

**MINUTES**  
**Troutdale City Council – Regular Meeting**  
**Troutdale City Hall – Council Chambers**  
**219 E. Historic Columbia River Hwy.**  
**Troutdale, OR 97060-2078**

**Tuesday, February 26, 2013**

**1. ROLL CALL, AGENDA UPDATE**

Mayor Daoust called the meeting to order at 7:00pm.

**PRESENT:** Mayor Daoust, Councilor Ripma, Councilor Anderson, Councilor Thomas, Councilor White, Councilor Allen, and Councilor Wilson.

**ABSENT:** None.

**STAFF:** Craig Ward, City Manager; Debbie Stickney, City Recorder; and David Ross, City Attorney.

**GUESTS:** See Attached.

**2. CONSENT AGENDA:**

**2.1 ACCEPT OF MINUTES:** January 15, 2013 Work Session.

**2.2 RESOLUTION:** A resolution authorizing the City Manager to execute an Memorandum of Understanding with the City of Wood Village to share the cost for Portland State University to conduct a study of fire services.

Mayor Daoust read the consent agenda and noted that there were corrections provided for Item #2.1.

**MOTION:** Councilor Thomas moved to adopt the consent agenda (with the corrections provided for Item #2.1). Seconded by Councilor Anderson. Motion Passed Unanimously.

**3. PUBLIC COMMENT:** Please restrict comments to non-agenda items at this time.

None.

**4. REPORT:** Annual Financial Report from the West Columbia Gorge Chamber of Commerce.

Councilor Anderson stated as the Chamber's Ex Officio Board Member, they released some financial statements yesterday and after reading what we received in our packet I believe those statements are more comprehensive and easier to understand, so I have provided a copy of those statements to you this evening (copy included in the packet).

David Eatwell, Executive Director of the West Columbia Gorge Chamber of Commerce (WCGCC), showed the Council a PowerPoint Presentation (attached as Exhibit A) that provided an overview of their work for the past year and what they have planned for the upcoming year.

As the Designated Marketing Organization for the area we have a wide range of duties and responsibilities. We moved back into our previous location the first week of January and 100% of the space is committed to the Visitors Center activities and display. This location greatly lowered the cost of our operations of the Visitors Center and it offers improved visibility. We stock and update more than 140 maps, brochures, booklets, magazines and other media. We have new and improved internet service for the two computer carrels that are linked into website information for visitors. Of the 90+ million trips planned annually over 76% are planned on the internet. Our intent is to catch the tourist during the decision-making process and to do that we intend to expand our presence on the world-wide web.

We are working very closely with Travel Oregon and Wieden+Kennedy on their signature campaign that establishes "Vacation" as a verb. Wherever our funds allow we aggressively participate in Travel Oregon marketing efforts as they offer the widest geographic distribution of media presence, including Europe and Asia. Our region is featured in the Travel Oregon Official Visitors Guide. They print over 300,000 copies of this magazine. 26% of the people who read this magazine make \$75,000 or more a year; those are the people we want to bring to our state. Travel Oregon also publishes a separate guide just for our region. Because Troutdale has two recognized national scenic byways we are also prominently featured in their special publication - Oregon Scenic Byways and Routes. The Columbia Gorge Bike Map is one of the most popular maps we hand out at the Visitors Center. Cycling will be a core feature of outdoor tourism promotion and we are working with organizations to bring bigger and better competitive events to the area. We attended the Bike Expo at the Convention Center which had about a dozen bicycle tour promoters exhibited. All of them, even those from Seattle and Spokane, listed the Columbia River Gorge at the top of their venues of planned tours.

Last year we continued our association with the Gorge Guide which promotes this area. We bought the inside cover, and we assembled a 12-party partnership for a center spread ad in that magazine. We will also continue to work closely with local and regional media to promote events and special attractions in Troutdale throughout the year. One of our event related main marketing expenditures is the 8 page tabloid insert in the Outlook leading up to SummerFest. We are blessed with an abundance of professional artists, some of them internationally known. We will continue to work with the Arts and Cultural Alliance to bring art enthusiasts into the area to help our local

artists sell their wares. Though we support these events where we can through the web, newsletter and Facebook promotions, these events are produced by active groups with no funds from the transient lodging tax or WCGCC revenues. In fact they are designed to raise funds for WCGCC marketing efforts.

This past year we greeted 2,809 visitors, the furthest coming from Singapore. 2,390 were from the United States with Canada coming in second at 260. This does not include folks who visited the outside racks after hours which is estimated at another 1,000 or so.

