



## AGENDA – Monday, December 3, 2018

**6:30 p.m. Workshop**

**7:00 p.m. City Council Meeting**

Long Beach City Hall  
115 Bolstad Avenue West

WS 18-24

Budget Wrap-up – TAB A

### 7:00 p.m. CALL TO ORDER; PLEDGE OF ALLEGIANCE; AND ROLL CALL

Call to order Mayor Phillips, Council Member Linhart, Council Member McGuire,  
And roll call Council Member Murry, Council Member Cline & Council Member Kemmer.

### 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 three 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.

### 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, November 19, 2018 City Council Meeting
- Minutes from Budget Workshops: November 13, 2018 – Stormwater and Streets,
- November 14, 2018 – B&O Tax and Lodging Tax,
- November 15, 2018 – Water and Sewer
- November 20, 2018 – Current Expense and Police Department
- Payment Approval List for Warrant Resisters 58224-58267 & 84366-84419 for \$189,138.65

### BUSINESS

- AB 18-79 – SEP 2018-01 Project Community Connect - TAB C
- AB 18-80 – Washington State Fish and Wildlife Commission Position Recommendation – TAB D
- AB 18-81 – Resolution 2018-15 Vegetation Management Plan – TAB E
- AB 18-82 – Ordinance 963 2019 Budget – **PUBLIC HEARING** - TAB F
- AB 18-83 – Ordinance 964 Utility Tax Amendments – TAB G
- AB 18-84 – Ordinance 965 2019 Utility Rates – TAB H

### DEPARTMENT HEAD ORAL REPORTS CORRESPONDENCE AND WRITTEN REPORTS – TAB I

- Sales Tax Collections
- Lodging Tax Collections
- Letter of Appreciation
- Permit Directory
- Package Travel Article

### FUTURE CITY COUNCIL MEETING SCHEDULE

The Regular City Council meetings are held the 1<sup>st</sup> and 3<sup>rd</sup> Monday of each month at 7:00 PM and may be preceded by a workshop.  
**December 13, 2018 @ 4pm**, January 7, 2019 & January 21, 2019

### 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 or advise City Administrator at the meeting.

TAB - A



**CITY COUNCIL  
WORKSHOP BILL  
WS 18-24**

**Meeting Date: December 3, 2018**

<b>AGENDA ITEM INFORMATION</b>		
<b>SUBJECT: Budget Wrap-up</b>	<i>Originator:</i>	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Events Coordinator	
	Finance Director	
	Police Chief	
<b>COST: N/A</b>	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
<b>SUMMARY STATEMENT: Finalize budget before adoption.</b>		

Workshops are public meetings with the purpose of allowing the City Council to discuss topics. No formal decisions are made at workshops. While almost every meeting when a majority of the city council is present is considered a public meeting, that doesn't necessitate the Council allowing public comment. If the Mayor and Council request more information or clarification they may seek input from the audience.

TAB - B

## LONG BEACH CITY COUNCIL MEETING

November 19, 2018

### **7:00 CALL TO ORDER; PLEDGE OF ALLEGIANCE; ROLL CALL**

Mayor Phillips called the meeting to order; asked for the Pledge of Allegiance and roll call.

### **ROLL CALL**

David Glasson, City Administrator, called roll with C. Linhart, C. McGuire, and C. Kemmer present. C. Murry and C. Cline were absent.

### **PUBLIC COMMENT**

Karla Jensen made a public comment.

### **PROCLAMATION- Wreaths Across America Day**

The City Council proclaimed that the 15<sup>th</sup> day of December 2018 as “Wreaths Across America Day” in the City of Long Beach, Washington.

### **CONSENT AGENDA**

Minutes, November 5, 2018 City Council Meeting

Payment Approval List for Warrant Registers 58209-58243 & 84296-84365 for \$253,727.99

**C. Linhart made the motion to approve the Consent Agenda. C. McGuire seconded the motion; 3 Ayes; 2 Absent; motion passed.**

### **BUSINESS**

#### **AB 18-74– Creative Community Solutions, INC Proposal**

Ariel Smith, Community Development Director, presented the Agenda Bill. The Washington Department of Commerce requires that the City submit a Comprehensive Plan Update to them by June of 2020. The city has held the first of many public workshops which was facilitated by John Kliem of Creative Community Solutions. Since that time John has submitted a proposal to do the complete update that is due in 2020. This item has been incorporated into the 2019 budget.

**C. Linhart made the motion to authorize the Mayor to accept the proposal and enter into an agreement with Creative Community Solutions for completing the 2020 Comprehensive Plan Update. C. Kemmer seconded the motion; 3 Ayes, 2 Absent; motion passed.**

#### **AB 18-75 – DOE Loan Agreement for Biosolids Plant – Engineering and Construction**

Ariel Smith, Community Development Director, presented the Agenda Bill. This is the agreement for financing of the design and construction of the Regional Biosolids Treatment Plant.

**C. McGuire made the motion to authorize the City Administrator to execute the loan agreement between the City of Long Beach and the Washington State Department of Ecology for the Regional Biosolids Treatment Facility Engineering and Construction. C. Linhart seconded the motion; 3 Ayes, 2 Absent; motion passed.**

**AB 18-76 – Resolution 2018-14 Setting Property Tax Rate for 2019 – PUBLIC HEARING**

The Mayor opened the public hearing at 7:10 p.m.

David Glasson, City Administrator, presented the Agenda Bill. The preliminary budget has been prepared with a 1.0% increase in property taxes, plus any new construction, banked amount and annexations. The amount of increase for 2019 is \$11,900. The public declined to make any comment. The Mayor closed the Public Hearing at 7:12 p.m.

**C. Linhart made the motion to approve resolution 2018-14 setting property tax rates. C. McGuire seconded the motion; 3 Ayes, 2 Absent; motion passed.**

**AB 18-77 – Bid Award for Vacuum Trailer and Related Equipment**

David Glasson, City Administrator, presented the Agenda Bill. The bid for the vacuum trailer closed on Friday, November 9<sup>th</sup> at 2 pm, the submitted bid is included in the packet. There was only one bidder and it is the city’s recommendation to award that bid to Ditch Witch West.

**C. Linhart made the motion to authorize the Mayor to accept the bid from Ditch Witch West and purchase the vacuum trailer and related equipment. C. McGuire seconded the motion; 3 Ayes; 2 Absent; motion passed.**

**AB 18-78 – Preliminary Budget – PUBLIC HEARING**

The Mayor opened the public hearing at 7:15 pm.

David Glasson, City Administrator, presented the Agenda Bill. The city is required to have a public hearing regarding the preliminary budget. Suzie Goldsmith commented, asking whether or not the Mayor needed help. Carla Curtis requested if there is an analysis on heads in beds. Suzie Goldsmith told Carla that the Visitor’s Bureau would have that information.

The Mayor closed the Public Hearing at 7:33 pm.

**DEPARTMENT HEAD ORAL REPORTS**

**CORRESPONDENCE AND WRITTEN REPORTS**

- Wastewater Department Report for October 2018
- Water Department Report for October 2018
- Parks, Streets and Stormwater Report for October 2018
- Fiber Festival
- Washington State Itinerary
- Long Beach Package Travel Testimonials
- Tourism and Event Coordinator Support Letters

**ADJOURNMENT**

The Mayor adjourned the meeting at 7:34 pm.

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

**LONG BEACH CITY COUNCIL BUDGET WORKSHOP**

**November 13, 2018**

**4:00 COUNCIL WORKSHOP: STORM & STREETS**

C. Murry, C. McGuire, C. Cline, and C. Kemmer present. C. Linhart was absent.

- David Glasson, City Administrator, presented the proposed 2019 Storm & Streets Budget Plan.
- **No decisions or motions were made at this time. However, per the City Administrator, David Glasson, the Council agreed with the budget and rate structure and moved this portion of the budget toward adoption December 3<sup>rd</sup>, 2018.**
- The Mayor adjourned the workshop at 4:50 p.m.

Mayor \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
City Clerk

**LONG BEACH CITY COUNCIL BUDGET WORKSHOP**

**November 14, 2018**

**4:00 COUNCIL WORKSHOP: B&O and LODGING TAX**

C. Murry, C. McGuire, C. Cline, C. Linhart, and C. Kemmer were all present.

David Glasson, City Administrator, presented the proposed 2019 B&O and Lodging Tax Budget Plan.

- **No decisions or motions were made at this time. However, per the City Administrator, David Glasson, the Council agreed with the budget.**
- The Mayor adjourned the workshop at 5:33 p.m.

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

**LONG BEACH CITY COUNCIL BUDGET WORKSHOP**

**November 15, 2018**

**4:00 COUNCIL WORKSHOP: WATER & SEWER**

C. Murry, C. McGuire, C. Cline, C. Linhart, and C. Kemmer were all present.

David Glasson, City Administrator, presented the proposed 2019 Water & Sewer Budget Plan.

- **No decisions or motions were made at this time. However, per the City Administrator, David Glasson, the Council agreed with the budget and rates structures and moved this portion of the budget toward adoption December 3<sup>rd</sup>, 2018.**
- The Mayor adjourned the workshop at 5:30 p.m.

Mayor \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
City Clerk

**LONG BEACH CITY COUNCIL BUDGET WORKSHOP**

**November 20, 2018**

**4:00 COUNCIL WORKSHOP: GENERAL FUND & LAW ENFORCEMENT**

C. Murry, C. McGuire, C. Linhart, and C. Kemmer were present. C. Cline was absent.

David Glasson, City Administrator, presented the proposed 2019 General Fund & Law Enforcement Budget Plan.

- **No decisions or motions were made at this time. However, per the City Administrator, David Glasson, the Council agreed with the budget and moved this portion of the budget toward adoption December 3<sup>rd</sup>, 2018.**
- The Mayor adjourned the workshop at 5:00 p.m.

Mayor \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
City Clerk



Warrant Register

Check Periods: 2018 - November - Second

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.

Number	Name	Print Date	Clearing Date	Amount
58244	Bell, Helen S	11/20/2018	11/20/2018	\$306.72
58245	Binion, Jacob	11/20/2018	11/23/2018	\$1,993.13
58246	Booi, Christopher A	11/20/2018	11/21/2018	\$2,489.44
58247	Gilbertson, Bradley K	11/20/2018	11/23/2018	\$1,520.00
58248	Goulter, John R.	11/20/2018	11/21/2018	\$1,824.72
58249	Huff, Timothy M.	11/20/2018	11/21/2018	\$1,604.12
58250	Kemmer, Larry L	11/20/2018	11/23/2018	\$1,363.65
58251	Luehe, Paul J	11/20/2018	11/20/2018	\$1,859.10
58252	Miller, Matt W	11/20/2018	11/23/2018	\$1,364.91
58253	Mortenson, Tim	11/20/2018	11/21/2018	\$2,528.51
58254	Padgett, Timothy J	11/20/2018	11/23/2018	\$1,559.12
58255	Persell, Whitney J	11/20/2018	11/21/2018	\$1,013.01
58256	Wood, Matthew T	11/20/2018	11/21/2018	\$1,543.88
58257	Wright, Flint R	11/20/2018	11/21/2018	\$2,709.15
58258	Zuern, Donald D.	11/20/2018	11/23/2018	\$2,223.71
58259	AFLAC	11/20/2018		\$426.65
58260	City of Long Beach - Fica	11/20/2018	11/27/2018	\$12,880.24
58261	City of Long Beach - FWH	11/20/2018	11/27/2018	\$8,703.03
58262	Dept of Labor & Industries	11/20/2018		\$2,063.84
58263	Dept of Retirement Systems	11/20/2018		\$15,616.31
58264	Dept of Retirement Systems Def Comp	11/20/2018		\$3,025.00
58265	Massmutual Retirement Services	11/20/2018		\$575.00
58266	Teamsters Local #58	11/20/2018		\$203.50
58267	Association of WA Cities	11/20/2018		\$27,932.39
84366	Pacific County Auditor	11/16/2018	11/27/2018	\$37.00
84367	Myers, Ragan	11/16/2018	11/20/2018	\$118.31
84368	Mortenson, Tim	11/16/2018	11/19/2018	\$150.00
84369	Byle, Shantana	11/16/2018	11/20/2018	\$50.00
84370	IHS Grad Class of 2019 Fund	11/19/2018	11/20/2018	\$31.00

