



**Community Services Committee
City Hall – 200 NE Moe Street
3rd Floor Conference Room**

Subject	Meeting Agenda	Date	December 14, 2016
Recorder	Mary McCluskey	Start Time	4:00 pm
Committee Chair	Ken Thomas	End Time	5:00 pm
Committee Members	Jim Henry, Connie Lord, Ken Thomas		
Staff Present	Mary McCluskey, Parks and Recreation; Mayor Erickson		

Agenda		
No.	Topic	Action/Recommendation/Discussion
1.	Administrative:	
A.	Questions & Concerns of the Committee	
B.	Agenda and Extended Agenda Review	
C.	Approval of Minutes: 11/09/2016	
2.	Agenda Items:	
A.	Special Event Workbook	
B.	Poulsbo Skate Park meeting - update	
C.	Bench Program Update	
D.	4 th Avenue Trail Update	
3.	Department Head Reports	Park Project Updates.

Reviewed by Mayor Erickson

**City of Poulsbo
Community Services Committee
Meeting Minutes**

Location	Poulsbo City Hall, 3rd floor conference room	Date	November 9, 2016
Committee Chair	Ken Thomas	Time Started	4:00 pm
Council Present	Jim Henry, Connie Lord, Ken Thomas	Time ended	5:00 pm
Staff Present	Mary McCluskey, Parks and Recreation; Bradlee Haley and Steve Sonheim, Poulsbo Twilight Criterium; Kathi Foresee, Viking Fest Corporation, Eric Mahler, Viking Avenue Merchants; Tammy Mattson, Tizleys Europub;		

Key Points Discussed		
No.	Topic	Highlights
1.	Administrative:	
A.	Questions & Concerns of the Committee	None
B.	Agenda and Extended Agenda Review	None
C.	Approval of Minutes: 10/12/2016	MSA JH/CL
2.	Agenda Items:	
A.	Special Event: Poulsbo Twilight Criterium and Viking Avenue Tree Lighting	<p><u>Poulsbo Twilight Criterium:</u> Mary introduced the organizers of the event. They brought positive feedback from the racers that had come to the June 11, 2016 event. In response to the 2017 special event permit request, some positive and some negative comments have been sent to the City. Even though some of the comments were negative, Connie said that the City has always worked with the HDPA and merchants. Jim and Ken both said that they had heard positives from residents. Ken wants to take to full council because other council members may have heard from the downtown merchants. Mary commented that this weekend is not graduation, and that the CF Walk is in the morning at College Marketplace. Tammy Mattson commented that as a business owner, it was a positive event that brought people to town. She said that this organization is very organized and accommodating. Communication was an issue internally in 2016, but they will work through</p>

Key Points Discussed		
No.	Topic	Highlights
		<p>these things. They may do a Sunday event if this one is approved. There was discussion that more directional signage is needed. The sponsors said that they want to work with the merchants so it is positive for everyone. The CSC voted to recommend approval to the full council (JH/CL). It will be on the December 14 agenda.</p> <p><u>Viking Avenue Tree Lighting</u>: Eric Mahler presented the event map to the committee. They are asking for additional lane closures, and traffic will be able to circulate at all times. The lanes will be closed and re-directed for up to one hour. Deputy Chief Andy Pate has approved the plan. The event set up is the same as last year. Santa and activities will be at Hudson's. CSC recommends approval. This is a repeat event, so no need to take it to full Council.</p>
B.	Skate Park Committee	Mary reported that resident Josh Fisher is working with her to start a citizen's committee for a new Skate Park in Poulsbo.
C.	Bench Sponsor Program Brochure	Mary presented an updated draft of the Bench Sponsor Program that will kick off in 2017. Ken said that they are planning a cemetery dedication on January 24.
D.	Glow Stick Walk Request	Mary reported that a group of moms and their children would like to do a "Glow Stick" walk from Waterfront Park to American Legion Park once a month from 5:30-6:30pm. Mary questioned whether they should do a special event permit because it is "after hours". The committee agreed that because this is barely outside of dusk, they can go ahead with the walk without getting a permit.
3.	Department Head Reports	Park Project Updates – none.
	Council / Mayor Comments	None

Minutes respectfully submitted by Mary McCluskey



Holding Events in Poulsbo

What organizers need to know

Yours is a special event if...

- You intend to gather in a public place, indoors or out; and you invite the public.
- You intend to gather as a group on the streets, sidewalks, parks or other public place;
- You are organizing an event and plan to use public facilities or services.

In addition, your event might need some pre-planning if...

- You want exclusive use of a public area;
- You might impact public right of way; or
- Yours is a private party, but you are considering amplified sound, fire or pyrotechnics.

