
AGENDA BILL
AB 12-38**

Meeting Date: June 18, 2012

AGENDA ITEM INFORMATION

SUBJECT: Request for Bids on 2012 Chip Seal Project	<i>Originator:</i>	
	Mayor	
	City Council-Steven Linhart	
	City Administrator	GM
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	COST: \$66,203.75	Water/Wastewater Supervisor
	Other:	

SUMMARY STATEMENT: The bid from Sierra Santa Fe Corp is the best and low bid for our chip seal project. It is within the estimate for the work that was bid. The contract will be ready to do the project on July 24th with the project completed in about a week.

RECOMMENDED ACTION: Approve and authorize the Mayor to sign contract and staff to proceed.

CITY OF LONG BEACH LIMITED PUBLIC WORKS CONTRACT

THIS CONTRACT ("Contract" or "Agreement") is made this ____ day of ____, 2____, by and between, the CITY OF LONG BEACH, a municipal corporation ("City") and _____ ("Contractor") (individually a "Party" and collectively the "Parties").

In consideration of the terms and conditions set forth in this Contract, the Parties agree as follows:

1. **Contractor Services.** The Contractor shall furnish at its own cost and expense all labor, tools, materials and equipment required to construct and complete in a good workmanlike manner, and to the satisfaction of the City, the public works project known as The 2012 Chip Seal Project ("Project"). The Project is detailed in the Scope of Work, Exhibit A, and the following documents, which are attached hereto and incorporated herein by reference:
 - Plans and Contract Drawings
 - Scope of Work (Exhibit A)
 - General Provisions
 - Special Provisions
 - Contract Bond (if not waived by City)
 - Schedule of Prevailing Wages
 - Guarantee Form

2. **Notice to Proceed; Time of Completion.** The Contractor shall commence work within seven (7) days after the City issues a written Notice to Proceed, and shall complete the work within _____ calendar days from the City's issuance of the Notice to Proceed. The time of beginning, rate of progress and time of completion are essential conditions of this Contract.

3. **Payment.**
 - 7.1 Payment amount and procedures. The City shall pay the Contractor for all work and services covered by this Contract in an amount that shall not exceed _____ dollars (\$ _____), including applicable sales tax. The payment amount shall exclude approved change orders, in accordance with the quantity and unit prices shown on the attached bid proposal. The Contractor shall submit monthly invoices for work and services performed in a previous calendar month in a format acceptable to the City. The City shall pay for the portion of the work described in the invoice that has been completed by Contractor and approved by the City. The City's payment shall not constitute a waiver of the City's right to final inspection and acceptance of the work.

- 7.2 Defective or Unauthorized Work. If during the course of the Contract, the work rendered does not meet the requirements set forth in the Contract, the Contractor shall correct or modify the required work to comply with the requirements of the Contract. The City shall have the right to withhold payment for such work until it meets the requirements of the Contract. If the Contractor is unable, for any reason, to satisfactorily complete any portion of the work, the City may complete the work by contract or otherwise, and the Contractor shall be liable to the City for any additional costs incurred by the City. "Additional costs" means all reasonable costs incurred by the City, including legal costs and attorneys' fees, beyond the maximum contract price under this Contract. The City further reserves the right to deduct the cost to complete the work, including any additional costs, from any amounts due or to become due to the Contractor.
- 7.3 Final Payment; Waiver of Claim. Thirty (30) days after completion and final acceptance of the Project by the City as complying with the terms of this Contract, the City shall pay to the Contractor all sums due as provided by this Contract except those required to be withheld by law or agreed to in special contract provisions. THE CONTRACTOR'S ACCEPTANCE OF FINAL PAYMENT (EXCLUDING WITHHELD RETAINAGE) SHALL CONSTITUTE A WAIVER OF CLAIMS, EXCEPT THOSE PREVIOUSLY AND PROPERLY MADE AND IDENTIFIED BY THE CONTRACTOR AS UNSETTLED AT THE TIME REQUEST FOR FINAL PAYMENT IS MADE.
- 7.4 Retainage. The City shall hold back a retainage in the amount of 5% of any and all payments made to the Contractor for a period of 60 days after the date of final acceptance, or until receipt of all necessary releases from the State Department of Revenue and the State Department of Labor and Industries, and until settlement of any liens filed under Chapter 60.28 RCW, whichever is later.
4. **Prevailing Wage.** The Contractor shall comply with and pay prevailing wages as required by Chapter 39.12 RCW, as it may be amended in the future. Prevailing rate shall be paid on public works and building service maintenance contracts, funded in part or in whole with Federal funds. Federal wage laws and regulations shall be applicable. No worker, laborer or mechanic employed in the performance of any part of this Contract shall be paid less than the prevailing rate of wage as determined by the Industrial Statistician of the Department of Labor and Industries for the State of Washington.

Prior to making any payment under this Contract, the Contractor must submit to the City an approved copy of the "Statement of Intent to Pay Prevailing Wages" from the Department of Labor and Industries. It is the Contractor's responsibility to obtain and file the Statement. The Contractor shall be responsible for all filing fees. Notice from Contractor and all subcontractors of intent to pay prevailing wages and prevailing wage rates for the Project must be posted for the benefit of the workers. Each invoice shall include a signed statement that prevailing wages have been paid by the Contractor and all subcontractors. Following the final acceptance of services rendered, Contractor shall submit a "Minimum Wage Affidavit" for themselves and any subcontractors.

In case any dispute arises as to what are the prevailing rates of wages for work of a similar nature and such dispute cannot be adjusted by the parties of interest, including labor and management representatives, the matter shall be referred for arbitration to the Director of the Department of Labor and Industries of the State and his/her decision therein shall be final and conclusive and binding on all parties involved in the dispute as provided for by RCW 39.12.060, as it may be amended in the future.

5. **Indemnification and Hold Harmless.** The Contractor shall protect, defend, indemnify and hold harmless the City, its officers, officials, employees, agents and volunteers from any and all claims, risks, injuries, damages, losses, suits, judgments, and attorney fees or other expenses of any kind arising out of or in any way connected with the performance of this Contract, except for injuries and damages caused by the sole negligence of the City. The City's inspection or acceptance of any of the work shall not be grounds to avoid any of these covenants of indemnification.

Should a court of competent jurisdiction determine that this Contract is subject to RCW property caused by or resulting from the concurrent negligence of the Contractor and the City, its officers, officials, employees, agents and volunteers, the Contractor's liability under this section shall be only to the extent of the Contractor's negligence.

It is further specifically and expressly understood that the indemnification provided under this section constitutes the Contractor's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purposes of this indemnification. This waiver has been mutually negotiated by the parties.

The provisions of this section shall survive the expiration or termination of this Contract.

6. **Compliance with Laws.** The Contractor shall comply with all federal, state and local laws and regulations applicable to the work done under this Contract. Any violation of the provisions of these applicable laws and regulations shall be considered a violation of a material provision of this Contract and shall be grounds for cancellation, termination or suspension of the Contract by the City, in whole or in part, and may result in ineligibility for further work for the City.
7. **Job Safety.**

- 7.1 **Work Site Safety.** Contractor shall take all necessary precaution for the safety of employees on the work site and shall comply with all applicable provisions of federal, state and local regulations, ordinances and codes. Contractor shall erect and properly maintain, at all times, as required by the conditions and progress of the work, all necessary safeguards for the protection of workers and the public and shall post danger signs warning against known and unusual hazards.

- 7.2 **Trench Safety.** All trenches shall be provided with adequate safety systems as required by Chapter 49.17 RCW and WAC 296-155-650 and 655. Contractor is responsible for providing the competent person and registered professional engineer required by WAC 296-155-650 and 655.

8. **Utility Location.** Contractor is solely responsible for locating any underground utilities affected by the work and is deemed to be an "excavator" for the purposes of Chapter 19.122 CONTRACT FORMSRCW, as amended. Contractor shall be responsible for compliance with Chapter 19.122 RCW including utilization of the "one call" locator system, before commencing any excavation activities.
9. **Warranty and Guarantee.** Contractor shall warrant and guarantee the materials and work to be free of defects for a period of two (2) years after the City's final acceptance of the entire Project. Contractor shall be liable for any costs, losses, expenses or damages including consequential damages suffered by the City resulting from defects in the Contractor's work including, but not limited to, cost of materials and labor expended by the City in making emergency repairs and cost of engineering, inspection and supervision by the City. The Contractor shall hold the City harmless from any and all claims, which may be made against the City as a result of any defective work, and the Contractor shall defend any claims at its own expense. Where materials or procedures are not specified in the Contract, the City will rely on the professional judgment of the Contractor to make the appropriate selections.
10. **Correction of Defects.** Contractor shall be responsible for correcting all defects in workmanship and/or materials discovered after the acceptance of this work. When corrections of defects are made, Contractor shall be responsible for correcting all defects in workmanship and/or materials in the corrected work for one year after the acceptance of the corrections of the City. The Contractor shall start work to remedy such defects within seven (7) days of the City's mailed notice of discovery, and shall complete such work within a reasonable time agreed to by both parties. In emergencies where damage may result from delay or where loss of service may result, such corrections may be made by the City, in which case the Contractor shall pay all costs incurred by the City to perform the correction. In the event the Contractor does not accomplish corrections within the time specified, the correction work will be otherwise accomplished by the City and all costs of same shall be paid by the Contractor.
11. **Change Order/Contract Modification.**
 - 11.1 Amendments. This Contract, together with attachments and/or other addenda, represents the entire and integrated Contract between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral. This contract may be amended, modified or added to only by written change order properly signed by both parties.
 - 11.2 Change orders. The City may issue a written change order for any change in the work during the performance of this Contract. If the Contractor determines, for any reason, that a change order is necessary, the Contractor must submit a written change order request to the City within fourteen (14) calendar days of the date the Contractor knew or should have known of the facts and events giving rise to the requested change. If the City determines that the change increases or decreases the Contractor's costs or time for performance, the City will make an equitable adjustment. The City will attempt, in good faith, to reach agreement with the Contractor on all equitable adjustments. If the parties are unable to agree, the City will determine the equitable adjustment as it deems appropriate. The Contractor shall proceed with the change order work upon receiving the written change order.

