

MINUTES  
REGULAR COUNCIL MEETING  
OF  
December 12, 2016  
5:30 p.m.

THE DALLES CITY HALL  
313 COURT STREET  
THE DALLES, OREGON

**PRESIDING:** Mayor Stephen Lawrence

**COUNCIL PRESENT:** Russ Brown, Tim McGlothlin, Taner Elliott, Linda Miller, Dan Spatz

**COUNCIL ABSENT:** None

**STAFF PRESENT:** City Manager Julie Krueger, City Attorney Gene Parker, City Clerk Izetta Grossman, Finance Director Kate Mast, Public Works Director Dave Anderson, Police Chief Patrick Ashmore, Human Resource Director Daniel Hunter, City Engineer Dale McCabe

**CALL TO ORDER**

The meeting was called to order by Mayor Lawrence at 5:30 p.m.

**ROLL CALL**

Roll call was conducted by City Clerk Grossman, all Councilors present.

**PLEDGE OF ALLEGIANCE**

Mayor Lawrence invited the audience to join in the Pledge of Allegiance.

## MINUTES

Regular City Council Meeting

December 12, 2016

Page 2

### APPROVAL OF AGENDA

Mayor Lawrence noted that the presentation concerning a tobacco free zone, and Item #12-A Riverfront Trail funding would be rescheduled for a later date. It was moved by Elliott and seconded by Spatz to approve the agenda as amended. The motion carried unanimously.

### AUDIENCE PARTICIPATION

Rodger Nichols, 1617 Oregon, said thank you to the road crews for a job well done during the recent snow event.

### CITY MANAGER REPORT

City Manager Julie Krueger reviewed the process for snow events. She said Public Works Director Dave Anderson, Chief of Police Patrick Ashmore and Development Inspector Jim Schwinoft attend the NOAA webinars daily; Anderson determines when to start the 12 hour shifts to plow and sand until it is no longer needed or affective. Krueger said she then determines when or if to send non-essential employees home for safety reasons.

She reminded Council that the Christmas Event was December 14, 11-2 pm at Public Works.

Krueger reviewed an email previously sent (attached) from Chamber President Lisa Farquharson requesting additional \$18,748 for the tourism program. She said the funds are not currently budgeted and would need to come from contingency.

Farquharson reviewed the use of funds, and said she would have to reduce hours of the tourism person and/or reduce benefits of Chamber employees. She asked for a decision, because she needed to present her 2017 budget to her board the first of January.

Councilor Brown said he was concerned about the contingency shrinking, but he thought the Chamber was doing a good job. Spatz and McGlothlin agreed that the Chamber was doing a good job.

Councilor Elliott asked if the shortfall was based on hours worked. Farquharson said originally they felt the ship portion of the position wouldn't need as many hours as it does, and therefore the tourism person doesn't have time for Chamber duties. She said the position has increased to a full time tourism position; increasing marketing position to 30 hours dedicated to tourism, creating a tourism website that won't be limited to Chamber membership.

Elliott asked if these changes would remove the need for Weinstein PR. Farquharson said they are reducing the use of the public relations firm gradually over the next two years.

## MINUTES

Regular City Council Meeting

December 12, 2016

Page 3

It was moved by McGlothlin and seconded by Spatz to approve the Chamber request for an additional \$18748.50 in funding of the tourism program from the contingency line item. McGlothlin and Spatz voted in favor; Miller, Elliott and Brown opposed. The motion failed.

After some discussion, Finance Director Mast said the Chamber could do a budget amendment at a later date, and Council could consider the request again at the next meeting with a Resolution that outlined the reduction of contingency.

### **CITY ATTORNEY REPORT**

City Attorney Gene Parker said he would have the second hand dealer's resolution ready for the January 9 City Council agenda.

Parker said that there wasn't a lot of guidance on the marijuana ordinances from the League of Oregon Cities. He said Council would need to decide what their risk tolerance was.

### **CITY COUNCIL REPORTS**

Councilor Spatz reported that the Sister City Applications were being distributed to the schools currently; and that he was working with Brian Godwin on the Samoan Sister City process.

Councilor McGlothlin reported that there were 14 people at the Warming Place last night and the numbers attending Community Meals was down.

Councilor Miller reported that the Meet and Greet was a good idea, she said there were not a lot in attendance, but those attending were new faces. She said that the weather may have contributed to the low attendance.

Mayor Lawrence reported on attending a retirement award banquet for Sgt. Hall of Delta 82 Cav.

He said the bid opening for the Flex Space at the Airport would be on January 5; he said the Council would receive a recommendation after the bids were received, but in time to review prior to the January 9 City Council meeting. He thanked Chuck Covert, Airport Manager for his work on the project. Covert said it took a team.

### **CONSENT AGENDA**

It was moved by Miller and seconded by Brown to approve the Consent Agenda as presented. The motion carried unanimously.

