

A regular meeting of the Astoria Common Council was held at the above place at the hour of 7:00 pm.

Councilors Present: Nemlowill, Jones, Price, Brownson, and Mayor LaMear.

Councilors Excused: None

Staff Present: City Manager Estes, Parks and Recreation Director Cosby, Finance Director Brooks, Fire Chief Gascoigne, Police Chief Spalding, Public Works Director Harrington, Assistant City Engineer Moore, Library Director Pearson, and City Attorney Henningsgaard. The meeting is recorded and will be transcribed by ABC Transcription Services, Inc.

## PRESENTATIONS

### **Item 3(a): Friends of the Astoria Column Annual Report**

Jordan Schnitzer, President, Friends of the Astoria Column, introduced the board members who were in the audience and presented the Friends of the Column Annual Report via PowerPoint. He reviewed the financial report, the history of the restoration work, capital improvements, educational and outreach programs, and upcoming projects. Fred reported on site management and Lindsay Vigil reported on the gift shop. Mr. Schnitzer distributed a summary of the report at the dais.

Councilor Price said the monument and the site were beautiful. She thanked the Friends for the maintenance work and improvements.

Councilor Jones thanked the Friends and Column Staff for their work.

Mayor LaMear said she was glad that Staff was available to collect the parking fees and give information to visitors.

Councilor Brownson added that hiring high school students for the summer helped to set a good work ethic. He was glad the Column could work with the students and provide them with the opportunity for work.

Councilor Nemlowill thanked the Friends and Staff and said the Column was a special place.

Mr. Schnitzer said he was glad to serve and honored to be part of a legacy.

Mayor LaMear asked the Friends of the Column board members to stand for a round of applause.

## PROCLAMATIONS

### **Item 4(a): Parks and Recreation Month**

Mayor LaMear read the proclamation declaring June as Parks and Recreation Month.

Norma Hernandez, Parks Advisory Board President, gave a brief history of Parks and Recreation Month and said Astoria's theme for this year was "A Lifetime of Discovery". She shared details about the economic, health, and quality of life benefits provided by Astoria's public parks. She also announced the winner of the t-shirt contest and invited the public to engage with the department on social media using hashtag #DiscoverAstoriaParks. She encouraged the community to visit the city's parks and celebrate the department's great Staff.

## REPORTS OF COUNCILORS

**Item 5(a): Councilor Jones** had no reports. He asked for an update on the search for a new Community Development Director. City Manager Estes said the application period for the position had closed and several applicants had been shortlisted. He would be conducting phone interviews during the week and would then narrow the selection down to three or four candidates. Formal in-person interviews would be scheduled for late July or early August. There would also be a community forum so the public could meet the candidates as part of the interview process.

**Item 5(b): Councilor Price** reported that June was busy with Pride Weekend, the Scandinavian Festival, the music festival, the Astoria Downtown Historic District Association's (ADHDA) walk about event, the rally to keep families together, the Portland Gay Men's Choir, an event with House Candidate Tiffany Mitchell and Senator Ron Wyden, the McClure Park slide grand opening, a meeting of the Homelessness Task Force, and benefits for volunteer organizations. She and Councilor Brownson attended the League of Oregon Cities (LOC) workshop on housing in Tillamook. The LOC has been conducting listening sessions to find out what cities want the LOC to take to the legislature for help with housing. They are considering loosening the restrictions on the use of transient lodging taxes, more flexible building codes, revising urban growth boundaries and annexation rules, making predevelopment funds available, and many ideas for restructuring state taxes for municipalities and school districts. She recommended that Councilors attend the LOC's housing workshop in September. She also reported that Clatsop Community College was considering a financial package to expand the MERTS facility and turn it into an innovative center. She believed it would dovetail nicely into the maritime strategy that was part of Astoria's five-year Economic Development Plan. Listening sessions have been scheduled for July 9<sup>th</sup> and 10<sup>th</sup>.

**Item 5(c): Councilor Brownson** reported that the LOC's housing workshop reinforced that Astoria's housing situation was not unique. The LOC is working with towns of all sizes, and all of Oregon is struggling for solutions. He hoped the City could find ways to facilitate all levels of housing.

