

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

Tuesday, September 24, 2013

1. ROLL CALL, AGENDA UPDATE

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

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

ABSENT: Councilor Anderson.

STAFF: Chief Anderson, Acting City Manager; Debbie Stickney, City Recorder and David Ross, City Attorney.

GUESTS: See Attached.

Councilor Wilson requested to have Item #2.1 pulled from the consent agenda and put on the regular agenda for discussion. No objection voiced by the Council. Mayor Daoust stated this will follow Item #3.

2. CONSENT AGENDA:

~~**2.1 RESOLUTION:** A resolution approving and authorizing the City Manager to sign the Fifth Amended Construction and Operating Agreement with Jack Glass. *(This item was discussed after Item #3)*~~

2.2 RESOLUTION: A resolution approving an Intergovernmental Agreement between Metro Regional Government and the City of Troutdale for funding of the Year Twenty-Four Annual Waste Reduction Program.

MOTION: Councilor Ripma moved to adopt Item 2.2 of the consent agenda. Seconded by Councilor Thomas. Motion Passed Unanimously.

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

None.

2.1 RESOLUTION: A resolution approving and authorizing the City Manager to sign the Fifth Amended Construction and Operating Agreement with Jack Glass.

Councilor Wilson stated I received a call today from Jack's lawyer who was a little confused with some of the wording and a conversation he had with Craig. Neither one of them are here tonight. I think we need to hold off on this until we can get both of them together and then we can reconsider this.

Mayor Daoust stated if I understand what is going on, what needs to be changed in this agreement is to remove Jack Glass as the operator and just simply re-assign the same agreement to Mark Cramlet.

Councilor Wilson replied that is correct.

David Ross, City Attorney, stated no, Jack Glass remains the operator and you approved Mark Cramlet to manage it for Jack under his supervision.

Councilor Ripma stated that is what happened. Jack did agree to be the operator, so I don't think we should do that.

Mayor Daoust stated that is what we agreed to, and the direction we gave staff was to bring forward what we have here tonight. Since that time there has been some further discussion with Jack Glass and his attorney and they feel that they could remove Jack and put Mark Cramlet as the operator; simply re-assign the same agreement to a different person. They feel that the Council has the ability to do that without going out and competitively bidding the same agreement. When they were here I think Jack Glass wanted to do that and Mark Cramlet wanted to do that, but when we got the answer that we would have to go out for competitive bidding everyone just fell back to a default position of keeping Jack as the operator, which I don't think Jack wanted to do.

Councilor Ripma stated he did that for all those years with the other guy. It didn't work out real well. We originally gave Jack the lease because we knew him. He was going to fix up the building and he did a great job. I don't think we really considered a substitution.

Mayor Daoust replied we didn't talk about it.

Councilor Ripma stated we don't know this other guy at all. He started operating without a business permit or anything. With Jack on the lease he is responsible if this guy doesn't work out. To me that is quite a different thing; I am not in favor of just substituting. I think we need to consider it as a different agenda item.

Councilor Allen stated I had similar concerns and then I looked through the contract to see what we could do if it's not working out and it seems like there are clauses in the contract that address a number of the things that I was concerned about. Is there something in particular in the contract that makes you uncomfortable?

Councilor Ripma replied our original deal with Jack was for 5 year renewals and I am not sure if this is beyond the scope of that original agreement.

Debbie Stickney, City Recorder stated this is the third and final 5-year extension.

Councilor Ripma stated they were given a very below market price which is partly due to a confidence in Jack Glass who is a long-time Troutdale resident and is known to everybody.

Mayor Daoust stated but Jack wants out of this.

Councilor Ripma stated if he wants out of it then let's put it out to bid...

Councilor White stated lets reschedule.

Councilor Ripma stated let's do what we have to do, but Jack did not say he wanted out of it; he was willing to do it when he was here.

Councilor Wilson stated I think he was willing to do it once we said we have to put it out to bid because he didn't want it to go out to bid. Since then his attorney said we really don't need to do that. I just wanted to get Craig and Jack's attorney into the same room so that they could all talk.

Councilor Allen stated that is the way I read the verbal, non-verbal, communications; Jack would prefer to stay on if it meant going to re-bid but if it does not have to go out to bid then he would prefer to be free from the contract and have the person who actually runs the place be on it.

Councilor Ripma asked would this have to go out for bid?

David Ross replied I don't think so.

Mayor Daoust stated it didn't go out for bid the first time.

