

AGENDA

REGULAR CITY COUNCIL MEETING

April 25, 2011

5:30 p.m.

CITY HALL COUNCIL CHAMBER
313 COURT STREET
THE DALLES, OREGON

1. CALL TO ORDER
2. ROLL CALL OF COUNCIL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF AGENDA
5. PRESENTATIONS/PROCLAMATIONS

A. Arts and Culture Month Proclamation

6. AUDIENCE PARTICIPATION

During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Five minutes per person will be allowed. If a response by the City is requested, the speaker will be referred to the City Manager for further action. The issue may appear on a future meeting agenda for City Council consideration.

7. CITY MANAGER REPORT
8. CITY ATTORNEY REPORT
9. CITY COUNCIL REPORTS

A. Approval of Mission Statement

10. CONSENT AGENDA

Items of a routine and non-controversial nature are placed on the Consent Agenda to allow the City Council to spend its time and energy on the important items and issues. Any Councilor may request an item be "pulled" from the Consent Agenda and be considered separately. Items pulled from the Consent Agenda will be placed on the Agenda at the end of the "Action Items" section.

OFFICE OF THE CITY MANAGER

COUNCIL AGENDA

- A. Approval of April 11, 2011 Regular City Council Meeting Minutes
- B. Resolution No. 11-010 Concurring With the Mayor's Appointment to the Planning Commission

11. PUBLIC HEARINGS

- A. Public Hearing to Receive Testimony Regarding Proposed Amendments to the Comprehensive Plan and Land Use Development Ordinance for Periodic Review [Agenda Staff Report #11-031]

12. CONTRACT REVIEW BOARD ACTIONS

- A. Award Contract for Towing Services [Agenda Staff Report #11-032]

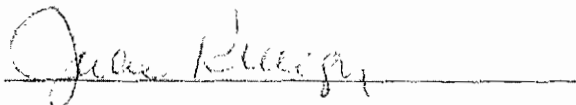
13. ACTION ITEMS

- A. Resolution No. 11-008 Initiating a Street Vacation Procedure for Library Property [Agenda Staff Report #11-034]
- B. Resolution No. 11-011 Initiating a Right of Way Vacation Procedure for a Portion of Terrace Drive and East Terrace Drive [Agenda Staff Report #11-036]
- C. Approval of Agreement With the Chamber of Commerce to Provide Tourism Services [Agenda Staff Report #11-035]

14. ADJOURNMENT

This meeting conducted in a handicap accessible room.

Prepared by/
Julie Krueger, MMC
City Clerk



PROCLAMATION

WHEREAS, arts and culture organizations are an important part of the economy of the community; and

WHEREAS, these organizations regularly provide enjoyment and educational opportunities to residents of The Dalles; and

WHEREAS, these organizations draw tourists into the region to supplement other tourist offerings and can be an important tourism magnet in the shoulder months;

NOW, THEREFORE, I, James L. Wilcox, Mayor of the City of The Dalles, proclaim the month of May, 2011 as

“ARTS AND CULTURE MONTH”

in the City of The Dalles and encourage residents to visit arts and culture venues and hospitality businesses to promote the venues and special events to their customers to increase the enjoyment and benefit that these organizations bring to our community.

APPROVED AND DATED THIS 25th DAY OF APRIL, 2011

SIGNED: _____

James L. Wilcox, Mayor

ATTEST: _____

Julie Krueger, MMC, City Clerk





AGENDA STAFF REPORT

CITY OF THE DALLES

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 25, 2011	City Council Reports	

TO: Honorable Mayor and City Council

FROM: Julie Krueger, City Clerk

THROUGH: Nolan K. Young, City Manager

DATE: April 13, 2011

ISSUE: Approval of a Mission Statement for City of The Dalles.

BACKGROUND: At the February City Council goal setting, the City Council briefly discussed the need to develop a Mission Statement for the City of The Dalles. Staff prepared a broad statement that could be applied to each of the City Council goals and policies and to reflect the importance of protecting our past and a vision for the future. This statement was forwarded to the City Council for comments.

At the April 11th Council meeting, the draft statement was reviewed and changed to: "By working together, provide programs, policies and procedures to assure and protect the continuing vitality of The Dalles". The City Council asked to have the statement reviewed and discussed by the Department Managers for additional input. Following that review, it was proposed to change the mission statement to: "By working together, provide services that enhance the vitality of The Dalles".

The new proposal shortens the statement to make it easier to remember and it reflects what the City does, how it will be done, and the results.

As of this writing, all comments received from the City Council have been in support of the revised statement.

BUDGET IMPLICATIONS: None at this time.

COUNCIL ALTERNATIVES:

- A. Staff Recommendation: *Move to adopt the Mission Statement: “By working together, provide services that enhance the vitality of The Dalles”.*
- B. Make additional revisions to the proposed statement.
- C. Decline to adopt a mission statement for the City.



AGENDA STAFF REPORT

CITY OF THE DALLES

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 25, 2011	Consent Agenda 10, A - B	N/A

TO: Honorable Mayor and City Council

FROM: Julie Krueger, MMC, City Clerk

THRU: Nolan K. Young, City Manager

DATE: April 14, 2011

ISSUE: Approving items on the Consent Agenda and authorizing City staff to sign contract documents.

A. **ITEM:** Approval of April 11, 2011 Regular City Council Meeting Minutes.

BUDGET IMPLICATIONS: None.

SYNOPSIS: The minutes of the April 11, 2011 regular City Council meeting have been prepared and are submitted for review and approval.

RECOMMENDATION: That City Council review and approve the minutes of the April 11, 2011 regular City Council meeting.

B. **ITEM:** Resolution No. 11-010 Concurring With the Mayor's Appointment to the Planning Commission.

BUDGET IMPLICATIONS: None.

SYNOPSIS: The Mayor has selected Nan Wimmers to fill an expired term on the Planning Commission.

RECOMMENDATION: That City Council adopt Resolution No. 11-010 concurring with the Mayor's appointment of Nan Wimmers to the Planning Commission.