**Item 5(d): Councilor Nemlowill** had no reports.

**Item 5(e): Mayor LaMear** reported that she participated in the grand opening of McClure Park. She had fun bouncing down the new slide. She congratulated the McClure Park Neighbors for getting together to improve the park. She attended the music festival and was blown away by the caliber of musicians that came to Astoria.

#### **CHANGES TO AGENDA**

There were none.

#### **CONSENT CALENDAR**

The following items were presented on the Consent Calendar:

- 7(a) City Council Minutes of 5/7/18
- 7(b) City Council Minutes of 6/4/18
- 7(c) Boards and Commission Minutes
  - (1) Parks Board Meeting of 5/23/18
  - (2) Library Board Meeting of 5/29/18
- 7(d) Community Development Department Status Update**
- 7(e) Authorization of the Contract for CSO Program Modeling Professional Support Services**
- 7(f) Authorization to Award Contract to Dennis' 7 Dees for Landscaping Services at Tourist Related Sites**
- 7(g) Arts and Cultural Program Grants – Promote Astoria
- 7(h) Community Organization Grants

City Manager Estes noted that he received requests for Items 7(e) and (f) to be removed for further discussion.

Councilor Nemlowill requested further discussion on Items 7(d) as well as 7(f).

**City Council Action:** Motion made by Councilor Jones, seconded by Councilor Brownson, to approve Items 7(a), (b), (c), (g), and (h) on the Consent Calendar. Motion carried unanimously. Ayes: Councilors Price, Jones, Nemlowill, Brownson, and Mayor LaMear; Nays: None.

**Item 7(d): Community Development Department Status Update**

Councilor Nemlowill said she was glad the short-term rental permitting process had been prioritized because it will protect Astoria's housing for people who need it. Locals will not have to compete with tourists for places to live. The permitting process will make it easier for the City to enforce its rules. She noted the hole in downtown was not in the report because the City is working on many other things, including hiring a new Director. She asked when Staff would be able to put out a request for proposal (RFP) to redevelop the site. City Manager Estes said Staff continues to work with the Department of Environmental Quality (DEQ) on the environmental cleanup in an effort to get a Letter of No Further Action. Some of the contaminated materials underneath the parking lot on the east side of the block cannot be removed unless the parking lot is demolished. It is possible that the Letter of No Further Action will not be issued until a development plan is in place. The RFP can be published by the new Community Development Director, once hired, because Department Staff does not have the capacity to take that on right now.

Councilor Nemlowill did not believe the project should be forgotten because redeveloping the area had been a priority for at least 15 years. She asked if a development plan would depend on the City's proposal. City Manager Estes clarified that once a development plan had been established through the City's acceptance of a process for moving forward, the City would then work with DEQ to establish capping requirements.

Councilor Price thanked Ray Merritt, Jeff Daly, and Jaime Boyd for joining her to wrap the fence that covers the Safeway hole and putting up banners.

**Item 7(e): Authorization of the Contract for CSO Program Modeling Professional Support Services**

Assistant City Engineer Cindy Moore explained that the City had been working with HDR on the CSO project to provide monthly reporting to DEQ, which requires processing data from 40 unique monitors.

Mayor LaMear called for public comments.

Chris Farrar, 3023 Harrison Avenue, Astoria, said he requested this item be removed from the Consent Calendar. He wanted to hear more about the contract over the next few months. He understood a great deal of the CSO project was complete in the downtown area and that most of the remaining work would be done on 23<sup>rd</sup> Street. The entire project will have cost over \$40 million in the end. \$54,000 seemed small, but the project had been going on since 2012 and would last 10 more years. He believed the small \$50,000 items got lost in the shuffle of large million dollar projects. He believed the modeling could be done in-house. He would appreciate hearing more about the project from time to time. He appreciated the information provided.

Engineer Moore said Staff expected to recoup the costs and savings associated with scoping because HDR specializes in their line of work. They are helping Staff refine the scope of work to meet, but not exceed, DEQ requirements. HDR is a great investment and a great team.

Councilor Price agreed that HDR would help scope the project and reduce costs.

**City Council Action:** Motion made by Councilor Brownson, seconded by Councilor Jones, to approve Item 7(e) on the Consent Calendar. Motion carried unanimously. Ayes: Councilors Price, Jones, Nemlowill, Brownson, and Mayor LaMear; Nays: None.

