

Council Roundup for May 21, 2018

The Newberg City Council met on May 21, 2018 and took the following actions:

- Approved the following Resolutions:
 - Resolution 2018-3462, Contract award to C.R. Contracting for 2018 Paving work.
 - Resolution 2018-3470, Contract award to Murray Smith Inc. for design of North College Street waterline improvement project.
- Appointed Francisco Stoller and Dr. Derek Brown to the Riverfront Committee.
- Council directed staff to bring back information on revising the Transient Lodging Tax grant program.

In other business, the Council:

- Met with the Transient Lodging Tax Committee on the city's marketing program for tourism.
- Heard a report on activities by the City Manager.
- Held an executive session with the City Attorney to discuss his annual evaluation.
- Heard presentations from Design Star students of Mountain View Middle School.
- Heard an essay from winner Albanie Spiering of the If I Were Mayor essay contest.
- Heard from a citizen on the sale of the Newberg Animal Shelter.
- Proclaimed May 21-27, 2018 as Public Works Week.
- Heard the State of the District report for Tualatin Valley Fire & Rescue.
- Heard recognition for lifesaving actions by Newberg-Dundee Police Officers and Dispatchers.



**City Council Work Session
May 21, 2018 - 6:00 PM
Public Safety Building 401 East Third Street**

I. CALL MEETING TO ORDER

II. ROLL CALL

III. REVIEW OF THE COUNCIL AGENDA AND MEETING

IV. COUNCIL BUSINESS ITEMS

IV.A March 2018 Fund Financial Statements

[RCA Information Financial Reports - 2018-03 Mar.pdf](#)

V. JOINT MEETING WITH TRANSIENT LODGING TAX COMMITTEE

V.A City Council/Transient Lodging Tax Ad Hoc Committee Work Session

[RCA Information Council-TLT.doc](#)

[Attachment 1 - newberg_mktg 12418.pdf](#)

[Attachment 2 - Chamber TLT Proposal.pdf](#)

[Attachment 3 - 6.1.17_CVCC Marketing Plan_final.pdf](#)

[Attachment 4 - Budget FY 16-17 V6.pdf](#)

[Attachment 5 - New Organizational Model October 2016.pdf](#)

[Attachment 6 - Visit McMinnville Business Plan & Budget 2018.pdf](#)

[Attachment 7 - City Model October 2016.pdf](#)

[Attachment 8 - TLT marketing position V3.pdf](#)

[Attachment 9 - NDC Rent Quote.pdf](#)

VI. ADJOURNMENT

PUBLIC COMMENT

WORK SESSIONS ARE INTENDED FOR DISCUSSION. NO ACTION WILL BE TAKEN ON THE AGENDA ITEMS AND NO DECISIONS WILL BE MADE. NO ORAL OR WRITTEN TESTIMONY WILL BE HEARD OR RECEIVED FROM THE PUBLIC.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ No.	Ordinance ___ No.	Resolution ___ No.	Motion ___	Information <u>XX</u>
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SUBJECT: Newberg Fund Financial Statements for March 2018

**Contact Person (Preparer) for this
Item: Matt Zook
Dept.: Finance**

Included with this report are the fund financial statements for March 2018. The financial statements represent the City’s ongoing commitment at all levels of the organization to monitor financial status and make adjustments on a monthly basis. These are provided for your information and review, as well as an opportunity for you to ask questions and keep abreast of the financial health of the City. As you review these statements, please feel free to contact me directly in advance of the meeting with questions or comments. This will provide me with an opportunity to come to the Council Work Sessions with sufficient information to answer your questions. No formal action is required at the meeting.

As a reminder, most revenue is not recognized in an equal amount every month. Property taxes are received primarily in November, February, and May. Water revenue tends to trend higher in the summer months. Community Development revenue, such as building and planning fees as well as system development charges, is harder to predict. Transient Lodging Tax and Marijuana Tax is received quarterly. 9-1-1 Fund tax revenue is paid on a quarterly basis but delayed by up to 3 months after the close of the quarter, which at times puts the ending fund balance in a negative position, although the budget is managed so that the fund remains positive once the full fiscal year revenue is received. The point is that while 75% of the fiscal year has transpired through March, the year-to-date revenue received may reflect less or more depending on the revenue cycle. At this point, many of the revenues are on track as expected.

One new fund is reflected on the financial statements. “Fund 21-Governmental CIPs” (Capital Improvement Projects) on the bottom of page 5 was created to separate the Public Safety Communications Upgrade (PSCU) project from the General Fund, where it was originally budgeted. The only financial transaction reflected in Fund 21 as of March 2018 is the recognition of the loan proceeds (net of debt issuance costs) of \$3,150,001, which will be applied toward the project costs in the same amount. The formal establishment of this fund will be presented to the Council on June 4, 2018 with a supplemental budget. Separating the PSCU project costs from the General Fund prevents the unspent loan proceeds from being comingled with operating revenue and artificially inflating the General Fund ending balance at the end of a fiscal year, particularly since the PSCU project is not anticipated to be complete until fiscal year 2019-20.

SUMMARY REPORT

MARCH 2018

FUNDS	2017-18 BUDGET	MONTH OF MARCH 2018	2017-18 YTD	Current YTD	2016-17 PRIOR YTD
				Compare to Budget 75%	
City Budget Totals					
Total Beg Fund Balance	\$ 37,027,145	\$ 40,611,931	\$ 40,611,931	110%	39,824,311
Total Revenues	62,560,841	7,350,040	43,088,875	69%	36,900,836
Total Beg Fund Bal & Revenues	99,587,986	47,961,971	83,700,806		76,725,147
Total Expenses	73,638,638	4,120,104	36,289,603	49%	35,618,724
Total Contingencies / Reserves	25,949,348	-	-	0%	-
Total Exp & Contingen / Reserves	99,587,986	4,120,104	36,289,603	36%	35,618,724
Total Monthly & YTD Net Gain / (Loss)		\$ 3,229,936	\$ 3,649,271		
Total Ending Fund Balance			\$ 47,411,203		41,106,423
City Services					
<u>General Fund (01)</u>					
Beg Fund Balance	\$ 3,077,675	\$ 3,564,316	\$ 3,564,316	116%	3,313,037
Revenues					
General Government	-	-	-	0%	-
Municipal Court	12,777	821	6,985	55%	9,040
Police	1,060,968	89,297	831,786	78%	830,534
Fire	363,258	-	108,977	30%	102,535
Communications	41,483	-	31,112	75%	29,631
Library	116,430	3,226	66,557	57%	72,061
Planning	708,100	198,823	698,823	99%	656,737
Property Taxes	7,855,522	72,289	7,551,616	96%	7,353,771
Other Taxes	66,400	720	53,452	80%	83,271
Franchise Fees	1,520,823	1,118,900	1,383,301	91%	1,291,336
Intergovernmental	1,387,137	169,304	1,156,657	83%	981,760
Miscellaneous	2,244,616	47,327	50,214	2%	8,955
Interest	21,233	9,085	32,290	152%	16,827
Transfers	1,174,924	45,902	804,295	68%	633,230
Revenue Total	16,573,671	1,755,694	12,776,066	77%	12,069,688
Expenses					
General Government	210,073	14,585	159,093	76%	168,334
Municipal Court	312,131	24,032	221,199	71%	271,079
Police	6,871,213	534,548	4,923,946	72%	4,576,892
Fire	3,866,703	322,319	2,899,247	75%	2,788,935
Communications	3,509,676	36,779	1,622,310	46%	797,116
Library	1,767,171	114,328	1,295,212	73%	1,118,065
Planning	1,262,702	53,043	572,394	45%	673,613
Transfers	143,834	1,151	48,708	34%	155,697
Contingency	607,843	-	-	0%	-
Unappropriated Ending Balance	1,100,000	-	-	0%	-
Total Expenses	19,651,346	1,100,786	11,742,108	60%	10,549,731
Monthly & YTD Net Gain / (Loss)		\$ 654,908	\$ 1,033,958		
Ending Fund Balance			\$ 4,598,274		4,832,994

SUMMARY REPORT

MARCH 2018

FUNDS	2017-18 BUDGET	MONTH OF MARCH 2018	2017-18 YTD	Current YTD	2016-17 PRIOR YTD
				Compare to Budget 75%	
<u>Public Safety Fee (16)</u>					
Beg Fund Balance	\$ 109,612	\$ 171,860	\$ 171,860	157%	163,546
Revenues	496,809	45,788	386,164	78%	369,881
Expenses	542,792	142,010	433,346	80%	397,378
Contingencies / Reserves	63,629	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ (96,222)	\$ (47,183)		
Ending Fund Balance			\$ 124,678		136,050
<u>EMS (05)</u>					
Beg Fund Balance	\$ 87,036	\$ 79,659	\$ 79,659	92%	1,245,742
Revenues	501,000	43,313	396,791	79%	342,877
Expenses	551,741	45,978	433,301	79%	1,218,389
Contingencies / Reserves	36,295	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ (2,666)	\$ (36,510)		
Ending Fund Balance			\$ 43,150		370,230
<u>911 Emergency (13)</u>					
Beg Fund Balance	\$ 23,357	\$ 19,080	\$ 19,080	82%	10,713
Revenues	221,000	-	111,084	50%	108,743
Expenses	224,876	18,261	159,026	71%	153,392
Contingencies / Reserves	19,481	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ (18,261)	\$ (47,943)		
Ending Fund Balance			\$ (28,863)		(33,935)
<u>Civil Forfeiture (03)</u>					
Beg Fund Balance	\$ 25,234	\$ 25,268	\$ 25,268	100%	24,302
Revenues	200	39	293	146%	889
Expenses	25,434	1,255	2,020	8%	-
Contingencies / Reserves	-	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ (1,216)	\$ (1,728)		
Ending Fund Balance			\$ 23,541		25,191
<u>Library Gift & Memorial (22)</u>					
Beg Fund Balance	\$ 63,516	\$ 88,497	\$ 88,497	139%	92,550
Revenues	135,600	311	29,044	21%	17,387
Expenses	160,000	3,114	48,723	30%	36,945
Contingencies / Reserves	39,116	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ (2,803)	\$ (19,679)		
Ending Fund Balance			\$ 68,818		72,992

SUMMARY REPORT

MARCH 2018

FUNDS	2017-18 BUDGET	MONTH OF MARCH 2018	2017-18 YTD	Current YTD	2016-17 PRIOR YTD
				Compare to Budget 75%	
<u>Building Inspection (08)</u>					
Beg Fund Balance	\$ 932,354	\$ 1,107,774	\$ 1,107,774	119%	746,431
Revenues	825,318	61,631	656,110	79%	717,191
Expenses	706,767	52,369	483,800	68%	404,971
Contingencies / Reserves	1,050,905	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 9,261	\$ 172,309		
Ending Fund Balance			\$ 1,280,084		1,058,651
<u>Streets (Operating) (02)</u>					
Beg Fund Balance	\$ 489,326	\$ 736,256	\$ 736,256	150%	816,245
Revenues	2,913,541	228,070	2,075,014	71%	1,692,927
Expenses	3,306,928	93,936	1,810,818	55%	1,741,419
Contingencies / Reserves	95,939	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 134,134	\$ 264,196		
Ending Fund Balance			\$ 1,000,452		767,754
<u>Water (Operating) (07)</u>					
Beg Fund Balance	\$ 8,874,908	\$ 8,995,620	\$ 8,995,620	101%	7,784,122
Revenues	5,877,525	363,523	4,884,179	83%	4,459,411
Expenses	6,024,114	290,217	3,046,337	51%	3,346,756
Contingencies / Reserves	8,728,319	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 73,306	\$ 1,837,842		
Ending Fund Balance			\$ 10,833,462		8,896,777
<u>Wastewater (Operating) (06)</u>					
Beg Fund Balance	\$ 10,812,028	\$ 11,973,385	\$ 11,973,385	111%	12,445,970
Revenues	8,147,159	693,268	6,215,024	76%	6,100,941
Expenses	11,252,805	1,561,549	6,332,673	56%	6,885,343
Contingencies / Reserves	7,706,382	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ (868,281)	\$ (117,649)		
Ending Fund Balance			\$ 11,855,736		11,661,568
<u>Stormwater (Operating) (17)</u>					
Beg Fund Balance	\$ 898,152	\$ 1,028,956	\$ 1,028,956	115%	1,169,140
Revenues	1,488,924	135,447	1,143,878	77%	1,044,207
Expenses	2,213,665	96,035	1,671,949	76%	1,166,819
Contingencies / Reserves	173,411	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 39,412	\$ (528,071)		
Ending Fund Balance			\$ 500,885		1,046,528

SUMMARY REPORT

MARCH 2018

FUNDS	2017-18 BUDGET	MONTH OF MARCH 2018	2017-18 YTD	Current YTD	2016-17 PRIOR YTD
				Compare to Budget 75%	
Administrative Support (31)					
Beg Fund Balance	\$ 553,185	\$ 728,861	\$ 728,861	132%	474,296
Revenues	4,750,352	381,588	3,444,871	73%	3,260,059
Expenses					
City Manager	640,981	52,393	449,607	70%	365,685
Human Resources	216,501	12,975	137,330	63%	135,306
Emergency Management	-	-	-	0%	-
Finance	734,726	55,470	533,707	73%	492,972
Gen Office(Postage/Phones)	177,289	12,178	107,054	60%	105,233
Utility Billing	323,036	25,529	247,839	77%	228,209
Information Technology	1,071,444	129,850	816,258	76%	762,968
Legal	480,443	37,732	334,215	70%	286,105
Fleet Maintenance	208,735	20,737	171,978	82%	134,662
Facilities Repair/Replacement	835,675	65,576	566,586	68%	298,759
Insurance	366,446	-	315,143	86%	289,899
Transfers	3,362	280	2,522	75%	20,652
Contingencies / Reserves	244,898	-	-	0%	-
Total Expenses	5,303,536	412,720	3,682,239	69%	3,120,450
Monthly & YTD Net Gain / (Loss)		\$ (31,132)	\$ (237,368)		
Ending Fund Balance			\$ 491,493		613,905
Capital Improvement Projects					
Streets CIP's (18)					
Beg Fund Balance	\$ 168,396	\$ 168,834	\$ 168,834	0%	165,646
Revenues	5,894,337	14,253	1,095,339	19%	1,045,676
Expenses	5,892,337	13,844	1,090,882	19%	1,043,272
Contingencies / Reserves	170,396	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 410	\$ 4,457		
Ending Fund Balance			\$ 173,292		168,050
Water / Wastewater / Stormwater CIP's (04)					
Beg Fund Balance	\$ -	\$ -	\$ -	0%	-
Revenues	7,278,467	92,775	1,816,984	25%	1,870,944
Expenses	7,278,467	92,775	1,816,984	25%	1,870,944
Contingencies / Reserves	-	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ (0)	\$ (0)		
Ending Fund Balance			\$ (0)		-
Governmental CIP's (21)					
Beg Fund Balance	\$ -	\$ -	\$ -	0%	-
Revenues	-	3,150,001	3,150,001	0%	-
Expenses	-	-	-	0%	-
Contingencies / Reserves	-	-	-	0%	-
Monthly Activity Net Gain / (Loss)		\$ 3,150,001			
Ending Fund Balance			\$ 3,150,001		-

SUMMARY REPORT

MARCH 2018

FUNDS	2017-18 BUDGET	MONTH OF MARCH 2018	2017-18 YTD	Current YTD	2016-17 PRIOR YTD
				Compare to Budget 75%	
<u>Street SDC (42)</u>					
Beg Fund Balance	\$ 2,965,113	\$ 2,936,734	\$ 2,936,734	99%	2,824,984
Revenues	2,365,125	70,653	1,342,472	57%	303,914
Expenses	3,971,000	8,861	162,777	4%	276,461
Contingencies / Reserves	1,359,238	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 61,791	\$ 1,179,694		
Ending Fund Balance			\$ 4,116,429		2,852,437
<u>Water SDC (47)</u>					
Beg Fund Balance	\$ 298,518	\$ 572,610	\$ 572,610	192%	821,631
Revenues	734,713	59,648	452,471	62%	518,011
Expenses	1,028,931	580	783,898	76%	875,608
Contingencies / Reserves	4,300	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 59,068	\$ (331,427)		
Ending Fund Balance			\$ 241,183		464,034
<u>Wastewater SDC (46)</u>					
Beg Fund Balance	\$ 4,516,526	\$ 5,106,412	\$ 5,106,412	113%	4,527,496
Revenues	830,000	95,907	751,480	91%	852,474
Expenses	1,579,724	25,852	742,042	47%	421,870
Contingencies / Reserves	3,766,802	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 70,055	\$ 9,438		
Ending Fund Balance			\$ 5,115,850		4,958,100
<u>Stormwater SDC (43)</u>					
Beg Fund Balance	\$ 94,806	\$ 106,284	\$ 106,284	112%	167,567
Revenues	71,200	3,817	42,961	60%	28,749
Expenses	55,000	281	47,426	86%	96,506
Contingencies / Reserves	111,006	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 3,535	\$ (4,465)		
Ending Fund Balance			\$ 101,819		99,810

SUMMARY REPORT

MARCH 2018

FUNDS	2017-18			Current YTD Compare to Budget 75%	2016-17 PRIOR YTD
	BUDGET	MONTH OF MARCH 2018	2017-18 YTD		
Debt					
<u>Debt Service (General Op) (09)</u>					
Beg Fund Balance	\$ 36,946	\$ 38,270	\$ 38,270	104%	216,728
Revenues	743,425	23,420	591,391	80%	571,692
Expenses	736,006	-	460,125	63%	654,998
Contingencies / Reserves	44,365	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 23,420	\$ 131,266		
Ending Fund Balance			\$ 169,536		133,422
<u>City Hall (10)</u>					
Beg Fund Balance	\$ 512,086	\$ 552,745	\$ 552,745	108%	509,076
Revenues	93,000	7,912	106,883	115%	118,222
Expenses	108,486	-	103,486	95%	98,718
Contingencies / Reserves	-	-	-	0%	-
Unappropriated Ending Balance	496,600	-	-	0%	-
Monthly & YTD Net Gain / (Loss)		\$ 7,912	\$ 3,397		
Ending Fund Balance			\$ 556,142		528,580