Mr. Eatwell reviewed the financial reports (copy included in the packet). Our income and expense values have not varied that much from 2011 and 2012. All of Marcia's payroll and taxes are attributed to the Visitors Center and events. None of my time or any other Chamber functions are paid for with the lodging tax. The move to the smaller location will make the expense allotments a lot simpler. As it was the Chamber and the Consortium operations were a large portion of the cost in the previous facility. One of the statistics that doesn't show up in Quick Books is the hundreds of volunteer hours that allowed us to keep the Visitors Center open and put on all of these events. The other item that does not show up is the hundreds of dollars in registration and travel expenses that allowed staff and Board Members to represent the Visitors Center at conferences and planning sessions throughout the state.

The long-term goal of our Strategic Tourism Planning Task Force is to demonstrate that in time the City of Troutdale will see more property and lodging tax revenue for each tax dollar invested in the West Columbia Gorge Visitor Center. We are realistic and we understand that the current demands on the general fund do not permit it, but we propose two steps to plan for the future. The first one is to look at a gradual transfer of at least some increase in the Transient Lodging Tax (TLT) revenue to tourism development. Secondly, engage the cities of Wood Village and Fairview to also join in that effort because right now Troutdale carries the entire load. Without some strategy that looks into the future further than the next fiscal year we will continue to see leakage of our tourism revenues to the City of Portland who spends a lot of money on tourism.

We hope that now and in the future you see a continued partnership with the WCGCC and our Visitors Center as a good investment in tourism and community development. Our business community needs hope, a reason to expect a brighter future and a viable path that gets us there. Everybody wants a path and a destination of which we can all be proud. We believe that road is ahead of us and we look forward to going down that road with you.

We have estimated that our expenses for the Visitors Center will be \$53,000 to \$54,000 for 2013. If the TLT revenue for this year is the same as last year we will probably end up with \$7,000 or \$8,000 that we can start directing towards more aggressive marketing and using as seed money to get more cooperative advertising marketing efforts. I also hope that we would be able to improve our website. We are working on getting interns from CAL. Last week the Consortium submitted the RTO

grant and if we are awarded that grant it will fund an entire person to work full-time for two years and that will allow us to keep the Visitors Center open 7 days a week.

Mayor Daoust asked how is the Chamber incorporating the Weiden-Kennedy branding into what the Chamber does?

David Eatwell replied once we build up enough funds to do some advertising we will use that brand in our advertising. We are already working on a re-design of our website that will incorporate that branding.

Mayor Daoust stated you said that part of your long-range proposal was to make the TLT go totally towards tourism. Is that not the case now?

David Eatwell replied my understanding is that the City receives around \$400,000 a year in TLT like everybody else.

Mayor Daoust stated you are talking about the total amount.

David Eatwell stated maybe take \$20,000 of that, which amounts to 5%, and begin to redirect it.

Mayor Daoust stated you are talking above and beyond the \$60,000 that you already get from the City. You also mentioned bicycling events and the fact that Lewis and Clark State Park has had problems; you were talking about a bicycle trailhead.

David Eatwell stated that would be the Scenic Highways Kiosk which I believe is still in the works. We need to find a location for it. It needs to be on City property, or the City has to have some investment in it. Part of the RTO grant that we just submitted is to lead a public process to see what the local community could do to become more bicycle friendly like bike racks, etc.

Councilor Wilson asked of the cities that the WCGCC represents, how many of them contribute at the level that Troutdale contributes? What is the WCGCC doing, since you represent these other cities also?

David Eatwell stated we have talked to them. I don't know how much revenue the other cities receive (TLT) but I can tell you exactly how much they contribute to the operation of the Visitors Center.

Councilor Wilson stated I am suggesting that you look at the population of each of the cities and determine what Troutdale is contributing by population and go to each one of the other cities and use that formula to gage how much they should contribute. I think there needs to be a target for the other cities to hit. A lot of the money that you are using that supports the whole area is coming from Troutdale. I think it would be beneficial to you to put some pressure on those other cities to help contribute.

David Eatwell stated I am not sure what kind of pressure we can exert. We have expressed our feelings. A lot of it has not so much to do with population, but how many hotel rooms they have.

Councilor Wilson stated and that is why I said to take the dollar amount and not worry about the hotels. Go to them with a dollar amount of the support you need from them. Maybe you already have and I am not aware of that.

David Eatwell stated I know this year that won't be happening with Wood Village. I have had that discussion with Bill Peterson. I have not had that direct discussion with the City of Fairview.

