



CITY OF MILL CITY

AGENDA OF THE CITY COUNCIL

January 28, 2020

City Hall

444 S 1st Avenue

Mill City, Oregon

REGULAR SESSION

1. CALL TO ORDER/FLAG SALUTE **6:30 p.m.** Mayor Tim Kirsch

2. CITY COUNCIL ROLL CALL/INTRODUCTION OF STAFF Mayor Tim Kirsch

3. DECLARATIONS OF POTENTIAL CONFLICTS OF INTEREST

4. CONSENT AGENDA:

In order to make more efficient use of meeting time, resolutions, minutes, bills, and other items which are routine in nature and for which no debate is anticipated, shall be placed on the Consent Agenda. Any item placed on the Consent Agenda may be removed for discussion at the request of any council member prior to the time a vote is taken. All remaining items of the Consent Agenda are then disposed of in a single motion to adopt the Consent Agenda. This motion is not debatable. The secretary to the council will then poll the council members individually by a roll call vote. If there are any dissenting votes, each item on the Consent Agenda is then voted on individually by a roll call vote.

Copies of the council packets include more detailed staff reports, letters, resolutions, and other supporting materials. A citizen wishing to review these materials may do so at the Mill City, City Hall or at www.ci.mill-city.or.us/documents/packets.

- a. Approval of Minutes of Regular City Council Meeting of January 14, 2020
- b. Approval of Accounts Payable
- c. Approval of Waiver of Leak Charges for 642 SW Douglas Street, Sandra Runion, to the Highest Consumption in the Previous Twelve Months for December Consumption

5. CITIZEN COMMENTS/QUESTIONS LIMITED TO THREE (3) MINUTES

**6. MILL CITY FOURTH OF JULY COMMITTEE - DISCUSSION REGARDING
LARGE EVENT RULES/REGULATIONS**

**7. IGA – MARION COUNTY COMMUNITY PROSPERITY INITIATIVE AND
CANYON PROJECT FUND**

8. OREGON RURAL TOURISM CONFERENCE

9. ADJOURNMENT

CALENDAR OF UPCOMING CITY MEETINGS & EVENTS

Tuesday	February 11, 2020	Municipal Court	9:30p.m.
		Council Meeting	6:30p.m.
Wednesday	February 12, 2020	Save Our Bridge Meeting	10:00a.m.
Monday	February 17, 2020	CITY HALL CLOSED – PRESIDENT'S DAY	
Tuesday	February 18, 2020	Planning Commission Meeting	6:30p.m.

Friday	February 21, 2020	Planning Commission Meeting – If needed	9:30a.m.
Tuesday	February 25, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Tuesday	March 10, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Wednesday	March 11, 2020	Save Our Bridge Meeting	10:00a.m.
Tuesday	March 17, 2020	Planning Commission Meeting	6:30p.m.
Friday	March 20, 2020	Planning Commission Meeting – If needed	9:30a.m.
Tuesday	March 24, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Wednesday	April 8, 2020	Save Our Bridge Meeting	10:00a.m.
Tuesday	April 14, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Friday	April 17, 2020	Planning Commission Meeting – If needed	9:30a.m.
Tuesday	April 21, 2020	Planning Commission Meeting	6:30p.m.
Tuesday	April 28, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Tuesday	May 12, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Wednesday	May 13, 2020	Save Our Bridge Meeting	10:00a.m.
Saturday	May 16, 2020	Annual Clean Up Day	9:00a.m.-3:00p.m.
Thursday	May 21, 2020	Planning Commission Meeting	6:30p.m.
Monday	May 25, 2020	CITY HALL CLOSED – MEMORIAL DAY	
Tuesday	May 26, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Tuesday	June 9, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Tuesday	June 16, 2020	Planning Commission Meeting	6:30p.m.
Friday	June 19, 2020	Planning Commission Meeting – If needed	9:30a.m.
Tuesday	June 23, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Friday	July 4, 2020	CITY HALL CLOSED – INDEPENDENCE DAY	
Tuesday	July 14, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Tuesday	July 28, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Tuesday	August 4, 2020	Planning Commission Meeting	6:30p.m.
Tuesday	August 11, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.
Thursday	August 13, 2020	Red Cross Blood Drive	
Saturday	August 15, 2020	Dog Daze	
Tuesday	August 25, 2020	Municipal Court	9:30a.m.
		Council Meeting	6:30p.m.

REQUEST FOR COUNCIL ACTION

DATE: January 23, 2020
TO: Mayor Kirsch and City Councilors
FROM: Stacie Cook, MMC, City Recorder
REGARDING: Consent Agenda Items

- a. Approval of Minutes of Regular City Council Meeting of January 14, 2020
- b. Approval of Accounts Payable.
- c. Approval of Waiver of Leak Charges for 642 SW Douglas Street, Sandra Runion, to the Highest consumption in the Previous Twelve Months for December Consumption.

**MILL CITY
MINUTES OF THE CITY COUNCIL
Tuesday, January 14, 2020**

Mayor Kirsch opened the meeting at 6:30 PM with the flag salute. Councilors present were Janet Zeyen-Hall, Brett Katlong, Dawn Plotts, Tony Trout and Steve Winn. Staff members in attendance were City Recorder Stacie Cook and Public Works Supervisor Russ Foltz and City Attorney Jim McGehee.

Citizens in attendance: Roel Lundquist and Sgt. Greg Klein, Linn County Sheriff's Office.

DECLARATIONS OF POTENTIAL CONFLICTS OF INTEREST: Mayor Kirsch stated that anyone who felt they may have a potential conflict with anything on tonight's agenda may say so at this time or at any time during tonight's meeting.

CONSENT AGENDA: City Recorder Stacie Cook said she would like to add two items to item 'b' Accounts Payable of the consent agenda; a check in the amount of \$325.00 to White Water Signs and Graphics for a banner ordered by the Sewer Authority and a check in the amount of \$459.00 to the Department of Revenue for fine disbursement.

Councilor Trout moved and was seconded by **Councilor Katlong**, to approve items a; Approval of Minutes of Regular City Council Meeting of December 10, 2019, b; Approval of Accounts Payable, c; Acceptance of Monthly Revenues & Expenditures Report for December 2019, d; Approval of Request for Reduction of Leak Charges for Daron and Daron McKenzie, 264 NW 5th Avenue, Mill City to the Highest Consumption in the Previous Twelve Months for the November and December Consumption, e; Approval of Request for reduction of Leak Charges for Grady Setzer, 48990 SE Kingwood Avenue, Mill City to the Highest Consumption in the Previous Twelve Months for the November and December Consumption, and f; Approval of OLCC Liquor License Renewals for the Following Businesses:

- | | |
|------------------------------------|------------------------------|
| i. Circe K No. 38796H | 200 NW Santiam Blvd |
| ii. Dollar General Store No. 17506 | 250 NW Santiam Blvd |
| iii. Giovanni's Mtn Pizza | 146 N. Santiam Blvd |
| iv. Sam's Krispy Krunchy Chicken | 218 NE Santiam Blvd |
| v. Stop N Save 6 | 250 NW 9 th Ave., |

Stacie Cook polled the council. The motion passed unanimously, (6:0).

CITIZEN COMMENTS AND QUESTIONS: None.

LINN COUNTY SHERIFF'S REPORT: Sgt. Greg Klein gave the Linn County Sheriff's Office report for the month of December, 2019. Sgt. Klein reported 130 incidents recorded in December with a total of 307 hours.