SUMMARY REPORT

MARCH 2018

FUNDS	MARCH 2018				Current YTD	2016-17 PRIOR YTD
	2017-18 BUDGET	MONTH OF MARCH 2018	2017-18 YTD	Compare to Budget 75%		
Reserves						
<u>PERS Stabilization Reserve (25)</u>						
Beg Fund Balance	\$ 179,255	\$ 179,840	\$ 179,840	100%	-	
Revenues	-	69	1,170	0%	134,644	
Expenses	179,255	14,987	134,879	75%	-	
Contingencies / Reserves	-	-	-	0%	-	
Monthly & YTD Net Gain / (Loss)		\$ (14,917)	\$ (133,709)			
Ending Fund Balance			\$ 46,131		134,644	
<u>Vehicle / Equipment Replacement (32)</u>						
Beg Fund Balance	\$ 1,372,748	\$ 1,431,306	\$ 1,431,306	104%	1,176,384	
Revenues	\$ 1,114,077	\$ 93,478	\$ 873,530	78%	632,613	
Expenses						
General Government	-	-	-	0%	1,373	
City Manager's Office	1,468	-	-	0%	-	
Human Resources	1,013	-	-	0%	-	
Finance	17,496	-	-	0%	-	
Information Technology	76,396	-	68,272	89%	133,652	
Legal	423	-	-	0%	-	
Municipal Court	4,114	-	-	0%	-	
Police	461,425	859	124,907	27%	131,581	
Communications	153,488	-	-	0%	-	
Library	13,103	-	-	0%	1,382	
Planning	2,975	-	-	0%	-	
Building	26,412	-	-	0%	-	
PW Administration	1,556,524	71,409	260,959	17%	46,769	
Fleet Maintenance	11,048	65	466	4%	350	
Facilities Repair/Replacement	160,940	8,968	35,727	22%	56,893	
Contingencies / Reserves	-	-	-	0%	-	
Total Expenses	2,486,825	81,300	490,330	20%	479,619	
Monthly & YTD Net Gain / (Loss)		\$ 12,178	\$ 383,200			
Ending Fund Balance			\$ 1,814,506		1,329,378	

SUMMARY REPORT

MARCH 2018

FUNDS	2017-18		MONTH OF		2017-18		Current YTD Compare to Budget 75%	2016-17 PRIOR YTD
	BUDGET		MARCH 2018		YTD			
Community Projects								
<u>Cable TV Trust (23)</u>								
Beg Fund Balance	\$	37,825	\$	37,897	\$	37,897	100%	37,504
Revenues		200		25		403	202%	276
Expenses		38,025		21,878		21,878	58%	-
Contingencies / Reserves		-		-		-	0%	-
Monthly & YTD Net Gain / (Loss)			\$	(21,853)	\$	(21,475)		
Ending Fund Balance					\$	16,422		37,780
<u>Economic Development (14)</u>								
Beg Fund Balance	\$	554,825	\$	617,748	\$	617,748	111%	570,191
Revenues		457,771		21,512		72,726	16%	50,272
Expenses		882,174		17,226		42,796	5%	13,735
Contingencies / Reserves		130,423		-		-	0%	-
Monthly & YTD Net Gain / (Loss)			\$	4,286	\$	29,930		
Ending Fund Balance					\$	647,678		606,727
<u>Transient Lodging Tax (19)</u>								
Beg Fund Balance	\$	343,718	\$	343,718	\$	343,718	100%	149,857
Revenues		1,047,427		7,863		672,545	64%	587,833
Expenses		1,391,145		24,288		545,756	39%	483,001
Contingencies / Reserves		-		-		-	0%	-
Monthly & YTD Net Gain / (Loss)			\$	(16,425)	\$	126,789		
Ending Fund Balance					\$	470,507		254,688

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ Ordinance ___ Resolution ___ Motion ___ Information **XX**
No. No. No. No. No.

SUBJECT: City Council/Transient Lodging Tax Ad Hoc Committee Work Session

Contact Person (Preparer) for this Item: Doug Rux, Director
Dept.: Community Development
File No.:

RECOMMENDATION:

Information Only.

EXECUTIVE SUMMARY:

TLT Marketing Subcommittee Proposal

Utilize the Visit McMinnville Model. This alternative would create a separate non-profit. To implement this alternative a separate non-profit would have to be established and would have an independent Board of Directors to oversee marketing activities.

Hire a person or organization to conduct marketing by eliminating the grant program (Small Grant and Destination Development-Marketing Grant) to cover the cost. The estimated budget would be approximately \$290,000 and includes \$40,000 already in the Chamber tourism contract. This would be between \$60,000 - \$80,000 for a person or organization with the balance of the funds for developing a marketing plan, and marketing including items such as web site, ads, conferences, networking, FAM tours, etc. The person or organization would also apply for grants. Leverage marketing activities with Dundee and Yamhill County available funds.

Background

The City Council established the organizational structure for the Transient Lodging Tax (TLT) Ad Hoc Committee on October 17, 2016 establishing the following activities:

1. An Ad Hoc Committee be established by the City Council that would operate for no less than two and no more than four years.
2. The Ad Hoc Committee consist of not more than 13 members drawing from members of the TLT Advisory Group plus a person representing Airbnb/VRBO's, a City Council member, a general at-large citizen and Ex Officio members of the Mayor and City Manager.
3. The Ad Hoc Committee would be staffed by existing city staff.
4. The Ad Hoc Committee's role would be to solicit for tourism related facility projects, review proposals and make recommendations to the City Council.
5. The City Council would make the decision on what tourism related facility projects get funded.
6. The Ad Hoc Committee would make recommendations on the small grant program to the City Council.
7. During the two year period the Ad Hoc committee continues the discussion of an organizational model appropriate for Newberg given the funding available and report their recommendations back to the City Council.

8. The City discuss with the Chehalem Valley Chamber additional services that could be provided such as FAM's, Marketing and Destination Development. Funding for these services would come out of the Tourism Promotion expense line.
9. Funds be allocated for a consultant to conduct an assessment of existing marketing material and provide recommendations for updating or modifying marketing material.

The TLT Ad Hoc Committee Marketing Subcommittee (Marketing Subcommittee) has been discussing a proposal for marketing activities since February of 2017. Activities have included assessment of marketing materials for both electronic media and hard copy materials along with personnel resources to advance a marketing program. In October of 2017 the Marketing Subcommittee concluded that assistance was necessary in the form of an individual or organization to assist in developing and promoting tourism marketing activities. In response the Chehalem Valley Chamber of Commerce (Chamber) engaged in discussions with the Marketing Subcommittee on the concept of the Chamber possibly providing additional marketing services beyond the marketing services they currently provide under a contract with the City of Newberg for Visitor Center and Destination Marketing Services. The Marketing Subcommittee prepared a proposed marketing strategy which is included as Attachment 1.

The Marketing Subcommittee met on February 26, 2018 and discussed five possible alternatives for marketing services which include:

1. Chehalem Valley Chamber of Commerce Proposal (Attachments 2 and 3). Under this proposal a person would be hired by the Chamber to prepare a marketing strategy and implement the strategy. The Chamber would provide management oversight and the individual would coordinate with the Marketing Subcommittee and the TLT Ad Hoc Committee on marketing activities. Funds for the position would come from the approximately \$40,000 the City provides to the Chamber for Destination Marketing Services and approximately \$80,000 from TLT Funds the TLT Ad Hoc Committee provides recommendations on to the City Council for grants. Under this alternative the amount of funds for the Destination Development-Marketing Grant program would need to be reduced by \$80,000. Attachment 4 is a budget concept of what this alternative would provide for marketing services and grants.
2. Visit McMinnville Model. This alternative would create a separate non-profit. To implement this alternative a separate non-profit would have to be established and would have an independent Board of Directors to oversee marketing activities. Attachment 5 is a financial model the City Council looked at in the fall of 2016 with estimated costs. With this model there would be a significant reduction in the grant program funding. Attachment 6 is the Business Plan & Budget for Visit McMinnville.
3. Independent non-profit like Newberg Downtown Coalition. This alternative would be similar to the Visit McMinnville model but would utilize an existing organization that is established in Newberg.
4. City Staff Personnel. This alternative would hire a person as a City employee to administer tourism marketing. The staff person would attend all TLT Ad Hoc Committee and Marketing Subcommittee meetings. Attachment 7 is a financial model that City Council reviewed in the fall of 2016.

5. Outside Contractor. This alternative would be under a contract for services with the City of Newberg to provide marketing services for strategy development and implementation. The contractor could be an individual or an organization.

The Marketing Subcommittee discussed the five options and focused in on a Visit McMinnville/Independent Non-Profit or an Outside Contractor as the preferred alternative. Either alternative comes with pros and cons related to cost to implement, impacts on the grant programs, where does the individual or organization reside, coordination with the City of Newberg and long-term impacts on the type of Visitor Center services that could or should be provided in the future.

The Marketing Subcommittee met again on March 19, 2018 and further discussed the proposal and refined the concept down to two options:

1. Hire a person or organization to conduct marketing by reducing the grant program amount cover the cost. The estimated amount for marketing at the bottom end of the range is \$120,000 and the upper end of the range at \$200,000 and includes the \$40,000 already provided to the Chamber. This would be between \$60,000 - \$80,000 for a person or organization with the balance of the funds for developing a marketing plan, and marketing including items such as web site, ads, conferences, networking, FAM tours, etc. The person or organization would also apply for grants. Leverage marketing activities with Dundee and Yamhill County available funds.
2. Hire a person or organization to conduct marketing by eliminating the grant program (Small Grant and Destination Development-Marketing Grant) to cover the cost. The estimated amount for marketing would be approximately \$280,000 and includes the \$40,000 already provided to the Chamber. This would be between \$60,000 - \$80,000 for a person or organization with the balance of the funds for developing a marketing plan, and marketing including items such as web site, ads, conferences, networking, FAM tours, etc. The person or organization would also apply for grants. Leverage marketing activities with Dundee and Yamhill County available funds.

On April 16 the Marketing Subcommittee met again and further refined the concepts developing three alternatives of:

1. Position plus marketing
2. Hybrid of Alternative 1 which includes a Small Grant Program
3. Position plus marketing located at Newberg Downtown Coalition (includes hybrid for Small Grants)

These three alternatives are further described as follows:

1. Hire a person to be located at the Chamber to conduct marketing. Based on FY 2019-2020 budget estimates there would be approximately \$280,000 available for salaries (\$80,000) and marketing/overhead costs (\$160,000). This option includes roughly \$40,000 from the Chamber's visitor center contract spent on tourism personnel. The Chamber retains the Visitor Center function.
2. Hire a person to be located at the Chamber to conduct marketing. Based on FY 2019-2020 budget estimates there would be approximately \$280,000 available for salaries

(\$80,000) and marketing/overhead costs (\$140,000). This alternative includes roughly \$40,000 from the Chamber's visitor center contract spent on tourism personnel. The option includes allocating \$20,000 for Small Grants. The Chamber retains the Visitor Center function.

- 3a. Hire a person to be located at the Newberg Downtown Coalition to conduct marketing. Based on FY 2019-2020 budget estimates there would be approximately \$280,000 available for salaries (\$80,000) and marketing/overhead (\$160,000). This alternative includes roughly \$40,000 from the Chamber's visitor center contract spent on tourism personnel being reallocated to the position, marketing activities and overhead (reduces the Chamber's current contract by \$40,000). The Chamber retains the Visitor Center function.
- 3b. Hire a person to be located at the Newberg Downtown Coalition to conduct marketing. Based on FY 2019-2020 budget estimates there would be approximately \$280,000 available for salaries (\$80,000) and marketing/overhead (\$160,000). This alternative includes roughly \$40,000 from the Chamber's visitor center contract spent on tourism personnel being reallocated to the position, marketing activities and overhead (reduces the Chamber's current contract by \$40,000). The alternative includes allocating \$20,000 for Small Grants. The Chamber retains the Visitor Center function.

These alternatives are reflected in Attachment 8 and includes the hybrid to the Newberg Downtown Coalition alternative to have a Small Grant program.

The TLT Ad Hoc Committee met again on May 2, 2018 and discussed the four alternatives and identified the following alternative as their preference by a 7 to 0 vote:

Utilize the Visit McMinnville Model. This alternative would create a separate non-profit. To implement this alternative a separate non-profit would have to be established and would have an independent Board of Directors to oversee marketing activities.

Hire a person or organization to conduct marketing by eliminating the grant program (Small Grant and Destination Development-Marketing Grant) to cover the cost. The estimated budget would be approximately \$290,000 and includes \$40,000 already in the Chamber tourism contract. This would be between \$60,000 - \$80,000 for a person or organization with the balance of the funds for developing a marketing plan, and marketing including items such as web site, ads, conferences, networking, FAM tours, etc. The person or organization would also apply for grants. Leverage marketing activities with Dundee and Yamhill County available funds.

The TLT Ad Hoc Committee additionally discussed what a Tourism Board might look like such as representation from lodging accommodations, restaurants, business, wineries, Georg Fox University, etc., and that the Board size could range from 7 – 12 members. They also discussed Ex Officio members such as the City of Newberg.

Other topics of discussion were how the City Council would establish a Tourism Board through the City Council chartering the Board and selecting the first Board members, a contract between the City and the Tourism Board, overhead costs to have the tourism marketing functions (excluding the Visitor Center) housed at the Newberg Downtown Coalition (Attachment 9), need for professional staff.

FISCAL IMPACT:

Not Applicable.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

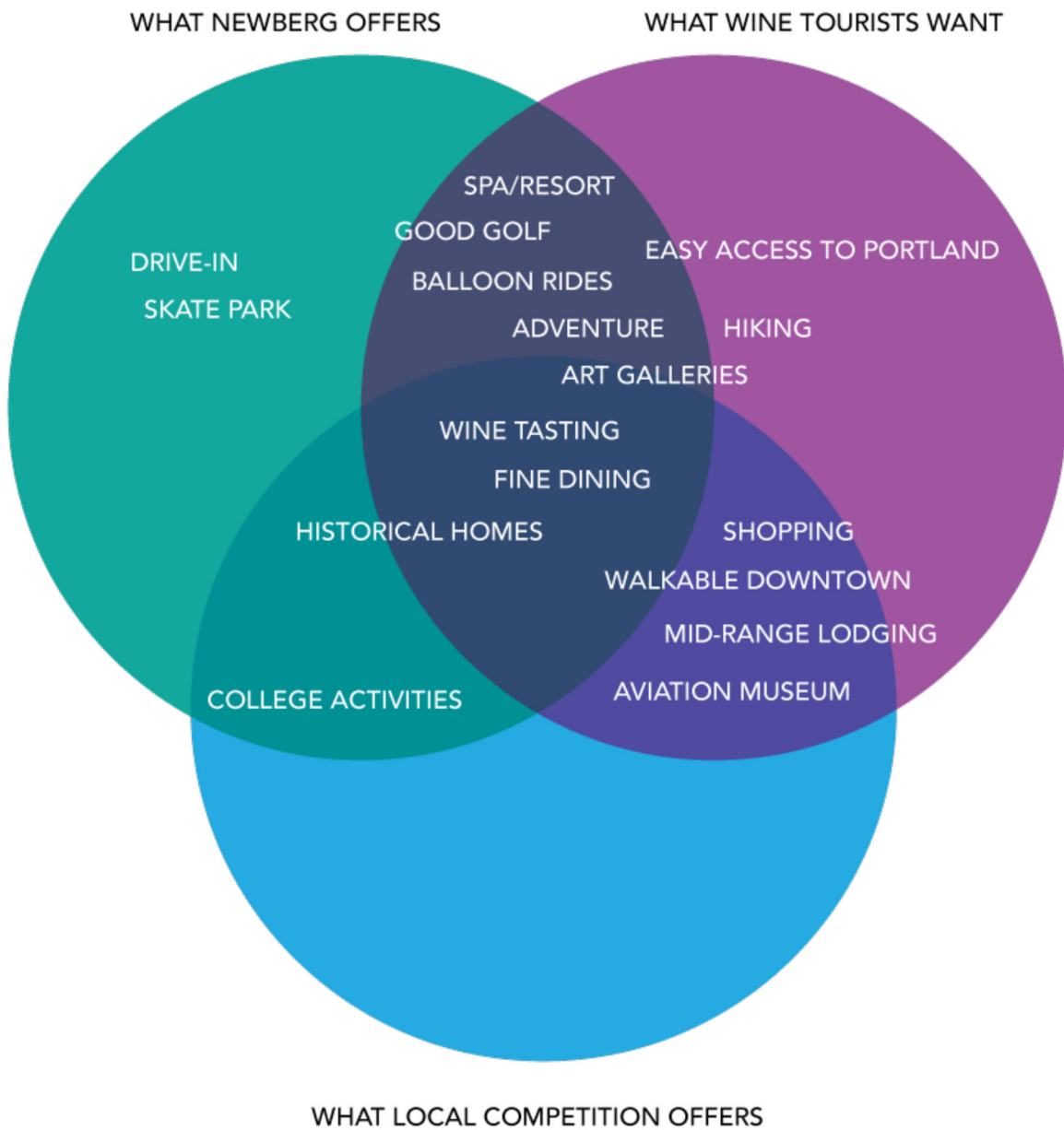
Goal 11: Implement Newberg Economic Development Strategy. This discussion furthers the Tourism & Hospitality pillar and the goal to “Make Newberg/Chehalem Valley a regional, national & international tourist destination.” The specific strategies are 4.1 Increase Tourist/Visitor Counts in Newberg and 4.3 Transient Lodging Tax Program.

- Attachments:
1. Marketing Subcommittee Marketing Strategy Concept
 2. Chamber Proposal
 3. Chamber 2017-2018 Destination Marketing Plan
 4. Budget based on Chamber Proposal
 5. Financial Model for Independent Organization Fall 2016 – Attachment D
 6. Visit McMinnville Business Plan & Budget
 6. Financial Model City Staff Personnel Fall 2016 – Attachment B
 7. Marketing Subcommittee Alternatives
 8. Newberg Downtown Coalition Costs

Proposed Marketing Strategy:

Newberg

Excluding the George Fox audience, the typical Newberg tourist (those from more than 50 miles or overnight guests) comes for wine tasting. One of our primary differentiators from our local competition is our proximity to Portland, where most tourists will be beginning their visits.



BRAND PROMISE

The best place to start your Oregon wine country vacation

TAGLINE

The first destination in Oregon wine country

BRAND ATTRIBUTES

PROXIMITY TO PORTLAND - Willamette Valley's closest wine region to Portland

WINE - Growing international reputation for Pinot Noir, dozens of tasting rooms and wineries

RECREATION - Hot air balloon adventures, golf, 99W Drive In, Willamette river, ropes course, disc golf, skate park, Evergreen Aviation Museum, Farmers Market, Chehalem Cultural Center, George Fox University festivals/events, Champoeg and Dundee trails,

FRIENDLY - Small town community feel

HISTORICAL - Hoover-Minthorn Museum, Champoeg,

CULINARY - JORY, Painted Lady and other acclaimed restaurants

ART - Art Elements, Cultural Center, The Allison, George Fox

MARKETING GOALS

- To increase visitor volume, visitor spending and the economic impact of tourism in Newberg
- Influence the long-term development of Newberg as a destination and its brand
- Increase leisure visitor volume, visitor spending, meeting, tours and group markets to the Newberg area through effective promotion with media and the travel trade
- Promote the importance of business and government investment in tourism

AUDIENCES

Target Audiences

- Wine tasting visitors
- George Fox Audience

Top geographic markets

- Portland
- Seattle
- San Francisco

STRATEGIES

Newberg has less staff and resources than many of our competition. We need to be strategic in the use of our time and budget. The majority of our marketing effort should be spent where we can reach the largest portion of our target audience...online.