Debbie Stickney stated Jack Glass approached the City many years ago with an offer to refurbish that building at his expense and in trade for that his rent was set very low for the first 5-years, and for the second five years when the rent was supposed to go up to \$200/month he asked the City to keep it at \$100 which the City did, and with this third and final 5-year extension the rent was increased to \$300/month. When Craig went out and got an appraisal on the building it indicated that the rent amount could be higher, which is something that the Council could consider. That was one of the selling points for keeping the agreement with Jack because Mark would be guaranteed that \$300/month rent for the remainder of this agreement. The current contract still has Rob Brown as the manager and right now there is someone else operating the business and we need to address that. This contract could just be temporary until Jack comes to the Council and requests a change, which at that point we could start the negotiations with a new operator and we would have a valid contract in place. With the contract that is in place right now, Mark is not authorized to be the manager.

Councilor Thomas stated I agree with a lot of what Debbie said. We can still move this forward. I think it is important to move forward so that we have an operator of record that matches everything else rather than having someone file a complaint. I don't see any reason to not go forward and approve this. The parties have the choice as to whether they want to sign it or not. During the discussion we mentioned that if they wanted to come back and ask for a different contract they could do that but at least they would have this one to hold them over while they are negotiating a new lease. Nothing says that if we pass this Jack has to sign it. I wouldn't be comfortable discussing the details of it because that is between our lawyer, the City Manager and everyone else involved to figure out what is needed to change this over to Mark being the new operator of record instead of Jack. This at least gives us something to go by and we have a legitimate contract with the current situation that is going on at this location. I think we need to move this forward otherwise he is operating out of compliance.

Councilor Allen stated we got what we originally wanted to have in the contract. The place has been restored and restored nicely. The question that I have is are there any concerns about the new owner and whether or not they would uphold the contract on their end and if they don't do we not have provisions in the contract to handle those cases.

Mayor Daoust stated I know Mark really well; he is a pretty outstanding guy. I don't have any doubts that Mark is the guy that wants to run this place and run it well. He is paying all of the bills so far.

Councilor Wilson stated he is renovating the basement.

Mayor Daoust stated he remodeled it and he is paying all of the bills. Jack knows that. When they were here last time I think Mark wanted his name as the operator, and that is what Jack wanted.

Councilor Ripma stated he didn't say that.

Mayor Daoust stated they kind of defaulted back to keeping Jack on as the operator if we were going to have to go out and rebid it just to keep it simple because Mark was already operating the place and we didn't have time to go out for bid and go through that entire process while things were in limbo when Mark was already operating the place. Jack decided to leave his name on it and just have Mark as the guy who is running the place and we will call it good for now until they come forward and request a change like what is being proposed tonight. We are in a little bit of a predicament because they are not here tonight. The situation that we are in is that we hear what they want changed, and they want to have Mark as the operator and re-write the agreement. His lawyer thought that we could just direct staff to re-write this agreement with Mark as the operator. I think that was the simplified approach that they thought could happen tonight, which as far as I am concerned it can happen tonight if we just give staff different direction to re-write it and put Mark as the operator.

Councilor Ripma asked has Mark Cramlet got a business license?

Debbie Stickney replied he applied for a business license some time ago. We didn't approve it because he wasn't authorized to operate in that building per the agreement that we currently have with Jack Glass. After Council directed staff to revise the agreement to add Mark as the manager we issued a license for Mark's Snack and Tackle; Jack Glass is still the owner of the business and Mark is listed as the manager not the owner.

Councilor Thomas stated the current contract that we have with Jack doesn't match what is actually happening with the business.

Mayor Daoust stated if we don't want to redirect staff to re-write this right now we can put it on a future agenda.

Councilor Allen stated I would be fine with taking it as it is, the rewrite that has occurred, and change the owner and let them sign it. I would be fine with that direction.

Mayor Daoust stated we can do that and see if they sign it.

Councilor Thomas stated I don't necessarily see it as a Council action; it is actually their request coming forward.

Mayor Daoust stated it is.

Councilor Thomas stated they can come to the City with a new proposal anytime they want and it will go through the process. At least this covers the basis in the interim. I am not sure what our City Attorney's position is on that. I think it would be good to cover the basis on the interim and if they don't sign it they don't sign it. If they want to come back in three months after they have had a chance to work on the terms of a new agreement which can take some time, then they are more than free to come back to the City and request a different contract. There is nothing in here that stops them from doing that.

Councilor Ripma stated that makes more sense. This has been very oddly handled. A guy shows up wanting to operate a business without a lease, without a business license. We gave clear direction for what we have written here tonight and Councilor Wilson gets a phone call from the guy's lawyer at the last minute wanting us to make a change. I don't like it; it is just not the way to do it. He should have negotiated with the City or something. It is just not proper.

