

MINUTES
Joint Meeting - City Council &
Community Enhancement Program Committee – Regular Meeting
Troutdale Police Community Center – Kellogg Room
234 SW Kendall Court
Troutdale, OR 97060-2078

Tuesday, February 27, 2018 – 7:00PM

1. PLEDGE OF ALLEGIANCE, ROLL CALL, AGENDA UPDATE.

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

PRESENT: Mayor Ryan, Councilor Ripma, Councilor Lauer, Councilor White, Councilor Allen and Councilor Hudson.

ABSENT: Councilor Morgan (excused).

STAFF: Ray Young, City Manager; Ed Trompke, City Attorney; Sarah Skroch, City Recorder; Erich Mueller, Finance Director and Chris Damgen, Community Development Director.

GUESTS: See Attached List.

Mayor Ryan asks if there are any agenda updates.

Ray Young, City Manager, responds there are no agenda updates.

2. PUBLIC COMMENT: Public comment is limited to comments on non-agenda items.

Saul Pompeyo, Ristorante Di Pompello, stated I come to ask about the plan for curb extensions. I have a handout (a copy can be found in the meeting packet). The business parking is the most important thing. If we lose 20% of our parking we lose 20% of our customers. We cannot lose customers. All the business owners in historic downtown do not agree with this plan. We need to create more parking. Right now we have a full business. After this my customers will drop.

Michelle Card, Troutdale resident, stated I wanted to pass out an invitation for our ribbon cutting for the new owners of Ye Olde Pub. We're going to have a ribbon cutting for them on March 2nd at 4:00pm.

Janet Benitez, Troutdale resident, stated I'm here this evening representing Affordable Housing in Troutdale. When my family first moved to Troutdale it was a sense of stability that I never had before. I went to 3 different elementary schools before the 4th grade. According to the Oregon Housing Alliance research, one student in every classroom experienced homelessness in the 2016-17 school year. That's 4,317 children. I believe that

when I hit 4th grade I was able to hit most of my milestones and beginning to read more. By that time I feel that it was because my move to Troutdale and my family being stable and having a house here. I had the accessibility of going to Mt. Hood Community College and being so close to the high school really helped me. I was able to do sports and do student government for 4 years. Those activities were a foundation for getting into the university that I wanted to and graduating with 2 Bachelors in only 4 years. I was lucky because I had a lot of friends that moved further west of the district because it was cheaper to live out there and they didn't have the access to the things I had here in Troutdale. The stability and security of housing is a luxury for some families. A lot of families can't afford to be in this area. For every 100 families with extremely low income there's only 22 affordable units available. That's 29,300 units that are needed to meet the need. It has been a crisis and more families have been displaced due to raising rents leading to eviction. I suggest Troutdale considers building permanent affordable housing so that other children and families can become stable and secure, improve their quality of life and have opportunities to thrive as well.

3. CONSENT AGENDA:

2.1 MINUTES: January 23, 2018 City Council Regular Meeting.

Councilor Allen stated I have a couple of updates. On page 5, the fourth paragraph from the bottom in the statement of mine, it ends in "I will decline to participate." I believe that was actually abstaining from voting. Then on page 9 in the last paragraph, "the municipalities that are there don't have enough money to pay for the increase and need or utilities." It should read, the municipalities that are there don't have enough money to pay for the increase in need for utilities. Those are minor changes.

Mayor Ryan asked, is everybody okay with those minor changes?

The Council agreed.

MOTION: Councilor Ripma moved to approve the Consent Agenda (with the changes proposed by Councilor Allen). Seconded by Councilor Lauer. The motion passed unanimously 6-0.

4. REPORT: A report on downtown curb extensions.

Ray Young, City Manager, stated this is something that Councilor Allen asked for a couple weeks ago. I'm going to meet with Saul personally tomorrow to let him know what I'm going to tell you now. The curb extensions we're talking about is where you take current curbs and you bulb them out away from the curb so that there's a safety zone for people to cross the street. The concept of creating curb extensions in downtown Troutdale started in 1997 but in 2014 the Council adopted the Traffic Safety Plan which included curb extensions on all 5 crosswalks in downtown Troutdale. In 2015 it was a discussion point at the Council meeting and Travis Hultin prepared a very inclusive 5 page memo for Council explaining why curb extensions were coming. In 2006 the Council and the Citizens Advisory Committee approved the CIP (Capital Improvement Plan) which included the specific project to add curb extensions in downtown Troutdale. The reasons for curb extensions is they provide safety zones for pedestrians to cross and they keep cars from parking in crosswalks which is a constant problem. Yesterday I watched it over and over again, cars blocking the crosswalks.

It's easier for those with disabilities to cross. Remember that one because the ADA requirements are a big deal when it comes to these curb extensions. It also provides a calming influence for traffic speeds because it feels narrower when you come through town so people won't go too fast. Those are the reasons you will find in all the memos and all the reasons for curb extensions. We're going to have curb extensions someday. When it came to us that we're now going to start creating the curb extensions there was absolutely a valid concern from the business owner's downtown. I've talked with many of them and some are more concerned and some are not as concerned as others. It's a legitimate concern for some business owner's to have regarding the parking. What triggered the arrival of curb extensions at this time, even though they've been part of the City's discussion for 20 years, is new development. Whenever new development happens it requires that road improvements be made up to current standards. Bremik Construction came in and submitted plans to develop the Discovery Block, which is the lots on each side of Troutdale Vision Center. When you develop that property the law requires you to upgrade your sidewalks to current code requirements. It's more than just those 2 corners that are involved because under the ADA code you also need to do the matching sidewalk across the street. That triggered why this is coming to fruition now. At the very beginning the County and Public Works, Joanna Valencia and Travis Hultin, went around to downtown businesses handing out a memo explaining to them the 3 crosswalks that will be getting a bulb out on each side. I went door to door to many business owners downtown and gave them a very long memo and talked to them and listened to their concerns. We had a public meeting at Saul's restaurant and Councilor White was there at the meeting and a number of business owners came as well. The County was there, the County Sheriff and a lot of people were there to listen to business owners to get their feedback. After that meeting on that morning the County took all the notes and went back and tried to figure out how they could do this differently. I talked to the County and asked if there was any way they could just do the 2 directly across from the Discovery Lot. Can we just limit it now and not do all of them at one time or somehow phase this in? We do have a potential parking issue but we don't have a parking study yet and that's part of the Town Center Plan that's coming. We have ways of increasing parking downtown. What I tell people is the old parking lot across from the old City Hall that has 20 spots is never more than half full any day of the week or evenings because people don't really know it's there. The lighting isn't as good as it could be and the trees are encroaching on it so I'm working with Public Works to make that more accessible and easier to see so people will know that it's there. We're doing things like that to make the best use of what we have. The problem is, is that the County heard what we said, they went back and went to the County Counsel's Office and they asked if there was any way we could avoid doing this. The County has an attorney on staff who used to work for ODOT and his expertise at ODOT was ADA access streets and curb extensions. He litigated a lot of these cases. When he looked at what the current ADA regulations are he said you can't do these in stages. You have to do every connecting corner. What this means is, on Harlow all 4 corners have to be done and down at Dora all 4 corners have to be done. The idea that it's the City or the County causing this is not true. It's federal law that these have to be done. I have a call into the County attorney right now and I trust what he says but I want him to explain to me and/or Ed directly what his thinking is and why. 60 Minutes did a special on drive by lawsuits where you have under ADA rules and regulations and federal law what is called a private right of action which means when somebody doesn't do their handicap with ADA access correctly it's not the government that has to come in and force them to do it

right, any citizen can sue that individual business or jurisdiction and obtain damages and attorney fees for not following ADA. This is not to minimize the need for ADA at all, I don't want that implied. We are currently in an environment where government agencies are hypersensitive to following the ADA laws exactly and erring on the side of caution because of the increase of these lawsuits across the United States. When it comes down to why they're having to be done it's because under current rule we have to do it under ADA laws and the County has to require us to do that. There are only 2 ways to not do these curb extensions. One is we go back to Washington and we change federal law. Number two, we tell the owners of the Discovery Block that they can't develop those lots and they must keep them vacant. That would be the only other way not to do the curb extensions. I don't think either one of those routes are real practical options for us or the City. On this issue we are finding that there's really no way out of these curb extensions coming to downtown.

Mayor Ryan stated downtown Gresham did all theirs and they did them on their own because they own that. We have no control. The County is going to do it.

Councilor Allen stated we used to have curbs and we scooped out the curbs so you wouldn't have to step down anymore. What's really at stake here is where that ramp is, whether it's where it is today or further up the street.

Ray Young stated it moved out to the street. It's a peninsula and that peninsula takes away about 15 feet of curbing to park. If you recall, that curbing to park was illegal anyway because you're not supposed to park within 20 feet of a crosswalk. The parking spots that we're losing are all illegal parking spots to begin with. It's a visibility and safety issue.

Mayor Ryan stated the curb extensions are taking away illegal spots already.

Ray Young stated correct.

Mayor Ryan asked, do you think this will be done before the busy season?

Ray Young replied yes. Right now the current plan is to get it done before June 1st. That's one thing we do have some ability to make the County listen to us. The one thing the business owner's downtown asked was to not do it during the summer.

Councilor White stated there was quite a few people at that meeting. To me the street is perfect the way it is and I actually feel safe between 2 cars rather than standing out on an island. We have such an advantage on that street because there's a 5 ½ foot bike lane. You could walk out between cars and the first thing you're going to run into is the bike lane and I think people are smart enough to see the bikes coming. I saw what Gresham did and I couldn't believe the amount of parking it takes away. I don't think it makes anybody safer. I would still like to look at this. We have a pretty good attorney sitting here. I'm thinking of declaring that street historic because it is, it's part of the State Highway.