We changed our accounting system at the end of the fiscal year so the numbers I have provided you with came from two different accounting programs. I apologize for the confusion. What was provided tonight by Councilor Anderson illustrates how much more understandable the new system is.

Mayor Daoust stated looking at the spreadsheet that was provided in our packet, for the first half of the year it looks like the Chamber was in hole about \$9,500 and in the second half of the year you were positive about \$900. Does that mean that the Chamber is in the hole when you combine both halves of the year?

David Eatwell replied we have been running very close to the bones for some time. If everyone had been paid the salary they originally agreed to the Chamber would have been insolvent, yes.

Mayor Daoust asked but right now?

David Eatwell replied right now I expect that we will begin to be able to put a little bit away every month to build some reserves. As it was the Chamber did not pay their share of the Consortium.

Mayor Daoust asked how does that work? What money is funding the Consortium?

David Eatwell replied currently the only contributor to the Consortium is Wood Village and the Chamber. Originally it was Troutdale, Fairview, Wood Village and the Chamber. That money went into a separate bank account. The way the books were set up originally, because the Chamber managed the contract for the Consortium, all of the funding was managed through the Quick Books system and distributed out. That may change once the Consortium receives its designation as a 501c3 from the IRS.

Mayor Daoust asked but in these numbers, does that mean that the Consortium funding is mixed in with the Chambers funding?

David Eatwell replied no. When a check comes in for the Consortium it goes into a separate bank account. Money from the Consortium is transferred into the Chamber's bank account and all of the payroll comes out of the Chamber's bank account.

Mayor Daoust stated if you add both halves of the year up you could come to the conclusion that your total income is around \$69,000 + \$52,000.

David Eatwell replied yes, but that is down quite a bit from the previous year.

Mayor Daoust asked and the dues revenue is only \$9,000 of that?

David Eatwell replied yes. That is one of the problems. This is actually a national problem; most chambers are receiving a precipitous falloff of membership because of the internet.

Councilor Wilson stated other chambers that I have worked with like Clackamas have people that are dedicated to soliciting membership. Does the WCGCC have anyone dedicated to finding new members?

David Eatwell replied if Clackamas operates like Gresham most chamber membership people work on a commission basis. Some of you may remember that this chamber used to have a commissioned based membership person and that didn't work out very well.

Mayor Daoust stated I see where the government contract revenue comes in, that is the TLT. It would be nice to see where that goes so we could track the TLT separately maybe in another spreadsheet. You really can't tell what the TLT money is used for.

David Eatwell stated I will get that information to you. The TLT pays for rent for the facility, a copy machine, phone and internet, salary, payroll taxes, and postage.

Councilor Thomas stated what I don't see in your dual reports is a line item for the Consortium funding for January through June; I see it in the July through December report.

David Eatwell stated that is because last January through June the Consortium didn't receive any money, which is why I wasn't paid for a couple of months.

Councilor Thomas stated I thought that when the Consortium was originally set up the idea was that it would be somewhat member supported. I thought for awhile the Port of Portland was involved.

David Eatwell stated the Consortium was never envisioned as a member organization. Actually the problem was that it was a loosely formed group and there were no signed documents. The only signed document was a contract between the Chamber and the State of Oregon covering that \$75,000 initiation grant. Originally we were going to space that \$75,000 out over the first three years at \$25,000 a year, but unfortunately it was all spent very quickly. Because there were no IGAs or MOUs between the governments involved it allowed them to back out before the initial contract period ended and that is where our funding went south.

Councilor Thomas asked what portion of the TLT funds were actually was spent on marketing?

David Eatwell replied the Chamber funds paid for the inside flap of the Travel Oregon magazine. The 2-page spread was paid for cooperatively by twelve different partners. Marketing for the events primarily. I think it was \$1,500 on the 8-page tabloid insert that goes out for SummerFest, but that may have come out of sponsorship money. We try to use sponsorships for expenses. No TLT funds go towards events other than SummerFest and the Tree Lighting.

Councilor Thomas stated do you have any plans to market "staycations"?

David Eatwell stated the Wintercation was designed as a staycation type of thing to try and get people to take short drives during the winter. At this point we don't have any special campaign.

Councilor Thomas stated looking at your reports I am having trouble figuring out whether or not you had any reserves leftover from SummerFest. I know that the City kicked in some and I understand that you are considering asking for more funds this year.

David Eatwell replied there was a little bit leftover; maybe \$1,200.