Number	Name	Print Date	Clearing Date	Amount
84371	Subway	11/20/2018	11/21/2018	\$136.46
84372	Conto, Rose	11/20/2018	11/27/2018	\$227.21
84373	Tangly Cottage Garden	11/20/2018		\$745.89
84374	Active Enterprises, Inc.	11/28/2018	11/21/2018	\$75.81
84375	Alco-American Linen Div.	11/28/2018		\$148.89
84376	Bank of The Pacific	11/28/2018		\$8,594.45
84377	My Printing Services.com	11/28/2018		\$328.59
84378	Bageant, John	11/28/2018		\$11.25
84379	Bonney, Matt	11/28/2018		\$11.25
84380	Custer, Kimberlee	11/28/2018		\$11.25
84381	Jewell, Kyle	11/28/2018		\$22.50
84382	LaFontaine, Patrick	11/28/2018		\$33.75
84383	Miller, Matt	11/28/2018		\$11.25
84384	Nagy, Branden	11/28/2018		\$61.25
84385	Noonan, Jennifer	11/28/2018		\$38.75
84386	Phillips, John	11/28/2018		\$50.00
84387	Williams, David	11/28/2018		\$22.50
84388	Wright, Travis	11/28/2018		\$11.25
84389	Snap-ON Tools	11/29/2018		\$45.59
84390	Active Enterprises, Inc.	11/29/2018		\$295.38
84391	All Safe Mini Storage	11/29/2018		\$190.00
84392	ALS Group USA, Corp.	11/29/2018		\$25.00
84393	American Water Works Association-	11/29/2018		\$228.00
84394	At&t Mobility	11/29/2018		\$77.62
84395	BMC WELDING	11/29/2018		\$411.54
84396	Caldwell, Tye	11/29/2018		\$37.19
84397	Chinook Observer	11/29/2018		\$73.76
84398	CRUISE MASTER PRISMS	11/29/2018		\$88.75
84399	Department of Licensing - Firearms Section	11/29/2018		\$21.00
84400	Dept of Ecology	11/29/2018		\$90.00
84401	Eilyson, Sue	11/29/2018		\$364.83
84402	Emergency Medical Products, Inc	11/29/2018		\$576.46
84403	Galls, LLC	11/29/2018		\$33.14
84404	GRAINGER	11/29/2018		\$75.03
84405	Gray & Osborne	11/29/2018		\$59,238.07
84406	Gray, Karen	11/29/2018		\$161.36
84407	H. D. FOWLER	11/29/2018		\$10,241.71
84408	Lakeside Industries, Inc.	11/29/2018		\$510.38
84409	MANSFIELD ALARM CO, INC	11/29/2018		\$96.00
84410	Melng, Casey	11/29/2018		\$207.55
84411	Ocean Beach Hospital	11/29/2018		\$902.00
84412	Pacific County Auditor	11/29/2018		\$37.00
84413	Public Utility District 2	11/29/2018		\$1,562.16
84414	Standard Insurance Co.	11/29/2018		\$2,569.53
84415	TIAA Bank	11/29/2018		\$247.97
84416	Unum Life Insurance	11/29/2018		\$39.90

Execution Time: 7 second(s)

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Register

Number	Name	Print Date	Clearing Date	Amount
84417	Verizon Wireless	11/29/2018		\$698.56
84418	World Kite Museum	11/29/2018		\$1,625.00
84419	Zee Medical Service Co.	11/29/2018		\$110.43
	<b>Total</b>		<b>Check</b>	<b>\$189,138.65</b>
	<b>Grand Total</b>			<b>\$189,138.65</b>

TAB - C



**CITY COUNCIL  
AGENDA BILL  
AB 18-79**

**Meeting Date: December 3, 2018**

**AGENDA ITEM INFORMATION**

<b>SUBJECT:</b> <b>Case No. SEP 2018-01</b> <b>Request by Project</b> <b>Community Connect to</b> <b>close a Portion of 2<sup>nd</sup> St</b> <b>NE and for the use of the</b> <b>Train Depot</b>	<i>Originator:</i>	
	Mayor	
	City Council	
	City Administrator	
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	AS
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
Other:		
<b>COST: N/A</b>		

**SUMMARY STATEMENT:** Attached is a request from Project Community Connect to close a portion of 2<sup>nd</sup> ST NE from Pacific Hwy to Oregon Ave N on January 24<sup>th</sup>, 2019 from 8:00am to 5:00pm. This organization to also requested that the City Council waive the Train Depot rental fee and Special Event Permit application fee. Project Community Connect would be responsible to restore the site to its original condition. Typically, this would be either approved or denied by the Community Development Director under Title 12-11-24 but since the applicant is asking for a fee waiver they must go before Council.

**RECOMMENDED ACTION:** Approve/Deny/Condition SEP 2018-01 allowing Project Community Connect to close a portion of 2<sup>nd</sup> ST NE from Pacific Hwy N to Oregon Ave N for the full day of January 24, 2019 and to waive all fees associated with the rental and application.

**12-11-24: SPECIAL EVENT PERMITS:**

For events, and other short-term activities not specifically addressed by this title, an applicant may apply to the Community Development Director for a special event permit. The event must not exceed 10 days in duration. The Community Development Director may impose such conditions as are deemed necessary to mitigate impacts including, but not limited to, noise, lighting, traffic and hours of operation. The special event permit is only valid for those days specifically noted in the permit application.



# APPLICATION FOR DEVELOPMENT APPROVAL

Return to Long Beach City Hall, 115 Bolstad Avenue West, PO Box 310, Long Beach, WA 98631

### APPLICATION TYPE (circle those that apply)

Plat: short -- long Boundary Line Adjustment Variance: zoning -- shoreline -- critical areas Binding Site Plan  
Conditional Use Special Use Shoreline Substantial Development Other \_\_\_\_\_

### APPLICANT INFORMATION

Name Bill Buck Telephone 360-665-2327  
Mailing Address PO Box 213 Fax \_\_\_\_\_  
Ocean Park, WA E-mail billybuck04@aol.com

### PROPERTY OWNER INFORMATION (if different)

Name \_\_\_\_\_ Telephone \_\_\_\_\_  
Mailing Address \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

### PROPERTY INFORMATION

Site Address \_\_\_\_\_ Plat Name \_\_\_\_\_  
Section \_\_\_\_\_ Township \_\_\_\_\_ Range \_\_\_\_\_ Lot \_\_\_\_\_ Block \_\_\_\_\_ Acres \_\_\_\_\_ Zoning \_\_\_\_\_  
Lender \_\_\_\_\_ Telephone \_\_\_\_\_  
Current/Prior Use of Property \_\_\_\_\_

### PROJECT INFORMATION

Architect/Designer \_\_\_\_\_ License/Cert \_\_\_\_\_ Telephone \_\_\_\_\_  
Engineer \_\_\_\_\_ License \_\_\_\_\_ Telephone \_\_\_\_\_  
Surveyor \_\_\_\_\_ License \_\_\_\_\_ Telephone \_\_\_\_\_

Design Review Required?  Yes (separate application required)  No

SEPA Checklist Required?  Yes (must be submitted w/ application)  No

### Project Type (check or fill in all that apply)

- Single Family Residential # of lots \_\_\_\_\_
- Multi-Family Residential # of dwelling units \_\_\_\_\_
- Commercial type \_\_\_\_\_ building square feet \_\_\_\_\_
- Other Non-Residential type \_\_\_\_\_ building square feet \_\_\_\_\_

- Does the proposal create a new tax parcel or divide property ownership?  Yes  No
- Is the subject property located within 200 feet of any surface water?  Yes  No
- Does the proposal involve or require crossing or filling of any wetland, drainage system, or ditch?  Yes  No
- Is the property located in an area subject to flooding?  Yes  No
- Are there existing structures or infrastructure or utilities on the property?  Yes  No
- Does the proposal require displacement, removal, or placement of materials in excess of 50 cubic yards?  Yes  No
- Does the proposal change the existing land use classification of the subject property?  Yes  No

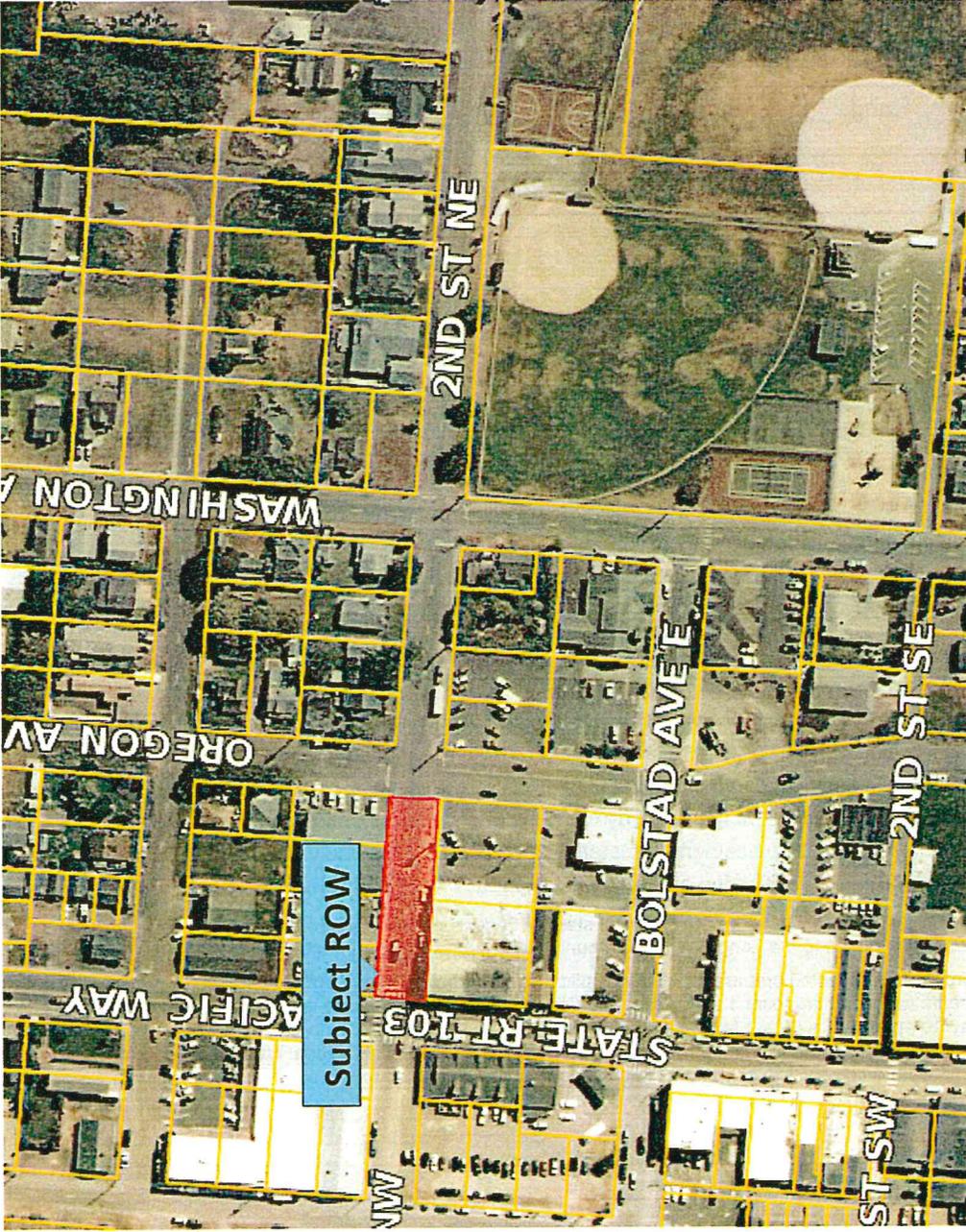
NOTE: The City of Long Beach assumes no responsibility to notify applicants of state or Federal permit requirements. If you believe your project may require a state or Federal permit, relay that information to the Long Beach Community Development Department.

ATTESTATION: I hereby certify that I prepared or directed preparation of this application, and that to the best of my knowledge the information provide is complete, accurate, and a true representation of the proposal. I understand the City of Long Beach relies on the representations made herein in determining whether this application may be approved, and that false, inaccurate (including missing) information may result in severe consequences, including and not limited to the removal at my expense of any site improvement constructed under this application. I further attest that I have legal authority to submit this application, and I agree to comply with any and all conditions of approval related to this development proposal.

APPLICANT SIGNATURE Bill Buck DATE 11/14/18

OWNER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Office Use Only Received by \_\_\_\_\_ Amount of fee paid \_\_\_\_\_  
Date \_\_\_\_\_ Project No. \_\_\_\_\_





November 14, 2018

To the Long Beach City Council:

Peninsula Poverty Response is requesting use of the Depot and the closing of 2<sup>nd</sup> St for parking of mobile units, on January 24, 2019, 8:00 am – 4:00pm for Project Community Connect (formerly Project Homeless Connect).

Thank you to the City of Long Beach for donating the Depot and closing 2<sup>nd</sup> Street by the Elk's for the past five years.

Last year, at the Elk's, we provided 157 of our neighbors with a wide variety of needed services; such as housing assistance, dental services, eye exams, free eye glasses, identification cards, flu shots, legal advice, and many other useful services, referrals, and information.

The Depot was used to provide space for hair cuts by Azure Salon and veterinary checks by Oceanside Animal Clinic. South Pacific County Animal Shelter volunteers were there to provide assistance in caring for pets of our guests.

Thank you for your consideration of this request and for partnering with us in the past.