Mayor Ryan stated the County owns that road. They would have to declare it as historic. We don't own that road.

Councilor White stated I think losing that parking is going to have a calming effect on businesses.

Mayor Ryan stated if people are parking in illegal spots and somebody gets hit, someone is going to sue the County because they're not enforcing the parking because you're not supposed to park within 20 feet of the crosswalk.

Councilor White stated I've seen so many other cities that don't have the curb extensions and a lot of them are historic type of settings and they're trying to preserve that look.

Councilor Ripma stated I understand if it's required then it's required. We're going to have to allow the County to do it. I would like our attorney to check on this. It should be easy enough to see if other cities are being forced into this. If so, we're going to have to comply. I have no problem with it. I just want to make sure we're not being misled. Is this going to require that the extensions occur on every intersection in downtown?

Ray Young replied just Harlow and Dora. You have to do all the connecting corners. When you do the Discovery Block that means you have to go east west and then they connect to north south over to the north side of downtown. It's not going to happen at Buxton or Kibling.

Councilor Ripma asked, can you verify the 20 foot from a crosswalk parking rule? I can't believe that's the rule. Everywhere people park within 20 feet of crosswalks. The local police, State police and Sheriff's office can give you a ticket for jaywalking right in the middle of a block. If the cars don't come to a stop, they'll give the driver a ticket. Do we have to have crosswalks downtown? Can we just mark it as a pedestrian zone?

Ed Trompke replied we do need to have the crosswalks at the curb for ADA compliance.

Councilor White asked, do we know how many spaces will be taken up?

Ray Young replied not in an official, tape measure way. Part of the problem is until the engineering comes back from Multnomah County we don't know how big they're making the bulbs.

5. REPORT: Annual report by the West Columbia Gorge Chamber of Commerce (WCGCC).

Councilor Allen stated in all fairness, I'm not sure if this is a potential conflict or not but I am a Chamber of Commerce member.

Councilor White stated I need to make that same declaration.

Karen Young, West Columbia Gorge Chamber of Commerce, stated thank you for having us here tonight. Before we get started I wanted to comment on the timeline for reporting an annual report to a City. I've seen different dates such as February, May or July and from my perspective I think if the fiscal year ends June 30th we do the report within the next 3 months and then maybe do a year-to-date report around March. Right now we're within the timeline

of reporting but it's been half a year since the last fiscal year ended. This is the 2016-17 fiscal year but I'm going to make some comments about our current fiscal year. I have provided the financial report for the 2016-17 fiscal year and also the 2017-18 fiscal year to date.

Karen Young showed the Council a presentation on the annual report for the West Columbia Gorge Chamber of Commerce (attached as Exhibit A).

Karen Young stated what we try to provide for the communities is memberships, networking with other businesses, keeping members informed of legislative actions, connecting them with educational opportunities, sharing with local activities and our partnerships. We're also involved with area planning such as Main Streets on Halsey, Troutdale and Wood Village Bike Hubs and also working with tourism organization such as the Columbia Gorge Tourism Alliance and non-profits like Friends of the Gorge. We work with agencies such as ODOT, Multnomah County, US Forest Service and Oregon State Parks and dealing with issues such as trail safety, traffic congestion and dealing with the effects of the Eagle Creek fire. We conduct local community events as well as events that are designed to attract tourists to our area. We conduct AM/PM events and the last fiscal year there were 23 events. That provides networking opportunities for our members which are hosted at various locations that allows the host to show off their location and share information on their business. Learn Over Lunch was started up again in August of 2016 and that is how the member restaurants can host us and spotlight a guest speaker for an educational and networking opportunity. We also do ribbon cutting events and ground breaking events. Last year during SummerFest we celebrated the 100th anniversary of the Historic Columbia River Highway. This past year we had Kids Rock which was a great event. This coming year is the 50th Anniversary of the Historical Society and it's also the 175th Anniversary of the Lewis and Clark Trail. We are planning on focusing on a travel through time that shows transportation over the years. For special projects I included the Regional Travel Options Grant that was received in 2015 but was not implemented until this past year. The anticipated completion date will be 2018. I included a packet of information for you which has a lot of detail. Heidi Beierle will be doing a presentation on it when it is finalized and we have our actual design documents in hand. This is just for the design documents themselves. This is not for any construction work but she has been working hard on trying to find grants available to help fund the projects themselves. I included the Eagle Creek fire since it had such an impact on our area. It affected almost 50,000 acres of land in September and impacted businesses and tourism activities in the Gorge for over a month. Communities were evacuated and roads were closed for several weeks. The effects of the fire are going to be felt for a long time. Especially for businesses because they can't recover the funds lost. We have had strategic planning sessions starting in January. We're not completed with it but we've come up with several areas that we are making strides to prioritize the areas of soliciting member input on organizational direction, developing a marketing plan, Board diversity and growth, focusing on select key services and strengthening partnerships to leverage strengths in other services areas. We are also working with all of our tourism partners in promoting the area. Our next goals are dealing with the issues of the Eagle Creek fire, ensuring value and increasing members for membership and defining roles in our special events. These are some of the things we're looking at in the near future. I want to thank everyone for supporting us.

Mayor Ryan asked, on the transient lodging tax (TLT), is that money just from the hotel/motel tax or does that money come from the State too?

Karen Young replied that's just from the local tax from Troutdale hotels.

Mayor Ryan asked, which hotels?

Karen Young replied it's the Best Western, Motel 6, Holiday Inn Express and Edgefield.

Mayor Ryan asked, are you wanting to continue to move forward with special events? I've heard that maybe it's something that you guys aren't as focused on.

Karen Young stated this is the concern that we have, ensuring that we're covering all of the other areas, promoting tourism, supporting our members and also looking at the types of events here. The SummerFest and Tree Lighting are wonderful community events but they are community events and we do spend an awful lot of time planning those and I would like to find a way to maybe leverage other partners to help put on those events.

Mayor Ryan asked, what is the TLT money supposed to be used for per the MOU?

Karen Young replied the TLT is not mentioned in the MOU. It's supposed to be used for running the visitor's center, strategic planning for marketing the area and for events that are designed to promote tourism.

Mayor Ryan stated specifically that money is supposed to go for Troutdale.

Karen Young replied right. And it does. The events are in Troutdale. Promoting visitors to the region also promotes visitors to Troutdale. Working with our other partners just makes sense.

Mayor Ryan asked, have you gone to the other cities and ask if they will participate?

Karen Young replied no. Coming into this position I had seen there was some involvement with other cities that had dropped off. I don't know the reasons behind that but I had heard that they felt that they weren't getting as much service as Troutdale, which is true. As much as we can we do some outreach for those areas and include them when we have FAM tours come through. It's showing good faith that we want to represent their area and to have that involvement like working on the Bike Hub with Wood Village and bringing FAM tours through Fairview and Cascade Locks also. I feel that's the way to start earning support.

Councilor White stated I want to thank you. That was an excellent presentation. I've long been an advocate for the Chamber to be able to lower some of the overhead in the form of finding you a better location in Troutdale that might be more affordable. I know volunteerism is down and people are more distracted. I think we still love those community events like SummerFest and I always try to help out and get involved in those. If there's something we can help you with, let us know. We should look at the MOU and dig into this. I'd be willing to do that as well.

Karen Young stated when I came into the position I looked at the MOU and thought that it needs to be one of the first things on the list to update. I realized how much time was spent on the events and it does concern me that the staff has spent so much time on these events and looking at how we could possibly partner with others. I could see an overwhelming need to do some strategic planning so that we can decide the focus and the roles for the organization because they haven't been done in quite a while. This is something we all have to work together and solve because we're in a dilemma right now as far as looking at TLT monies and how they're spent which ideally it would go just toward the tourism promotion and the time staff spends in promoting tourism and working with the other partners. I have talked to the hotel owners and they express concern about the funds going to community events because SummerFest is in the middle of summer. They're not concerned with getting people in their hotels in the middle of summer. They're concerned with getting people to come into the area on slower seasons. It kind of feels like we're between a rock and a hard place because we are expected to put on these events for Troutdale but yet, is it promoting tourism? I think it's something that we need to have further conversation about and work this out. We want to continue doing all the events but again, it's stretching us thin. I want to find a solution.

Councilor Allen stated as a Council member, sometimes we visit other cities. I took note that most of the cities have tight relationships between the Chamber of Commerce and the City itself. That type of relationship is mutually beneficial. I appreciate what you do and all the work that you do to make Troutdale a better place to live.

6. REPORT: An update from Metro Councilor Shirley Craddick.

Councilor Shirley Craddick, Metro Councilor, stated I would like to review with you some initiatives that Metro is discussing with the region on the next steps to continue to make this a great place. We want to make sure that our community continues to be livable and be a great region. Our job is to make sure that all the communities are prosperous and doing well. We focus on initiatives regarding transportation, making sure we have healthy streams and land use planning. Something that is a little different and new that we're getting into is regarding housing affordability. That's what I would like to talk about this evening.

Councilor Craddick showed the Council a presentation on updates from Metro (attached as Exhibit B).