PUBLIC WORKS REPORT: Public Works Supervisor Russ Foltz gave a brief report on the following items:

Pump Report: The overall finding on the water pumped vs. sold was on track this year to previous years at about 30% loss.

Wall Street Pump: The Wall Street pump station went down on December 20th due to a transducer. The redundant system attached to the pump kicked in and kept any overflow contained. The transducer had been replaced approximately 5 years ago. Mr. Foltz said that he suspects that a recent power bump caused this as it is hard wired. It was suggested to contact PP&L to see if they can provide some reimbursement for this transducer.

Public Works Building: The building is looking great and it's almost time to move in. Final inspection is scheduled for Thursday, January 23rd. Pads need to be poured at each man door before occupancy will be granted. A meeting to create a 'punch list' is scheduled for next Thursday.

Year End DMR: Mr. Foltz stated that he included the year end DMR for DEQ because the Council seemed interested in it when it was presented last year. The WWTP is doing an excellent job. There was no detection in the Biological Oxygen Demand for September. The treatment plant removed all of the BOD, causing a lack of oxygen, therefore killing bacteria.

SW 5th Avenue/SW Broadway Street Storm/Man Hole: Linn County came out and located the man hole. It was discovered that eight inches of concrete was poured over the man hole in the past and then was paved over. Mr. Foltz said that he had the 12" line TV'd, which showed it to be in good shape and noted that when the storm water project and/or TIGER grant project is completed a larger 24" line may be installed.

Councilor Plotts asked what work was happening on SW Cedar Street and SW 2nd Avenue. Mr. Foltz explained that workers were digging down to locate utilities and get grade elevations. The truck was equipped with a large vacuum that removes the dirt, helping to make locating utilities easier.

Mr. Foltz said that the motor on the dump truck seized as sanding began last week. A motor was quickly located and is being installed.

CITIZEN COMMENTS/QUESTIONS LIMITED TO THREE MINUTES: None.

PUBLIC HEARING: None scheduled.

PRESENTATIONS: None scheduled.

OLD BUSINESS

LCSO MOU Revision: The Memorandum of Understanding between the City and the Linn County Sheriff's Office was sent to Sheriff Yon along with the contract that was approved by the Council. Sheriff Yon requested that the City consider a number of areas of concern that he outlined and sent back to the City.

A marked up copy of the MOU was presented to Council for review. Throughout the document the word Department was replaced with Office, which is the correct term for LCSO. Sheriff Yon requested that Section 3 be more generalized to address the need for refocusing efforts either by the City or LCSO when an uptick in crimes occur. A paragraph was inserted to address this concern. City Attorney Jim McGehee has no concerns with this document. Consensus to forward revised MOU to LCSO. Mrs. Cook will bring the MOU back before Council for signing once LCSO signs off on the modifications.

Ordinance No. 40X – Sewer Authority: A revised ordinance and IGA for the formation of a Sewer Authority was submitted to Council for review. Mrs. Cook stated that the task force group legal counsel, Christy Monson, had concerns with the many different versions of both documents after each city had an opportunity to review and revise them.

City Attorney Jim McGehee said that he and Ms. Monson had a long conversation about this issue. Language was added to address some of the City's concerns. However, Mr. McGehee indicated that he still has concerns that need to be addressed.

Once a revised draft is completed, this will be brought before Council for consideration.

TIGER Grant Update: Mayor Kirsch said that he and Mrs. Cook attended a meeting with Linn County representatives on the status of the TIGER project and design for the Railroad Bridge. Work is scheduled to begin this spring with the traffic bridge, which will be closed from approximately June through September for cleaning and painting. This will be a full closure. The bridge will be fully enclosed to protect any materials from falling into the river.

Linn County is in the process of discussing how the closure will affect Emergency responders and how best to handle any emergency situation on the north side of the bridge.

Roel Lundquist, SW Linn Blvd, said that Linn County is trying to work within the school's schedule so that bus routes are not disrupted.

Linn County has asked for Council approval on the following items to keep the project moving ahead:

- 1) Authorization for Mayor to sign environmental documents;
- 2) Authorization for temporary access to City parks and rights-of-way for completion of construction. The temporary access includes the following:
 - Right of Entry for Construction Purposes for Rehab of 1st Avenue Bridge
 - Right of Entry for Construction Purposes for Railroad Bridge
 - Right of Entry for Construction Purposes for Bus Stop Shelter
 - Right of Entry for Construction Purposes for Broadway Street Reconstruction, SW 5th Avenue Improvements, Pedestrian Path Improvements and Other
- 3) Request for concurrence of 30% engineering design.
- 4) Consensus for closing 1st Avenue Bridge during the months of June to September
- 5) Authorize City staff to begin working with Pacific Power to install underground power and decorative street lights throughout the project area.

Councilor Katlong moved and was seconded by **Councilor Plotts** to Authorize Mayor Kirsch to Sign Mill City Downtown Revitalization Project Environmental Documents and Authorization for Temporary Access to City Parks and Rights-of-Way for Completion of Construction Documents. The motion passed unanimously, (6:0).

Councilor Katlong moved and was seconded by **Councilor Zeyen-Hall** to Concur with the 30% Engineering Design of the 1st Avenue Bridge and Closure of the 1st Avenue Bridge Between the Months of June and September for Cleaning and Painting. The motion passed unanimously, (6:0).

Councilor Katlong moved and was seconded by **Councilor Plotts**, to Authorize Staff to Begin Process of Working with Pacific Power to Install Underground Power and Decorative Street Lights Throughout Mill City Downtown Revitalization Project Area. The motion passed unanimously, (6:0).

Councilor Katlong thanked Roel Lundquist for all his and the Planning Commission's hard work with this project.

Mr. Lundquist mentioned that he has a concerns with some elements of the project, specifically how the rails intersect between the two bridges and stabilization of the ground below. Mr. Lundquist said that he would like to see more detail in the final plans on the east section of Railroad Bridge and the transition to the 1st Avenue bridge. Mrs. Cook will send an email to Linn County outlining Mr. Lundquist's concerns.

Mr. Lundquist noted that the location of the bus shelter is an area of concern for some. Mayor Kirsch stated that there are additional issues that have come up which need to be considered

when determining the bus shelter location, such as the area in which the environmental study encompassed.

Councilor Katlong said that he does not see a problem with locating a bus shelter at this location as there are only a couple of buses a day that will stop there. Parking is at a premium in the area so this should be paid attention to.

Mr. Lundquist said that he believes that the pedestrian trail connection on the road near the Eagles needs to have a clear transition so that people know how to access the trail, possibly with added asphalt.

Mayor Kirsch thanked Mr. Lundquist for his always thorough review of City projects, stating that it is good to have someone with an eye for details.

NEW BUSINESS

Resolution No. 844 – I.R.S. Official Intent: There are multiple projects happening concurrently within the City; the TIGER project, the Santiam Canyon School District campus rebuild and the storm drainage work. These projects all have components that intersect and should be completed at the same time. This can result in significant savings to the City and avoid unnecessary reconstruction of newly constructed street improvements.

Mill City is the recipient of a \$1.88 million funding appropriation for storm water improvements. However, the funding will not be made available until after bonds have been sold, most likely in the spring of 2021. City Planner Dave Kinney and City Recorder Stacie Cook have met with the Infrastructure Finance Authority (IFA), to discuss this situation and provide an overview of the three projects. A specific request was made to receive authorization to expend dollars prior to signing the grant agreement and have them be deemed reimbursable by IFA. These pre-award costs can be covered if the City adopts an "official intent," which needs to be adopted before the first expenditure, but can be adopted up to 60 days after.