Respectfully Submitted,

A handwritten signature in black ink that reads 'Bill Buck'. The signature is written in a cursive, flowing style.

Bill Buck,  
Project Community Connect Coordinator  
(360)665-2327



October 25, 2018

Dear Community Agency / Organization,

Peninsula Poverty Response (PPR) continues to work with local agencies to improve services and resources to reduce the impact of poverty on area families and individuals. We have strengthened our relationships with our partners in Pacific County and our membership has grown.

In January 2014, PPR started bringing together our partners, area providers and motivated volunteers for Pacific County's first Project Homeless Connect event. The one-day event brought the community together to provide individuals living in poverty direct access to goods and services. We have since grown every year and are now gearing up for Project Community Connect 2019. We have a new name for the event but will provide the same amazing services with your help.

This is where you come in. In order for Project Community Connect to be successful, it needs to truly epitomize community collaboration. We hope to have upwards of thirty service providers on site during the event.

Our areas of need include:

- Medical providers
- Dental providers
- Mental Health services
- Vision
- Food
- Haircuts
- Housing
- Employment assistance
- Identification
- Legal services
- Transportation services
- Family resources
- Education
- Pet / Veterinary

We are approaching your organization because we believe that with your help, we can be successful in creating a stronger community. Project Community Connect will take place on **Thursday January 24, 2019 at the Elks Lodge in Long Beach, WA**. A final schedule will be available in early January.

If you and your organization are interested in bringing your services to that need at this event, please fill out the provided form and contact the Provider Recruitment Coordinator Sheena Humphreys at [se Humphreys@co.pacific.wa.us](mailto:se Humphreys@co.pacific.wa.us) or 360-642-9300 ext. 2634. Thank You!

## LETTERS OF THANKS

Project Homeless Connect, South Pacific County, was a huge success providing 157 of our neighbors with a wide variety of needed services such as housing assistance, dental services, eye exams, eyeglasses, haircuts, ID cards, veterinary checks, flu shots, legal advice, and many other useful services, referrals, and information.

Thank you to the 75 plus volunteers and 38 local agencies, organizations, and businesses that worked together to ensure our guests had access to the services needed.

Special thanks to the 2018 team that put this all together: Amanda King (Publicity), His Suppers Table-Sherline Cappel (Meals), Vinessa Karnofski (Tangible Goods), Sheena Humphreys (Providers), Katie Lindstrom (Point-In-Time Count), Mitzi Pothier (Volunteer Coordinator), Greg Pothier, Dave Hansen, Jerry Sadler (Set Up/Logistics).

Thank you to the Long Beach Elks for providing the facility and space for the fifth year of this event. We needed every square inch of space.

Thank you Pacific Transit for the free ride day for our guests.

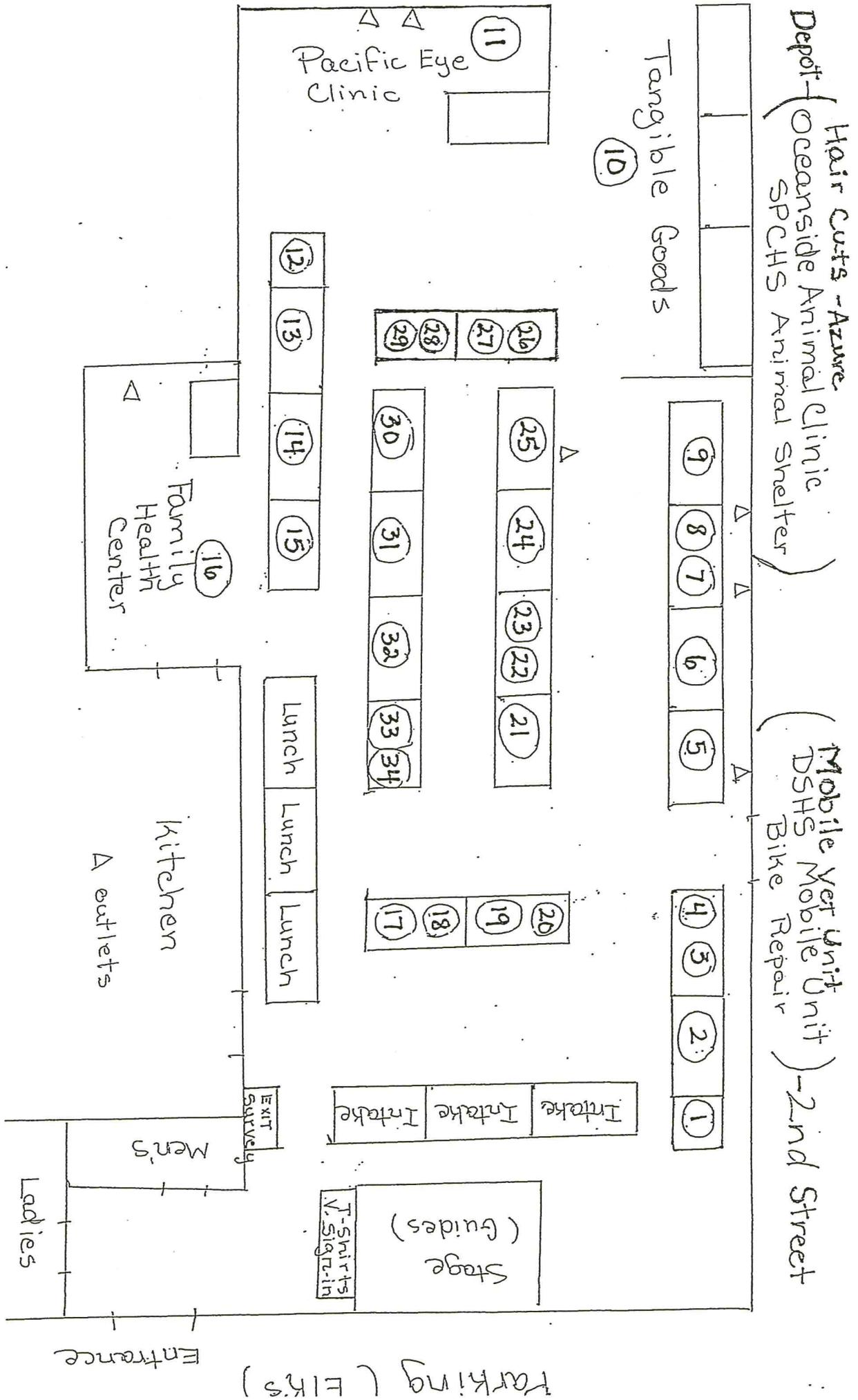
Thank you to the City of Long Beach for making the Depot available and closing the street off for the mobile units.

A special thank you to the volunteers who served as "guides" for our guests, you made their day special and added a much needed personal touch.

**BILL BUCK, COORDINATOR**  
*Project Homeless Connect*

2018

# 2nd Street (Closed)



# Project Homeless Connect

## Guest Intake Form



- 1.) Department of Licensing  
- Do you need help getting an ID?
- 2.) Timberland Regional Library  
- Do you need info about accessing internet or the library?
- 3.) Becky's Place  
- Coaching Ministry focusing on young women 18-34
- 4.) Jordan's Hope  
- Promoting educational resources for prevention and recovery
- 5.) DSHS  
- Do you need assistance with food stamps or other services?
- 6.) Pregnancy Resource Center  
- Do have a baby? Could you use clothes or supplies?
- 7.) Ocean Beach School District  
- Family Resource Advocate
- 8.) Coastal Community Action CCAP  
- Do you need help with housing?  
- Do you need assistance paying utilities?
- 9.) DVR Division of Vocational Rehab  
- Do you have a disability and need help finding a job?
- 10.) Tangible Goods  
- Do you need tangible goods, like a tarp, tent, toiletries, hats, scarves etc.?
- 11.) Pacific Eye Clinic  
- Are you in need of an eye exam?
- 12.) Early Childhood Programs  
- Do you have a preschool aged child? Steps to school success (0-3)
- 13.) Children's Advocacy Center  
- Do you need info about advocacy services for your children?
- 14.) Lions Club  
- Do you need glasses?  
- Do you need durable medical equipment?
- 15.) Work Source Employment Security  
- Do you need information about employment, or unemployment?
- 16.) Family Health Center  
- Do you need dental services?  
- Do you need help enrolling for health insurance?  
- Could you use information about nutrition?
- 17.) St. Vincent de Paul/Illwaco Food Bank  
- Do you need info about PUD assistance?  
- Do you have emergency housing needs?
- 18.) Rebuilding Together  
- Could you use assistance with home repair?
- 19.) Thurston County Volunteer Legal Services  
- Do you need legal services or information?
- 20.) Northwest Justice Project  
- Do you need legal services or information?
- 21.) Tongue Point Job Corps  
- Educational & Job Readiness Program
- 22.) Peace of Mind Pacific County  
- Mental health advocates.
- 23.) Grays Harbor College  
- Do need info on continuing education, GED testing, financial aid, or work source?
- 24.) Willapa Behavioral Health  
- Do you need to see someone about mental health concerns?  
- Chemical dependency concerns?
- 25.) Ocean Beach Hospital  
- Do you need info on health insurance or enrollment?
- 26.) PCEMA- Pacific County Emergency Management  
- Do you need help with Emergency Preparedness?
- 27.) Olympic Area on Aging  
- Do you need help with any of the following: Family Caregiver Support Program, Grandparents Raising Grandchildren, Kinship Care Support Program, Senior Legal Advice Clinics, Home Care Referral Registry, Minor Home Repair Program, Long Term Care Ombudsman, SHIBA (Statewide Health Insurance Benefits Advisors)
- 28.) OWL Overnight Winter Lodging  
- Would you like information on the Overnight Winter Lodging program?
- 29.) PPR Peninsula Poverty Response
- 30.) American Legion  
- Are you looking for Veteran's support?
- 31.) Veterans Integration Program  
- Are you a Veteran that is in need of housing?
- 32.) Crisis Support Network  
- Do you need to talk to someone about domestic violence/sexual assault concerns?
- 33.) ABCD Dental Program  
- 0-5 Dental assistance.
- 34.) Pacific County Dept. of Health  
- Do you need an update on immunizations?  
- Do you need info on Family planning, WIC, birth/death certificates?
- TRAIN DEPOT**
- Oceanside Animal Clinic  
- Do you have a pet with you?  
- Would you like to see the veterinarian?
- Hair Cuts - Azure  
- Would you like a haircut?
- SPCHS Animal Shelter  
- Low cost spay / neuter, pet food bank, part time jobs
- 2nd STREET**
- Discovery Bikes  
- Do you have a bike that needs to be repaired?
- Mobile Veterans Center  
- readjustment counseling services and answering VA questions
- Mobile DSHS Unit  
- Do you need assistance with food stamps or other services?

TAB - D



**CITY COUNCIL  
AGENDA BILL  
AB 18-80**

**Meeting Date: December 3, 2018**

**AGENDA ITEM INFORMATION**

<b>SUBJECT:</b> <i>Letter Supporting Mike Cassinelli for the At Large position of the Washington State Fish and Wildlife Commission</i>	<i>Originator:</i>	
	Mayor	JP
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
<b>COST:</b> N/A	Water/Wastewater Supervisor	
	Other:	

**SUMMARY STATEMENT:** Mike Cassinelli is seeking appointment to the Fish and Wildlife Commission as an At Large representative. It would be wise to have a local representative on the commission considering the vast fish & wildlife resources of Pacific County and the importance of managing this resource. Here is a summary of the commission from their web page:

**Fish and Wildlife Commission**

The Washington Fish and Wildlife Commission consists of nine members serving six-year terms. Members are appointed by the governor and confirmed by the senate. Three members must reside east of the summit of the Cascade mountains, three must reside west of the summit, and three may reside anywhere in the state. No two Commissioners may reside in the same county.

While the Commission has several responsibilities, its primary role is to establish policy and direction for fish and wildlife species and their habitats in Washington and to monitor the Department's implementation of the goals, policies and objectives established by the Commission. The Commission also classifies wildlife and establishes the basic rules and regulations governing the time, place, manner, and methods used to harvest or enjoy fish and wildlife.

The Commission receives its authority from the passage of Referendum 45 by the 1995 Legislature and public at the 1995 general election. The Commission is the supervising authority for the Department. With the 1994 merger of the former Departments of Fisheries and Wildlife, the Commission has comprehensive species authority as well.

Through formal public meetings and informal hearings held around the state, the Commission provides an opportunity for citizens to actively participate in management of Washington's fish and wildlife.