Councilor Wilson stated I requested that he come to the meeting tonight but he is obviously not here.

Councilor Ripma stated I am okay with doing what Councilor Thomas is saying, which is passing the agreement as it is and if they don't want to sign it fine, but if they want to sign it then at least they are legal for now. If they want to come back and renegotiate it I am fine with that, but I don't want to just change it on a phone call to one Councilor.

Councilor White stated as a compromise since there is obviously some confusion, would it hurt to postpone this to the next meeting and let Craig Ward, Jack Glass and Mark Cramlet meet and sort this out.

Councilor Ripma stated I am okay with that.

Councilor White stated that is what I would like to see happen.

Councilor Ripma asked and not pass anything tonight?

Councilor White replied correct, just hold it over.

Mayor Daoust stated we can do that. We do not have to pass this.

Councilor Thomas asked are we okay if we do that?

David Ross stated if you authorize the City Manager to sign it and the other party doesn't sign it, it is a no affect anyway.

Mayor Daoust stated one of the options in the staff report was to not approve the proposed resolution and revise staff direction on the matter.

Councilor Thomas stated but the revised direction needs to come from the current operator not from us.

Mayor Daoust asked Chief Anderson to inform Craig that he needs to meet with Mark Cramlet and Jack Glass and come up with a revised agreement for Mark's Snack and Tackle such that it is the way that they want it.

4. DISCUSSION: SummerFest 2014 event planning, and the West Columbia Gorge Chamber of Commerce's role in events.

Claude Cruz, President West Columbia Gorge Chamber of Commerce (WCGCC), stated I have two topics tonight. The first is a brief update on how the Chamber is doing, and the second item is community events.

Claude Cruz reviewed his PowerPoint Presentation (copy attached as Exhibit A) providing the Council with an update on where the Chamber is now and what they have been working on (Slides 1-4).

Claude Cruz stated my intent is to secure and rebuild communication and trust with you folks and the whole city. I think we are taking every step that we can in that direction and I feel that we are getting traction. Community events is the second topic. I have had a preliminary discussion with the Mayor and Councilor Anderson on this topic. One of the realizations that I have come to is that the model that the Chamber has been executing is really unsustainable going forward, and in particular community events. The way that

they have been executed, planned, funded, etc. is almost guaranteeing some of the lack of success that the Chamber has had in the recent past. It is just too much done with too few resources. I want to talk about an alternative model and make a request which could lead to a renegotiation of our MOU with the City to something that we feel we can deliver on that will still give us good healthy community events here, which the Chamber very much believes in. It is a matter of scope and primary focus.

Claude Cruz continued reviewing his PowerPoint Presentation (Slides 5-7 of Exhibit A).

Councilor Thomas asked where does the money that the City kicked in fit into this? We paid for the event insurance and also kicked \$4,000 to \$5,000 for other things.

Claude Cruz stated I don't have that level of detail. Marcia do know where that is shown?

Marcia Chiaudano replied it is under sponsorships.

Councilor Wilson stated it was \$1,000 that we put in.

Councilor Thomas stated that doesn't include what we paid for the insurance.

Councilor Wilson stated correct. When the Chamber came and solicited us for sponsorships Marcia indicated that the funds that we gave them from the year before for event insurance rolled over through October of this year.

Claude Cruz stated we need a restricted fund that is managed so that you can accumulate the overage from each year and decrease the amount of jumpstart that is needed potentially from the City in future years.

Councilor Wilson stated prior to a few years ago there was surplus funds left over from SummerFest. The last year that I chaired SummerFest there was \$1,200 from the year before that was not available for SummerFest, it had been used for other Chamber items.

Claude Cruz stated one of the things that we are trying to do right now is establish buckets with boundaries so that as we get healthy financially you don't have sloshing going back and forth. That is not a healthy thing to be doing. If you rob from Peter to pay Paul you have to be sure that things get put back; it is better to just not go there.

Mayor Daoust stated even though this one anatomy shows a loss of \$5,000 (Slide 7), I don't know that that is a general statement. I think SummerFest could probably be made to pay for itself.

Claude Cruz replied I completely agree. I think we can do better at bringing in more vendors, be more creative about the type of events that we have so that they are money making events. The same holds true for the business oriented events that I would like to see the Chamber undertake in the future. I want to be realistic and say that I don't think

we should predicate our success or failure on instant erasure of that gap because it may take us awhile to get a formula that will let us reliably come out in the black each time.