If the Contractor fails to require a change order within the time frame allowed the Contractor waives its right to make any claim or submit subsequent change order requests for that portion of the work. If the Contractor disagrees with the equitable adjustment, the Contractor must complete the change order work; however, the Contractor may elect to protest the adjustment as provided below.

- 11.3 Procedure and Protest by Contractor. If the Contractor disagrees with anything required by a change order, another written order, or an oral order from the City, including any direction, instruction, interpretation, or determination by the City, the Contractor shall, within fourteen (14) calendar days, provide a signed written notice of protest to the City that states the date of the notice of the protest, the nature and circumstances that caused the protest, the provisions of the Contract that support the protest, the estimated dollar cost, if any, of the protested work and how the estimate was determined, and an analysis of the progress schedule showing the schedule change or disruption, if applicable. The Contractor shall keep complete records of extra costs and time incurred as a result of the protested work. The City shall have access to any of the Contractor's records needed to evaluate the protest. If the City determines that a protest is valid, the City will adjust the payment for work or time by an equitable adjustment.
- 11.4 Failure to Protest or Follow Procedures Constitutes Waiver. By not protesting or failing to follow procedures as this section provides, the Contractor waives any additional entitlement or claims for protested work, and accepts from the City any written or oral order (including directions, instructions, interpretations, and determinations).
- 11.5 Contractor's Duty to Complete Protested Work. In spite of any protest, the Contractor shall proceed to promptly complete work that the City has ordered.
- 11.6 Contractor's Acceptance of Changes. The Contractor accepts all requirements of a change order by: (1) endorsing the change order; (2) writing a separate acceptance; or (3) not protesting in the manner this section provides. A change order that is accepted by the Contractor as provided herein shall constitute full payment and final settlement of all claims for contract time and for direct, indirect, and consequential costs, including costs of delays related to any work, either covered or affected by the change.
12. **Claims.** The Contractor shall give written notice to the City of all claims other than change orders within thirty (30) days of the occurrence of events giving rise to the claim, but in no event later than the time of approval by the City for final payment. Any claim for damages, additional payment for any reason, or extension of time shall be conclusively deemed to have been waived by Contractor unless a timely written claim is made in strict accordance with the applicable provisions of this Contract. At a minimum, a Contractor's written claim must include the information required in 11.3 regarding protests.

FAILURE TO PROVIDE A COMPLETE, WRITTEN NOTIFICATION OF CLAIM IN THE TIME ALLOWED SHALL BE AN ABSOLUTE WAIVER OF ANY CLAIMS ARISING IN ANY WAY FROM THE FACTS OR EVENTS SURROUNDING THAT CLAIM.

The Contractor must, in any event, file any claim or bring any suit arising from or connected to this Contract within 120 calendar days from the date the work is completed. Contractor upon making application for the final payment shall be deemed to have waived its right to claim for any other damages for which application has not been made, unless such claim for final payment includes notice of additional claim and fully describes such claim.

13. **Contractor's Risk of Loss.** It is understood that the whole of the work under this Contract is to be done at the Contractor's risk, and that he/she has familiarized himself/herself with all existing conditions and other contingencies likely to affect the work, and has made his/her bid accordingly, and that Contractor shall assume the responsibility and risk of all loss or damage to materials or work which may arise from any cause whatsoever prior to completion.
14. **Insurance.** The Contractor shall procure and maintain for the duration of the Contract, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Contractor, its agents, representatives, employees or subcontractors.
 - A. **Minimum Scope of Insurance.** Contractor shall obtain insurance of the types described below:
 1. Automobile Liability insurance covering all owned non-owned, hired and leased vehicles. Coverage shall be written on Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.
 2. Commercial General Liability insurance shall be written on ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, independent contractors and personal injury and advertising injury, and liability assumed under an insured contract. The Commercial General Liability insurance shall be endorsed to provide the Aggregate per Project Endorsement ISO form CG 25 03 11 85. There shall be no endorsement or modification of the Commercial Liability insurance for liability arising from explosion, collapse or underground property damage. The City shall be named as an insured under the Contractor's Commercial General Liability insurance policy with respect to the work performed for the City using ISO additional endorsement CG 20 10 01 and CG 20 37 10 01 or substitute endorsements providing equivalent coverage.
 3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
 - B. **Minimum Amounts of Insurance.** Contractor shall maintain the following insurance limits:
 1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
 2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate and a \$2,000,000 products completed operations aggregate limit.

- C. Other Insurance Provisions. The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability, Commercial General Liability, and Builders Risk insurance:
1. The Contractor's insurance coverage shall be primary insurance as respect to the City. Any insurance, self-insurance, or insurance pool coverage maintained by the City shall be excess of the Contractor's insurance and shall not contribute with it.
 2. The Contractor's insurance shall be endorsed to state that coverage shall not be cancelled by either party, except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.
- D. Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best rating of not less than A: VII.
- E. Verification of Coverage. Contractor shall furnish the City with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the Automobile Liability and Commercial General Liability insurance of the Contractor before commencement of the work.
- F. Subcontractors. The contractor shall include all subcontractors as insured under its policies or shall furnish separate certifications and endorsements for each subcontractor. All coverage for subcontractors shall be subject to all of the same insurance requirements as stated herein for the contractor.

The contractor's insurance shall contain a clause stating that the coverage shall apply separately to each insured against whom claim is made or suit is brought, except with respects to the limits of the insured liability. The contractor's insurance shall be primacy insurance with respect to the City and the City shall be given 30 days prior written notice of any cancellation, suspension or material change in coverage.

15. **Contract Bond.** (City must check and initial above one of the following boxes.) The City waives does not waive the bond/surety provisions of this paragraph pursuant to RCW 39.04.155(3). If the City waives these provisions then Contractor need not complete this section. If the City does not waive these provisions then Contractor shall provide the following:

A Contract bond in the amount of 100% of the Contract price and no less. The bond must be accepted by the City prior to the execution of the Contract, and shall be in a form approved by the City. The bond shall be released thirty (30) days after the date of final acceptance of the work performed under this Contract and receipt of all necessary releases from the Department of Revenue and Department of Labor and Industries in settlement of any liens filed under Chapter 60.28 RCW, whichever is later.

16. **Termination.** This Contract shall terminate upon satisfactory completion of the work described in the Scope of Work (Attachment A) and final payment by the City. The City may terminate the Contract and take possession of the premises and all materials thereon and finish the work by whatever methods it may deem expedient, by giving ten (10) days written notice to the Contractor.

In the event this Contract is terminated by the City, Contractor shall not be entitled to receive A) is satisfactorily completed, as scheduled, up to the date of termination. At such time, if the unpaid balance of the amount to be paid under the Contract exceeds the expense incurred by the City in finishing the work, and all damages sustained by the City or which may be sustained by the City or which may be sustained by the reason of such refusal, neglect, failure or discontinuance of employment, such excess shall be paid by the City to the Contractor. If the City's expense and damages exceed the unpaid balance, Contractor and his surety shall be jointly and severally liable therefore to the City and shall pay such difference to the City. Such expense and damages shall include all legal costs incurred by the City to protect the rights and interests of the City under the Contract, provided such legal costs shall be reasonable.

17. **Attorney's Fees and Costs.** If any legal proceeding is brought for the enforcement of this agreement, or because of a dispute, breach, default, or misrepresentation in connection with any of the provisions of this agreement, the prevailing party shall be entitled to recover from the other party, in addition to any other relief to which such party may be entitled, reasonable attorney's fees and other costs incurred in that action or proceeding.
18. **General Administration.** The Project Manager of the Long Beach shall have primary responsibility for the City under this Contract to oversee and approve all work performed as well as all financial invoices. The Contracts Coordinator of the City of Long Beach shall have primary responsibility for the City under this Contract to review and process all contract documents as well as all financial invoices.
19. **Ownership of Documents.** On payment to the Contractor by the City of all compensation due under this Contract, all finished or unfinished documents and material prepared by the Contractor with funds paid by the City under this Contract shall become the property of the City and shall be forwarded to the City upon its request. Any records, reports, information, data or other documents or materials given to or prepared or assembled by the Contractor under this Contract will be kept confidential and shall not be made available to any individual or organization by the Contractor without prior written approval of the City or by court order.
20. **Subletting or Assigning of Contracts.** Neither the City nor the Contractor shall assign, transfer, or encumber any rights, duties or interests accruing from this Contract without the prior written consent of the other. If subcontract work is needed, prior to approval by the City, the Contractor must verify that their first tier subcontractors meet the bidder responsibility criteria as written in Chapter 39.04.350 RCW.
21. **Relationship of Parties.** The parties intend that an independent contractor - client relationship will be created by this Contract. As Contractor is customarily engaged in an independently established trade which encompasses the specific service provided to the City hereunder, no agent, employee, representative or subcontractor of Contractor shall be or shall be deemed to be the employee, agent, representative or subcontractor of the City. None of the benefits provided by the City to its employees, including, but not limited to, compensation, insurance and unemployment insurance, are available from the City to the Contractor or his employees, agents, representatives or subcontractors. Contractor will be solely and entirely responsible for his acts and for the acts of Contractor's agents, employees, representatives and subcontractors during the performance of this Agreement. The City may, during the term of this Contract,

engage other independent contractors to perform the same or similar work that Contractor performs hereunder

22. **Non-waiver of Breach.** The failure of the City to insist upon strict performance of any of the terms and rights contained in this Contract, or to exercise any option contained in this Contract in one or more instances, shall not be construed to be a waiver or relinquishment of those terms and rights and such terms and rights shall remain in full force and effect.
23. **Written Notice.** All communications regarding this Contract shall be sent to the Parties at the addresses listed below in the Contact information, unless otherwise notified. Any written notice shall become effective on delivery, but in any event on 3 calendar days after the date of mailing by registered or certified mail, and shall be deemed sufficiently given if sent to the addressee at the address stated in this Contract.
24. **Discrimination.** The Contractor agrees not to discriminate against any employee or applicant for employment or any other person in the performance of this Agreement because of race, creed, color, national origin, marital status, sex, age, disability, or other circumstance prohibited by federal, state or local law or ordinance, except for a bona fide occupational qualification.
25. **Term.** This Contract shall be effective from the date of Contract execution through expiration of the warranty period as described in section 9.