Councilor Thomas stated what I am concerned about is showing how those funds were spent because we did provide money to help support SummerFest last year and I think we also gave some for the Tree Lighting. I am not seeing that in your report.

David Eatwell stated I can go back and extract that.

Mayor Daoust stated we were provided a handout tonight, the profit and loss statements for July 1st to present. Two of the columns listed are the Visitor Center and operations. What is the difference?

David Eatwell replied the Visitors Center is the Visitors Center and operations is the Chamber operations.

Mayor Daoust stated so the only thing that funds the Visitors Center is the TLT money. Is that correct?

David Eatwell replied we also have a little bit of money from the sale of tee-shirts and maps.

Mayor Daoust asked is all of your salary listed under economic development?

David Eatwell replied yes.

Councilor Allen stated I like the idea of increasing investment in tourism. With any investment we have to have some measure of success. Graphing the TLT would give us an idea of success. It would probably be a good idea to know what the vacancy rates are so we have an idea of when we start reaching saturation. And as Mayor Daoust stated knowing where the money is going; what changes are we making so we know what is working and what is not working to see that we are getting a return on our investment.

Councilor Wilson asked on the grant that you applied for would that money go towards the bike racks and signage?

David Eatwell replied no. None of that money will actually buy bike racks or signs. That money funds a public process that gets the community together to come up with a design for bike racks and signs. The business that wants a bike rack in front of their business would buy the bike rack and the same with the signage.

Councilor Wilson asked how would the grant funding be spent?

David Eatwell replied primarily for public relations and a full-time staff person who would do a lot of the public contact work and help to keep the Visitors Center open.

Mayor Daoust stated the profit and loss statement provided to us tonight is a lot more informative because it give us the information that we need. It does make you look twice at it because of the change in your fiscal year. It is only eight months worth of information and we are used to looking at the full year.

Councilor Anderson stated in Troutdale Municipal Code (TMC) Chapter 3.08 we have three options. We can accept the financial report, reject the financial report or require remedial action. Upon reviewing this and listening to the report I think we need to require some remedial action. For a year we have been talking about looking at Chapter 3.08 of the TMC and here we are a year later and we haven't done anything. A lot of questions tonight can go with tightening up that ordinance. As the ordinance is written right now we give the WCGCC .95% of the TLT. They don't have to tell us what they are doing with it, they just have to provide an annual financial report, which they have done. Mr. Eatwell has answered a lot of questions tonight that he doesn't have to answer, but I think going forward someone needs to answer them. Looking at the revenue line for economic development I see \$19,358 but I see payroll expenses of \$27,000. He doesn't have to answer the question of why the difference but I think he should. I think a way to do that is by taking a look at TMC Chapter 3.08 as soon as possible. I would recommend doing that in a work session on March 19 to get to the bottom of this and put some language in that speaks to accountability, better financial reporting, safeguards and expansion of tourism. The bottom line is there may be a need to fund tourism at a higher rate, whether it is from Fairview, Wood Village, Troutdale or others, but we need to have that discussion. At a minimum lets tighten up this ordinance. As your representative to the Chamber I would recommend requiring remedial action in the form of a thorough review and rewrite of TMC Chapter 3.08.

Mayor Daoust asked is the remedial action you are talking about for us?

Councilor Anderson replied yes. The Chamber can have a say in it.

David Eatwell stated to clarify the economic development question, the last part of 2011 I did not handle the accounting at that time but for some reason the people who were handling it billed the cities involved and they expected that the City of Troutdale was going to contribute \$34,000 into the Consortiums funding for that year. That was their assumption but the City never agreed to that; the City only committed to \$18,000. That money came in before the end of December. We actually had no revenue for the first six months of 2012, but we started the year with that money in the bank and that is why there is a difference. By June of this year we were very close to being solvent.

Councilor Anderson stated another thing we should discuss is that the Chamber is now going to a fiscal year that matches ours but the ordinance says the annual report has to be done prior to March 1st.

David Eatwell stated I think it is that way so that we can get you information for your budget process.

Councilor Ripma stated I think that the Chamber should answer all of the questions that we ask if they are reasonable questions. I do think that tweaking the ordinance to require some accounting is worth discussing. But basically we aren't going to think of everything that we might ask and put it in the ordinance and require it. It doesn't do any good to do it that way because what are we going to do, say that they violated the ordinance. What the Chamber needs to do, since we are a huge funder of the their operation, is come in once a year and answer our questions. Maybe that is what you meant, but I don't think it is a matter of us putting language in the ordinance. They have to answer us because we are giving them money. I favor what you are saying, but I don't think we can tailor the ordinance to give us exactly...