ONLINE MARKETING

WEBSITE

- Break out site from CVCC subdomain
- Market the attractions of the broader Newberg-Dundee Region

- Heavy on visuals
- Highlight Newberg accommodations and restaurants
- Feature travel itineraries, new travel partners, visitor testimonials, seasonal specials, family reunion planning information, photos, maps and more

Sample: <http://www.visitcalifornia.com/support-wine-country>

SEO

Target Keywords: Oregon Wine Country, Dundee wine tasting, wine tasting near Portland, Oregon wine tasting, vacations near Portland, vacations in Oregon

SEARCH ENGINE MARKETING (GOOGLE, BING)

Target keywords that are difficult to rank organically for

REMARKETING ADS

Create display ads to remarket to previous visitors to the site

SOCIAL MEDIA

- Create separate Facebook and Instagram channels from CVCC (different audiences need different content)
- Highlight positive media coverage
- Share high-quality local content with emphasis upon engagement metrics over special interest
- Instagram

SOCIAL MEDIA ADVERTISING

- Target Facebook fans of regional wineries
- Target Twitter followers of travel writers

MEDIA RELATIONS

- Could be handled in-house or outsourced to freelancer
- Press trips—Host regional, national and international travel writers and editors on individualized and/or group press trips
- Media leads—Continue to respond to leads, and forward leads to members from Travel Oregon and the Willamette Valley Visitors Association
- Pre-publication editing & fact checking
- Media kit - Develop an electronic media kit that highlights the outstanding tourism assets in Newberg and the surrounding area
- Build a more expansive photo and video library that is available for media requests, ads, and our website.

FAM TOURS

OREGON WINE TRAIL W/ DUNDEE/NEWBERG

- Hire wine writer to create Oregon Wine Trail similar in concept to the Romantic Road in Germany. Trail starts in Newberg/Dundee.
- Create Web site
- Promote via media relations, SEO and advertising

See <https://tualatinvalley.org/forest-grove-wine-trail/>

DOWNTOWN BANNERS

"The first destination in Oregon Wine Country"

PRINT

Evaluate current pieces for cost effectiveness

- Rack piece/brochure
- Newberg city/Yamhill County map
- Monthly event brochure
- Chehalem Valley Field Guide
- Group travel brochure

TOURISM TRAINING

- Create class for front-line employees to educate on tourism assets of Newberg and the surrounding community.

SECONDARY MARKETING PROJECTS

SIGNAGE

Seek funding and permission for decorative road signage for 99W (e.g. similar to Lake Oswego or McMinnville's third street).

RACE TOURISM

Support efforts to market running races (e.g. Wine Country Half Marathon)

NEWBERG HISTORIC WALKING TOUR

Create plaques/markers for a Newberg historic walking tour. The Newberg Downtown Coalition already has the bones of a tour created here.

PROMOTION OF CONFERENCES

Support efforts by Newberg hotels and organizations (Allison, Windrose, A-dec, George Fox) to bring out-of-town groups to town for conferences

NOTE ABOUT GEORGE FOX AUDIENCE

This plan does not address the George Fox audience, which may have more economic impact on the city than the wine tourism audience. The parents of prospective undergraduates often spend the night and eat most meals off campus. When 700 or so of those freshmen chose to enroll at George Fox, they each spend \$5,500+ a year in town on food, rent and other services) and support the university's \$70 million budget - which includes \$45+ million in taxable salaries and benefits. Some - especially the Chinese students - buy cars here. As these students go through 2-6 years of school, they attract even more visitors to Newberg (family weekends, sports and arts events, graduation, etc...) George Fox's Graduate students probably spend even more in Newberg since they often bring family to live here. Enhancing the prospective student visit experience can pay off for everyone.

From: Chehalem Valley Chamber of Commerce
 To: City of Newberg Transient Lodging (TLT) Tax Ad- Hoc Marketing Subcommittee
 Re: Tourism (Destination Marketing Services) for Chehalem Valley

About the Chamber, its Visitor Center, and Tourism

- In 1996, the Chamber of Commerce, at the request of the City, added the Visitor Center. A living kiosk, the Chamber and its staff drop everything when visitors walk through the door to ask advice about events and hospitality, get directions, book hotel rooms, etc. They leave with maps, rack cards and brochures from our many Chehalem Valley businesses. *Over the past 36 months, our metrics show an average of 1,000 people per month use the Visitor Center.*
- The Visitor Center became the “Tourism Center” in 2006. That’s when the Chamber began to deal with regional tourism needs and got involved with destination marketing in addition to staffing the Visitor Center. The Chamber CEO joined Travel Yamhill Valley and was elected to represent Yamhill County on the Board of the Willamette Valley Visitors Association (WVVA). The WVVA Board, in collaboration with Travel Oregon, orchestrates destination marketing for the region between Yamhill County and Eugene Oregon.
- In 2009, the Chamber began to spend the surplus TLT funds, over and above the Visitor Center expenses, on Display Advertising in targeted publications including the Official Travel Oregon visitor guide, Travel Portland Visitor Guide, NW Travel and Life Magazine and more, a visitor website, social media and familiarization tours.
- By 2010, especially with the advent of The Allison, tourism promotion opportunities took on a whole new life. Media requests for information, photography and familiarization tours grew at an exponential rate. Instead of fielding media requests at a rate of 1 or 2 per month the Chamber started receiving 5 or 10 requests per week.
- As TLT dollars grew, the Chamber funds for both the Visitor Center operations and subsequent tourism promotion were capped by the City in July 1, 2015 at \$137K:
 - Per the quarterly reports provide to the City since the last contract renewal in 2015, the Visitor Center’s share of facilities, equipment, insurance, accounting, etc. (i.e. allocated overhead) is approximately \$50K.
 - The cost of staffing for the Visitor Center, allocated across Chamber and including additional staff (i.e. for weekend and seasonal purposes) is approximately \$50K.
 - That leaves approximately \$37K for tourism promotion that the Chamber budgets and spends on destination marketing. Additionally, the Chamber usually contributes additional funds (over and above the \$37).

Moving Forward: Promoting Tourism in Chehalem Valley

- With the percentage increase in TLT dollars, the City found itself with an approximate surplus of \$225K over the \$137K provided by contract to the Chamber. This surplus is estimated to remain around \$225K/year until additional lodging accommodations move into Newberg.

- The City retained tourism consultants in 2015, who recommended that the City create an independent Destination Marketing organization at some point in time.
- The result was that the City of Newberg created a TLT Ad-hoc Committee, and its Marketing Subcommittee, to determine how best to use the surplus.
- The TLT Committee (T-C) has been meeting monthly since its inception in December 2016.
- The T-C has created a grant program that may award up to \$200k of funds of the \$225K
- The T-C may make recommendations to Newberg City Council to use fewer funds for the grant program and more funds for destination marketing.
- The Marketing Subcommittee's charter is to direct the use of TLT funds that remain after the funds budgeted the grant program

Issues Currently Under Discussion by the Marketing Committee

- What is the current scope of marketing activities that the Chehalem Valley Chamber of Commerce addresses in their Destination Marketing Plan?
- Should the Ad Hoc committee engage in a potential rebranding of marketing materials, including the Visitor (tourism) website, using Newberg instead of the Chehalem Valley as the stated destination?
- Is there a need for a more expansive Destination Marketing plan that is inclusive of the Chehalem Valley Chambers existing plan, but which also includes additional marketing activities to be funded by the Ad Hoc Committee's marketing funds?
- What is the best way to create a marketing plan that addresses the marketing activities of both the Chehalem Valley Chamber and the Ad Hoc committee?
- The contract with two GFU students by the ad hoc committee to create a video that will market Newberg as a destination. Who is the project audience and how will the video be distributed?
- How can we increase our investment of time and money in Public Relations activities that will result in more familiarization tours and earned media coverage?
- What is the best way to eliminate the Ad Hoc Committee's frustration over the inability to manage tourism marketing projects that are discussed in an efficient and effective manner (recognizing that everyone on the committee is serving as a volunteer.
- Could the Ad Hoc committee be more successful by hiring a Tourism Coordinator that could create an all-encompassing Destination Marketing plan for Newberg?
- How much more could be accomplished if Newberg had a full-time person dedicated to marketing the area?
- Until area TLT dollars increase to an amount that affords Newberg and its surroundings to have a stand-alone Destination Marketing organization, how can we use the funds and resources at our disposal the most efficient way?

Proposed Interim Approach

Newberg can phase into a fully-functional Destination Marketing organization by combining the resources of the Chamber and the TLT Ad Hoc Committee by hiring a Full-time *Tourism Coordinator (Tourism Coordinator)*. This person can office at the Chamber and report to both the TLT Ad Hoc committee and the Chamber CEO. Since facility and overhead costs would be

provided by the Chamber, the expense to the Committee and Chamber would be the salary and benefits of the Tourism Coordinator. A sample Tourism Coordinator job description as provided by the Willamette Valley Visitor's Association below.

- Costs:
 - Based on market data, the estimated salary and benefits for the Tourism Coordinator would be \$60-70K
 - Cost for the hire could be shared by the Committee and the Chamber - approximately \$35K each
- Benefits:
 - The TLT Ad Hoc Marketing Committee, and the broader committee, would have a dedicated resource for developing the Destination Marketing plan, incorporating elements of the Chamber's plan as needed
 - Additionally, this person would be responsible for other deliverables such as:
 - Providing content for the Visitor (tourism) Website, social media, online advertising, and SEO
 - Create the "Naked" map
 - Activities associated with the re-branding, the logo, etc.
 - Public Relations and FAM tours
 - Video and other media content development and placement
- The Tourism Coordinator could hit-the-ground running since s/he could take advantage of the processes, contacts and knowledge that the Chamber has acquired - in particular, the CEO, who has been supporting tourism marketing for the past 12 years
- Chamber staff would provide back-up for the Tourism Coordinator if they are out of the office (i.e. vacation, sick leave, etc.)
- The Tourism Coordinator's salary and benefits would be incorporated into the Chamber payroll process (along with any other legal or personnel-related services)
 - Performance evaluation could be conducted by a small compensation committee consisting of two Ad Hoc Committee members and the Chamber CEO

SAMPLE JOB DESCRIPTION (from the Willamette Valley Visitor's Association)

Position Title: Tourism Coordinator

Supervisors: CEO, Chehalem Valley Chamber of Commerce & TLT Ad Hoc Committee Representative

Position: Regular Full-Time. May be required to work weekends and holidays

General Statement of Duties:

This position is responsible for identifying industry related tourism markets and related programs. Assist in developing and implementing strategies to increase the awareness of the culture, history, attractions, and special events to enhance the visibility of the City of Newberg, resulting in increased tourism.

Examples of duties and responsibilities:

- Create the annual Destination Marketing Plan
- Plan and implement effective and aggressive tourism promotion programs
- Develop strategies for new markets and advertising materials Newberg
- Implement the Destination Marketing plan in collaboration with Newberg Transient Lodging Tax Ad Hoc Committee
- Facilitate the development of a master brand for Newberg
- Develop and maintain the Newberg Visitors Bureau Website and coordinate a local Calendar of Events
- Manage online advertising campaigns and social media (FB, Instagram, Twitter)
- Manage Familiarization tours with Media and members of the Travel Trade
- Provide monthly and annual reports for Chamber BOD, Newberg Tourism Ad Hoc Committee and Newberg City Council
- Conduct and analyze area tourist surveys
- Develop strong working relationship with key personnel from all lodging, meeting and convention facilities. Maintain a well-informed working knowledge of all hotels attractions and services available in the area
- Coordinate and collaborate with Newberg event and activities organizers to help them promote their events
- Assist in developing and supervise the production of marketing collateral needed to successfully promote tourism
- Write and distribute press releases for approval of supervisor for events and activities and respond in a timely fashion to negative press
- Represent Newberg's interest as appropriate with local, state and federal organizations associated with tourism
- Maintain and oversee the compilation of tourism data and statistical information that may be helpful in designing a marketing strategy
- Attend tourism related workshops, conference and training seminars to keep abreast of new strategies and marketing techniques available to destination marketing organizations volunteer and full-time staff

Education:

- Bachelor degree in Marketing or related field

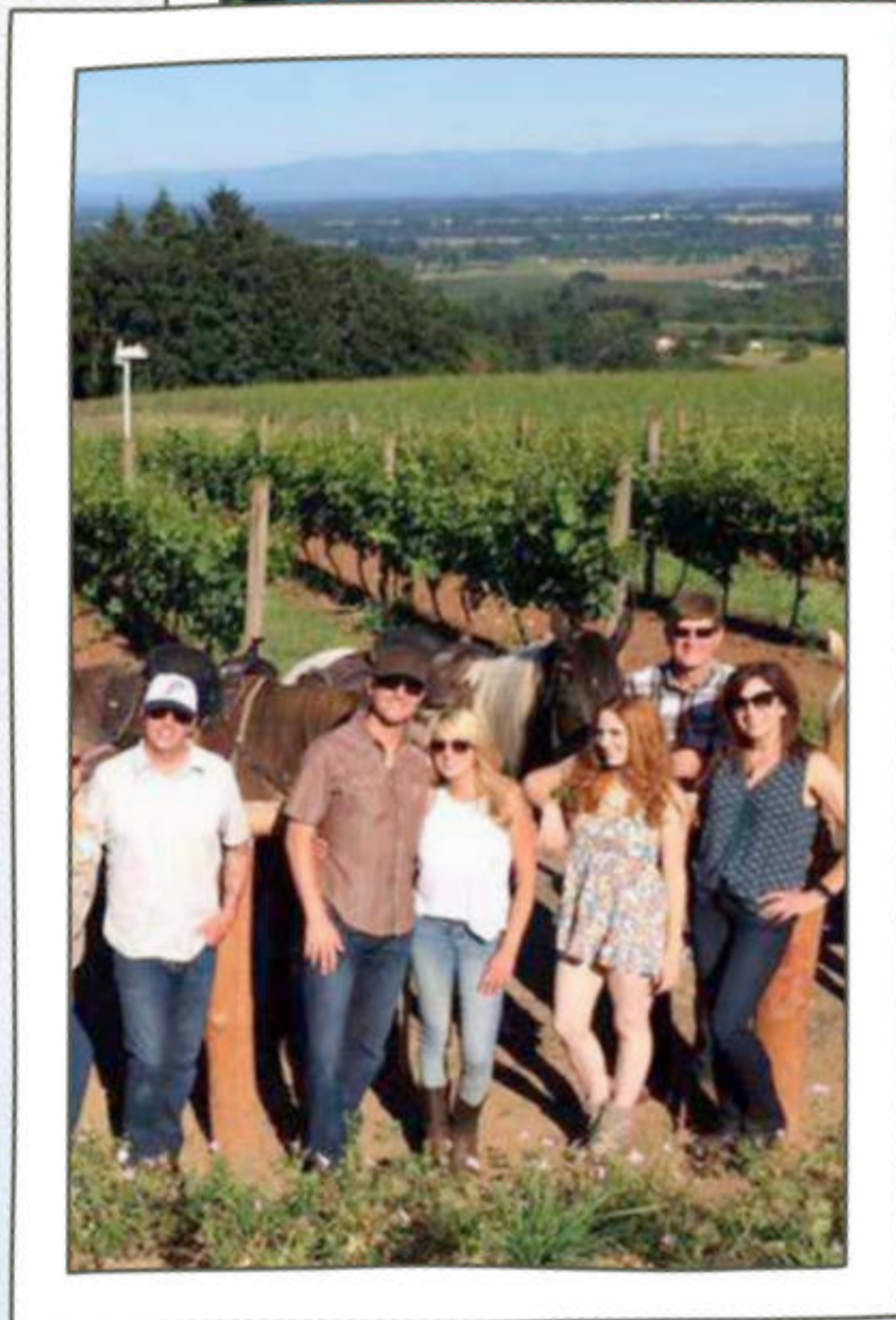
Minimum Tourism Skills and Experience Required:

- At least three years of recent progressive tourism experience which includes the following skills and abilities:
- Considerable knowledge of the tourism industry including tour operations, meeting/convention planners, and FIT (Free Independent Traveler) markets
- Working knowledge of the principles of volunteer management and strategic planning
- Strong communication and public relation skills coupled with the ability to influence others in a positive manner

- Knowledge of publication layout, design and graphics as well as related editing and writing skills
- Knowledge of Media Relations - public/community/news - accessible and open to all media
- Social media management experience (FB, Instagram, Twitter)
- Ability to establish and maintain strong working relationships with city staff, the public, and business community and to present ideas effectively, verbally and in writing
- Ability to do community outreach; comfortable giving speeches and presentations
- Interested in people; possesses a positive self-image; confident but not arrogant; approachable; a team player; respects people; understand the importance of first impressions

Additional Requirements:

- Possess a valid driver's license
- Knowledge of standard office practices and procedures, office record keeping and recording, and office machines.
- Calculator, typing/word processing, data entry skills for computer, and attention to detail.
- Good vision and hearing.
- Employee is required to be able to lift and/or move up to 45 pounds.



Chehalem Valley 2017-18 DESTINATION MARKETING PLAN

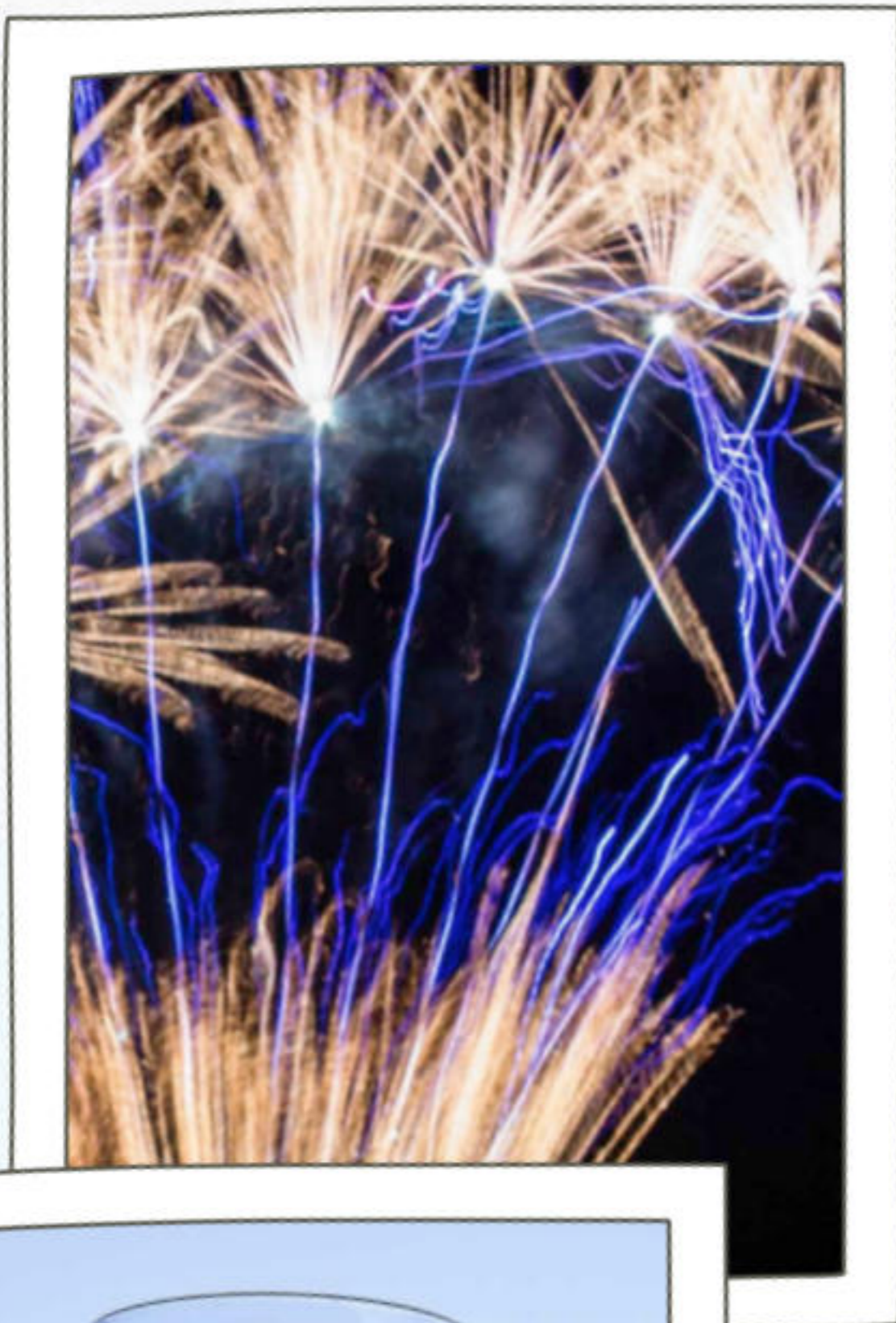
Executive Summary

The Chehalem Valley Chamber of Commerce (CVCC), through a marketing service agreement with The City of Newberg, works in partnership with many community stakeholders to grow tourism in the Newberg Community. Together, we deliver programs and activities that enhance visitor experiences, encourage overnight stays and improve the quality of life for residents.