IN WITNESS WHEREOF, the Parties have executed this Contract on the day and year above written.

CITY OF LONG BEACH:

Signature: _____

Print Name: _____

CITY CONTACT:

Print Name: _____

City of Long Beach
115 Bolstad West
Long Beach, WA 98631
Phone: (360) 642-4421
FAX: (360) 642-8841
E-Mail: administrator@longbeachwa.gov

CONTRACTOR:

Signature: _____

Print Name: _____

Title: _____

Taxpayer ID Number: _____

SERVICE PROVIDER CONTACT:

Print Name: _____

Address: _____

ATTEST/AUTHENTICATED: APPROVED AS TO FORM:

Contract Bond

KNOW ALL PEOPLE BY THESE PRESENTS:

BOND NO.:

That we, _____, the CONTRACTOR, herein referred to as PRINCIPAL, and _____, as SURETY, are held and firmly bound unto THE CITY OF LONG BEACH (hereinafter the "OWNER") in the full sum of _____ dollars (\$ _____), Lawful money of the United States, for the payment of which, well and truly to be made, we bind ourselves, our heirs, executors and administrators, successors and assigns, jointly and severally, firmly by these presents.

THE CONDITIONS of this obligation are such that, whereas, the Principal has entered into an agreement in writing with the OWNER, dated _____, 20____, for the construction the **City of Long Beach, The 2012 Chip Seal Project** according to the terms, conditions and covenants specified in the agreement including all of the contract documents therein referred to, which are hereby referred to and made a part hereof as fully and completely as though set forth in detail herein, and

WHEREAS, it is understood and made a part of the consideration for this obligation that the OWNER shall have the right to sue on this bond in its own name to recover for any loss, injury, damage or liability whatsoever sustained or incurred by it by reason of any breach of the contract documents, or of any provision in this bond, in the same manner and to the same extent as though this obligation ran directly to the OWNER.

NOW, THEREFORE, if the Principal shall well, truly and faithfully perform all of the provisions and fulfill all of the undertakings, covenants, terms, conditions and agreements of said Contract during the period of the original contract and any extensions thereof that may be granted by the OWNER, with or without notice to the surety; and during the life of any guaranty required under the Contract; and shall. also well and truly perform and fulfill all of the undertakings, covenants, terms and conditions and agreements of any and all duly authorized modifications of said Contract that may hereinafter be made; notice of which modifications to the surety being hereby waived; and furthermore shall pay all persons laborers, mechanics, and subcontractors and material men, and all persons who shall supply such person or persons and such Principal or subcontractors with provisions and supplies for the carrying on of such Work, shall indemnify and save harmless OWNER from all cost and damage by reason of the Principal's default or failure to do so, and shall pay the State of Washington sales and use taxes, and amounts due said State pursuant to Titles 50 and 51 of the Revised Code of Washington; and shall further indemnify against defects in the workmanship or materials entering into any part of the Work as defined in the agreement that shall develop or be discovered within two years after the final acceptance of such Work, then this obligation shall be null and void, otherwise to remain in full force and effect; provided, that the provisions of this bond shall not apply to any money loaned or advanced to the Principal or any subcontractor or other person in the performance of any such Work.

IT IS FURTHER DECLARED AND AGREED that nothing of any kind or nature whatsoever that will not discharge the Principal shall operate as a discharge or release of liability of the Surety, any law, rule of equity or usage relating to the liability of sureties to the contrary notwithstanding. And the Surety hereby further stipulates and agrees that no change, extension of time, alteration or addition to the terms of the Agreement, the Work to be performed thereunder or the Project Specifications shall in any

way affect its obligation on this Bond, and the Surety hereby waives notice of any change, extension of time, alteration or addition to the terms of the Agreement, the Work or the Project Specifications. Surety shall supply a Power of Attorney stating verifying the authority of the person(s) executing this Bond on behalf of the Surety.

Sealed and dated this _____ day of _____, 20__.

PRINCIPAL

By: _____
(Print Name)

Signature: _____

Title: _____

SURETY

By: _____
(Print Name)

Signature: _____

Title: _____

Address: _____

Attachments: Surety Power of Attorney

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**CITY COUNCIL
AGENDA BILL
AB 12-39**

Meeting Date: June 18, 2012

AGENDA ITEM INFORMATION

SUBJECT: Res 12-06 Greenhouse Gas Reduction Policy.	<i>Originator:</i>	
	Mayor	
	City Council-Steven Linhart	
	City Administrator	GM
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
COST: None	Other:	

SUMMARY STATEMENT: This is a policy that must be approved by the City Council before we are eligible for any PWTF (Public Works Trust Fund) money. Please pass it.

RECOMMENDED ACTION: *Approve and authorize the Mayor to sign contract and staff to proceed.*

RESOLUTION 2012-06

A RESOLUTION OF THE CITY COUNCIL OF LONG BEACH, WASHINGTON, GREENHOUSE GAS REDUCTION POLICY

WHEREAS, state, regional and local governments throughout the United States are adopting emission reduction targets and programs and that this leadership is multi-partisan and coming from governors, county officials, and mayors alike;

WHEREAS, many local governments throughout the nation, both large and small, are reducing the production of global warming pollutants through programs that provide economic and quality of life benefits, such as reduced energy bills, green space preservation, air quality improvements, reduced traffic congestion, improved transportation choices, and economic development and job creation through energy conservation and new energy.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LONG BEACH, hereby adopts the following policies and/or procedures that will benefit its natural resources and reduce the emission of greenhouse gasses:

1. All new publicly funded buildings should be models of cost-effective, energy- efficient design.
2. Encourage energy conservation practices in buildings by raising the awareness of employees own energy use.
3. Conduct energy audits of publicly owned buildings, evaluate potential conservation measures, and then carry out those measures that are appropriate.
4. Promote weatherization programs for existing buildings, including subsidizing materials for low-income citizens and providing information to all citizens.
5. Evaluate an energy-sensitive fleet management program, to include driver training, the use of alternate energy sources such as electricity, diesel or bottled gas, fuel-efficient vehicles, frequent tuning and maintenance of vehicles, and the use of re-refined motor oil in fleet vehicles.
6. Utilize purchasing to promote reductions in GHG emissions by the suppliers of its goods and services.
7. Manage street lighting needs by applying lighting standards and using lamps that will assure safe and effective illumination at minimum cost and energy use.
8. Monitor the efficiency of the pumps in water and sewer systems, and operate and maintain them at peak efficiency. When cost effective options are possible, the one using the least amount of energy shall be preferred.
9. Where and when allowed by the building code, encourages the use of building construction materials made from recycled and recyclable materials.
10. Implement a solid waste strategy which:

- Reduces the solid waste stream by recycling and other means
 - Investigates ways to convert non-recyclable solid waste to energy and
 - Promotes the purchase of recycled and recyclable goods
11. Expand jurisdiction-wide waste diversion services to include, for example, single stream curbside recycling, and curbside recycling of food and green waste.
 12. Ensure that local Climate Action, Land Use, Housing, and Transportation Plans are aligned with, support, and enhance any regional plans that have been developed consistent with state guidance to achieve reductions in GHG emissions.
 13. Adopt and implement a development pattern that utilizes existing infrastructure
 14. Reduce required road width standards wherever feasible to calm traffic and encourage alternative modes of transportation.
 15. Encourage high-density, mixed-use, infill development and creative reuse of brownfield, under-utilized and/or defunct properties within the urban area.
 16. Ensure that local Climate Action, Land Use, Housing, and Transportation Plans are aligned with, support, and enhance any regional plans that have been developed consistent with state guidance to achieve reductions in GHG emissions.
 17. Reduce pollutants from transportation activities, including through the use of cleaner fuels and vehicles, as well as design and land use.
 18. Promote and expand recycling programs, purchasing policies, and employee education to reduce the amount of waste produced.
 19. Collaborate with local energy suppliers and distributors to establish energy conservation. Increase public awareness of climate change and climate protection challenges, and support community reductions of GHG emissions through coordinated, creative public education and outreach, and recognition of achievements.
 20. Provide safe and convenient access for pedestrians and bicyclists to, across, and along major transit priority streets.
 21. Install water-efficient landscapes and irrigation, including:
 - Plant drought-tolerant and native species, and covering exposed dirt with moisture-retaining mulch.
 - Install water-efficient irrigation systems and devices, including advanced technology such as moisture-sensing irrigation controls.
 - Install edible landscapes that provide local food.