Councilor Anderson interrupted and stated no, it is tightening it up.

Mayor Daoust stated if we have a work session on this it will get into other topics besides just the reporting requirements. It will probably get into what the Council thinks the TLT should be spent on and whether it is the proper amount. We will probably discuss numerous topics.

David Eatwell stated I agree with the idea of an agreement that is much more specific.

Councilor Thomas stated I completely agree that we need to review Chapter 3.08. I think the key to it is the part that is actually taxpayer funded. That is where our accountability comes in. I am hearing concerns from the hoteliers about marketing. They are the ones who came in and asked for the .95% to be added to the existing TLT, so we have some responsibility there. I agree with having a work session.

Mayor Daoust stated we will need to decide on a date for a work session for just this topic.

Mayor Daoust called for a break at 8:20pm and reconvened at 8:31pm.

**5. REQUEST: A request from Energy Events to hold a half marathon in Troutdale.**

Brian Davis, Energy Events, gave the Council some background information about his company including some of the prior events they have put on. Mr. Davis provided the Council with a copy of his proposal for a half marathon that would run through Troutdale on September 7, 2013, including a map of the proposed route (attached as Exhibit B).

We have coordinated a route that uses bike lanes and sidewalk areas. There would be some minimal road closures. We would start and end the race in downtown. There would be an initial stoppage of traffic at 257th just to get the race started, about 15 minutes. I am not asking for money, we are just asking for a partnership. We can bring 1,000 to 2,000 people here for this race, and some of them will stay.

Mayor Daoust asked what would the City need to do?

Brian Davis replied I would like to form a partnership where we are doing some coop on marketing together, and helping us facilitate the route. More of a collaboration. I would like to market this as the most beautiful, scenic run in Oregon and we would like to make it an annual event.

Councilor Anderson asked have you talked to our downtown merchants about this event?

Brian Davis replied no. We are also looking at a route in Gresham via the Springwater Corridor and we have looked at Blue Lake.

Mayor Daoust stated the Lions Club puts on a 10K run every year and it is similar to the route you are proposing; it is a beautiful run. Our Police Department is use to facilitating a run, but with a lot less participants than you are talking about. They are use to shutting down roads and it sounds like that is mostly what you would need.

Councilor Anderson asked so the event starts at 7am and goes until 10:30am?

Brian Davis replied yes. I am sure there are issues with parking. We are thinking about talking to the Outlet Mall for that. I just wanted to start with the Council first.

Councilor Allen stated I would like to get buy-in from the business community. Is there a way we can get more information to them so they are aware of what is being planned?

Brian Davis replied yes.

Councilor Thomas stated Labor Day weekend is one of our busier weekends as far as our downtown merchants go and they may have some concerns about that affecting their normal business.

Councilor Allen stated my understanding is that the Labor Day weekend is busy for them but the weekend after that it drops off.

Councilor Thomas stated there are other agencies that need to be involved; we have state highways and county roads.

Councilor White asked would you be opposed to a course change that directs the main congestion away from our downtown especially on that weekend. The experience they had in the past with a race was a real business killer. Their regular customers were not able to park. I think your draw is going to be the scenic area along the river and waterfalls, more than it will be actually utilizing the downtown. The Thriftway area could be used as the start and finish area.

Brian Davis stated from a marketing standpoint I pictured folks starting the race going under the Arch. The idea is to have people hanging out in downtown when they are done.

Councilor Thomas stated I think if you talk with the folks downtown you might be able to figure out a way to alleviate some of that.

Brian Davis asked is there one point person I need to talk to?

Councilor Anderson stated there is the Troutdale Business Development Group and the Troutdale General Store belongs to that group, Celebrate Me Home and a couple of the art galleries. I like events and I like your energy, but I think we are all saying the same thing to go check with the businesses.

Mayor Daoust stated it sounds like a good event. Parking would be an issue. Are you set on the date?

Brian Davis replied I will check into that.

Councilor White stated this will cost us time from our public work staff and our police to get the roads closed. Is there a partnership available there to cover some of those costs?

Brian Davis replied we anticipate some of those costs.

Councilor White stated don't get me wrong, I look forward to getting some new people here. I think once you see Troutdale you will want to come back.

Mayor Daoust stated I think your event is worthwhile to bring people into our city. We just need to talk to the business folks to see what their comfort level is with the use of

the downtown area, and parking would be an issue. McMenamins Edgefield has a huge parking lot. I think we should give it a try.