Councilor Craddick stated we can all agree that we should all have access to safe affordable housing. The region is growing quickly. We have somewhere between 75 and 100 people moving to the area every day. That's about 3000 people per month. We are beginning to approach the regions asking how we can continue to be a great place to live and be a place where everybody can have housing that's available to them that they can afford. At some point in the near future there will be a decision made by Metro Council to see if we want to approach the region regarding a housing initiative. If the region was supportive of this we would share the cost or financial responsibility. It also allows us to build housing throughout the entire region and have it available to all people so people could live closer to their job or schools. We are reaching out now and looking for partners in the region. I want to make sure

you're aware of this and invite you to participate in these discussions as we move forward. Metro is so appreciative. The region has supported us now 4 times since 1995 on making sure we have funds available to be able to put lands into the public domain to be able to protect the uplands where habitat thrives and also along our streams. This is the time of year that restorations begin and plantings go into the ground. Thank you to the voters for allowing Metro to improve upon some of the facilities that we own and operate. There will be a new welcome center at Oxbow Regional Park. That center is being constructed as we speak. Getting back to restoration work, over a million plants are put into the ground. The most important thing we can do to protect these lands and continue to do the restoration work is to increase the canopy. The focus is all about lowering the temperature in the streams for fish health. Another initiative that we're beginning to have discussions about is what we're going to do about funding our transportation system. As you have probably noticed it's more congested. It takes longer to get places and there's more people on the road. A lot of people have been moving here over the last few years. We were very fortunate that the State legislature passed the most significant transportation funding measure they ever have in the last legislation. We do still have a ways to go to be able to build everything we have planned in a regional transportation plan. This Friday, March 2nd, is the regional forum regarding the Regional Transportation Plan. The Regional Transportation Plan is made up of all the cities and counties Transportation System Plans so the projects that you have in your city's plan becomes part of the regional plan. Out of that we have to decide how we will invest the money. Of all the projects that we have in that plan, which ones are we going to focus on? The region is supportive and we are able to find a way to raise funds to be able to build more of the projects that we have. We recognize that Oregon really has some challenges on ways to raise funds. We are quite limited so property tax seems to be the one we go to but we recognize that we have to look at other options. We are definitely doing that.

Councilor Allen stated one of the things I would like to avoid is the projects of the 70's. It seems to me that the difference in cost between a substandard place for people to live and a decent place for people to live is really not that much. When I ask people who have recently moved to Troutdale why they moved here they usually tell me it's because it's a nice and affordable place to live. So we want places that are nice and affordable, not just affordable.

Councilor Craddick said I sure agree with you. That's really important to me too. A lot of the new facilities that they're building is mixed income where people that live there have varied incomes. There's a lot of options out there that creates housing that we all want to live in. Recently we had the opportunity to go on a tour of multiple affordable housing facilities that are operated and owned by non-profit organizations and I have to say I was really impressed.

Councilor Allen stated one of the things driving up rent prices are the influx of people versus the amount of new housing being created.

Councilor Craddick stated in 2015 the Metro Council reviewed the Urban Growth Boundary and made a decision at that time, based on the data that because we were still coming out of the recession we had plenty of land available for our needs. We chose not to expand the UGB at that time. But we recognize that the area was growing fast and people were moving here. Traditionally you only look at the UGB expansion every 6 years so we decided to

review in 2018 and that's what we're doing this year. We are in the beginning stages of that and 5 cities have applied for a UGB expansion. They are Hillsboro, Beaverton, King City, Wilsonville and Sherwood. They've all asked just for housing plans for housing so the Metro Council will be having those discussions and eventually making its decision to expand the UGB or not.

7. COUNCIL JOINED BY METRO COUNCILOR CRADDICK TO CONVENE AS "Community Enhancement Program Committee" (CEPC)

- A.** Committee Roll Call
- B.** Motion – Approve minutes from the June 20, 2017 CEPC Regular Meeting
- C.** Motion – Approve Three CE Project Completion Reports
- D.** Motion – Approve 2018 CE Application and Calendar
- E.** Motion – Approve 2018-19 CE Program Budget
- F.** Motion – Adjourn CEPC only and continue with Council Agenda

Co-Chair Ryan called the Community Enhancement Program Committee meeting to order at 8:45pm.

7A. Committee Roll Call

PRESENT: Co-Chair Ryan, Co-Chair Craddick, Committee Member Ripma, Committee Member Lauer, Committee Member White, Committee Member Allen, and Committee Member Hudson.

ABSENT: Committee Member Morgan (excused).

STAFF: Ray Young, City Manager; Ed Trompke, City Attorney; Sarah Skroch, City Recorder; Erich Mueller, Finance Director and Chris Damgen, Community Development Director.

GUESTS: See Attached List.

7B. Motion – Approve minutes from the June 20, 2017 CEPC Regular Meeting

Erich Mueller, Finance Director, stated in the packet you have minutes from the last CEPC meeting to approve tonight. That's the first motion.

MOTION: Committee Member Lauer moved to approve the CEPC meeting minutes of June 20, 2017. Seconded by Committee Member Ripma.

VOTE: Co-Chair Ryan – Yes; Committee Member White – Yes; Committee Member Allen – Yes; Committee Member Hudson – Yes; Committee Member Ripma – Yes; Committee Member Lauer – Yes and Co-Chair Craddick – Yes.

Motion passed 7-0.

7C. Motion – Approve Three CE Project Completion Reports

Erich Mueller stated we received 3 completion reports for the committee's acceptance. One is from the Sandy River Cleanup Project that occurred by the Sandy River Basin Watershed Council that's included in your packet as Exhibit A. Exhibit B is the Cracked Pots upcycled arts show. Exhibit C is the upgrade of the City's manholes/lids in the downtown area with the imprint of the City of Troutdale's logo. Each of the reports has the requirements that are in the application for the projects. For the record there is a motion at the top of page 3 to approve the projects.

MOTION: Committee Member Lauer moved to approve the completion report for the Sandy River Cleanup, Cracked Pots Upcycled Art Show and the City Logo downtown manholes covers Community Enhancement Projects. Seconded by Committee Member Allen.

VOTE: Co-Chair Ryan – Yes; Committee Member White – Yes; Committee Member Allen – Yes; Committee Member Hudson – Yes; Committee Member Ripma – Yes; Committee Member Lauer – Yes and Co-Chair Craddick – Yes.

Motion passed 7-0.

Co-Chair Craddick asked, how has the process been working? Are you receiving the reports in a timely way?

Erich Mueller replied there were 3 projects the first year. The Cracked Pots project was 1 that extended past our last meeting so we didn't have it for then. Now we've received all 3 reports from the first cycle. We have a number of them that are still outstanding. One of the current guidelines that the committee has adopted is that organizations aren't eligible to receive another grant until they've fulfilled and closed out an existing grant as part of the accountability. The reason I wanted to point that out this evening is that so far 1 of the larger participants in the program has been the Troutdale Historical Society and the first year they had 2 applications that were funded and last year there was 4. At this moment in time they wouldn't be eligible for a grant out of the next cycle. I wanted to mention that this evening so that come June, people wouldn't get surprised or frustrated. That's potentially an issue that the committee will have to contend with as to whether you're going to continue to require that guideline to be complied with or whether you're going to choose to waive it.

Committee Member Allen stated when they complete these projects, are we getting any kind of feedback so we know what works and doesn't work or what barriers they may have?

Erich Mueller replied I don't know that there's been any specific question asked of them about barriers. Most of the projects have been unique so I'm not sure whether there's a repeated circumstance that they would run into that we would need to try and correct for a future project. I would be open to any feedback that they give us.

7D. Motion – Approve 2018 CE Application and Calendar

Erich Mueller stated the next agenda item is related to the grant cycle which is the timeline. We had changes to the applications after the first 2 years. This year I did not have any

changes to the application so I don't have a redline version in the packet for you. The only changes that were made to the application is the dates in the footer and on the timeline. Nothing else was revised versus the first year we went through this. The only thing I'm really having you change when you approve this next motion is the funding cycle which outlines what the application window would be which would be April 1st through May 31st.

MOTION: Committee Member Lauer moved to approve the 2018 Community Enhancement Project application materials as is attached in Exhibit D. Seconded by Committee Member Ripma.

VOTE: Co-Chair Ryan – Yes; Committee Member White – Yes; Committee Member Allen – Yes; Committee Member Hudson – Yes; Committee Member Ripma – Yes; Committee Member Lauer – Yes and Co-Chair Craddick – Yes.

Motion passed 7-0.

7E. Motion – Approve 2018-19 CE Program Budget

Erich Mueller stated the next motion is related to the budget. The budget is a step that the IGA and Metro code specify that the committee has to review and approve a budget for the coming year. Also, as part of the local budget law we can bring it through our normal process that the Budget Committee will incorporate in April as part of the budget the Council adopts in June. This is the summary of the CEP budget for the upcoming cycle for after July 1st the 2018-19 cycle.

MOTION: Committee Member White moved to approve the fiscal year 2018-2019 Community Enhancement program proposed budget as attached in Exhibit E. Seconded by Committee Member Allen.

VOTE: Co-Chair Ryan – Yes; Committee Member White – Yes; Committee Member Allen – Yes; Committee Member Hudson – Yes; Committee Member Ripma – Yes; Committee Member Lauer – Yes and Co-Chair Craddick – Yes.

Motion passed 7-0.

7F. Motion – Adjourn CEPC only and continue with Council Agenda

Erich Mueller stated we will have the committee meet again on June 19th to review whatever applications we received during the application window. There's now a final motion to take us out of the CEPC meeting and back into the City Council agenda.

Co-Chair Craddick stated I would like to make a comment. When I look at the revenue for the Enhancement Program for last year it was \$80,000.00 and this year is \$99,000.00. Am I reading this correctly?