An effective destination development and marketing program benefits and enhances the quality of life for residents and provides a healthy return on the investment of the transient room tax since visitors are often attracted to a destination by the same types of services, amenities and activities that enhance resident lifestyle. The additional spending by visitors in local communities results in a positive economic impact.

In addition to the Destination Marketing Contract that the City of Newberg signed with the CVCC in 2015, the City created a Transient Lodging Tax Ad Hoc Committee to manage Transient Lodging Tax funds that are dedicated to tourism over and above the contract with the CVCC. While that committee has been active in creating a small and large grant application procedure that funds tourism events and facilities they are also looking at ways to collaborate with the existing CVCC Destination Marketing plan to create and define the Newberg brand and apply those changes to the existing website and marketing vehicles. A secondary discussion has started about the value of contracting with a Public Relations professional to manage media relations and familiarization tours also in collaboration with the CVCC efforts.

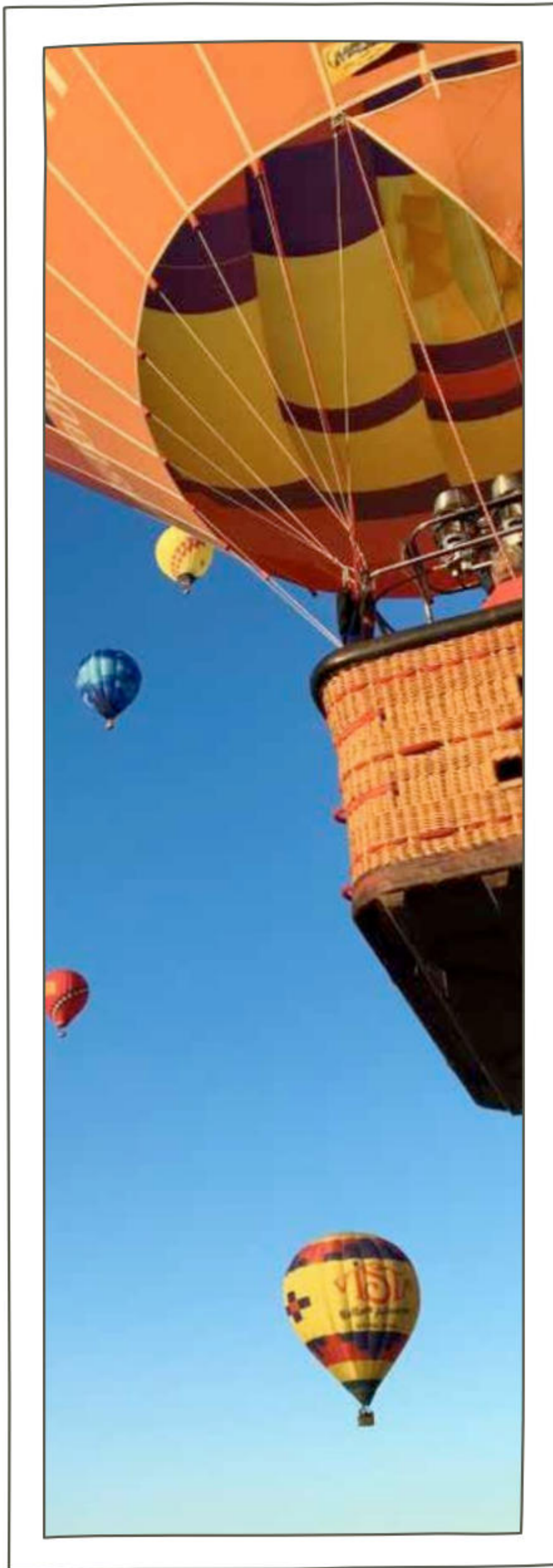




EXECUTIVE SUMMARY, Continued

It should be noted that because the CVCC contract is “fixed”, there is limited funding to market the community of Newberg over and above staffing and operating the Newberg Visitor’s Center on an annual basis. The City of McMinnville, a regional competitor to the Newberg area, funds Tourism marketing at \$496,000 per year. (Staffing is an additional \$125,000 and overhead is \$90,000). The CVCC Destination Marketing Budget for Newberg is \$42,500. While the CVCC continues to look for ways to expand our marketing reach by applying for grants and leveraging relationships with Travel Oregon, it is impossible to make up the difference in the destination marketing budget. Newberg requires additional funding for destination marketing to maintain a competitive edge and to keep and attract local small businesses that are supported through tourism.

Tourism continues to grow on a regional, statewide and national basis. Americans have more discretionary income for travel than they have had since 2007. Newberg offers an amazing array of desirable tourism attractions with Wine and Culinary assets at the very top. The recent recognition for the Willamette Valley as Wine Enthusiasts Wine Region of the year has garnered unprecedented attention to this beautiful area. We have an excellent opportunity to compete effectively for the Baby Boomer and Millennial markets if we invest and budget additional marketing dollars to promote and support the wonderful businesses and people in the great town of Newberg.



National Outlook for Travel and Tourism

The US Travel Industry Association is predicting a healthy increase for domestic and international travelers to the United States.

Spending on travel by U.S. residents has bounced back to pre-recession levels. Purchasing decisions regarding travel are changing as well, which indicates that after a couple years of last-minute trip planning, travelers are once again beginning to plan and book vacations well in advance of their travel dates. The booking window is lengthening toward three-to-six months out, giving destination marketers more time to reach their customers.

2017 promises to be a banner year for travel with nearly one-third of American adults saying they are more likely to take time off this year compared to 2016, according to a recent AAA survey.

Overall, 42 percent of Americans are planning to take a vacation in 2017 – with most planning trips to the warm weather destinations in the U.S. and abroad. And while flight prices are predicted to be 8 percent higher than last year, they are still down 9 percent compared to two years ago.

As the economy and family budgets have improved, U.S. adults have returned to taking fewer and longer leisure trips, resulting in a decline in the average number of leisure trips taken each year. However, research indicates that travel expectations and interest in travel for the coming year are at their highest levels since February 2008.

USTA also reports personal finances available for travel are at their highest point since March 2007, suggesting that price, deals and discounts are considered among the least important determinates on current travel plans.

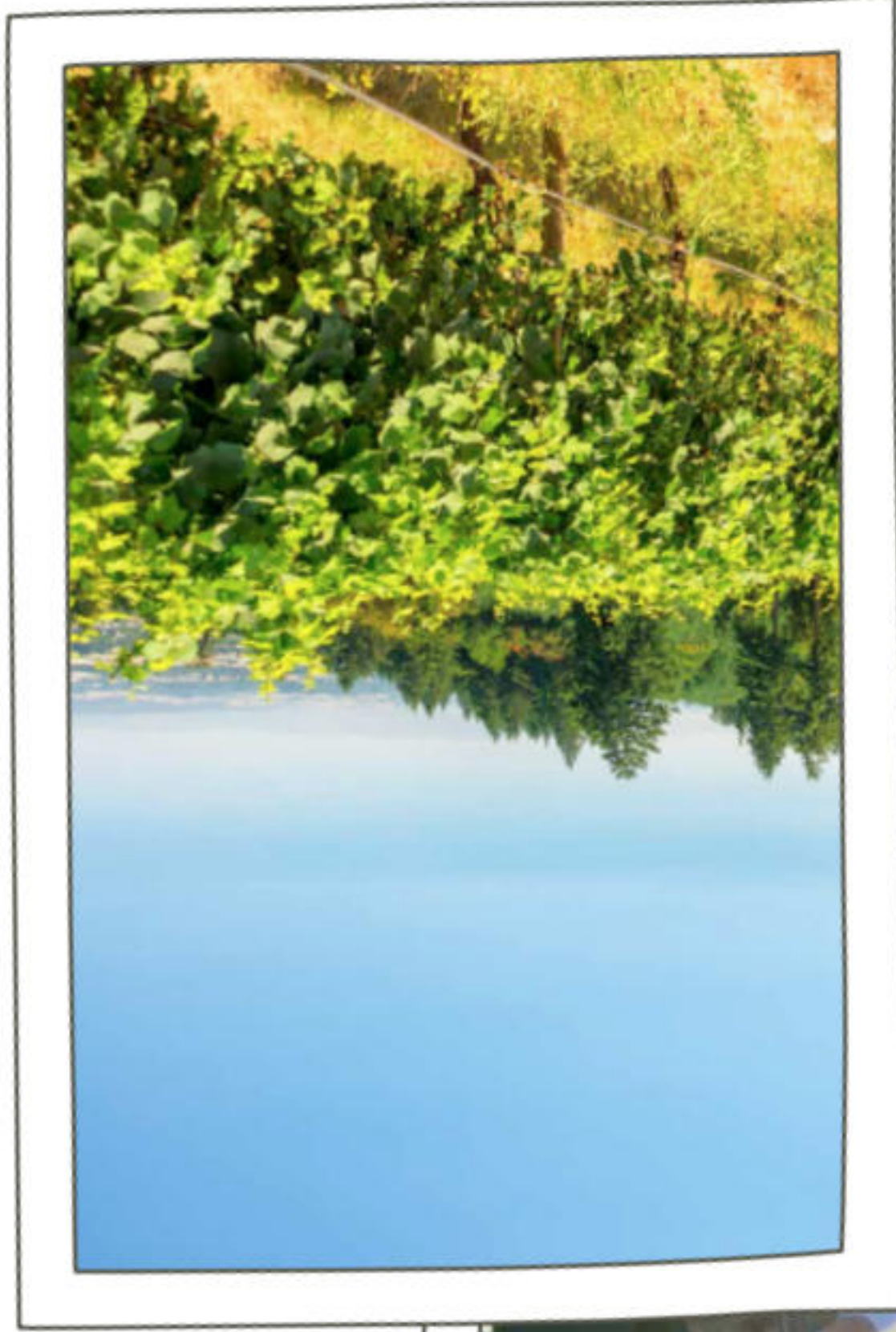
(Source AAA and US Travel Industry Association)

Oregon Travel Trends

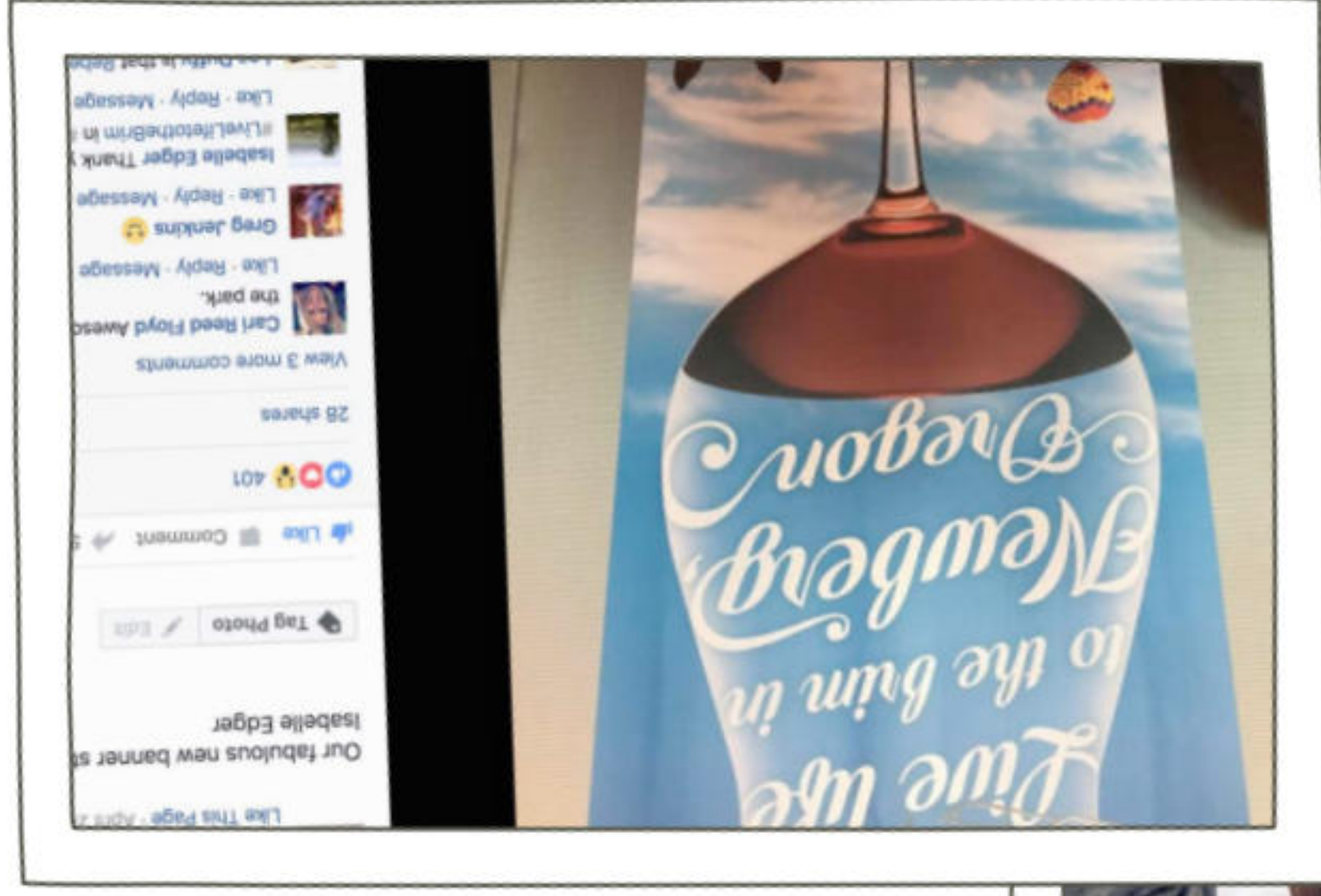
According to the 2015 Longwood's study travelers on overnight trips to Oregon were more likely to travel in their own car and less likely to arrive by plane than the national average. Travelers on overnight trips to Oregon were most likely to engage photos online. Oregon travelers, as a whole, use social media to plan travel at a higher rate than the national average.

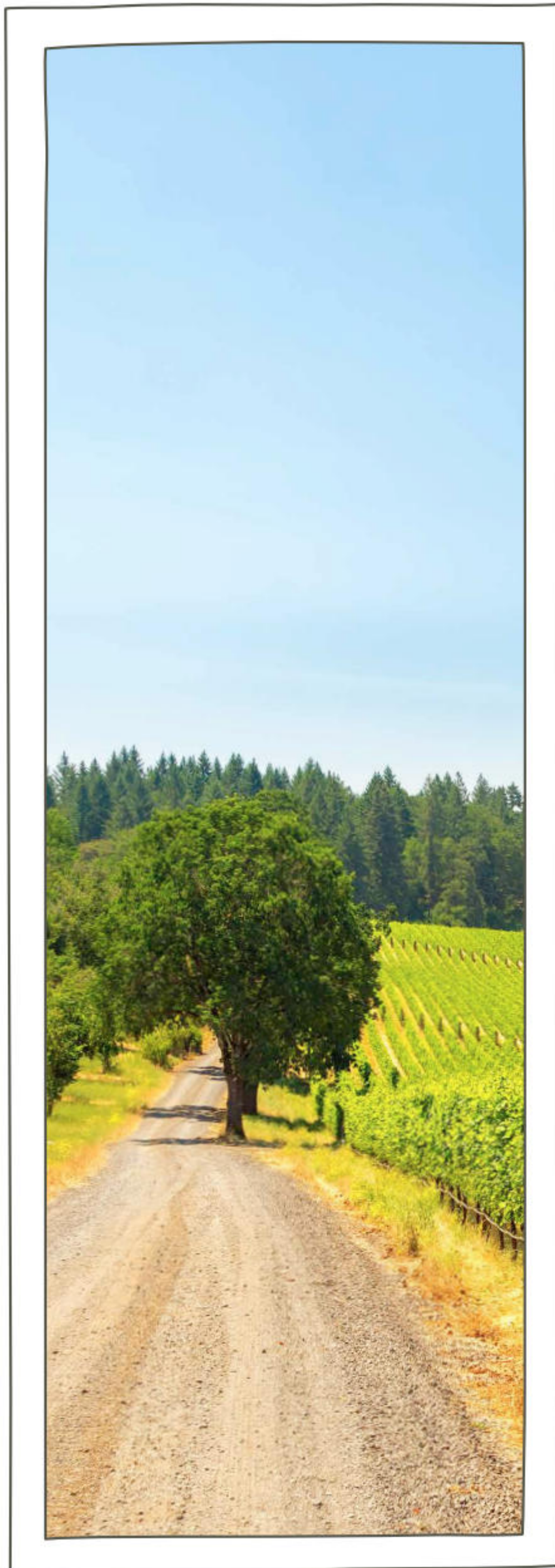
The top states of origin for overnight trips were Oregon, Washington, California and Idaho. The states of Virginia, New York, Florida and Texas follow in that order. The top DMA's of origin were Portland, Seattle, Eugene, Medford-Klamath Falls, Los Angeles and San Francisco. The top five main reasons travelers made overnight trips to Oregon were Touring, Outdoors, Special Events, City Trips and Resorts to Oregon were Touring, Outdoors, Special Events, City Trips relatives and friends and destination websites.