Claude Cruz continued reviewing his Presentation (Slide 8). This slide addresses some of the constraints that I see us operating under. To me the City should be the primary sponsor for citizen oriented events; the events that have to do with family and community. In contrast the Chamber needs to focus on member businesses and on building tourism, which also has to do with building business.

Councilor Ripma stated that is exactly the way it is now. We are funding SummerFest and your members are not.

Claude Cruz replied correct. It is a matter of degree. If the formula is not working so that we come out in the black each time then something needs to give.

Councilor Ripma asked are you saying that the formula isn't working?

Claude Cruz stated we had a gap of around \$5,000 this year.

Councilor Ripma stated that is based on your mention of 475 regular hours and 69 overtime hours of an employee. We have no idea where you got those numbers.

Claude Cruz replied I do; work logs.

Councilor Ripma stated we don't. We are the ones giving you the money.

Councilor Wilson stated the City is the primary sponsor for SummerFest because they provide police support, they make sure the streets are cleaned prior to the event, parks staff comes in before and after SummerFest to make sure it is clean. We don't have the information in front of us to tell you how many hours the City is putting in and the cost to the City to put on this event, but I would feel very comfortable with saying that on top of the \$1,000 that the City contributed, that our in-kind contribution would be more than double the \$7,000 in sponsorships that you received.

Claude Cruz stated I had no visibility as to what the contributions were. It doesn't surprise me at all that you assert what you do about your contribution. I think that it is appropriate for the Chamber, even though it is a business oriented organization, to also chip in to the community to some extent. Going forward I think it has to remain a collaboration. If anything we will have to look at the balance of who does what and decide what makes the best sense to be done on either side of that fence. I see it as a partnership.

Councilor Ripma stated we are also covering the gap. We are funding everything on this and your part of the deal was to manage it.

Claude Cruz stated the transient lodging tax (TLT) money is not supposed to be applied against events.

Councilor Ripma asked are you saying that the Chamber is not supposed to do SummerFest with the money that we give you? If that is your position that is a new one for the Chamber; I have never heard that asserted before.

Mayor Daoust stated I think in the current agreement they are supposed to. I think what Claude is saying tonight is that he would like to refocus the Chamber.

Councilor Ripma stated in other words we give them the money and they don't do SummerFest. Is that the proposal that you are presenting tonight?

Claude Cruz stated the TLT money is supposed to be dedicated to tourism, and tourism promotion. I believe that the Visitors Center, because they are serving and supporting tourists and providing packages for future businesses, is also under that same category. Going beyond that and applying TLT funds to community events, I did not believe to be proper. If we have that latitude please clarify it for me and I will breathe a sigh of relief.

Councilor Thomas stated it is my understanding that when the Chamber came and asked for the .95% of the TLT funds that the Chamber agreed to take on community events as part of that package. I haven't seen anything that says otherwise. Even the original contract had all of that in there. I have always been led to understand that part of the deal was that the Chamber would take on the community events. (Inaudible due to passing train).

Claude Cruz stated I will definitely take action and go back and review the MOU in detail to understand if we do have that latitude and responsibility.

Mayor Daoust stated would you like to continue with your presentation.

Claude Cruz continued reviewing his PowerPoint Presentation (Slides 9-11). The question is who does the heavy lifting for community events such as SummerFest? The real sticking point that I see is the demand on Marcia's time. She is our one employee who does all of that and when she does that she is forced to turn away from what I see as job one – tending to the membership questions and the visitors. That is really the source of the tension. I think we need to have a new resource, whether is it a contract or hired, who would be responsible for community events. What I would like to shoot for really ends up being what we have now, maybe it is just experiencing some hiccups, but it is a real ongoing partnership between the City and the Chamber.

Councilor Ripma asked so you will hire this person?

Claude Cruz replied we can talk about the particulars and if that is what makes the most sense the Chamber can help find the person, somebody that we know would work and deliver the job and I will supervise them. The question as to whether we are the hiring agency, I am not sure.

Councilor Ripma stated it is either that you are hiring the person and doing all of these things that you are talking about, or if I am hearing you right you are asking to receive all the money that you have been receiving all along and not do the community events (SummerFest).

Claude Cruz stated I don't see where you are reading that in. That's certainly not my intent.

Councilor Ripma asked so you are going to pay for this person out of your budget? That is the main thing I am not clear on.

Claude Cruz replied if we have the needed funding from the City...

Councilor Ripma interrupted and stated you do; we have given it to you. If you need to hire someone are you going to do that? What is your proposal, that you will hire someone?