MINUTES

REGULAR COUNCIL MEETING
OF
APRIL 11, 2011
5:30 P.M.
CITY HALL COUNCIL CHAMBER
313 COURT STREET
THE DALLES, OREGON

PRESIDING: Mayor Jim Wilcox

COUNCIL PRESENT: Bill Dick, Carolyn Wood, Dan Spatz, Tim McGlothlin

COUNCIL ABSENT: Brian Ahier

STAFF PRESENT: City Manager Nolan Young, City Attorney Gene Parker, City Clerk Julie Krueger, Public Works Director Dave Anderson, Finance Director Kate Mast, Police Captain Ed Goodman

CALL TO ORDER

Mayor Wilcox called the meeting to order at 5:33 p.m.

ROLL CALL

Roll call was conducted by City Clerk Krueger; Councilor Ahier absent.

PLEDGE OF ALLEGIANCE

Mayor Wilcox invited the audience to join in the Pledge of Allegiance.

APPROVAL OF AGENDA

Mayor Wilcox said Action Item 11, B, Agreement With PUD, would be removed from the agenda as the agreement was not yet ready to sign. He said the Council would have a discussion regarding the City's Mission Statement under Council Reports.

It was moved by Spatz and seconded by Wood to approve the agenda as amended. The motion carried unanimously, Ahier absent.

AUDIENCE PARTICIPATION

None.

CITY MANAGER REPORT

City Manager Young reported he and the Mayor had met with Port Director Klaas and Stephanie Hallock from the Governor's Office regarding wetlands issues. He said the City may have an option to use the Oregon Solutions process to find a resolution to the issues of wetlands in the industrial lands, but there would be a cost to the City. He said there was a \$3,000 application fee and the process cost was approximately \$50,000, shared between the City and State.

Mayor Wilcox noted there were no expected outcomes listed in the application and asked that the City Manager continue to work with the Port to determine the best way to address the concerns regarding wetlands. Wilcox said other agencies would need to agree to participate in the Oregon Solutions process if it were to be successful.

City Manager Young said staff continued to work on budget preparation. He said Budget Issue Papers would continue to be sent out this week and the budget document would be ready for distribution on April 20th.

Mayor Wilcox asked that staff call when the document was ready and they could be picked up instead of having them mailed.

CITY ATTORNEY REPORT

City Attorney Parker said he continued to work with staff to revise the resale business ordinance. He said they were considering following the model used by the City of Portland. Parker said the Planning Commission would conclude their review of the proposed Land Use Development Ordinance (LUDO) amendments, which would be forwarded to the Council for a public hearing on April 25th.

Parker said he had received the pole agreement from the Northern Wasco County PUD late in the day, so would bring it for consideration at the next Council meeting.

CITY COUNCIL REPORTS

Councilor Spatz said the college was working with some students and the PUD to explore the possibility of a solar project in The Dalles. He said this was in the early stages, but would meet the City Council objective regarding renewable energy.

Spatz said he had spoken with the City Manager regarding issuing a Request for Proposals (RFP) for the City's insurance agent. He said he understood the need for continuity with insurance agents and that the City had a great rapport with the current agents, but that it would be nice to explore the possibility in a few years.

Councilor Dick said he was pleased to see the Parks and Recreation District had begun construction of the skate park. He said it would be beneficial to the community.

Councilor Wood said May 7th would be the annual Pioneer Association meeting at Calvary Baptist Church. She said over 300 people normally attended and said there would be many picture boards to look at. She said the School District 21 museum would also be open that day from 1:00 p.m. to 4:00 p.m. and said they had a lot of memorabilia to show.

Mayor Wilcox said he had attended the local job fair last week. He said there were 28 businesses represented, with over half of them being tax supported or charities. Wilcox said there were over 400 people attending the fair from a large region.

Wilcox said he had been invited to judge the "Who's the Man" contest at the high school, which had been a lot of fun.

Wilcox said he had been approached by a downtown business person with a concern about the recent bike race downtown. He said the barricades had been set up two hours earlier than they were supposed to be, which inhibited business.

Mayor Wilcox said the City Council was supportive of Police Chief Waterbury in his handling of a recent employee issue which had been reported in the newspaper. Wilcox said staff handled the situation appropriately and according to the City's policies and procedures.

Discussion Regarding Mission Statement

Councilor Spatz said he liked the proposed mission statement, but said he believed it was important to have public input before making a decision.

MINUTES (Continued)
Regular Council Meeting
April 11, 2011
Page 4

City Manager Young said the elected officials represented the public and it was appropriate for the Council to make the decision.

Following discussion, the Council re-drafted the proposed Mission Statement to read: By working together, provide programs, policies and procedures to assure and protect the continuing vitality of The Dalles.

Staff was directed to have the proposal reviewed by Department Managers and to bring back comments at a future meeting for further consideration.

CONSENT AGENDA

It was moved by Wood and seconded by McGlothlin to approve the Consent Agenda as presented. The motion carried unanimously, Ahier absent.

Items approved by Consent Agenda were: 1) approval of the March 28, 2011 regular City Council meeting minutes; and 2) approval to declare vehicle and equipment as surplus property.

ACTION ITEMS

Special Ordinance No. 11-540 Vacating Two Portions of Lone Pine Drive

City Attorney Parker reviewed the staff report and said the ordinance had been posted according to Charter requirements and could be adopted by title if the Council chose to.

City Clerk Krueger read Special Ordinance No. 11-540 by title.

It was moved by Wood and seconded by Spatz to adopt Special Ordinance No. 11-540 by title. The motion carried unanimously, Ahier absent.

Approval of Intergovernmental Agreement With Education Service District for IT Services

Councilor McGlothlin said he worked for the District and declared a potential conflict of interest. He said he would not vote on the matter.

Councilor Spatz said the college used the service district, but he had no direct benefit from the relationship.

City Manager Young reviewed the staff report.

MINUTES (Continued)
Regular Council Meeting
April 11, 2011
Page 5

Councilor Spatz asked if the cost was primarily salary. Young said it was mostly salary and benefits, but the City benefitted by having the support of the entire support staff, besides having a full time employee.

It was moved by Dick and seconded by Wood to authorize the City Manager to sign the contract with ESD for computer technology administrative services.

Mayor Wilcox asked how the budget compared with the previous year. Young said he believed it was an increase of approximately \$12,000.

Councilor Spatz said the amount seemed high and hoped it would be reviewed next year.