Erich Mueller replied the budget that was adopted for the year that we're currently in we had budgeted \$80,000.00. And what we received the prior year that ended June 30th was

\$87,501.00 and then the \$99,000.00 was based on some of the information that the Metro staff had provided a month or so to me and I incorporated that into budget projection.

MOTION: Committee Member Lauer moved to adjourn only the CEPC meeting and continue with the remaining City Council agenda. Seconded by Committee Member Ripma. Motion passed unanimously.

The CEPC meeting adjourned and the City Council meeting reconvened at 9:04pm.

8. STAFF COMMUNICATIONS:

Ray Young stated next week on Tuesday night, March 6th, we have a Work Session and with the Council's consent we'll start at 6:00pm and provide dinner. March 13th will be the only City Council Regular Meeting for the month of March.

9. COUNCIL COMMUNICATIONS:

None.

10. ADJOURNMENT:

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

Meeting adjourned at 9:07pm.



Casey Ryan, Mayor

Dated: April 12, 2018

ATTEST:



Kenda Schlaht, Deputy City Recorder

CITY OF TROUTDALE

City Council – Regular Meeting
7:00PM

Tuesday, February 27, 2018

PLEASE SIGN IN

Name – Please Print	Address	Phone #
Karen Young	WCGCC	
JAY MARQUESS	WCGC	
Glen Machee	WCGCC	
Michelle Card	WCGCC	
Heidi Timberman	WCGCC	
PAUL WILCOX	T/2805046	
Diane Castillo Witek	Troutdale	503-888-1405
Janet Benitez	Troutdale	971-255-2306
Karen Schaaf	Conbe H	503-705-6987
Arda Gura		
MATT LEAMY	WCGCC	

Exhibit A

February 27, 2018 Council Meeting Minutes

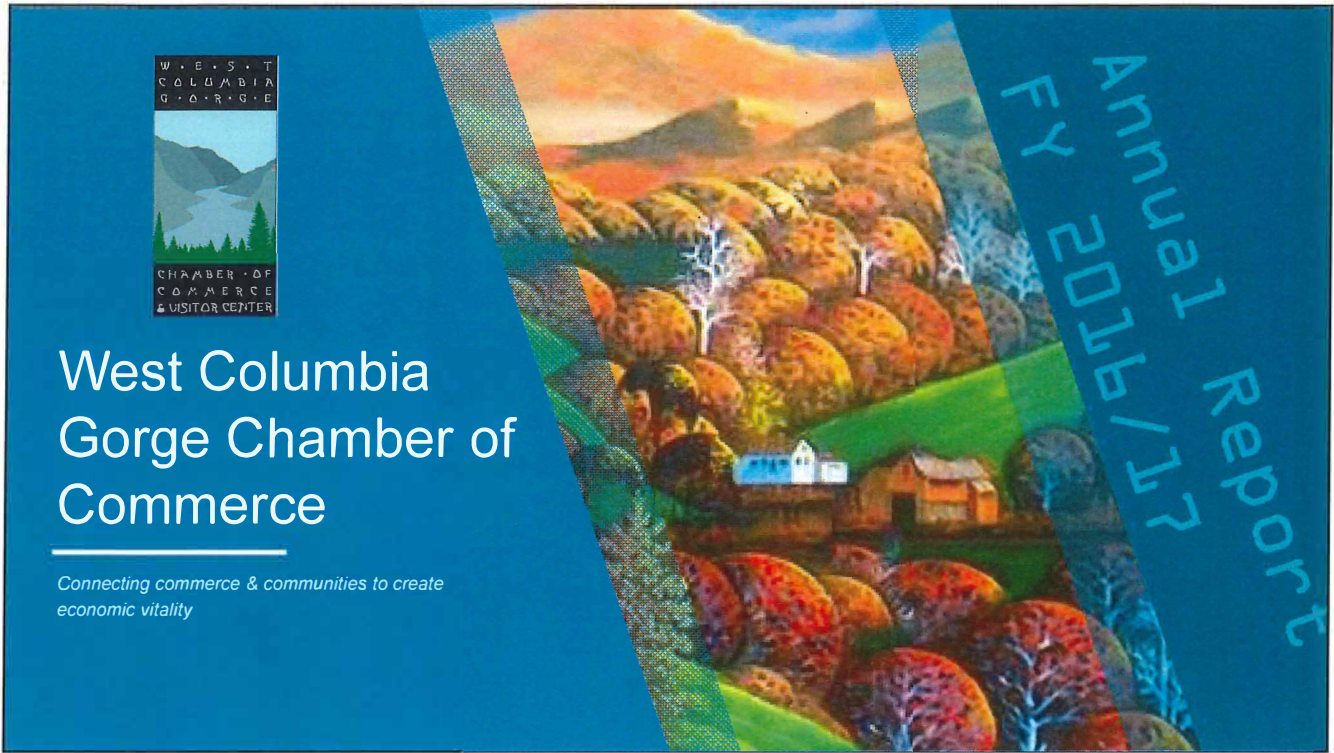


Table of Contents

- 1 Overview - pages 2-5
- 2 Financials - page 6
- 3 Membership - pages 7-8
- 4 Tourism - pages 9-10
- 5 Special Events/Projects - pages 11-14
- 6 Strategic Goals - page 15




Our Communities

The West Columbia Gorge

- Troutdale
- Fairview
- Wood Village
- Corbett
- Springdale
- Bridal Veil
- Cascade Locks



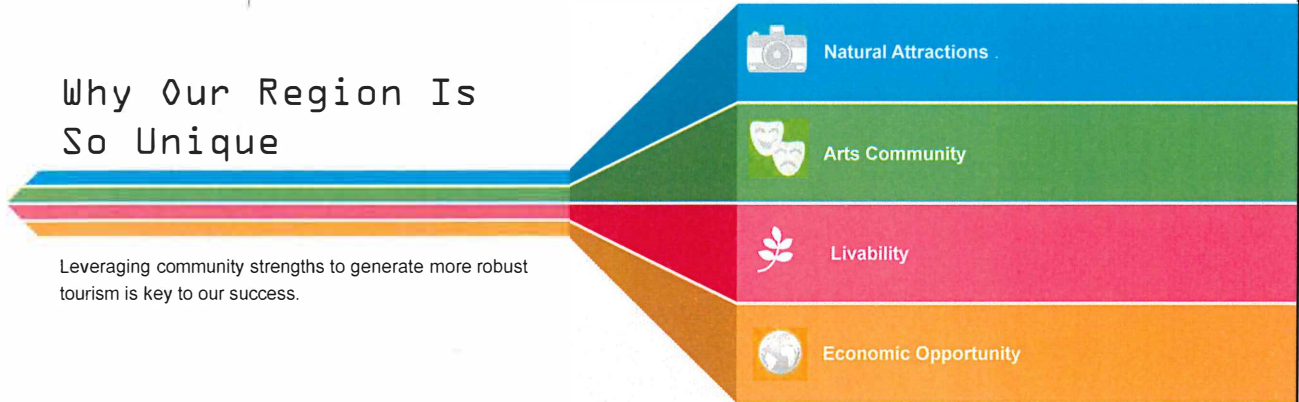
Working diligently to support and promote our small but vibrant communities

4 Important Advantages


Tourism is economic development

Why Our Region Is So Unique



- Natural Attractions
- Arts Community
- Livability
- Economic Opportunity

Leveraging community strengths to generate more robust tourism is key to our success.



What We Do

Greater growth can be anticipated when focus and priorities are shifted from event-driven activities to strategic tourism marketing and partnership collaborations

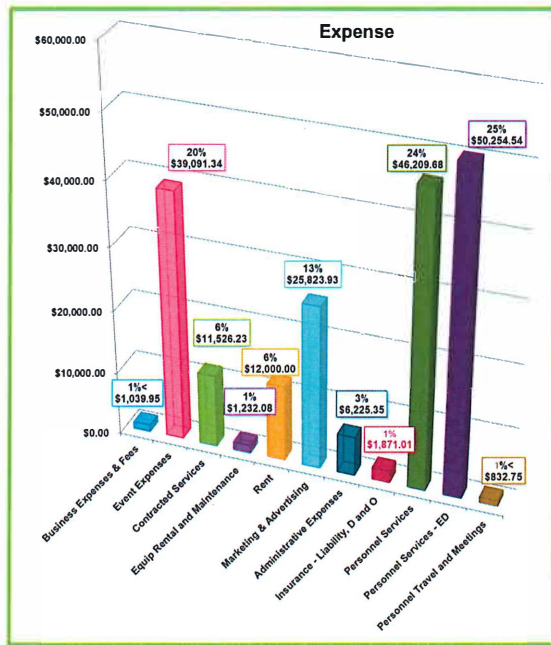
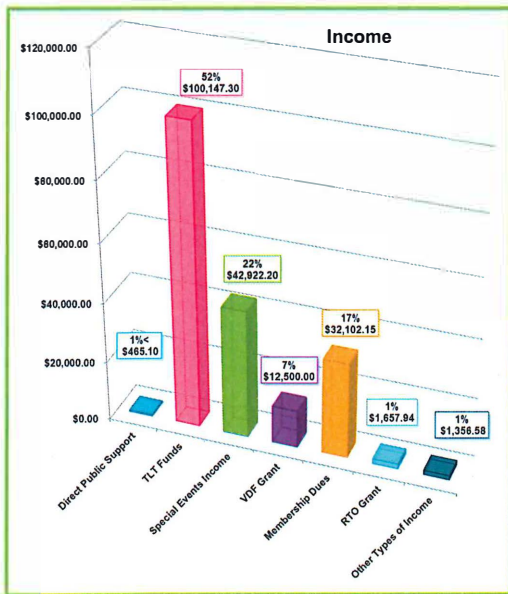
Tourism & Visitor Center