Adopted this 18th Day of June, 2012.

AYES _____

NAYS _____

ABSENT _____

MAYOR
Robert Andrew

ATTEST:

City Clerk

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May 2012

Karen Gray, Court Clerk
City of Long Beach
PO Box 310
Long Beach, WA 98631

Dear Karen,

Congratulations on earning the 2012 WellCity Award! City of Long Beach is one of 84 cities and quasi-municipal entities that have earned the Trust's WellCity Award. You'll also receive a 2% premium discount for your Regence/Asuris premiums in 2013.

Award materials

Your WellCity Award plaque, window clings, sample press release and wellness committee certificates are attached. The design of the WellCity Award has been updated. We believe that the new design exemplifies the celebration of health that you have encouraged at city hall.

Your WellCity Award plaque has 2012 on it, along with any prior years that you earned this award. We've left some space for upcoming years, in anticipation of your continuing health promotion efforts.

WellCity recognition

Be sure to read the May/June issue of *Cityvision* magazine and look for the ad celebrating 2012 WellCities. A banner showcasing WellCities will be displayed at the AWC Annual Conference, Member Services Expo and Healthy Worksite Summit. The Annual Conference Awards Breakfast will feature a WellCity video and slideshow. WellCity names will be read, and photos taken after the breakfast. The WellCity brochure will feature those that earned the Award.

It takes commitment

Employers play a vital role in building a workplace that supports healthy behaviors. Earning the WellCity Award takes a commitment by your elected officials, management and staff. The comprehensive requirements reflect a broad-based strategy supporting employee health and productivity resulting in reduced health care costs.

Thank you for your commitment to employee health and the leadership you have shown among Washington cities and towns and across the nation. Your wellness program is a model for others to emulate.

If you need additional certificates or window clings contact Laura Langston at laural@awcnet.org.

Sincerely,



Mike McCarty
Chief Executive Officer

cc: Bob Andrew, Mayor
Eugene Miles, City Administrator

Long Beach Marketing Committee Meeting
May 15th, 2012
Long Beach City Hall

In attendance were Committee Chairman Steven Linhart, Committee Members Sherry Hash, Craig Smith, Mike Litawa, and Brady Turner. Also in attendance were Ariel Smith Beachdog, Keleigh Schwartz Beachdog, Ragan Andrew City of Long Beach, and Andi Day Long Beach Peninsula Visitors Bureau. Gene Miles was absent.

Meeting was called to order at 9:05am by Committee Chairman Linhart

A motion was made to approve the minutes as presented by Committee Member Mike Litawa, seconded by Committee Member Craig Smith, motion approved.

An updated flyer was distributed to the group regarding the specials for service members and also an update on the changes being made to the website. An updated scope and budget was distributed and to date we are on track and on budget.

Keleigh reported that she and Ariel are going to get in touch with Swarner and discuss timing on projects. Things are coming through but are very slow on delivery.

The FAM tour with Swarner writers were discussed. Things were loosely organized but no writers to date have confirmed that they will be participating. They will be riding bikes on the trail with Jim Sayce, taking a bus trip to the lighthouse, and then a hike on trails around the lighthouse to view our beautiful area.

Ragan Andrew reported on the Veterans Beach Bike rally on August 4th in partnership with the Long Beach Elk's Club. She also mentioned that she distributed information to Commander Ahlin at Cape D and will be giving future updates on Veteran's Park as it nears completion. Dedication is set for Loyalty Days 2013.

Web stats for April show 350 unique visits and a projected traffic count of 430 for May. Loyalty Days and Funbeach helped push events in April.

Brady Turner reported on updates to facebook and the campaign that he is working on for the specials for service members via facebook. 180,000 facebook users around our area, 8,000 have used our site in the last week, but no click through from facebook to website. Add more area codes to increase traffic was suggested. These area codes would include Bremerton, Longview, and Chehalis.

Andi asked the committee if the products lends itself to the project? It's not a widget that you buy, it's a come and check this out or come visit us type of product. Maybe adding personal references and testimonies might generate more attention versus a pass through product only.

Dozens of photos have been submitted for the website. We are getting RIO on print media but not so much for web. Keleigh distributed print adds that have been used on the last few weeks.

Keleigh mentioned that a new administration unit is being added at JBLM and will help administer both sides of the base plus add 600 more families to the area.

Keleigh met with Swarner and the economy is touch but the business side of things is stable.

An ad was discussed and Brady suggested making it more outdoorsy. A little less red, white, and blue. She mentioned that we are getting best results from retired folks within a 150 mile radius. Retired and reserve military are the ones traveling at this time.

Steven Linhart wanted to know where the group wanted to go from here. What is next? Mike Litawa suggested targeting larger companies with large numbers of employees. Examples, Boeing, Microsoft, Amazon where just a few.

Andi mentioned that she will be attending a meeting in Seattle. She will promote us and see what contact information she can get. She will look into Boeing's client relations avenue for marketing. Amazon and Microsoft are very protective of their people, but if we can get into their in-house or online bulletin board we may have a shot.

Andi discussed doing a Competitive Market Analysis; she is wanting to know who our competitors are, what they are doing well, what we can do better, etc.

Sherry Hash asked about looking into advertising in the AAA and Journey Magazines.

Brady Turner has been marketing to urban areas and the majority have never been here before, even if they have families or not, some are looking into the Coney Island factor. We have things for them to do and we are a community setting versus a touristy strip.

Andi pointed out that there is no social media for Beach to Chowder Run and that maybe a pass through from the website to a social media spokes person would work, Kara Atthebeach was suggested.

Festivals and Events were discussed regarding websites, social media, as well as who and how we can successfully get peoples attention and info out to prospective visitors.

Brand USA is taking on Kite Festival and advertising the event through their National Tourism Campaign as a must see event for 2012!

Andi discussed hosting an event such as a triathlon with the help of the National Heart Association or Diabetes Association. This event would not make money for the city but would help to gain exposure for the peninsula. It would help to put heads in beds and dollars in our merchants stores.

Andi is also inventorying all sport and outdoor recreations for future marketing efforts. She has been working cooperatively with Outdoors NW regarding ski dos, surfing, kite boarding, etc.

Volunteerism – Write came out and met with Andi regarding volunteerism and how to come and help with events and activities. Seattle Works is an organization that helps communities organize volunteers for events and festivals. They provide training programs for the volunteers.

Without any further business a motion was made to adjourn the meeting at 10:35am.

Respectfully Submitted,

Ragan Andrew

Week in Review
May 31st – June 6th, 2012

SummerFest:

- Updating Social Media
- Getting contracts back
- Setting up each weekend
- Had a slow weekend, but had riders on the wagon and folks sitting in the park listening to both days worth of music. We had George Coleman Saturday and Acousta Cats on Sunday
- Setting up for June 9th & 10th early, checks paid out and Chris from City Crew to help during this weekend due to Wedding activities
- Had issues with a couple of youth regarding behavior downtown. Chief Wright assisted.
- Assisted a new Carriage Ride business with city rules and regulations
- Getting Fire Safety Packets organized for my return

Long Beach Marketing:

- Sent off and distributing flyers for Bike Rally
- Coordinating Depot Rental
- Promoting Veterans Park and assisting with Specials for Soldiers
- Provided items for FAM tour for Swarner Writers
- Partnering with State Parks for equipment
- Prepared visitor information for Knappavine HS Band group that was here for an overnighter at Super 8 22 kids plus chaperones

Long Beach Package Travel:

- Working with suppliers for Sept bus tour
- Corresponding with Dawn from Wells Gray regarding tour
- Gathering materials for Travel Exchange
- Researching best way to advertise LBPT during convention
- Working with WA NTA Delegates for Travel Exchange

Tourism:

- Coordinating with O'Neill Family regarding July event
- Promoting Tourism Matters Buttons with Merchants and getting pictures to WTA Website
- Attended the VB Meet & Greet for Andi at Kite Museum

Festivals:

- Assisted Sarah Shapiro with the Friday Market set up, execution, and tear down
- Assisting the SandSations committee with whatever is needed
- Assisted Mollie with getting banner made

Respectfully, Ragan Andrew Tourism & Events Coordinator

LONG BEACH PENINSULA VISITORS BUREAU
AGENDA
Board of Directors Meeting
Shelburne Inn
June 14, 2012 • 12:00 PM

Welcome and Introductions

Guests include:

Connie Kobes, Board Member of Friends of Chinook School

Terry Finklein, Director of Ocean Beach Hospital- Brief presentation

Minutes

Treasurer's Report

Budget Review

Committee Reports

Executive Committee

Web/Marketing Committee

Web report-beachdog

Director's Report

Stat.s

Meetings

Broadcast Email

Recommendation for VB collateral based on Creative Panel Review Session

Old Business

Annual Meeting May 31, 2012

New Business

Cover of Washington magazine

Board Member Updates & Announcements

Adjourn

Upcoming Meeting Schedule

Executive session immediately following board meeting today

Executive Committee Mtg. July 5, 2012 3pm LBPVB

Total	30	61	92	221	353	0	0	0	0	0	0	0	0	757
Visitors from Canada														
Total	15													15
Visitors from Foreign Countries														
Africa			1											1
Asia														0
Australia & Oceania	4	2	5		2									13
Caribbean														0
Central America														0
Eastern Europe														0
Europe			5		6									11
France			2		4									6
Germany		1	4		10									15
Japan														0
Middle East	2				2									4
S.E. Asia	2				1									3
South America														0
United Kingdom					4									4
Netherlands					2									2
Total	8	3	17	0	31	0	59							

US Total

Canada Total

59
Foreign Totals

3:52 PM

06/06/12

Long Beach Peninsula Visitors Bure... Profit and Loss Budget vs. Act...