The motion to authorize the City Manager to sign the contract with ESD for computer technology administrative services was voted on and carried; McGlothlin abstaining, Ahier absent.

ADJOURNMENT

Being no further business, the meeting adjourned at 6:25 p.m.

Submitted by/
Julie Krueger, MMC
City Clerk

SIGNED:

James L. Wilcox, Mayor

ATTEST:

Julie Krueger, MMC, City Clerk

RESOLUTION NO. 11-010

**A RESOLUTION CONCURRING WITH THE
MAYOR'S APPOINTMENT OF NAN WIMMERS
TO THE PLANNING COMMISSION**

WHEREAS, there is an expired term on the Planning Commission; and

WHEREAS, Mayor Wilcox has selected Nan Wimmers for appointment to the Planning Commission;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL AS
FOLLOWS:**

Section 1. The City Council hereby concurs with the appointment of Nan Wimmers to the Planning Commission, term to expire April 30, 2015.

Section 2. This Resolution shall be effective April 25, 2011.

PASSED AND ADOPTED THIS 25th DAY OF APRIL, 2011

Voting Yes, Councilors: _____
Voting No, Councilors: _____
Absent, Councilors: _____
Abstaining, Councilors: _____

AND APPROVED BY THE MAYOR THIS 25th DAY OF APRIL, 2011

SIGNED:

James L. Wilcox, Mayor

ATTEST:

Julie Krueger, MMC, City Clerk



CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

(541) 296-5481 ext. 1125
FAX: (541) 298-5490

AGENDA STAFF REPORT

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 25, 2011	Public Hearings 11, A	11-031

TO: Honorable Mayor and City Council

FROM: Dick Gassman, Senior Planner
Community Development Department

THRU: Nolan Young, City Manager *NJ*

DATE: April 25, 2011

ISSUE: Period Review of Comprehensive Plan and Land Use and Development Ordinance.

RELATED CITY COUNCIL GOAL: N/A

PREVIOUS AGENDA REPORT NUMBERS: N/A

BACKGROUND: The City of The Dalles is currently in the process of conducting a Periodic Review. This is a formal process required by the State of Oregon for a jurisdiction to review its Comprehensive Plan and related policies. As part of this review, City staff and the City's consultant have reviewed not just the Comprehensive Plan and Land Use and Development Ordinance (LUDO), but also the Economic Opportunities Analysis, and new requirements from the U. S. Environmental Protection Agency and the State Department of Environmental Quality relating to stream and stream corridor protection.

PROCESS: The City Council has held a joint work session with the Planning Commission to obtain some of the background information of this process. The material was first presented to the Council a couple of years ago when the City first started on this process. In addition to the joint work session with the Council, the Planning Commission

held a formal public hearing to obtain public input on April 7, 2011. The Commission continued its deliberations to a special meeting on April 14. The reason for the special session of the Commission and for the tight schedule with the City Council is to comply with a grant deadline. The City is obligated to have a finished product to the State by the end of May. The Council will have time to hold a public hearing, make amendments, and adopt an ordinance within the time remaining.

REVIEW: This is a legislative type hearing to review the Comprehensive Plan and related documents. The supporting documents are large. Rather than copy them and send them with this staff report, we have placed them on the City's web page. They can be found on the city website www.thedalles.org under Agenda and Minutes City Council April 25, 2011 Agenda, additional information. In addition to the draft Comprehensive Plan, these supporting documents include a draft Economic Opportunities Analysis, a draft Stream Corridor Inventory, a draft Stream Corridor ESEE Analysis, and draft LUDO amendments. It is anticipated that one or more of these documents will be modified at the April 14 Commission hearing. The Planning Commission recommended version of the Comprehensive Plan, LUDO amendments, and related documents will be placed on the City's website as soon as possible.

BUDGET IMPLICATIONS: There are no significant budget implications. There will be minor costs associated with printing new documents.

ALTERNATIVES:

Adopt the changes to the Comprehensive Plan, LUDO, and Economic Opportunities Analysis as recommended by the Planning Commission, with additional amendments by the Council. Adopt the Stream Corridor Inventory and Stream Corridor ESEE Analysis as recommended by the Planning Commission, with any changes by the Council.

A. Staff Recommendation: *Move to adopt the Comprehensive Plan, Economic Opportunities Analysis, LUDO, the Stream Corridor Inventory, and the Stream Corridor ESEE Analysis as recommended by the Planning Commission, with changes as approved by Council, and direct staff to return with an ordinance at a later meeting.*

B. Do not adopt these documents and give direction to staff on how to proceed.



CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

(541) 296-5481 ext. 1122
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AGENDA STAFF REPORT

CITY OF THE DALLES

MEETING DATE:	AGENDA LOCATION:	AGENDA REPORT #
April 25, 2011	Contract Review Board 12, A	11-032

TO: Honorable Mayor and City Council

FROM: Gene E. Parker, City Attorney

THRU: Nolan K. Young, City Manager

DATE: April 12, 2011

ISSUE: Recommendation for award of Towing Services Contract No. 2011-012

RELATED CITY COUNCIL GOAL: None

PREVIOUS AGENDA REPORT NUMBERS: None

BACKGROUND: The current contract for towing services, under which Shaner Enterprises, Inc. doing business as Rivers Edge Towing, provides towing services for the City Police Department and Code Enforcement Department, expires on July 31, 2011. On March 15, 2011, staff mailed a notice of a proposed Request for Proposal for Towing Services to fifteen local businesses who might be interested in submitting a response to the RFP. The Request for Proposal was advertised in The Dalles Chronicle on March 22, 2011. In response to the RFP, the City received one proposal from Shaner Enterprises, Inc doing business as Rivers Edge Towing.

Enclosed with this staff report is a copy of the rate schedule for towing services submitted by Rivers Edge Towing. The proposed rates for the new contract are essentially unchanged from the rates for the current contract. Rivers Edge Towing is also proposing to reduce the cost of towing abandoned vehicles and vehicles towed as part of nuisance abatements. Under the current contract, the City has paid a fee of \$65 for abandoned vehicles, and a \$65 hook up fee and \$32 per day storage fee (for a minimum of 15 days) for vehicles towed as part of a nuisance

abatement. Under their new proposal, these vehicles would be towed at no charge to the City, and Rivers Edge would bill the registered owner of the vehicle for any amount that has not been paid in full from the proceeds of the sale of the vehicle. As part of its proposal, Rivers Edge has also offered to absorb the cost of towing for vehicles which ultimately are determined to have been improperly towed by the City Police Department (for example, in a situation where the Police Department desires to rescind a tow order).