Items approved by Consent Agenda were: 1) Approval of November 21, 2016 Work Session

## MINUTES

Regular City Council Meeting

December 12, 2016

Page 4

Minutes; 2) Approval of November 28, 2016 Regular City Council Meeting Minutes; 3) Adopt Resolution No. 16-033 Appointing Matthew Klebes as Enterprise Zone Manager.

### **CONTRACT REVIEW BOARD ACTIONS**

#### Authorization to proceed with Wastewater Treatment Plant Phase 2 Work to Complete Design Engineering from 80% to 100%, and Construction under a Negotiated Guaranteed Maximum Price

Public Works Director Anderson reviewed the staff report.

Mayor Lawrence he would like assurances that quality product and safety weren't at risk due to the 50% shared cost savings.

It was moved by McGlothlin and seconded by -Brown to authorize the Third Amendment to the Progressive Design-Build Agreement for The Dalles Wastewater Treatment Plant Upgrade, Contract No. 2015-004, including construction of carbon diversion and Co-Gen systems, for a total Guaranteed Maximum Price of \$10,961,600. The motion carried, Elliott abstained as a potential sub-contractor on the project.

Mayor Lawrence commended Anderson and the team for the changes in the project and the resulting cost savings.

It was moved by Spatz and seconded by Miller to direct staff to pursue obtaining a SRF loan. The motion carried, Elliott abstained.

### **ACTION ITEMS**

#### Authorization to Purchase a Utility Easement from SAPA (operating the old Northwest Aluminum Specialties Facility) for Construction of the 18-inch Port Industrial Water Main

Public Works Director Anderson reviewed the staff report. In response to a question he said if SAPA connected to the line they would pay System Development Charges- and reimburse Design LLC for the reimbursement district.

It was moved by Miller and seconded by Elliott to authorize the purchase of a water main easement from SAPA Extrusions Inc. for an amount not to exceed \$59,132.00. The motion carried unanimously.

MINUTES  
Regular City Council Meeting  
December 12, 2016  
Page 5

Approval of Resolution No. 16-032 Approving a Rate Increase of Approximately 0.85% for The Dalles Disposal Company

City Attorney Parker reviewed the staff report.

Councilor Miller abstained, saying she worked for the same company that owns The Dalles Disposal.

It was moved by Brown and seconded by Elliott to adopt Resolution No. 16-032 approving a rate increase resulting from increased operational and disposal fee costs incurred by The Dalles Disposal Service, effective January 1, 2017. The motion carried unanimously, Miller abstained.

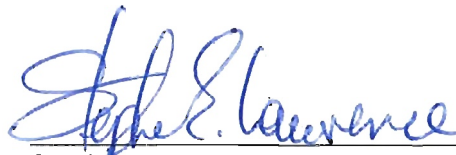
**ADJOURNMENT**

Being no further business, the meeting adjourned at 6:40 p.m.

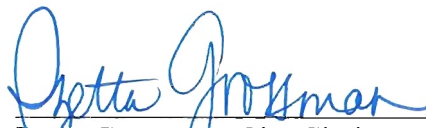
---

Submitted by/  
Izetta Grossman  
City Clerk

SIGNED:

  
\_\_\_\_\_  
Stephen E. Lawrence, Mayor

ATTEST:

  
\_\_\_\_\_  
Izetta Grossman, City Clerk

December 1, 2016

**Change in Duties and addition of Positions Defined:**

The Chamber is need of some changes due to the growth of tourism in our area. There are more demands for the Ship Liaison as more ships are coming and the season is being extended each year. We are need of a dedicated Tourism Marketing Position as we need to be more aggressive in our target marketing as we are competing with the entire Northwest. Below are the two positions in reference for need. I have attached a spread sheet that would show the increase in wages that are needed to accomplish this task. The Chamber is making some big changes beginning in January and would like to incorporate the changes below at the same time to create a natural flow in the shifts of duties and tasks. Thank you so much for considering this need and I look forward to any questions you may have. I look forward to hearing from you as we are excited to begin some of these new tasks in January.

Lisa Farquharson  
The Dalles Area Chamber  
541-296-2231

**Tourism Coordinator [40 hours a week with benefits of insurance, paid vacation, paid sick leave]**

**Ship Tourism:** The Liaison, Greeter, Committee Work for improvements with excursions and experiences, River Crew News, Work with products being carried on Ships, and the connection to our local produce and goods. (will be even busier next season and a longer season). This portion of the job is becoming a 30+ hour position due to the increase of visits, the amount of work it takes to create new excursions, and the time it takes for the collaboration of our downtown and surrounding businesses to participate in coupons [River Crew News], specials, information, and excursions.