Resolution No. 844 states the City of Mill City's "Official Intent" as required by IRS regulations and outlines project elements which the City intends to expend dollars on prior to execution of the agreement, which include:

1. Preliminary engineering services for storm drainage improvements including:
 - a. Storm Drainage Facilities Master Plan update.
 - b. Pre-design services by the City's consulting engineer.
 - c. Survey data collection and preparation
 - d. Final design of storm drainage facilities, including preparation of bid specifications and bid documents.
 - e. Final design of storm drainage facilities in the City's public right-of-way adjacent to the Santiam Jr./Sr. High School campus and the Santiam Elementary School campus in Mill City, Oregon. Design and engineering services will be provided by Locke Civil & Structural Engineers, the Santiam School District's consulting engineer. The City's share of the design cost are for storm drainage facilities that are recommended by the City to be constructed concurrently with the school district's public improvements.
2. Construction: A small amount of construction. This will include the city share for construction of storm drainage facilities adjacent to the Santiam Jr/Sr High School and Santiam Elementary School campuses that are identified in a written Development Agreement between the City of Mill City and the Santiam Canyon School District. The improvements may include storm sewers, catch basins, manholes, storm detention/retention facilities.

3. Maximum Expenditure: The preliminary services shall not exceed \$200,000.

Mrs. Cook said that there are Sections of storm work on SW 4th Avenue between SW Evergreen and SW Cedar Streets that will be the City's responsibility when the school project begins. There are several drywells that need to be dealt with in this area.

Staff will review the budget to find potential dollars to cover costs until a disbursement request can be made. Mr. Kinney, Mrs. Cook and Santiam Canyon School District Superintendent Todd Miller will meet to determine how best to proceed while ensuring that the work is done as efficiently and inexpensively as possible.

Councilor Trout moved and was seconded by **Councilor Katlong** to Approve Resolution No. 844 – A Resolution Adopting an I.R.S. "Official Intent" in Anticipation of Receipt of Bond Proceeds From the State of Oregon. The motion carried unanimously, (6:0).

Audit Contract; FY's 2020, 2021 & 2022: Accuity, LLC, has submitted a new contract for audit services, which covers three fiscal years; 2019/2020, 2020/2021 and 2021/2022.

Based on a recommendation given to a prior member of the Council that auditors should be changed every three to five years, the City issued an RFQ for audit services. Accuity, LLC was hired and a contract executed in 2014. Accuity has done a great job with the audits and staff has no concerns with their ability to continue providing excellent service to the City. Council has the opportunity to consider whether the City should go through the RFQ process at this time before signing a three year contract. Currently, the City pays \$16,500 per year for these services.

It was noted that having an auditor that comes year after year is nice because they get to know the City's way of doing things, whereas, bring in a new firm provides a 'fresh perspective' every few years.

Mayor Kirsch stated that audits can assist in identifying fraud and money mishandling errors as well as inappropriate use of the City's assets.

Councilor Trout moved and was seconded by **Councilor Plotts** to Approve Audit Contract with Accuity, LLC for Fiscal Years 2019-2020, 2020-2021, and 2021-2022 in the Amount of \$16,500 Per Year and to Authorize Mayor Tim Kirsch to Sign the Contract. Motion carried unanimously, (6:0).

Stacie Cook asked Council if they would like to have the auditor come to a meeting and present the audit or just call if they have questions. Consensus to schedule an audit presentation.

Marion County Intergovernmental Agreement for Community Prosperity Initiative and Canyon Project Fund: Mrs. Cook stated that Marion County's Community Grant Program is being dissolved and a new approach used to provide economic development funding for cities within the county. Mill City is being granted \$15,000 from these funds as well as an additional \$15,000 from the GROW EDC funds that Marion County had budgeted but will not be used as intended with the dissolution of GROW EDC. The City will receive an additional \$15,000 for the next two fiscal years from Marion County for economic development purposes. The only requirements on to the City to receive these funds are that they be used for economic development purposes and that a meeting between Mrs. Cook and their coordinator be held once a year.

Mrs. Cook will place this item on the next agenda for additional discussion and possible approval.

STAFF / COMMISSION REPORTS

City Recorder Report:

List of On-Going Old Business Items – The list of on-going old business items was provided for review.

The Reid House Update – There is an interactive meeting set for Wednesday, January 22, 2020. Information will be gathered from those attending to assist with putting together a plan of action for needed projects and remodeling at the home.

Reid House Committee Chair Gary Swanson, Project Manager Dan Benjamin, Facilitator Tree Fredrickson and Mrs. Cook met with Marlene Gillis, Soderstrom Architects, to review the RFP for roofing on the house. Some changes are being made on the RFP based on this discussion. The hope is to have the RFP out for publication next week with a three week bid timeline. Recommendation for award is set to be brought before Council on February 25th so that a roofing contractor can complete the work during the summer of 2020.

A preliminary parking lot design has been submitted to the Planning Commission along with the necessary application for the Reid House.

Sewer Lateral Permits – There has been a miscommunication with Linn County Inspectors regarding inspections for the sewer lateral permits, which staff has been working to fix. Effective approximately one month ago, any sewer lateral permit issued will be inspected solely by Mill City Public Works staff. There were eight permits issued since July that Linn County has agreed to credit the City for on the next monthly invoice.

Point in Time Count – Mrs. Cook was contacted by the Santiam Outreach Community Center (SOCC) concerning their upcoming Point in Time Homeless Count, which is scheduled to begin January 29, 2020. SOCC wanted to be sure that the City was advised of this process and given an opportunity to participate should Council desire to do so. Ways in which someone can help are to sign up to volunteer for their mobile teams and stationary booths. SOCC is also accepting tents, tarps, sleeping bags, blankets, hygiene supplies and camping supplies.

City Attorney Report: Mr. McGehee said that litigation concerning the swimming pool is still in the works.

The complaint for SE 3rd Avenue has been served a response was due on Friday. If there is no response a default judgement will be requested.

Councilor Trout asked about the van next to the market and the property next to SW Swift Street. Mr. McGehee said that complaints have been drafted for both properties.

BUSINESS FROM MAYOR & CITY COUNCILORS:

Councilor Winn said that the school is looking to construct a cover for the play area behind the building. Due to the generosity of Frank Lumber Co it looks as though they will receive a donation of lumber to build the structure. It was stated that the City is blessed with having these very generous companies.

Councilor Zeyen-Hall said that she received a complaint about someone remaining in their vehicle or in the restrooms at Kimmel Park for hours and the complainant was concerned that it was a homeless person. After speaking with staff the complainant was advised that there are park hours which must be adhered to. Councilors Katlong and Trout said that they believe they know who the person is and he is a local resident who goes to various places during the week just to get out.

Councilor Katlong said that he and Councilor Plotts met with Mr. Aerni concerning the wood on the outside of City Hall. Mr. Aerni suggested that all raw wood be sealed and a top plate be put in place wherever water hits the top of a beam. Mr. Aerni is ready to complete the work if requested and indicated that he may donate some or all of his time if Councilor Katlong agrees to assist with the work.

Councilor Plotts noted concern with people being in the restrooms at night and asked if the lights are on is there in fact someone in there. It was explained that sometimes the motion lights come on when a bug crosses or car lights go by.

Mayor Kirsch said that he attended a commissioner's breakfast that morning in Stayton and found it very informational. Questions asked of Mayor Kirsch were all related to the proposed sewer district and quality of water as other attendees were from communities downstream from Mill City.