City staff is recommending that the Council authorize the City Manager to enter into a three year agreement with Shaner Enterprises, Inc., doing business as Rivers Edge Towing. The agreement will include a provision that renewal of the agreement for the fiscal years 2012-2013 and 2013-2014 will be subject to the City appropriating sufficient funds in the annual budgets to pay for the towing services to be provided under the contract.

BUDGET IMPLICATIONS: Under the proposal, the costs of towing certain vehicles will be reduced as the proposer has offered to tow abandoned vehicles involved in nuisance abatement proceedings at no cost to the City. The proposed budget for 2011-2012 includes the sum of \$2,500 for towing services, which should be sufficient to cover costs for other towing services.

ALTERNATIVES:

- A. **Staff Recommendation.** The City Council move to authorize the City Manager to enter into a three year agreement commencing on August 1, 2011 with Shaner Enterprises, Inc., doing business as Rivers Edge Towing, in accordance with their proposal submitted on April 12, 2011.

RIVERS EDGE TOWING

A Division of Shaner Enterprises, Inc.

1100 Tucker Rd, Hood River, OR 97031 437 Wa Na Pa St., Cascade Locks, Or. 97014

2420 West 2nd St. / 1002 Hostetler St. The Dalles, Or. 97058

P. O. box 396 Hood River, OR 97031

(541) 386-6944 Fax (541) 387-6745

SERVICE TYPE	Current Contract Rate	Proposed Rates New Contract
HOOK UP	75.00	75.00
DOLLY USE/FLATBED	45.00 (all 4x4's)	40.00 (Dollies only)
WINCH USE	55.00 per winch use	55.00 per winch use
SERVICE CALL	45.00	45.00
JUMPS START	45.00	45.00
LOCK OUT	45.00	45.00
MILEAGE PER MILE	4.50 per mile	4.00
STORAGE PER DAY	32.00	32.00
LATE NIGHT CHARGE	10.00 per Hook up (85.00)	45.00 (9pm-7am)
DROP DRIVELINE	45.00	45.00
MEDIUM DUTY HOOK UP	125.00-225.00	105.00—150.00
MEDIUM DUTY SERVICE	55.00	85.00-150 heavy duty
LEIN FEES/TOW NOTIFICATION	50.00	50.00
AFTER HOURS GATE	45.00	45.00
LABOR @ SCENE	75.00 after 1 st ½ hr	70.00 per ½ hr
ROLL OVER (2 WINCHES)	75.00	55.00 per Winch Required

Our standard rates are the same for the same for Hood River and Cascade Locks.

We charge the same for private commercial calls as we do for this contract.

If fuel prices rise above \$3.00 per Gallon we add a fuel surcharge (\$3-\$10)

We charge for all debris and disposal costs plus 30%.

Taxi fees \$7.50 (rides home and to police stations).

We charge \$25.00 for having to chain up tow truck to get to a vehicle.



CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

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FAX: (541) 298-5490

AGENDA STAFF REPORT

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 25, 2011	Action Items 13, A	11-034

TO: Honorable Mayor and City Council

FROM: Dick Gassman, Senior Planner
Community Development Department

THRU: Nolan Young, City Manager

DATE: April 25, 2011

ISSUE: City Council Resolution to Initiate a Right of Way Vacation Process for a portion of East 7th Street, a portion of Washington Street, and an alley east of Court Street, all on the library property. Vacation #61-11

RELATED CITY COUNCIL GOAL: N/A

PREVIOUS AGENDA REPORT NUMBERS: N/A

BACKGROUND: City of the Dalles is requesting initiation of a right of way vacation process for a portion of East 7th Street, east of Court Street, a portion of Washington Street, east of Court Street and north of East 7th Place, and an alley east of Court Street. These portions are on property where the library is located. For the requested vacation areas see the attached map.

This request has been reviewed by the Community Development and Public Works staff. No objections were noted. If approved, most of the vacated land will attach to City owned property. A small amount at the northern end will attach to property at 704 Court Street.

Enclosed with this staff report is Resolution No. 11-008, which will initiate the vacation proceeding. If the Resolution is adopted, a public hearing will be held on the proposed partial right of way vacation.

BUDGET IMPLICATIONS: The costs associated with the proposed partial street vacation are minimal; public notices and some staff time. If the right of way is ultimately vacated, General Ordinance No. 99-1230 requires the Petitioner to also pay for the costs associated with the filing and recording. Since the City is the Petitioner, the City will be responsible for the costs.

ALTERNATIVES:

A. Staff Recommendation: *Move to adopt Resolution No. 11-008 initiating a right of way vacation process for a portion of East 7th Street, east of Court Street, a portion of Washington Street, east of Court Street and north of East 7th Place, and an alley east of Court Street.*

B. Do not adopt the resolution and provide additional direction to staff.

RESOLUTION NO. 11-008

**INITIATING A STREET VACATION PROCEDURE FOR A
PORTION OF EAST 7th PLACE EAST OF COURT STREET, A
PORTION OF WASHINGTON STREET EAST OF COURT
STREET AND NORTH OF EAST SEVENTH PLACE, AND AN
ALLEY EAST OF COURT STREET**

WHEREAS, the City has decided to initiate a street vacation for a portion of East 7th Street located east of Court Street, a portion of Washington Street located east of Court Street and north of East 7th Place, and an alley east of Court Street, as shown on the attached map; and

WHEREAS, street vacations are governed by General Ordinance No. 99-1230; and

WHEREAS, under General Ordinance No. 99-1230, Section 6, the City Council may initiate the vacation process by providing notice (ORS 271.110) of public hearing and posting of notice no less than 14 days prior to the hearing; and

WHEREAS, it is in the best interest of the public for the City to initiate a public hearing for the requested street vacation;

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL AS
FOLLOWS:**

Section 1. Street Vacation Initiated. Street Vacation No. 61-11, which is further shown on the attached map, is hereby initiated.