**RECOMMENDED ACTION:** *Authorize Mayor Phillips to sign and send the attached letter of support.*



Post Office Box 310  
115 Bolstad Avenue West  
Long Beach, WA 98631  
Telephone 360-642-4421  
FAX 360-642-8841  
[jphillips@longbeachwa.gov](mailto:jphillips@longbeachwa.gov)

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December 3, 2018

State Representative Brian Blake  
P O Box 40600  
Olympia, WA 98504

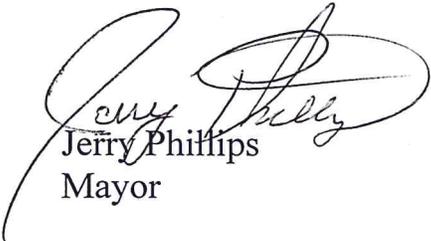
Dear Representative Blake,

It has come to my attention that there is an opening for the At Large position on the Washington State Fish and Wildlife Commission. The Council of the City of Long Beach would like to recommend Mike Cassinelli for that position.

We believe that Mike would be a good representative with a broad background both as an avid sportsman and operator of a commercial fishing business. Mike has deep ties to the community supporting outdoor recreation. Mike has been an elected official with the city of Ilwaco for 18 years, 8 as Mayor. He has also served on the Pacific County Tourism board, the Washington Coastal Marine Advisory Council, the Pacific County Marine Resource Committee and the Water Inventory Area #24.

Mike has spent the last decade helping the public and this is a logical extension of that public service.

Sincerely,



Jerry Phillips  
Mayor

TAB - E



**CITY COUNCIL  
AGENDA BILL  
AB 18-81**

**Meeting Date: December 3, 2018**

**AGENDA ITEM INFORMATION**

<b>SUBJECT:</b> Resolution 2018-15 Adopting the Vegetation Management Plan	<i>Originator:</i>	
	Mayor	
	City Council	
	City Administrator	
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	AS
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
<b>COST:</b>	Water/Wastewater Supervisor	
	Other: Tourism & Events Coordinator	
<b>SUMMARY STATEMENT:</b> During the SMP update process the incorporation of a Vegetation Management Plan was recommended. Therefore, it is identified and required under the City of Long Beach Shoreline Master Program. This document has to been to Ecology and their comments have been incorporated.		
<b>RECOMMENDED ACTION:</b> To approve resolution 2018-15 adopting the Vegetation Management Plan as required by the City of Long Beach SMP.		

**RESOLUTION NO. 2018-15**

**A RESOLUTION OF THE CITY OF LONG BEACH, WASHINGTON  
ADOPTING THE LONG BEACH VEGETATION MANAGEMENT PLAN**

**WHEREAS**, vegetation management is vital to maintaining the natural habitat within the Long Beach Peninsula; and

**WHEREAS**, per the Long Beach Shoreline Management Plan the city is required to develop a Vegetation Management Plan; and

**WHEREAS**, the Washington State Department of Ecology has reviewed and made comments on the plan; and

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF LONG BEACH,  
WASHINGTON, DOES RESOLVE AS FOLLOWS:**

**Section 1.** The City Council hereby adopts the Long Beach Vegetation Management Plan.

**Section 2. Severability.** If any section, sentence, clause or phrase of this resolution shall be held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this resolution.

**Section 3. Effective Date.** This resolution, being an exercise of power specifically delegated to the city legislative body, is not subject to referendum and shall take effect five (5) days after passage by the City Council.

**PASSED BY THE CITY COUNCIL OF THE CITY OF LONG BEACH, AND SIGNED  
IN AUTHENTICATION OF ITS PASSAGE THIS 3<sup>RD</sup> DAY OF DECEMBER, 2018.**

AYES            NAYS            ABSENT

ATTEST:

\_\_\_\_\_  
Jerry Phillips, Mayor

\_\_\_\_\_  
Helen Bell, City Clerk

## I. Vegetation Management Practices

### A. General Vegetation Management

1. Limbing or crown thinning shall comply with the Tree Care Industry Association pruning standards, unless the tree poses a safety hazard that cannot be eliminated by pruning, crown thinning, or other technique that maintains some habitat function. If a safety hazard cannot be easily determined by the City Administrator, a written report by a certified arborist or other qualified professional is required to evaluate potential safety hazards. No more than 25 percent of the limbs of any single tree may be removed and no more than 20 percent of the canopy cover in any single stand of trees may be removed for view preservation or defensible space.
2. Vegetation clearing and maintenance activities, except those which are part of new construction, are allowed for vegetation maintenance and management of public parks, public trails, public rights-of-way or easements (whether publicly or privately owned), publicly-owned property, and/or other areas normally maintained by the City.
3. Vegetation management standards shall not apply retroactively to existing lawfully established conforming and nonconforming uses and developments, including maintenance of existing residential landscaping, such as lawns and gardens.
4. Vegetation management that exceeds the limitations listed in Item Number 1 in critical areas or their buffers, require the development of a critical areas assessment that ensures no net loss of ecological functions in the critical areas. Mitigation may be required.
5. In shoreline jurisdiction, should the City allow vegetation management that exceeds the limitations listed in Item Number 1 in critical areas or their buffers, the City shall issue a written finding of consistency with the relevant policies and regulations of the SMP. The City shall send a copy of the finding to Ecology prior the start of work.

## B. Vegetation Management in Defensible Space and Wildland Fuel Reduction Areas

Dense stands of shore pine and Sitka spruce, or thick stands of European beach grass and shrubs, growing in some areas of the City of Long Beach are a wildland fire risk for structures and facilities. Landowners are permitted to create a defensible space around structures, facilities, and travel/evacuation corridors based on guidelines provided by the Washington State Department of Natural Resources and Oregon State University, Southern Oregon Research and Extension Center.

1. A defensible space includes the area 100 feet from existing structures and facilities. Within the defensible space, vegetation removal/management can include:
  - a. Thinning a 15-foot space between tree crowns and removing limbs within 15 feet of the ground. Removal of shrubs growing directly under trees.
  - b. Removal of branches that extend over structure roofs.
  - c. Pruning tree branches and shrubs within 15 feet of a stovepipe or chimney.
2. Within the defensible space area, the following practices are acceptable:
  - a. Vegetation in wetlands or wetland buffers can be trimmed and treated in the same manner as defensible space but no piles of debris shall be placed inside wetlands.
  - b. Vegetation management in wetlands or their buffers requires the development of a critical areas assessment that ensures no net loss of ecological functions in the critical areas. Mitigation may be required.
  - c. Material generated from vegetation removal such as small logs, can be used for firewood, and other projects. Smaller woody material can be composted, hauled away, or the City may accept the materials for their mulch process.
  - d. Should the City allow vegetation removal in associated wetlands or their buffers, the City shall issue a written finding of consistency with the relevant policies and regulations of the SMP. The City shall send a copy of the finding to Ecology prior the start of work.

TAB - F



**CITY COUNCIL  
AGENDA BILL  
AB 18-82**

**Meeting Date: December 3, 2018**

<b>AGENDA ITEM INFORMATION</b>	
<b>SUBJECT: 2019 Budget Adoption</b>	<i>Originator:</i>
	Mayor
	City Council
	City Administrator
	City Attorney
	City Clerk/Treasurer
	City Engineer
	Community Development Director
	Fire Chief
	Police Chief
	Streets/Parks/Drainage Supervisor
<b>COST:</b>	Water/Wastewater Supervisor
	Other:
<b>SUMMARY STATEMENT: 2019 Final Budget Public Hearing</b>	
<b>RECOMMENDED ACTION: Receive public comment on the proposed budget. If the City Council is satisfied, adopt Ordinance 963, otherwise continue the public hearing to a future date.</b>	

**ORDINANCE No. 963**

**AN ORDINANCE OF THE CITY OF LONG BEACH, WASHINGTON, ADOPTING  
THE 2019 FINAL BUDGET.**

**WHEREAS**, it is required that each municipality adopt an annual budget, and,

**WHEREAS**, the City Clerk did publish in a timely manner all required notices for said budget, and,

**WHEREAS**, the City Council held several budget workshops and a public hearing at City Council meetings,

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LONG BEACH, WASHINGTON**, that the 2019 Final Budget is hereby adopted.

PASSED this 3<sup>rd</sup> day of December 2018.

AYES

NAYS

ABSENT

ABSTENTIONS

\_\_\_\_\_  
Jerry Phillips, Mayor

ATTEST:

\_\_\_\_\_  
Helen Bell, City Clerk

## 2019 FINAL BUDGET

<i>Fund</i>	<i>Revenues &amp; Non Revenues</i>	<i>Expenditures &amp; Non Expenditures</i>
Current Expense	\$1,699,240	\$1,824,723
Current Expense Sinking Fund	\$20,000	\$0
Capital Projects	\$145,000	\$167,500
Law Enforcement	\$1,009,208	\$1,008,688
Fire Equipment	\$5,000	\$0
Streets	\$350,472	\$328,600
Streets Sinking Fund	\$20,000	\$0
Lodging Tax	\$981,500	\$1,144,091
Lodging Tax Sinking Fund	\$90,000	\$228,000
Capital Improvement	\$142,000	\$137,277
Water Operations	\$1,870,135	\$1,873,799
Water Sinking Fund	\$100,000	\$0
Sewer Operations	\$8,132,320	\$8,134,066
Sewer Sinking Fund	\$60,000	\$0
Storm Water	\$291,353	\$248,313

TAB - G



**CITY COUNCIL  
AGENDA BILL  
AB 18-83**

**Meeting Date: December 3, 2018**

**AGENDA ITEM INFORMATION**

<b>SUBJECT:</b> Amending Utility Tax Rates as Described in Code Section 3-8-5 and Implementing a Garbage Collection Tax	<i>Originator:</i>	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk/Treasurer	
	City Engineer	
	Community Development Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
<b>COST:</b> N/A	Other:	

**SUMMARY STATEMENT:** This adopts the tax rate increase from the current 6% to 9% on water, sewer and stormwater utilities. It also implements a garbage collection tax (9%) for those living within city limits that have garbage service.

**RECOMMENDED ACTION:** *Adopt Ordinance 964.*

## ORDINANCE No. 964

### AN ORDINANCE OF THE CITY OF LONG BEACH, WASHINGTON TO AMEND A PORTION OF CITY OF LONG BEACH CODE, TITLE 3 FINANCES AND TAXATION; CHAPTER 8, SECTION 3-8-5, SUB-SECTIONS E, F & G AND ADDING SUB-SECTION H - GARBAGE COLLECTION TAX.

WHEREAS, the City Council of the City of Long Beach has the statutory authority to impose a utility tax on utilities located within city boundaries, and

WHEREAS, the City of Long Beach has a water, sewer and stormwater utility, and

WHEREAS, the City of Long Beach wishes to establish a utility tax on garbage collections within the city boundaries,

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LONG BEACH, WASHINGTON, as follows:

#### Section 1. Utility Tax:

##### **3-8-5: TAX IMPOSED; AMOUNT:**

E. Upon the sale, delivery, distribution or furnishing of water for domestic, business or industrial consumption, a tax equal to ~~six percent (6%)~~ nine percent (9%) of the total gross income from such sales; provided, that there shall not be a tax levied upon installation charges for individual consumer water service lines and meters.

F. Upon the furnishing of sanitary sewerage collection and disposal services for discharge by domestic, business or industrial customers, a tax equal to ~~six percent (6%)~~ nine percent (9%) of the total gross income from such business; provided, that there shall not be any tax levied upon installation charges for individual customer sewer laterals and connections.

G. Upon the furnishing of storm drainage facilities for collection of stormwater discharge by domestic, business or industrial customers, a tax equal to ~~six percent (6%)~~ nine percent (9%) of the total gross income from such business in the city. (Ord. 749, 12-4-2000)

H. Upon every person, firm or corporation engaged in or carrying on a garbage collection service or business, a tax equal to nine percent (9%) of the total gross income from such business in the city.

#### Section 2. Effective Date

Effective Date. This Ordinance shall be published in the official newspaper of the City and shall take effect and be in full force five (5) days after the date of publication.

**Section 3. Adoption Date**

ADOPTED by the City Council of the City of Long Beach, Pacific County, Washington at a regular open public meeting held the 3<sup>rd</sup> day of December, 2018.

AYES

NAYS

ABSENT

ABSTENTIONS

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Jerry Phillips, Mayor

ATTEST:

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Helen Bell, City Clerk

TAB — H



**CITY COUNCIL  
AGENDA BILL  
AB 18-84**

**Meeting Date: December 3, 2018**

**AGENDA ITEM INFORMATION**

**SUBJECT: Setting  
Water, Sewer and Storm  
Water Rates for 2019**

*Originator:*

Mayor	
City Council	
City Administrator	DG
City Attorney	
City Clerk/Treasurer	
City Engineer	
Community Development Director	
Fire Chief	
Police Chief	
Streets/Parks/Drainage Supervisor	
Water/Wastewater Supervisor	

**COST: N/A**

**Other:**

**SUMMARY STATEMENT:** This adopts the rate increases discussed during the budget workshops. Monthly residential rates for Water increase \$1.06, Sewer increases \$2.60 and Storm Water increases \$0.56 for a total monthly increase of \$4.22 per month.