Councilor Trout had nothing to report.

EXECUTIVE SESSION

At 8:18 PM Mayor Kirsch adjourned into executive session under ORS 192.660(2)(e) to Conduct Deliberations With Persons You Have Designated to Negotiate Real Property Transaction and under ORS 192.660 (2)(h) – to Consult with Legal Counsel Regarding Current or Pending Litigation that is more likely than not to be filed.

At 8:29 PM Mayor Kirsch reconvened into regular session.

ADJOURNMENT

The meeting was adjourned at 8:29 PM.

Prepared by:

Approved by:

Stacie Cook, MMC
City Recorder

Tim Kirsch
Mayor

City of Mill City
P.O. Box 256
Mill City, Oregon 97360
Phone: 503-897-2302 Fax: 503-897-3499

Memorandum

Date: January 23, 2020
To: Mayor Kirsch and Council
From: Stacie Cook, MMC, City Recorder
Subject: **Business for January 28, 2020 Council Meeting**

a. MILL CITY FOURTH OF JULY COMMITTEE – RESPONSE TO JULY 23 DISCUSSION REGARDING FOURTH OF JULY EVENT

Enclosed is the letter from the Mill City Fourth of July Committee addressing concerns that were discussed during the July 23, 2019 Mill City Council meeting related to the most recent Fourth of July event held at Kimmel Park, which was provided to Council in November.

As stated during the initial conversation, staff believes there is misunderstanding regarding a number of the items that were discussed. I have included this topic on the agenda based on Council's request to have representatives of the 4th of July Committee attend for a joint discussion. It is my understanding that there will be representation by the Committee at next week's meeting.

The section of minutes from the July 23, 2019 meeting are included for reference.

Requested Action: Discussion.

b. IGA – Marion County Community Prosperity Initiative and Canyon Project Fund

Enclosed is an Intergovernmental Agreement (IGA) between Mill City and Marion County. The IGA establishes terms under which the County will provide funding to the City through the Marion County community Prosperity Initiative and the Canyon Project Fund.

The agreement identifies \$60,000 in funding over the course of three years. The allocations are set as follow:

1. \$30,000 upon approval/signature of IGA and submission of an invoice. \$15,000 is dedicated for economic development type projects.
2. \$15,000 after July 1, 2020 upon receipt and approval of required reports from previous funding and submission of an invoice.
3. \$15,000 after July 1, 2021 upon receipt and approval of required reports from previous funding and submission of an invoice.

The City's obligations, outlined in Section 4, are minimal; use funds for economic related activities, meet with Marion County annually and submit a report by June 30 each year.

City Attorney Jim McGehee has reviewed the agreement and had no concerns.

Requested Action: Motion to Approve Intergovernmental Agreement Between Marion County and City of Mill City for Community Prosperity Initiative and Canyon Project Fund.

c. **Oregon Rural Tourism Conference**

Travel Oregon is hosting the first ever Oregon Rural Tourism Conference this spring. The conference is scheduled for April 26-28, 2020 in Sunriver. Registration is \$200.00 per person, with scholarship opportunities available. Accommodations are \$115-139 per night plus tax at Sunriver Resort.

I have enclosed the conference agenda as well as an outline of workshop sessions for review. With the planned opening of The Reid House, the turn toward tourism within the local area and the available funding from Marion County discussed above, I think this is a great opportunity for staff to gain knowledge that could benefit Mill City.

I would like to register both Tree Fredrickson and myself for the conference. I anticipate costs to be the following:

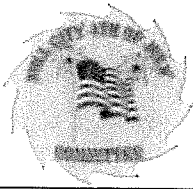
Registration - \$400
Accommodation - \$465+/-
Mileage - \$135+/-
Meals - \$100+/-
Total \$1100

Scholarship opportunities open up January 31, 2020 and I would anticipate applying for both Mrs. Fredrickson and myself.

Because the conference requires an overnight stay and is over \$300, the Council must authorize attendance.

Requested Action: Motion to Authorize City Recorder Stacie Cook and Reid House Facilitator/City Clerk Tree Fredrickson to Attend Oregon Rural Tourism Conference April 26-28, 2020.

d. **Other**



Mill City 4th of July Committee

PO Box 958 Mill City, OR 97360
503-871-4886 ♦ MC4thCel@gmail.com
www.facebook.com/groups/MillCity4thCelebration/

City of Mill City
444 S 1st Avenue
PO Box 256
Mill City, OR 97360

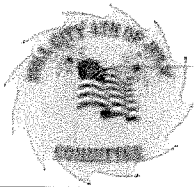
November 18, 2019

Dear Mayor and Council,

This correspondence is in response to the public City of Mill City Minutes of the City Council July 23, 2019 published on the City website.

The MILL CITY FOURTH OF JULY COMMITTEE wishes to provide information to the Council and would like a City representative appointed to attend all 4th of July Committee meetings to avoid future miscommunication.

- ☐ *Placement of No Parking signs and/or roping off areas where vehicles should not be.*
 - Without gates at east and west ends of driveway, parking "at will" happens.
- ☐ *Absolutely no parking of vehicles in the grass.*
 - Food trucks/trailers, entertainment stage, vendors using RVs, tattoo trailers... you eliminate 1/2 of our income and reduce tourism in OUR town.
 - Festival Grounds chairperson sleeps ON-SITE in van in middle of vendors! Security and accessible if needed.
 - Organizers will continue to work with the City to ensure minimal damage to grass and park infrastructure.
- ☐ *Vendor requirements should include bringing a trash can for their site, remaining in their assigned location and only leaving the event during a time when pedestrians are likely to be in low attendance (i.e. for the 4th of July – vendors must leave in the morning before the event reopens or stay until after the event closes for the evening).*
 - These requirements are included in our Vendor Agreement; however, supplies run out and circumstances occur making it necessary for vendors to leave during "open" hours on occasion.
- ☐ *Vendor camping needs to be reviewed. Should campers be allowed or just tent camping?*
 - Older vendors need their trailers (2019 all parks for camping were filled), vendors travel a distance, etc.
 - Festival Grounds chairperson sleeps ON-SITE in van in middle of vendors! Security and accessible if needed.
- ☐ *Event coordinators need to bring refuse containers to ensure enough are available.*
 - City has made refuse containers available in Concessions. Event coordinators have used, emptied of refuse, and returned containers to Concession area during prior events. Event coordinators will work with the City to address further issues.
- ☐ *Event coordinators must be on-site during entire set up to meet vendors, coordinate stage/tent placement, etc.*
 - Festival Grounds chairperson sleeps ON-SITE in van in middle of vendors! Security and accessible if needed.



Mill City 4th of July Committee

PO Box 958 Mill City, OR 97360
503-871-4886 ♦ MC4thCel@gmail.com
www.facebook.com/groups/MillCity4thCelebration/

- ☐ *Event coordinators must work with public works to determine event set up.*
 - President/liaison is in contact with PW Supervisor.
- ☐ *Event coordinators must be on-site throughout entire event to handle any issues that arise*
 - Festival Grounds chairperson sleeps ON-SITE in van in middle of vendors! Security and accessible if needed.
 - Committee Booth has volunteer available during "open" hours.
- ☐ *Lost and found needs to be available*
 - Festival Grounds chairperson /Committee Booth designated; phone number online/forms.
- ☐ *No fireworks signs need to be in place.*
 - Posted throughout park.