Brian Davis stated I will check on the date and get back to you.

## **6. STAFF COMMUNICATIONS**

Craig Ward, City Manager, reminded the Council that there is a work session scheduled for March 19th and the March 26th regular meeting is cancelled due to spring break.

## **7. COUNCIL COMMUNICATIONS**

Councilor Allen stated there is a lot of work and preparation that goes into attracting businesses to move into Troutdale and sometimes it doesn't work out. Personally I would like to know more about the reasons why businesses coming into Troutdale do not work out, such as the one we discussed at the last meeting. Is it possible to have an executive session to at least talk about the large businesses that want to settle here so we know, before we get denied, what the issues are?

Councilor Anderson stated they are not going to tell you until after they have made a decision, and they may not tell you then. I get your point. If we know why people aren't coming here as opposed to why they are - knowledge is power.

Councilor Allen stated what I am referring to is I am talking to people and saying that Troutdale would be a good place for you and I encourage them and they come and city staff decides that it is not going to work out well and they are denied. It would be nice for the Council to know what the decision is that is going to be made and why prior to the respective business being told, especially on the rich employers.

Councilor White stated we usually defer to Mr. Ross on executive session rules.

David Ross stated it doesn't sound like it qualifies for an executive session.

Councilor Allen stated a work session.

Mayor Daoust stated I am still unclear what the topic is. Is it in reference to how city staff operates? Is that what you are referring to?

Councilor Allen stated when businesses seek us out and want to settle here and we sometimes tell them that it is not a good fit. It would be nice if the Council knew ahead of time who is seeking to locate here and why they are not a good fit and why we are going to be telling them it is not a good fit.

Councilor Ripma stated isn't it usually that they are asking for something like a road to be built or a tax break. That then becomes a matter of public discussion and we know perfectly well why they turned us down.

Councilor Allen stated do we build two blocks of road for an employer of 500 employees. At what point to do you say no we are not going to.

Councilor Ripma stated in a case like the one you just mentioned, we would know exactly why they didn't come. If they asked us to build a two block road and we turned them down we would know. Where is a case where they got turned down...

Councilor Allen interrupted and asked you wouldn't want to know ahead of time?

Councilor Ripma stated they are all going to say either you build a two block road or we aren't coming. I am not clear where we can...

Councilor Allen interrupted and asked are you saying you don't want to know what their request is?

Councilor Ripma stated we are always going to know.

Councilor Allen stated maybe after the fact. We don't always know.

Councilor Ripma stated I don't understand. Can you give me an example of what you mean?

Councilor Allen stated how about the one at our last meeting.

Councilor Ripma asked what was it?

Craig Ward stated that came up sort of indirectly in the comments on the water system. We had a firm, that has to remain confidential, that needed to decide what property to purchase by April 1st and they had to have an immediate commitment for a water supply that was going to take up essentially all of our surplus water capacity of our existing system. They needed a quick answer as to whether or not we could provide that and guarantee it. We did some homework on them and they have a track record of suing cities for breach of contract or failure to provide that water supply because in the nature of their business they also have to sign very fixed contracts with the people purchasing their products and there would be significant penalties. This was a very unusual circumstance. They needed an answer within a week and needed that kind of a commitment in order to continue to consider our community. It is true that we responded. We did our due diligence and we looked into the question of whether or not we could make a commitment like that and as I shared with you the only way we could have made that commitment would have been to obligate domestic water supply to them as a first customer during a drought.

Councilor Ripma stated staff did exactly the right thing. I think we are all in agreement on that.

Councilor Allen stated I am not necessarily agreeing or disagreeing with what the staff decision is, I just want to be informed.

Councilor Ripma stated in a case where a developer is demanding something that can't involve the City Council because there is not enough time. If they are looking at their watch and they want an answer before we could possibly act on it, we could be informed that it is happening.

Councilor Allen stated I wouldn't bring it up if it was one thing. Through the years it has happened often. We have projects that get killed and we don't know why.

Councilor Ripma stated I just think we do know why. We always know why.

Mayor Daoust stated each one is so individual.

Councilor Allen stated some people know why.

Councilor Thomas stated if we try to micro-manage this it is not going to work. If business comes in and they need a variance they have to go through a process to get it. Do we need to know about that? No. There is a process to go through, and they can come to the council and ask for an exception I guess. I don't know that I want to get into micro-managing what our City Manager is charged to take care of. What we are supposed to do is set the policy. If there is a policy issue that they want us to address and maybe fix, then we can fix that. But if you have a company that comes in and just says that we don't like this and they are leaving, what can we do about it? Probably nothing. I don't know that I can wrap my head around what the work session would actual entail. I kind of think I know what you are asking for which is that it would be nice to have some information on why businesses aren't coming here, but how and where we go to get that in a work session and come away knowing the answer.