Special Events

Membership

Partnerships & Collaborations

Financials FY 2016/17

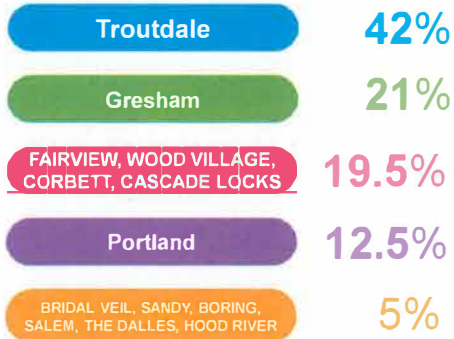
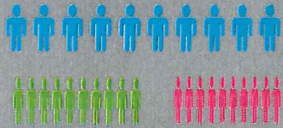


Our Members

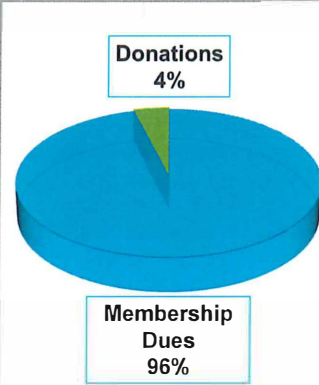
A break out of our membership by community and income source

Member Totals:

2015/16	135
2016/17	117 (18 New)
2017/18	119 (7 New)



Income Source
 Donations - \$1,357
 Member dues - \$32,102



Member Events

Promoting our local businesses



AM/PM Events



Learn Over Lunch



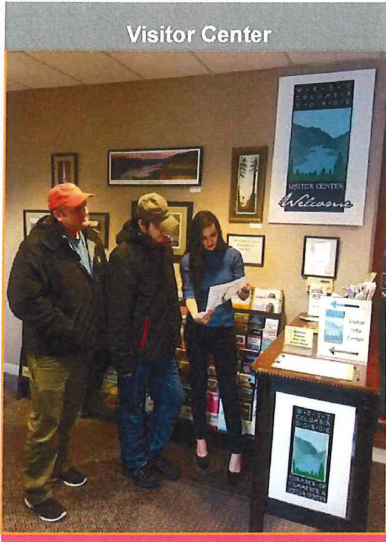
Ribbon Cutting



Ground Breaking



Tourism Visitor Center

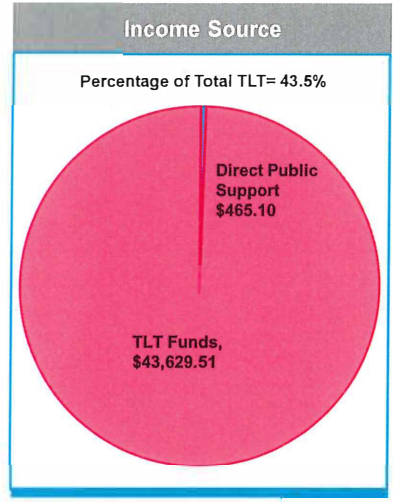


Visitor Center

Total intern hours = 623
Individual Travel Packet Requests = 75

TOTAL VISITORS

- ❑ Domestic – 1811
Representing 47 states
- ❑ International – 513
Representing 24 countries
- ❑ Top three states – CA,OR,TX
- ❑ Top 3 countries - CAN,UK,AUS
- ❑ 2017/18 thru Jan
Domestic - 733
International - 185
- ❑ Comparison
Sep 2016-412
Sep 2017-159



Tourism Strategic Marketing



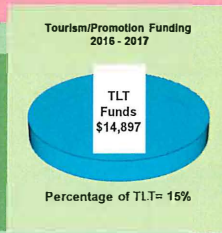
- RCTP established for regions to create marketing programs locally
- 20% of state TLT is designated to the seven Oregon regions
- Mt. Hood/Gorge Region received \$175K FY 2016/17, \$300K FY 2017/18
- ROI: Every \$1 spent on marketing generates \$237 in visitor spending and \$11 in tax revenue



2016/17 Industry Statistics

- Total Revenue Statewide \$11.3 B
- Mt. Hood Gorge Region \$483M, supporting over 4800 jobs
- 2015 visitor total: 3.2M (includes an overnight stay)

- Familiarization (FAM) tours for both awareness & destination planning
- Marketing materials – travel guides, brochures, videos
- Educational publications and programs to share with the public



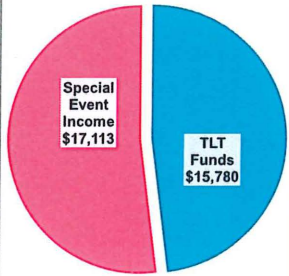
Special Events

SummerFest

Celebrating the 100th anniversary of the Historic Columbia River Highway

Income Source:

Percentage of Total TLT= 15.75%



Farm to Table

Income Source:

Percentage of Total TLT= 3%



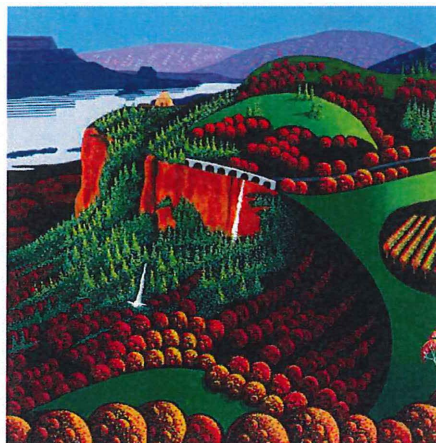
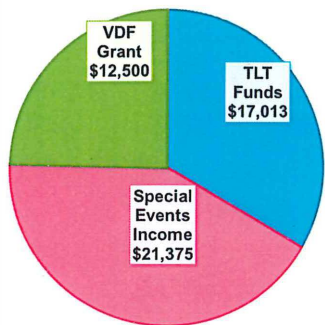
Special Events

Attracting attendees near and far to generate tourism growth

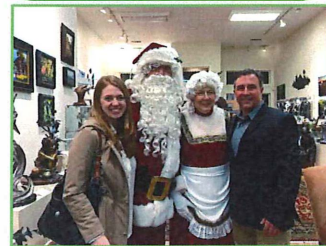
Fall Festival of the Arts

Income Source:

Percentage of Total TLT= 17%

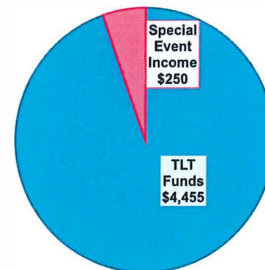


Holiday Tree Lighting



Income Source:

Percentage of Total TLT= 4.5%



Special Projects

Collaboration projects improve communities

Regional Travel Options Grant

The West Columbia Gorge Chamber of Commerce received approval for a Regional Travel Options Grant in 2015 through Metro and the Federal Transit Administration. The project began in early 2017 with the hire of a project manager and project completion date is anticipated to be May 2018.

The two components of the grant are :

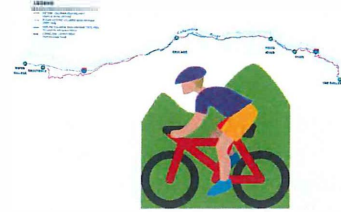
1 Gorge Hubs

Tourism focused (connected to a system of tourism amenities and enhancements) develop construction documents for the Gorge Hubs in Troutdale and Wood Village

2 Demand Study

Economic development focused (related to the efficient movement of goods, workforce access/development) - conduct a commute options demand study for TRIP and the surrounding area. (Research on commute options infrastructure and on activities and programs that encourage employees to choose non-drive-alone trips.)

Bike Hub Route



13

Eagle Creek Fire

Helping our communities in real time when disaster strikes

1 Donations

Solicited donations through Fall Festival of the Arts event to contribute to volunteer fire departments.



2 Collaborations

Assisted Governor's office in sharing SBA loan information, participated in the "After the Smoke Clears" presentation, worked with multiple Gorge organizations to provide up-to-date information on open areas and those to avoid.



3 PR

Show the Gorge Some Love Campaign, 1859 Magazine, KGW8 Portland Today.



14

Strategic Planning Focus Areas:

Solicit member
input on
organizational
direction



Develop
marketing plan



Board
diversity & growth



Focus on select
key services



Strengthening
partnerships
to leverage
strengths in
other services
areas



Strategies for Success

Communication & Collaboration

1. Make strides with the need to prioritize efforts on focus areas above
2. Recognize the following challenges/opportunities in the near term:
 - Tourism – Eagle Creek Fire issues, traffic congestion, marketing shoulder seasons (fall, winter, spring).
 - Membership – Ensuring value while increasing members
 - Special Events – Defining roles



Thank you!