Councilor Katlong said that he spoke with Sgt. Klein, LCSO, about the issues that he saw this year. Sgt. Klein indicated that he has some comments about how to make the event safer. Councilor Katlong said that he feels that hard alcohol should not be served at this event.

- **The incident took place adjacent to a PRIVATE RESIDENCE! NO occurrences were communicated to any Member in conjunction with the Committee's function.**

Councilor Trout asked if a fee is charged for large events.

- **This is a COMMUNITY event; self-sustaining in nature. High fees coupled with all the other proposed "RESTRICTIONS" will kill the celebration.**

In 1956 Mill City held its first "organized "July Fourth Celebration.: Lowell "Buzz" Fleetwood Chaired the celebration which included events such as a Lions sponsored breakfast, baseball games, American Legion sponsored Beef BBQ, Fireworks by Mill City Fire Department, theater presentation and a Carnival and games. The first Buttons sold for \$1. Over time, the annual Celebration has been organized by local groups: Jaycees, Teen Age Committee (TAC), Steering Committee, 1984-2010 Mill City 4th of July Committee, 2011-2016 CMC 4th of July Committee, 2017-present Mill City 4th of July Committee. In 2019 the Committee solicited funds for permanent lighting and procured the electrician to install said lights (paying "out of pocket" to realign illumination direction) at the east and west end of Kimmel Park.

We urge the Council to carefully weigh any final decisions and consider the negative Public Relations/Publicity that may accompany unwarranted changes. Some of the statements/proposals should be researched prior to publishing.

Mayor Kirsch said that the City may want to consider forming a small committee to work with the 4th of July Committee so that these items can be considered. - WE CONCUR!

Sincerely,

Melinda K Flatman

Melinda K Flatman, President
Mill City Fourth of July Committee

LARGE EVENT PARK USE REQUIREMENTS: Last year the Council discussed specific requirements for use of Kimmel Park for the 4th of July Celebration. Upon approval of the use, a letter was sent to the 4th of July Committee outlining the requirements for the use. In addition to the 4th of July Celebration, the Music and Art Jamboree has been using Kimmel Park and we have had requests for weddings, family reunions and large scale birthday parties. There should be a standard outline of requirements for someone wishing to host a large event at a City Park.

Mayor Kirsch said that the City is getting more and more requests for use of Kimmel Park for large events. Because of this, there needs to be a policy in place for organizers to follow.

Councilor Zeyen-Hall said that the 4th of July Celebration went well this year; there were no broken sprinkler heads this year but a picnic table was destroyed. There were issues with vehicles parked in the grass and RV's in the park.

Public Works Supervisor Russ Foltz and Mrs. Cook met Councilors Plotts and Zeyen-Hall at Kimmel Park to discuss what some of the issues we should address might include. The following is an outline of items for consideration:

- Placement of No Parking signs and/or roping off areas where vehicles should not be.
- Absolutely no parking of vehicles in the grass.
- Vendor requirements should include bringing a trash can for their site, remaining in their assigned location and only leaving the event during a time when pedestrians are likely to be in low attendance (i.e. for the 4th of July – vendors must leave in the morning before the event reopens or stay until after the event closes for the evening).
- Vendor camping needs to be reviewed. Should campers be allowed or just tent camping?
- Event coordinators need to bring refuse containers to ensure enough are available.
- For large item placement (i.e. stage or large tents such as for the circus) a map of areas to avoid (sprinklers, electrical outlets) needs to be provided to the event coordinators.
- Event coordinators must be on-site during entire set up to meet vendors, coordinate stage/tent placement, etc.
- Event coordinators must work with public works to determine event set up.
- Event coordinators must be on-site throughout entire event to handle any issues that arise
- Lost and found needs to be available
- No fireworks signs need to be in place.

The group also discussed the need to review the well site as it is usually used as a fireworks viewing site and this year, someone had a fire there. In addition, staff will look at implementing a process to notify residents along the parade route for the 4th of July as well as within the park area that blocking off the right-of-way is illegal and must leave the area open for parking.

Mayor Kirsch said that it takes quite a bit for vendors to set up and he feels that they should have some ability to stay overnight to watch their wares but this needs to be kept to a minimum.

Councilor Plotts said that her main concern is making sure that vehicles stay off of the grass, especially in the area of the baseball field.

Councilor Katlong said that he spoke with Sgt. Klein, LCSO, about the issues that he saw this year. Sgt. Klein indicated that he has some comments about how to make the event safer. Councilor Katlong said that he feels that hard alcohol should not be served at this event.

Mayor Kirsch said that the City may want to consider forming a small committee to work with the 4th of July Committee so that these items can be considered.

Councilor Trout suggested that the security hired for the event should be advised to take care of parking issues that arise.

Councilor Trout asked if a fee is charged for large events. Mrs. Cook said that the City doesn't charge a fee; a refundable deposit is charged. This is based on a recommendation from CIS to keep recreational immunity intact. Councilor Trout asked if staff time could be recouped if events require staff to assist. Mrs. Cook suggested looking at implementing a sliding scale deposit based on the overall use of the park and/or event size. A listing of possible items that the City would recover costs for might be outlined and, if necessary, some of the deposit could be kept to cover.

Mrs. Cook said that a large event would probably constitute a fairly hefty deposit. The Council would need to consider whether deposits would be waived for certain groups such as the 4th of July Committee once this is in place.

INTERGOVERNMENTAL AGREEMENT
Between
MARION COUNTY and CITY OF MILL CITY
For
COMMUNITY PROSPERITY INITIATIVE
And
CANYON PROJECT FUND

1. PARTIES TO AGREEMENT

This Agreement between the City of Mill City, hereafter called City, and *Marion County, a political subdivision of the state of Oregon*, hereafter called County, is made pursuant to ORS 190.010 (Cooperative Agreements).

The purpose of this Agreement is to establish the terms and conditions under which the County shall provide funding for projects associated with the Community Prosperity Initiative and the Canyon Project Fund. These services are further described in Section 4.

In consideration of the mutual obligations and benefits set forth, the parties agree as follows:

WITNESSETH:

- A. This Agreement is made pursuant to Marion County's Community Prosperity Initiative for projects implemented within Marion County that have economic development significance as defined in ORS 461.540 and the Canyon Project Fund for projects identified by the community via the North Santiam Chamber of Commerce. These funds are made possible through funding proceeds received from the Oregon Economic Development Video Lottery Grant Program.
- B. County has received an allocation from the Oregon State Treasury's Administrative Services Economic Development Fund, pursuant to the authority of ORS 461.500 et seq. The program established pursuant to ORS 461.500 et seq. and referenced in this Agreement is known as the "Community Prosperity Initiative," "CPI," and "Canyon Project Fund," or "CPF."
- C. The Agreement is also subject to Marion County's CPI and CPF Funding Criteria, regulatory changes, guidelines, and other official notices or clarification that may become available from time to time.

Now, therefore, the County and City mutually covenant and agree as follows:

2. TERM AND TERMINATION

2.1 This Agreement shall be effective for the period of execution through June 30, 2022 unless sooner terminated or extended as provided herein.

2.2 This Agreement may be extended for an additional period of two years by agreement of the parties. Any modifications in the terms of such amendment shall be in writing.

2.3 This Agreement may be terminated by mutual consent of both parties at any time or by either party upon 30 days' notice in writing, and delivered by mail or in person to the address in Section 10. Any such termination of this Agreement shall be without prejudice to any obligations or liabilities of either party already accrued prior to such termination.