Councilor Allen asked when we have prospective deals that are coming, whether it was started by me or one of you or someone else, how do the other councilors know what is on the table and what decisions are being made?

Councilor Anderson stated I think it is information that we would like to know, but it was not too far in the past where we wouldn't know about this incident and I think you all know what I am talking about. I think when this happened every Councilor either got an email or a phone call or an update from Craig and we were able to ask questions if we had questions. Sometimes we just have to trust that some things might not work. Troutdale Energy Center, we gave them a gigantic enterprise zone designation. We really did everything we could for them to sweeten the pot. Unfortunately, as it turns out we didn't get them. We might get them down the road.

Mayor Daoust stated some of the conversations that we get into as individuals may be confidential conversations that we really can't share with everybody.

Councilor Allen stated I would certainly be giving more specifics right now if I could, but I can't.

Councilor White stated I know this is the second time that you have brought this up Councilor Allen. I think it comes out of a concern for wanting to see some growth occur in Troutdale and we aren't always given an answer. I still get asked why Cabela's didn't come to Troutdale, or why NASCAR failed. I don't have the answers to those questions. I also know that in the case of Edgefield North the zone change is what had to occur to possibly make something work there. Something that the Council did in the past, but maybe there is another way for us to go about it, is to reach out again to the twelve or so large parcels left that could house a sizable project. It wouldn't take long for us to reach out to those property owners and ask them what is stopping them from developing their property; are there blockades. Another aspect might be are there regulations in our code that stop development from occurring.

Councilor Allen stated I would support that.

Councilor White stated that is a fair topic for a work session. It could always be part of our goal setting work session

Councilor Anderson stated I am all for it. Knowledge is power.

Councilor Allen stated that would be an acceptable way of going about it. I see things that happen and I wonder if we did what we could have done.

Councilor Ripma stated I am still not clear.

Councilor Wilson stated I think we need to look at some of the more positive things that have happened, the businesses that have come into town. We have two new businesses in downtown Troutdale. It wasn't that long ago that the Nissan opened up. There is a lot of different things that you can see happening. We just made the land out by Edgefield commercial property. I think we are going to see changes and we have to keep a positive outlook that the guys that are looking out for the new businesses are going to bring things to the table if they are not sure, but if they are sure whether or not they are going to fit I think we kind of need to go along with what their decisions are.

Councilor Allen stated I think we need to be active.

Councilor Thomas stated there is active and there is micro-managing.

Councilor Ripma stated there is nothing that we could have done to bring Cabela's or the Nascar track. Those decisions were made before we could do anything. If there was an obstacle that we could have removed or something like that they would have asked us but they didn't. They looked at it, we were excited and stood ready to fall all over ourselves.

Councilor Allen stated I realize there are things you turn down for good reason; I accept that.

Councilor Ripma stated it is not that we turned them down. They turned it down for business reasons that are not within our control. They have their reasons that they don't have to share with us. I doubt that it is our fault. I know it wasn't our fault.

Mayor Daoust asked Craig Ward, if we have prospective developers come into town and talk about specific properties, how much can we share amongst ourselves? If you and I are in a meeting with a developer and we learn certain things about what they are looking for but it is pre-bid, how much can we share with the rest of the Council?

Craig Ward replied there really is no straight answer to that. It depends on the nature of the business. When this last firm came in I asked you to attend the meeting because I felt it was important that the Mayor represent the community. In that meeting they made it clear to us that what they were sharing with us was confidential. It is not uncommon when businesses are scoping us out as a potential site to request that it be kept confidential and we do have a duty to oblige them in that.

David Ross stated within the bounds of the public records law.

Craig Ward stated there is no straight answer. It comes down to the individuals. There are certainly cases where people have come to me and said I am thinking about doing this and how does that work. There are really no ground rules on that. Unless they ask for confidentiality there is no confidentiality. In some cases we actually proceeded to make changes to the zoning in order to accommodate those demands. Just recently you made a decision on drive-through restaurants which was really stimulated by a conversation that I had with a private property owner that said that was what was stopping him from doing the development. I thought it was worthwhile to bring it forward to the Planning Commission and ultimately to you for a decision.