Councilor Thomas stated the second bullet on slide 9 is saying that you are not responsible for any of the financial aspect for community events.

Councilor Ripma stated that is what I am worried about. You are not saying that, but that is what it sounds like. I am not getting clarity from you.

Claude Cruz stated the \$5,000 gap that exists this year, if that can be taken out of the TLT funds, I perhaps had a misunderstanding. That makes a world of difference because then we don't have to worry about sequestering the TLT money strictly for tourism promotion and for running the Visitors Center.

Councilor Thomas stated SummerFest is a form of tourism; it draws people in.

Claude Cruz stated I think that is a bit of a stretch. The intent is to support the local community and families.

Councilor Thomas stated that is what all tourism does; it supports the local business.

Claude Cruz replied tourism is generally defined as an overnight stay. The day visitors really don't drop any money into the hoteliers' coffers.

Councilor Thomas stated not their coffers, but it drops a lot of money into the downtown businesses.

Claude Cruz replied it does, it is just not usually considered tourism.

Mayor Daoust asked Claude to finish his proposal and then the Council can discuss the proposal.

Claude Cruz stated the proposal is that we need to bring in a dedicated resource so that Marcia can be freed up to do what is within her current job description which is running the Visitors Center and helping with tourism promotion and Chamber administration. We need a dedicated resource to do event planning and execution. My guess is that this person would come in at something comparable to what we are currently paying Marcia which is why I showed you that it cost us about \$8,000 for Marcia's time in 2012. It takes something on the order of 2 to 2½ months. We will do the investigation of what sort of resource is needed and we will try to find that person. I will relook at what that person would cost and fit it in the context of the budget that we just saw for what happened during this year and hopefully that will fit within the amount that the City is already providing to the Chamber that can be applied against community events. If the TLT covers that and we are now going to be divvying that between community events and tourism promotion, then we are probably okay. If not I will need to come back to you and tell you that it won't work. I would like us to be able to do a much better job than we are doing currently for tourism promotion and marketing. We are hearing from folks like the hoteliers that we are not getting the job done in that area. I want to be sure that we do both jobs adequately.

Councilor Thomas stated one of the things that concerns me is the 2½ months. To do SummerFest you should be starting now.

Claude Cruz replied you are absolutely right; we really should be doing some things now that we haven't done yet. Marcia is working on the Tree Lighting, but there is still work to be done.

Councilor Thomas stated if you are going to look at the proposal and come back, whenever that is, a 2 ½ month timeframe isn't enough. You can't start in June and expect to pull everything you need to do together for SummerFest.

Claude Cruz replied I completely agree. When I say 2½ months, that is where the shoulder of the wrap up happens. There are things that Marcia is well aware of that need to be happening now, but they are scattered well in advance. Those are long lead-time items and there is not a lot of resource intensity out that far.

Councilor Thomas stated in the past volunteers have done a lot of that. There are other resources that you don't necessarily have to pay for.

Claude Cruz stated I am all for that.

Councilor Wilson stated looking at what your event resource is responsible for all I can do is reflect backwards. The Committee Chair of SummerFest should probably be the strongest member out of that whole team and really take charge over all of these tasks. If they don't have the time or ability to do it they should find another volunteer that does. Soliciting, registering and supporting vendors, there should be one strong person that will keep after the vendors. You have to keep in constant contact with them. The event planning should be done as a committee; discussing what they want the event to look like. The event publicity, the Committee Chair should be working with the local papers

and media on this and if they don't have that skill they should find someone that is in marketing. Managing the volunteers, the Committee Chair should be doing that. One of the things that we implemented for a couple of years was having one person that was a concierge to the sponsors to take care of all of their needs so that the Chair didn't have to do that and the Chamber didn't have to do it. They had one person to go to with their requests, questions, etc. With the exception of the event accounting and collections I think the Committee Chair should be involved and be strong enough to handle things and to find people to support them to make this event happen and allow Marcia to attend to more of what she needs to be attending to. When Marcia first came onboard she wanted to get in there and help and I kept telling her to let the Committee members do it. She was a great resource because if something wasn't getting done she would reach out and get it done, but I was really trying to let her focus on tourism. She is great at both but I could see where trying to do both was very stressful. You don't necessarily have to hire an event person, but the members of the committee have to be strong and dedicated. Even though they are volunteers there are expectations that they have to fulfill.

Claude Cruz replied you are absolutely right. What I am hearing from you is maybe we can do some sort of distributed responsibilities model relying largely on volunteers rather than some potentially expensive resource that we would hire and still get the job done and free up Marcia. That satisfies what I am trying to accomplish.