**RECOMMENDED ACTION: Adopt Ordinance 965.**

## ORDINANCE No. 965

**AN ORDINANCE OF THE CITY OF LONG BEACH, WASHINGTON RELATING TO UTILITIES; AMENDING RATES AND CHARGES OF THE WATERWORKS UTILITY, INCLUDING THE WATER SYSTEM AND THE SEWER SYSTEM; ESTABLISHING SCHEDULE AND PROGRAM FOR RATE STABILIZATION; ESTABLISHING EFFECTIVE DATE.**

**THE CITY COUNCIL OF THE CITY OF LONG BEACH, WASHINGTON DOES HEREBY ORDAIN, AS FOLLOWS:**

**Section 1. RECITALS AND FINDINGS.**

- 1.1** The City of Long Beach (“City”) owns and operates a Waterworks Utility, including a water system, sewer system, and storm and surface water system (“Utility”), including both local and regional facilities.
- 1.2** The City has financed the acquisition and improvement of local and regional Utility facilities with the proceeds of its revenue bonds.
- 1.3** The facilities and services provided by the Utility are critical to the health, welfare and safety of the citizens of the City and the neighboring community served by the Utility.
- 1.4** Rate adjustments are necessary from time to time to ensure that sufficient revenues exist to properly maintain and efficiently operate the Utility, and make additions and planned improvements as appropriate.

**Section 2. WATER RATES AND CHARGES.**

- 2.1** Water rates for lots connected to the water system.

The rates and charges for water service to lots connected to the water system within the corporate limits of the city are fixed and established as follows:

- A. The minimum monthly rate charge is based on meter size per the following schedules:

**Inside City Limits:**

<b>METER SIZE</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Residential 3/4 - 1"	\$ 29.09	\$ 32.00	\$ 35.20	\$ 36.26
Commercial 3/4 - 1"	\$ 34.61	\$ 38.07	\$ 41.88	\$ 43.14
Commercial 1.5"	\$ 41.17	\$ 45.29	\$ 49.82	\$ 51.31
Commercial 2"	\$ 59.45	\$ 65.40	\$ 71.94	\$ 74.10
Commercial 3"	\$ 80.78	\$ 88.86	\$ 97.75	\$ 100.68

**Outside City Limits:**

<b>METER SIZE</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Residential 3/4 - 1"	\$ 43.66	\$ 48.03	\$ 52.83	\$ 54.41
Commercial 3/4 - 1"	\$ 51.91	\$ 57.10	\$ 62.81	\$ 64.69
Commercial 1.5"	\$ 61.71	\$ 67.88	\$ 74.67	\$ 76.91
Commercial 2"	\$ 89.18	\$ 98.10	\$ 107.91	\$ 111.15
Commercial 3"	\$ 121.18	\$ 133.30	\$ 146.63	\$ 151.03

- B. Commodity Charge. The monthly commodity charge (or excess rate) is charged per the following schedule regardless of water meter size:

Beginning on the 20<sup>th</sup> day of December 2018 and effective on the first day of January for each and every succeeding year on and after 2019, shall be subject to a commodity charge for each 100 cubic feet of water in excess of the 400 cubic foot minimum allowed per month thereof, as follows:

**Inside City Limits:**

	<b>2017</b>	<b>2018</b>	<b>2019</b>
Subservice Charge	\$ 3.36	\$ 3.70	\$ 3.81
Nursing Home / Bed	\$ 1.28	\$ 1.41	\$ 1.45
Commodity / 100 cu ft.	\$ 5.72	\$ 6.29	\$ 6.48

**Outside City Limits:**

	<b>2017</b>	<b>2018</b>	<b>2019</b>
Subservice Charge	\$ 5.03	\$ 5.53	\$ 5.70
Nursing Home / Bed	\$ 1.91	\$ 2.10	\$ 2.16
Commodity / 100 cu ft.	\$ 5.72	\$ 6.29	\$ 6.48

- C. Contracts Authorized. The city council may enter into contracts with water users deviating from such rates where special circumstances dictate; provided, that such rates shall not be discriminatory.

**Section 3. STORM AND SURFACE WATER RATES AND CHARGES.**

Rates and charges.

- A. The rates and charges set forth in this chapter shall be considered uniform rates and charges for the following uniform rates per class of customers or service furnished by the system:
1. On and after December 20, 2018, and thereafter effective on the first day of January for each and every succeeding year the rates shall be as follows:

	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Residential	\$10.97	\$12.07	\$13.28	\$13.94
Commercial (per/ERU)	\$10.97	\$12.07	\$13.28	\$13.94

The ERU is a Residential Equivalent Unit equal to 3,600 square feet. The City Administrator or his designee shall determine the quantity of the storm and surface water drainage from lots that are dedicated to a substantially undeveloped state by virtue of being public parks, recreational area, other undeveloped publicly owned land, or open space designated under RCW Chapter 84.34.

- B. For purposes of computing storm and surface water rates under this section, the land use designation as residential or commercial shall be the principal activity on the premises as determined by the City Administrator or his designee. For rate purposes, developed and undeveloped residential lots shall be deemed a single class. Developed lots are those for which any city or county permit or application for real estate improvement activity (including, but not limited to driveway, septic, building and electrical improvements and water meter installation) has been issued, should have been issued or would now be required if the development occurred under present city regulations.

**Section 4. SEWER RATES AND CHARGES.**

**4.1 Sewer rates for connected lots.**

The rates and charges for sewer service to lots are fixed and established as follows:

A. Rates.

The monthly charges effective December 20, 2017 and January for each and every succeeding year the rates shall be as follows:

**SEWER - In City Rate**

<b>Sewer type</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Single Family Residence	\$ 59.05	\$ 64.96	\$ 67.56
Apartments, Per Unit	\$ 59.05	\$ 64.96	\$ 67.56
Motels, Base Charge	\$ 78.76	\$ 86.64	\$ 90.11
Motels, each additional rental	\$ 13.34	\$ 14.67	\$ 15.26
Condominiums, each rental	\$ 59.05	\$ 64.96	\$ 67.56
Mobile Home Parks, each rental space	\$ 58.80	\$ 64.68	\$ 67.27
Trailer Parks, Base Charge	\$ 78.87	\$ 86.76	\$ 90.23
Trailer Parks, each hookup	\$ 9.84	\$ 10.82	\$ 11.25
Laundromats, self-service & Dry Cleaning	\$ 270.23	\$ 297.25	\$ 309.14

Industrial Laundry	\$ 491.93	\$ 541.12	\$ 562.76
Car Washing Facilities	\$ 270.23	\$ 297.25	\$ 309.14
Canner Operations	\$ 270.23	\$ 297.25	\$ 309.14
Restaurants, Taverns (first 20 person capacity)	\$ 112.74	\$ 124.01	\$ 128.97
Restaurants, Taverns (each additional 5 person capacity)	\$ 8.62	\$ 9.48	\$ 9.86
Schools - Summer Rate	\$ 147.53	\$ 162.28	\$ 168.77
Schools - Sept. - May (each occupant)	\$ 4.18	\$ 4.60	\$ 4.78
Nursing Homes, Convalescent Center base charge	\$ 68.95	\$ 75.85	\$ 78.88
Nursing Homes, Convalescent Center each patient bed available	\$ 13.34	\$ 14.67	\$ 15.26
Service Station	\$ 78.76	\$ 86.64	\$ 90.11
Churches, municipal parks & buildings	\$ 88.61	\$ 97.47	\$ 101.37
Theaters, large stores, banks, medical & Dental clinics, mortuaries & beauty shops	\$ 90.37	\$ 99.41	\$ 103.39
Fraternal Halls, per floor	\$ 127.97	\$ 140.77	\$ 146.40
Business offices, small stores & optometrist	\$ 64.20	\$ 70.62	\$ 73.44
State Parks Restroom Facilities	\$ 190.97	\$ 210.07	\$ 218.47

B. Sewer Rates Standards and Policies.

The City Council may enter into contracts with sewer users deviating from the rates in this Section where special circumstances dictate; provided, that such rates shall not be discriminatory.

C. Disputes.

All questions or disputes regarding the appropriate rate to be applied to the structure shall be resolved by the City Administrator. Any appeal from the decision of the City Administrator shall be to the city hearing examiner.

**Section 5. AGGREGATE OF RATES.**

The City declares that the rates and charges fixed and placed in effect by this Ordinance are founded on assumptions that there will be growth in the number of services (connections) and in demand in the City and neighboring community. The City adopts and establishes whatever aggregate monetary charges the rates and charges, placed in effect by this Ordinance, generate when applied to the units of service provided, now and in the future.

**Section 6. LOW INCOME SENIOR CITIZEN DISCOUNT RATE.**

6.1 The following will be low income senior citizen discount rate guidelines:

A. The low income senior citizen discount will apply only to the base rate for the billing.

B. Current full-time residential or owner occupied commercial customers of the City of Long Beach, Washington Utility System may apply for a discount under the Utility Discount Program by filing an application attesting and affirming to the following:

1. Utility service in under the occupant's (applicant's) name.
2. The applicant has been a full-time resident in the Long Beach Utility Service area using utilities for not less than one (1) year.
3. Senior Citizen is Age 65 or older as of January 1, 2019.
4. Rates for applicants approved for the Senior Citizen Low Income Utility Discount Program shall receive the following credit against the applicant's utility bill for each calendar year.

Total Household Income	Percentage of Credit	Discount for 2 Months	Annual Total
\$25,475 - \$29,631	5%	\$11.78	\$70.68
\$15,796 - \$25,474	10%	\$23.55	\$141.30
\$9,519 - \$15,795	25%	\$58.88	\$353.28
\$9,518 and under	40%	\$94.21	\$565.26

Maximum allowable credit per year is \$565.26

5. Eligible residential customers are required to reapply for this program on an annual basis.
6. The total income from all sources of everyone living in the home shall be reported. If this is a new application, please provide a copy of your 2018 IRS Tax Return with schedules, along with supporting documentation.

**Section 7. SEVERABILITY.**

If any portion of this ordinance as now or hereafter amended, or its application to any person or circumstances, is held invalid or unconstitutional, such adjudication shall not affect the validity of the ordinance as a whole, or any section, provision or part thereof not adjudged to be invalid or unconstitutional, and its application to other persons or circumstances shall not be affected.

**Section 8. REPEAL OF CONFLICTING ORDINANCES.**

All previous Ordinances are hereby repealed insofar as they may be in conflict with this Ordinance.

**Section 9. EFFECTIVE DATE.**

This Ordinance shall take effect five days after publication.

ADOPTED this 3<sup>rd</sup> day of December 2018.

AYES

NAYS

ABSENT

ABSTENTIONS

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Mayor

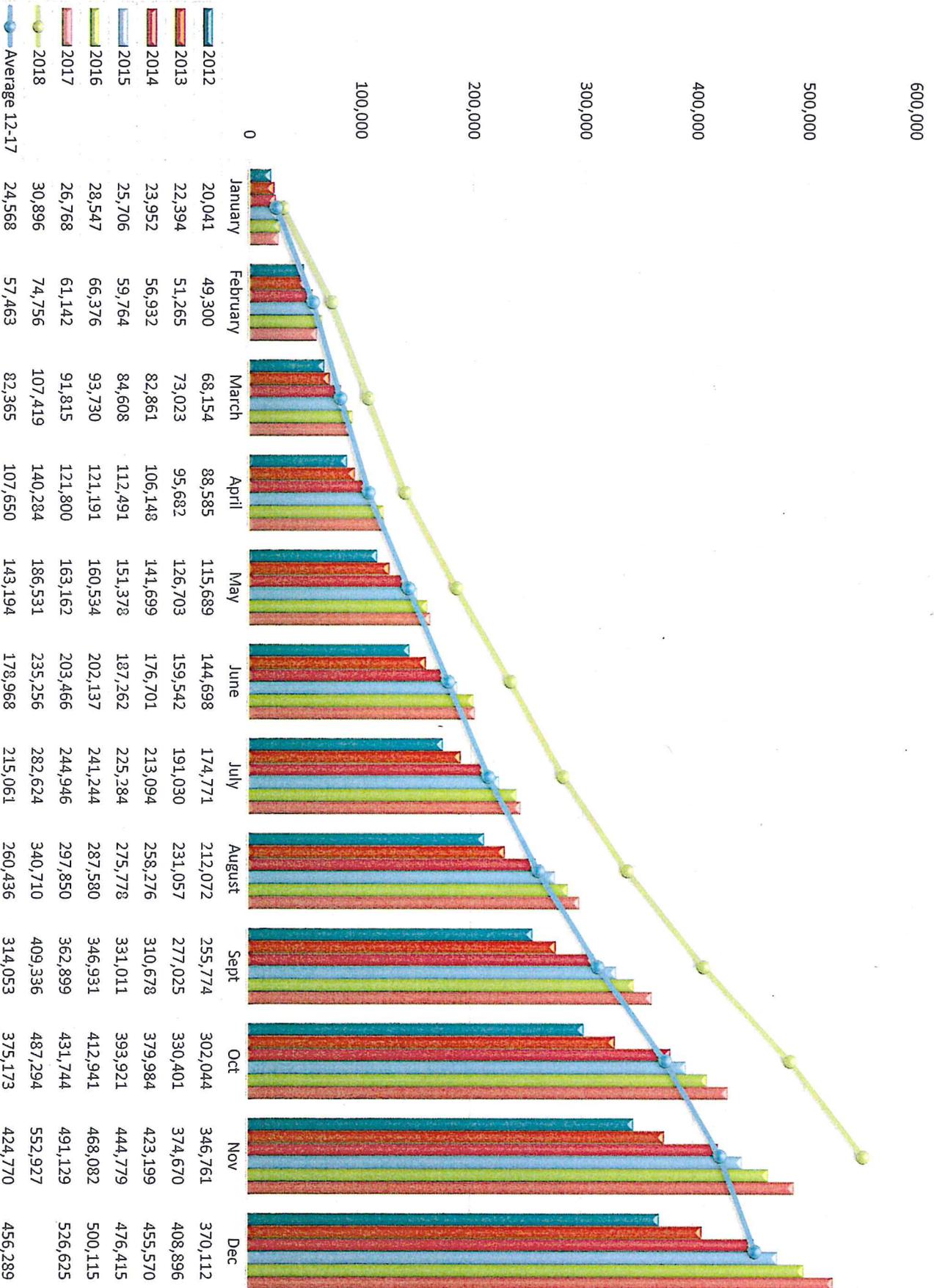
ATTEST:

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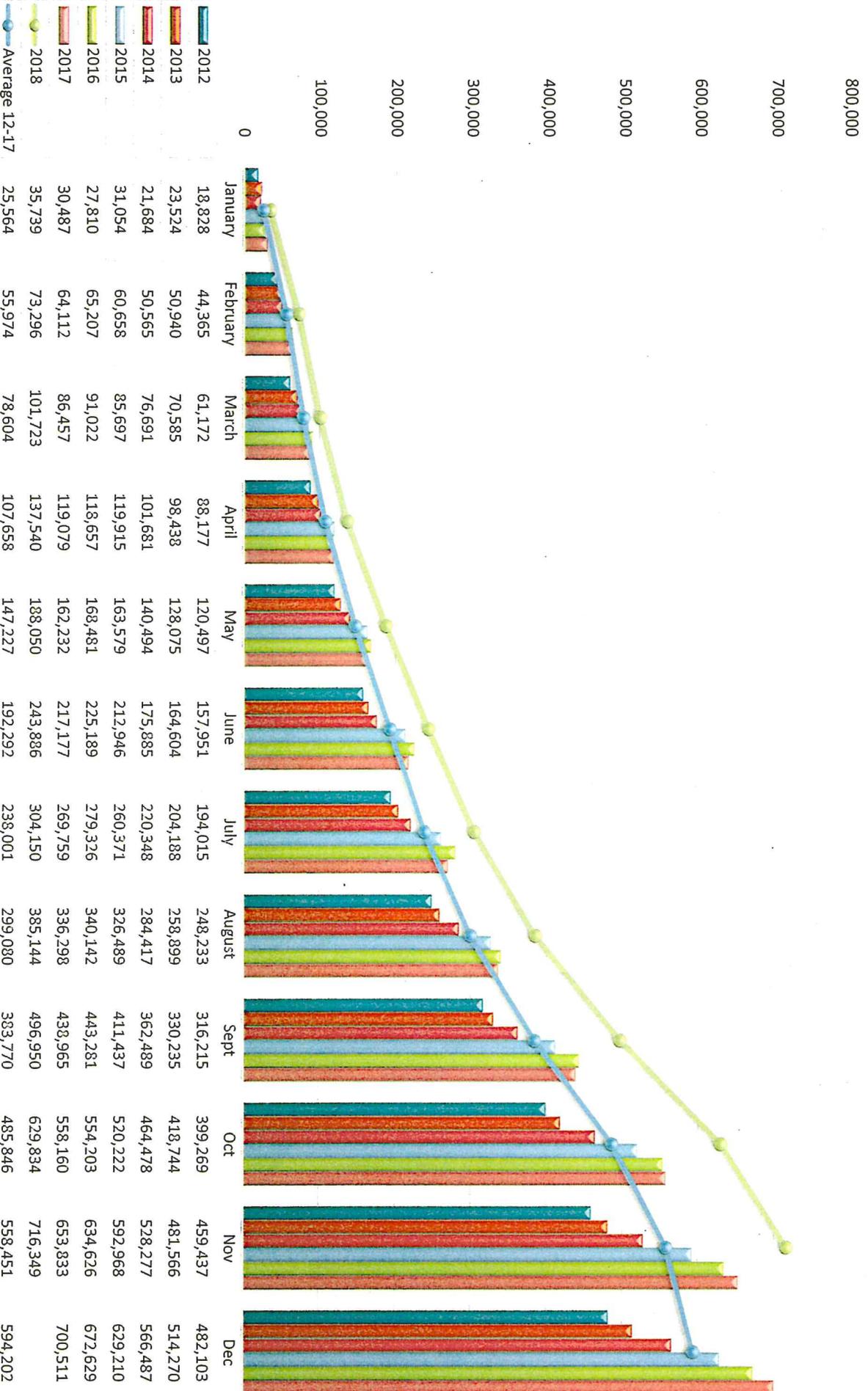
City Clerk/Treasurer

TAB - I

# Sales Tax Collections



# Lodging Tax Collections



**President**

Rod Burton  
704 W. Grand Ronde Ave  
Kennewick, WA 99336  
kardburton@frontier.com  
(509) 539-2846



**Secretary**

John Mangiantini  
409 NW Park West Dr  
Pullman, WA 99163  
johnmangiantini@hotmail.com  
(509) 595-0298

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November 16, 2018

To Whom It May Concern:

I am writing today on behalf of the Long Beach Travel Package Program and its head, Ragan Myers. Back in 2016, I was connected to Ragan by Dave Jonason, the Administrator of our Moose Lodge in Ocean Park. He had met with Ragan and felt that we could pull off one of our conferences in Long Beach.

I set up a visit with Ragan and Dave Erickson, the GM of Chautauqua Lodge to explore hosting our March 2018 Conference. We discovered several areas of concern such as meal service, banquet space availability, etc. Over the next few weeks, Ragan worked with the Long Beach Elks, a local catering company, and Chautauqua to address our concerns to the point where we felt comfortable enough to ink deals with all of the vendors.

I am happy to report that we had a very successful conference that was very well attended. It was a bit different than anything we had ever done, but all of the people and businesses on the peninsula came together to make the event a success. It was so much so, that our members voted to return to Long Beach in March of 2020 and we are looking forward to it.

In closing, I want to be clear that there would have been no way for us to have held our conference there had it not been for the Package Travel Program and Ragan Myers. This is a valuable service to organizations like ours and to the business community on the Peninsula.

I am happy to serve as a reference to any group considering a meeting there. Please don't hesitate to contact me with any questions.

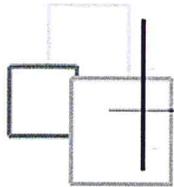
Sincerely yours,

*John Mangiantini*

John Mangiantini, Secretary  
Washington State Northern Idaho Moose Association

## Ariel Smith

**From:** David Glasson  
**Sent:** Monday, November 19, 2018 8:00 AM  
**To:** Jerry Phillips; David Glasson; Ariel Smith; clerk@ilwaco-wa.gov  
**Subject:** Permit Directory was executed at 11/19/2018 8:00:10 AM



# Permit Directory

Permit List: All Permits  
 Permit Year: 2018

Permit Number	Applicant	Applicant Type	Property	Permit Status	
<b>Accessory Structure - Ilwaco</b>					
IL-180410	Currie, Mark	Owner	903 Lake St SE	Issued	
IL-180416	Robinson, Bob & Barb	Owner	6908 Rochelle Way	Completed / Closed	
IL-180507	Knutzen, Doug	Owner	805 North Head Rd	Issued	
IL-181001-B	Hassler, Leilone	Owner	7129 Scarboro Ln N	Issued	
<b>Type Total</b>					<b>4</b>
<b>Accessory Structure - Long Beach</b>					
LB-171229	Lake, Walter	Owner	411 N Ocean Beach Blvd	Completed / Closed	
LB-180111	Shull, Gary L.	Owner	100 NE 17th ST	Issued	
LB-180122-C	Dr. Roof, INC.	Contractor	106 SW Sid Snyder Dr	Completed / Closed	
LB-180404	Ace Construction & Repair	Contractor	1802 California Ave S	Completed / Closed	
LB-180411	Sheehan, Colleen	Owner	323 NE 9th St	Issued	
LB-180524-B	Aasen, Joe	Owner	112 SE 17th ST	Issued	
LB-180817	Wiseman, Jerry & Kathy	Owner	312 E Pioneer RD	Issued	
LB-180825	Scott, Jimmy & Linda	Owner	2018 Washington Ave N	Issued	
LB-180901	Hart, Pat & Fae	Owner	109 SE 8th St	Issued	
<b>Type Total</b>					<b>9</b>
<b>Cell Tower - IL</b>					
IL-180811	Powder River Development Services	Unknown	601 First Ave N	Issued	
<b>Type Total</b>					<b>1</b>
<b>Change of Occupancy Calss - LB</b>					
LB-180630	Dave Haugsten Const	Contractor	1701 N Pacific Ave	Issued	
LB-180801	Long Beach Hospitality 2 LLC	Owner	1309 S Ocean Beach Blvd	Completed / Closed	
LB-180831	21st Century Tattoo	Unknown	600 S Pacific Ave	Completed / Closed	
LB-181031	Vandemarr, April		801 S Oregon Ave	Completed / Closed	
<b>Type Total</b>					<b>4</b>
<b>Change of Occupancy Calss - Ilwaco</b>					
IL-180502	Miller, Rod & Marcene		203 Howerton way	Issued	
<b>Type Total</b>					<b>1</b>
<b>Deck -IL</b>					
IL-180709	Trudell, Tom	Owner	1200 Lakeview Dr	Issued	
<b>Type Total</b>					<b>1</b>
<b>Deck -LB</b>					
LB-180524	Rozenkranz, Kim & Donna	Owner	108 E Pioneer Rd	Issued	

LB-180525	Big Tuna Construction	Contractor	130 NW 28th St	Completed / Closed	
LB-180626-B	Robertson, Fred & Pamela	Owner	412 NW 30th St	Issued	
LB-180823	Corps of Discovery Construction	Contractor	201 NE 5th ST	Issued	
LB-180823-B	Sopocko, Toni	Owner	1801 N Ocean Beach Blvd	Completed / Closed	
LB-180824	Scholz, John & Becky	Owner	1610 S California Ave	Issued	
			<b>Type Total</b>		<b>6</b>
Demo - IL					
IL-180806	Kurilo, Mike & Judy	Owner	211 Lake St SE	Issued	
			<b>Type Total</b>		<b>1</b>
Demo - LB					
LB-180221	Aasen, Joe	Owner	112 SE 17th ST	Issued	
LB-180331	Hart, Pat & Fae		115 SE 8th St	Issued	

