



**CITY COUNCIL AGENDA  
MARCH 16, 2015, 7:00 PM  
PUBLIC SAFETY BUILDING TRAINING ROOM (401 EAST THIRD STREET)**

**Mission Statement**

*The City of Newberg serves its citizens, promotes safety, and maintains a healthy community.*

**Vision Statement**

*Newberg will cultivate a healthy, safe environment where citizens can work, play and grow in a friendly, dynamic and diverse community valuing partnerships and opportunity.*

**I. CALL MEETING TO ORDER**

**II. ROLL CALL**

**III. PLEDGE OF ALLEGIANCE**

**IV. CITY MANAGER'S REPORT**

**V. PUBLIC COMMENTS**

(30 minutes maximum, which may be extended at the Mayor's discretion, with an opportunity to speak for no more than 5 minutes per speaker allowed)

**VI. CONSENT CALENDAR**

- |   |            |
|---|------------|
| 1. Approve Minutes from March 2, 2015   | Pages 1-6  |
| 2. Accept January 2015 Financial Report | Pages 7-17 |

**VII. PUBLIC HEARING**

- |  |             |
|--|-------------|
| 1. Resolution 2015-3180, Consider approval of a Marketing Services Agreement with the Chehalem Valley Chamber of Commerce for Visitor Information Services | Pages 18-32 |
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**VIII. REPORTS**

- |  |             |
|--|-------------|
| 1. Chehalem Valley Chamber of Commerce quarterly marketing report. | Pages 33-37 |
| 2. Cultural District Report  | Pages 38-61 |

**IV. EXECUTIVE SESSION**

1. Pursuant to ORS 192.660 (2) (e) relating to a real property transaction # 1
2. Pursuant to ORS 192.660 (2) (e) relating to a real property transaction # 2

**X. COUNCIL BUSINESS**

**XI. ADJOURNMENT**

*ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than two business days prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please dial 711.*

**Council accepts comments on agenda items during the meeting. Fill out a form identifying the item you wish to speak on prior to the agenda item beginning and turn it into the City Recorder. Speakers who wish the Council to consider written material are encouraged to submit written information in writing by 12:00 p.m. (noon) the day of the meeting.**

The Mayor reserves the right to change the order of items to be considered by the Council at their meeting. No new items will be heard after 11:00 p.m., unless approved by the Council.

# *REQUEST FOR COUNCIL ACTION*

**DATE ACTION REQUESTED: March 16, 2015**

**Order \_\_\_      Ordinance \_\_\_      Resolution \_\_\_      Motion XX      Information \_\_\_**  
**No.                      No.                      No.**

**SUBJECT: Minutes**

**Contact Person (Preparer) for this  
Motion: Sue Ryan, City Recorder  
Dept.: Administration  
File No.:**

**RECOMMENDATION:**

Approve City Council minutes from March 2, 2015.

**NEWBERG CITY COUNCIL MINUTES  
MARCH 2, 2015, 7:00 PM  
PUBLIC SAFETY BUILDING (401 E. THIRD STREET)**

A work session was held at 6:00 p.m. preceding the meeting. Present were Mayor Bob Andrews, Councilor Tony Rourke, Councilor Lesley Woodruff, Councilor Mike Corey, Councilor Scott Essin, and Councilor McKinney and Councilor Denise Bacon. Also present were City Manager Jacque Betz, City Recorder Sue Ryan, City Attorney Truman Stone, Library Director Leah Griffith, Finance Director Matt Zook, Public Works Director Jay Harris, Community Development Director Doug Rux, Associate Planner Steve Olson, Police Chief Brian Casey, Associate Planner Jessica Pelz, IT Network Administrator Joseph Falbey and Fire Chief Les Hallman.

IT Network Administrator Joseph Falbey reported on the new computers at the Library and increasing the video surveillance storage space.

Public Works Director Jay Harris gave a well field update. Work had been done on Wells No. 4 and No. 5. Well No. 9 would be put in next fall or winter. He reported on tank leaks that had been repaired at the Water Treatment Plant, potholes being patched, water line cleaning, and Wastewater Treatment Plant expansion.

Library Director Leah Griffith said there had been issues with the new Library computer system. The Library Foundation paid for new furniture. Grants had been received for children's programs and book giveaways. Strategic planning for the Library was continuing and the plan would be ready for Council review in the summer. Author April Henry would be in town on Friday and Saturday. Councilor McKinney asked about creating a taxing district for the library. LD Griffith explained the process and how Yamhill County and City of Dundee had not been supportive in the past.

Police Chief Brian Casey reported on a recent bomb disposal on Highway 219 and Bell Road, mental health issues in the community, two new dispatchers, and Citizens Police Academy. Councilor McKinney asked if there was training for handling the mental health issues. PC Casey said the police officers had received training.

Finance Director Matt Zook said the final audit for Fiscal Year 2013-2014 would be ready for Council in April. They also had been preparing the 2015-2016 budget. Budget Committee meetings would begin in April. There would soon be a finance software upgrade that would improve financial processes. There had been issues in utility billing and he was working on delivering better service. There was discussion regarding the process for reading water meters.

Councilor Essin requested more summarizing of the financial report for the Council.

Fire Chief Les Hallman said the Fire Department continued to have a high call volume. The department would host the annual Easter Egg Hunt on April 5 and Pancake Breakfast on May 3. EMS Division Chief Frank Douglas had been named a recipient for the Chamber of Commerce's 2014 Edward Stevens Distinguished Service Award. There was discussion on why call volume was up. FC Hallman said car accidents and fires were up.

Associate Planner Steve Olson said the Transportation System Plan Citizen Advisory Committee would be meeting on Thursday to discuss the draft project list. The Urban Growth Boundary mediation process was continuing. The Planning Commission would be discussing medical marijuana dispensaries next week. The portable sign recommendation would be coming to the Council in April. The Historic Preservation Commission applied for a grant to update the downtown commercial historic property list. The scope of work was being developed for the downtown revitalization project. There was discussion on current and future building activity and contracting out planning services.

CM Jacque Betz thanked the management team and Associate Planner Steve Olson for his service as Interim Planning and Building Director for the last nine months. She introduced Doug Rux, the new Community Development Director.

The meeting was recessed for cake at 6:45 p.m.

## CALL MEETING TO ORDER

### ROLL CALL

Members Present:	Mayor Bob Andrews Scott Essin	Mike Corey Stephen McKinney	Tony Rourke Lesley Woodruff
Staff Present:	Jacque Betz, City Manager Sue Ryan, City Recorder Jessica Pelz, Associate Planner	Truman Stone, City Attorney Brad Allen, Code Compliance Officer Brian Casey, Police Chief	

**PLEDGE OF ALLEGIANCE:** The Pledge of Allegiance was performed.

**CITY MANAGER'S REPORT:** City Manager Jacque Betz reported on the Second Street parking lot maintenance and funding and how information would be provided more on an ongoing basis. There was discussion on potential funding sources for the parking lot and the proposed timeline for replacing the parking lot.

**PUBLIC COMMENTS:** Jim Culbert, member of the Yamhill County Parks and Recreation District Board, was looking for people to volunteer to serve on the Board.

Walter C. Want, resident of Newberg, was part of a group called Waste Not who was opposed to the continuing efforts of Waste Management to expand the landfill. He thought the location of the landfill was not a good place, did not meet standards and emitted odors, however DEQ stated they did not have the ability to do anything about it, that there was a threat of E.Coli from the falcons used to patrol the landfill. Waste Management suppliers had offered the cities of Yamhill County \$15,000 as a gift and it was an incentive to support what they were doing. He thought Waste Management had influenced public officials to continue the expansion. The first priority needed to be to protect the health and safety of the population.

Marilyn Godfrey invited everyone to the Newberg Community Band concert on March 15, which would be a fundraiser for Habitat for Humanity.

### CONSENT CALENDAR:

**MOTION: Bacon/Woodruff** moved to accept the Consent Calendar, including the February 17, 2015 meeting minutes and the lease of the Newberg Animal Shelter to the Newberg Animal Shelter Friends, retroactive to July 1, 2014 and authorizing the City Manager to execute the lease agreement. Motion carried (7 Yes/ 0 No).

**PUBLIC HEARING:** Order 2015-0036, An Order determining whether a shed built too near a property line constitutes a nuisance. Mayor Andrews opened the hearing at 7:17 p.m. He asked if there were any abstentions, bias, ex-parte contacts, conflicts of interest, or objections to jurisdiction. There were none.

City Attorney Truman Stone said this was a nuisance abatement appeal. He explained the procedure for the quasi-judicial hearing and applicable criteria found in Section 15.410.030, 15.05.100, and Chapter 8.15, Uniform Nuisance Abatement procedure.

Staff report: Code Compliance Officer Brad Allen presented a Powerpoint on the issue (Exhibit A). He said the City received a complaint that a shed was built too near a property line. The shed owners were contacted and sent a notice of violation. The owners submitted a statement protesting that no nuisance existed. It was the role of the Council to determine whether or not a nuisance existed. He discussed the location of the shed, which had been moved closer to the house and was four feet from the east property line. The Newberg Development Code required a minimum interior yard setback of five feet and anything that varied from the standard was a public nuisance. The applicant could apply for a Code adjustment of the minimum setback to as little as three feet. He was not aware of any damage that had been caused to the neighbor's property by the shed. According to the owners, it had been on the property for 15 years. The setback requirements were the same at that time.

Public testimony:

Appellants: Russ Mitchell, resident of Newberg and property owner of the shed appealing the Nuisance Abatement, said the shed had been moved and was five feet from the neighbor's property to the north, which was the neighbor who complained. The property to the east was fine with the shed's location although it was only four feet from the property line. He had moved the shed as far as it could go.

Sandy Mitchell, resident of Newberg and co-owner of the shed appealing the Nuisance Abatement, referred to a book of pictures she had submitted. They had been told previously by the City that as long as the people to the east did not have an issue with the shed, it would be fine. There were full grown trees between them and the neighbor that complained and the shed could not be seen. It was a rental house, and the owner did not live there. She thought the neighbor was just trying to cause problems. They would be willing to take off a gutter on the garage and move the shed, which would be a gain of six inches. They had a narrow backyard and the shed was in the least obtrusive place on the lot.