Direct Travel Spending in Yamhill County in 2015 reached \$104.2 Million reflecting a 5.8% increase over the prior year and an all-time high for



"Newbery ... is target
central of Oregon's
wine country"
-The Oregonian





Wine Drives Local Tourism Economy

Since the first grapes were planted in the state 50 years ago, Oregon is now recognized as one of the world's elite winemaking regions. With 18 designated wine growing areas located in four diverse regions, Oregon boasts more than 700 wineries producing wine from dozens of grape varieties.

Oregon has more than 500 wine tasting rooms with the majority of wineries only a short drive from Newberg.

All of this made wine touring one of Oregon's top draws. In 2013 (the most recent year for which statistics are available), wine-related tourism contributed an estimated \$207.5 million in revenues to the Oregon economy. (Oregon Wine Board)

Companies located outside of Oregon have made headlines with substantial investments in the state since 2013. Firms that have expanded their vineyard holdings in recent years include:

Ste. Michelle Wine Estates of Woodinville, Washington for *Erath* in Dundee, Oregon

Domaine Drouhin Oregon in the Dundee Hills region of the Willamette Valley, Oregon

Precept Wine of Seattle, for *Primarius* in the Willamette Valley, Oregon

Battle Creek Vineyards' for *Unconditional*, in the Willamette Valley, Oregon

Jackson Family Wines of Santa Rosa, California purchased a winery and vineyards in Oregon, adding several Willamette Valley Pinot Noirs to its *La Crema* line

Maison Louis Jadot of Burgundy, France acquired a vineyard in the Yamhill-Carlton region of the Willamette Valley and unveiled *Résonance Pinot Noir*, the company's first venture outside of France.

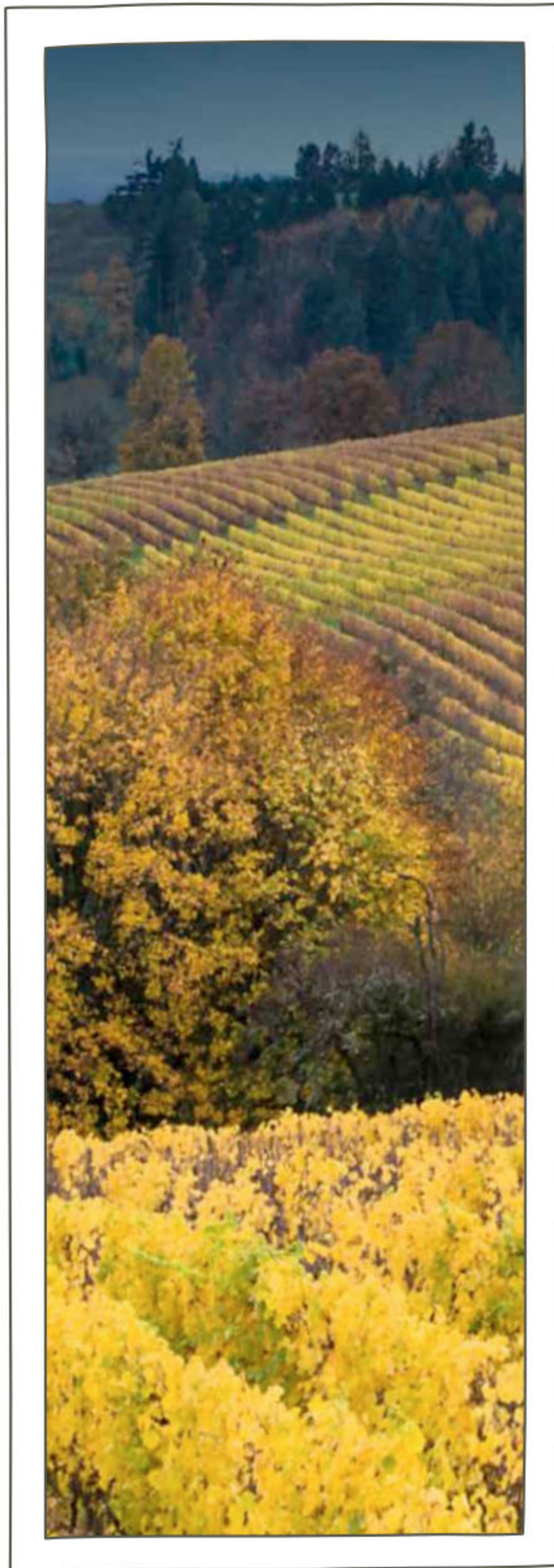
Joe Wagner's Copper Cane Wines & Provisions—based in Rutherford, California and known for launching the Meiomi label, now owned by Constellation Brands—debuted the Oregon-sourced wine *Elouan*.

Healdsburg, California's Foley Family Wines acquired *The Four Graces* in the Willamette Valley

Judy Jordan—founder and former owner of Russian River Valley's J Vineyards—purchased a Chehalem Mountain vineyard for her new Santa Rosa, California-based The Capra Co.

As the supply of land shrinks, Oregon-based wineries are also snapping up vineyards.

(MarketWatchMag, February 2016)



WINE DRIVES LOCAL TOURISM ECONOMY, *Continued*

As local investment in the wine industry swells so has other tourism-driven business in the area. Jason Lett is credited with planting the first grapes in Yamhill County in 1965 and soon others followed with a vision of growing and making exceptional Pinot Noir.

The late Joan Austin, great philanthropist and matriarch of the Newberg based A-dec Dental Manufacturing Company should be credited with driving the vision of a world-class resort in Newberg that would serve the demand of the luxury wine travelers. The Allison Inn and Spa, built in 2009 continues to garner world-wide acclaim as a destination resort and spa in the heart of Oregon Wine Country in Newberg Oregon.

Other bullish investors have followed suit. Steve Down invested millions in the Fall Event Center formerly Evergreen Aviation Museum. McMinnville also recently announced the opening of a new, 36 room luxury hotel that will open downtown on 3rd street in Spring of 2018. New restaurants are popping up around the county. Building vacancy in downtown Newberg is at an all-time low.





Top Travel Trends

Specialization

Luxury Travel Exchange International (LTX) suggests that becoming more niche focused in your destination marketing will be beneficial. Niches to focus on include weddings and honeymoons, “volun-tourism” (a form of tourism in which travelers participate in voluntary work, although this is typically for charity we have an opportunity to develop opportunities to volunteer in local wineries), spa and wellness, family/multi-generational travel, adventure/sports and meetings/conferences. By designing custom and unique niche packages for travelers, the Chehalem Valley area can differentiate itself, creating a reputation in specialization.

Technology

With anticipated new devices, like the Apple Watch, more people will be accessing the Internet on the go, making mobile device apps, responsive websites and mobile-friendly booking more important than ever. It is predicted that over 35% of online travel bookings will take place on a mobile device by 2018.

Authenticity

The modern traveler is becoming more and more interested in experiencing their chosen destination authentically. This means they want to interact with locals, avoid tourist traps, go where the locals go, and do what the locals do. One way to market to authentic travelers is through storytelling. Travelers looking for a truly authentic experience will be emotionally driven to explore a destination if there is a great story attached to it.

Experiential Travel

According to Terry Dale, President and CEO of the United States Tour Operators Association, today’s traveler continues to crave culturally immersive experiences and experiential tour packages remain in high demand. Nearly three-fourths (71%) of USTOA members provide travel and tour packages that offer art and culture, with 64% offering culinary and more than half (57%) providing adventure-focused packages. Vacationers want to broaden their experiences. Museum passes, show tickets, dining packages and helicopter tours are all great examples of offerings for the experiential traveler.



Top Travel Trends, CONTINUED

Millennials Lead the Way

Millennials are one of the most important demographics in travel today. As the largest generation to date, they are helping to define what the major trends and tastes of the coming decades will be. Millennials have grown up in the Digital Age. Online booking options are crucial, while online reviews and user-generated content on social media are part of the research process for most millennials. Destinations that attract millennial travelers make their online presence a priority and emphasize user-generated content.

Don't Leave Out the Boomers

Baby Boomers (born between 1946 and 1964) are traveling more than ever. Bucket list experience is the high-ranking motivator for travel among Boomers, meaning they're looking to invest in activities rather than simply relaxation. They will be influenced by good value, as budget can be a factor for those with a fixed income. Like Millennials, they are looking for experiences that are authentic and high-quality.

Food Tourism

Food has always been a huge part of travel, but seeking out authentic food experience has increasingly become a motivator for travel. Food experiences don't exclusively refer to "dining out", food markets, tasting sessions, cooking lessons and visits to farms or vineyard now make up 95% of all food experiences.

(Source: JackRabbit, Travel Trends and Treksoft Trend Report 2017)



Situation Analysis

Tourism Product

Newberg's overarching "reason to visit" is its location at the epicenter of Oregon Wine Country, which draws travelers from around the world.

Other unique offerings include:

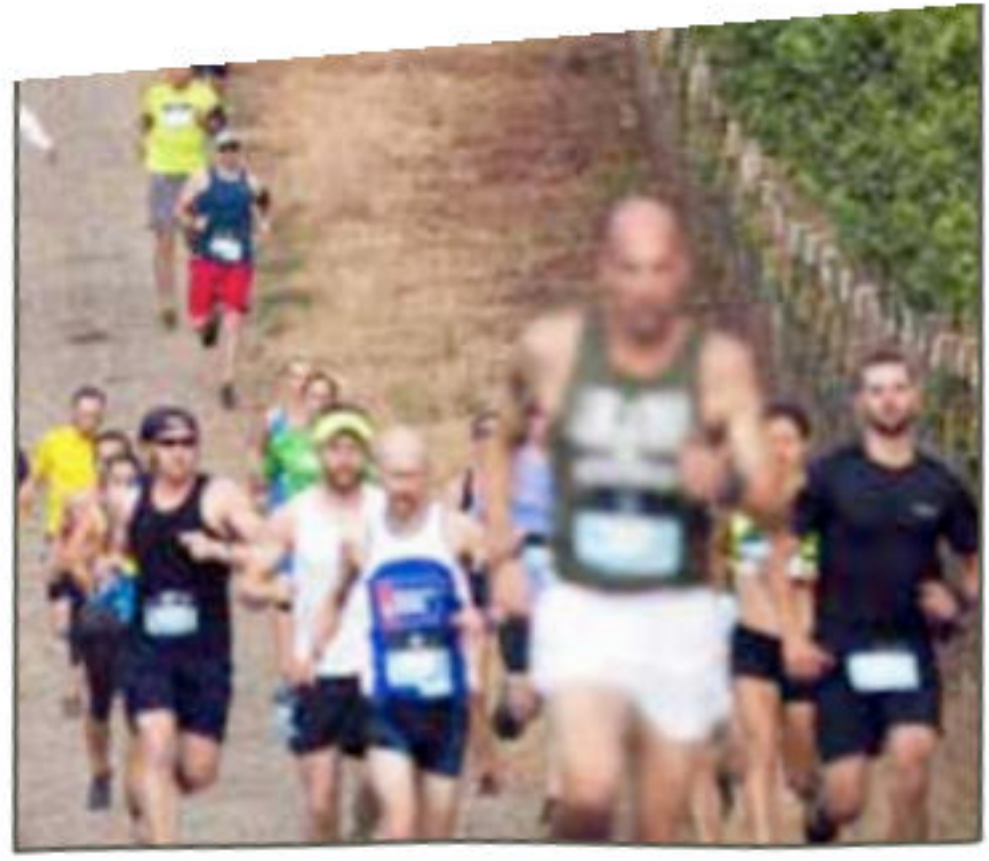
- World-Class Resort and Spa: The Allison Inn & Spa
- World-Class Dining: The Painted Lady and JORY at The Allison Inn & Spa
- Unique wine country touring adventures such as horseback riding, helicopters, hot air balloons and the trolley
- Widely acclaimed 18-hole public golf course
- One of three remaining Drive-In theaters in the State
- Growing cultural opportunities through The Chehalem Cultural Center and area galleries and shops



SITUATIONAL ANALYSIS • S.W.O.T. ANALYSIS
(Strengths, Weaknesses, Opportunities, Threats)

Strengths—present advantages

- National interest in Pinot Noir and the Willamette Valley
- The Allison—Already attracting luxury travelers
- Easily accessible within State and to Portland
- Small Town—Scenic Americana Profile
- Friendly town
- Chehalem Cultural Center
- Home of George Fox University (Sports, Lecture Series & Music)
- En-route to Oregon Coast
- Several Annual Festivals /events (Memorial Day Wine Tasting Weekend, Memorial Day Boat Races, St. Paul Rodeo, Old Fashioned Festival, Tunes on Tuesday, Brews & BBQ, First Friday Art Walk, Camellia Festival)
- Proximity to regional historical sites (Hoover-Minthorn House, Champoeg Park)
- Outdoor Recreation (Hot Air Ballooning, Skate Park, Chehalem Glenn Golf Course, Champoeg Biking/Hiking Trails, Bicycle Wine Country)
- Sportsman Airpark
- Key Attractions (Spruce Goose and Omnimax Theater, Spirit Mountain Casino)
- Knowledgeable staff at the Visitor Center
- Temperate and low-precipitation summer climate





SITUATIONAL ANALYSIS • S.W.O.T. ANALYSIS (Strengths, Weaknesses, Opportunities, Threats)

Weaknesses—present disadvantages

- Although the downtown is improving there are still deteriorating building facades and a business mix that is too heavily non-retail
- Downtown is not pedestrian friendly (Loud trucks, one-way traffic, traffic volume).
- Lack of additional routes to/from Portland and Hwy 99 Traffic
- Some downtown homes and businesses falling into disrepair
- Lack of variety of restaurants
- Absence of evening entertainment
- Low resident awareness and support of tourism
- Lack of retail shops
- Lack of downtown retail space
- Shortage of buildable land
- Lack of affordable housing
- Lack of safe cycling routes or outfitters
- Limited Public Transportation
- Limited Meeting Space
- Fragmentation of tourism effort throughout Yamhill County

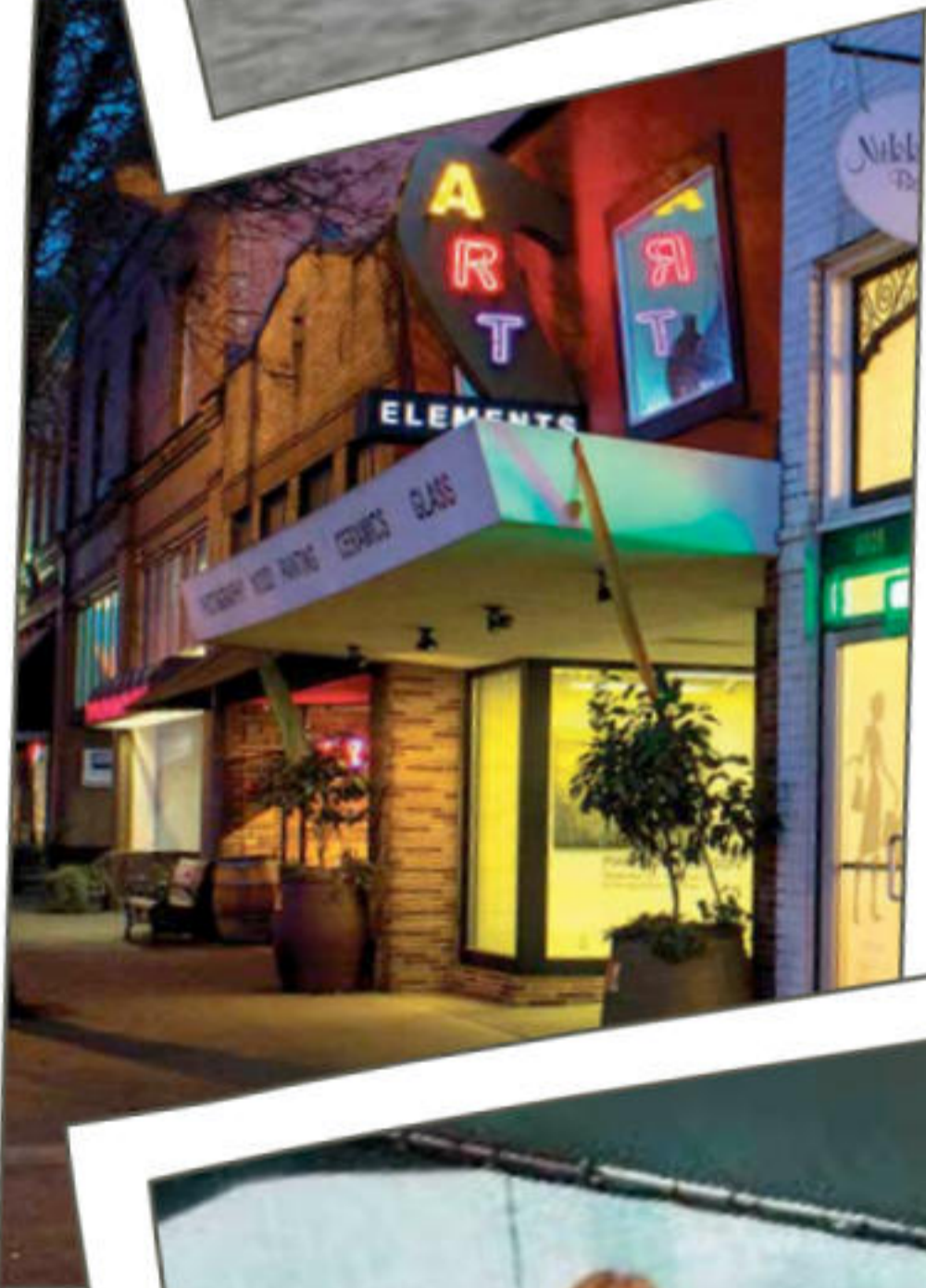
*"This former pass-through town now has the quality food, sips, and art you used to find only deeper inside the Willamette Valley."
—Sunset Magazine*