Section 2. Officers to Act. The Community Development Department of the City is directed to post and publish notice for the street vacation initiated in Section 1 according to the provisions of ORS 271.110.

Section 3. Effective Date. This resolution shall be effective as of April 25, 2011.

PASSED AND ADOPTED THIS 25TH DAY OF APRIL, 2011

Voting Yes, Councilors: _____
Voting No, Councilors: _____
Absent, Councilors: _____
Abstaining, Councilors: _____

AND APPROVED BY THE MAYOR THIS 25TH DAY OF APRIL, 2011

ATTEST:

James L Wilcox, Mayor

Julie Krueger, MMC City Clerk





CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

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AGENDA STAFF REPORT

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 25, 2011	Action Items 13, B	11-036

TO: Honorable Mayor and City Council

FROM: Dick Gassman, Senior Planner
Community Development Department

THRU: Nolan Young, City Manager *ny*

DATE: April 11, 2011

ISSUE: City Council Resolution to Initiate a Right of Way Vacation Process for a portion of Terrace Drive and East Terrace Drive, Vacation #62-11

RELATED CITY COUNCIL GOAL: N/A

PREVIOUS AGENDA REPORT NUMBERS: N/A

BACKGROUND: City of the Dalles is requesting initiation of a right of way vacation process for a portion of Terrace Drive, commonly referred to as Jefferson Street, and a portion of East Terrace Drive. For the requested vacation areas see the attached maps.

This request has been reviewed by the Community Development and Public Works staff. No objections were noted. This vacation is part of a land exchange with Stan Mayfield, owner of property at 513 Terrace Drive. If approved, all the vacated land will attach to the property at 513 Terrace Drive.

Enclosed with this staff report is Resolution No. 11-011, which will initiate the vacation proceeding. If the Resolution is adopted, a public hearing will be held on the proposed partial right of way vacation.

BUDGET IMPLICATIONS: The costs associated with the proposed partial street vacation are minimal; public notices and some staff time. If the right of way is ultimately vacated, General Ordinance No. 99-1230 requires the Petitioner to also pay for the costs associated with the filing and recording. Since the City is the Petitioner, the costs will be paid by the City.

ALTERNATIVES:

A. Staff Recommendation: *Move to adopt Resolution No. 11-011 initiating a right of way vacation process for a portion of Terrace Drive and a portion of East Terrace Drive.*

B. Do not adopt the resolution and provide additional direction to staff.

RESOLUTION NO. 11-011

**INITIATING A STREET VACATION PROCEDURE FOR A
PORTION OF TERRACE DRIVE AND A PORTION OF EAST
TERRACE DRIVE**

WHEREAS, the City has decided to initiate a street vacation for a portion of Terrace Drive, commonly referred to as Jefferson Street, and a portion of East Terrace, located north of Scenic Drive, as shown on the attached maps; and

WHEREAS, street vacations are governed by General Ordinance No. 99-1230; and

WHEREAS, under General Ordinance No. 99-1230, Section 6, the City Council may initiate the vacation process by providing notice (ORS 271.110) of public hearing and posting of notice no less than 14 days prior to the hearing; and

WHEREAS, it is in the best interest of the public for the City to initiate a public hearing for the requested street vacation;

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL AS
FOLLOWS:**

Section 1. Street Vacation Initiated. Street Vacation No. 62-11, which is further described on the attached maps, is hereby initiated.

Section 2. Officers to Act. The Community Development Department of the City is directed to post and publish notice for the street vacation initiated in Section 1 according to the provisions of ORS 271.110.

Section 3. Effective Date. This resolution shall be effective as of April 25, 2011

PASSED AND ADOPTED THIS 25TH DAY OF APRIL, 2011

Voting Yes, Councilors: _____
Voting No, Councilors: _____
Absent, Councilors: _____
Abstaining, Councilors: _____

AND APPROVED BY THE MAYOR THIS 25TH DAY OF APRIL, 2011

ATTEST:

James L Wilcox, Mayor

Julie Krueger, MMC City Clerk

REFERENCES:

- 1) PLAT OF SUNRISE ADDITION
BY ROGER WILHELM
RECORDED OCTOBER 2, 1948
SLIDE A-040
- 2) HOMER WALL SURVEYS:
WD X1087, February 1951
(LOT 12 SUNRISE ADD) C.S. #18-043
WD X1048, UNDATED
(LOTS 9-11 SUNRISE ADD) C.S. #18-044
- 3) SURVEY OF JEFFERSON STREET R/W
FOR CITY OF THE DALLES
BY TENNESON ENGINEERING CORP.
W.O. #10010, FILED JUNE 1, 2009
C.S. #18-046

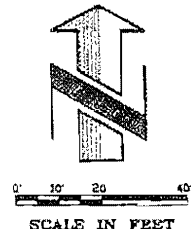
CURVE	DELTA	RADIUS	ARC LENGTH	TANGENT	CHORD BEARING	CHORD LENGTH
C1	79°55'17"	12.00'	16.74'	10.06'	N 32°23'55" W	15.41'
C2	109°48'39"	12.00'	23.00'	17.08'	N 62°28'54" E	19.64'
C3	91°32'07"	35.50'	31.93'	17.14'	N 32°00'06" E	30.87'
C4	55°25'06"	35.50'	34.34'	18.85'	N 85°28'43" E	33.01'
C5	05°28'59"	399.50'	38.23'	19.13'	S 69°33'18" E	38.22'

WASCO COUNTY
SURVEYOR'S OFFICE

Survey No. _____

Filed _____

By _____



NOTES:

- 1) BASIS OF BEARING: BEARINGS BASED ON REFERENCE #3 BETWEEN FOUND MONUMENTS AS SHOWN.
- 2) MONUMENTS SET ON _____ 2010.

LINE	BEARING	DISTANCE
L1	N 24°13'06" E	0.72'
L2	N 17°38'27" E	15.00'

LEGEND:

- EXISTING FENCE LINE
- - - ADJUSTED PROPERTY LINE
- ORIGINAL PROPERTY LINE
- PROPERTY LINE

- ⊙ SET 5/8" x 30" REBAR WITH YELLOW PLASTIC CAP. "HUFFMAN PLS 2786"
- ⊙ FOUND 5/8" REBAR WITH YELLOW PLASTIC CAP. "HUFFMAN PLS 2786" PER REFERENCE #3.
- CALCULATED CORNERS, NOT SET.
- SET HUB & TACK.
- SET P.K. NAIL OR AS NOTED.