In other words, if you're planning a fun run, fundraising walk, auction, bike-a-thon, parade, carnival, exhibition, movie filming, circus, neighborhood block party, fair, tricycle or go-kart races, you'll want to read on.

This booklet will help you have an easier time getting it all done right.

About events in Poulsbo

We love hosting events. We want people to come and enjoy this great community, with its stunning waterfront shopping and restaurant district, activities on Liberty Bay, and the many other locations and treasures that make us proud to call Poulsbo home.

We also want you to have a great event, as safe and worry free as possible. We want our residents and businesses to know you are coming, so you feel welcomed. We want you to be successful.

That's the purpose of this workbook.

In it, you'll find help from the experts. Did you know that Viking Fest annually attracts nearly 40,000 people for the three-day event? That's quadruple the size of our population. Those all-volunteer organizers helped create this workbook—they are expert at event success in Poulsbo.

You'll find lots of help in here:

- Things to be aware of
- What kinds of permits and inspections are required for different activities
- Recommended time lines to make sure you get approvals early
- Key contact names and numbers to help you along the way
- Contingency planning suggestions
- Costs
- Communication requirements: It helps when your attendees are greeted warmly, because we all know they are coming!

Be sure to check the Appendices. There is a lot of good information in there that will make your planning even easier.

Things you need to know

These are in no particular order, but will help you avoid the little stuff that can create big headaches.

1. The City of Poulsbo has an Application for Special Event on the website, here: http://www.cityofpoulsbo.com/clerk/clerk_forms.htm
2. You need to fill out that application no later than 90 days prior to your event—and there are things that need to happen before you can do that, so make a list and set your timeline. Early.
3. No overnight camping. RVs may park in the Port of Poulsbo lot on Jensen Way, as space allows.
4. Volunteers who might be working in the streets—before, during, or after your event—should wear safety vests.
5. All volunteers and staff associated with the event—working before, during, or after—should behave in a professional and upbeat manner. This reflects well on your event ‘buzz’ and might help boost both PR and attendance.
6. No one associated with your event can state they are ‘working for the police’ or ‘working for the City’.
7. Using a tent? If it is larger than 400 square feet, you need a building permit. There are fire and safety issues to consider. More details on the next page, “Permits.”
8. Please don’t permanently mark the streets or sidewalks. If you need to mark start/finish lines, or vendor booth locations, plain old sidewalk chalk will work. If you want something more substantial, the Park & Recreation department has the recommended product for you.
9. You can’t use inflatable toys, like bouncy houses, unless they are Labor & Industries certified. Just because you rented it from Rentals R Us, doesn’t mean it’s certified.
 - a. If you will be using an inflatable at your event, you will be required to provide an inspection report, and certificates of insurance from the sponsoring organization and vendor that names the City of Poulsbo as an additional insured..
10. Fireworks or pyrotechnics. The County fire marshal must approve in advance. If you hire a professional pyrotechnic, that company will get all those approvals for you. And if the weather results in drought conditions, the fire department may cancel the fire marshal’s permit. Igniting fireworks is allowed June 28-July 5 and December 31/January 1 of each year, unless approved by City Council as part of a public display (Poulsbo Municipal Code 8.20.265).

- 11.If your event includes dogs, you need water stations, shady areas for rest, and a plan for disposing of animal waste.
- 12.No smoking is allowed within 25 feet of pop up tents or structures.
- 13.If you have vendor booths, the City building inspector will do a same-day inspection prior to opening. For food booths, the County health inspector does the same thing. Rides require L&I inspection. Electrical requires L&I inspection (Hint: If using electrical, get a professional electrician on your team and save yourself headaches, time, and, maybe, money.)
- 14.An organization cannot charge an entry fee for special events occurring in city parks or properties. Donations can be accepted.
- 15.ADA parking and access around your event is required. The Poulsbo Building Department can give you information on this.

Permits & inspections

Which of these applies to you?

- Your event will be held on public property, such as a City park, the beaches, or a street or sidewalk
- Your neighborhood is having a block party, and you need to use a city street.
- Your outdoor music will be playing after 10:00 pm
- You are planning a public fireworks display. You plan on using a large tent or install a temporary stage.