107 E Historic Columbia River Hwy, Troutdale, OR 97060

www.westcolumbiagorgechamber.com

(503) 669-7473



www.westcolumbiagorgechamber.com

16



Metro District 1 Update

City of Troutdale

Councilor Shirley Craddick

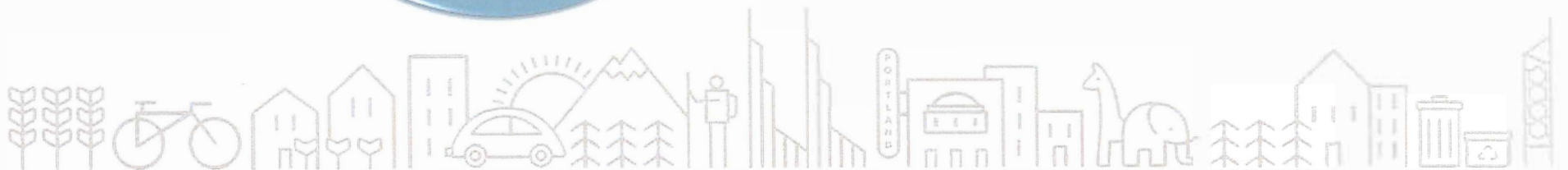
February 27, 2018

Building Livable Communities

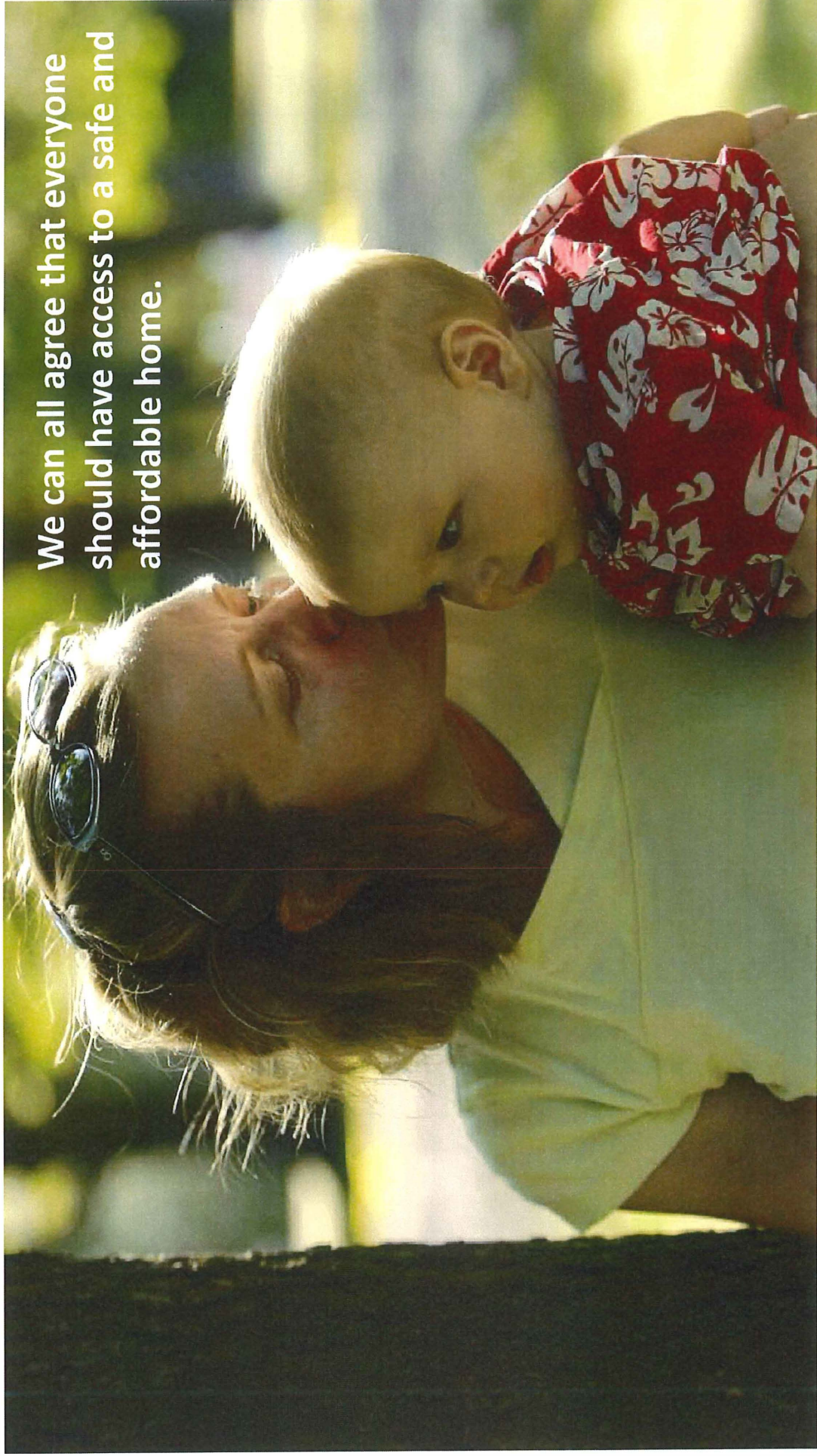


As a regional government, Metro crosses city limits and county lines to work with communities to create vibrant and sustainable region for all.

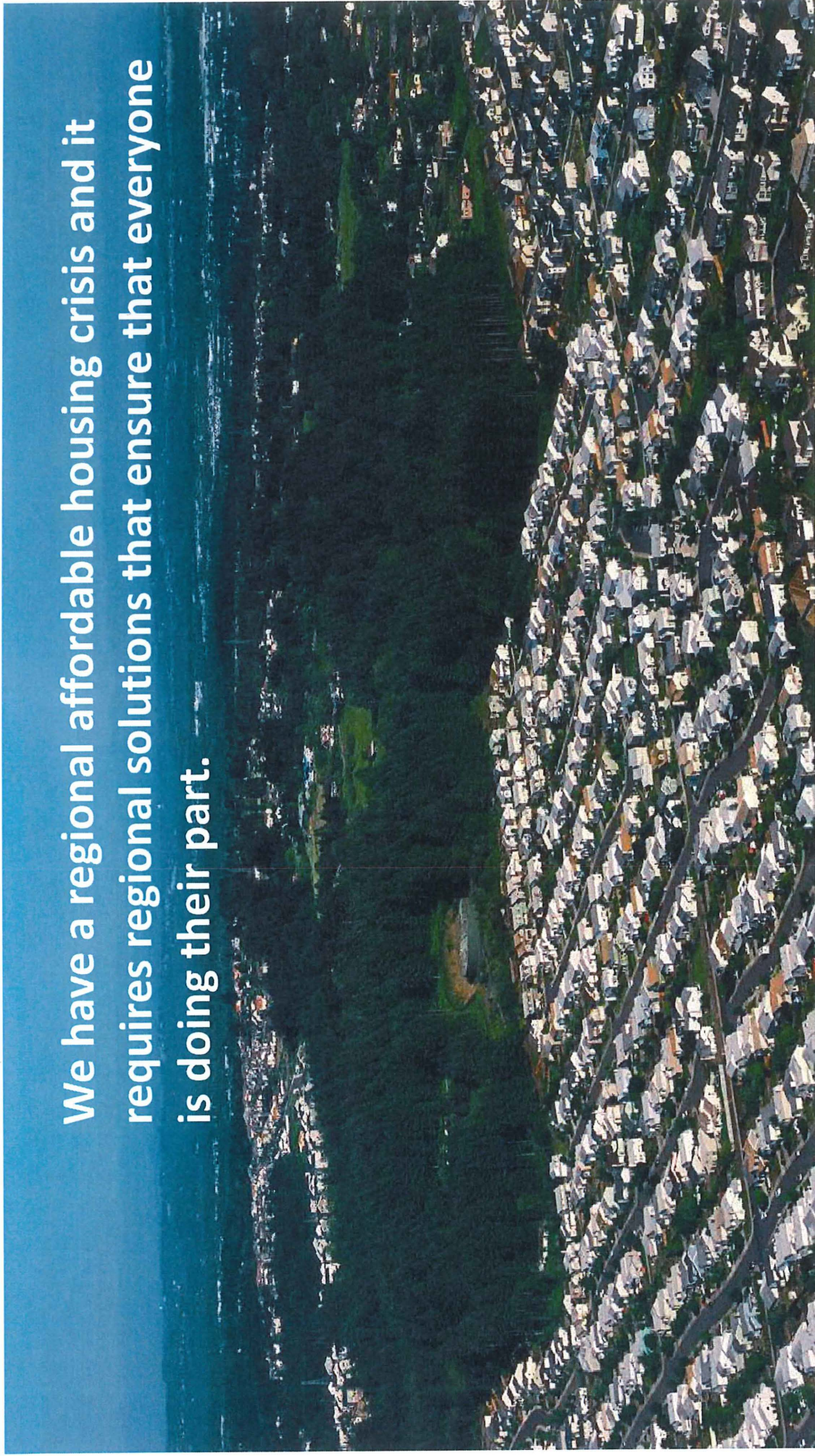
Together, we're making a great place.