2.4 County may terminate this Agreement effective upon delivery of written notice to City or at such later date as may be established under any of the following conditions:

- a. If funding from federal, state, or other sources is not obtained or continued at levels sufficient to allow for the purchase of the indicated quantity of services. This Agreement may be modified to accommodate a reduction in funds.
- b. If federal or state regulations or guidelines are modified, changed, or interpreted in such a way that the services are no longer allowable or appropriate for purchase under this Agreement or are no longer eligible for the funding proposed for payments authorized by this Agreement.
- c. If any license, certificate, or insurance required by law or regulation to be held by City to provide the services required by this Agreement is for any reason denied, revoked or not renewed.
- d. If City fails to provide services called for by this Agreement within the time specified herein or any extension thereof.
- e. If City fails to perform any of the provisions of this Agreement or fails to pursue the work as to endanger the performance of this Agreement in accordance with its terms and after written notice from County, fails to correct such failure(s) within ten (10) days or such longer period as the County may authorize.

2.5 Any such termination of this Agreement shall be without prejudice to any obligations or liabilities of either party already accrued prior to such termination.

3. FUNDING AND BILLING

3.1 The total amount paid under this Agreement shall not exceed \$60,000.00. Payment will be made to City according to the schedule in Section 4.

3.2 Requests for payment shall be submitted to the County annually to the attention of: Community Services Department, PO Box 14500, Salem, OR 97309 or CSReporting@co.marion.or.us.

4. OBLIGATIONS UNDER THE TERMS OF THIS AGREEMENT

4.1 UNDER THE TERMS OF THIS AGREEMENT, CITY SHALL:

- 4.1.1 Use funds on projects that have economic development significance as defined in ORS 461.540, help accomplish at least one goal outlined in the Marion County Economic Development Strategic Plan ("Plan"), hereby incorporated and attached as Exhibit A, and at least one project identified in Exhibit B.
- 4.1.2 Identify a key City representative who is familiar with local economic development issues and goals to meet in person with County Economic Development Program staff. The meeting must take place annually, within 60 days of disbursement of funds. The meeting may take up to two hours and shall include a discussion on the City's economic development goals, plans, challenges, past projects, and anything else related to economic development, past, present, or future.
- 4.1.3 Submit a report due June 30 each year, beginning June 30, 2020. The report shall be a letter explaining how funds were spent and how it relates to the Marion County Economic Development Strategic Plan.
- 4.1.4 Payments will be made to the City on the following schedule:
 - a. \$30,000 shall be paid upon signed Agreement, and submission of an invoice.
 - i. \$15,000 of the initial \$30,000 paid upon signed Agreement must be spent according to 4.1.1, as well as instructions in Exhibit B.
 - b. \$15,000 shall be paid after July 1, 2020, upon receipt and approval of required reports for the prior fiscal year, and submission of an invoice.
 - c. \$15,000 shall be paid after July 1, 2021, upon receipt and approval of required reports for the prior fiscal year, and submission of an invoice.

Reports will be submitted to Marion County Community Services: 555 Court Street NE, Ste. 3120, PO Box 14500, Salem, OR 97309 or CSReporting@co.marion.or.us.

Failure to comply with these reporting requirements may result in the suspension of funds, or a termination of the Agreement.

4.2 COUNTY OBLIGATIONS UNDER THE TERMS OF THIS AGREEMENT; COUNTY SHALL:

- 4.2.1 Provide funds to the City, beginning with the execution of this Agreement, as outlined above.
- 4.2.2 Within 60 days of disbursement of funds, contact the City to schedule a meeting with County Economic Development Program staff, as outlined above.

5. COMPLIANCE WITH APPLICABLE LAWS

The parties agree that both shall comply with all federal, state, and local laws and ordinances applicable to the work to be done under this Agreement. The parties agree that this Agreement shall be administered and construed under the laws of the state of Oregon.

6. NONDISCRIMINATION

The parties agree to comply with all applicable requirements of Federal and State civil rights and rehabilitation statutes, rules and regulations in the performance of this Agreement.

7. HOLD HARMLESS

To the extent permitted by Article XI, Section 7 of the Oregon Constitution and by the Oregon Tort Claims Act, each party agrees to waive, forgive, and acquit any and all claims it may otherwise have against the other and the officers, employees, and agents of the other, for or resulting from damage or loss, provided that this discharge and waiver shall not apply to claims by one party against any officer, employee, or agent of the other arising from such person's malfeasance in office, willful or wanton neglect of duty, or actions outside the course and scope of his or her official duties.

8. INSURANCE

Each party shall insure or self-insure and be independently responsible for the risk of its own liability for claims within the scope of the Oregon tort claims act (ORS 30.260 TO 30.300).

9. MERGER CLAUSE

Parties concur and agree that this Agreement constitutes the entire agreement between the parties. No waiver, consent, modification or change to the terms of this Agreement shall bind either party unless in writing and signed by both parties. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this Agreement. Parties, by the signatures below of their authorized representatives, hereby agree to be bound by its term and conditions.

10. NOTICES

Any notice required to be given the City or County under this Agreement shall be sufficient if given, in writing, by first class mail or in person as follows:

For County:

Marion County Community Services Dept.
Attn: Krista Ulm
PO Box 14500
Salem, OR 97309

For City

City of Mill City
Attn: Mayor
PO Box 256
Salem, OR 97360

11. This Agreement will be reviewed annually but will remain in effect until the expiration date stated in Section 2.

IN WITNESS WHEREOF, the undersigned parties have agreed to the terms and provisions stated in this Agreement.

SIGNATURES

This Agreement and any changes, alterations, modifications, or amendments will be effective when approved in writing by the authorized representative of the parties hereto as of the effective date set forth herein.

In witness whereof, the parties hereto have caused this Agreement to be executed on the date set forth below.

MARION COUNTY SIGNATURE

Authorized Signature:

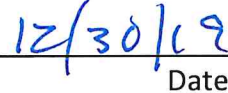
 

Department Director or designee Date

Authorized Signature:



Chief Administrative Officer

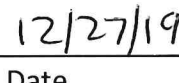


Date

Reviewed by Signature:



Marion County Legal Counsel

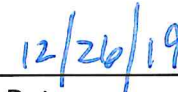


Date

Reviewed by Signature:



Marion County Contracts & Procurement



Date

CITY OF MILL CITY

Authorized Signature: _____ Date: _____

Title: _____

EXHIBIT A

MARION COUNTY ECONOMIC DEVELOPMENT STRATEGY

What is the Benefit of an Economic Development Strategy?

#1: Document a Playbook

#2: Identify Specific Actions and Metrics

Our Values

Partners - Marion County will create a culture of collaboration and convene partners to foster opportunities and derive solutions that break down barriers that impede growth.

Natural Resource Innovation - Marion County's agricultural and forestry industries provide significant employment opportunities in both urban and rural areas. The future of these industries depends on the integration of new technologies and innovation. The county will foster collaboration within the agriculture and technology industries to build a modern and distinct economy.

People - Marion County's actions will have a direct impact on the health, vibrancy, and job opportunities for county residents. Access to employment is a fundamental need for residents. This access is achieved by enhancing the skills of the workforce through training, as well as physically supporting access through the provision of affordable housing and transportation options. Finally, it is important to provide opportunities to start a new business to empower residents and diversify the economic base, especially in rural areas.

Place - Marion County will celebrate and enhance its diverse geographic and demographic assets that offer a range of opportunities for businesses and residents in both rural and urban areas. Additionally, it will focus on creating distinct places, which is an important factor in attracting and retaining a talented workforce.

