Thank you to our boards and commissions volunteers

Earlier this week we recognized more than 400 volunteers who serve on our various boards and commissions during our annual Boards and Commissions Appreciation Open House.

The annual gathering is one way to say "thank you" for the numerous hours that each volunteer gives of themselves throughout the year.

Our more than 40 boards and commissions advise county departments on topics as wide ranging as the arts, historic preservation, planning and development, noxious weed control, mental health, and drug and alcohol awareness.

Members of each board and commission come from diverse backgrounds throughout Snohomish County, and that is important as we continue to look for new and better ways to deliver services that our residents need and want.

We often have openings for new members on our boards and commissions. If you're interested in serving your county for the betterment of the community, then I encourage you to look at our list of current openings here and to consider whether this might be for you.

Sincerely,

Reardon kicks off Big Brothers Big Sisters program at Comcast
Snohomish County Executive Aaron Reardon greets Woodside Elementary students as they enter Comcast's offices in Lynnwood on Friday. Comcast has partnered with Big Brothers Big Sisters of Snohomish County to help fourth- and fifth-graders at Woodside succeed as students and adults. Called "Beyond School Walls," the local program is one of a dozen nationally. "Any lift we can give students now will only increase their opportunities to do well in the future," Reardon said. "Programs such as Big Brothers Big Sisters and community partners such as Comcast enhance the quality of life we've come to expect in Snohomish County.

Award shows county's tourism plan on track

Snohomish County's approved Strategic Tourism Plan has won a 2011 Gold MarCom Award for excellence in marketing and communications.

The MarCom Awards are administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of thousands of creative professionals and sets standards for excellence in the field.

The Snohomish County Strategic Tourism Plan was crafted in 2010 after a lengthy input process within the tourism community. The plan was developed under the leadership of Wendy Becker, the county’s Cultural and Economic Development Officer, with assistance from the consultant team of Frause, BERK, Site Story and Calyx Sustainable Tourism.

Others within the tourism community, including Amy Spain, the executive director of the Snohomish County Tourism Bureau, met for months to devise the tourism plan.

How are we doing?

Did you know that you can track how well the County is delivering services, the costs of those services, and the efficiency and effectiveness of service delivery?

The SnoStat system tracks how well the County is delivering services, the costs of those services, and the efficiency and effectiveness of service delivery.

Simply visit our SnoStat Web site.

Contact me:

3000 Rockefeller Ave.
M/S #407
Everett, WA 98201

Phone: 425.388.3460
Fax: 425.388.3434

Send me an
“Tourism is the fourth-largest industry in Snohomish County and accounts for more than $900 million in visitor spending annually,” said Snohomish County Executive Aaron Reardon, who has supported the plan. “It’s important that we build on this asset in the coming years, and our latest strategic plan does that.”

The county’s 2011 tourism plan establishes strategies to build on the strengths of Snohomish County and addresses its gaps and challenges. As a result of this multi-tiered approach, Snohomish County will continue to grow as a highly functioning tourism system.

By the end of 2016, this tourism system should include:

- an increase in assets that attract visitors to Snohomish County and encourage them to stay longer, explore more, and return often.
- a brand and image that builds on county strengths in a genuine and powerful way.
- effective marketing and promotion efforts, including a network of cross-promotions that include itineraries, maps and packages.
- strong supporting infrastructure and services, including overnight accommodations, restaurants, wayfinding, and signage.
- a collaborative and coordinated network of partners in the public, private, and nonprofit sectors working together to strengthen the county’s tourism market for the benefit of all.

The tourism plan builds on the county’s existing strengths, targeting limited resources to make the greatest impact. The plan works to enhance and establish regional tourism activities and attractions that foster economic development throughout Snohomish County.

Winners were selected from more than 200 categories in seven forms of media and communication efforts, including marketing, publications, promotion, public service/pro bono, creativity and electronic/interaction.

For more information on the county’s tourism plan, contact Wendy Becker at 425-388-3186 or wendy.becker@snoco.org.

Fire/fall prevention training to benefit community

Snohomish County’s Human Services Department and the Mukilteo Fire Department have been awarded a scholarship to participate in a training geared toward educating older adults on increased fire safety and fall protection.

The National Fire Protection Association (NFPA) has selected two-member teams from 29 communities across the country to participate. Teams are comprised of one fire department member partnered with an individual
from an agency within the community that serves older adults through home visits.

Terry Ferguson, of Snohomish County’s Human Services Case Management Program, and Kristen Thorstenson, of the Mukilteo Fire Department, will travel to Boston for the workshop. Following the workshop, Snohomish County’s Human Services Department will integrate materials from the program into its outreach through home visits. The Mukilteo Fire Department will conduct group presentations and train-the-trainer sessions for community agencies.

“We are always looking to improve the services we offer, and this is one opportunity,” said Snohomish County Executive Aaron Reardon. “Our Human Services Department works closely with the older adults in our community who can benefit from such training and information.”

Called “Remembering When,” the program focuses on 16 key fire and fall prevention messages. Messages include:

- To prevent fires, space heaters should be kept at least 3 feet from anything that can burn and unplugged when no one’s home or at bedtime.
- While cooking, older adults should wear tight fitting clothing or short sleeves so clothes don’t ignite from the stove.
- People should never leave stoves or ovens unattended or cook if drowsy from medicine or alcohol.
- To prevent falls, older adults should exercise to improve balance and build strength.
- To prevent falls in the home, it’s important to clear stairs and hallways of electrical cords, shoes, books, magazines, clothing and any other obstacle.

The “Remembering When” program has been implemented in communities throughout North America since 1999, reaching thousands of older adults. For more information about the program, click here.

Thank you very much for taking the time to read my electronic newsletter.

If you would like to send me your comments and feedback, or if you would like to unsubscribe, simply reply to this message.

You may also contact me directly by phone at 425.388.3460.