January through May 2012

	<u>Jan - May '...</u>	<u>Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense			
Income			
Interest-Contingency Fund	9.52		
funbeach Income	100.00	45,000.00	0.2%
Public Relations Income	12,353.65	28,000.00	44.1%
Advertising Income	18,070.50	29,500.00	61.3%
Retail Sales	602.92	5,000.00	12.1%
City of Ilw Operating Supp...	0.00	8,500.00	0.0%
City of LB Operating Supp...	20,832.74	67,500.00	30.9%
Pacific Cty Operating Sup...	47,001.37	87,200.00	53.9%
Volunteer Donation Income	165.00	1,000.00	16.5%
Interest-Operating Account	41.46	110.00	37.7%
Membership Dues	7,069.05	53,000.00	13.3%
BVP Income	96.81	35,000.00	0.3%
Total Income	106,343.02	359,810.00	29.6%
Gross Profit	106,343.02	359,810.00	29.6%
Expense			
Annual Meeting	829.44		
Volunteer Donation Fund	260.00	0.00	100.0%
funbeach Expense	10,875.00	45,000.00	24.2%
Public Relations	24,532.90	28,000.00	87.6%
Advertising Expense	23,980.50	29,500.00	81.3%
VB Van Expense	435.77	2,500.00	17.4%
BVP Expense	443.06	35,000.00	1.3%
Building /Grounds Maint	1,805.62	4,000.00	45.1%
Dues and Licenses	1,110.00	1,325.00	83.8%
Equipment Maintenance	277.19	2,000.00	13.9%
Equipment Purchases	422.78	2,500.00	16.9%
Insurance	10,357.12	43,120.00	24.0%
Marketing (Photos, Kits, Et...	4,639.37	7,300.00	63.6%
Office Supplies	3,920.28	10,000.00	39.2%
Payroll - Net Wages	38,596.70	131,400.00	29.4%
Payroll taxes	9,316.28	23,600.00	39.5%
Postage & Delivery	2,537.92	5,100.00	49.8%
Printing & Repro	0.00	10,000.00	0.0%
Professional Fees	10,402.60	2,000.00	520.1%
Purchases for Resale	585.60	3,000.00	19.5%
Travel	3,077.05	3,600.00	85.5%
Utilities	5,232.04	9,925.00	52.7%

3:52 PM

06/06/12

Long Beach Peninsula Visitors Bure... Profit and Loss Budget vs. Act...

January through May 2012

	<u>Jan - May '...</u>	<u>Budget</u>	<u>% of Budget</u>
Total Expense	<u>153,637.22</u>	<u>398,870.00</u>	<u>38.5%</u>
Net Ordinary Income	-47,294.20	-39,060.00	121.1%
Other Income/Expense			
Other Income			
City of LB Social Networking	1,950.00		
Dedicated Funds - In	<u>14,133.78</u>		
Total Other Income	16,083.78		
Other Expense			
Discounts	<u>2,190.89</u>		
Total Other Expense	<u>2,190.89</u>		
Net Other Income	<u>13,892.89</u>		
Net Income	<u><u>-33,401.31</u></u>	<u><u>-39,060.00</u></u>	<u><u>85.5%</u></u>

LONG BEACH PENINSULA VISITORS BUREAU
BOARD OF DIRECTORS MEETING MINUTES

May 10, 2012

Agenda Item	Notes	Responsible Person if Follow-up Needed
Directors in Attendance	Laurie Anderson, Susie Goldsmith, Nancy Gorshe, Steven Linhart, Sue Madsen, Gene Miles, Jim Neva, Jon Schmidt, Blaine Walker	
Directors Absent	Holly Beller, Diane Carter, Mike Cassinelli, Randy Dennis, Mike Litawa, Cathy Russ, Ann Saalborn	
Staff and Consultants Present	Andi Day and Dierdre Duewel from the Long Beach Peninsula Visitors Bureau; Ragan Andrew from the City of Long Beach; Keleigh Schwart and Ethan Seifert from beachdog.com	
Guests	Warren Cowell from Willapa Bay Shellfish	
Call to Order	President Sue Madsen called the meeting to order at 12:20pm. A quorum of directors was present and the meeting, having been duly convened, was ready to proceed with business.	

Agenda Item	Notes	Responsible Person if Follow-up Needed
Minutes	<p>The Minutes of the March 8, 2012 meeting were presented. Upon motion made by Steven Linhart and seconded by Nancy Gorshe, the minutes were unanimously approved.</p> <p>The Minutes of the April 12, 2012 meeting were presented. Upon motion made by Steven Linhart and seconded by Susie Goldsmith, the minutes were unanimously approved.</p>	
Treasurer's Report	<p>The report shows profit and loss through April. Andi Day mentioned they were in the process of clearing up the budget and it would be more detailed in June.</p>	
Director's Report	<p>Andi Day reported on the NW Travel Writers conference, the upcoming Annual Meeting, and the new and improved press room on funbeach.com. The Visitors Bureau has 281 members.</p>	
New Business	<p>Sue Madsen indicated help was needed with different committees, especially the Human Resources Committee, which Randy Dennis has agreed to chair, and the Finance Committee. Mike Litawa and Randy Dennis are members of the Finance Committee. Members and a chair are needed for the Membership Committee and the Web Marketing Committee.</p> <p>Jim Neva introduced Warren Cowell, a candidate for County Commissioner, District 1.</p>	

Agenda Item	Notes	Responsible Person if Follow-up Needed
	<p>Keleigh Schwartz confirmed the Web Marketing Committee meets the third Tuesday of the month at 2pm at the offices of beachdog</p>	
<p>Board Member Updates:</p> <p>Jim Neva for Port of Ilwaco:</p> <p>Blaine Walker for Seaview:</p> <p>Jon Schmidt for Professional:</p>	<p>Jim spoke about the ongoing construction at the Port, specifically about phase two of the parking lot resurfacing. He said the Saturday Market was going well – they had 54 vendors for the opening day. He went on to mention upcoming events, including the Oregon Tuna Classic and the scavenger hunt arranged by Ragan Andrew; the Blues and Seafood festival, and the Slow Drag at the Port. He said the salmon season looked good. The brewery might be willing to entertain a lease.</p> <p>Blaine spoke about the Seaview beautification project. He also mentioned the World Kite Museum is looking for a new director.</p> <p>Jon spoke about the May 19th celebration for the North Head Lighthouse anniversary. He mentioned they had the largest attendance since April of 2009. Cape Disappointment is looking for a three-month park aide.</p>	

Agenda Item	Notes	Responsible Person if Follow-up Needed
<p>Steven Linhart for the Long Beach Marketing Committee:</p> <p>Gene Miles for Long Beach Administration:</p>	<p>An ad for the Beach to Chowder 5K/10K Run/Walk appeared in NW Runner. There will be chip timing.</p> <p>Gene spoke about the possibility of a vertical evacuation system for Long Beach which would be the first in the country. He spoke about redoing the water distribution system in Seaview with more frequent shut-off valves. The Corps of Engineers changed rules which affect development west of Boulevard. The State was unaware of this change. He suggests involving congress people and senators.</p>	
<p>Nancy Gorshe for restaurants:</p>	<p>Working with Jon Schmidt and the Columbia Pacific Heritage Museum and the Historic Railroad Committee, they will be installing plaques in front of seven historic sites in time for Clamshell Railroad Days in July</p>	
<p>Sue Madsen for Ocean Park:</p>	<p>Spoke about the cancelled clam dig. Mentioned the Beach Barons have a new speaker system for the Rod Run.</p>	
<p>Consultants Reports</p>	<p>Ethan Seifert from beachdog.com said the beachdog report had been sent out by email. funbeach had 73,000 visitors in March. He explained the difference between "unique visitors" and "visitors."</p>	

Agenda Item	Notes	Responsible Person if Follow-up Needed
	Keleigh Schwartz from beachdog.com spoke about the NorthWest Military report for May. She mentioned funbeach was running two contests: a photo contest and a contest for the military.	
Other Reports:	Ragan Andrew of the City of Long Beach said two cruise ships had docked in Astoria on May 3. A group of 12 from one ship came to the Peninsula and visited the Lewis & Clark Interpretive Center, the World Kite Museum and the Cranberry Museum. A group of 42 people from the second ship did approximately the same tour.	
Adjournment	There being no further business to come before the meeting, Sue Madsen adjourned the meeting at 1:35pm.	

Respectfully submitted,

Dierdre Duewel
 Long Beach Peninsula Visitors Bureau staff member

JULY 5thCleanup

please...
LIKE us on
FaceBook

Search for
"GrassRoots
Garbage Gang"



YOUR HELP IS NEEDED!

Now - We are still working to remove the 7000-plus pieces of Styrofoam off our beach before they are broken into smaller bits that will make collecting them even more challenging.

Current need - Between Oysterville and Bolstad "There were 6758 total chunks counted during the survey". If you can go onto the beach now and collect what you can, it would help tremendously. Grab friends, family, co-workers, or just yourself and head out to the beach. If you need a place to dump the material you collect, email Shelly@ourBeach.org to learn where you can take it. Thanks to a grant from our Pacific County Marine Resource Committee, we have funds to manage this first wave of debris. If you can email Shelly@OurBeach.org we can mark off areas that get cleaned and send folks to other areas still needing attention. Lots of areas are clean now, thanks to quick attention by volunteers. More areas are still in need of attention, especially from Bay Avenue south nearly 5 miles, with the worst concentration of debris about 3-3.5 miles south of Ocean Park.