Councilor Wilson stated and that person would answer to you. Do you have an events person in your group of volunteers?

Claude Cruz replied we have a committee but they really haven't kicked off yet. But again they are focused primarily on business events such as the Cruise-In, etc. I think we need to have a person for community events.

Councilor Wilson stated that could be you or someone else.

Claude Cruz stated I will take action to investigate this approach and if we can get away without having to hire somebody I would prefer that. I would prefer a community involved model.

Councilor Allen stated when I came in to pay for my SummerFest sponsorship I went to the Visitors Center and I was working with Marcia and shortly after I came in a visitor came in and Marcia took care of them and then I completed my transaction. It seems like it would be very difficult to divide the time that is at the Visitors Center to keep it open and time that is spent on events. I don't know how you separate the dual role.

Claude Cruz stated Marcia has made that same observation. It is too distracting; we have to take care of visitors who come into the Visitors Center and in doing so you lose focus on anything else you are doing. We will have to figure out how to deal with the logistics of that.

Councilor Allen stated I think she did a wonderful job, I am not complaining. The Visitors Center needs to be open anyways. The second part of that is when I hear about freeing up time, what is it you are trying to free up time for? Are you trying to free up her time to do something that is more important?

Claude Cruz replied I would like to be able to focus her more on collaborating with Karen on tourism promotion, relationships up and down the Gorge, and taking care of visitors. I would like to move her into more of a supervisory role over the volunteer staff so we make better use of her time instead of having her spend her time servicing every visitor that comes in. I want to focus her on tourism promotion and the Visitors Center more than what she is able to do when she is also trying to handle events.

Mayor Daoust stated there is a lot of context behind the scenes here, it is just not Claude coming in and dumping SummerFest. We have been discussing tourism and the Chamber for a long time. In fact we have a Town Hall Meeting on tourism which generated a lot people showing up and talking about what the Chamber should be doing. There is a lot of background here. We were even to the point of putting the \$60,000 out for bid and the Chamber may not have got it. We were to the point of throwing our hands up with the Chamber not knowing if they were a strong enough organization and then Claude took over. There are a lot of changes that Claude is trying to make with the Chamber which in my mind are good changes. You are trying to evolve the Chamber into what it is meant to be and you are trying to refocus the Chamber and Marcia's time to fit within your vision as the President. That is the background behind all of this. This is a partnership between the City and the Chamber. If you look at what the TLT is specifically meant for it is for tourism and marketing. We just happened to tack on events back in 1999 when we wrote up this MOU and agreed that the Chamber would also take on events. What Claude is finding is that with \$60,000 it is hard to tack on the event planning job. Marcia is so good at it that she has been able to do it but it is probably wearing her down. If I could summarize why you came here tonight it would be that you want to continue on this path of making the Chamber do what they are supposed to be doing and somehow discuss a better way to do the events rather than wear Marcia down one more year.

Claude Cruz stated as Executive Director I can't let that happen. It is my responsibility to protect her. I am also not the kind of guy to shirk responsibilities. What I see is that the current formula is not working. I went back to square one and asked what should the Chamber be doing, where are things sticking currently, what are the City's interests, and what is our proper role in that? I am all for the collaboration. I am not trying to short-circuit anything or not utilize the money that we already have. The simple observation is that it is not working currently and my job as President is to diagnose that and come up with potential fixes and then negotiate with you on how to rebalance the agreement so that it is working better. We all want the same thing. We want the Chamber to succeed and we want the City to enjoy good vital community events. Penny and I believe in this community and that is why we are doing a lot of volunteer work.

Mayor Daoust stated I think there is agreement that \$60,000 doesn't buy you as much as we think should be done. We've talked about that for months; asking how you do it on

\$60,000, where does all that money go, and what is it being used for. The solutions you have come up with are not out of line. Since this is a partnership you are saying will the City cover the \$5,000 gap. That is a valid request when you start looking at solutions on how to make this whole.

Claude Cruz stated I want it to succeed and so I owe it to you folks to point out where I see things that are broken. We may be able to close that gap by simply getting more clever and dedicated as far as utilizing volunteers rather than just throwing money at it. There is the potential that in spite of our best efforts that \$60,000 won't cover it. I am also trying to move the Chamber in the direction of weaning us off of the dependence of the TLT that we have right now; I don't think that is healthy in the long-term. We are trying to move to more of a membership based funding model, and maybe have business events that are fundraisers.