Mr. Mitchell said they hadn't applied for an adjustment to the Code because when they built the shed, the neighbors to the east had theirs up against the fence. The reason there was a problem was they had told the neighbor who complained that he had to have a setback for the lean-to he wanted to add on to his house and asked that he trim his arborvitae that were growing over the fence onto their property. There were many sheds in the City that were close to property lines and the Code was not being enforced.

Councilor Essin encouraged them to apply for a code adjustment.

Mayor Andrews clarified the interior setback from the property of the complainant met the code at five feet. The interior setback from the property to the east did not meet the setback, but they had been told by City staff that it was fine as long as the property owner did not object.

There was no further public testimony. Mayor Andrews closed the public testimony portion of the hearing at 6:50 p.m.

CA Stone said the book of pictures and emails from the neighbor were part of the Council packet, and if the Council was going to consider them as part of the record, he suggested the written testimony be accepted by motion (Exhibit B)

**MOTION: McKinney/Rourke** moved to accept the portion of the packet into the record. Motion carried (7 Yes/ 0 No).

CA Stone gave final legal announcements. If the decision was continued, the record could be re-opened at a later date by motion of the Council. If the decision was postponed, they should not assume no additional evidence would be taken. If a decision was made, the Council could reconsider the decision following proper procedure. An appeal of the decision would go to the Yamhill County Circuit Court.

The Council asked questions regarding the code adjustment process, the definition of a public nuisance, the decision the Council was making on whether or not this met the Code, fee structures for different types of planning actions, enforcement of these types of Code violations which was complaint driven, and making changes to the Code through the legislative process.

CA Stone said because this was a quasi-judicial hearing, the Code required the City Council to make a determination and staff typically did not make a recommendation for these types of hearings. The finding would be whether or not the nuisance existed.

Mayor Andrews closed the hearing at 8:25 p.m.

Deliberation of Council including discussion of criteria with findings of fact:

Councilor McKinney did not want to postpone the decision. He thought the Code was clear and should be followed. He did not want to continue the ambiguity into the future.

Councilor Woodruff said it was written into the Code that it was up to the Council to decide.

Councilor Essin said the decision was made by the tape measure, and he thought it was five feet.

Councilor Corey said the question that night was whether a nuisance existed under the Code, and he thought there was.

Action by the City Council:

**MOTION: Essin/Rourke** moved to make a finding that this was within Code and no nuisance existed. Motion failed (3 Yes/ 4 No [Corey/Woodruff/Bacon/McKinney]).

**MOTION: McKinney/Rourke** moved to establish that a nuisance existed according to the Newberg Municipal Code. Motion passed (5 Yes/ 2 No [Essin/Rourke]).

**AMENDMENT TO THE MOTION: Andrews/Bacon** moved to amend the motion that rather than 10 days the appellants could have 30 days to relocate the shed. Motion carried (7 Yes/ 0 No).

**NEW BUSINESS:**

Green4Growth Grant Opportunity: CM Betz said this was an informational item. She would be submitting the grant application soon, which would benefit the whole community.

Resolution 2015-3181: Associate Planner Jessica Pelz said at the last Council meeting she had discussed the provision to allow waivers to the requirement of increasing employment for an Enterprise Zone designation. Applicants would have to meet the rest of the EZ requirements. To get a waiver, they would have to either complete an investment of \$25 million or more or fulfill all the other requirements provided employment did not decrease below the annual average employment of the firm. They would have to demonstrate at least 10% increase in productivity no later than 18 months following the assessment year and to keep that productivity increase during the life of the abatement. Only one waiver per qualified firm would be allowed per exemption. Staff recommended Council adopt the resolution.

Councilor Rourke wanted the internships to be for Newberg residents only. CM Betz said if an applicant was only asking for a three-year abatement, it would not come before Council. It was only if they were asking for a five-year exemption it would come to Council. Councilor McKinney was concerned about allowing an exemption that did not hire even one extra person and that the Council did not approve applications for three year abatements. Councilor Bacon thought it would help to retain jobs and would bring an overflow of money coming into the area as improvements were being done.

Mayor Andrews saw value in the workforce training, and thought it should be open to all the high schools in Newberg, not just the public school. After the motion was made, Councilor McKinney expressed concern that it was a Newberg tax abatement, and the intern should be from Newberg only and not from the Newberg area which would include Dundee. Mayor Andrews explained the taxing districts participating in the tax abatement went beyond the boundaries of the City.

**MOTION: Rourke/Essin** moved to approve Resolution 2015-3181, A resolution establishing a program to allow waivers to the standard Enterprise Zone employment requirements consistent with ORS 285 C with two amendments, one under 1-B to include a statement of providing interns from Newberg area residents only and one to amend 1-C from Newberg School District STEM to Newberg area school STEM programs to include private schools. Motion carried (7 Yes/ 0 No).

**EXECUTIVE SESSION:** Executive session pursuant to ORS 192.660 (2) (n) relating to labor negotiations. The Council entered executive session at 9:11 p.m. The Council re-entered open session at 9:35 p.m.

Resolution 2015-3174: A resolution approving the collective bargaining agreement between the City and the Newberg-Dundee Public Safety Association (NDPSA)

**MOTION: Rourke/Woodruff** moved to approve Resolution 2015-3174, A resolution approving the Collective Bargaining Agreement between the City and the Newberg-Dundee Public Safety Association (NDPSA); agreement will be effective retroactively to July 1, 2014; authorizing the Mayor and City Manager to execute the agreement and delegating the authority to the City Manager to make amendments and interpretations of the agreement on behalf of the City. Motion carried (7 Yes/ 0 No).

**COUNCIL BUSINESS:**

Councilor Rourke reported on City Hall Day at the Capitol including meeting elected representatives about Newberg's needs. He explained the League of Oregon Cities' five point agenda for this legislative session and how Newberg's largest challenges fit in with those items.

Mayor Andrews discussed legislation dealing with mid-term collective bargaining and inclusionary zoning pre-emption.

Councilor Bacon thought the Code regarding sheds should be changed. She thought there should be other options rather than having the issue come to Council. There was consensus that for issues such as these that they not rise to the Council level in the future. CM Betz thought making changes to the Code and the Code Enforcement program should be discussed at the upcoming Goal Setting meeting.

Councilor Essin reported on tours he took of the Police Department and Public Works.

Councilor McKinney asked about the status of the sidewalk on Villa Road and its potential completion. CA Stone would look into it and report back.

**ADJOURNMENT:** The meeting adjourned at 9:55 p.m.

**ADOPTED** by the Newberg City Council this 16<sup>th</sup> day of March, 2015.

\_\_\_\_\_  
Sue Ryan, City Recorder

**ATTESTED** by the Mayor this \_\_\_\_\_ day of March, 2015.

\_\_\_\_\_  
Bob Andrews, Mayor

# *REQUEST FOR COUNCIL ACTION*

**DATE ACTION REQUESTED: March 16, 2015**

<b>Order ___ No.</b>	<b>Ordinance ___ No.</b>	<b>Resolution ___ No.</b>	<b>Motion ___</b>	<b>Information <u>XX</u></b>
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**SUBJECT: Newberg Financial Report**

**Contact Person (Preparer) for this  
Item: Matt Zook  
Dept.: Finance**

**EXECUTIVE SUMMARY:**

Please see attached for the reports for the month of January 2015. Financial reports will be included in Council packets on the second meeting of the month. These are provided for your information only and no action is required. There is nothing in the January statements that appears noteworthy at this time.



**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget	2013-14 PRIOR YTD
				58%	
<b>City Budget Totals</b>					
Total Beg Fund Balance	\$ 31,461,724		\$ 31,461,724	100%	31,493,673
Total Revenues	67,644,784	4,176,316	38,656,956	57%	34,192,017
Total Beg Fund Bal & Revenues	99,106,508	4,176,316	70,118,680		65,685,690
Total Expenses	72,044,999	3,738,669	33,108,089	46%	32,103,334
Total Contingencies / Reserves	27,061,509	-	-	0%	-
Total Exp & Contingen / Reserves	99,106,508	3,738,669	33,108,089	33%	32,103,334
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Total Monthly Activity Net Gain / (Loss)		\$ 437,647			
Total Ending Fund Balance			<u>\$ 37,010,592</u>		33,582,356
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<b>City Services</b>					
<b>General Fund</b>					
Beg Fund Balance	\$ 2,249,309		\$ 2,249,309	100%	2,835,743
<b>Revenues</b>					
General Government	100,000.00	-	15,155.00	15%	17,500.00
Municipal Court	31,815	2,384	15,800	50%	19,386
Police	1,152,361	83,938	633,897	55%	691,173
Fire	307,000	92,030	123,606	40%	107,966
Communications	55,994	14,154	42,462	76%	40,428
Library	142,712	27,438	88,966	62%	58,424
Planning	498,052	9,998	283,778	57%	141,770
Property Taxes	6,714,209	23,932	6,345,179	95%	6,061,253
Other Taxes	696,216	154,113	358,090	51%	300,702
Franchise Fees	1,508,097	11,890	91,527	6%	65,070
Intergovernmental	1,180,653	151,575	707,075	60%	611,040
Miscellaneous	2,500	(0)	1,499	60%	(18)
Interest	7,070	1,541	5,081	72%	5,444
Transfers	-	-	-	0%	-
Revenue Total	12,396,679	572,992	8,712,114	70%	8,120,138
<b>Expenses</b>					
General Government	543,314	26,042	213,701	39%	215,914
Municipal Court	364,698	24,779	186,847	51%	148,198
Police	5,682,181	460,221	3,210,725	57%	3,220,462
Fire	3,354,089	189,691	1,871,074	56%	1,887,628
Communications	1,041,640	70,872	620,425	60%	595,572
Library	1,182,802	84,988	707,105	60%	710,670
Planning	586,154	37,106	339,382	58%	378,417
Transfers	39,068	-	-	0%	-
Contingency	752,042	-	-	0%	-
Unappropriated Ending Balance	1,100,000	-	-	0%	-
Total Expenses	14,645,988	893,700	7,149,260	49%	7,156,860
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Monthly Activity Net Gain / (Loss)		\$ (320,708)			
Ending Fund Balance			\$ 3,812,163		3,799,021