GDP and Revenue - At its core, local economic development efforts are about increasing the prosperity of the citizens and the ability to provide an array of public services.

Marion County's Role

Marion County has a unique role in that it can **bridge rural and urban communities** through the identification and implementation of goals and actions to achieve a common vision. Economic development stakeholders want and need the county to **serve as a convener** and manager of the Economic Strategy and Action Plan to ensure that multiple stakeholders are engaged and working toward the common vision. Marion County's role will include the following elements:

- Invest grant dollars in alignment with the strategic goals
- Drive and encourage innovative and collaborative solutions
- Monitor and implement the action plan
- Influence policy tied to the strategic goals
- Convene and coordinate opportunities
- Manage the land inventory

Goal 1: BUILD ORGANIZATIONAL CAPACITY

Objective 1.1 Align the governance and management model with the Strategy

Objective 1.2 Collaborate among departments to remove barriers to business growth

Objective 1.3 Define the alignment of stakeholder strategies with the Strategy

Goal 2: STRATEGICALLY USE LAND

Objective 2.1 Define developable land inventory

Objective 2.2 Build strategic infrastructure

Goal 3: CREATE BUSINESS OPPORTUNITIES

The county will focus on small business, start-ups, and micro-enterprises in key industries:

- Forestry & Wood Products
- Agriculture, Food & Beverage Products
- Natural Resource Innovation
- Metals, Machinery & Equipment (including electrical)

Objective 3.1 Enhance existing industry clusters

Objective 3.2 Support a healthy workforce

Objective 3.3 Foster a startup ecosystem

Goal 4: ENHANCE NATURAL RESOURCE INNOVATION

Objective 4.1 Encourage innovations and R&D

Objective 4.2 Define and promote market opportunities

Goal 5: FOSTER A GREAT PLACE

Objective 5.1 Support and promote agri-tourism, rural downtowns, and recreation destination development

Objective 5.2 Support and promote urban places

Objective 5.3 Tell the Marion County story of place to attract a skilled workforce

EXHIBIT B

Marion County Economic Development Program is investing one-time funds in the North Santiam Canyon Communities (Mill City, Gates, Detroit, and Idanha) for the purpose of promoting economic development in the North Santiam Canyon. As outlined in 4.1.5 of this Agreement, \$15,000 shall be spent according to Section 4.1.1.

City will work with Marion County Economic Development Program Staff to identify the most effective use for this funding. It is recommended that City coordinate with the City of Gates, City of Idanha, and City of Mill City to utilize funds on a joint project or projects for maximum benefit to all four cities. Suggested projects include the following:

Façade Improvement Project

City will administer, or contract with another entity to administer, a program that businesses and nonprofits can utilize for façade improvement funding. This project would help to foster a great place through destination development and the promotion and development of rural downtowns, aligning with Marion County Economic Development Strategic Plan Goal 5.

Business Consulting

City will contract with qualified entity to offer business consulting to exiting or potential canyon businesses. Consulting may be on the subjects of, but not limited to, succession planning, business startup, bookkeeping, recruitment, and marketing. This project would potentially help to strategically use land, create business opportunities, enhance natural resource innovation and foster a great place, aligning with Marion County Economic Development Strategic Plan Goals 2, 3, 4, & 5.

Landmark Art

City will commission, or contract with another entity to commission, a piece or pieces of art to mark the beginning and/or ending of the North Santiam Canyon. This project would help to foster a great place through destination development and the promotion and development of rural downtowns, aligning with Marion County Economic Development Strategic Plan Goal 5.

This list is not intended to be a comprehensive list of acceptable uses of this funding. Other allowable use options shall be identified through joint determination with the City and Marion County Economic Development Program Staff. All identified projects shall advance community economic development goals.



Stacie Cook <scook@ci.mill-city.or.us>

Learn how to capture more tourism dollars at upcoming workshop!

1 message

North Santiam Chamber of Commerce <director@nschamber.org>

Fri, Jan 24, 2020 at 8:28 AM

Reply-To: North Santiam Chamber of Commerce <director@nschamber.org>

To: scook@ci.mill-city.or.us

Don't get left behind -- Join Today!!

[View this email in your browser](#)



Travel Oregon to host the first ever Oregon Rural Tourism Conference, showcasing opportunities for our local tourism industry

April 26-28

Sunriver Resort

Cost: \$200 (scholarships available)

Register at www.oregonruraltourismconference.com

Anyone who works in, or with, rural Oregon communities is invited to attend the conference.

From Travel Oregon:

Travel Oregon is committed to supporting rural communities through continued investment in education, development and partnerships for a healthy Oregon tourism ecosystem.

Based on this commitment, we are hosting the first-ever Oregon Rural Tourism Conference, a rural-focused conference that delivers practical and applicable education, collaboration and networking opportunities that support Oregon's destination marketing and management organizations, businesses and industry partners that work in rural communities. The conference is at Sunriver Resort in Central Oregon, April 26-28.

For the purposes of the conference, rural is defined as a city that is less than 25,000 population and not adjacent to or part of an urban or metropolitan area. Anyone who works in, or with, rural Oregon communities is invited to attend the conference.

Conference Agenda

Sunday, April 26

Pre-conference meeting:

10 a.m. – 1 p.m. Scenic Byways Proponents Meeting

1 – 8 p.m. Registration open

1:30 – 4:30 p.m. Exhibit Set-up

5:00 – 8:00 p.m. Opening reception and entertainment

Monday, April 27

6:30 a.m. Fun Run/Walk

8:30 a.m. Opening Breakfast General Session

10:30 a.m. Exhibitor Break

11 a.m. Workshop Sessions – I

12 p.m. Lunch General Session

1:30 p.m. Exhibitor Break

1:45 p.m. Workshop Sessions – II

3 p.m. Exhibitor Break

3:45 p.m. Workshop Sessions – III

4:45 p.m. Exhibitor Break

Tuesday, April 28

7:30 a.m. Women in Tourism Focus Group
8:30 a.m. Breakfast General Session
9:30 a.m. Exhibitor Break
9:45 a.m. Workshop Sessions – III
10:45 a.m. Exhibitor Break
11:30 a.m. Workshop Sessions – IV
12:45 – 2 p.m. Closing Lunch General Session

Attend

Registration is now open. The cost to attend is \$200. Scholarships are available through Travel Oregon and Visit Central Oregon.

Register at www.oregonruraltourismconference.com, where you will find details on the conference agenda, workshop session topics and more.

Partner

As an Oregon Rural Tourism Conference Sponsor or Exhibitor Partner, your support of this conference ensures the right people are able to attend at the right price point. Whatever your level of support, we know your investment in this new conference will bring significant returns on investment, along with the benefit of being further invested in the people and places within the rural communities of our state.

To understand the different partnership opportunities and price points, visit the [website](#) or contact Travel Oregon's Director of Strategic Partnerships, [Lisa Itel](#).

Contact events@traveloregon.com if you have any questions about Travel Oregon's conferences.

***Do you know a local organization
looking for grant funding?***

[Click here to learn more!](#)

SUNRIVER RESORT

Sunriver Resort discounted conference room rates*

- \$115 Lodge Village Guestroom
- \$139 Lodge Village Suite or River Lodge Room

To reserve your discounted conference hotel room call Sunriver Resort reservations directly at 1-800-547-3922 and ask for the Travel Oregon Rural Tourism Conference room block.

