

NEWBERG CITY COUNCIL MINUTES
REGULAR SESSION
June 20, 2016, 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, Councilors Lesley Woodruff, Mike Corey, Scott Essin, Patrick Johnson and Stephen McKinney. Also present were Steve Rhodes, City Attorney Truman Stone, City Recorder Sue Ryan, Finance Director Matt Zook, Community Development Director Doug Rux and Interim Human Resources Director Nancy McDonald.

Steve Rhodes said the Strategic Tourism Plan had been developed to support one of the pillars in the Economic Development Strategy. The plan was developed by consultants and an advisory group.

Jon-Paul Bowles presented the Strategic Tourism Plan. He said the focus was Newberg as the gateway to Oregon wine country. Goals included: Tourism contributing to economic development, Newberg becoming known as a place of makers and doers, The collaborative relationship with downtown's development, A strong relationship between the private and public sector, and Projects using development dollars as a benefit to local citizens and enhancing the City as a destination. The plan had three chapters: Organizational Development, Destination Development, and Destination Marketing. There needed to be a marketing strategy aligned with the Tourism Plan and the user types that Newberg could attract as a wine country destination. Some niche markets of Newberg that would be appealing were: wine country adventurers, millennial explorers, George Fox events, and luxury wine travelers.

Newberg was at the center of wine country and the City could have several lodging opportunities. The Chehalem Valley Chamber's Visitor Center served 10,000 people per year as well as the Wine Education Center events. There were several destination marketing type organizations in the area, which cluttered the brand and there was opportunity to do more coordination. Destination development was an opportunity to identify the gaps that would have the highest return on investment for the City. Newberg had incredibly beautiful countryside, but there was an issue with the sightline driving into the City from 99W. Work needed to be done on downtown to make it more competitive as a wine country destination.

Mr. Bowles explained tactics to increase people spending more tourism money in Newberg. About 80% of visitor ready experiences were ready to go, and he recommended investing in that 20% gap. He suggested the Transient Lodging Tax could be invested for creating visitor experiences. Tourism organizations should collaborate to leverage funds through a funding matrix. Some recommendations were an independent board with people who represented the industry and the City as a pass through for the TLT funds. The organization could contract with the City for multiple year sessions.

There was discussion on how the strategy could help the City make decisions on where to spend the money through targeting markets and prioritizing investments. There was discussion on the proposed board, its composition and the rationale on having non-Newberg members on the board. development.

Councilor Johnson asked about the process for moving forward with the plan. Mr. Rhodes said this was the framework and gave them a direction for the future. A lot more work would need to be done if it was approved. There was no timeline or next steps, and the Council would help direct the City in how to move forward.

The meeting adjourned at 7:00 p.m.

CALL MEETING TO ORDER

The Mayor called the meeting to order at 7:15 p.m.

ROLL CALL

Members Present:	Mayor Bob Andrews	Scott Essin	Stephen McKinney
	Lesley Woodruff	Mike Corey	Denise Bacon
	Patrick Johnson		

Staff Present:	Joe Hannan, City Manager	Matt Zook, Finance Director
	Sue Ryan, City Recorder	Truman Stone, City Attorney

Leah Griffith, Library Director Brad Allen, Code Compliance Officer
Doug Rux, Community Development Director
Nancy McDonald, Interim Human Resources Director

Also Present: Steve Rhodes

PLEDGE OF ALLEGIANCE: The Pledge of Allegiance was performed.

PRESENTATIONS:

City Recorder Ryan said there was a resolution for Council to approve that recognized Steve Rhodes for his service as City Manager Pro Tem. She read the title of the resolution. City Attorney Stone presented the sign for the private driveway to Steve Rhodes.

MOTION: Andrews/Bacon moved to approve Resolution 2016-3291, A Resolution recognizing the contributions of Steve Rhodes to the City of Newberg as the City Manager Pro Tem from September 2015 to June 2016 and naming a private driveway "Rhodes Road" in appreciation for his services. Motion carried (7 Yes/ 0 No).