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget 58%	2013-14 PRIOR YTD
<u>Public Safety Fee</u>					
Beg Fund Balance	\$ 156,030		\$ 156,030	100%	196,153
Revenues	532,646	39,904	183,436	34%	167,644
Expenses	507,191	42,105	267,981	53%	199,206
Contingencies / Reserves	181,485	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ (2,202)			
Ending Fund Balance			\$ 71,486		164,592
<u>EMS</u>					
Beg Fund Balance	\$ 510,066		\$ 510,066	100%	457,509
Revenues	1,609,000	160,048	1,140,209	71%	925,278
Expenses	1,829,741	128,178	1,069,464	58%	779,964
Contingencies / Reserves	289,325	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 31,870			
Ending Fund Balance			\$ 580,811		602,823
<u>911 Emergency</u>					
Beg Fund Balance	\$ 57,640		\$ 57,640	100%	89,061
Revenues	196,250	48,242	99,138	51%	99,333
Expenses	223,409	25,387	139,725	63%	131,710
Contingencies / Reserves	30,481	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 22,855			
Ending Fund Balance			\$ 17,053		56,684
<u>Civil Forfeiture</u>					
Beg Fund Balance	\$ 45		\$ 45	100%	-
Revenues	5,000	8	3,590	72%	15,944
Expenses	5,045	-	-	0%	-
Contingencies / Reserves	-	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 8			
Ending Fund Balance			\$ 3,635		15,944
<u>Library Gift &amp; Memorial</u>					
Beg Fund Balance	\$ 30,062		\$ 30,062	100%	92,623
Revenues	139,100	14,473	37,183	27%	113,830
Expenses	135,500	(4,179)	27,169	20%	67,336
Contingencies / Reserves	33,662	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 18,652			
Ending Fund Balance			\$ 40,076		139,117
<u>Building Inspection</u>					
Beg Fund Balance	\$ 296,733		\$ 296,733	100%	339,929
Revenues	384,750	48,471	372,875	97%	213,585
Expenses	427,956	34,951	241,515	56%	210,573
Contingencies / Reserves	253,527	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 13,521			
Ending Fund Balance			\$ 428,094		342,941

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget	2013-14 PRIOR YTD
				58%	
<u>Streets (Operating)</u>					
Beg Fund Balance	\$ 638,391		\$ 638,391	100%	689,103
Revenues	1,350,500	104,960	714,447	53%	693,773
Expenses	1,224,719	63,828	701,927	57%	811,889
Contingencies / Reserves	764,172	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 41,133			
Ending Fund Balance			\$ 650,911		570,987
<u>Water (Operating)</u>					
Beg Fund Balance	\$ 2,741,790		\$ 2,741,790	100%	4,783,887
Revenues	4,879,371	299,091	3,398,650	70%	3,139,635
Expenses	4,928,586	203,188	2,648,441	54%	5,299,953
Contingencies / Reserves	2,692,575	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 95,903			
Ending Fund Balance			\$ 3,491,999		2,623,569
<u>Wastewater (Operating)</u>					
Beg Fund Balance	\$ 4,188,939		\$ 4,188,939	100%	7,576,184
Revenues	7,030,230	634,818	3,667,648	52%	3,876,460
Expenses	6,920,955	293,877	4,237,701	61%	7,645,030
Contingencies / Reserves	4,298,214	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 340,941			
Ending Fund Balance			\$ 3,618,886		3,807,614
<u>Stormwater (Operating)</u>					
Beg Fund Balance	\$ 236,855		\$ 236,855	100%	1,004,730
Revenues	1,097,015	90,889	679,284	62%	565,713
Expenses	1,036,113	65,490	506,882	49%	1,307,647
Contingencies / Reserves	297,757	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 25,398			
Ending Fund Balance			\$ 409,257		262,796

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget	2013-14 PRIOR YTD
				58%	
<u>Administrative Support</u>					
Beg Fund Balance	\$ 740,869		\$ 740,869	100%	684,851
Revenues	3,627,586	303,334	2,124,679	59%	1,945,253
Expenses					
City Manager	287,592	21,269	155,100	54%	172,513
Human Resources	145,874	11,838	77,219	53%	87,495
City Recorder	150,860	7,339	67,605	45%	87,567
Emergency Management	-	38	38	#DIV/0!	343
Finance	519,586	54,699	339,114	65%	304,208
Gen Office(Postage/Phones)	155,000	9,841	78,472	51%	72,593
Utility Billing	287,939	19,100	150,269	52%	121,992
Information Technology	882,357	58,103	381,602	43%	324,768
Legal	431,011	37,598	251,904	58%	220,665
Fleet Maintenance	168,423	14,113	90,372	54%	92,127
Facilities Repair/Replacement	343,990	28,943	209,198	61%	196,396
Insurance	295,000	1,466	244,182	83%	248,648
Transfers	500,000	-	500,000	100%	-
Contingencies / Reserves	200,823	-	-	0%	-
Total Expenses	4,368,455	264,346	2,545,075	58%	1,929,315
Monthly Activity Net Gain / (Loss)		\$ 38,987			
Ending Fund Balance			\$ 320,473		700,790

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget 58%	2013-14 PRIOR YTD
<b>Capital Improvement Projects</b>					
<u>Streets CIP's</u>					
Beg Fund Balance	\$ 158,192		\$ 158,192	0%	109,838
Revenues	1,180,301	31,180	314,077	27%	521,323
Expenses	1,180,000	31,114	313,649	27%	948,434
Contingencies / Reserves	158,493	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 66			
Ending Fund Balance			\$ 158,620		(317,273)
<u>Water / Wastewater / Stormwater CIP's</u>					
Beg Fund Balance	\$ -		\$ -	0%	-
Revenues	4,705,000	1,100,355	4,942,038	105%	315,152
Expenses	4,705,000	397,267	2,261,934	48%	315,152
Contingencies / Reserves	-	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 703,089			
Ending Fund Balance			\$ 2,680,104		-
<u>Wastewater Financed CIP's</u>					
Beg Fund Balance	\$ -		\$ -	0%	-
Revenues	21,088,728	595,593	7,266,675	34%	1,172,764
Expenses	21,088,728	733,068	6,263,780	30%	1,947,933
Contingencies / Reserves	-	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ (137,475)			
Ending Fund Balance			\$ 1,002,895		(775,169)

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget	2013-14 PRIOR YTD
				58%	
<b>Street SDC</b>					
Beg Fund Balance	\$ 2,207,054		\$ 2,207,054	100%	2,534,551
Revenues	762,500	19,828	427,503	56%	82,316
Expenses	1,005,000	30,053	141,093	14%	15,182
Contingencies / Reserves	1,964,554	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ (10,225)			
Ending Fund Balance			\$ 2,493,464		2,601,684
<b>Water SDC</b>					
Beg Fund Balance	\$ 298,188		\$ 298,188	100%	468,918
Revenues	1,586,402	11,927	303,573	19%	1,040,724
Expenses	1,881,352	5,107	1,377,129	73%	886,115
Contingencies / Reserves	3,238	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 6,820			
Ending Fund Balance			\$ (775,368)		623,527
<b>Wastewater SDC</b>					
Beg Fund Balance	\$ 3,219,421		\$ 3,219,421	100%	1,794,112
Revenues	691,800	26,625	968,472	140%	1,591,175
Expenses	1,679,779	38,662	446,996	27%	315,188
Contingencies / Reserves	2,231,442	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ (12,038)			
Ending Fund Balance			\$ 3,740,897		3,070,100
<b>Stormwater SDC</b>					
Beg Fund Balance	\$ 166,722		\$ 166,722	100%	351,007
Revenues	67,000	958	24,965	37%	16,625
Expenses	102,500	250	853	1%	97,710
Contingencies / Reserves	131,222	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 708			
Ending Fund Balance			\$ 190,834		269,923

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget 58%	2013-14 PRIOR YTD
<b>Debt</b>					
<u>Debt Service (General Op)</u>					
Beg Fund Balance	\$ 197,349		\$ 197,349	100%	195,259
Revenues	892,667	19,685	746,757	84%	730,024
Expenses	889,332	-	537,566	60%	527,948
Contingencies / Reserves	200,684	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 19,685			
Ending Fund Balance			\$ 406,540		397,335
<u>City Hall</u>					
Beg Fund Balance	\$ 545,937		\$ 545,937	100%	576,115
Revenues	89,500	1,797	56,141	63%	23,975
Expenses	108,342	-	76,977	71%	71,863
Contingencies / Reserves	-	-	-	0%	-
Unappropriated Ending Balance	527,095	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 1,797			
Ending Fund Balance			\$ 525,101		528,227

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD	2013-14 PRIOR YTD
				Compare to Budget 58%	
<b>Reserves</b>					
<u>Water Replacement Reserve</u>					
Beg Fund Balance	\$ 4,709,677		\$ 4,709,677	100%	2,961,007
Revenues	615,000	2,183	614,619	100%	2,308,230
Expenses	707,500	5,130	37,781	5%	82,476
Contingencies / Reserves	4,617,177	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ (2,946)			
Ending Fund Balance			\$ 5,286,514		5,186,762
<u>Wastewater Replacement Reserve</u>					
Beg Fund Balance	\$ 5,510,301		\$ 5,510,301	100%	1,234,745
Revenues	1,015,000	2,936	1,018,389	100%	4,711,209
Expenses	1,468,500	347,118	1,525,304	104%	59,734
Contingencies / Reserves	5,056,801	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ (344,182)			
Ending Fund Balance			\$ 5,003,387		5,886,220
<u>Stormwater Replacement Reserve</u>					
Beg Fund Balance	\$ 811,500		\$ 811,500	100%	-
Revenues	52,500	352	52,229	99%	810,545
Expenses	217,500	1,000	1,000	0%	-
Contingencies / Reserves	646,500	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ (648)			
Ending Fund Balance			\$ 862,729		810,545