On June 29th, Friday - Supporting the July 5th Community Beach Cleanup, 5pm potluck. No cost, just bring a dish to serve 7-10 people. The speaker following the potluck at the Peninsula Sr. Activity Center will be Brian Atwater, U.S. Geological Survey, Seattle. His topic will be "Surviving Tsunamis in Japan and Indonesia"

The Washington coast has a recent geological history of earthquakes that set off tsunamis. The most recent of these earthquakes occurred in January 1700. Its occurrence is abundantly recorded by the remains of dead trees on the shores of Willapa Bay and in the banks of its tidal creeks. The 1700 earthquake and tsunami resembled recent earthquakes and tsunamis in Japan and Indonesia. Lessons for Washington residents and visitors can be found in eyewitness accounts of the survivors of these Asian catastrophes.

Then there's:

July 4th - marchers are needed for the Ocean Park 4th of July Parade.

Please join us in marching in Ocean Park's Old Fashioned 4th of July Parade. We have a great time doing a little exercise down main street Ocean Park. People often tell us on

July 5th, as they sign in to clean, that they saw us marching and decided it was time to join the effort. Parade starts at noon. We will meet in the U Street Field at 10:30 to decorate the truck/float. Please save your best ocean/beach litter for decoration and bring it with you. If you can't decorate, just show up before noon, find us in the parade order and be ready to march. We will tailgate a light lunch before we take off. Please e-mail Ellen Anderson at eandersea@aol.com if you are planning to march or have any questions.

July 5th – it's the typical drill. We need upward of 1000 volunteers to come out and join the organized one-day cleanup on Thursday, July 5th. Volunteers will be stationed at all the major beach approaches at 9:30 to hand out bags and help direct you where your help is most needed. If you can come, please email Shelly@OurBeach.org. If you can adopt a section of beach – even better! Email Shelly.

Read more: <http://seattletimes.nwsources.com/text/2018416994.html> and in our local paper.

Remember the soup feed at the Moose Lodge on U street in Ocean Park from Noon until the pots run dry.

Fireworks Reminder:

Worst offenders are missile batteries which spew into the environment a plastic piece per shot and which contain 25-1,000 shots per battery. Please visit plasticsinfireworks.org and be responsible when purchasing fireworks. Then share this information with others.

THANKS EVERYONE!

The GrassRoots Garbage Gang is an all-volunteer, Washington State not-for-profit group that cleans up the Peninsula beaches in SW Washington. Each January, April and July hundreds of volunteers clean the Peninsula's 25-mile beach. Support comes from incredible volunteers, local businesses, City of Long Beach, Marine Resource Committee, Washington State Parks and many others. For more information visit www.ourbeac



To: Board of Directors, Long Beach Peninsula Visitors Bureau
City of Long Beach Marketing Committee
City of Long Beach Council

From: Keleigh Schwartz, beachdog.com

Date: June 9, 2012

Re: Report of Activity

Visitor Feedback

"The beach has always been our families biggest vacation spot. It's so relaxing & the kids love playing in the sand & building sand castles."

"My husband and I are new to the Washington area and have not been able to do a lot of exploring due to his deployment. We would love to have an opportunity to check out the beaches when he comes home on R n R in August."

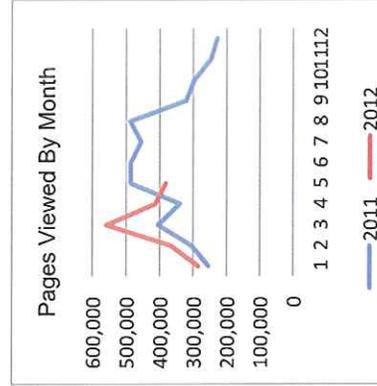
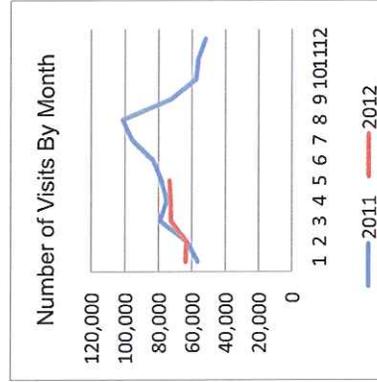
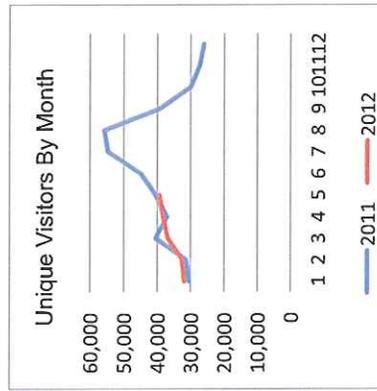
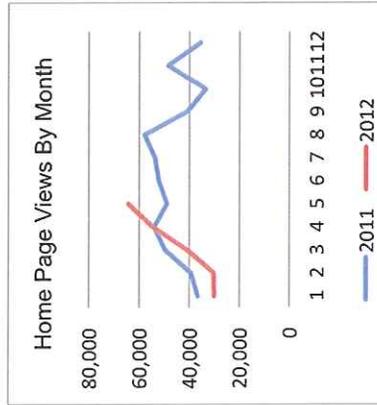
"I like the beach because I love listening to the waves and just relaxing on the beach."

Key Observations and Highlights

- We had **38,341 unique visits to funbeach.com last month**. This is effectively flat when directly compared to last year's numbers. However, factoring in increased interaction on Facebook and festival/event sites, activity which used to take place on funbeach.com, these numbers probably reflect a slight increase. We saw a significant increase in visits to the home page and a significant drop in overall site page views during May, while unique visitors and number of visits were fairly level.
- Those visits generated **40,255 referrals to member businesses**.
- "We analyzed performance of **Featured Listings** in the *Restaurants* category this month. Participating businesses saw a double the amount of visitor interaction (+99%) for May. Next month we will take a look at Bed and Breakfasts.
- **Minor tweaks** throughout the month, such as additions/changes to community and main events calendars.
- **Ongoing posting** to the blog/home page.
- Got a good start on work for the big **summer development** release.
- **Trained** Visitors Bureau staff in use of the new Press Room.
- Analyzed **search**. Our strategies continue to change in light of Google's most recent scoring changes. The site has retained solid rank and is improving in a few areas.
- **Analyzed site statistics**. You can access stats online any time you wish! Come to the web committee to learn more, or email woof@beachdog.com, for login credentials to access the reports online.
- **Web & Membership Committees** have merged and are next scheduled for **Tuesday, June 19, 2012, 2-3:30 @ beachdog.com**. The group is now permanently placed on the calendar for the **THIRD TUESDAY**. Note that meeting venue is subject to change based on how many we expect to attend; please RSVP woof@beachdog.com or 360-642-4431.
- Engaged in **Meetings** via phone, email, and face to face, with LBPVB staff as requested.
- Monitored **visitor email** and responded as requested/appropriate.
- **Funbeach.com Site Visitation Overview, Facebook Insights** and **Contract Budget** reports attached. Additional reports available upon request.

funbeach.com Site Visitation Overview

funbeach.com	January	February	March	April	May	June	July	August	September	October	November	December	TOTALS
home page	36,546	39,299	49,773	54,051	48,831	52,261	53,718	57,773	40,840	33,462	48,376	35,552	550,482
unique visitors	30,397	31,362	40,438	37,036	40,373	44,772	54,689	55,750	39,131	29,900	27,332	25,972	457,152
number of visits	56,372	62,749	78,920	74,795	78,082	82,871	95,483	101,110	72,246	57,361	56,032	51,641	867,662
pages viewed	254,624	303,791	403,970	338,369	485,888	485,888	454,070	486,273	319,841	296,221	246,467	226,844	4,302,246
home page	30,048	30,404	40,874	54,475	64,323								220,124
unique visitors	31,736	32,418	36,764	38,250	39,341								178,509
number of visits	63,497	62,998	72,333	72,680	73,463								344,971
pages viewed	284,652	367,058	558,781	412,975	382,085								2,005,551



beachdog.com Hours

Projected Actual

Budget per 2012 Contracts	J	F	M	A	M	J	J	A	S	O	N	D	encumbered+balance=total
Admin Component 160 hours	30	10	10	10	10	30	10	10	10	10	10	10	70+90=160
Development Component 180+15 rolled from 2011= 195 hours + 46 hrs fm support= 247	40	20 40	20 30	20 22	20	20	20	40	10	5	0	0	152+95=247
Support Component 82 hours -46 hrs to development	15	45 10	45 9	40 2	40 0	40 0	6 0	6 0	0	0	0	0	36+0=36
Hard Costs: \$5000. \$1800 hosting, etc.+ \$3200 for decals, tubes and/or funbeach promo	\$0	\$0	\$0	\$0	\$0	TBD	\$0	\$1800	\$0	\$0	\$0	\$0	\$5000-1800=3200

Notes Projected At time of occurrence

January

- Development Component: 15 hrs-2011 + 25 hrs-2012 for Media Room
- Per CG, no tubes or decals needed this year; several promotional items researched and quoted, per request
- Support includes photo management + response to Chris' requests during leadership transition

February

- Media Room over budget by 20 hours. Moved from Support Component
- Support includes photo management + response to Chris' requests during leadership transition

March

- Media Room over budget by 10 hours. Moved from Support Component
- Support includes photo management + response to Chris' requests during leadership transition

April

- Media Room over budget by 2 hours. Moved from Support Component.
- Support includes photo management + preparation to transfer photo library to LBPVB for management

May

- Approx 2 hours are yet required to move existing photo library to LBPVB and -2 hours per month are needed to manage photo contests. Moved management of these items to Admin Component so as to balance time budget.
- Zeroed out Support Component as the office is not calling on us for these items and this balances the time budget.