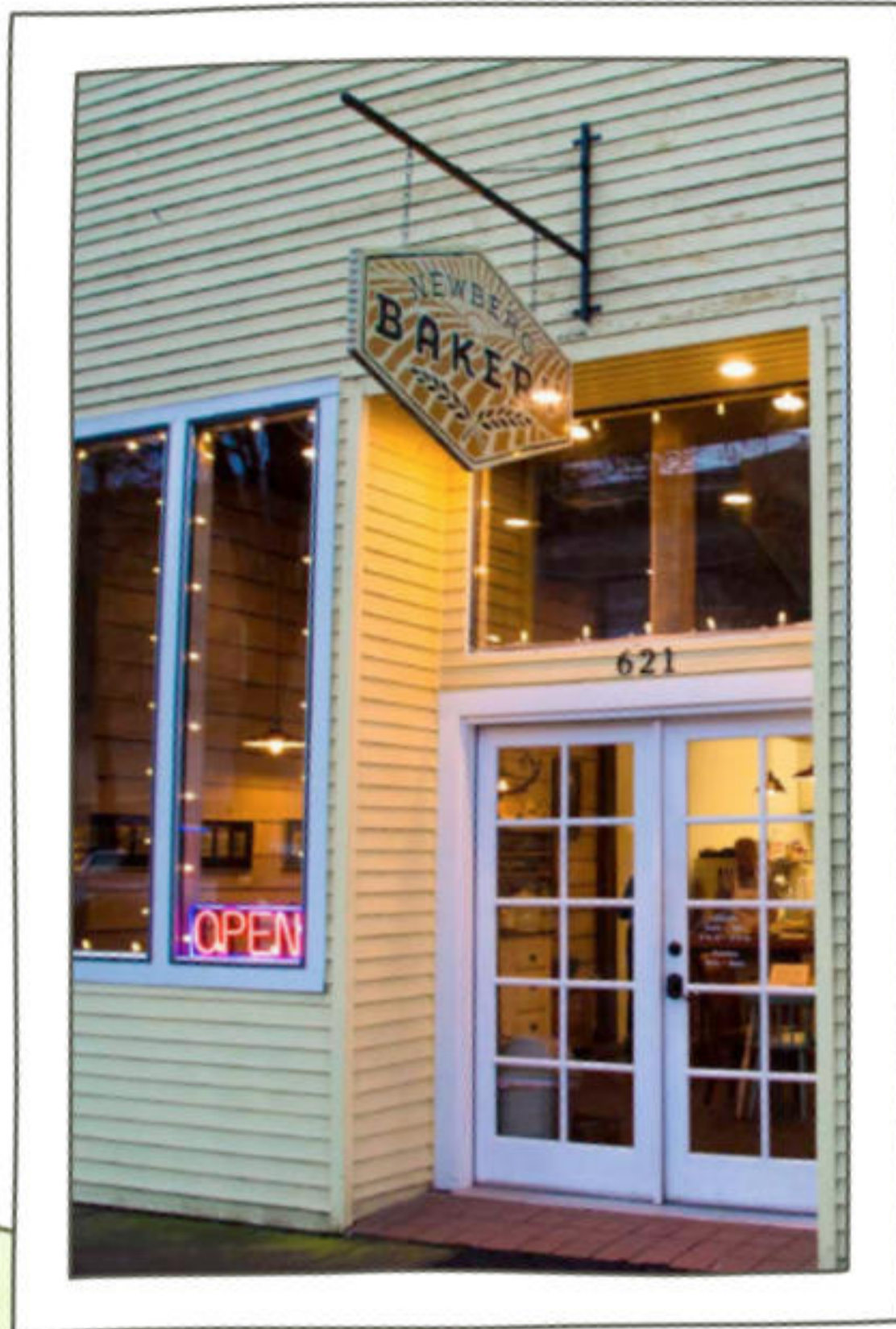
SITUATIONAL ANALYSIS • S.W.O.T. ANALYSIS
(Strengths, Weaknesses, Opportunities, Threats)

Opportunities—potential advantages

- Completion of the Bypass
- Austin 450-acre development
- Riverfront development
- Alternative lodging
- Mid-tier hotel recruitment
- Public accessibility to Willamette River
- Downtown Re-development
- Expand shoulder season events
- Capitalize on Portland convention market:
pre- and post-event connection and meeting planners in Portland
- Completion of the Aquatic Center
- Completion of the Chehalem Trail System
- Expand cross-marketing with GFU audience
- Expanded “engagement” of visitor experiences
(outdoors, vineyards, culinary classes)

SITUATIONAL ANALYSIS • S.W.O.T. ANALYSIS • BRAND STRATEGY





(Strengths, Weaknesses, Opportunities, Threats)

Threats—potential disadvantages

- Community congestion due to traffic on 99W
- Insufficient Dining Choices
- Lack of retail development
- Shortage of lodging during peak season
- Lack of mid-range lodging choices
- Limited Destination Marketing Budget
- Competition from other destinations—significant expansion in competitors' destination marketing budgets

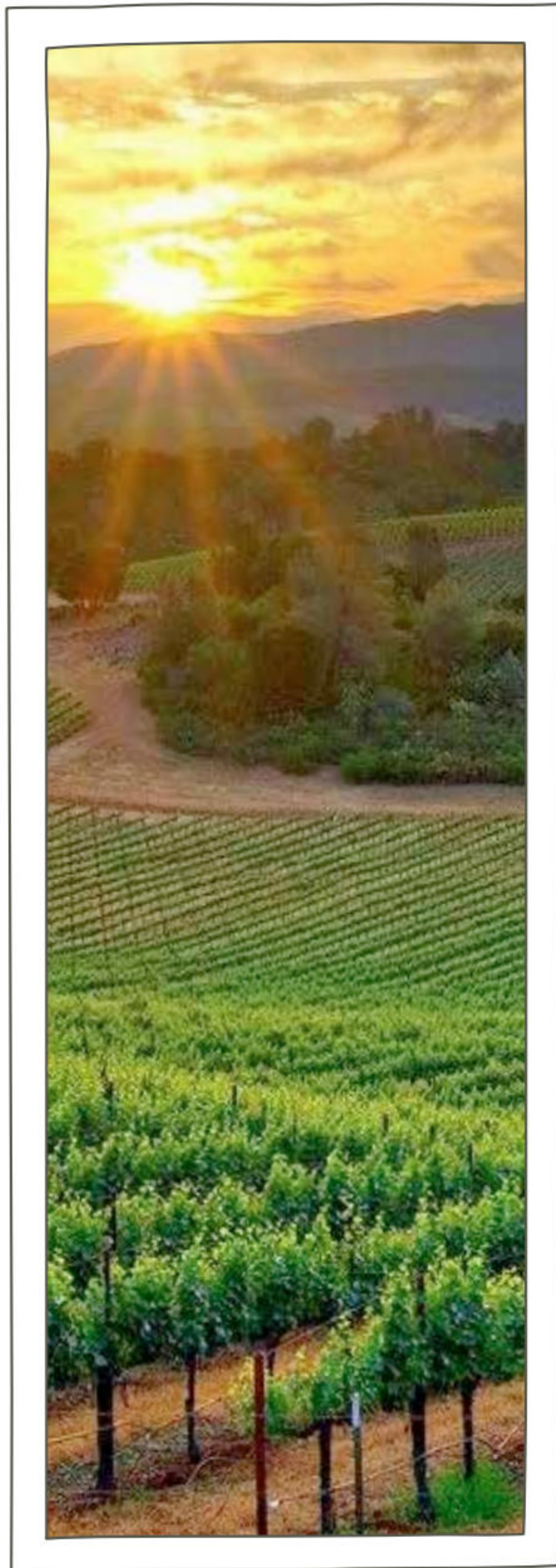
Brand Strategy

To determine Newberg's position it is important to first identify its uniqueness, differentiation from the competition and value to the customer. In doing this, Newberg is set apart from other wine destinations that are vying for the business of the same traveler/target audience.

The Chehalem Valley Chamber of Commerce (CVCC) is currently working collaboratively with the Newberg Transient Lodging Tax Ad Hoc Committee's Marketing Subcommittee to define Newberg's brand strategy. The CVCC will work closely with the Newberg Transient Lodging Tax Ad Hoc Committee to implement that strategy through our existing marketing channels once that work has been completed.

Perhaps Redmond can be an example of what will happen in downtown Newberg, once the initial phase of the Newberg Dundee Bypass is complete in 2016... If anything, downtown Newberg has the potential to blossom even brighter than Redmond.

—The Oregonian



Competition for Out-of-State Visitors to other Wine Regions

Napa

Sonoma

Walla Walla

San Luis Obispo

Santa Barbara County

Texas Hill Country

Finger Lakes New York

Competition for In-State Visitors and Visitors to this Region

Portland

Bend/Redmond

McMinnville

Carlton

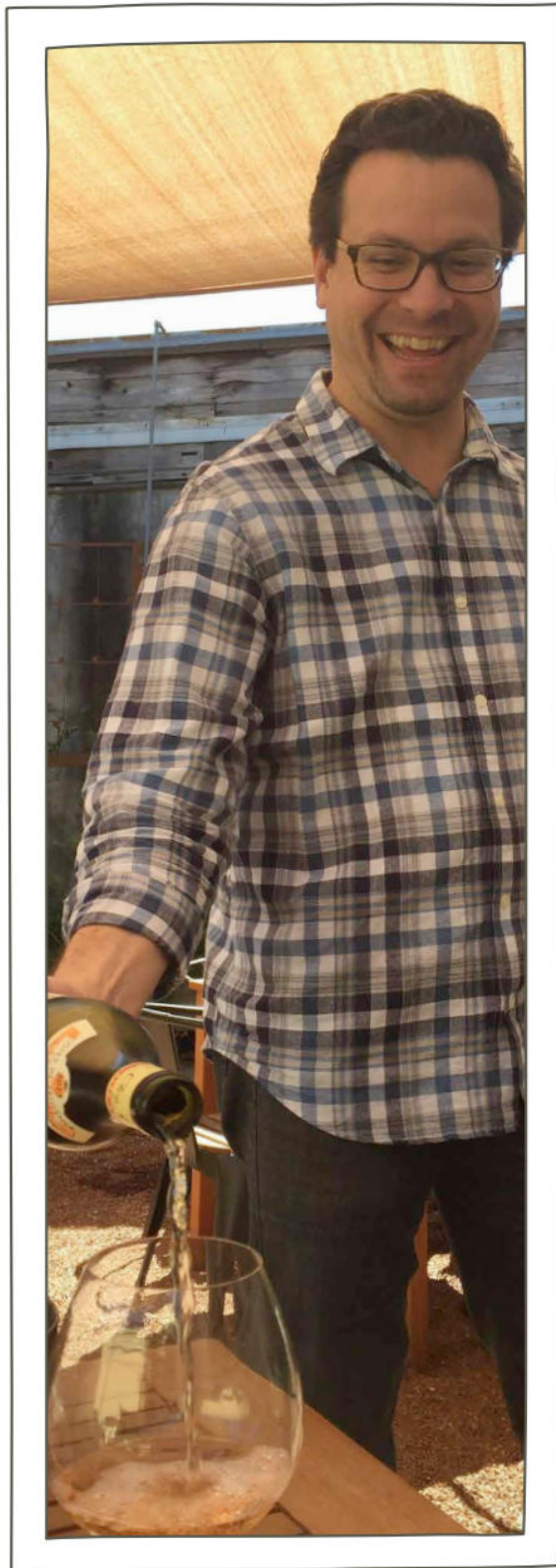
Salem

Eugene

Grants Pass

Ashland

Columbia Gorge/Hood River



Target Audience • Personas

According to the recently commissioned Newberg Tourism Strategy, Newberg's Target Audience can be defined as:

Wine Country Adventurers

Are we ready for them? Somewhat

- Need trail connectors, integrating parks & tourism, river access

Millennial Explorers

Are we ready for them? Somewhat

- Need consistent business hours and more variety downtown
- Develop / Integrate classes from cultural center with local tasting rooms & craft makers (e.g., chocolate shop to feature culinary classes)

George Fox Network

Are we ready for them? Yes, except ...

- Need upper/mid-level independently owned hotel downtown

The Luxury Wine Travelers

Are we ready for them? ... Not yet

- Newberg area already attracts this traveler to The Allison, & they tour the exceptional wineries nearby
- BUT downtown Newberg needs additional experiences that meet these traveler's desires: boutiques, more local restaurants, culinary classes, robust arts scene

Unfortunately, the Target Audience is weighted toward a future audience since the consultants themselves indicate that Newberg as a destination is not completely ready for these travelers.



Target Audience • Geographic

Utilizing the 2015 Longwood's report on Visitor Behavior for the Willamette Valley, our Primary markets include travelers from major cities in:

Oregon Washington

California Idaho

Secondary markets include major cities in:

Virginia New York

Florida Texas

Target Audience • Demographics

Focus on the visitors that represent the largest audience. We know based on research that the largest number of travelers in 2017 will be Boomers and Millennials. Utilize traditional advertising methods (i.e. visitor guides, travel magazines & social media to target the Baby Boomer crowd. Utilize social media and third party content to reach the Millennials).

The Allison is already marketing and reaching the Luxury Wine Traveler. Our marketing plan will seek ways to leverage their existing marketing and Public Relations but will not invest in specific programs to reach this audience.

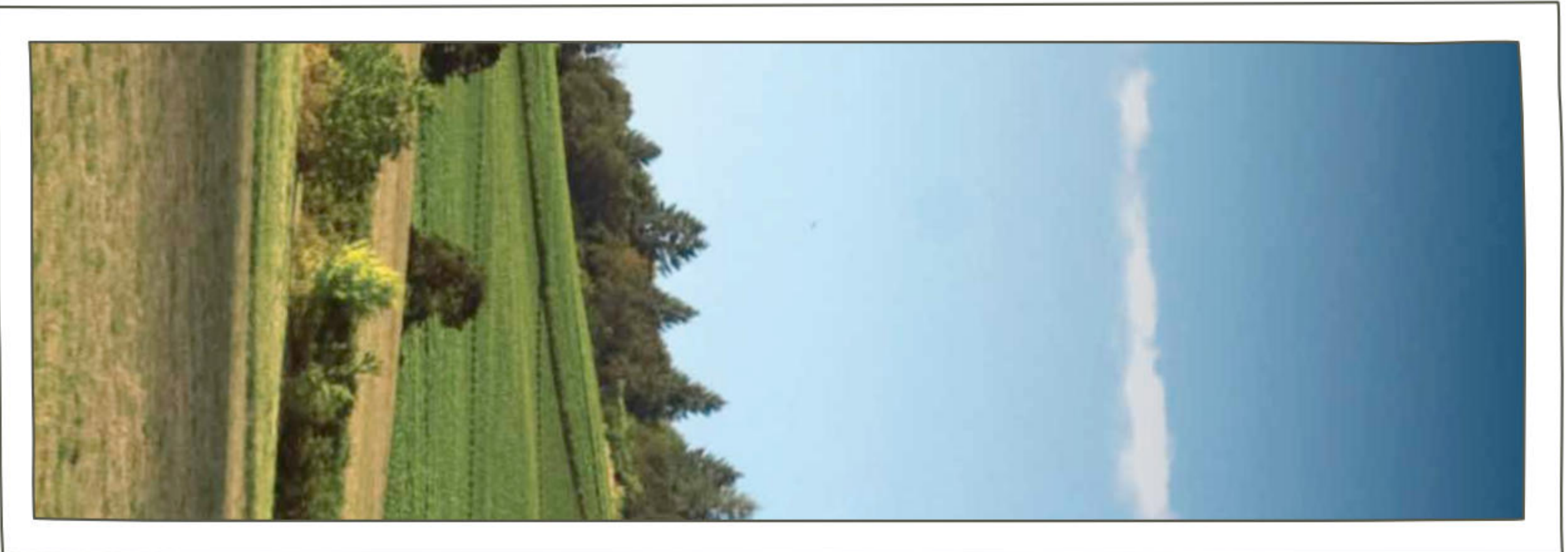
This marketing plan will apply the same approach to reaching the GFU Network. More research needs to be done to determine how the Newberg Destination Marketing Plan can leverage the marketing that GFU is already doing to reach their alumni and family of students.

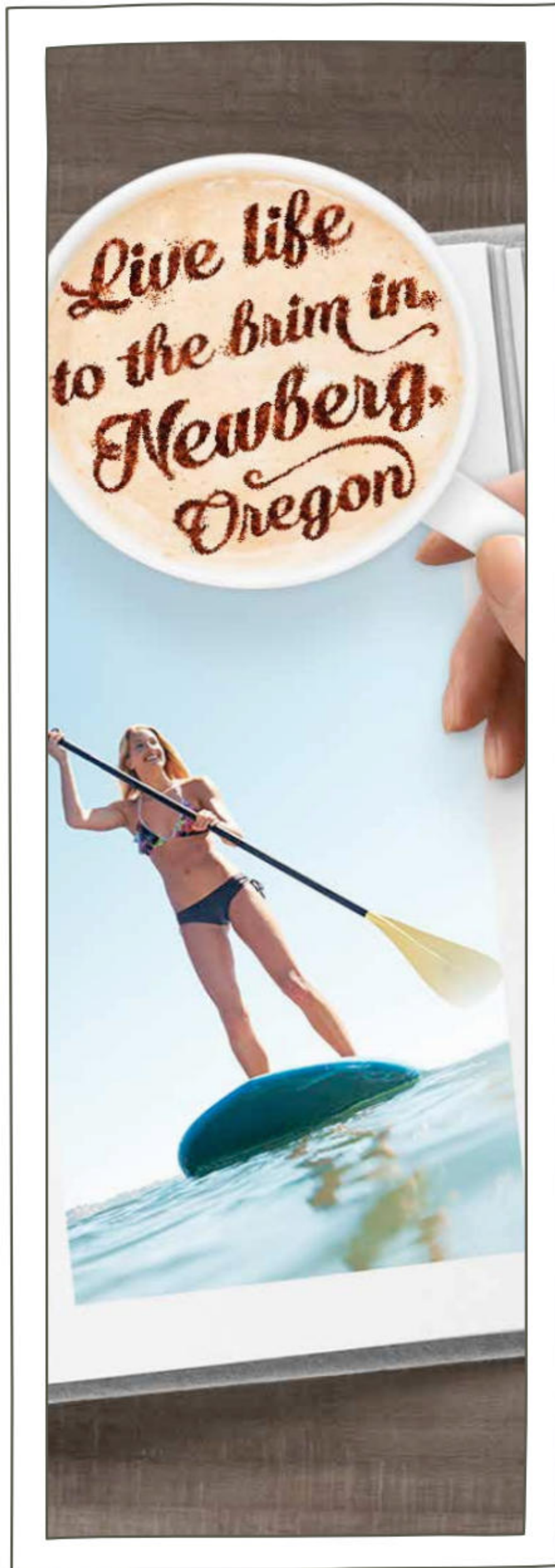
Key Destination Marketing Goals

- To increase visitor volume, visitor spending and the economic impact of tourism in Newberg
- Influence the long-term development of Newberg as a destination and its brand
- Increase leisure visitor volume, visitor spending, meeting, tours and group markets to the Newberg area through effective promotion with media and the travel-trade
- Inspire repeat visitors and word-of-mouth marketing through exceptional visitor center services
- Foster high-value relationships with our stakeholders
- Promote the importance of business and government investment in tourism

Key Destination Marketing Strategies

- Continue to improve our website as our key marketing tool in the areas of navigation, usability and content
- Collaborate with the Newberg Transient Lodging Tax Ad Hoc Committee to design and develop a high impact Newberg brand
- Integrate the “refreshed” Newberg brand into all existing marketing channels
- Enhance the efficiency of targeting digital media
- Continue to leverage the CVCC’s role in the travel decision-making process by focusing on generating target market awareness via marketing and media relations
- Increase knowledge of Newberg visitors through research