**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget	2013-14 PRIOR YTD
				58%	
<u>Vehicle / Equipment Replacement</u>					
Beg Fund Balance	\$ 1,133,710		\$ 1,133,710	100%	1,658,968
Revenues	\$ 1,242,464	\$ 28,325	\$ 581,581	47%	757,175
Expenses					
General Government	-	-	-	0%	-
City Manager's Office	-	-	-	0%	-
Human Resources	-	-	-	0%	-
City Recorder/Clerk	-	-	-	0%	-
Finance	-	-	-	0%	-
Information Technology	384,172	-	164,397	43%	532,847
Legal	-	-	-	0%	-
Municipal Court	-	-	-	0%	-
Police	123,017	7,592	84,484	69%	61,130
Fire	543,111	116,389	116,389	21%	-
Communications	15,000	-	6,149	41%	-
Library	-	-	-	0%	-
Planning	11,548	-	11,137	96%	-
Building	-	-	-	0%	-
PW Administration	162,551	8,416	108,213	67%	496,974
Fleet Maintenance	12,500	-	254	0%	-
Facilities Repair/Replacement	75,000	6,213	6,213	8%	-
Contingencies / Reserves	1,049,275	-	-	0%	-
Total Expenses	2,376,174	138,609	497,237	21%	1,090,951
Monthly Activity Net Gain / (Loss)		\$ (110,284)			
Ending Fund Balance			\$ 1,218,054		1,325,192
<u>Fire &amp; EMS Equip Fee</u>					
Beg Fund Balance	\$ 100,371		\$ 100,371	100%	174,453
Revenues	141,000	12,003	84,151	60%	125,295
Expenses	241,371	-	11,179	5%	44,794
Contingencies / Reserves	-	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 12,003			
Ending Fund Balance			\$ 173,343		254,954

**SUMMARY REPORT**

FUNDS	2014-15 BUDGET	MONTH OF JAN 2015	2014-15 YTD	Current YTD Compare to Budget 58%	2013-14 PRIOR YTD
<b>Community Projects</b>					
<u>Cable TV Trust</u>					
Beg Fund Balance	\$ 26,895		\$ 26,895	100%	41,744
Revenues	150	17	109	73%	116
Expenses	15,000	-	-	0%	-
Contingencies / Reserves	12,045	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 17			
Ending Fund Balance			\$ 27,004		41,860
<u>Economic Development</u>					
Beg Fund Balance	\$ 529,678		\$ 529,678	100%	643,183
Revenues	266,645	5,322	122,423	46%	108,782
Expenses	514,429	419	80,472	16%	160,373
Contingencies / Reserves	281,894	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 4,902			
Ending Fund Balance			\$ 571,629		591,592

# REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: March 16, 2015

Order ___ No.	Ordinance ___ No.	Resolution <u>XX</u> No. 2015-3180	Motion ___	Information ___
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**SUBJECT:** A resolution approving an agreement with the Chehalem Valley Chamber of Commerce for visitor information center services and approving exemption for the solicitation method by the authority of the City Council as the Contract Review Board.

Contact Person (Preparer) for this  
Motion: **Jacque M. Betz**  
Dept.: **City Manager**  
File No.:

## RECOMMENDATION:

Adopt **Resolution No. 2015-3180**, a resolution approving an agreement between the City of Newberg and the Chehalem Valley Chamber of Commerce (Chamber) for Visitor Information Center services and approve the exemption for the solicitation method by the authority of the City Council as the Contract Review Board.

## EXECUTIVE SUMMARY:

On February 24, 2011 the City Council approved Resolution No. 2011-2927, a resolution adopting an agreement between the City of Newberg and the Chamber for Visitor Information Services. The agreement is in effect until June 30, 2015. Language in the document states that both parties will meet and discuss renewal of the contract in order to continue operation of the Visitor Information Center (Center), no later than October 2014. The City Manager did meet with the Executive Director of the Chamber to have said conversations.

The Chamber provides promotional development for the City, which includes services to market, solicit, advertise, promote, sponsor, and participate in conventions, sales meetings, trade shows, athletic or other exhibitions and competitions, film commission activities, and other activities in the City to help attract tourism to the City of Newberg area. The Chamber provides funding over and above the City's grant.

As the Contract Review Board, the Council has the authority to exempt approval of agreements from the normal solicitation process. The Council does find that; there are provisions for accountability; the method to finding is similar to a grant; the City has a long time relationship with the Chamber; and the approval of the contract will not diminish competition. Findings of fact for this exemption are attached as Exhibit "A".

In preparing for a recommendation to Council the City Manager solicited input from individual Council members. This research also included past Councilors Ryan Howard and Bart Rierson. General questions asked were;

- 1) Are you satisfied with the services the Chamber provides?
- 2) Are you satisfied with the reports the Chamber provides?
- 3) If so, do you want to renew the agreement for five years?
- 4) Do you want to continue with the current funding allocations (25% of collected transient lodging tax) or would you like a different allocation?

Overall the elected officials are satisfied with the services the Chamber provided in the past five years and with the quarterly reports that have been submitted. The consensus was also to support a new five year agreement however opinions varied on whether to keep that funding percentage the same, cap it, or lower the amount the Chamber received. There were also questions in regards to whether or not Newberg is subsidizing marketing for the City of Dundee? If that is not the case then Council would like to know how much Dundee financially contributes to the Chamber.

Before making a decision it is important to understand how the 25% of collected transient lodging tax (TLT) was put into the agreement. Before the 2001 agreement the City allocated a set amount to the Chamber each year. Then in 2001 the Chamber requested more funding because they were having a difficult time marketing with the little funds they had. The City considered the request and passed a motion to increase the funding to the Chamber of Commerce under a new agreement. In 2010-11 the City had agreed to pay the Chamber \$56,000. With this new agreement (2011-15) the “25% of all collected TLT” was added, which increased the amount that fiscal year to a total of \$61,500.

It is important to note that the Allison had not been operational at the time the agreement was negotiated and there was no way to forecast what the impacts to the TLT would be. We now know they are the biggest collector of TLT, and since the 2011-15 agreement was put into place the Chamber has received the following from the City:

- 2010-11 = \$61,000
- 2011-12 = \$103,979
- 2012-13 = \$117,988
- 2013-14 = \$127,910
- 2014-15 = Projected to receive \$161,475. (The City projected \$137,000 however this is based on 1<sup>st</sup> quarter at 6% tax and 2<sup>nd</sup> through 4<sup>th</sup> quarter on 7.5% tax).

If the City continues to pay the Chamber 25% of collected TLT then the next two fiscal years it is estimated to receive:

- 2015-16 = \$225,790 (note this is a full year on 9% tax).
- 2016-17 = \$243,855 (also full year on 9% tax).

Executive Director Sheryl Kelsh will be present at the Council meeting to answer any questions. She has had an opportunity to review the draft agreement and is hesitant with the cap but has requested that if one is being recommended that the amount be \$137,000, as that is what they have budgeted.

During her tenure at the Chamber she has spent considerable time trying to work with tourism stakeholders throughout Yamhill County to work collectively rather than separately to market this area. The Chamber is interested in negotiating a tourism marketing contract that manages 100% of the Transient Lodging Tax for Newberg (the share that is dedicated to tourism). As part of that responsibility they would create a Newberg Tourism Committee that would oversee the expenditures of that fund that are over and above the Marketing Services Agreement. The Chamber would assume the administration of that group. The intent is to try and avoid creating a second entity in Newberg that engages in tourism marketing which the Chamber believes would result in duplication and less efficient use of the limited funds.

By capping the amount the City allocates to the Chamber, the Council would have additional funds available to fund other tourism promotion or tourism related facilities in accordance with state statute. It is staff's recommendation that the City Council be the Newberg Tourism Committee (and not the Chamber) with authority to administer additional marketing funds. Should Council approve this option the City Manager would come back to Council with a Newberg Transient Lodging Tax Grant process proposal at a later meeting.

**FISCAL IMPACT:**

The City will make quarterly payments to the Chamber in an amount equal to 25% of the actual collected Transient Lodging Tax (TLT) revenue for the quarter. Funds for these payments will be proceeds from the actual collection of TLT revenue, specifically that portion of the TLT which the City is obligated, by law, to spend on tourism. However in no event will the total for the 2015-16 fiscal year be in excess of \$137,000, or the indexed amount for the following years as specified below. In the event that TLT revenue required by law to be spent in tourism is less than \$137,000 (or the indexed amount), the City is not obligated to supplement such payments from other funding sources.

Beginning July 1, 2016 and each July 1 for the balance of the contract, the maximum amount to be paid in any fiscal year will be the total for FY 2015-16 plus a percentage equal to the CPI-W for the prior calendar year, published by the U.S Bureau of Labor Statistics for the Portland-Salem Area. The April report of the prior calendar year CPI-W will be the effective percentage.

The City expects that the Chamber shall maintain a financial investment in the operation and management of the Center. Any funds spent over and above the Center budget will be the responsibility of the Chehalem Valley Chamber of Commerce.

**STRATEGIC ASSESSMENT (RELATE TO COUNCIL GOALS):**

The City Council has determined that the operation of a Visitor Information Center is in the best interests of the City's business community and promotes tourism, as well as economic development in the Newberg area.



## ***RESOLUTION No. 2015-3180***

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**A RESOLUTION APPROVING AN AGREEMENT WITH THE CHEHALEM VALLEY CHAMBER OF COMMERCE FOR VISITOR INFORMATION CENTER SERVICES AND APPROVING EXEMPTION FOR THE SOLICITATION METHOD BY THE AUTHORITY OF THE CITY COUNCIL AS THE CONTRACT REVIEW BOARD.**

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### **RECITALS:**

1. The City has previously entered into agreements with the Chehalem Valley Chamber of Commerce (Chamber) to operate a Visitor Information center under the authority of Resolution No. 1996-1970, Resolution No. 1998-2121, Resolution No. 2003-2483, and Resolution No. 2011-2927.
2. The City desires to continue that relationship and enter into an agreement with the Chamber of Commerce to provide Visitor Information Center Services for the City.
3. The Chamber is willing to provide promotional development for the City, which includes services to market, solicit, advertise, promote, sponsor, and participate in conventions, sales meetings, trade shows, athletic or other exhibitions and competitions, film commission activities, and other activities in the City to help attract tourism to the City of Newberg area.
4. The City desires to support the Chamber with a portion of the transient lodging tax levied throughout the City, and the Chamber shall provide support in part by private sector contributions.
5. The City desires to improve the quality and efficiency of managing the Visitor Information Center, and finds the Chamber is duly qualified and be able to provide that role.
6. The City Council, as the Contract Review Board, has the authority to grant an exemption to the approval of the agreement based upon criteria set out in Newberg Municipal Code §3.25.