June

July

August

- Hard Costs: \$600 broadcast mail + \$1200 hosting

September

October

November

December



To: City of Long Beach Marketing Committee
City of Long Beach Council

From: Keleigh Schwartz, beachdog.com

Date: June 10, 2012

Re: Report of Activity

Specials For Service Members

- **Updated Scope and Budget documents are attached.** We did some shifting of funds to accommodate the FAM tours and in response to the Facebook ads not playing out well. We're still on target and in budget.
- **FAM Tours.** Big Kudos to our own Ariel, along with Jim Sayce, for designing and preparing really engaging tours for the writers. *The Ranger* Editor Tyler Hemstreet is in town as this report is being prepared and the second writer and her family arrive next weekend (June 15-16-17).

The Hemstreet family checked into The Breakers Friday night, met by a shopping bag of presents for the daughter and a basket of local treats and collateral for the adults, along with a beach cruiser for use the next day.

Following breakfast at 42nd Street Café with his wife and daughter, Tyler met Jim Sayce for a bike ride on Discovery Trail. Andi Day was invited along and she invited Carol Zahorsky to join in, following Jim's suggestion to keep the head count even. Tyler was game, and the weather was perfect, so they road the trail all the way to Beard's Hollow, pushing the bikes up the hill and riding down into Ilwaco to tour Saturday Market and lunch at Ole Bob's. They toured past the Condor and the Heritage Museum, riding 101 north, splitting to Sandridge Road to see McPhail's cranberry bog, then Holman Rd/30th to Seaview and back to Long Beach via K street (Victorian homes) and Ocean Beach Boulevard. Jim had a list of points to make along the way and I'm sure having Andi and Carol along furthered the highlighting of our best face.

After returning our guest to the Breakers, the family was destined for dinner at The DEPOT and brunch at Jimella & Nanci's Market Café, along with a list of places they might check out on their own.

Because you have our office on retainer to manage the project, there was no additional cost there. Thanks to the generosity of all the merchants involved all materials, meals and lodging were donated, as was Jim's time as tour guide.. Donors included: Jim Sayce, Breakers, Depot, Jimella & Nanci's, 42nd Street Café, Ole Bob's, LBPVB, Kite Museum, Kite Festival, Dennis Company, Cranberry Museum, Artistic Bouquets, and beachdog.com.

- **Facebook Ads.** Brady terminated the ads he had set up, as we just weren't seeing a return on that investment. Ariel has set up the new ads discussed at LBMC last month and we aren't seeing much better result with these. One final round of tweaking and, if we don't see a dramatic improvement, we'll pull the Facebook ads altogether.
- **Google Ads.** Our office had quite a stack of Google free offers we could give to the project so Ariel has started Google ads. It's too soon to give you any results information, which will dictate whether we move Facebook ad budget into this avenue.
- **Social Interaction.** Unfortunately, Swarner ran its contest on nwmilitary.com without notice to us, directing entries to take place on the LBPVB wall, at the same time we had a photo contest running there. That caused some confusion, but Wendy here at beachdog.com was able to sort through it and keep everyone happy. In general, our online interaction with military families has been strong, and positive. Kara Atthebeach is, of course, also promoting this campaign so you're getting more social interaction than shows in the attached reports. Speaking of those reports... You're getting more information than usual on Facebook insights. At this month's meeting, we can dive into the post metrics a bit, which may give you an idea of what people are responding to – and what they aren't.

- **Swarner Program.** We've gotten all the channels of the STAR IV program engaged now. Results are mixed; we had a strong response to the Facebook contest and the website continues to increase in traffic, if at a modest rate. Anecdotally, merchants are telling us they're seeing an increase in requests for military discounts, presumably because there is increased awareness they are offered here.

We asked Swarner to come up with an ad concept that was younger. After a few delays, they did come up with an adjustment to our ad, which were mainly font changes. I will be redesigning and send them a comp this week.

- **Specialsforservicemembers.com Statistics**

- The site exceeded projections for May, with 618 unique visitors making 940 visits (1.52 per visitor) to 3122 pages (3.32 pages per visit).
- Contests and discounts, not surprisingly, are the most popular pages by far.
- Funbeach.com and longbeachwa.gov are the top referring sites, with military merits in a solid third place, followed by Facebook.
- The site is now indexed in Google, Yahoo and Bing, mainly for the domain name key words, and has been picked up by Alexa. Search isn't a relevant source of traffic at this point.
- Most of the time (by far) spent on the site is between 11 am and 3 pm.
- The most popular day is Monday, followed by Friday, Tuesday, Thursday, Wednesday, Sunday, then Saturday, slightly skewed by Monday, May 7th being a banner day in response to Swarner's contest.

Kara Atthebeach Social Media Marketing

- In addition to submissions to our photo contest, we're seeing visitors tag Kara and the LBPVB wall with their photos of the area and also post photos to these walls.
- Friends: 3,764.
- Posts: It's uncommon for a post to go without at least one comment. Most receive 4 or more. The highest interaction posts in May were of eagles at the surf. A photo early in the month received 40 likes, 8 comments and 4 shares while one later in the month enjoyed 32 likes and 27 comments. The next most interactive were an image of waves at Waikiki, with 39 likes, 11 comments and 2 shares, and a baby deer, with 34 likes, 4 comments.

Military Project: Budget

beachdog...com for the City of Long Beach Lodging Tax Advisory Committee
 PO Box 954 Long Beach, WA 98631
 360.642.4431 | woof@beachdog.com | www.beachdog.com

invoiced

As approved by LTAC Committee on 02/21/12:

	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Total
Budget Overview									
Project Management Total	500	300	300	300	300	300	300	300	2,600
Merchant Participation & Support Total	320	500	290	85	65	65	65	65	1,455
Web & Social Total	17	1,920	900	340	0	40	0	40	3,257
Swamer Total	0	2,260	2,260	2,010	1,760	2,260	1,760	1,760	9,820
Regional Extension Total	0	350	0	0	0	0	0	0	350
Budget Total	837	4,980	3,750	2,735	2,125	2,665	2,125	2,165	21,382

Project Management

Concept & Planning as completed by Litawa, Boyle & Schwartz	0	0	0	0	0	0	0	0	0
Project Management & Reporting Serving as project manager & reporting to LTAC monthly on progress	0	300	300	300	300	300	300	300	2,100
Develop Scope, Timeline & Budget as presented at February 21 LTAC meeting	500	0	0	0	0	0	0	0	500
Project Management Total	500	300	2,600						

Merchant Participation & Support

	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Total
Sales Collateral Development for use educating and informing merchants	160	0	0	0	0	0	0	0	160
Sales Collateral Hard Costs Includes printing of sales fliers and web development	200 (\$172+bx)	100	50	25	25	25	25	25	275
Prize & Offer Management Includes receiving offers from merchants, asking for additional/different prizes, cataloging all for package development	160	100	80	40	20	20	20	20	460
Development of Merchant Kit Includes "We Participate" web banners, in-store signage, monthly/as-needed email updates to participants.	0	300	160	20	20	20	20	20	560
Merchant Participation & Support Total	320	500	290	85	65	65	65	65	1,455

Website Development & Social Media Marketing

Domain Registration	17	0	0	0	0	0	0	0	17	
Microsite Development/Management First payment creates the website. Second buys a maintenance contract which covers back end updating and whatever front end changes are required to match the needs of the campaign.	0	1,000	600	0	0	0	0	0	1,600	
Facebook Ads Minimum is \$1 per day. This might buy 10 clicks at 10¢ CPC or 1 click at \$1 CPC.	0	300	300	300	0	0	0	0	900	
Google Ads Daily budget could be as low as five dollars with a maximum cost of ten cents for each click on your ad (not recommended).	Facebook ad budget may flip to Google, based on results.									
Specials Development Showcases all merchant discounts/offers in a print-friendly pdf available for download and as an online flip-book.	0	320	0	40	0	40	0	40	440	
Social Media Includes custom landing page/tab on LBPVB wall. Promotion of campaign on LBPVB and Kara AttheBeach walls covered under separate contract.	0	300	Managed under separate Social Media Marketi							300
Web & Social Total	17	1,920	900	340	0	40	0	40	3,257	

Swarner Communications Star Marketing Program (Star IV)

<p>Star IV Plan Includes 1/4 page ad 4x/month in <i>The Ranger</i>, <i>The Northwest Airlifter</i>, <i>Volcano</i>, Prize-oriented social media campaign +3 postings monthly on LBPVB facebook wall, JaBLAM listings for discount, coupon and e-blast of same once per month, flyers handed out at events 2x/month, one ad embedded in an online story weekly, 1/4 page ads in <i>Spouses</i> and <i>Singles</i> online mags monthly, 2 sizes of ads weekly on NorthwestMilitary.com and WeeklyVolcano.com, one space-available ad monthly in NorthwestMilitary e-newsletter and 6000 (provided) inserts mailed to onbase housing twice annually.</p>	0	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	8,820
<p>Concept, Art & Ad Development Includes 4 concepts manifest in 4 classifieds ads, 3 e-blast deals, 16 online ads, 2 flyer inserts, 8 online magazine ads, 1 social and 1 story-embedded ad per month. 2 additional concepts and flyers per year.</p>	0	1,000	1,000	750	500	500	500	500	500	500
<p>Hard Costs Assumes BVP is used for inserts distributed at Swarner events, custom insert for 2x/year mailout, and our LBP events provide flyers for distribution in hanging bags.</p>	0	0	0	0	0	500	0	0	0	500
<p>Swarner Total</p>	0	2,260	2,260	2,010	1,760	2,260	1,760	1,760	1,760	9,820