NOTE: ALL OTHERS AS NOTED ON PLAN

NARRATIVE:

THE PURPOSE OF THIS SURVEY WAS TO ESTABLISH THE EXTERIOR BOUNDARY OF TAX LOT 1N-13-3CC 11900. THIS TAX LOT COMPRISES LOT 13 AND THE WESTERLY 5 FEET OF LOT 12 OF THE PLAT OF SUNRISE ADDITION. THE SURVEY ALSO SHOWS EXISTING STRUCTURAL IMPROVEMENTS ON THE PROPERTY. THE BOUNDARY RESOLUTION SHOWN HEREON IS IDENTICAL TO REFERENCE #3. THIS SURVEY ESTABLISHED THE STREET RIGHTS-OF-WAY, SUBDIVISION LOT LINES, PROPERTY LINES ALONG JEFFERSON STREET AND EAST TERRACE DRIVE WITHIN THIS AREA AND MONUMENTED THE SUBJECT PROPERTY. MONUMENTS WERE RECEIVED IN THIS SURVEY AS SHOWN. THE SUNRISE ADDITION PLAT WAS RESOLVED UTILIZING A COMBINATION OF FOUND PLAT MONUMENTS, RECORD MONUMENTS FROM SUBSEQUENT SURVEYS AND UTILIZING PLAT DISTANCE DATA. RESOLUTION IN THIS MANNER YIELDED DIMENSIONS CLOSE TO PLAT CALLS. WITH RESOLUTION OF THE BOUNDARY OF THE SUBJECT PROPERTY THE IMPROVEMENTS ON THE PROPERTY WERE TIED ALONG WITH RECONSTRUCTED JEFFERSON STREET. BASED UPON THE EXISTING ROADWAY AND LOT 1 IMPROVEMENTS A RIGHT OF WAY VACATION AND DEDICATION WAS NEGOTIATED BETWEEN THE CITY OF THE DALLES AND THE LANDOWNER WHICH IS SHOWN HEREON. MONUMENTS WERE SET AS SHOWN ON THE NEW RIGHT OF WAY LINE.

SET MONUMENTS ARE 5/8" x 30" REBAR WITH YELLOW PLASTIC CAP INSCRIBED "HUFFMAN PLS 2786".

FOR REVIEW ONLY

REGISTERED
PROFESSIONAL
LAND SURVEYOR

OREGON
JANUARY 21, 1997
BRADLEY R. HUFFMAN
2786

EXPIRES: 06/30/2011

OFFICE COPY

Date	No.	Revisions	By	App.
SURVEY OF TAX LOT 1N-13-3CC 11900 FOR STANLEY MAYFIELD & CITY OF THE DALLES IN LOTS 12 AND 13, SUNRISE ADDITION IN THE SW1/4, SW1/4, SECTION 3, TWP.1N., R.13 E. W.M. THE DALLES, WASCO COUNTY, OREGON				
TENNESON ENGINEERING CORP. CONSULTING ENGINEERS 3919 W. 2ND STREET, Suite 100 THE DALLES, OREGON 97058 PH. (541) 508-8177 FAX 541-238-6857				
Survey R.B.H.	Calculation R.B.H.	Design R.B.H.	Date 9/23/2010	Scale 1"=20'
Drawn S.D.H.	Check S.D.H.	Checked & App. 13003odi	Work Order No. 13693	Sheet 1 of 1





CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

(541) 296-5481
FAX (541) 296-6906

AGENDA STAFF REPORT CITY OF THE DALLES

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 25, 2011	Action Items 13, C	11-035

TO: Honorable Mayor and City Council

FROM: Nolan K. Young, City Manager

DATE: April 14, 2011

ISSUE: Approval of the Tourism Promotion Scope of Work and Budget for FY 2011-12

BACKGROUND: In December 2008, the City of The Dalles and The Dalles Area Chamber of Commerce signed an agreement for personal services for the Chamber to provide tourism promotion and Community Marketing for the City. FY 2011-12 will be the third year of this five-year agreement. Section 3Bi calls for the Chamber to submit a Budget Request and corresponding scope of work for each year. The City Council will then consider their request and respond. Attached is the proposed annual budget for the Community Marketing Program and 2011-12 Work Scope proposed by the Chamber of Commerce.

This year they are proposing no increase in the budget of \$220,030. Funds for our Community Marketing Program come from the 6% Transient Room Tax. The Chamber contract is 45.6% of our anticipated revenue. Last year the annual special project was for the purchase of and programming of The Dalles Dam and other events. This year we are proposing interpretive signage at the new dock and festival area.

Staff has reviewed this proposed marketing plan and budget and is recommending the City Council approve it as submitted.

BUDGET IMPLICATION: Attached is the Budget Information Paper showing the use of Transient Room Tax funds.

COUNCIL ALTERNATIVES:

1. **Staff Recommendation:** *Move to approve the proposed FY 2011-12 Work Scope and Budget for the Community Marketing Program as presented by the Chamber of Commerce.*
2. Postpone acceptance of the proposed FY 2011-12 Community Marketing Work Scope and budget to allow for further research.
3. Amend the proposed FY 2011-12 Community Marketing budget and Work Scope and refer it to the Chamber of Commerce for consideration.

**Proposed
Community Marketing 2011-2012 Work Plan**

Visitor Services

1. Fully staff and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office. Monday thru Friday, October – May; 7 days a week Memorial Day thru Labor Day.
2. Maintain two 24 hour visitor information kiosks -- one at Chamber office and an interactive touch screen kiosk at the new festival center.
3. Maintain visitor information kiosk at the Veteran's Affairs offices located in the transportation center.
4. Distribute *Discover The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, Chambers and other tourism information outlets across the state.
5. In cooperation with the Columbia River Gorge Visitor Association, produce two familiarization trips annually for Portland and Seattle concierge associations.
6. Continually update and distribute visitor information to hotels, restaurants and other businesses.
7. Build on the CGACA What's My Secret button campaign. Provide training and print materials for hospitality industry workers to enhance the campaign.
8. Work with businesses to ensure that front-line staff is offering a quality customer service experience to visitors. Provide training as needed.
9. Provide map and materials for self-guided historic walking tours and guide to talking murals throughout the year.
10. Provide step-on guide services for tour groups upon request.
11. Train staff and volunteers to be Ambassadors for The Dalles and meet visitor groups at community gateways including the Marine Terminal at Union Street when completed.
12. Respond to visitor information requests received via phone, email and website.