Which permit is for what activity:

- The Special Event Permit is the master application, and covers many of the events listed above. It's on the City of Poulsbo website (www.cityofpoulsbo.com). It's due no later than 90 days prior to your event
- A building permit is issued by the City building inspector and is required for temporary structures 400 square feet or larger; or a temporary stage that will be over 30" off the ground.
- A banquet permit may be required if food is prepared other than in a licensed, commercial kitchen. Check with the County health department. (There is a sample in the Appendices.)
- If you are going to serve alcohol at an event, a liquor license, also known as a banquet permit, can be obtained online:
 - <https://lcb.wa.gov/licensing/online-banquet-permit>
 - You'll need one unless your serving area is owned and managed by the already licensed pub or restaurant. The area where liquor is served must be fenced at least four-feet high; exits must be manned; and all drinks must remain inside that area.
 - The Poulsbo City Council must approve any beer gardens that will occur in a city park.
- A fire permit is required for any outdoor fire, including City parks Apply a couple weeks in advance at the Poulsbo Fire Department—it's an easy process. If you need temporary electricity,, an electrical inspection will need to be done by the State of Wa Labor & Industries.
- Inspections:
 - Schedule all inspections early, even if they won't occur until the day of your event.
 - The building inspector will come when all structures are ready.
 - The fire marshal will inspect sometime before opening.
 - The health inspector will inspect after all food booths are read; he or she will test all the food for correct temperature and safe handling.
 - Carnival-type rides need an L&I sticker, showing recent inspection.

Suggested planning timeline

Fill in your event date at the bottom, then fill in the other dates by subtracting the number in parentheses on each line. For example, if you are planning an event on June 4, subtract 90 days to get March 4 and that gives you the date that your City permit is due.

Date	Days Out	Activity
Today	Now	Download the City's Application for Special Events to see details.
	-180	Reserve porta-potties (earlier in summer; they sell out)
	-130	Determine desired traffic patterns, parking, street or sidewalk closures for approvals by police and fire
	-120	Meet with Poulsbo police department to review proposed street closings or traffic pattern changes
	-120	Meet with Poulsbo Fire Department (District 18)
	-115	Get banquet permit (liquor license), if needed
	-110	Tent? Fireworks? Signs? Stage? Contact City
	-104	Meet with your insurance provider
	-98	Finalize insurance certificate
	-95	Finalize all event participants/vendors
	-93	Create site map, detailing use of space
	-92	Review draft Communication Plan with those impacted
	-91	Designate single decision maker as contact for City staff
	-90	Turn in your completed Special Event permit will must include:: The Municipal Park Use Application Your Communication Plan
	-60	Hold Contingency Planning meeting
	-45	Food vendor list due to County health department
	-45	Building department permit due, if required
	-30	With potential crowds of 200+, notify Poulsbo Fire Department (District 18)
	-30	Draft a program or agenda for your event; the anticipated flow of activities from 1 hour prior to start through clean-up and tear down
	-15	Give final & completed vendor list to City
	0	Your event date

You might add to this time with additional milestones, such as activities in Liberty Bay, or those that will include visiting dignitaries or VIPs who require extra security.

This list meets the needs of Poulsbo—but you’ll have many, many more tasks on your event checklist. Look online for free, event-planning checklists to get you started. And start early; you’ll be glad you did.

Key contacts

These people are here to help, but not to do the work for you and your committee. They are, however, expert at successful event planning.

Issue	Contact	Best contact method
Is this event feasible?	Parks & Recreation Director	360-779-9898
General permit & approval info	Poulsbo City Clerks office	cityclerks@cityofpoulsbo.com or 360-779-3901
Use of parks	Poulsbo Parks and Recreation Department	parksrec@cityofpoulsbo.com or 360-779-9898
Traffic patterns	Poulsbo Police Department	
Impact on downtown stores	Historic Downtown Poulsbo Association	hdpaboard@gmail.com
Wa Dept of Labor & Industries		360-415-4000
Poulsbo Fire District 18		360-779-3997
Poulsbo Building Department		360-394-9882

Vendors, contractors, and other local help

The City of Poulsbo does not endorse any private business or organization, but simply wants to help event organizers find their way through our community resources. You might check the Poulsbo Chamber of Commerce website for a comprehensive listing of local businesses, their websites, a contact person, and phone number. www.poulsbochamber.com

Signage: marketing & wayfinding

We have City laws that govern signage, but for temporary use—like your event—we are a tad looser with those rules. Here's the ordinance as found in the Poulsbo Municipal Code:

18.170.080 Temporary signs

Except as otherwise described under this section, no permit is necessary for temporary signs. Temporary signs are not allowed to continually advertise goods, services or events on a site;

permanent signs shall be used for that purpose. Temporary signs shall not endanger the public safety and shall be removed or relocated if the building official determines that a sign is unsafe.