Mayor Daoust stated typically I see that is how those things are handled. The only example of a barrier to a developer that I can think of was with Frank Windust's property. He would like 2<sup>nd</sup> Street to be a through street to 257<sup>th</sup>. We haven't really addressed whether we should allow a right-in/right-out from 257<sup>th</sup> onto 2<sup>nd</sup> Street, or maybe that has been discussed already. That might be example of what you are talking about Councilor White; what is in the way of people developing their property and whether it is something that we can handle or should we just stay out of it and have it brought up on an individual case-by-case situation.

Councilor Ripma stated that isn't a barrier. If some proper proposal came through for any piece of property in this city that wanted something like that, as an example the right-in/right-out connection from 2nd Street through to 257th, or something similar we are open to that; we have always been open to that. I don't know what we would discuss at a work session. If you are worried that we are not wanting to help bring businesses here, I would love to bring businesses here and I think we all...

Councilor Allen interrupted and stated as a general rule I encourage the Council to talk about things as much as we can. I certainly understand confidentiality.

Mayor Daoust stated I am not getting a good concrete feel for a work session topic.

Councilor White stated we could bring it up during our goal setting work session because I would like to hear more about your idea.

Councilor Allen stated I would be fine with that.

Councilor White stated to me it is an extension of the Troutdale Open For Business Plan. We had some successes there and we learned a lot; I think we need to continue down that pathway. You need to be competitive in this market. The businesses aren't out there beating down our doors, maybe it is our turn to turn the tables and pursue some companies and let them know they are welcome to Troutdale and we are willing to do what we can to accommodate business.

Councilor Wilson stated I attended the Emergency Preparedness Work Shop on Saturday at the Police facility and today I attended the Gresham Chamber lunch with the new Gresham Councilors.

Councilor Wilson stated after we left the last work session Councilor Ripma talked about the streets and how they are getting into the condition that they've gotten into and how we are not being able to keep them up. I haven't really seen any photographs, if there are any, of what designates the street condition. I don't know if there is anything like that that could be presented. If these are the national guidelines could staff go out and examine each one of the streets that we live on and match the condition of those streets with the other photographs.

Craig Ward stated I don't know about matching them to the photographs, but I believe they were classified in a map that was provided to you. We would be happy to fold in that information on the national classification and how it applies here and provide that to you if we haven't already.

Councilor Wilson stated we have seen what under 50% looks like because Graham Road has been shown a number of times, but I would like to see a street that is at 100%.

Councilor Ripma stated there is a history themed event that will be conducted by volunteers on April 20th at 9am. It is the 100-year celebration of the Troutdale Bridge.

Councilor Anderson stated I attended the West Columbia Gorge Chamber of Commerce Board meeting yesterday and I updated them on the things that we have done and they were very appreciative. It got me thinking about what we have done in two short months - drive-through restaurants, Edgefield North, Marino block activity and urban renewal is plugging along. We have done a lot. Now we just have to let things run their course. We have set the table and now private development needs to come in and do what it does. I don't know how much more we can do but I am open to having the discussion.

Councilor Thomas stated after our last work session one of the questions that came up was what is the cost per mile to maintain the roads. One of the calculations that I was given was based on the numbers that were given at the work session of \$23,000 per mile. I am curious whether that is accurate or not.

Craig Ward stated we will put that on our list of things to answer. If that is what Charlie quoted then I am confident that it is accurate.

Councilor Thomas stated it was derived from the numbers he gave.

Craig Ward stated we will go back and update that and give you the most current information.

Mayor Daoust stated tomorrow Councilor Allen, Craig Ward and I are going to the City Day at the Capital to meet with Representative Chris Gorsek and Senator Laurie Monnes-Anderson. Tomorrow night is the Police Awards Ceremony at 6pm at the Sam Cox Building. In the Champion Newsletter you will notice that there is an article for the "If I Were Mayor..." contest that is sponsored by the Oregon Mayors' Association and co-sponsored by me. Reynolds School District is holding a Education Summit on Thursday night from 6pm to 8:30pm. The Superintendent is looking for ideas on how to make the district better.

Mayor Daoust reminded the Council to submit their bios to be included on the City's web site on the Council's page.

## **8. ADJOURNMENT:**

**MOTION: Councilor Anderson moved to adjourn. Seconded by Councilor Wilson. Motion passed unanimously.**

Meeting adjourned at 9:27pm.

**Doug Daoust, Mayor**

**Approved April 9, 2013**

**ATTEST:**

**Debbie Stickney, City Recorder**

Attachments to these minutes can be viewed in the packet.