



Richard Conlin
Seattle City Council President

August 10, 2010

Stephen Johnson, Acting Director
Office of Economic Development
PO Box 94708
Seattle WA 98124-4708

RE: City Council Expectations for the Director of the Office of Economic Development

Dear Mr. Johnson:

This letter has been placed in the Clerk File that contains Mayor McGinn's request for your confirmation as Director of the Office of Economic Development (OED). This letter documents the City Council's expectations for your job performance if you are confirmed.

The Council's expectations (listed below) are intended to enhance the OED Director's accountability to the Legislative Branch. Council expectations are also intended to add to the Mayor's expectations and the Director responsibilities established in the City Charter and Seattle Municipal Code.

I. City Council General Expectations for OED Director

- A. Relationship with Council. The Director is expected to maintain a constructive working relationship with the Council, as demonstrated by:
 - 1. Prompt and complete responses to Council information inquiries.
 - 2. Proactive updates on policy development, operational concerns, and financial matters of significance so that the Council is informed of significant changes or controversies before the information reaches the media and/or the Executive submits a request for Council action.
 - 3. Dependable implementation of formal policy direction provided by the Council.
 - 4. Assistance in the research and development of Council policy initiatives.
- B. Management Skills. The Director is expected to demonstrate strong management skills, with particular focus on the following Council priorities:

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An EEO employer. Accommodations for people with disabilities provided upon request.

1. Public Communication
 - a. Conduct inclusive outreach to relevant stakeholders.
 - b. Implement a strong ethic of customer service.
 - c. Make information available so that the public can track the department's performance in delivering services.

2. Organizational Management
 - a. Coordinate productively with other City departments.
 - b. Maintain strong working relationships with other governmental entities.
 - c. Operate within budget constraints and proactively manage expenditures.
 - d. Provide a fair and equitable approach to the award of City contracts.

3. Personnel Management
 - a. Develop and maintain strong morale among employees.
 - b. Provide an inclusive work environment that offers equitable opportunities for all.
 - c. Address issues of succession planning and the professional development of existing staff.

4. Service Delivery – including both routine operations and emergent situations
 - a. Ensure that ongoing day-to-day services are provided effectively and efficiently, and that the department tracks its performance in delivering such services.
 - b. Make certain the department is able to deal with localized emergencies or service disruptions and has thoroughly planned how to manage its operations in case of a City-wide emergency.

II. Specific Expectations for the OED Director in 2010 to 2013

During his initial term, the Director is expected to implement (and provide regular progress reports on) the following Council expectations:

- A. Business Services. Grow and strengthen the local business community through the provision of direct services, including assistance with permitting processes and project financing. With support from OED's contracting partners, work to retain local businesses through the completion of site visits and the provision of follow-up and case management services as appropriate.

- B. Economic Development Leadership. Actively participate in regional economic development workgroups and policy meetings. Serve as an advocate for the City's interests and ensure our economic development activities are appropriately coordinated with those of our partner agencies.

- C. Neighborhood Business Districts. Work with small business owners to identify, evaluate, and address emerging needs in the City's neighborhood business districts.

- D. Film and Music. Support the growth and development of Seattle's film and music industries. Provide technical assistance that promotes the creation of a vibrant and professionalized nightlife.

- E. Race and Social Justice. Advance the City's Race and Social Justice Initiative.
- F. Local Food. Advance the City's Local Food Action Initiative and support the development of farmers markets and other businesses related to local food production.
- G. Pioneer Square. Support the implementation of *Pioneer Square 2015*, the neighborhood's revitalization plan.

The next OED Director will lead the agency through what continues to be a challenging economic environment. The Seattle City Council looks forward to working cooperatively with the Director to ensure OED is able to provide reliable, cost-effective, and innovative services to our City's workforce and business community.

Sincerely,



Richard Conlin
President, Seattle City Council and
Chair, Regional Development and Sustainability Committee

Cc: Michael McGinn, Mayor, City of Seattle
Seattle City Council Members