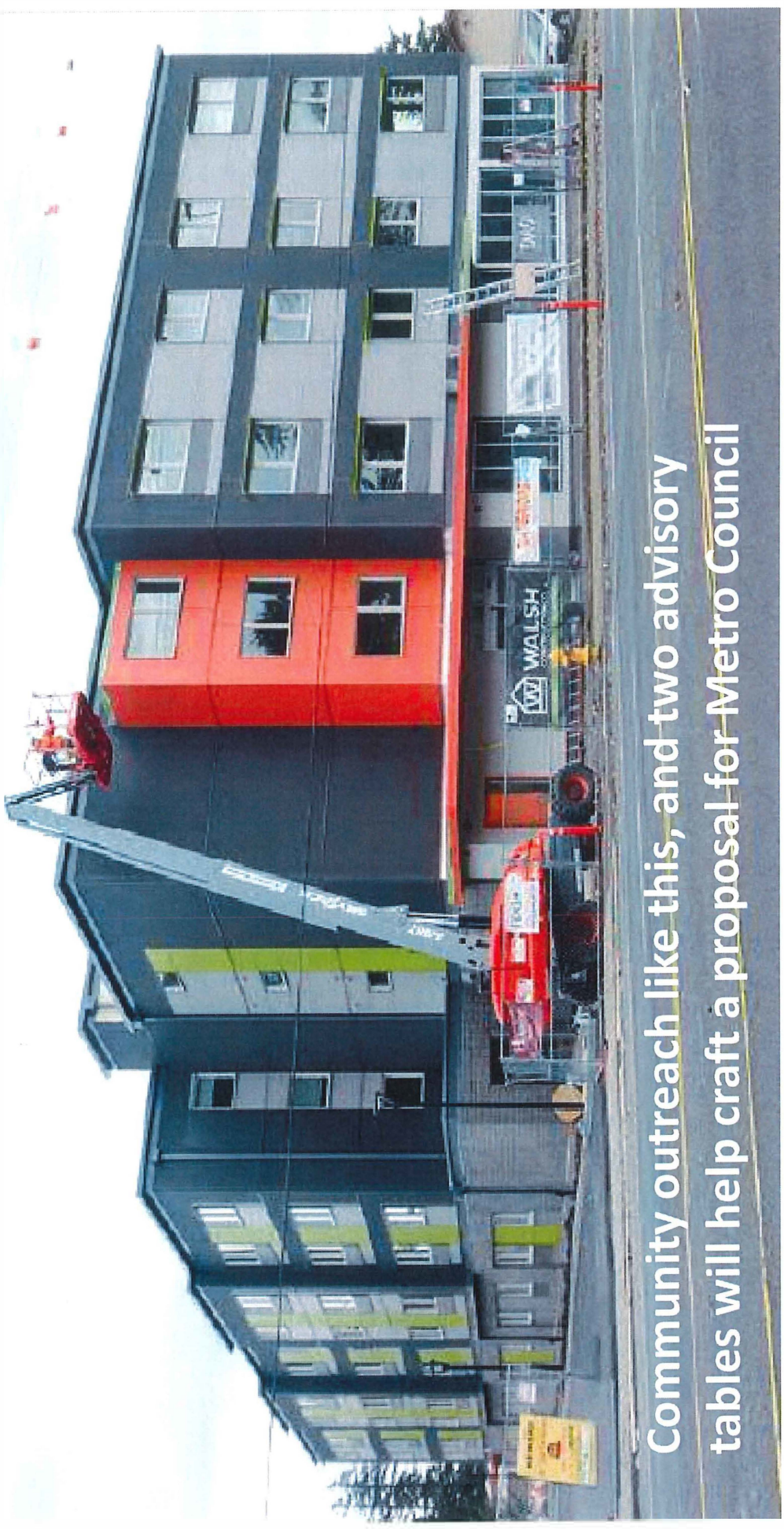


We can all agree that everyone should have access to a safe and affordable home.

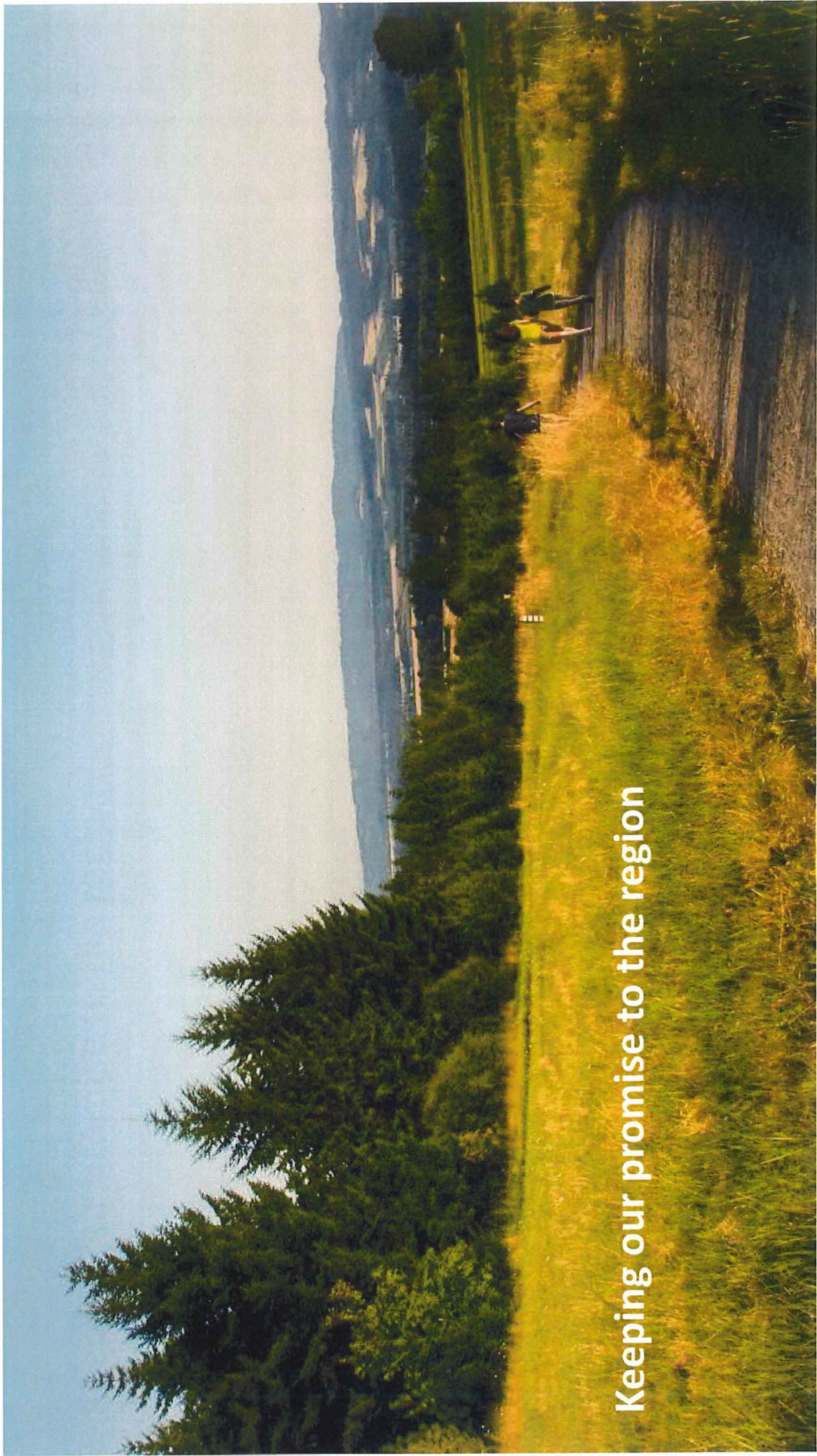


We have a regional affordable housing crisis and it requires regional solutions that ensure that everyone is doing their part.





Community outreach like this, and two advisory tables will help craft a proposal for Metro Council