Thank you for booking your room through the Sunriver conference room block. This helps us keep the conference costs down for everyone! Sunriver also has 2-bedroom condos and up to 6-bedroom houses available as well if you are looking for a larger lodging option.

*Rates and rooms based on availability. Rates are available three days before and three days after conference. ADA accessible rooms available. State and local taxes of 11.6% will be added to each room, per night. A resort fee of 10% will be added to each room, per night on some room types. Deadline to reserve a room at these rates is March 26 although the room block may fill up before then. Once the conference room block is full, overflow hotel information will be posted.

SCHOLARSHIPS

Scholarships will be available through Travel Oregon and Visit Central Oregon. You will have the choice to ask for a one day or full conference registration. There will be a limited amount of scholarships available that will also cover hotel room costs. The application will be available on this page on January 31.

Questions?

Reach out to our staff



Courtney Brie Doss PRIMARY
Coordinator, Regional Meetings & Events
courtney@traveloregon.com



Carole Astley
Director, Meeting Services
carole@traveloregon.com



Workshop Sessions

Good Ideas Require Good Planning to Attract the Attention of Funders

Every good idea needs good planning to achieve success. This session will focus on steps you can take to make sure your project idea is at a point where you can share your vision with potential funders to gain their financial support. If you have ever considered applying for grant funding and want tips on how to prepare for submitting a competitive application, then this session is for you.

Regional Air Service and Oregon's Rural Communities

A panel of Oregon airport directors will discuss the challenges and opportunities of air service development and providing flight options for rural travelers. Topics will include - Is air service viable for rural communities? How do you plan for tourism development along with air service? How do you grow air service and plan for global events that stretch the regional airport capacity and drive economic impact to you community?

How Can We Assist You?

Learn how to connect with other state resource agencies that work locally and in rural communities to identify priorities, solve problems and seize opportunities to get projects accomplished.

Unleashing the Transformative Power of Arts, Culture and Heritage

Oregon is rich in arts, culture and heritage in every corner of the state. These sectors can serve an important role in economic development for rural communities by enhancing community livability and boosting economic growth when positioned as inspiration for visitation. Find out how culture-driven tourism can help revitalize your community and act as a draw for visitors.

What is Destination Management and How Can It Positively Impact Your Business or Community?

Destination Management and Marketing Organizations strive to inspire travel that drives economic development by growing local economies. As visitation numbers rise, there is a need to ensure our natural resources are protected and that crowds are dispersed in thoughtful ways for maximum economic impact. To address the changing landscape of tourism promotion and sustainability, tourism entities have been shifting to investing resources in developing tourism products in less-traveled destinations, managing high-use areas and addressing seasonality. In this session, you'll hear from a panel of professionals who have been working on a series of initiatives to foster sustainable tourism development at the local level, create new experiences in places seeking more demand and help to foster smart management decisions in high-use areas.

Champion the Value of Tourism – Advocating for the Industry

Learn from industry advocates on how to best convey the value of tourism in your local and regional communities. We'll give you the tools you need to help you utilize existing resources to build your messaging, develop advocacy platforms, and leverage available data and resources so you are better equipped to tell the story of how tourism positively impacts local businesses and your community.

Build-a-Brand (for DMOs)

We hear you! There is never enough time or resource, so how do you make the most of marketing your destination? In this session, we'll explore the difference between creating a consistent style and building a brand. We'll have examples of collateral, web and social media that can help you reach your key audiences. You'll leave with strong basic marketing takeaways that you can put to immediate use.

Build-a-Brand (for Businesses)

We hear you! There is never enough time or resource, so how do you make the most of marketing your business? In this session, we'll explore the difference between creating a consistent style and building a brand. We'll have examples of collateral, web and social media that can help you reach your key audiences. You'll leave with strong basic marketing takeaways that you can put to immediate use.

Best Practices: Social

Social media is continually evolving, and it can be difficult to keep up with the best ways to reach your audience. It can also feel all-consuming, leaving you wondering: "How can I do my job and social media too?". This session will explore social media best practices and management strategies for the sole proprietor or small agency.

Just Google It - Introduction to Google My Business Account & the Google Content Partnership

What is a Google My Business Account? This introduction will show why having an account is important and how to set it up. The session will also provide an explanation of the Google Content Partnership opportunity with Travel Oregon.

No PR? No Problem!

Media coverage can be an incredibly effective (and inexpensive) way to promote your community and/or business. But how do you land placements in publications when it's just you and you have little (or no) budget for PR? In this session you'll learn to identify what media are looking for and how you can leverage your DMO, RDMO and Travel Oregon to help you hook that story.

Discover Research Gold

This introduction to Travel Oregon's treasure trove of research resources will show you how to make the most of two invaluable online resources – the Oregon Monthly Barometer and the Travel Oregon Research Dashboard, which provide the latest key travel indicators for the state. You'll also learn the basics of developing meaningful surveys to help you better understand your visitors, so you'll be prepared to meet their needs.

Encourage Responsible Visitation in Your Destination

Travel and tourism creates sustainable economic impact and enhanced community livability when done in the right way. Consistent and aligned distribution of messages geared toward travelers can create opportunities to help enhance destinations. In this session, you'll hear about several programs in Oregon that you can leverage or emulate to help inform travelers about responsible visitation before, during and after their stays in Oregon.

Tackling Complex Destination-Based Issues through Intentional Network Development

Oregon destinations need to collaborate to help solve critical issues facing communities in tourism development and management. Over the past two years, Travel Oregon has supported the implementation of several customized network models that can help break down silos, enhance communication, improve connectivity and help move the needle on regional issues. In this session, regional network managers will help you understand how Oregon communities can benefit from a network model.

Catalyzing Signature Trail Development and Stewardship in Rural Communities

Tourism plays a critical role in helping shape, develop, provide access to (and sustain) our natural assets. And in Oregon, where outdoor recreation is king, communities are leaning hard into developing and sustaining signature trail investments. In this session, learn about Oregon's new signature trail advocacy toolkit, a new trail funding partnership, and examples of how communities and regions have come together to advance trails that enhance local livability while also driving visitation.

Developing Amazing Visitor Experiences - From Product Development and Partnerships to Marketing and Beyond

How can you create amazing experiences that will generate visitation and engage travelers once they arrive? Experience development comes in many forms, from providing access to scenic beauty, to enhancing or creating public trails and infrastructure, to highlighting business offerings and cultural engagement. Once developed, a savvy DMO can align experiences with targeted marketing campaigns, sales missions and strategic partnerships that will elevate the experience for visitors and benefit locals. In this session, we demonstrate why amazing visitor experiences are so critical, how to apply the basic principles of developing these experiences, and then how to integrate experiences into your work. Learn from case studies, including the Oregon Food Trails program, and engage in small-group exercises to learn and share with others in Oregon.

The International Traveler – Education & Cultural Norms

Learn how the international traveler can benefit your business and community. This session will include specific international market data, along with elements of customer service training to help you welcome the international traveler. You will learn how Travel Oregon markets Oregon as a tourism destination internationally, what global visitors are seeking when they visit, and how to best welcome them to your region.

Big Business: The Domestic Group Tour Market

Domestic group tour operators are seeking new experiences in Oregon's rural communities. Group tours are a major driver of Oregon's tourism economy. In this session, you will learn from rural product development specialists and local business owners about what product offerings these tour operators are searching for. This session will also cover best practices for how to partner with regional businesses and your Destination Marketing/Management Organization (DMO) to help maximize opportunities.