### **THE CITY OF NEWBERG RESOLVES AS FOLLOWS:**

1. The City Manager is hereby authorized to sign the agreement attached as Exhibit "B" and by this reference incorporated, providing for a City Visitor Information Center to be operated by the Chehalem Valley Chamber of Commerce.
2. The City Council as the Contract Review Board approves an exemption to the normal solicitation process based upon the findings of fact attached as Exhibit "A" and by this reference incorporated.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: March 17, 2015.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this \_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Sue Ryan, City Recorder

**ATTEST** by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Bob Andrews, Mayor

## **Findings of Fact for Exemption**

### **to Enter into the Agreement Between the City of Newberg and the Chehalem Valley Chamber of Commerce for Visitor Information Center Services**

The City Council is the Contract Review Board (Board) pursuant to Newberg Municipal Code Chapter 3.25. The City Council in its authority as the Board grants an exemption from the normal solicitation process and approves entering into an agreement with Chehalem Valley Chamber of Commerce (Chamber) based on the following Findings of Fact:

1. Notice has been given through publication in the Newberg Graphic on March 11, 2015, in compliance with NMC 3.25.070.C.1.
2. The City Council has considered this exemption at their March 16, 2015, meeting and took public comments at that time.
3. This is in the form of an arrangement in which the City furnishes partial funding through the transient room tax and the Chamber contributes funding as well, thus, being a joint funding effort.
4. The Chamber reports to the City through quarterly reports and an annual business plan concerning the operations. This reporting gives accountability in a public way for expenditure of funds and serves as a report to the community on the services provided by the Visitor Information Center.
5. The method of funding the Visitor Information Center is similar to a grant method with contributions of matching funds by the Chamber.
6. Grants would ordinarily be exempt from Public Contracting Rules. This agreement actually provides for more accountability through the reporting mechanisms than would be found if a grant was issued.
7. The City has a long time agreement with the Chamber for operation of a Visitor Information Center.
8. This arrangement with the Chamber's participation will have cost savings to the City as compared with the City totally funding the Visitor Information Center.
9. With the sharing of costs by the Chamber and ongoing accountability, this exemption would be unlikely to encourage favoritism in the awarding of public contracts.
10. The awarding of the agreement would substantially promote the public interest in a manner that could not practically be realized by complying with the solicitation requirements, such as a Request for Proposals. This is because this agreement requires partial funding of the Visitor Information Center through private sector funds from the Chamber.
11. The estimated contract price is \$137,000.00 for F.Y. 15-16 and beginning July 1, 2016 and each July 1 for the balance of the contract, the maximum amount to be paid in any fiscal year will be the total for FY 2015-16 plus a percentage equal to the CPI-W for the prior calendar year, published by the U.S Bureau of Labor Statistics for the Portland-Salem Area.
12. This agreement entered into with the Chamber as the sole source for the Visitor Information



**Exhibit "A"**  
**To Resolution No. 2015-3180**

Center services is justified because:

The Chamber is furnishing partial funding of the services, which will save the City and the public costs from having to totally having to fund a Visitor Information Center.

The Chamber has operated the Visitor Information Center for a number of years with partial funding from the City and therefore has developed contacts and other methods of operation.

The Chamber is in a unique situation to have the relationships with the businesses that operate tourist industries within the city and surrounding areas, which are the destination and visited by the visitors using the services for the Visitor Information Center.

13. Through the business plan approval process, the Chamber and City will consult and confer concerning the continual adaptation and expansion of Visitor Information Center services.
14. Based on the above Findings of Fact and in consideration of the long-term, ongoing relationship, the Council authorizes the City to enter into the agreement with the Chamber to operate the Visitor Information Center. This agreement has been reached through direct negotiations with the Chamber. The process is exempt from the normal public contracting process. This exemption applies only to this particular agreement.

**AGREEMENT**  
**between**  
**CITY OF NEWBERG**  
**and**  
**CHEHALEM VALLEY CHAMBER OF COMMERCE**

This Agreement is entered into this \_\_\_\_\_ day of February, 2015, between the Chehalem Valley Chamber of Commerce, hereinafter referred to as "Chamber," and the City of Newberg a municipal corporation, hereinafter referred to as "City." This agreement supersedes all prior agreements between the City and Chamber.

**RECITALS**

1. Intent – The intent of the parties is for the City to contract with the Chamber to provide visitor information services. These services will be provided through a Visitor Information Center, referred to as "Center," for a period of five (5) years beginning July 1, 2015, and ending June 30, 2020.
2. Funding – Both the Chamber and the City will furnish funding for the Visitor Information Center's operations.
3. Exemption from Normal Solicitation Process – The City as the Contract Review Board is granting an exemption from the normal solicitation process. The exemption is specifically granted in the resolution (Resolution No. 2015-3180) authorizing the City to enter into this agreement.

**NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:**

**I. TERM OF AGREEMENT**

The term of this Agreement is for five (5) years subject to approval of the annual business plan as follows:

1. Initial Five (5) Year Term – The five (5) year term will be from July 1, 2015, until June 30, 2020, subject to the provisions in section VI.
2. Annual Business Plan Approval – The business plan for the first year is attached as Exhibit "A" and by this reference incorporated. Approval of the contract will constitute acceptance and approval of the first year business plan. Thereafter, an annual business plan for the following fiscal year as used by the City (July 1<sup>st</sup> through June 30<sup>th</sup>) will be presented to the City on or before May 1<sup>st</sup>. The City will take action concerning the business plan on or before June 30<sup>th</sup> that year. The City's rejection of the business plan will suspend the City's obligation to make payments under the contract. The City and the Chamber will discuss in good faith any issues concerning the business plan with the objective to continue to operate the Center.
3. Renewal After Five (5) Year Term – There will be no automatic renewal after five- (5) year term, unless the parties agree to such renewal. The contract will terminate at the end of the initial term (June 30, 2020). However, the parties will meet and discuss renewal of the contract in order to continue operation of the Center. These discussions will begin no later than October of 2019.

## II. SERVICES TO BE PROVIDED

The scope of services that the Chamber shall provide is as follows:

1. Management and Administration – Management and administration of the Center located in the City of Newberg. Chamber shall provide all necessary staff, materials, and services to adequately represent the City in meeting with visitors, dispensing information regarding the area, developing necessary informational programs and coordinating with associated agencies and entities.
2. Visitor Promotion Activities – Chamber shall provide all functions, literature, advertising, staff, supplies, equipment and support associated with an educational awareness program designed to promote the City of Newberg area as a destination for tours and visitors. Membership with the Chamber will not be a prerequisite for representation within the Center or its activities. Chamber shall coordinate its activities, as appropriate, with affiliated organizations such as the Oregon Travel Council and other visitor promotional entities.

## III. BUDGETING

In consideration for the operation, management and performance of services outlined in this agreement, the City agrees to provide public sector funds to Chamber.

The City will make quarterly payments to the Chamber in an amount equal to 25% of the actual collected Transient Lodging Tax (TLT) revenue for the quarter. The payment will be made within 30 days of the hotels quarterly reporting/payment deadline. Funds for these payments will be proceeds from the actual collection of TLT revenue, specifically that portion of the TLT which the City is obligated, by law, to spend on tourism. However in no event will the total for the 2015-16 fiscal year be in excess of \$137,000, or the indexed amount for the following years as specified below. In the event that TLT revenue required by law to be spent in tourism is less than \$137,000 (or the indexed amount), the City is not obligated to supplement such payments from other funding sources.

Beginning July 1, 2016 and each July 1 for the balance of the contract, the maximum amount to be paid in any fiscal year will be the total for FY 2015-16 plus a percentage equal to the CPI-W for the prior calendar year, published by the U.S Bureau of Labor Statistics for the Portland-Salem Area. The April report of the prior calendar year CPI-W will be the effective percentage.

The City expects that the Chamber shall maintain a financial investment in the operation and management of the Center. Any funds spent over and above the Center budget will be the responsibility of the Chehalem Valley Chamber of Commerce.

## IV. REPORTING

1. Annual Business Plan – On May 1 of each year, Chamber shall submit a Business Plan containing a detailed budget and identification of activities and a statement of performance goals for all activities contemplated pursuant to this agreement. The Business Plan for the first year of this agreement is attached as Exhibit "A".

Chamber shall notify City in writing of any significant change made to the Business Plan.

2. Quarterly Reports – Chamber shall report to the City on a quarterly basis. Such reports shall be furnished to the Newberg City Council no later than the first regular meeting of the City Council during the second month following the end of the calendar quarter. Each report shall be for the previous quarter. The reports shall be furnished to the City in writing in time to meet the regularly scheduled City Council agenda deadline. Such deadline is 10:00am two Fridays prior to the City Council meeting. Such deadline time may be changed by the City. Notification of deadline change shall be submitted to Chamber.

The report shall include the following information:

1. Financial reports, including Statement of Revenues & Expenditures which are specifically applicable to the Chamber's operation of the Center.
2. Activity report detailing progress on goals, objectives and tasks identified in the Business Plan.

#### **IV. RECORDS AND ACCOUNTING**

Chamber shall maintain records and accounts that will allow the City to assure a proper accounting for all funds paid for the performance of this agreement. Within three business days of a written request by the City, Chamber shall make such records available for review by the City and other authorized entities requiring such records.

#### **V. HOLD HARMLESS**

Chamber shall indemnify and hold harmless the City against any claims, damages or suits resulting from the operation of the Center. The Chamber shall furnish to the City a Certificate of Insurance showing that adequate insurance coverage has been provided and that the City has been named as an additional insured on the Chamber insurance policy. Such certificate shall be furnished to the City upon execution of the Agreement and additional proof of continued insurance coverage shall be furnished upon request by the City.

#### **VI. TERMINATION OF AGREEMENT**

This Agreement can be terminated as follows:

- a. At-will – By either party at will, without cause by giving notice of termination prior to January 1 for termination as of June 30 during the term of the agreement. Nothing in this notice of termination shall prohibit the parties from mutually agreeing to terminate the agreement at any time.
- b. Failure to Furnish Reports – If the Chamber fails to furnish quarterly or annual reports in a timely fashion as indicated under paragraph four (4) herein, the City may terminate the agreement subject to the notice and Chamber may be subject to reimburse the City for all payments made during the quarter for which the report has not been timely submitted; provided that Chamber has not within thirty (30) days, after written notice, provided a quarterly report.
- c. For Cause – The City has the right to terminate the Agreement for cause after notice to the Chamber if the Chamber has not corrected the situation where they are in violation of the contract within thirty (30) days after the notice.