A. Grand Opening/Special Event.

1. A temporary sign advertising a special event, sale, promotion, opening/closing of a business or opening of a business under new management shall not be displayed for more than fourteen consecutive days.
2. A permit shall be required if the sign is to be displayed longer than the maximum fourteen days. Signs which are regularly changed but generally present, or otherwise intended to circumvent the temporary sign provisions, shall require a permit and shall be included in the site's overall signage.
3. Small pennants, balloons, banners and streamers may be displayed in conjunction with a special event, but must be removed at the conclusion of the event or within fourteen consecutive days.

B. Community Announcement/Event Signs.

1. City Community Announcement Signs. Two signs located on SR 305 are managed by the city to advertise special events and community activities for nonprofit organizations. Commercial advertising is not allowed.
 2. Banners in C-1 Zoning District across Front Street. Banners advertising special events in downtown Poulsbo are allowed to cross the Front Street right-of-way. The Historic Downtown Poulsbo Association manages the approved banner location.
 3. Community announcement/event banners in all other zoning districts on or above public right-of-way are subject to city council approval.
 4. Portable off-premises sign no larger than three square feet per sign face announcing the community event are allowed forty-eight hours prior to the event and shall be removed within twenty-four hours after the event. Announcement signs may be placed in unpaved portions of public rights-of-way only, and must be self-supported by a stake or similar device. Care must be taken to assure that the placement of such signs will not create a hazard to the public by obstructing the view or passage of pedestrians, cyclists or motorists.
- Additional things to note: If you want to put a banner across Front Street downtown, contact the Historic Downtown Poulsbo Association—early. At least 90 days. This is prime real estate for advertising events, so it is in great demand.
 - The two big signs on Highway 305 can be booked a year in advance. Contact the City's Parks & Recreation Department early to see if it's available. There is a small fee, and you'll need to build the sign.
 - Poulsbo/North Kitsap community events, festivals and fundraising activities have priority.
 - No commercial advertising is allowed.
 - Be smart about all your other signs—think safety and attractiveness. When in doubt, ask in advance.

- Don't forget wayfinding signs. If some of your attendees aren't familiar with Poulsbo, they might need signs to point them to parking, your entrance, or even the bathrooms!

Contingency planning

There's a widely known Rule in event planning: If you plan for contingencies, everything will go smoothly. If you don't, something will go badly wrong.

There are pitfalls that are common to all events, and some that are unique. It's your job to pull together your team and anyone else who is familiar with your plans and a good out-of-the-box thinker (and maybe a Gloomy Gus) for a single, two+-hour meeting.

The purpose of the meeting is twofold: First, identify any and all possible problems, challenges, and catastrophes that could possibly impact your event. When you've run out of ideas, you go back and—for each one—figure out a mini-plan to manage it smoothly.

Here is a head start with that list:

Too few people attend	A politician politics	Protesters show up
Too many people attend	A peddler peddles	A fire breaks out
Someone gets drunk	Under-agers near booze	A water main breaks
Someone get in a fight	It rains	The crowd panics
Someone gets hurt	It snows	A contractor is a no-show
Someone collapses	The wind howls	Your main event cancels
	It's too hot	The ferry cancels
If the power goes out		
If the sprinklers go off		

The Poulsbo Fire Department (District 18) has a good **incident action plan**, too. Look for it in the Appendices.

Finally, be sure your brainstorming session includes set-up and take-down activities in thinking about what might affect your event success. Volunteers on ladders have been known to topple, and the time to administer first aid or even an ambulance ride can not only cost you hours but morale. Make a plan, and you'll be prepared.

Common Rules to Keep In Mind Sadly, not everyone has the same 'common sense.' Common sense requires common upbringing with common rules (like pick up your wet towels from the bathroom floor). Not everyone has the same set of 'common' rules, so you'll want to share this list—and maybe add a few of your own.

- Don't pound nails, spikes, poles, or sign posts into asphalt
- Don't pound anything into City lawns—there are sprinkler systems underground
- Don't use adhesives or other materials that will leave a mark, or remove finishes on buildings, vehicles, or landscape elements.
- Don't trample plants or cut down trees.
- Don't pour any liquids—including water used for washing—into the sewers, onto the curbs, or in the grass. Instead pour dirty water into the toilets. Haul away all other liquids, including grease. Just like camping: Pack it in, pack it out.
- Don't smoke within 25 feet of any tent or structure
- Don't leave an unattended fire or flame, even 'for just a minute'
- Don't leave children unattended, ever
- Don't work in twilight, dawn, or night without a reflective vest
-
- Don't let dogs run loose. The City has a leash law.
- Don't use paint or other unapproved marking tools on any City or private property without prior, written permission.
- Don't allow tripping hazards. All cords should be covered with 'trip strips.'
- Don't allow anyone to wander away from a beer garden with liquor.
- Don't allow marijuana. Just because it's legal in this state, doesn't mean you can enjoy it outside of your own home. You can't.
- Don't allow motorized vehicles within your event area. This includes motorized skateboards, skates, hover boards, and drones.
- Don't block or interfere with traffic before, during, or after your event—unless pre-approved and then ONLY within the approved boundaries.