**Item 7(f): Authorization to Award Contract to Dennis' 7 Dees for Landscaping Services at Tourist Related Sites**

Mayor LaMear called for public comments.

Chris Farrar, 3023 Harrison Avenue, Astoria, confirmed he had received the answer to his question as City Manager Estes read from the memorandum on this item.

Councilor Nemlowill noted that this contractor had a Portland address, but Ms. Hernandez had pointed out that the Parks Department employed many local contractors. Director Cosby confirmed the City had been contracting with Greensmith of Astoria for two years and Staff was very pleased with their work.

Councilor Nemlowill said she was sorry to see a local company who had been doing a good job and worked with the City for a couple of years had been outbid by a company from Portland.

Clinton Huxley, Dennis' 7 Dees Landscaping Project Manager, said he had worked for the company for 23 years and he had been in the area for the last 10 years. While the main office is in Portland, they work out of their nursery in Seaside. He lived in Warrenton and was involved in the community.

Mayor LaMear added that this contract was awarded through the regular bidding process, so it seemed fair.

**City Council Action:** Motion made by Councilor Jones, seconded by Councilor Price, to approve Item 7(e) on the Consent Calendar. Motion carried unanimously. Ayes: Councilors Price, Jones, Nemlowill, Brownson, and Mayor LaMear; Nays: None.

## REGULAR AGENDA ITEMS

### **Item 8(a): Waterfront Bridges Replacement Project (6<sup>th</sup> to 11<sup>th</sup> Streets) – Fund Exchange Agreement for Right-of-Way Phase and Project Status Update**

Where each of the City's numbered streets between 6th and 11th Streets meet the Columbia River, a short bridge connects the solid-ground road to the over-water pier structure. These waterfront bridge structures are important to the City as they provide access to our waterfront and pedestrian, vehicular, and trolley access to many businesses and attractions. In addition, they provide emergency vehicle access to the waterfront. Currently the structures are all vehicular load limited.

In September 2014, the City entered into an Intergovernmental Agreement with the Oregon Department of Transportation (ODOT) for the design phase of the Waterfront Bridges Replacement Project. Then in April 2015, OBEC Consulting Engineers, Inc. (OBEC) was hired by ODOT as the engineering design consultant. The City entered into two more Intergovernmental Agreements with ODOT for the right-of-way (ROW) phase in August 2016, and the construction phase in April 2018. OBEC prepared the final design documents for bidding and will continue to provide support through the bidding process.

ODOT has prepared the attached five Fund Exchange Agreements for the project. These agreements authorize ODOT to transfer the City's Surface Transportation Program (STP) funds to the project for expenses associated with the ROW phase of the project. There are only five agreements because the 9th St Bridge did not require any ROW services. These expenses are within the project budget and STP funds allotment. ODOT exchanges STP Federal funds for State funds at a rate of 94 cents on the dollar; therefore, \$30,141.80 of the City's STP funds will result in a total of \$28,333.28 in funds available to contribute towards the project. The following is a breakdown of the ROW phase contribution by bridge:

Bridge	Federal Funds	State Funds
6th St Waterfront Bridge	\$5,601.42	\$5,265.33
7th St Waterfront Bridge	5,899.79	\$5,545.80
8th St Waterfront Bridge	\$8,518.31	\$8,007.21
10th St Waterfront Bridge	\$5,144.50	\$4,835.83
11th St Waterfront Bridge	\$4,977.78	\$4,679.11
TOTAL	\$30,141.80	\$28,333.28

The remaining City contribution for the construction phase of the project will come from the already approved Business Oregon Infrastructure Finance Authority loan that will be paid back with future STP funds.

Current project schedule is construction of the odd numbered street structures (7th St, 9th St and 11th St) to begin by October 1, 2018 and the even numbered street structures (6th St, 8th St and 10th St) to begin after September 3, 2019.

It is recommended that City Council approve the five Fund Exchange Agreements with ODOT for the Waterfront Bridges Replacement Project.