- d. Notice – Notice required by the Agreement and under this paragraph will be mailed to the address indicated below for each party:

City Manager  
City of Newberg  
PO Box 970  
Newberg, OR 97132

Executive Director  
Chehalem Valley Chamber of Commerce  
415 E. Sheridan St.  
Newberg, OR 97132

- e. Liability for Payments – The City will have no liability for any payments after termination of the Agreement. Chamber has no rights to rely upon this Agreement in making any obligations to any person about future funding of any position with the Center.

## VII. BUDGET LAWS OF THE STATE OF OREGON

The City of Newberg is a municipal corporation and is obligated under the budget laws of the State of Oregon known as the Local Budget Law. Any provision of the Agreement which is not in conformance with the Local Budget Law is null and void. Further, the City cannot expend monies beyond the revenues received. The City authorizes expenditures in accordance with the City's Transient Lodging Tax Ordinance and its budget and revenue projections. If the City does not receive revenues in accordance with its projections, expenditures must be decreased.

### IN EVIDENCE THE UNDERSIGNED HAVE EXECUTED THIS AGREEMENT:

#### CITY OF NEWBERG

414 E. First Street  
Newberg, OR 97132  
By Authority of  
Resolution No. 2015-3180  
(passed March 2, 2015).

#### CHEHALEM VALLEY CHAMBER OF COMMERCE

415 E. Sheridan Street  
Newberg, OR 97132

**BY:**

**BY:**

\_\_\_\_\_  
Jacque M. Betz, City Manager      Date  
Approved by Resolution No. 2015-3180

\_\_\_\_\_  
Sheryl Kelsh, Executive Director      Date

### APPROVED AS TO FORM AND CONTENT:

\_\_\_\_\_ Truman A. Stone, City Attorney      Date



# THE CHEHALEM VALLEY MARKETING PLAN

2015-2016 Destination Development



## **I. GOAL: Goal: To increase visitor volume, visitor spending, and economic impact for the Chehalem Valley.**

An effective destination development and marketing program benefits the quality of life for residents while attracting visitors and enhancing tourism. A healthy return on transient room tax investment leverages services, amenities, and activities that appeal to visitors and residents alike. Additional spending by visitors in local communities results in a positive economic impact.

### **1.) Objectives & Strategies: Marketing & Public Relations—To increase visitor volume, visitor spending and economic impact for the Chehalem Valley by developing awareness and preference.**

- a. The Chehalem Valley Chamber will continue to advertise in regional/niche publications such as *Northwest Travel Magazine*, *Travel Portland*, and *Travel Oregon* publications to promote the Chehalem Valley as a tourist destination.
- b. Create a digital general press kit that is downloadable from the website
- c. Create talking points or fact sheet for use when trying to increase editorial content through guidebooks and travel writers
- d. Leverage efforts of Travel Oregon and their contractors, to increase their knowledge of the Chehalem Valley product through personal research trips and communications.
- e. The Chehalem Valley chamber will continue to develop a process for hosting media for “familiarization tours,” the objective of obtaining a minimum of six stories per year.
- f. Monitor editorial calendars and pitch story ideas to appropriate leisure and travel trade publications for the Chehalem Valley.
- g. The Chehalem Valley Chamber will engage in active print and electronic promotion of the following annual events:
  - i. The Newberg Camellia Festival
  - ii. Tunes on Tuesday
  - iii. The Old Fashioned Festival
  - iv. Brews & BBQ event
- h. Increase the number of website users by 20% by increasing social media presence and increasing website usability on iOS devices.
- i. Continue use of Facebook, Twitter and Pinterest to promote the area. Add Instagram in 2015.
- j. Continue to survey visitors to acquire a better understanding of their travel habits so that we can improve the precision of our consumer marketing.
- k. Maintain updated printed Collateral to support the objective includes production of the Community Guide & Directory, Wineries of the Chehalem Valley Magazine (new pocket design in 2015), a Group travel brochure, A Wine Education Center brochure and the city/county map.



# THE CHEHALEM VALLEY MARKETING PLAN

2015-2016 Destination Development



- l. Maintain content-rich visitor information on the website. On the website visitors can access information on activities, events, restaurants and lodging.
- m. In 2015 The CVCC has partnered with Lauren Wylie and Above the Press to provide monthly tourism specific content updates for the website.
- n. Create sample itineraries/tours in Google Maps and link to "trip ideas" pages on the website.

## **2.) Travel Trade Sales & Marketing – To increase leisure visitor volume, visitor spending and economic impact for the Chehalem Valley through the promotion and distribution of the Chehalem Valley' products to the travel trade.**

- a. Actively seek opportunities to promote the Chehalem Valley through travel trade partners through the following methods:
  - i. Quarterly presentations at the ODMO meetings on "What's New" in the Chehalem Valley.
  - ii. Quarterly "What's New" email to the Willamette Valley Visitors Association with annual invitation to host their regional meeting in Newberg.
  - iii. Continue to contact meeting planners through convention services at Travel Portland to solicit pre & post-convention trips to the Chehalem Valley.
  - iv. Distribute the "meeting planner" kit for the Chehalem Valley area.

## **3.) Influence the long-term development of the destination and its brand.**

- a. Work with travel writers, editors, bloggers, online media and other influencers to generate beneficial media placement the will reinforce the brand.
- b. Produce high-quality publications including the Chehalem Valley Community Guide and Wineries of the Chehalem Valley Magazine in a manner that reinforces the destination brand.
- c. Working with community partners, make Newberg and the Chehalem Valley the best destination experience possible.
- d. Whenever possible, exert influence in community decision-making that impacts Newberg and the Chehalem Valley's quality of life and viability as a travel destination.
- e. Maintain visibility in community; represent the interests of local tourism on decision-making committees, task forces and work groups; and provide input, as needed.
- f. Provide demographic and research information to prospective tourism partners investigating the Chehalem Valley for new business. Assist with site location as requested.
- g. Develop additional exhibits, interactive programs, and educational opportunities for the public through the Oregon Wine Education Center.



# THE CHEHALEM VALLEY MARKETING PLAN

2015-2016 Destination Development



#### 4.) Deliver a consistently remarkable customer service experience.

- a. Operate a year-round visitor center that serves as many as 10,000 guests per year.
- b. All CVCC staff and volunteers are fully trained in customer service, Chehalem Valley product knowledge and referral marketing.
- c. All frontline staff is Q certified within their first three months of employment.
- d. All frontline staff is trained to effectively serve the general visitor whether domestic or international.
- e. All frontline staff will offer visitor reservation assistance for the local area.
- f. Frontline staff participates in research trips to visit a wide variety of tourism destinations for increased product knowledge.
- g. Develop a community-wide hospitality training program that will be implemented in 2015. Training will be available to every business in the Chehalem Valley that would like to participate.
- h. Develop systems and metrics to monitor customer satisfaction and take positive action to improve the customer experience based on this feedback.

#### 5.) Foster high-value relationships with our stakeholders.

- a. Distribute quarterly visitor center reports to the Newberg City Council.
- b. Conduct two focus groups with tourism stakeholders each year.
- c. Conduct one satisfaction survey with tourism stakeholders each year.



# THE CHEHALEM VALLEY MARKETING PLAN

2015-2016 Destination Development



	Budget 2015-16
<b>REVENUE:</b>	
City of Newberg	\$137,000.00
City of Dundee Contribution	\$2,500.00
<b>TOTAL REVENUES:</b>	\$139,500.00
<b>EXPENSE:</b>	
<b>Personnel</b>	\$62,000.00
CEO Wine Education Center Manager Office Administrator Visitors Center Coordinator Visitors Center – Seasonal Help Benefits – Health Insurance & Retirement Taxes	
<b>Marketing</b>	\$40,000.00
Print Advertising Online Advertising Tourism Magazine—City Map Travel Yamhill Valley—Dig our Valley Campaign Willamette Valley Visitors Association—Co-op Ad Opportunities Governors Conference on Tourism—Oregon Destination Marketing Conference First Friday Artwalk participation/Trolley Sponsorship Camellia Festival Support and Trolley Sponsorship Newberg Christmas Lights Seasonal Electricity Event Marketing—Camellia Festival, Tunes on Tuesday, Brews & BBQ Website modifications Travel Yamhill Valley—Membership Travel Oregon Co-op Advertising Opportunities Travel Portland Magazine Familiarization tour expenses Contingency marketing dollars set-aside for unique opportunities	
<b>Shared Expenses</b>	\$47,979.00
Calculated as 1/3 of overhead in Chamber Budget applicable to tourism Includes: Dues/Subscriptions, Bank Fees, Insurance, Internet/Web Miscellaneous, Supplies, Postage, Leases, Printing, Rent, Capital Improvements, Repair/Maintenance, Telephone, Utilities Professional Fees Mileage	
<b>TOTAL EXPENSES:</b>	\$149,979.00
<b>DIFFERENCE:</b>	-\$10,479.00

Chehalem Valley Chamber funds any negative balance per contract.



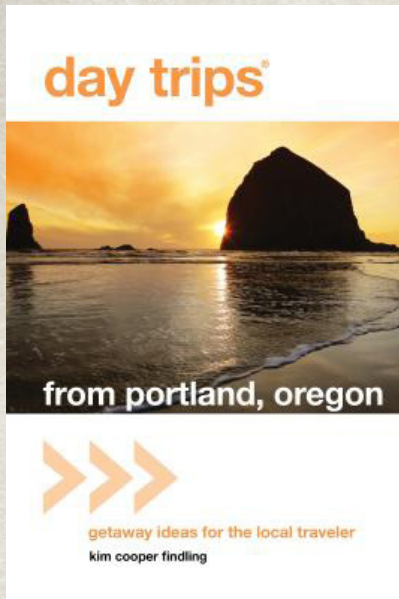
# THE CHEHALEM VALLEY VISITOR CENTER

2014-15 Second Quarter Report

2014-15 SECOND QUARTER STATS

Web Visits: 10,692

Visitor Center Traffic: 2,701



## Kim Cooper Findling

Author of “*Chance of Sun: An Oregon Memoir*” and “*Day Trips From Portland: Getaway Ideas for the Local Traveler*”

Here to research the second edition of her book, “*Daytrips from Portland: Getaway Ideas for the Local Traveler*,” author and blogger Kim Cooper Findling came to Newberg and surrounding areas for a “FAM” tour December 17-19th. Highlights from her trip include visiting The Wine Education Center, lunch at Recipe, custard tasting at Jac’s Deli, wine tasting at Cliff Creek Cellars, ROCO, Le Puy, Alexana, and accommodations and breakfast at The Allison Inn & Spa. The first edition of the Day Trips book has received excellent reviews on Amazon.com.