Councilor Thomas stated I think with your focus on bringing in new members it will help you alleviate some of your other personnel problems at some point. I understand that over the past several years you have lost a good chunk of your membership base. It does take time to recover.

Mayor Daoust stated the best solution would be to have a dedicated resource; an event planner who we pay \$8,000 to \$10,000. That would be the ideal solution here. It takes a lot to plan events. I do need to clarify something. The Tree Lighting event is going to be here fairly soon. Is the Chamber still organizing that event?

Claude Cruz replied yes. I see us as on the hook. I was thinking that if we did bring a resource onboard that would be a good transition vehicle. But if we don't go in that direction we are still on the hook for it and I along with others in the Chamber will have to help Marcia to avoid burnout.

Mayor Daoust asked are you going to secure the performance by the Vivace Fireside Carolers?

Claude Cruz replied yes.

Mayor Daoust stated it sounded like you wanted the City to take that on.

Claude Cruz replied no. That is an example of something that needs to be stepped up to now, whether that is through us directly or through the City. There are things that need to be addressed now that are long lead time items. We are well-aware of those and Marcia is already working on this.

Marcia stated right now we need to know if we have money for it.

Claude Cruz stated another thing that has been handled a bit loosely in the past is having a clear and credible budget so that when an opportunity comes up you can stack that up against the budget and know whether there is money in the coffers for it or not. We are

just now getting back to that base line. In the meantime we are going to keep marching as we are. That is part of our financial due diligence that we are putting into place so that it won't be so open to question in the future.

Mayor Daoust asked if you were to put a bottom-line proposal before the Council tonight what would it be?

Claude Cruz replied in light of what I've heard I would say that we need to continue the collaboration between the City and the Chamber subject to the constraint that I need to relieve Marcia. I need to figure out how to do that, which may be by using volunteers. If it turns out that the money that we have right now is not adequate I will come back to you and inform you why not and you can quiz me on that. We will continue to be on the hook for delivering events generally even as we refocus the Chamber on business events. The next big event is the Tree Lighting. Are there any hitches there? Probably not. Then we need to start getting up to speed on SummerFest. I will continue to put some thought into projecting what that will take, what we need to secure now and do we have it covered. If I find out we don't I will try to diagnose it and then talk to you some more.

Mayor Daoust stated I think I can say with a fair amount of confidence that the City would be very reluctant to take on event planning if the Chamber doesn't. I just can't see city staff taking on the planning of events.

Claude Cruz replied that is fully my expectation. I am a little surprised, maybe because I don't have the history on how it is that a chamber of commerce signed up to do community events in the past as an add-on without clearly stated incremental funding to cover the events. \$60,000 is a credible amount to deliver the tourism promotion and run a visitor center, but to add events on top of that took us over the cliff I think.

Mayor Daoust stated I can understand that.

Councilor Wilson stated looking back twelve years ago there was a lot of money coming in from the outside from folks who supported the Chamber. As the directors changed some of the contacts got lost so the money dried up. What needs to happen is at some point the Chamber Director or President needs to go back out and make those contacts again so you can reach out to the resources.

Claude Cruz stated Sylvia and I are very actively doing that right now with pretty gratifying results. I think people sense that there is a different energy than there has been and they are willing to give us the benefit of the doubt.

Councilor Allen stated I think that events do help to set a character for the town and bring people here. Although I fully agree that we need to better fund tourism and bringing people here. \$60,000 is not enough.

Mayor Daoust stated I like the job you have been doing Claude. You are moving the Chamber in the direction that you want it to move. Your work on rebuilding the trust with

the Council is good, and is ongoing. I think probably the best way to handle this latest thing is just to go back with what you have heard tonight and look at the budget and see if volunteers running events would work or not. I don't know if it will, but it seems to be one of the ideas. If you need some extra funding to make that happen and to refocus the Chamber on tourism and business support, which is your main job, then maybe we could rewrite the MOU to reflect where the Chamber is going. Keep going with your vision of what the Chamber should be doing and come back to us with maybe a refined idea of what you need if you are going to keep the events. I don't see the City taking on event planning unless we as a City decide to contract for services with an event planner. We could do that. We could take \$10,000 out of our budget and contract for services; so could the Chamber.

Claude Cruz stated we have a strong vested interest in the health of our business community and community at large just as you do. We have daily contact with all of the activities to run events like that. I think we are well placed to do it, we just need to be sure that we have the wherewithal to be able to deliver on what we promise. I would like to request that Councilor Wilson and I meet to talk about how to move in the direction of this distributed model using volunteers to a greater extent. Maybe we can avoid the need to hire anyone and still have a credible path to success for the next SummerFest. I am willing to look at any solution that looks viable. I know that throwing money at something isn't always the best solution.