Community Marketing

1. Work with a PR firm to develop and implement a strong PR campaign that will include story development, writing articles, reaching out to regional and national publications for story placement, and bring travel writers to The Dalles.

2. Roll out marketing campaign for The Dalles - giving a consistent look and feel to all marketing materials and messages.
3. Develop and implement a strategy for print ad placement and online advertising opportunities.
4. Create and launch Visit The Dalles website (www.VisitTheDalles.com).
5. Develop a smartphone application for the Chamber and VisitTheDalles.com.
6. Place 2'X4' Discover The Dalles display boards at State Welcome Centers.
7. Manage existing geocaching loops in The Dalles. Create a new coin for The Dalles Dash.
8. Expand and enhance "social media" presence (facebook, twitter, etc.).
9. Develop additional Columbia River Gorge trip itineraries, working with regional partners and tourist attractions. Market through National Tour Association, AAA, and Oregon Tour & Travel Alliance.
10. Participate in regional travel tradeshow with tourism partners (CRGVA, RDMO, Travel Portland). Co-op two regional sports tradeshow.
11. Work with Columbia Gorge Arts & Culture Alliance to market the Columbia River Gorge as an art, culture and heritage destination.
12. Continue to pursue opportunities to host conferences and meetings. Coordinate and allocate resources (staff time, materials and supplies) to organizations hosting meetings in The Dalles.
13. Update and print new vacation planner inserts on a regular basis.
14. Provide visitor information packets to individuals or groups attending out of town meetings and businesses or organizations who are hosting meetings in The Dalles.
15. Maintain The Dalles brochures at all State Welcome Centers.
16. Partner with community organizations to provide web-based visitor, relocation and economic development information.
17. Promote community events and happenings on event calendars and travel websites.
18. Work with hotels, restaurants and wineries to develop programs suitable for participation in the Travel Oregon Wanderfeast (Oregon Bounty) promotion.

19. Maintain strong alliances with Columbia River Gorge Visitors Association, Oregon Festival & Events Association, Columbia Gorge Arts & Culture Alliance, Oregon Destination Marketing Organizations, Travel Oregon, Travel Portland, the Mt. Hood/Columbia River Gorge Region, Oregon Tour and Travel Alliance, and other regional partners.

Special Project

1. Provide interpretive panels and signage at the marine terminal at the foot of Union Street.

Advertising

1. Develop advertising campaign geared toward cyclists, promoting The Dalles as a sunny cycling destination.
2. Advertise The Dalles cycling map in national and regional cycling publications.
3. Place color ads in the Gorge Guide, Columbia Gorge Magazine, Travel Oregon Trip Planner, Oregon Events Calendar and other national & regional publications to promote The Dalles as a visitor destination.
4. Support national and international marketing strategies of partner organizations such as Travel Oregon and Travel Portland with co-op advertising.
5. Provide marketing grants to organizations producing events that generate overnight stays.
6. Develop and place spring, summer and fall promotion ads in the Oregonian A&E, Columbia Gorge Magazine, and other publications.
7. Develop cooperative advertising and promotional opportunities among Columbia River Gorge affiliations to leverage local tourism dollars.

Partnerships

1. Maintain and maximize partnerships with Travel Oregon, Travel Portland, Oregon Tour & Travel Alliance, Oregon Festivals & Events Association, Oregon Travel Information Council, Mt. Hood/Columbia Gorge regional tourism commission, CRGVA, Oregon Film & Video, Mt. Hood Alliance, Wasco County, Columbia Gorge Discovery Center & Museum, The Dalles Dam/Corps of Engineers, Ft. Dalles Rodeo Association, Port of The Dalles, Northern Wasco County Parks & Recreation District, Wasco County Historic Landmarks, Oregon State Chamber of Commerce, Oregon 150, and other Columbia River Gorge Chambers of Commerce.
2. Provide tourism perspective to community initiatives to solicit federal funding as a contributing member of the Community Outreach Team.

Evaluation will be provided by Chamber Board review (includes City Manager), reports to the City, and monthly financial reports from the City to the Chamber.

**Proposed
Community Marketing FY 2009-10 Budget**

Personnel	(01) Salaries & Benefits	91,700.00
Facilities	(02) Space Cost	6,810.00
	(03) Equipment Maintenance & Repair	4,000.00
Operating	(04) Administration	23,520.00
	(05) Office Supplies	1,800.00
	(06) Postage	5,500.00
	(07) Telephone	3,600.00
	(08) Travel & Mileage	2,000.00
	(09) Dues & Subscriptions	600.00
Marketing	(10) Printing & Binding	8,000.00
	(11) Marketing/Event Support	50,000.00
	(12) Public Relations	2,500.00
	Total	200,030.00
	(13) Special Project	20,000.00
	GRAND TOTAL	220,030.00

2011-12 Proposed Tourism Marketing Budget

Personnel		
	(01) Salaries & Benefits	93,000.00
Facilities		
	(02) Space Cost	6,810.00
	(03) Equipment Maintenance & Repair	5,500.00
Operating		
	(04) Administration	23,520.00
	(05) Office Supplies	1,800.00
	(06) Postage	4,100.00
	(07) Telephone	1,400.00
	(08) Travel & Mileage	2,500.00
	(09) Dues & Subscriptions	650.00
Marketing		
	(10) Printing & Binding	5,000.00
	(11) Marketing/Event Support	52,000.00
	(12) Public Relations	12,500.00
	Total	208,780.00
	(13) Special Project	11,250.00
	GRAND TOTAL	220,030.00



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BUDGET ISSUE PAPER CITY OF THE DALLES

BUDGET YEAR AFFECTED	DEPARTMENT(S) AFFECTED	BUDGET DOCUMENT REFERENCE NUMBER
FY 2011-12	General Fund	11-005

TO: City of The Dalles Budget Committee
FROM: Nolan Young, City Manager *NY*
DATE: April 5, 2011
ISSUE: Expenditure of Transient Room Tax Revenue

BACKGROUND: The City of the Dalles has, by ordinances, a tax on transient room rentals (stays of less than 30 days). It is often referred to as "Room Tax". The tax is specifically added to the room rate and paid by the person renting the room. The first transient room tax for the City of The Dalles was adopted in 1977. The City has had a 6% rate in effect since 1984, with a short-term additional 2% per cent rate for a special need in the early 1990's. The City Council approved an additional fixed 2% tax (total tax to 8%) to begin July 1, 2002. It was referred to the voters, and accepted by 53% of the vote. It was implemented January 1, 2003.