CITY MANAGER'S REPORT: City Manager Hannan said the transfer to Tualatin Valley Fire & Rescue for fire and EMS services would happen in July and he explained some steps that needed to be taken before that. He was doing a lot of listening and learning in his new position. A new employee was summer intern Sydney Beadle, whom began today at the City. He had met with staff, was working to meet with all of the Council, and met with other community groups and organizations. He was learning a lot from the Mayor as well.

Mayor Andrews announced testing of drinking fountains in City facilities would begin tomorrow and they were currently off limits. Item 4 was pulled off the Consent Calendar and would be discussed under New Business.

COUNCIL APPOINTMENTS:

MOTION: Johnson/Bacon moved to appoint Suzanne Meenahan to the Position #2 (July 1, 2016 to June 30, 2020) to the Newberg Public Library Advisory Board. Motion carried (7 Yes/0 No).

MOTION: McKinney/Corey moved to appoint Zoe Jenkins to Historic Preservation Commission and Miranda Prios to Planning Commission for terms of June 2016-May 2017. Motion carried (7 Yes/0 No).

PUBLIC COMMENTS:

Carolyn Phipps, Newberg resident, discussed a bad situation she was experiencing with rodents, especially on 4th and Center. There was a house on River Street that was cluttered with debris and garbage. She did a rat survey on River, Center, and Meridian streets and most of the problem was on Center Street. She had spoken with staff and her neighbors, but nothing was being done. The rodents had been living in her garage and she was interested in being reimbursed for the exterminator she had to use. Code Compliance Officer Allen said he had heard the concern last year and a few particular properties were cleaned up. He would look at the list made by Ms. Phipps and follow up to address the concern.

CONSENT CALENDAR:

MOTION: Bacon/Corey moved to approve minutes from May 16, 2016; approved an OLCC Winery license for Bravura Cellars, approve Resolution 2016-3310, A resolution authorizing the Mayor to execute the Oregon Public Service Retirement plan coverage agreement for participation in the Public Employees Retirement System (PERS) for all eligible non-represented employees hired on or after August 1, 2016; Resolution 2016-3304, A Resolution approving the annual evaluation of the Municipal Judge; Resolution 2016-3308, A resolution amending Resolution No. 2002-2358 to authorize the City Manager to do all necessary acts to modify and implement the length of service award program (LOSAP); Resolution 2016-3305, A resolution authorizing the City Manager to execute the first amendment to the intergovernmental agreement with Tualatin Valley Fire & Rescue for provision of Fire and Emergency Medical Services; approve Resolution 2016-3313, A Resolution approving an Intergovernmental Agreement between the City of Newberg and Marion County authorizing Newberg-Dundee Police Department reserve officers to assist with police services during the 2016 St. Paul Rodeo and related events. Motion carried (7 Yes/ 0 No).

PUBLIC HEARING - ADMINISTRATIVE: Resolutions 2016-3299:

Mayor Andrews opened the hearing and called for any abstentions or conflicts of interest on the part of the Council. There were none.

Finance Director Zook said the supplemental budget was for additional revenue that came from conflagration and grants. The appropriations increased by about \$560,000. He explained the funds that were being affected. He recommended approval of the resolution.

Proponents: None

Opponents: None

Mayor Andrews closed the hearing.

MOTION: Corey/Woodruff moved to approve Resolution 2016-3299, A Resolution to adopt a Supplemental Budget #2 for Fiscal Year 2015-2016, beginning July 1, 2015 and ending June 30, 2016. Motion carried (7 Yes/0 No).

Resolution 2016-3273:

Mayor Andrews opened the hearing and called for any abstentions or conflicts of interest or objections to jurisdiction on the part of the Council. There were none.

Community Development Director Rux explained the grant opportunity to assist people in manufactured home parks repair their dwellings. This would be for low to moderate income families within the community. He read Exhibit A, which explained the requirements for the grant, what the grant funds could be used for, and how the grant would work. He recommended approval of Resolution 2016-3273.