Councilor Wilson asked what is the cost of the Vivace Fireside Carolers?

Marcia replied \$375 I believe.

Councilor Wilson asked have you checked with Walt Morey Middle School? They had a very good choir in the past when my kids were there.

Marcia stated as soon as I wrap up SummerFest I will look into that.

Councilor White stated as a longtime Troutdale resident I think some of the best SummerFest and Tree Lighting events have been really small scale. I hope you are not raising the bar too high for yourself. I think our expectations are that it is for kids and that they have fun. Keep it grassroots; it doesn't have to be perfect and we don't have to hire professional singers. This last SummerFest was excellent.

Mayor Daoust stated this is a partnership so we will work with you. This was a good discussion tonight. We just need to refine some stuff and move on to the next discussion. Thanks for coming.

5. STAFF COMMUNICATIONS

Chief Anderson stated it appears at this time that there will not be a regular meeting on October 8th. However we do have a work session scheduled for October 8th. Would the Council prefer to have the work session start at 6:30pm or 7:00pm?

Council agreed that the work session could start at 6:30pm if there is not a need for a regular meeting on October 8th.

6. COUNCIL COMMUNICATIONS

Councilor Thomas informed the Council that Metro East Community Media is now broadcasting in high definition.

Councilor White stated we had a work session awhile back with ODOT, DOGAMI and FEMA regarding the base flood elevation (BFE). Troutdale is undergoing new mapping that affects Beaver Creek and the Sandy River. I am concerned that we are going to be placed against a hard date for approving those maps. I would like to suggest that we hold a work session to be updated as to where we are at. I want to be proactive on this item as it will affect a lot of property in our city. I am just concerned that we are going to get pressed up against a hard date if we don't get out in front of this issue on our own.

Mayor Daoust stated at that work session they said they would look into some things for us and we have not heard back from them yet. We should probably schedule a work session with them to follow-up on those issues. Mayor Daoust asked Councilor White to organize this work session.

Councilor Allen stated I realize that affects only a few property owners, but I would like it to be accurate. I feel if you don't take care of the few then the many are at risk. At our last meeting I asked for clarification on the Charter. I want to thank our attorney for sending that to us.

Mayor Daoust updated the Council on the following:

- Craig and I met with the Bobby Lee, the Portland Metro Regional Solutions Team Coordinator. This group brings together all of the state agencies that deal with issues that cities are working on where state agencies get involved like DEQ, and Department of Fish and Wildlife, or any state agency that has a say in what we do. We talked with Bobby Lee and six other state agency people about our urban renewal area and the issues we are having with trying to get it ready to redevelop with the old treatment plant and its infrastructure that is still in place. We also discussed what some of our desires are for along the Sandy River. They already had our urban renewal area on their list of issues in the Portland Metro area. They have been monitoring and watching it from a distance to see how we are doing. After the meeting they agreed to raise their participation level and help us out more. Bobby Lee said that his team needs a real concise and straight-forward knowledge that all of the elected officials (the Council) are good with our Urban Renewal Plan. He asked if we had a revised Plan. I told him we did not, we only had a concept plan from Eastwind but that the Council hasn't taken any action. Bobby Lee said that in order for them to put more energy into it that the Council would need to adopt a revised Urban Renewal Plan. DEQ is willing to converse with Metro if need be. The State Marines Board has grant money for fishing platforms. The Watershed Enhancement Board has grants. This information was shared with Craig and me at this meeting. I want to remind the Council that we assigned that to Craig Ward as his top priority.

- The League of Oregon Cities Conference is this week in Portland. On Thursday we are hosting a tour of Troutdale. If you want to be part of the tour it is from 1-4pm. We will arrive at Edgefield around 1:30pm. Rich Faith helped by putting together the agenda and the handout for the attendees.
- The Troutdale Police Department and the Multnomah County Sheriff's Office put on a toy drive every year. One thing that has been missing to make it more obvious that it is a toy drive is a banner. Mayor Daoust showed the Council a drawing of a banner that was designed by Leamy Printing that could be put on the Police vehicle that is used for the toy drive. The banner is 6'x3' and the cost is \$125. Mayor Daoust asked the Council if they would support this expenditure so the event has better signage. ***Council agreed to the expenditure of \$125.00 for a banner.***

7. ADJOURNMENT

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

Meeting adjourned at 8:46pm.

Doug Daoust, Mayor

Approved October 22, 2013

ATTEST:

Debbie Stickney, City Recorder