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Permit Directory

Permit Number	Applicant	Applicant Type	Property	Permit Status	
LB-180402	EFA	Designer	100 NE 10th St	Issued	
LB-180423	Janas, Diane	Owner	105 NE 22nd ST	Issued	
LB-180705-B	Belisle, John & Tami	Owner	310 NE 4th ST	Issued	
			<b>Type Total</b>		<b>5</b>
Fence Permit					
F-2018-1	Sawyer, Jim & Joy	Owner	404 SW 17th St	Completed / Closed	
F-2018-2	Mauch, Andrew		1518 N Washington Ave	Completed / Closed	
F-2018-3	Jewkes, Robert & Linda	Owner	1708 S Washington Ave	Issued	
			<b>Type Total</b>		<b>3</b>
Fire Alarm - IL					
IL-180901	Siemens Industry Inc.	Contractor	174 First Ave N	Issued	
			<b>Type Total</b>		<b>1</b>
Manufactured Home - LB					
LB-180308	Veazee, Richard	Owner	309 Pioneer Rd E	Completed / Closed	
			<b>Type Total</b>		<b>1</b>
Mechanical - IL					
IL-180227	Rice, Donald	Owner	511 Fourth St SW	Issued	
IL-180321	Active Enterprises Inc	Contractor	314 Second St	Completed / Closed	
IL-180323	Sunset Air, INC.	Contractor	174 First Ave N	Completed / Closed	
IL-180325	Pearson, Kathy & Jeff	Owner	3013 Lighthouse Keepers Rd	Issued	
IL-180405	Ocean Beach Hospital	Owner	174 First Ave N	Completed / Closed	
IL-180412	Active Enterprises Inc	Contractor	2144 Reservoir Rd	Completed / Closed	
IL-180417	Diamond Heating	Contractor	193 Robert Gray Dr	Completed / Closed	
IL-180425	Weichal, Travis	Unknown	303 First Ave S	Issued	
IL-180427	P & L Johnson Mechanical Inc	Contractor	127 Lake St SE	Issued	
IL-180723	Stowe Mechanical	Contractor	2145 Nesadi Dr	Issued	
IL-180810	Precision Heating	Contractor	2176 Nesadi Dr	Issued	
IL-180816	Active Enterprises Inc	Contractor	2150 Klahanee Dr	Issued	
IL-181001	P & L Johnson Mechanical Inc	Contractor	209 Myrtle Ave SE	Issued	
IL-181023	Columbia Housewarmers	Contractor	2148 Hiaqua Place	Pending	
			<b>Type Total</b>		<b>14</b>
Mechanical -LB					
LB-180110	Bankert, Kathleen Q.	Unknown	105 N 13th ST	Completed / Closed	
LB-180206	Stowe Mechanical	Contractor	901 S Pacific Ave	Completed / Closed	
LB-180209	Stowe Mechanical	Contractor	510 S Washington Ave	Completed / Closed	
LB-180223	P & L Johnson Mechanical Inc	Contractor	101 Pacific Ave N	Issued	
LB-180227	Lake, Walter	Owner	411 N Ocean Beach Blvd	Completed / Closed	
LB-180319	Stowe Mechanical	Contractor	400 N Pacific Ave	Issued	
LB-180410	Patty's Fish Tacos	Unknown	400 Pacific Ave S	Issued	
LB-180417	Diamond Heating	Contractor	218 SW 18th ST	Issued	
LB-180427	Stowe Mechanical	Contractor	1210 S Idaho Ave	Issued	
LB-180427-B	Stowe Mechanical	Contractor	2018 Washington Ave N	Completed / Closed	
LB-180514	ACCO Engineered Systems	Contractor	200 E Bolstad Ave	Completed / Closed	

LB-180516	Diamond Heating	Contractor	504 S Pacific Ave	Issued
LB-180612-B	Stowe Mechanical	Contractor	410 SW 17th ST	Completed / Closed
LB-180620	Sunset Air, INC.	Contractor	302 NW 5th ST	Issued
LB-180620-B	Sunset Air, INC.	Contractor	109 NE 7th ST	Issued
LB-180702	Stowe Mechanical	Contractor	301 NE 5th ST	Issued
LB-180705	P & L Johnson Mechanical Inc	Contractor	1007 S Pacific Ave	Completed / Closed
LB-180722	Columbia Housewarmers	Contractor	1801 N Ocean Beach Blvd	Completed / Closed
LB-180723	P & L Johnson Mechanical Inc	Contractor	2204 N Pacific Ave	Completed / Closed
LB-180723-B	Stowe Mechanical	Contractor	409 S Pacific Ave	Pending
LB-180822	Diamond Heating	Contractor	1909 N Ocean Beach Blvd	Issued
LB-180913	Peninsula Pharmacy	Owner	101 E Bolstad Ave 1 & 2	Issued
LB-181004	Diamond Heating	Contractor	316 7th St SW	Issued
LB-181015	Wirkkala, Lois	Owner	501 Oregon Ave N	Completed / Closed
<b>Type Total</b>				<b>24</b>
<b>New Commercial Structure - LB</b>				
LB-180709	Martin, Tim	Owner	109 E Pioneer Rd	Issued

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Permit Directory

Permit Number	Applicant	Applicant Type	Property	Permit Status	
LB-180806	Inn at Discovery Coast	Owner	421 SW 11th St	Pending	
<b>Type Total</b>					<b>2</b>
<b>New Multi-Family Residence - LB</b>					
LB-180619	Lofstrom, Tracy & Randall	Owner	1401 Ocean Beach Blvd N	Issued	
LB-180622	EFA	Designer	100 NE 10th St	Issued	
LB-180925	Discovery Deveopment	Contractor	220 28th St NW	Pending	
LB-180926	Discovery Deveopment	Owner	240 28th St NW	Pending	
LB-180927	Discovery Deveopment	Owner	200 28th St NW	Pending	
<b>Type Total</b>					<b>5</b>
<b>New SFR - IL</b>					
IL-180320	EFA	Contractor	3032 Ocean View Ct.	Issued	
IL-180406	Oman, Stephen & Blair	Owner	750 Lakeview Dr	Issued	
IL-180419	Clarno, Troy & Jan	Owner	1739 SR 101	Pending	
IL-180605	Falkenberg, Humaira	Owner	3030 Ocean View Ct	Pending	
IL-180611	DV8, LLC	Owner	216 Pearl Ave S	Issued	
IL-181022	Cuttings Coastal Designs	Contractor	7202 Ortelius Dr	Pending	
<b>Type Total</b>					<b>6</b>
<b>New SFR - LB</b>					
LB-180216	Vikhrenko, Leonid	Owner	2711 Seacrest Ave N	Completed / Closed	
LB-180405	Atlas Home Construction	Owner	706 Shoreview Dr N	Completed / Closed	
LB-180411-B	Janas, Diane	Owner	105 NE 22nd ST	Issued	
LB-180604	Newrock Homes, Inc.	Contractor	311 17th St SW	Issued	
LB-180618-B	Asmussen, Michael	Owner	220 5th St NW	Issued	
LB-180627	Barkow, Rick & Kim	Owner	299 5th St NW	Issued	
LB-180628	Summit Homes NW, Inc.	Contractor	1707 Ocean Beach Blvd N	Pending	
LB-180728	Steve McPhail Construction & Design	Contractor	1202 California Ave S	Issued	
LB-181030	Integrity Construction Inc	Contractor	2010 Washington Ave N	Pending	
<b>Type Total</b>					<b>9</b>
<b>Non-structural Reno - LB</b>					
LB-180914	Sagmiller, Stephan	Owner	1311 & 1315 S Washington Ave	Issued	
<b>Type Total</b>					<b>1</b>
<b>Plumbing Only - LB</b>					
LB-180412	Tranquility Partners LLC	Owner	800 N Washington Ave	Completed / Closed	
<b>Type Total</b>					<b>1</b>
<b>Renovation/Addition - Ilwaco</b>					
IL-180214	Haldeman, Nick	Owner	107 Cougar Trot Dr	Issued	
IL-180216	Delzell, Steve	Owner	7109 Scarboro Ln N	Completed / Closed	

IL-180324	Wise, Dana F.	Owner	1132 Cooks Rd NE	Issued	
IL-180510	Christiansen, Jeff & Joan	Owner	211 Myrtle Ave SE	Issued	
IL-180530	Erdman, Erik	Unknown	215 Howerton Way	Issued	
IL-180702	Ockfen, Carol Lynn	Owner	403 Second Ave SW	Issued	
IL-180712	Profka, Sotiraq	Owner	7107 Ortelius Dr	Issued	
IL-181009	Five Star Renovation	Contractor	616 Willow St	Issued	
				<b>Type Total</b>	<b>8</b>
Renovation/Addition - LB					
LB-180103	Rozenkranz, Kim & Donna	Owner	1806 N Pacific Ave	Cancelled/Void/Expired App - No Permit Issued	
LB-180217	Carolina Company	Contractor	510 & 512 N Ocean Beach Blvd	Issued	
LB-180226	Dave Haugsten Const		110 NE 7th ST	Completed / Closed	
LB-180322	Freiheit & Ho Architects	Designer	100 SE 16th ST	Issued	
LB-180330	Stotts, Kaarina M	Owner	811 S Pacific Ave	Completed / Closed	
LB-180413	Miller, Isaac	Owner	101 S Pacific Ave	Issued	
LB-180417-B	Olson, Karen	Owner	110 NE 7th ST	Completed / Closed	
LB-180618	Good Boys Construction LLC	Contractor	107 6th St SE	Completed / Closed	
LB-181008	Frame, Shannon	Owner	106 Sid Snyder Dr E	Pending	
				<b>Type Total</b>	<b>9</b>
Right-of-Way Work Permit					
RW-180312	Pacific Co PUD #2	Unknown	510 & 512 N Ocean Beach Blvd	Issued	
				<b>Type Total</b>	<b>1</b>
Structural Repair/Misc - Ilwaco					
IL-180115	EFA	Contractor	1113 Iris Ave SE	Completed / Closed	

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Permit Directory

Permit Number	Applicant	Applicant Type	Property	Permit Status	
IL-180330	Ocean Beach Hospital	Owner	174 First Ave N	Issued	
IL-180423	Big Tuna Construction	Contractor	2150 Klahanee Dr	Issued	
IL-180606	Helligso Construction	Contractor	165 Howerton Way	Issued	
				<b>Type Total</b>	<b>4</b>
Structural Repair/Misc - LB					
LB-180122	Shoecraft, Fredrick & Cassandra	Owner	204 E Pioneer Rd	Completed / Closed	
LB-180122-B	Dr. Roof, INC.	Contractor	901 S Pacific Ave	Completed / Closed	
LB-180307	Chautauqua Lodge	Owner	304 NW 14th St	Issued	
LB-180420	EFA	Contractor	115 S Pacific Ave	Issued	
LB-180430	Charter Construction Inc	Contractor	501 S Shoreview Dr	Completed / Closed	
LB-180507	Good Boys Construction	Contractor	107 6th St SE	Completed / Closed	
LB-180612	Christoson, Susan	Unknown	705 N Pacific Ave	Issued	
LB-180613	Lee, Bobby	Owner	105 SW 13th St	Issued	
LB-180626	Sagmiller, Stephan	Owner	1315 Pacific Ave S	Pending	
LB-180713	Walls, Andrew	Owner	1601 N Pacific Ave	Issued	
LB-180720	Bill Shope	Unknown	1307 Washington Ave S	Pending	
LB-180721	Bill Shope	Unknown	1307 Washington Ave S	Pending	
LB-180820	Dr. Roof, INC.	Contractor	402 S Pacific Ave	Issued	
LB-180906	Olson, Steven & Angela	Owner	1112 S Washington Ave	Issued	
LB-181015-B	Sagmiller, Jim	Owner	501 Washington Ave N	Pending	
				<b>Type Total</b>	<b>15</b>
Warehouse - LB					
LB-181005	City of Long Beach	Owner	313 6th St NE	Issued	
				<b>Type Total</b>	<b>1</b>
				<b>Grand Total</b>	<b>137</b>

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Permit Directory

The report is accessible at the following address:



Susquehanna Trailways in Avis, Pa., is one of many ABA members that are successfully using social media as a marketing tool.

# PROMOTING YOUR BUSINESS THROUGH SOCIAL MEDIA

How Facebook, Twitter, Instagram, and other channels can increase your marketing reach

BY HEATHER LARSON

Not everyone loves computer-mediated technologies such as social media, but they can be used to boost your bottom line.

You can increase traffic to your site, expand your exposure, create loyal customers, improve sales, and build your brand. It's a fast and economical way to reach almost half the population. According to a report published on [www.wearsocial.com](http://www.wearsocial.com), the world population in January 2018 was 7.593 billion, and 3.196 billion of those people were active on social media.

A Pew Research Center survey, also published this year, revealed that more than half of U.S. adults visit Facebook, Snapchat, and Instagram at least once a day, and many log on several times a day.

"Social media can be your friend," says Melanie Hinton, director of communications & media relations for the American Bus Association (ABA).

Here's how to turn platforms, content, and posting into your marketing secret weapons.