Engineer Moore provided updates on the bridge replacement project, including the recent bridge inspections and the necessary mitigation measures needed on the bridges before the project begins. The City has received all permits and is authorized to begin work on August 7<sup>th</sup>. A mandatory pre-bid meeting was held on June 26<sup>th</sup>, which was very well attended. Bids are due to ODOT on July 12<sup>th</sup>. Staff is concerned about the price of materials, which is fluctuating daily right now. The bridges and trolley tracks will be closed October 1<sup>st</sup> through Memorial Day 2019. Odd numbered streets will be closed and those bridges reconstructed first. Then, in October 2019, the even numbered streets and bridges will go through the same process. The State Historic Preservation Office (SHPO) approved the City's design elements. The lighting will match the acorn lights and pedestals in downtown. Railings along the bridges will be galvanized powder coated steel in a color that blends with the natural wood. Where the hand rail meets the guard rail, pedestals will be made of board formed concrete in a color that blends with the environment and historic nature of the area. This year's annual inspection by ODOT resulted in a list of recommended improvements necessary to keep the bridges operational until they are replaced. ODOT also recommended additional signage. During the inspection, there were a number of load limit violations, so they came down hard on the City to improve enforcement or close the bridges. She thanked the *Daily Astorian* for the article on this situation. Staff also visited local businesses and called delivery companies to target people who use the bridges and educate them on the load limits. Since then, business owners have indicated that bridge use by trucks had decreased dramatically. ODOT said the City needed to complete the improvements by September 1<sup>st</sup> or close the bridges. Staff is working with ODOT to come up with no cost mitigation measures, like daily inspections, for the odd numbered bridges since they will be closing anyway in October. Recommended improvements to all of the bridges would cost \$131,000. She gave a PowerPoint presentation on the details of the entire replacement project, noting costs, affected streets, timelines, efforts to keep the trolley running, and the work needed on each bridge. She answered questions from Councilors about the trolley trestles, street closures, the project timeline, and bridge safety. Once the bridges have been replaced, they will no longer have load restrictions and annual improvements will not be necessary.

Councilor Nemlowill said she was glad the costs had been whittled down to \$25,000 from \$131,000 for the immediate repairs.

City Manager Estes added that Staff had also been speaking with the Chamber of Commerce and the Astoria Downtown Historic District Association (ADHDA) about the impacts of this project on waterfront businesses. Staff continues to look for ways to mitigate those impacts and connect with merchants.

Councilor Brownson said Buoy Beer's trucks use 7<sup>th</sup> Street for loading and unloading. Engineer Moore explained that Staff had been coordinating with Buoy Beer for several years to prepare for this project. Loading and unloading will be done on 8<sup>th</sup> Street with a forklift, and a path will be available to get the forklift past the construction.

Councilor Brownson confirmed that load limit violations had to stop altogether, not just be reduced. He appreciated that Staff had put up signs and talked to delivery services. ODOT could close a bridge if they see another violation.

Engineer Moore added that the Police Department had been asked to increase enforcement. They have given several warnings and will send an officer to help vehicles avoid the bridge as they maneuver out of the area. Additionally, the City has created a temporary loading zone on Marine Drive at 11<sup>th</sup> Street.

**City Council Action:** Motion made by Councilor Nemlowill, seconded by Councilor Price, to approve the five Fund Exchange Agreements with ODOT for the Waterfront Bridges Replacement Project. Motion carried unanimously. Ayes: Councilors Price, Jones, Nemlowill, Brownson, and Mayor LaMear; Nays: None.

**Item 8(b): Fiscal Year 2018-2019 Parks and Recreation Department Marketing Plan Specials**

In 2017, the Astoria Parks and Recreation Department began implementing the marketing and communication goals outlined in the Master Plan, to do so a marketing and communications plan was created through the efforts of Janice O'Malley Galizio Consulting and a plan was completed in fall of 2017.

The 2017-2018 plan focused on the need to improve communications through multiple channels:

- Social Media
- Department website
- Outreach to community based organizations
- Paid advertisement through radio and print
- Collateral: flyers, seasonal programs, and brochures
- Earned media
- Email newsletter
- Bilingual flyers

The results were quite promising. In a year's span, social media platforms such as Facebook reached page goals from 2400 to over 3200 followers, Instagram saw a 100 percent increase in followers, and Twitter (albeit a dwindling platform) also met its goals. Concerning the impact on the Department's revenue, the Astoria Aquatic Center noticed a 19 percent revenue increase, the youth afterschool and summer day camp programs noticed a 6 percent revenue increase, while the Department's revenue from athletic programming increased by over 40 percent.