Councilor Corey asked how participants would be chosen. Darcy Reynolds, Yamhill County Housing Authority, replied it would be administered by the Housing Authority for the non-profit Yamhill County Affordable Housing Corporation. She explained how it was a grant not a loan, and would assist many low-income, especially senior or disabled populations. It would address immediate needs such as wheelchair ramps, roof leaks, and modifications to bathrooms.

Councilor McKinney clarified the grants would be used for health and safety issues and wished that it addressed the habitats to make them more sustainable. Ms. Reynolds said the need was large. The grant had restrictions including one that they could not assist more than 50% of the value. There were currently 200 people on the waitlist and 78 for Newberg. Councilor Woodruff asked about the timeline. Ms. Reynolds said the State would be accepting applications in the third quarter of the year and the grant would be awarded in November or December. An environmental review would have to be done before funding was given. It would be spring of 2017 before families could be helped.

Rick Rogers, Habitat for Humanity, said there was a desperate need for this in the community. There were 600 units of manufactured houses in Newberg, most of which were low income housing. Habitat had small repair grants and many manufactured home owners applied. The proposed grant program was not as flexible as he would like, but there was great need for the program.

Mayor Andrews closed the hearing.

MOTION: Essin/McKinney moved to approve Resolution 2016-3273, A Resolution supporting the submission of a 2016 Housing Rehabilitation Community Development Block Grant (CDBG) application to the Oregon Business Development Department (OBDD) by the Housing Authority of Yamhill County (HAYC) and the Yamhill County Affordable Housing Corporation (YCAHC) on behalf of the City of Newberg, and appointing Community Development Director Doug Rux, as both the project and the Environmental Review certifying officer. Motion carried (7 Yes/0 No).

NEW BUSINESS: Resolution 2016-3307:

Mr. Rhodes presented the Newberg Strategic Tourism Plan. The process began last November when discussions began on what to do with the increased Transient Lodging Tax funds. It was developed and overseen by consultants and an advisory

group. The first step was to strengthen visitor ready experiences in the City and find a cohesive brand with the various tourism agencies. It was recommended to put together an organization responsible to begin work. The Council would work on the organizational development. The City would always be the chartering organization no matter how the body would be put together as the Council approved how the funds would be allocated through the budget process. By adopting the plan, the Council put the process in motion and staff would come back with options for moving forward.

Rick Rogers said one area in the plan was mentioned as a weakness in economic development, and that was housing for low and very-low income. The people who were doing the work needed a place to live in our community. He asked whether or not in the definition of tourism related facility could there be an incentive for some development of housing, especially for those that worked in the tourism industry.

Councilor Johnson supported the plan as long as it was able to be modified or discussed. Councilor Corey was also in support, but was concerned about whether TLT funds could be used for affordable housing. Councilor McKinney would be voting in favor, but was concerned about the composition of the board and that the Visitor Center contract would be negotiated by a board and not the Council. He was hesitant about using TLT funds for an affordable housing aspect. Mayor Andrews thought this was a move in the right direction.

MOTION: Corey/Bacon moved to approve Resolution 2016-3307, A Resolution adopting the Newberg Strategic Tourism Plan dated June 13, 2016. Motion carried (7 Yes/0 No).

Resolution 2016-3311:

FD Zook said this was a change to the City's retirement plan investment structure. There was a discrepancy in the numbers in the resolution. The resolution said the investment went from 5 to 10%, but the investment actually went from 6 to 10% in the real property allocation.

MOTION: Corey/McKinney moved to approve Resolution 2016-3311, A Resolution authorizing a change in the Newberg Employee Retirement Plan asset allocation as amended. Motion carried (7 Yes/0 No).

COUNCIL BUSINESS:

Mayor Andrews reported on the Newberg Old Fashioned Festival parade, the League of Oregon Cities legislative priorities and how Council would select ones that were the most important to Newberg. There was discussion on whether department heads should attend every meeting. There was consensus to continue the practice of having people attend if they had an item on the agenda otherwise it was up to the individual department head. Mayor Andrews reported on the Parkway Committee meeting and Oregon Transportation Commission meeting where bypass funding was discussed.