The ordinance establishing the 6% room tax for General Fund purposes requires a minimum of 21% be used for tourism promotion. The City has historically spent the amount, not used for tourism promotion, in the General Fund, as the City Council and Budget Committee deems best.

Historically, the City has exceeded the 21% for tourism promotion from the 6% tax. It has run as high as 100%. For the last fourteen-year period, tourist promotion has been done through an agreement the City has with The Dalles Area Chamber of Commerce. The percent of room tax funds used for tourism promotion has varied between 42 to 70 percent. In fiscal year 2010-2011, \$220,030 was budgeted. This year we are proposing to stay at \$220,030 or 45.5% of anticipated revenue. The Council will be voting on the budget and work scope for this program on April 25th.

The new 2% Room Tax is dedicated for two specific uses:

- 1). 25% of receipts for retirement of a \$690,000, loan for the Downtown/Riverfront access project (6 years remain on that debt); and
- 2). 75% of the receipts for use by the Northern Wasco County Parks and Rec District

for parks and recreation uses. The purpose was approved by the City Council in lieu of having its water customers subsidize the district by not charging the district for water.

In order to maintain public accountability for expenditure of Transient Room Taxes, we are identifying the proposed and prior uses of Transient Room Taxes in Table I.

TABLE I
USE OF TRANSIENT ROOM TAX REVENUE

A. 6% Tax

Activity	FY 2009-10 Actual	FY 2010-11 Estimated	FY 2011-12 Proposed	Percent FY 2011-12
Tourism Promotion	220,030	220,030	220,030	45.5 %
Traffic Officer	92,551	100,172	102,205	21.1%
Codes Enforcement	52,737	66,892	66,616	13.8 %
Sister City	2,500	2,500	2,500	0.5%
Fort Dalles Museum	12,500	12,500	12,500	2.6%
Historic Land/Pioneer Cemetery	5,000	5,000	5,000	1%
River Front Trail/Tree Maintenance	18,000	18,000	18,000	3.7%
Transportation Center (Vets)	0	0	3,335	0.7%
Link Transportation Program	25,912	12,185	10,000	2.1%
Juvenile Work Crew	13,650	13,650	13,650	2.8%
Discovery Center	25,000	25,000	25,000	5.2%
Senior Center	5,000	5,000	5,000	1%
Administrative Fee (Up to 10%)	14,592	0	0	0%
Additional General Fund Uses				
Total Room Tax Expenditures	\$487,472	\$480,929	483,836	100%

B. 2% Tax

Activity	FY 2009-10 Actual	FY 2010-11 Estimate	FY 2011-12 Proposed
Downtown/Riverfront access loan retirement	40,791	40,121	40,320
To Parks & Recreation District	122,304	120,245	120,889
Total	\$163,095	\$160,366	161,209

The following is a description of the proposed uses for this year.

Tourism Promotion:

As indicated, a minimum 21% is to be used for tourism promotion. This year, we are proposing that we continue to obtain tourism promotion through an agreement with the Chamber of Commerce. For fiscal year 2010-11, we are proposing \$220,030. The end product we receive for the tourism promotion expenditure includes staffing of a visitor center, advertising efforts, promotional brochures, and special project planning and events.

One Traffic Officer:

This position was implemented in the spring of 1997 to:

- 1) Handle increased tourism traffic; and
- 2) Monitor and improve the traffic behavior in the community.

Because of the perceived increase in tourism traffic, room tax funds were designated for this position. This position has been very successful and has had a positive impact on traffic behavior in the community.

Codes Enforcement Officer Position:

For a two-year period in the late 1990's, the City had no Codes Enforcement Officer. As a result, we fell behind on code enforcement activities. A part-time position, less than half-time, was added for fiscal year 1997-98. Since then, a ten hour Zoning Enforcement Officer has been added. Three years ago we increased this to one part-time employee (10 hrs/wk) and one full time 40 hours per week employee. We are designating room tax funds for this activity as we feel that the appearance of the community has an impact on the tourism industry. Letters to the Editor of the local newspaper, as well as letters we have received at City Hall, have further supported this position.

Sister City Program:

\$2,500 has been designated for cultural exchanges with our Sister City, Miyoshi City, Japan.

Fort Dalles Museum:

The City has participated in the operation of this visitor attraction for a number of years. It is logical that room tax monies be used.

Pioneer Cemetery:

The Council has requested that the level of maintenance and preservation of this Historic Landmark be increased. \$3,000 is in the Community Development budget for a maintenance contract, \$2,000 for other activities from City Council budget.

Transportation Center (Vets Center):

There is a public rest room in this facility.

LINK Bus System: The LINK system used to rent the Transportation Center and then the City returned \$10,000 of that rent for system operation. We no longer receive the rent so the contribution is an expense.

River Front Trail Maintenance:

The City's contracts with the Parks and Recreation District for maintenance of a section of the River Front Trail from the boat basin to Union Street and from Union Street undercrossing west a quarter mile. We are also contracting for maintenance of the downtown street trees.

Juvenile Work Crew:

This is where youth who are required to do community service do work on a crew removing graffiti and cleaning up other public property. This, like Codes Enforcement, helps us place our best foot forward to our visitors.

Discovery Center:

The City is providing assistance to retire the infrastructure debt needed to construct this major community attraction.

Senior Center:

This facility hosts a number of community events.

Administrative Fees:

The City incurs some cost from administering the Transient Room Tax Program, including hiring an accountant to audit collections. The desired level of allocation for this purpose is 10%. This year we are unable to budget any money.