## Wine Country Thanksgiving

Over 160 wineries participated in Oregon Wine Country Thanksgiving, an annual event held over the weekend of Thanksgiving—this year, November 28-30. Wine is paired with beautiful scenery, fabulous food, and thankfulness.

## ¡Salud! Pinot Noir Auction Event Held in Wine Country this Year



¡Salud! is an organization that provides access to healthcare services for Oregon’s seasonal vineyard workers and their families. It’s a unique collaboration between Oregon winemakers and healthcare professionals. In the past, the annual November fundraising events have been held downtown Portland at The Governor Hotel. This year, festivities moved to the more suitable venue of Oregon Wine Country, and the results were record-breaking!

The organization raised \$725,000, up from \$709,000 last year, according to Maria McCandless, the foundation manager with the Tuality Healthcare Foundation, the organization that runs ¡Salud!

The Nov. 14 ¡Salud! Cuvée Tasting and Big Board Auction, held at Domaine Drouhin, drew a crowd of 475 attendees and raised more than \$200,000, a record for that event. The Nov. 15 Dinner and Auction Gala, held at The Allison Inn & Spa in Newberg, entertained 340 guests and raised more than \$522,000 through live and silent auctions, ticket sales, and sponsorships.



# THE CHEHALEM VALLEY VISITOR CENTER

2014-15 Second Quarter Report

## Feedback from Daniel Winkler

Daniel Winkler is the tour operator for *Mushroaming*, a tour company offering Mushroom Eco-Tours. A repeat guest to Chehalem Valley as an American Mycological Society member, he brought 14 people on a tour in January and all stayed in Newberg lodging.

-----Original Message-----

From: Daniel Winkler  
Sent: Monday, January 26, 2015 1:51 PM  
To: Sheryl Kelsh  
Subject: thanks so much!

Dear Sheryl, thanks so much again!!!

All worked out great on Thursday!

First we found truffles and then we were on time at the Olive Mill The “snack lunch” Sharron provided was awesome. Not just good sandwiches we enriched with freshly foraged truffles, but she had baked an awesome cake and brought real cream and blueberries and raspberries, that was just awesome!

Having more time at the mill this year we learned much more from Leslie.  
Everybody loved it!

And the visit at Langes was great to, sun came out, what a view, great Pinot noir and some of my people were happy to buy some cases!

And dinner in Joel Palmer House was just incredible!

Friday I decided last minute to go to Silver Falls. WOW! Great to enjoy Oregon nature in mid January. My pax esp. from Yellow Knife Northwest Territory enjoyed the green PNW winter Thanks so much! Seems like I will have to organize another Oregon truffle tour in 2016

And I will try to take my dad down to your lovely region when he comes visiting this May.

All the best,

Daniel  
[www.Mushroaming.com](http://www.Mushroaming.com)



# THE CHEHALEM VALLEY VISITOR CENTER

2014-15 Second Quarter Report

## State and National Travel News Affecting Newberg

October

- 1 Governor John Kitzhaber appointed Kenji Sugahara to the Oregon Tourism Commission (dba Travel Oregon). Made up of nine members, the Commission provides expertise and sets policy direction for Travel Oregon staff. Karen Utz, the owner of the Black Walnut Inn in Dundee, currently serves as Chair on the Oregon Tourism Commission

December

- 17 Brand USA, our nation's destination marketing organization, was reauthorized with broad bipartisan support in the United States House and Senate. President Obama signed the bill to give the organization a five-year extension.

The mission of Brand USA is to encourage increased international visitation to the United States and to grow America's share of the global travel market. In doing so, they aim to bring millions of new international visitors who spend billions of dollars to the U.S., thereby creating tens of thousands of new American jobs. Travel Oregon consistently partners with Brand USA, ensuring Oregon is a destination of choice for the lucrative international travel market.

In only its third year of operation, Brand USA's economic impact through attracting international visitors is already extensive. In 2013, independent research estimated the program drew more than 1.1 million additional visitors to the United States, generating \$3.4 billion in additional visitor spending and \$1 billion in federal, local and state tax revenues. Returning \$47 on every \$1 spent on promotion, the program supported nearly 53,000 new U.S. jobs.

"With limited resources, it is difficult for smaller communities to have a seat at the table when it comes to marketing our destinations," said Lorna Davis, Executive Director of the Greater Newport Chamber of Commerce. "By leveraging our dollars with industry partners and Travel Oregon, we are able to have a greater marketing presence, which has had a profound impact on our local tourism economy. Brand USA has broadened that horizon further, increasing opportunities for us and other industry partners to market internationally where we might not have been able to before."

Oregon's top international markets, according to visitation numbers are (in order): Canada, Japan, the U.K., China, Germany, Australia, Scandinavia, South Korea, Mexico, France, Brazil, India, Benelux and Italy.



# THE CHEHALEM VALLEY VISITOR CENTER

2014-15 Second Quarter Report

## Overall Trends in the Hospitality Industry

*Article excerpt from EY.com and Forbes.com: Chris Nassetta, President and CEO of Hilton Worldwide, and Howard Roth, EY's Global Real Estate Leader, discuss what is changing the face of the hotel sector and why technology is the way forward.*

Greater disposable income, low-cost airlines, and mobile booking sites have made travel accessible to more people than ever before. Combine this with increasingly tech-savvy and knowledgeable customers, and accommodation providers are racing for innovative ways to enhance the customer experience.

In light of this, and drawing on knowledge from a combined 60 years in the real estate and hotel industries, Chris Nassetta and Howard Roth discuss current trends, challenges and predictions for the future.

*If you look at many of the other regions, and particularly the emerging markets, there is less than one hotel room per 1,000 people. That means there is huge potential for growth.*

**CHRIS NASSETTA**  
President and CEO of Hilton Worldwide

## What trends are you currently seeing in the hotel and hospitality industry?

**Nassetta:** I think there are many trends that are positively affecting the business. Today, travel and tourism is the biggest industry in the world. It makes up 9% of global GDP and it's also the largest employer; 1 in 11 jobs in the world is in this industry.

There's an expectation over the next 10 years that 75 million new jobs are going to be created. In the past 20 years, the middle-class population has doubled, and over the next 20 years, it's expected to double again.

Tourist arrivals over the past 20 years have also doubled and are expected to double again in the same period. If you look at the hotel business just in the US, there are 15.7 hotel rooms for every 1,000 people. If you look at many of the other regions, and particularly the emerging markets, there is less than one hotel room per 1,000 people. That means there is huge potential for growth.

**Roth:** Broadly, hospitality has been on the upswing. There are more capital flows coming from east to west, with growing middle classes, a more affluent Millennial generation and demand for faster, more customized service.

There are a lot of accommodation providers moving toward a "lifestyle" or boutique style of accommodation to cater for changing demographics. Over the next 5 to 10 years, we will see mobile continuing to be a hot platform, as well as social media and digital innovations as tools to engage customers and build loyalty.

We also see many companies deploying analytics tools to gain insight into consumer preferences. By using this information to create differentiated experiences, they hope to motivate customers to visit more frequently, stay longer and spend more.

Sustainability remains at the forefront of many customers' accommodation considerations and should be important for hoteliers, too.



# THE CHEHALEM VALLEY VISITOR CENTER

2014-15 Second Quarter Report

## Budget: Q2 October–December, 2014

	Q2	YTD 2014-15	BUDGET
<b>REVENUE:</b>			
City of Newberg	\$30,000.00	\$86,445.40	\$110,000.00
Newberg Chamber Contribution	\$13,625.00	\$27,250.00	\$54,500.00
<b>TOTAL REVENUES:</b>	\$43,625.00	\$113,695.40	\$164,500.00
<b>EXPENSE:</b>			
Personnel	\$12,444.40	\$28,088.73	\$67,000.00
Marketing	\$8,671.66	\$22,807.10	\$44,521.00
Overhead/Utilities, etc.	\$11,213.53	\$31,835.43	\$52,979.00
<b>TOTAL EXPENSES:</b>	\$32,329.59	\$82,731.26	\$164,500.00

**NET INCOME: \$30,964.14**

Note: First quarter the CVCC receives an additional check from the City of Newberg that reflects a “true-up amount from the prior fiscal year.” Net Income reflects the monies received but not spent. The balance of the funds are restricted to future destination marketing projects and will balance out the remainder of the fiscal year.