**Cycling Tourism:** Work with Cycling Committee to create bike friendly transportation in our downtown for the increasing cycle tourism due the Historic Highway 30's gap may be finished in two years, which is sooner than first projected. Bike Friendly includes bike paths, bike racks, hubs, beautification from the Historic Highway 30 to the downtown, and a possible Bike Share program throughout The Dalles that would be unique to the Gorge. This IS A BIG NEED as we are going to be hit with more cycling tourism than we can imagine. This project needs to begin now as it will take approximately 2 to 3 years to implement. NOTE: The Bike Share program would be a great asset to our Ship Visitors (this is a need that they have verbalized to us).

**Historic Tourism:** Continue to work with the History and Heritage committee as we are creating a NEW 'Explore The Dalles' Walking Tour Brochure that will be a huge asset to the Ships and our increasing daily tourists as they come to visit the past of The Dalles.

**FAM tours:** Work collaboratively with Tourism Marketing and Tourism Director for the best practices to bring in travel writers to experience The Dalles. This position is instrumental in helping to design the FAM tours and helping our guests experience our community as one of the key guides. Our FAM tours have increase due to the traffic that Travel Oregon is bringing to our region and we are averaging a FAM tour almost every month and some months may have 2 or 3. The Dalles will continue to host and coordinate with Weinstein on our own annual FAM tour and this position would be instrumental in that tour too.

**Tourism Marketing [30 hours a week with paid sick leave mandated by BOLI]**

**Website:** Further Develop the 'Explore The Dalles' website which was set up this summer for the Tourism piece of our area but hasn't had staffing to support it. This website would house the fun itineraries, information, and pictures available for our area along with all the businesses and tourism related attractions listed (and not just members). This site would be used in our marketing materials like our ads, publications, and through our Tip Sheets that Weinstein publishes for the Chamber.

**Social Media:** This piece has been missing due to a lack of hours possible. We NEED to market to Twitter, Pinterest, Instagram, and Facebook to pull the audiences we need to come to The Dalles. Data shows that the audiences that use these platforms are the Double Income Families that are looking for a fun place to recreate without driving beyond 2-4 hours from their home (Portland and Seattle). These are the families that will be staying in our hotels and creating more TRT funding for the city!

**Tourism Printed Materials:** Designing, developing, and helping to coordinate the printing of our Tourism Directory (used to be our membership directory but we are revamping to target our tourists instead of our locals), the Explore The Dalles Brochure, City Map, and helping with the creation of our seasonal Tip Sheets through Weinstein PR that have pulled many writers to our community for feature stories in their companies printed material.

**Graphic Artist:** Designing all ads for the tourism focused publications we advertise The Dalles in. In-house design creates a flow in all our publications and advertisements that sends out a branded message.

**FAM Tours:** Work collaboratively with Tourism Coordinator and Tourism Director for the best practices to bring travel writers into experience The Dalles. Would assist in methods to push information out to possible participants of future FAM tours. Design and print any materials needed for promotion for FAM tour participants.

-----

**Present Contract covers the following Hours Per Position for 12 month period**

- ◆ Tourism Coordinator = 1560 (80% of 40 hour work week)  
*Chamber is paying additional 10 hours & benefits and the cost of living increase*
- ◆ Visitor Services / Office Manager = 2028 (98% of 40 hour work week)
- ◆ Summer Visitor Services = 616 hours (100% of position, 2 seasonal people)  
*minimum wage has increased the cost of these hours that Chamber is covering*
- ◆ Marketing / Communications = 1040 (67% of 30 hour work week)
- ◆ Membership / Events = 208 (10% of a 40 hour work week)
- ◆ Chamber Director / Tourism Director = 1300 (50% of this position based on 50 hr work week)

Changes Requested for Tourism Budget in TRT Contract as of Jan 1, 2017

**Michelle Harmon** Tourism Coordinator

**Cost at 40 hours a week (*she is working 40 hours*)**

2080 hours a year at \$14.50 an hour (3% increase from 2016)	\$ 30,160.00
Payroll taxes based on 40 hours for year	\$ 4,524.00
Insurance Coverage (for full time)	\$6,800.00
<b>Total Cost</b>	<b>\$ 41,484.00</b>

**Tiffany Hardin** Tourism Marketing - NEED THIS position to continue growth

**Cost at 30 Hours a week**

1560 hours a year at \$14.50 an hour	\$ 22,620.00
Payroll taxes based on 30 hours for year	\$ 3,393.00
<b>Total Cost</b>	<b>\$ 26,013.00</b>

**2 positions needed for growth ~ Total Cost \$ 67,497.00**

Monies already in budget - coordinator \$20,000.00  
 Monies already in budget - marketing \$10,000.00

**Total Additional Funds Needed for 6 months (Jan 1 - June 30, 2016) \$ 18,748.50**

*Total Additional Funds Needed for 12 months (2017/2018) \$ 37,497.00*