Councilor Essin discussed the definition of the Council with the City Attorney where it was confirmed the Council were volunteers by ordinance, and were employees by the IRS. They were not asking to be employees. He discussed other cities that gave their councils stipends and how much the councils received.

MOTION: Essin/Corey moved to direct staff to draft an ordinance for future consideration for a Council stipend of \$200 per month beginning July 1. Corey amended the motion that the change would occur in the Municipal Code. Motion failed (0 Yes/ 7 No).

CA Stone discussed what the Charter, Municipal Code, and Council Rules said about Council compensation, as outlined in his memo sent out earlier today. The Council could repeal the current reimbursement per meeting, replace it with a monthly stipend or the monthly stipend could be in addition to the per meeting amount. The amount was set by Ordinance and budget.

Councilor Corey supported the change. A Classification and Compensation Study was done for the employees and the same analysis for Council showed most councils were compensated a monthly amount, not per meeting. It needed to be reasonable to keep good people on the Council. Councilor Bacon said everyone made choices for how their time was invested, and for her it was not about the money. She did not feel comfortable taking money from more important projects. She was not in support.

Councilor Johnson thought the Council deserved the money, but he was concerned about the perception after raising rates and going through recent controversies. He thought the confidence in the Council had taken a hit and thought citizens needed to be able to weigh in on the decision. It should be brought up during the next budget process.

Councilor Woodruff was not in support. She did not want people to run for Council because it would be compensated. They did it because they cared and the money could be spent on other things right now.

Councilor Corey said during the budget process, items had been added that had been previously taken out. He thought it was a good way to spend the funds, and the Council was another good way to spend the funds.

Councilor Essin said they were only taking about \$25,000 out of an \$80 million budget. They added five full-time employees to the budget this year. This was a stipend to recover a portion of what they spent to be volunteers. He would propose another motion if this one did not pass to remove all compensation for everyone including the Mayor so they were all compensated the same.

Mayor Andrews said he was mayor because he believed in volunteering to support the community. He received a stipend, but it did not cover all his expenses. He was proud to be a volunteer and did not need more compensation than what he was already receiving. He was not in support of the motion.

Councilor McKinney thought they had been spending too much time talking about this topic. This was a small portion of the City's budget and it was not revenue neutral. The commitment to the Council took a lot of personal time and it cost money to be a Councilor. He thought there was reasonable compensation that could be agreed upon.

Councilor Corey said there were funds in the Council budget that could be used for the stipend.

MOTION: Essin moved to direct staff to draft an ordinance for future consideration to remove all compensation. Motion died for lack of a second.

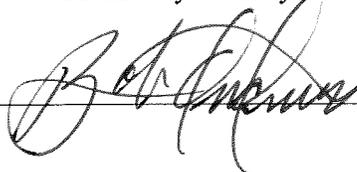
Councilor Johnson asked if there was something in place for manufactured home parks to prevent eviction and selling of the property. He would like to discuss it at a future meeting. There was discussion regarding State regulations and how much the City could regulate or would be able to develop protections. There was consensus to have staff put it on their task list. CA Stone said there were State protections put in place in response to manufactured home issues, but there was nothing in the City's Code to address it. He discussed the serial meetings case in Lane County and that a legislative fix was going to be needed. He reminded the Council that his job was to assist the Council in preparing motions, RCAs, etc., and he was available to all Council.

Councilor McKinney asked about assisting NOFF with some funding. CDD Rux said NOFF contacted him and they were requesting \$8,000. Staff would bring it back to Council for consideration.

ADJOURNMENT: The meeting was adjourned at 9:14 p.m.

ADOPTED by the Newberg City Council this 18th day of July, 2016.

ATTESTED by the Mayor this 20th day of July, 2016.

 Bob Andrews, Mayor


Sue Ryan, City Recorder