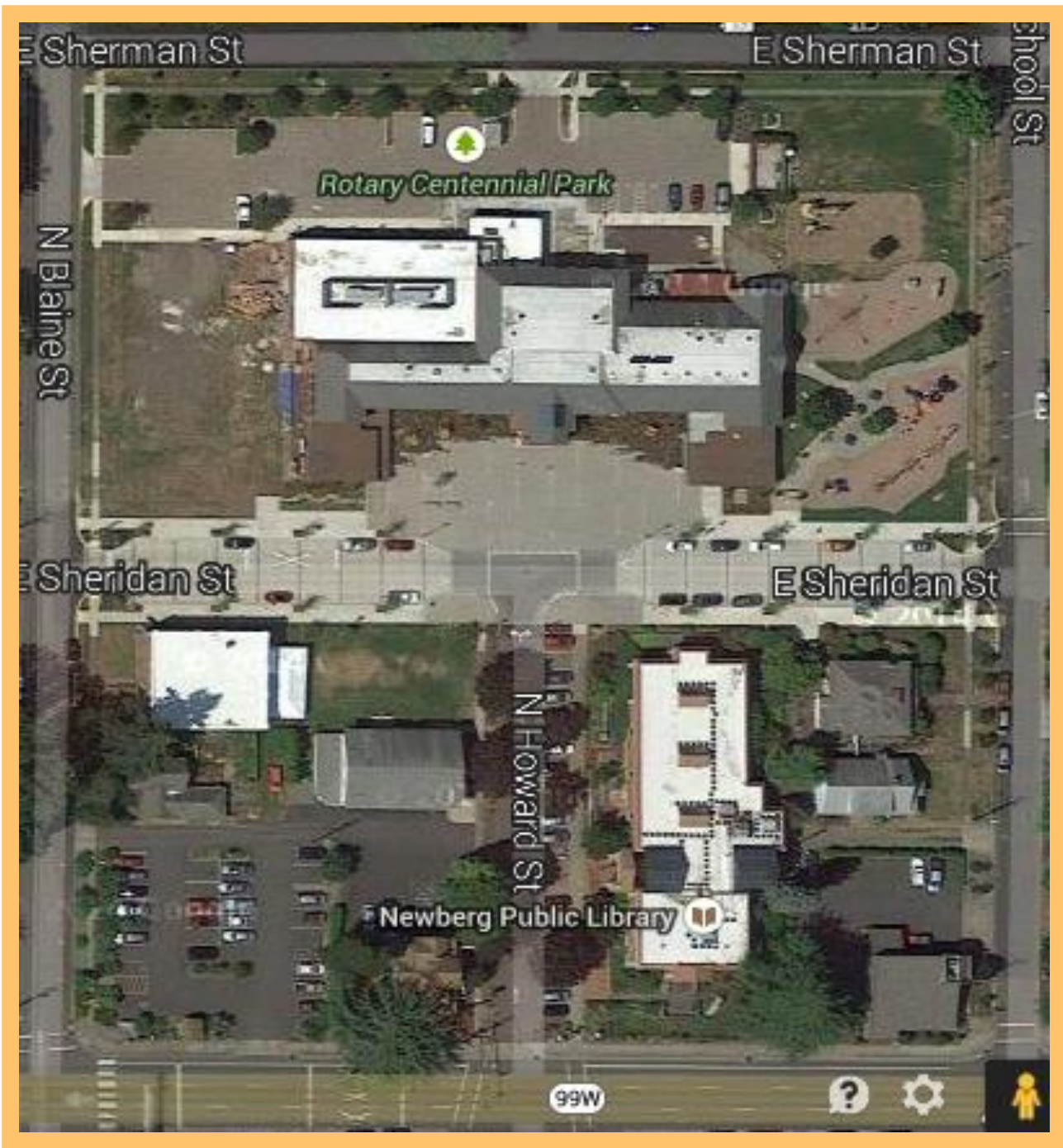




# Newberg Cultural District Annual Report March, 2015



Newberg Cultural District



Newberg Cultural District



An Intergovernmental Agreement (IGA) between the City of Newberg and the Chehalem Park & Recreation District was signed in 2013 establishing the Newberg Cultural District and delegating to the NCD Executive Board the management of the District.

# The Newberg Cultural District Executive Board 2015

City of Newberg Representative: Tony Rourke

Chehalem Park & Recreation: Don Clements

Chehalem Cultural Center: Rob Dailey

Neighborhood Representative: Robert Soppe

Newberg Public Library : Leah Griffith, chair

*Meets regularly on the 1<sup>st</sup> Tuesday of each  
month, 6:00 pm, at the Chehalem Cultural  
Center*

The NCD Board is charged with managing the public outside areas of the Newberg Cultural District.

It does not regulate any uses of the Newberg Public Library or the Chehalem Cultural Center, however activities within those establishments may impact the Parking Management Plan.

The NCD Board is charged with administering the Parking Management Plan to help mitigate parking issues for neighborhood residents.



# The NCD Board:

- Develops rules of operation
- Reserves events
- Approves design elements, including street furniture, signage and other elements that define the district
- Coordinates with the City and CPRD for maintenance and construction activities

# What did the NCD Board do in 2014?

- Reserved space for a variety of events

*Tunes on Tuesday*

*Farmer's Market*

*Camellia Festival*

*Christmas Tree Lighting*

*Public Works Day*

*Library Events*







## Tunes on Tuesday





# Camellia Festival





# Public Works Day





# Library Summer Reading Programs





# Christmas Tree Lighting



# What did the NCD Board do in 2014?

- Held Monthly Meetings: Public and Noticed

2014 January	February Annual Meeting
March*	April
May	June
July	August
September	October
November	December

\* No Meeting in March, due to members traveling



# What did the NCD Board do in 2014?

- The NCD Board adopted rules for use of the outdoor spaces
- The NCD Board adopted a fee schedule for those spaces
- Christmas Tree Lighting moved to center of District

# What did the NCD Board do in 2014?

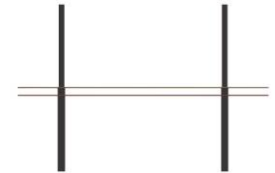
- Using the Parking Management Plan, the NCD Board developed the processes for when a Parking Action Plan will be put in action
- This is ongoing for the 2015 season

# What did the NCD Board do in 2014?

- Adopted a Design and Wayfinding plan developed by Meyer/Reed and funded by a grant from the National Endowment for the Arts



# Wayfinding Plan



PLAN  
 16'-0"

14'-0"

12'-0"

10'-0"

8'-0"

6'-0"

4'-0"

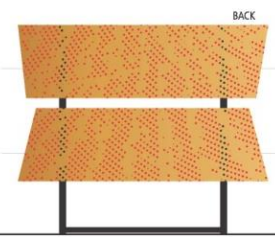
2'-0"

ELEVATION

Perforated pattern  
 representing  
 art, community,  
 education & heritage



FRONT



BACK

**Type A**  
 District Marker  
 Internally Illuminated  
 Quantity 1  
 Howard & Hancock St

**Temporary Banner**  
 To promote events

**Type B**  
 Festival Street Marker  
 Internally Illuminated  
 Quantity 2  
 Blain & School at Sheridan St

**Type C**  
 Pedestrian Directional

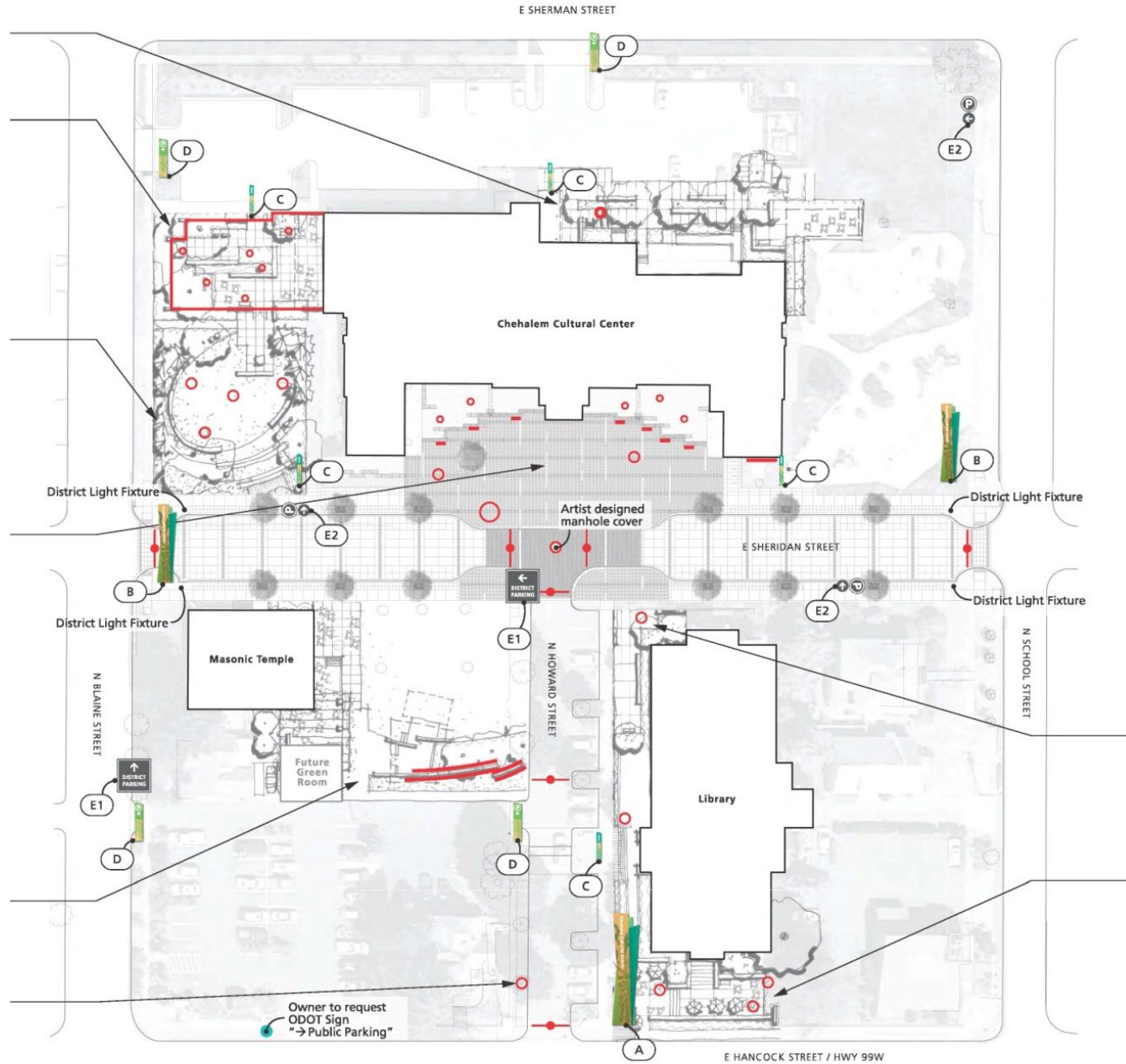
**Type D**  
 Parking ID

**Type E1, E2**  
 Vehicular Directional

**Type F1**  
 Festival Street Closure Barricade  
 Quantity 4







# What did the NCD Board do in 2014?

- Worked with the City of Newberg for a Festival Street Designation which was established by the City Council February 17, 2015, effective March 19, 2015
- This facilitates the closing of District streets for events

# What did the NCD Board do in 2014?

The NCD Board communicated with the community

- [www.newbergculturaldistrict.org](http://www.newbergculturaldistrict.org)
- Monthly e-newsletter announcing board meetings and notifying interested parties about events in the District  
May be subscribed to from the web site

# What does the NCD Board need to do in 2015?

- Determine the design elements for wayfinding, outdoor structures, furniture, etc. appropriate to an arts and culture setting
- Develop the design guide for the above

# What does the NCD Board need to do in 2015?

- Revise the Parking Plan to implement changes to make it more practical and usable
- Formalize the reservation process
- Implement the Festival Street Procedures
- Continue to develop the web site

# What does the NCD Board need to do in 2015?

Enhance the area as a destination for people to enjoy cultural and arts experiences

Become that *special space* in our community