Costs

Early on, you'll want to sketch a rough budget, then review it periodically until it meets your needs. There are great templates online to get you started. Think big costs, little costs, and unexpected costs. Then, think about where the money will come from to cover those costs—and how you will recognize those who are paying for your event.

From the City's perspective, your public service costs can be relatively low. Here are those that might affect you; these prices were accurate in September 2016. For more details and up-to-date information, see the City's "Application for Special Event":

City Special Event Application permit	\$25
Police services (more than 3 officers requires a sergeant at \$66/hour)	\$57/hour/officer
Dumpsters (deliver, dump, remove) (additional pricing on City permit application)	\$60/2-yards
Banner over Front Street	\$400
Liquor license (banquet permit)	\$11
Park Use Fee	\$50 per event
Signboard Reservation	\$25 (events in the city limits) and \$45 (events outside the City)

The fire department has a standard fee schedule, which is in the Appendices.

Communication

You can present the most exciting, most fabulous event ever seen in the world—and it won't matter if nobody knows about it. Logistical planning and communication planning go hand-in-hand when planning a great event.

As you create your event logistics checklist and timeline, you should create a parallel one for communication. If this is a new concept to you—or no one on your committee is a professional marketing-PR guru—you might want to check out this website for help. It's pretty thorough, so you'll feel like a pro, fast.

<https://whova.com/blog/guide-event-communication-strategy-plan-tools/>

Of course, you're thinking about promoting your event in advance, but you also want to create goodwill in the community that is hosting your event. If your activities clog traffic, take up parking spaces, or make noise, it's probably a good idea to communicate before and after the event. You know; keep the neighbors happy.

The easiest way to start is by answering these questions for your event:

- The purpose of this event is:
- Our primary audience/attendees are:
- Our secondary audience/attendees are:
- Others who could be impacted by our event are:

- We are asking each audience to: (attend, donate, support, be patient, etc.23)

- The best way to reach each audience is
 - Primary
 - Secondary
 - Impacted

- The look of our event will include (logo, name, tagline, graphics, color choices, etc.)

- The timeline for mailing, social media presence, ads, signage is:

- Our post-event appreciation will be: (thank-you's, success measures)

Part of your job is to market your event. A generic marketing plan template is also included in the Appendices.

Communication Plan template

There are many templates available online, but the basics are right here:



SAMPLE COMMUNICATION PLAN STRUCTURE

	Data Tracking Initiation (Aug 1, 2013)			First Report Submission (March 31, 2014)			Public Data Released (Sept 30, 2014)		
	Comm. 1 <i>(Example)</i>	Comm. 2	Comm. 3	Comm. 4	Comm. 5	Comm. 6	Comm. 7	Comm. 8	Comm. 9
Who is the audience?	HCPs								
What is the message?	Sunshine Awareness								
How will it be delivered?	Rep Distributed Quick Card								
When will it be released?	July 15, 2013								

Note: Columns are illustrative. You may wish to consider other time periods and greater or fewer communications.

Jan – we feel like everything has been covered in other sections, and these FAQs aren't necessary.

Appendices

Application for Special Event (also available online at

<https://www.cityofpoulsbo.com/clerk/forms/Application%20for%20Special%20Event%20Packet%202.pdf>

Link to Park Use form and Community Sign board reservation form:

http://www.cityofpoulsbo.com/parks/parks_rentals.htm

Incident Action Plan (from Poulsbo Fire Department)

Fee schedule for fire department support

Sample RFP for sub-contractors

Marketing Plan template

Special dogs, special rules

Communication Plan template?

Notes

Kati has a nice map showing the Anderson Parkway parking lot. We also considered adding a map of City Hall, Waterfront Park and Raab Park.

	SERVICE DOGS	THERAPY DOGS	EMOTIONAL SUPPORT ANIMALS
COMPARISON	SERVICE DOGS	THERAPY DOGS	EMOTIONAL SUPPORT
 ADA covered: Rights to bring animal into public establishments			
 Needs to tolerate a wide variety of experiences, environments, people			
 May live with their Disabled owners, even if "No Pets" policy in place			
 Primary function is to provide emotional support, through companionship			
 Specifically trained to assist just one person			
 Provide emotional support and comfort to many people			