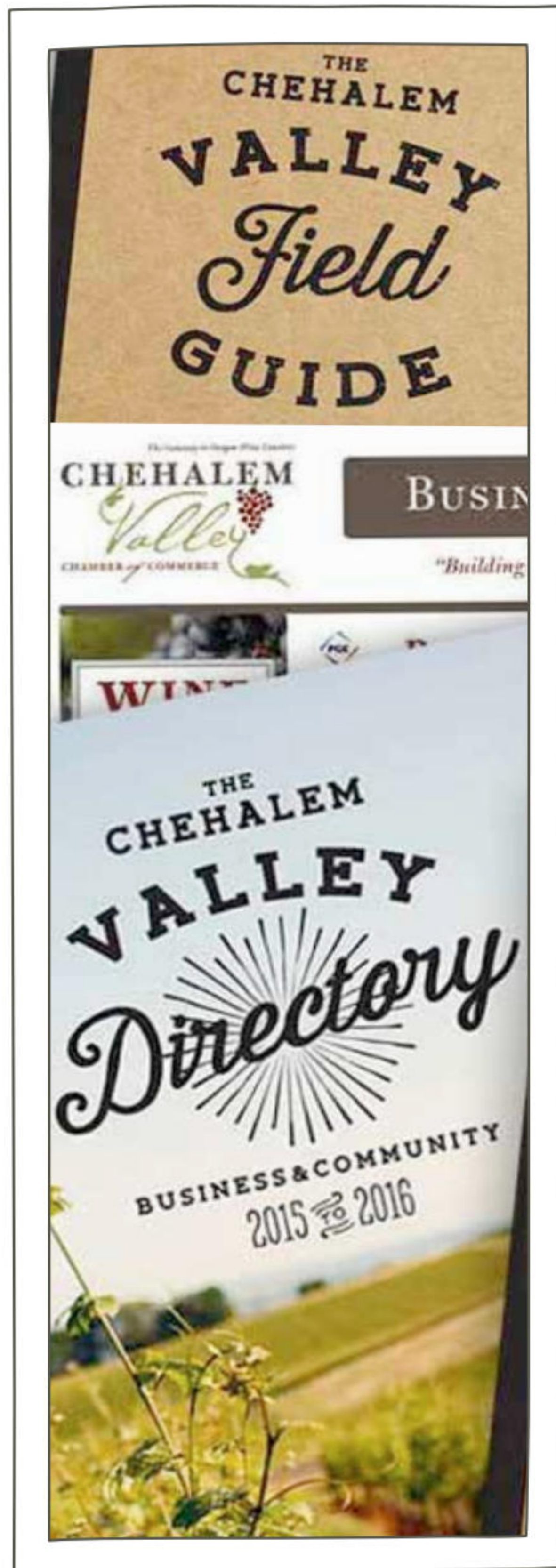
Key Destination Marketing Tactics

Website: visit.chehalemvalley.org

- Search Engine Optimization (SEO)—Continue to optimize our website with key search words/terms and content for major search sites including Google, Bing, MSN, Yahoo, etc.
- Continue to update and enhance our website weekly with blogs featuring interesting travel itineraries, new travel partners, visitor testimonials, seasonal specials, family reunion planning information, photos, maps and more
- Tracking – Expand use of Google Analytics to track visits, unique visits, users, referrers, page views, etc.
- Landing Pages – Utilize special landing pages in order to track ad campaigns and promotions

Social Media

- Continue consistent posting strategy on Facebook and Twitter. Expand social media activity to include Instagram, Pinterest and YouTube
- Use effective social media tactics to build relationships with leisure travelers and media. Tactics include “share,” “like,” “forward,” “retweets,” contests, etc.
- Encourage and assist local tourism partners on effective social media strategies for their business
- Serve content in a timely, consistent manner, using content calendars, and advance post scheduling
- Highlight positive media coverage about Newberg



Public Relations

(Suggest that this is funded outside the existing contract)

Collaborate with Newberg Transient Lodging Tax Ad Hoc Committee to contract with a Public Relations Professional to manage the following media relation activities:

- Press Trips—Host regional, national and international travel writers and editors on individualized and/or group press trips
- Media Leads—Continue to respond to leads, and forward leads to members from Travel Oregon and the Willamette Valley Visitors Association
- Pre-publication editing & fact checks—Offer to edit articles and guidebook sections for accuracy
- Distribution of semi-annual e-newsletter—Select media that highlights what is new and interesting in the Newberg area
- Media Kit – Develop an electronic media kit that highlights the outstanding tourism assets in Newberg and the surrounding area
- Build a more expansive photo and video library that is available for media requests, ads, and our website.

Publications

- Publish and distribute 19,000 Chehalem Valley Field Guide (tourism magazines)
- Publish Newberg City/Yamhill County map
- Publish Group Travel Brochure
- Publish monthly event brochure for visitors (also distributed to area lodging partners)



Leverage Partner Relations

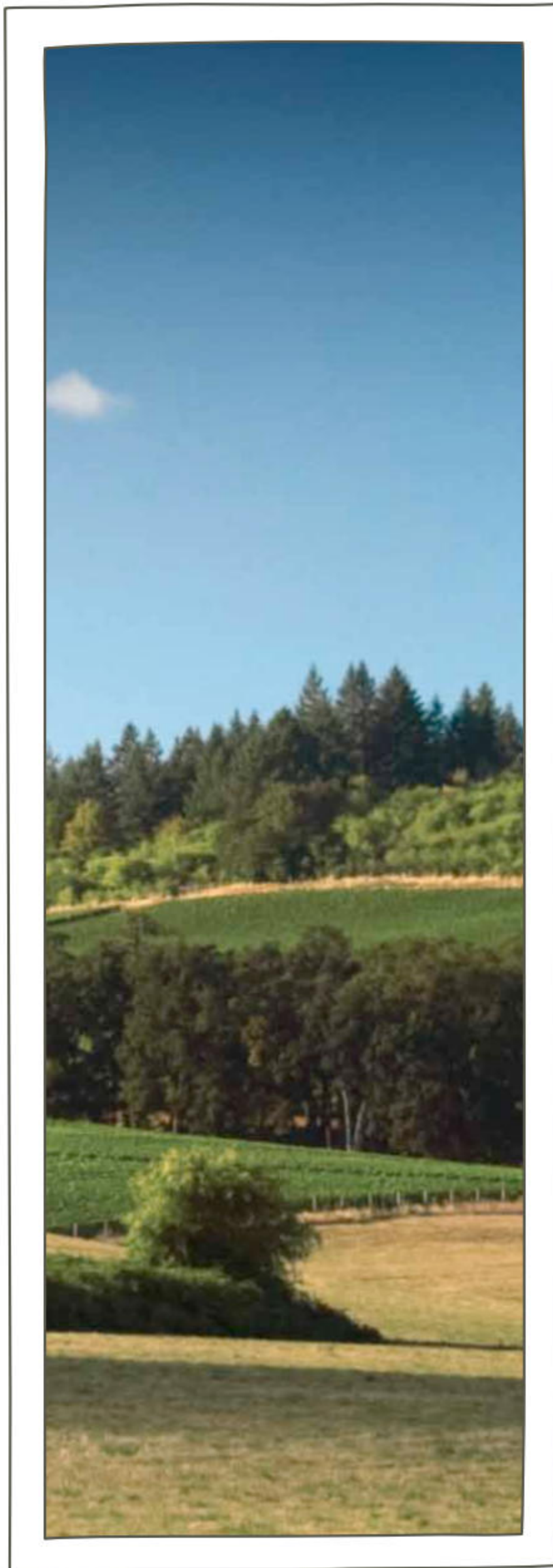
- Promote local tourism events through Willamette Valley Visitors Association, Travel Yamhill Valley and Travel Oregon’s websites

Event Sponsorship & Support

- Transportation and Volunteer Sponsor for the Oregon Truffle Festival in January; In addition, the CVCC took over management of Sunday’s Truffle Marketplace
- Presenting Sponsor for the Annual Camellia Festival in April
- Event organizer for Brews & BBQ in July

Visitor Services

- Maintain well-stocked Visitor Center with over 1,000 different maps and brochures of Newberg and the surrounding area
- All CVCC staff is Q-certified (Travel Oregon Customer Service Training) within 90 days of employment
- CVCC staff stays current with new/closed businesses and tourism partners through weekly outbound calls and staff “Familiarization Tours”
- CVCC staff receives ongoing hospitality training (Customer Service seminars, Governors Conference on Tourism, Western Association of Chamber Executives)
- CVCC staff assists all walk-in and telephone visitors with complimentary itinerary planning
- Email and telephone requests for visitor information are fulfilled within one work-day
- Publish a monthly events publication for visitors
- Visitor Center is open and staffed 7 days per week from Memorial Weekend to the last weekend in September and 5 days per week October 1st up to Memorial Weekend
- Local and state maps and visitors magazines are stocked in 24-hour access location at the entrance to the Visitors Center



Meetings/Retreats

- Continue to promote Newberg as a destination for small meetings or pre- and post-convention trips from the Portland Convention market
- Continue to support efforts of The Allison Inn & Spa's group sales team through the collaboration of a group travel brochure for the Newberg area

Workforce Development

- Continue to develop the workforce for the wine industry through the expansion of classes at the Oregon Wine Education Center; the Oregon Wine Education Center has trained over 150 Tasting Room Associates in the last 18 months
- Create a class for front-line employees to educate them on the unique tourism assets of Newberg and the surrounding community

Community & Government Relations

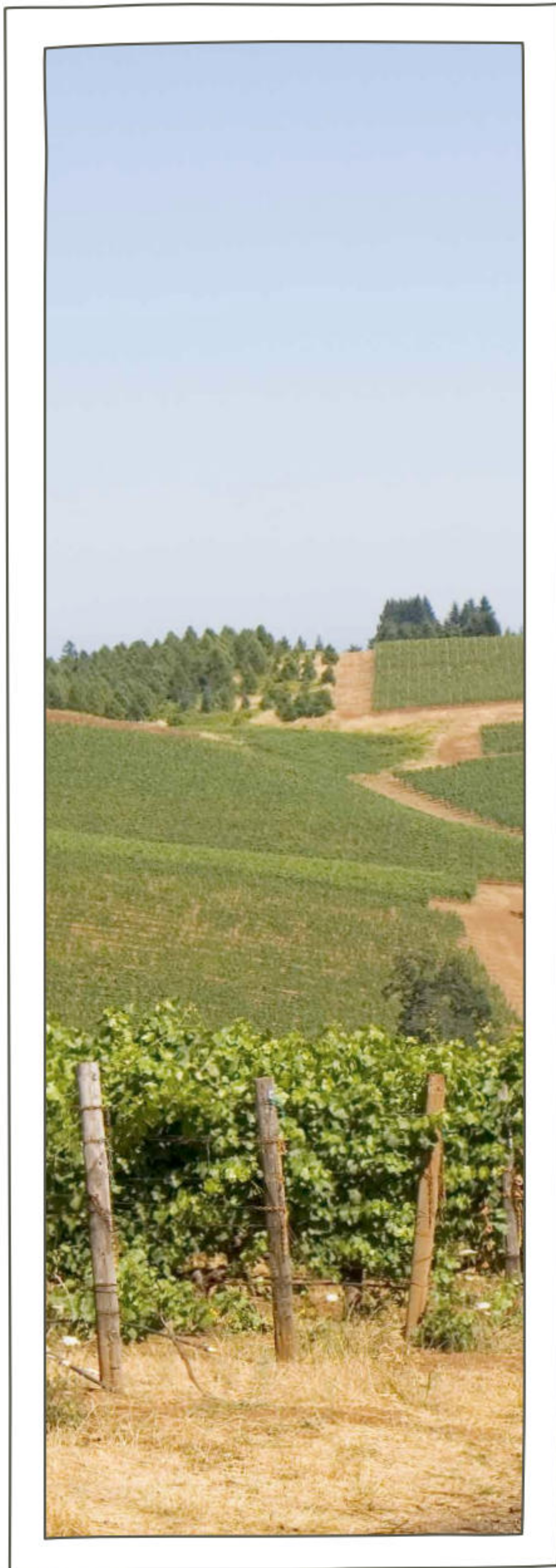
- Present at area service clubs on the importance of the local tourism industry
- Submit news releases to local media regarding CVCC tourism activities
- Continue to actively participate and collaborate with the Newberg Transient Lodging Tax Ad Hoc Committee on activities to advance Newberg tourism
- Member of Newberg Economic Development Committee with responsibilities for Newberg Tourism

Industry Relations

- Serve on Newberg's Transient Lodging Tax Ad Hoc Committee
- Serve on Board of Travel Yamhill County
- Serve on Board of Willamette Valley Visitors Association and represent interests of Yamhill County
- Member of Oregon Destination Marketing Association
- Member of Travel Portland



*"Newberg is a Gem of a Town, One of the Best of Its Size (22,000) in the Northwest" by Jerry Richard
—The Oregonian*



Newberg in the News Click on a quote to view article

“Where to Eat in Oregon Wine Country Right Now” by Michael Russell —*The Oregonian*

“Newberg is a Gem of a Town, One of the Best of Its Size (22,000) in the Northwest” by Terry Richard —*The Oregonian*

“Beginning in the town of Newberg and extending south to the capital city of Salem, Oregon’s Willamette Valley is characterized by rolling hills and lush valleys. This is Oregon’s principal wine region, and while it may not be as well known around the world as California’s Napa Valley, it is no less breathtaking.” —*USA Today*

“This former pass-through town now has the quality food, sips, and art you used to find only deeper inside the Willamette Valley.” —*Sunset Magazine*

“This gateway to Yamhill County wine country is only 30 minutes south of Portland, but there’s so much to do along Newberg’s main drag of East First Street that you may not get to any actual wineries. No matter, since there are plenty of tasting rooms and restaurants where you can sample classic Oregon pinot noir.” Quick Day Trips by Grant Butler —*The Oregonian*

“(Pulp & Circumstance) which opened in June, is another effort by Loni Austin Parrish’s attempt to turn downtown Newberg into the hippest place in Oregon.” —*The Oregonian*

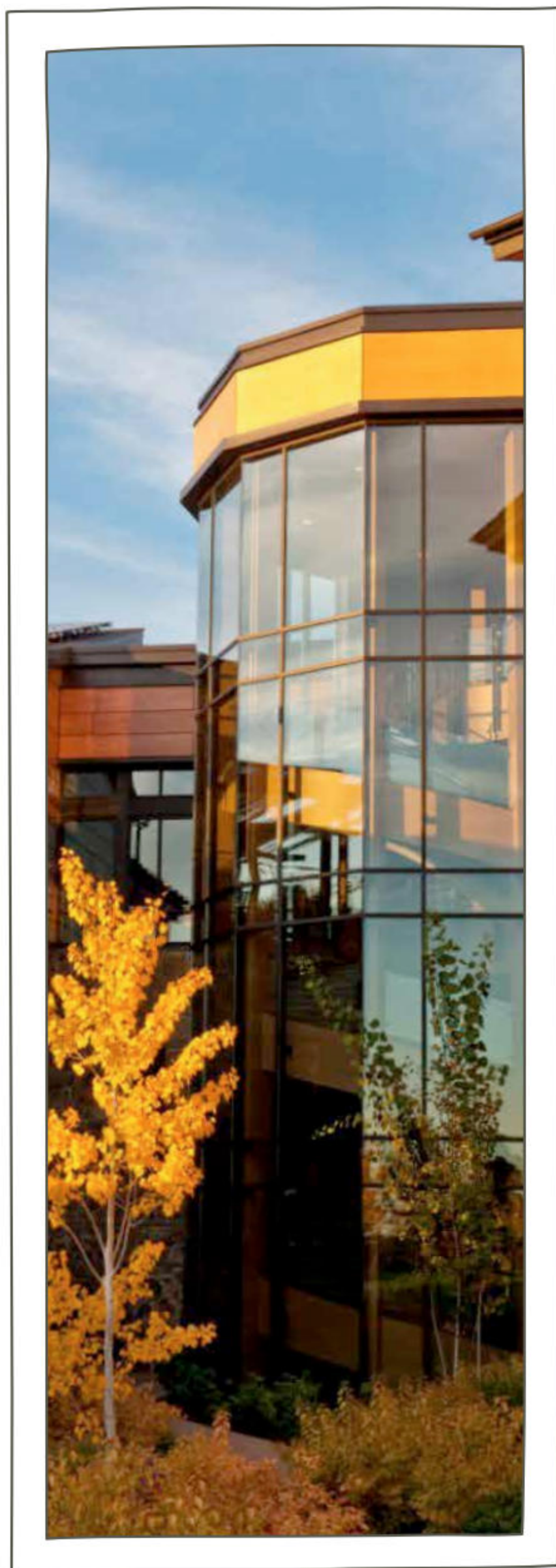


The First Destination in Oregon Wine Country Click on a quote to view article

“Newberg ... is target central of Oregon’s wine country” —*The Oregonian*

“California’s Napa Valley isn’t the only place in the country to find great wineries. Oregon has some up-and-comers that will give wine aficionados a reason to head north.” Wineries in Newberg & Dundee, Oregon —*USA Today*

“McMinnville and Newberg regularly vie for the title of top wine-country town . . . While McMinnville typically has shined brightest in size—and in scope of eating and shopping options—Newberg and Dundee have boasted the lion’s share of wineries and tasting rooms. Recent additions to both towns’ arsenal of attractions, though, have evened the field.” A Toast of Two Cities —*Portland Monthly*



The Allison Inn and Spa (Newberg) [Click on a quote to view article](#)

“Besides having some of the best lodging in Yamhill wine country, indeed in all of Oregon, the inn has become a popular day visit for Portlanders for its spa services and its JORY Restaurant.” —*The Oregonian*

“So what about that Allison Inn? Since it opened in 2009, it has cemented its reputation as one of the premier luxury resorts in Oregon, even earning a rare national recognition for quality of lodging in the state. Travel + Leisure magazine’s October issue will name the Allison as the top hotel spa in the continental United States ... Newberg also has three restaurants right up there in quality with the best of Portland.” —*The Oregonian*

TripAdvisor.com names The Allison Inn one of the top 10 pet friendly places to stay in the U.S. —*Oregon Public Broadcasting*

“Oregon is perhaps best known for its pinot noirs. You can sample many of these by the glass at the 85-room Allison Inn & Spa restaurant in the heart of the wine-producing Willamette Valley.” — The Big Six: Wine country hotels —*The Independent (UK)*

“You can get a good taster in a day visit, but it’s more rewarding if you hire a car and spare three days or so to work your way down the bucolic valley, cherry-picking the best producers. Leave Portland on Route 99W and head south towards Newberg. This is where the real wine country starts.” Tuscany? Provence? No – it’s Oregon. —*The London Sunday Times*

“The birthday girl’s husband had booked our group at The Allison based on magazine and Internet accolades and because of its location in Newberg, a central base from which to explore the region’s 200-plus wineries. He chose wisely. The Allison Inn and Spa opened in September 2009 and in a little over two short years has become the place to stay when wine touring in Oregon. It made Condé Nast Traveler’s 2010 Hot Hotels and Hot Spas list and CNN named The Allison and Oregon Wine Country as one of the Top 9 Spots in the World for Savvy Luxury Travellers.” —*Ottawa Citizen*