**"Make sure your employees aren't posting negative comments while wearing your logo or standing in front of your buses."**

—MELANIE HINTON, DIRECTOR OF COMMUNICATIONS & MEDIA RELATIONS, ABA

## Social Media Platforms: How Do You Choose?

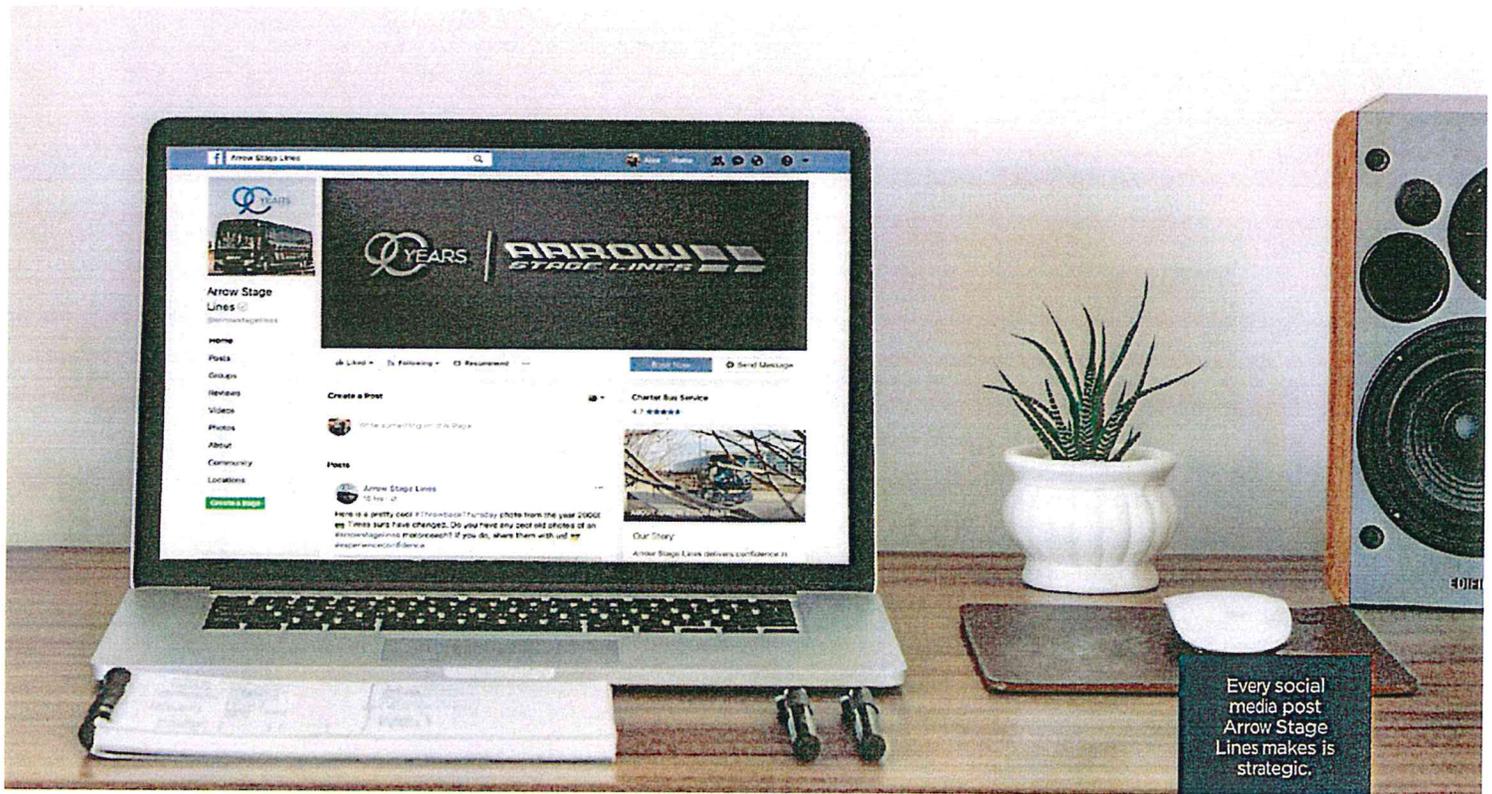
Each social media channel tends to have its own audience demographic, according to the ABA members we asked. Facebook attracts a more mature population, while Twitter, Instagram, and Snapchat skew more toward the

18- to 24-year-olds. At LinkedIn, almost a quarter of the audience is less than 30 years old, while 61 percent are between 30–64 years of age, a time when people have valuable buying power because they've reached the peak of their earning potential.

And everyone, no matter their age, loves YouTube.

"The Cape Cod Chamber of Commerce and Convention and Visitors Bureau in Massachusetts has a good mix of all of these channels, and we see the value in each," says Kristen Mitchell Hughes, vice president of marketing for the chamber. "Our blogs provide engaging content we can share across all channels, especially Twitter and Facebook. Instagram and Pinterest give us an opportunity to showcase our expansive photo library, while YouTube lets us post video content and a recent series of video shorts."

Mitchell Hughes also regularly pays for Facebook and Instagram ads that target niche audiences (based on demographics or interests) with specific content.



Every social media post Arrow Stage Lines makes is strategic.

The highest interaction Anderson Coach & Travel experiences is on Facebook, says Courtney Saylor, the company's marketing and media coordinator. Many retirees spend their time on Facebook because it doesn't have the same restraints as other channels and lets you post almost anything, says Saylor. She finds younger folks and convention and visitor bureaus more attracted to Twitter and Instagram.

Once you've decided which channels will work best for your business—and experts recommend starting small with one or two you feel comfortable with—it's time to determine what to post.

**The Content Dilemma**

"A picture is worth a thousand words." People love images, and they take up space, so you only need to write a short description of where the photo was taken and when.

"I use photos all the time and find my audience engages when I do," says Alex Busskohl, corporate operations and marketing specialist for Arrow Stage Lines, based in Omaha, Neb. "Our business calls for photos. Videos are also a good way to increase viewers."

Busskohl spends about 30 minutes a day creating content for the sites he posts on every day. He doesn't come up with all of the posts; instead, he encourages the



**"Establishing our page's tone and keeping it consistent was essential in connecting with our social media followers."**

—KRISTEN MITCHELL HUGHES, VICE PRESIDENT OF MARKETING, CAPE COD CHAMBER OF COMMERCE

company's drivers across the country to send him photos and content.

"We publish quizzes, anything related to travel, and tie calendar events into our posts," says Saylor. You can use the National Day Calendar website found at nationaldaycalendar.com or other sites to find an appropriate celebration. On July 26, Anderson posted on Facebook that "In 1990, President George H.W. Bush signed the Americans with Disabilities Act. Did you know we have ADA accessible coaches? Be sure to let us know your needs for a charter or tour!"

"Show your potential customers or long-standing clients the fun they are missing by not being on your current tour through

photos and words. Talk about where you're going next," says Meilee Anderson, a consultant for the City of Long Beach, Wash.

After your initial start with social media, tally which type of posts get the most views, comments, and shares. Give your readers more of what they want. Saylor discovered her followers liked photos of the staff doing various things and posts with a humorous tone, but didn't care much for fun facts.

At first, it's going to be trial and error, but then you'll get a rhythm. Anderson, who does the social media posting for the City of Long Beach, suggests taking the time to create an editorial calendar so you don't get stumped on what to say. She suggests using the information found at [blog.hootsuite.com/how-to-create-a-social-media-content-calendar](http://blog.hootsuite.com/how-to-create-a-social-media-content-calendar) to help create your timetable.

Make sure your calendar entries align with your business and social media goals.

**Develop Your Approach**

Where you post, what you say, how often you post, what time you post, and other factors all contribute to your strategy. Busskohl found that Facebook is "hot" from 5–8 p.m., putting something on Twitter at lunchtime gets the most responses, and any time during the business day works well for LinkedIn. Those aren't magic and steadfast rules, however, because sometimes he

ARROW STAGE LINES.



**“I use photos all the time and find my audience engages when I do.”**

—ALEX BUSSKOHL, CORPORATE OPERATIONS AND MARKETING SPECIALIST, ARROW STAGE LINES

gets the most engagement in the middle of the night.

Saylor used to schedule her posts (you can do this with tools such as Hootsuite) three months in advance, but found she needed to be more relevant to what is currently happening. Now she schedules no more than two weeks ahead. She’s also careful not to ply her audience with the same type of posts several times in a row.

“I might post a corny joke on Monday, but not again for a couple of weeks,” says Saylor. “Twitter has ‘Throwback Thursday’ which is big for us. Our clients like old photos.”

Variety in the types of posts you make is good but keep the feeling or tone the same.

“Establishing our page’s tone and keeping it consistent was essential in connecting with our social media followers,” says Hughes. “Our tone is light, fun, and conversational. We stay away from marketing buzzwords and salesy tactics that can be off-putting and damage trust.”

Ragan Myers, tourism & events coordinator for Long Beach Package Travel in



Followers of Anderson Coach and Travel enjoy seeing photos of the Anderson “staff.”

Washington State, strives for adventurous, knowledgeable, and inviting tones in posts. She says her goal is to tease someone’s interest.

“Remember, quality surpasses quantity. Don’t try to be everywhere at once,” says Anderson. “Instead, pick one or two platforms and do them well. You can even ask your customers what social media channels they use the most and start there.”

Anderson also recommends sticking to the same colors, fonts, and logo, whenever possible, to maintain brand integrity.

**Who Should Handle Your Social Media?**

“One person needs to be dedicated to social media instead of 10 different employees posting,” says Hinton. “Otherwise, the posts don’t flow correctly. You need one voice.”

“Encourage staff and guests to send us photos and even blurbs, but one person needs to vet them and be the poster,” says Hinton. “If you promote what you want the public and your customers to know, you should be okay.”

For Long Beach Package Travel, Myers selects the content and often passes it on for posting to Anderson. Arrow Stage Lines’ Busskohl posts on the company’s business pages and asks other personnel who want to post on their personal pages to post photos, talk about fun things to do, promote the equipment (buses) and their current location.

“Make sure your employees aren’t posting negative comments while wearing your logo or standing in front of your buses,” cautions Hinton.

Whether your designated social media poster is an employee or a contractor, they need to know and understand the best practices for security on all the platforms used.

“The last thing you want to do is invest time and resources into building up an engaged audience for your brand, and then have your Facebook, Instagram, or Twitter feeds hacked,” says Anderson.

Besides hacking, emergencies need to be handled correctly on social media.

**Crisis Communications**

In case of a disaster, phone camera videos appear on the internet at the speed of light. Then the TV and newspaper reporters

**How Fairfield Inn Rehoboth Beach Gets Customers to Write Reviews**

The staff at Fairfield Inn & Suites Rehoboth Beach in Rehoboth Beach, Del., has developed an innovative way to get customers to write positive reviews. Director of Sales Morgan Whalen-Fabber says, “Everyone stays in tune with our guests while they’re on the property. Employees often ask them, ‘How are you enjoying your stay and how can we make it better?’

Guests who say they’re enjoying a great experience are handed a social media card that encourages them to review the hotel on Facebook, TripAdvisor, and Instagram and also says, “Follow us & share your vacation memories. Tag us with #FairfieldRehoboth.”

PHOTO COURTESY OF ANDERSON COACH & TRAVEL

flock to the scene and start plying your company representatives with questions such as (in the case of a traffic accident): When was the last time the driver was drug tested? What is his safety record? When was that bus last serviced? If the news media doesn't get answers immediately, they speculate. This is why you need to be prepared for a crisis because, Hinton says, "It will happen."

"If you're not prepared, you'll experience chaos," she says. "When everyone knows their role, you have a security blanket and that helps you think more clearly."

Hughes and her team used social media during the aftermath of Tropical Storm Irene in August of 2011. The chamber wanted its customers to know that Cape Cod had survived the storm and was still open for business. So, they put out time-stamped images of the beaches,

waterfront restaurants, and main streets both during the storm and post-storm. When visitors came to their social media channels, her team interacted with them.

Helping in a crisis can also come from your audience. Busskohl recalls a tour where one of Arrow's drivers pulled the bus over and was not able to proceed due to health issues. Passengers messaged the company through Arrow's Facebook account and helped get the driver medical

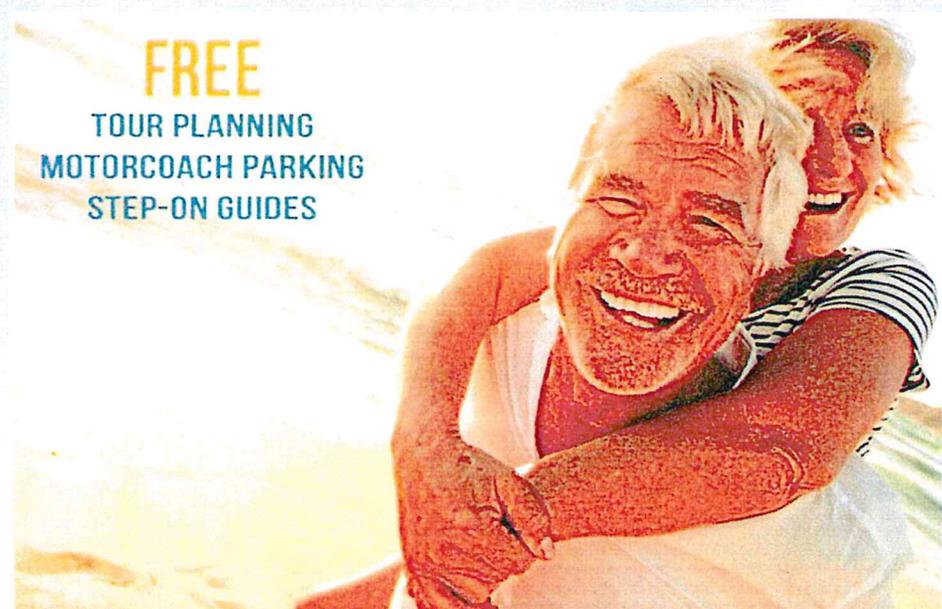
attention; the company had a replacement driver within an hour.

"Social media can be a huge boon to your business, even in times of crisis," says Hinton, "but if not used correctly, it can hurt your business. Decide what you want to get out of it and stick to that plan." 

*Heather Larson writes about a variety of business issues from her office in Tacoma, Wash.*

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