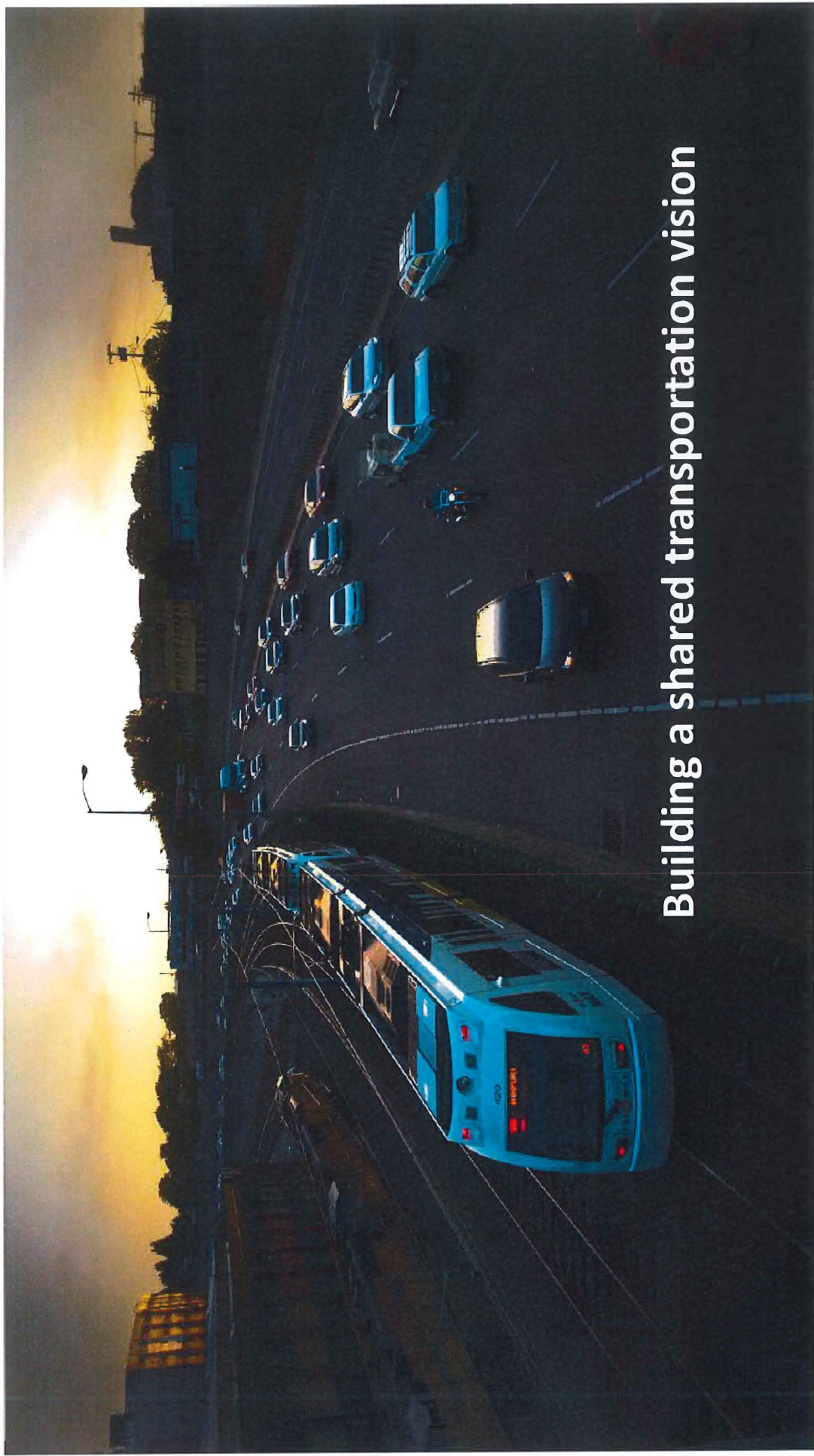
Keeping our promise to the region



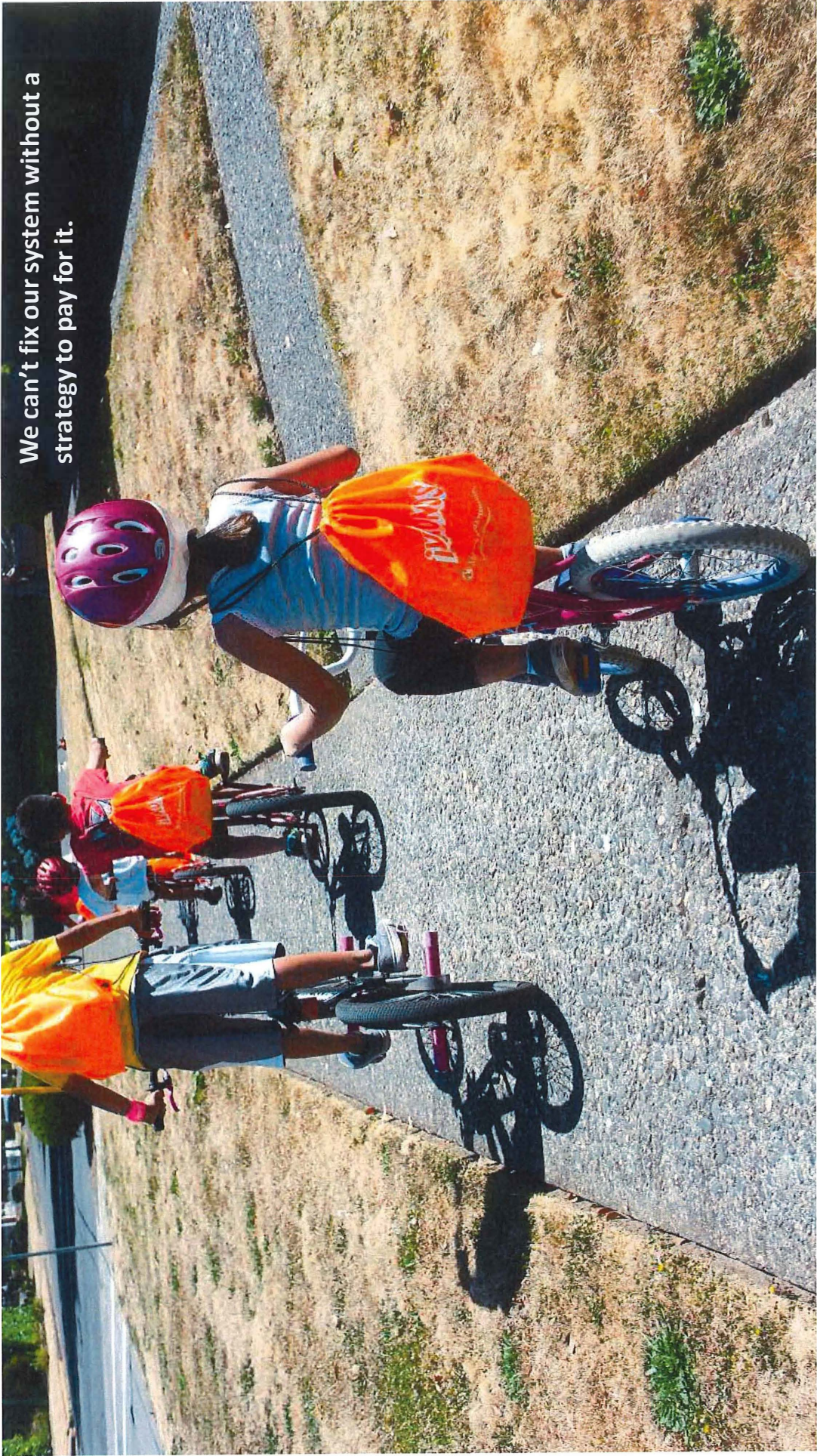
METRO - Oxbow Regional Park - Office Park Welcome Center



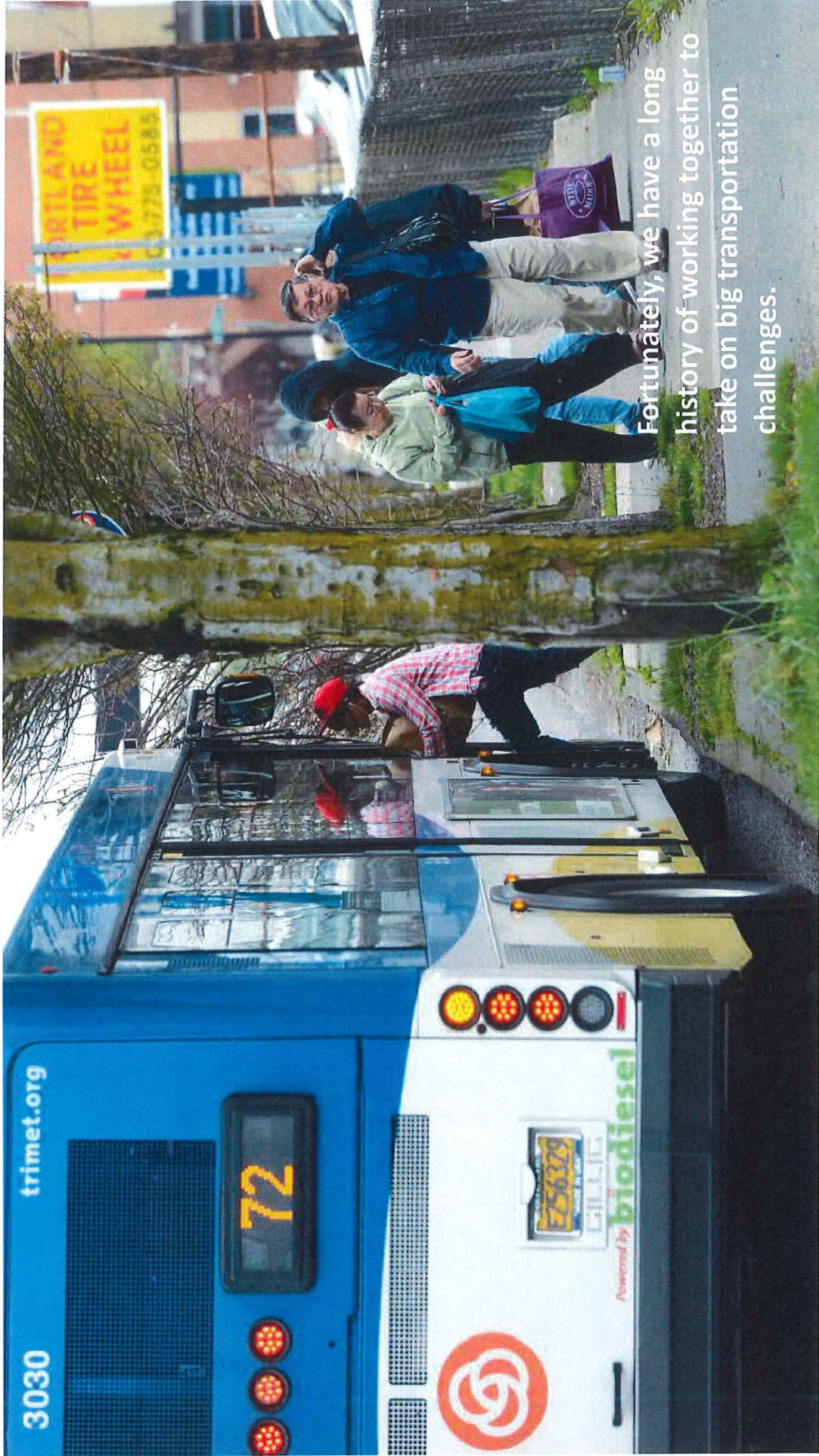
Restoring what we've protected



Building a shared transportation vision



We can't fix our system without a strategy to pay for it.



Fortunately, we have a long history of working together to take on big transportation challenges.

Shirley Craddick
Metro Councilor, District 1
503-797-1547
shirley.craddick@oregonmetro.gov



Arts and events
Garbage and recycling
Land and transportation
Oregon Zoo
Parks and nature

oregonmetro.gov