Regional Extension

	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Total
Fam Tour Media familiarity tour; recommended but not yet planned.									0
Press Release written about the project, posted to funbeach.com press room and distributed to regional media.									0
Lewis McChord Tourism Officer Liaison work with officer to choose and present prize package to officer's choice of soldier.									0
Veterans Park Liaison Includes working with City to cross-promote campaign with park dedication, potentially a press release, signage, announcement(s)									0
Camp Rilea Liaison Includes working with Camp Rilea to cross-promote campaign via flyers									0
USCG Liaison Includes working with USCG Station Cape D & Station Astoria to cross-promote campaign via flyers									0
VFW Liaison Includes working with area VFW offices to cross-promote campaign via flyers									0
Sales Collateral Hard Costs for use by Liaisons. Budget allows for 1000 4/4 flyers.	0	275	0	0	0	0	0	0	275
Sales Collateral Development	0	75	0	0	0	0	0	0	75
Regional Extension Total	0	350	0	0	0	0	0	0	350

Military Project: Scope

beachdog.com for the City of Long Beach Lodging Tax Advisory Committee

PO Box 954 Long Beach, WA 98631

360.642.4431 | woof@beachdog.com | www.beachdog.com

Project Management

100%	Concept & Initial Planning	12/20/2011	Una Boyle, Mike Litawa, Keleigh Schwartz
100%	Develop Project Scope Document	02/21/2012	Keleigh Schwartz
100%	Develop Project Budget Document	02/21/2012	Keleigh Schwartz
100%	Scope Approved	02/21/2012	LTAC Committee
100%	Budget Approved	02/21/2012	LTAC Committee
100%	Assign toll-free number to project	02/21/2012	Chris Goodwin
62%	Execute Projects as assigned	09/30/2012	Keleigh Schwartz
62%	Supervise tasks assigned to others	09/30/2012	Keleigh Schwartz (project manager)
62%	Liaison with City re Veterans Park Dedic.	09/30/2012	Ragan Andrew
62%	Design & Execute Facebook Ads	09/30/2012	Brady Turner, Keleigh Schwartz
62%	Design & Execute Google AdWords	09/30/2012	Keleigh Schwartz, Brady Turner; we may not do these.
100%	Liaison with Camp Rilea	09/30/2012	Steven Linhart
0%	Liaison with USCG	09/30/2012	Ragan Andrew
100%	Liaison with VFW	09/30/2012	Keith Schwartz

Merchant Participation & Support

100%	Develop Flyer for use with merchants	02/07/2012	Keleigh Schwartz / Sent by email to Steven Linhart, Chris Goodwin, LBPVB Board, LB LTAC
100%	Set up custom email address	02/07/2012	Keleigh Schwartz / military@funbeach.com
100%	Set up page on funbeach.org	02/07/2012	Keleigh Schwartz / merchant-focused information
100%	Visit Ocean Park Area Chamber Mtg	02/21/2012	Steven Linhart
100%	Visit Ilwaco Merch Assoc Mtg	02/21/2012	Steven Linhart
100%	Visit Long Beach Merch Assoc Mtg	02/21/2012	Steven Linhart
100%	Visit LBP Visitors Bureau Mtg	02/21/2012	Steven Linhart
100%	Visit Individual Businesses	02/21/2012	Steven Linhart
100%	Send Flyer to LBPVB Members	02/21/2012	Chris Goodwin
100%	Merchant Kit: Banner Ads	03/15/2012	Keleigh Schwartz / "We Participate" images & code for merchant websites to use. These banners link to specialforsoldiers.com
100%	Merchant Kit: Store Signs	03/15/2012	Keleigh Schwartz / "We Participate" sign to hang in business/window
80%	Collect, organize & manage responses	09/30/2012	Ariel Smith
10%	Obtain Discounts From Merchants	09/30/2012	Steven Linhart, Chris Goodwin, Keleigh Schwartz / Goal of 100% participation by 400 local merchants
75%	Obtain Prize Certificates From Merchants	09/30/2012	Steven Linhart, Chris Goodwin, Keleigh Schwartz / Goal of 15 prize packages + 15 individual prizes
62%	Create Prize Packages from Certificates	09/30/2012	Ariel Smith
62%	Merchant Kit: Email Updates	09/30/2012	Keleigh Schwartz / Keep participating merchants informed via email updates

Website Development & Social Media Marketing (local)

100%	Register domain	03/15/2012	Keleigh Schwartz / SPECIALSFORSOLDIERS.COM
100%	Redirect domain to campaign microsite	03/15/2012	Keleigh Schwartz
100%	Create microsite	03/15/2012	Keleigh Schwartz / landing page, discount partners, enter to win, contact your tourism liaison for another chance to win, watch for us in <publications, online>, post a photo of your stay
100%	Develop downloadable discounts	03/15/2012	Keleigh Schwartz/ Includes all merchant offerings
62%	Develop 'enter to win a prize package'	03/15/2012	Keleigh Schwartz / Reliant on merchant offerings; includes content and architecture
100%	Develop landing page	03/15/2012	Keleigh Schwartz / includes content and architecture
100%	Develop 'post a photo of your stay'	03/15/2012	Keleigh Schwartz / includes content and architecture
0%	Develop 'ask your tourism liaison'	06/01/2012	Keleigh Schwartz / Reliant on merchant offerings; includes content and architecture, Mike making successful contact with JLBM
62%	Tease microsite on funbeach blog	03/18/2012	Keleigh Schwartz
100%	Develop facebook custom landing page	04/01/2012	Keleigh Schwartz / includes content and architecture; on LBPVB wall
100%	Cross-promote on loyalty days web	04/01/2012	Ragan Andrew / loyaltydayslongbeach.com
100%	Cross-promote on city web	04/01/2012	Keleigh Schwartz / longbeachwa.gov
62%	Cross-promote on facebook	09/30/2012	Keleigh Schwartz / using Kara Atthebeach and LBPVB wall.

Swarner Communications Star Marketing Program (Star IV)

100%	Liaison with Swarner to set up account	03/01/2012	Keleigh Schwartz
100%	Print Ads, Deliver to Swarner March	03/15/2012	Keleigh Schwartz / Ranger, Airlifter, Volcano; 1/4 page, 4x/month
100%	JaBLam Coupon Offers Set Up	03/15/2012	Keleigh Schwartz
100%	Web Ads Setup	04/01/2012	NW Military, Singles, Spouses
100%	Web Ads Changes	05/01/2012	Keleigh Schwartz
100%	Print Ads, Deliver to Swarner April	04/30/2012	Keleigh Schwartz / Ranger, Airlifter, Volcano; 1/4 page, 4x/month
62%	JaBLam Monthly Changes	09/30/2012	Keleigh Schwartz
62%	Web Ads Monthly Changes	09/30/2012	Keleigh Schwartz
100%	Print Ads, Deliver to Swarner May	05/31/2012	Keleigh Schwartz / Ranger, Airlifter, Volcano; 1/4 page, 4x/month
25%	Print Ads, Deliver to Swarner June	06/31/2012	Keleigh Schwartz / Ranger, Airlifter, Volcano; 1/4 page, 4x/month
0%	Print Ads, Deliver to Swarner July	07/31/2012	Keleigh Schwartz / Ranger, Airlifter, Volcano; 1/4 page, 4x/month
0%	Print Ads, Deliver to Swarner August	08/31/2012	Keleigh Schwartz / Ranger, Airlifter, Volcano; 1/4 page, 4x/month
0%	Print Ads, Deliver to Swarner September	09/30/2012	Keleigh Schwartz / Ranger, Airlifter, Volcano; 1/4 page, 4x/month

LONG BEACH GENERAL BUSINESS

New Application / Final

Business Structure: LLC

UBI Number : 602 799 167 001 0001
Application ID : 2012 152 5343

Legal Entity Name : NORTHWEST FIRE SYSTEMS LLC

Fees : \$125.00
Expiration Date: 05 31 2013

Firm Name : NORTHWEST FIRE SYSTEMS LLC

Location Phone/FAX: (206) 772-7502 (206) 772-7504

First Date of Business: 05 01 2012

Location Address : 7815 S 180TH ST
KENT WA 98032 1050

Mail Addr: 7815 S 180TH ST
KENT WA 98032 1050

In City Limits: Y

Application Received Date: 05 31 2012

Product/Serv Desc: Wholesale , Retail
FIRE PROTECTION SERVICES, INSPECTION, ALARM AND DE
TECTION, AND INSTALLATION

Operator Comments:

Previous Business License: N

Square Footage: 0 Applying as Non Profit Business: N
501(C) Received: --

Email Address: Mpotter@nwfiresystems.com

Additional Business Activities:

General/Specialty Contractor # NORTHFS298CR Unable to verify Contractor license number in the Contractor database.

Account Status: Pending Approval

- Approvals		
- Zoning	<i>N/A CP</i>	<i>6/12/12</i>
- Building		
- Finance		
- Comments:		