#### Fiscal Year 2018-2019

The marketing and communications focus for 2018-2019 is to build upon last year's strategy by investing in designated funding for radio and print advertising, review and assess seasonal direct mail to residents, and with increase in staffing levels, to focus on community and business outreach. Also outlined in the 2018-2019 Marketing Plan are three new campaigns: the National Recreation and Park Association's "A Lifetime of Discovery" campaign (summer 2018), Cyber Monday (fall 2018), and Commit to Fit (winter 2018/2019).

In collaboration with our marketing contractor, we carefully crafted sales promotions for each of our revenue generating facilities as a marketing technique to incentivize customers to walk through our doors and build the Department's brand awareness.

Proposed discount or giveaways for the 2018-2019 fiscal year are included in the memo.

The marketing plan is intended to serve as a guideline and reference point to continue increasing marketing and communications efforts for Astoria Parks and Recreation; with the idea that this document will be updated annually and fluid and changing as we identify the customer market and the creation of additional programming.

The marketing plan, including the specials and giveaways, was presented and recommended for approval by the Parks and Recreation Advisory Board on June 27, 2018.

It is recommended that City Council authorize the discounts and giveaways listed above for the 2018 - 2019 fiscal year.

Councilor Price congratulated Staff on the success of last year's plan.

Councilor Brownson confirmed that this year's plan was equivalent to last year's plan.

Councilor Nemlowill confirmed that no direct mail had been sent to residents. She suggested passes for Parks and Recreation classes be sent to residents in the water bills.

**City Council Action:** Motion made by Councilor Price, seconded by Councilor Brownson, to authorize the discounts and giveaways listed in the 2018 - 2019 Parks and Recreation Marketing Plan. Motion carried unanimously. Ayes: Councilors Price, Jones, Nemlowill, Brownson, and Mayor LaMear; Nays: None.

**Item 8(c): Liquor License Application by Tiffani Seitz, doing business as South Bay Wild Fish House, located at 262 9<sup>th</sup> Street for a New Outlet for a Full On-Premises Commercial License**

A liquor license application has been filed by Tiffani Seitz for South Bay Wild Fish House, Inc. doing business as South Bay Wild Fish House. This application is a New Outlet for a Full On-Premises, Commercial Sales License. The appropriate Departments have reviewed the application and it is recommended that the City Council consider approval of the application.

Councilor Nemlowill declared a potential conflict of interest, as her husband owned Cervecia Gratis doing business as Fort George Brewery. However, she did not believe this would be a direct conflict of interest because the Applicant was not a client.

Councilor Brownson said it was great to see another new business go into an old Flavel building.

**City Council Action:** Motion made by Councilor Jones, seconded by Councilor Price to approve the Liquor License Application by Tiffani Seitz for a Full On-Premises Commercial License. Motion carried unanimously. Ayes: Councilors Price, Jones, Nemlowill, Brownson, and Mayor LaMear; Nays: None.

**NEW BUSINESS & MISCELLANEOUS, PUBLIC COMMENTS (NON-AGENDA)**

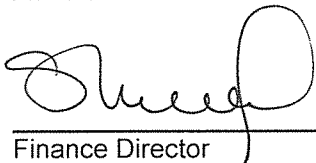
Sean Fitzpatrick, 1046 Grand Avenue, Astoria, said it was nice to see more than a few people at the meeting, including Denise Snow who had been attending City Council meetings along with him for the last 10 or 15 years. He thanked City Council for supporting him as he negotiated with JC Penny. Mayor LaMear and Councilor Price wrote letters to JC Penny executives he had been working with. He thanked Councilor Price for encouraging him to do what he needed to do to purchase the building. He also thanked Staff for allowing him to get a rush on a permit for a dumpster.

Councilor Brownson thanked Mr. Fitzpatrick for purchasing the building and having a plan in place.

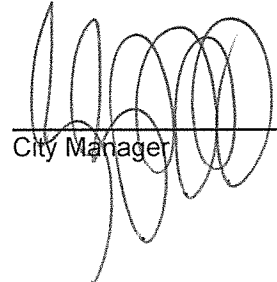
**ADJOURNMENT**

There being no further business, the meeting was adjourned at 8:31 pm.

**ATTEST:**

  
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Finance Director

**APPROVED:**

  
\_\_\_\_\_  
City Manager