The Opportunity for Downtown Click on a quote to view article

“Perhaps Redmond can be an example of what will happen in downtown Newberg, once the initial phase of the Newberg-Dundee Bypass is complete in 2016... **If anything, downtown Newberg has the potential to blossom even brighter than Redmond.**

—*The Oregonian*

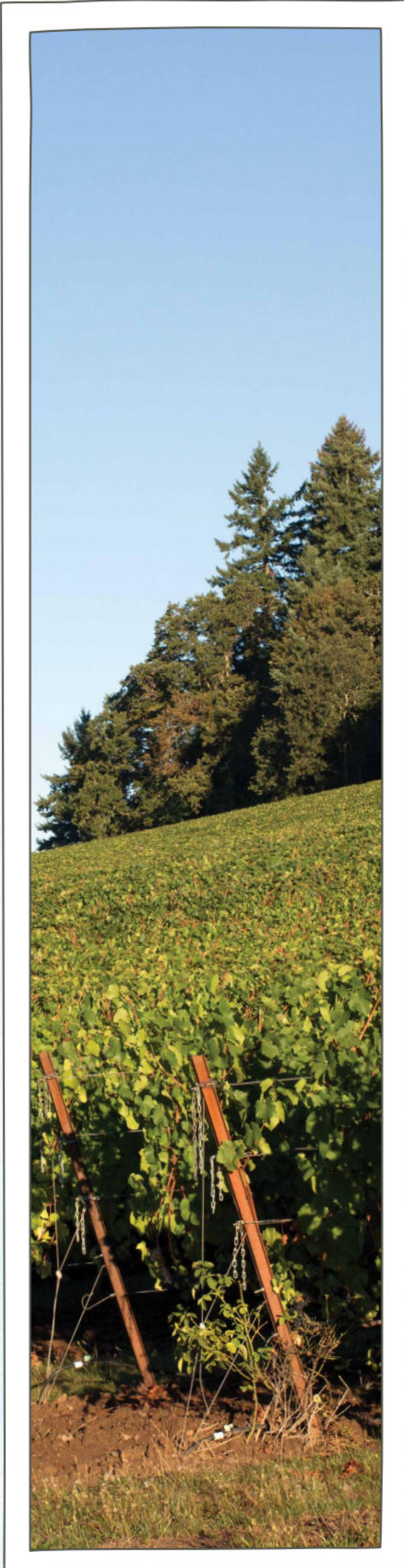
“Downtown Newberg will still be busy, because it will remain on Oregon 99W and the bypass will be routed as Oregon 18. **But Newberg will get its chance to fully embrace its location in the heart of Oregon’s wine country.**” —*The Oregonian*

“... if you live in Newberg or Dundee, **the best thing about the new bypass — 25 years in the making — is that it gives you the chance to rethink, rebuild or recover the charm of your wine-country town.** Now that the first phase of the bypass is a reality, it opens up possibilities for each city and allows the conversation to begin — or accelerate — about the shape of the future. For Newberg, the opportunity to reclaim its remarkably intact and historic downtown in a lasting and meaningful way is another building block in its ongoing growth and revitalization. Even without the bypass, Newberg has great potential; even with the traffic, we are seeing a resurgence,” he says. **“Downtown has great potential. It’s got great buildings and density”** Mike Ragsdale, On the Road —*Oregon Business Magazine*

“Work is under way on one of northwest Oregon’s long-awaited and most-highly anticipated highway projects, the Newberg-Dundee Bypass.” —*The Oregonian*

“It will get truck traffic and significant auto traffic out of Dundee and Newberg and give the downtowns back to the communities,” Torres said. —*The Oregonian*

“Newberg spruces up downtown to coax some of that traffic to stop” —*The Oregonian*



2017-18 Budget

REVENUE:

City of Newberg	\$139,886.00
City of Dundee Contribution	\$2,500.00
TOTAL REVENUES:	\$142,386.00

EXPENSES:

Personnel	\$62,000.00
CEO Wine Education Center Manager & Instructors Office Administrator Visitors Center Coordinator Visitors Center – Seasonal Help Benefits – Health Insurance & Retirement Taxes Allocated by percentage of time spent on Visitor Center or Tourism Promotion Activities	
Marketing	\$42,000.00
Print Advertising Social Media Marketing Chehalem Valley Field Guide Travel Yamhill Valley Tourism Guide Ad Willamette Valley Visitors Association—Co-op Ad Opportunities Governors Conference on Tourism—Oregon Destination Marketing Conference First Friday Artwalk participation/Trolley Sponsorship Camellia Festival Presenting Sponsor Newberg Christmas Lights Seasonal Electricity Event Marketing—Camellia Festival, Tunes on Tuesday, Brews & BBQ Website Modifications SEO Fees Travel Oregon Tourism Guide Ad Familiarization Tour Expenses Contingency Marketing Dollars Set-Aside for Unique Opportunities	
Shared	\$47,979.00
Calculated as 1/3 of overhead in Chamber Budget applicable to tourism Includes: Dues/Subscriptions, Bank Fees, Insurance, Internet/Web Miscellaneous, Supplies, Postage, Leases, Printing, Rent, Capital Improvements, Repair/Maintenance, Telephone, Utilities Professional Fees Mileage	
TOTAL EXPENSES:	\$151,979.00
DIFFERENCE:	-\$9,593.00

Chehalem Valley Chamber funds any negative balance per contract.

BUDGET TLT MARKETING SUBCOMMITTEE PROPOSAL

Revenue	FY 16/17	FY 17/18	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 20/21
	Budget	Budgeted	Supplemental Budget	Projection	Projection	Projection	Projection
Gross Operator Receipts	11,994,410	12,220,625	12,220,625	12,587,244	12,964,861	13,353,807	13,754,421
Beginning Fund Balance	207,113	250,000	343,718	115,214	0	0	0
Tax Revenue -Restricted for Tourism	359,617	365,703	366,399	377,390	388,712	400,373	412,385
Tax Revenue City Services	665,905	679,160	678,465	698,819	719,748	741,377	763,618
Interest Revenue-Restricted for Tourism	897	897	897	897	897	897	
Interest Revenue- City Services	1,667	1,667	1,667	1,667	1,667	1,667	
Estimated Additional Funds							
Total	1,235,199	1,297,427	1,391,146	1,193,987	1,111,024	1,144,314	1,176,003
Expenses							
Transfers out General Fund	665,905	680,132	678,465	698,819	719,748	741,377	763,618
Visitor Center/Destination Marketing Contract	137,548	139,886	139,886				
Visitor Center Contract				105,901	109,078	112,350	115,721
Destination Marketing Contract				120,000	120,000	120,000	120,000
Unallocated Tourism Activity	431,746	477,409	572,795	269,267	162,198	170,587	176,664
Consultant							
Staff - Meetings, Travel, Networking		2,000	2,000	2,000	2,000	2,000	2,000
Tourism Marketing		14,787	109,622	0	0	0	0
Fundraising (Grant Match)		10,000	10,000	10,000	10,000	10,000	10,000
Subtotal		26,787	121,622	12,000	12,000	12,000	12,000
Tourist Related Facilities (Large Grant)	313,774	430,622	431,173	237,267	130,198	138,587	144,664
Small Grant Program (pilot program)	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Total	1,235,199	1,297,427	1,391,146	1,193,987	1,111,024	1,144,314	1,176,003
Ending Balance Restricted for Tourism		0	0	0	0	0	0

* The \$250,000 for the Tourist Related Facilities (Large Grant) originally budgeted will not be expended by June 2016 and becomes the Beginning Fund Balance for FY 17/18

Assumptions

Visitor Center Contract escalator of 1.7% annually (Actually tied to CPI-W)

26.5% of Visitor Center Contract for Marketing Services

73.5% of Visitor Center Contract for Visitor Center Operation

\$120,000 for Marketing Services (\$60,000 salary/\$60,000 implementation of marketing/FAMs/web/public relations)

\$120,000 for Marketing Services drawn from 26.5% of Visitor Center Contract and reduction of funding for Tourist Related Facilities

TLT NEW ORGANIZATION MODEL

Revenue	FY 16/17	FY 17/18	FY 18/19	FY 19/20	FY 20/21
Transient Lodging Tax	1,025,522	1,056,288	1,087,977	1,120,616	1,154,234
Beginning Fund Balance (2016/17)	149,857				
Estimated Additional Funds					
Interest	2,564	2,580	2,600	2,620	2,640
Total	1,177,943	1,058,868	1,090,577	1,123,236	1,156,874

Expenses	FY 16/17	FY 17/18	FY 18/19	FY 19/20	FY 20/21
Transfers out General Fund	665,905	685,883	706,460	727,653	749,482
Visitor Center Contract	137,548	141,674	145,924	150,302	154,811
Tourism Promotion (undefined)	374,490	228,731	235,593	242,661	249,941
Tourism Consultant	40,000				
Tourism Director - Salary ¹	55,000	56,100	57,222	58,366	59,534
Tourism Director - Taxes, Insurance (18%)	9,900	10,098	10,300	10,506	10,716
Tourism Manager - Admin Support ²	4,100	4,182	4,266	4,351	4,438
Tourism Director - Recruitment	1,000				
Tourism Director - Meetings, Travel, Networking	5,000	5,000	5,000	5,000	5,000
Tourism Marketing	10,000	10,000	10,000	10,000	10,000
Fundraising	10,000	10,000	10,000	10,000	10,000
Office Space Lease/Utilities ³	18,000	20,700	23,805	27,376	31,482
Furniture/Desk/Computer/Phone	10,000	500	500	500	500
Office Supplies	1,500	1,500	1,500	1,500	1,500
Secretary of State filings	100	100	100	100	100
Subtotal	164,600	118,180	122,693	127,699	133,270
Audit (ongoing)	2,000	2,000	2,000	2,000	2,000
Tourist Related Facilities	187,890	91,131	93,500	95,582	97,311
Small Grant Program (pilot program)	20,000	20,000	20,000	20,000	20,000
Total	1,177,943	1,058,868	1,090,577	1,123,236	1,156,874

¹ 2% annual COLA² 2% annual COLA³ 1,500 sft at \$1.00 sft at 1.5% annual increase

— visit —
M C M I N N V I L L E
— oregon —



BUSINESS PLAN & BUDGET
FISCAL YEAR 2018



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BOARD MEMBERS & STAFF

ERIN STEPHENSON

Board Chair
Co-Owner
3rd Street Flats & Atticus Hotel

MARIA STUART

Board Vice Chair
Partner
R. Stuart & Co. Winery

ELLEN BRITTAN

Board Treasurer
Co-Owner
Brittan Vineyards

CINDY LORENZEN

Board Member
Owner
Sage Restaurant

TY ROLLINS

Board Member
Owner
Comfort Inn

EMILY HOWARD

Board Member
Owner
Thistle Restaurant

JENNIFER FEERO

Board Member-At-Large
Willamette West Realtors
Real Estate Broker

COURTNEY CUNNINGHAM

Board Member-At-Large
Glint Creative
Owner

KELLIE MENKE

Board Member (Non-Voting)
City Councilor
City of McMinnville

JEFF TOWERY

Board Member (Non-Voting)
City Manager
City of McMinnville

JEFF KNAPP

Executive Director
Visit McMinnville

KITRI MCGUIRE

Marketing Manager
Visit McMinnville

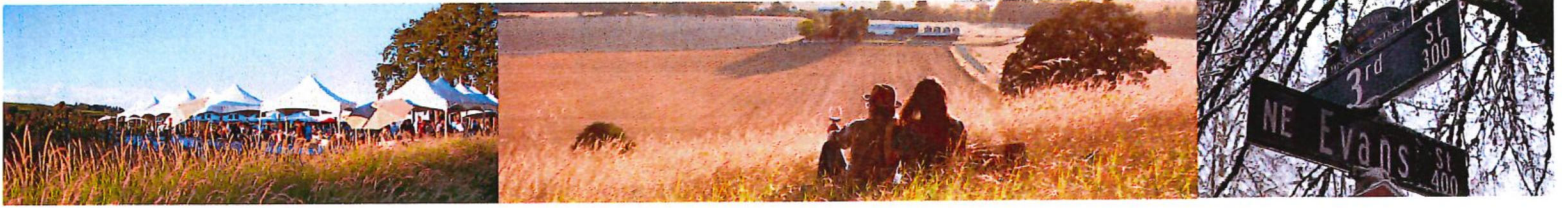


WHAT IS VISIT McMINNVILLE?

Visit McMinnville is an innovative marketing organization dedicated to enhancing McMinnville's economy by attracting as many visitors as possible to the City, and once they're here, ensuring those visitors spend as much money as possible with local businesses.

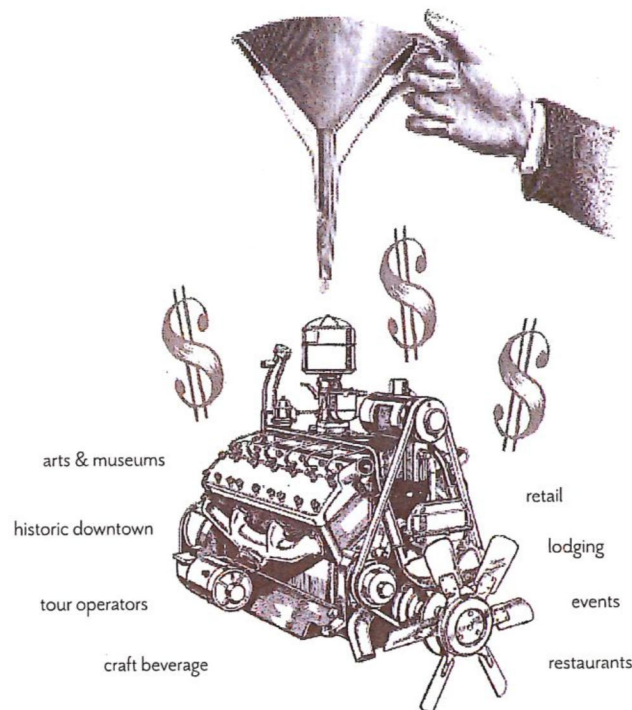
VISIT McMINNVILLE'S MISSION STATEMENT

Visit McMinnville's mission is to enhance the economic vitality of our community by promoting McMinnville as a year-round visitor, convention, and event destination by maximizing collaborative partnerships, efficiently activating transient lodging tax revenue into effective sales and marketing programs, and cultivating a world class visitor experience.



VISIT McMINNVILLE'S MARKETING MODEL

TV ADVERTISING - RADIO ADVERTISING - PRINT ADVERTISING - SEO / SEM
 CITYWIDE EVENTS - PUBLIC RELATIONS - SOCIAL MEDIA - DIGITAL MARKETING
 BROCHURE DISTRIBUTION - GROUP SALES & RECRUITMENT - PROMOTIONS



Virtually everything Visit McMinnville does is designed to drive traffic to VisitMcMinnville.com. Visit McMinnville's marketing model is founded on the fundamental strategy of generating customers through a comprehensive mix of marketing, sales, and public relationship programs, then driving those customers to VisitMcMinnville.com where they are connected to McMinnville's tourism stakeholders.

As a non-membership, publicly funded organization, Visit McMinnville offers free listings on VisitMcMinnville.com to tourism stakeholders to ensure transient lodging tax dollars benefit the entire tourism industry.

The premise is, we attract visitors to McMinnville and provide opportunities for local businesses to convert those visitors to customers.

Visit McMinnville's website is the engine that converts Visit McMinnville's marketing efforts to revenue for local businesses.



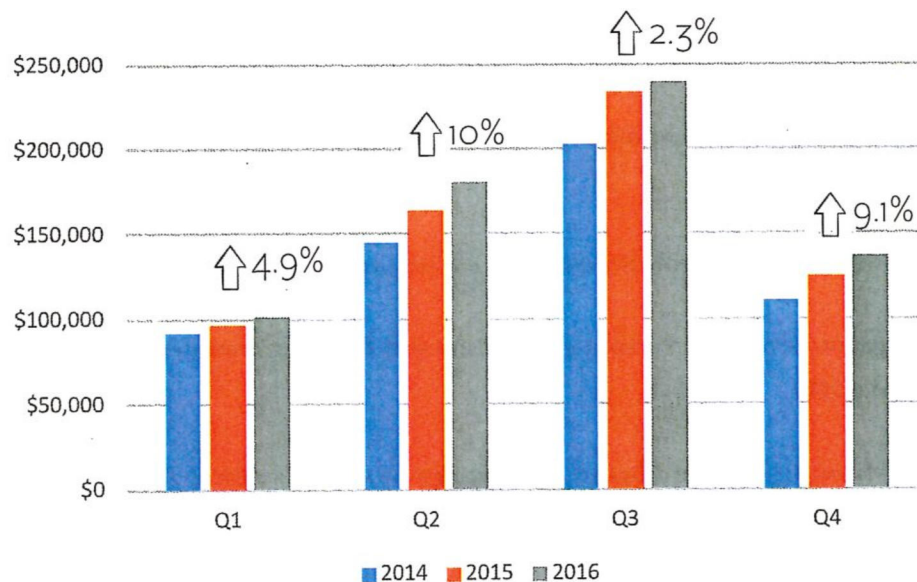
FISCAL YEAR 2017 IN REVIEW

- Increased transient lodging tax (TLT) by 6.5% in the 2016 calendar year
- McMinnville visitor survey strategy executed, data collected, and report delivered
- Over 76,000 unique website visitors to visitmcminnville.com, July 2016 through April 2017 (2016 numbers exceeded Travel Oregon's expectation for a new DMO site by 400%)
- All social media channels have or are on pace to exceed 100% growth goals in FY17
- Created Winter TV Ad (now running on Comcast & Xfinity), using visitor survey data to target travelers most likely to visit McMinnville
- Over 941,000 earned media impressions (estimated coverage views + social shares) gained through media relations efforts, July 2016 through April 2017 (outpacing goal of 1,000,000 impressions)
- Engaged a well-known travel photographer as an artist-in-residence, capturing images at 10 staged shoots, local events, and day to day wine country life
- Created an engaging Winter campaign with print & digital creative used in targeted media buys in key shoulder and low season months
- Executed board-level strategic planning retreat, focused on building a 1-3 year plan
- Collaborated on founding the McMinnville Community Wayfinding Committee, whose focus is to create easily accessible information systems that guide people to and through town
- Brought regional, national and international media and FAM tours to town with custom itineraries to showcase McMinnville as a premium tourism destination
- Enhanced the visitmcminnville.com user experience with a homepage redesign, new header and footer navigation options, and optimized page speed
- Engaged influencers and media at Portland's FEAST food festival



- Distributed McMinnville lookbooks and Wine Walk passports to Welcome Centers around the state and to premier corporate partners like Boeing, Intel, and AAA
- Worked with the city, local interests, and other economic development organizations to contribute to a cohesive, long term economic development plan
- Created 8 vignette videos to bring awareness to a wide variety of businesses and attractions in McMinnville
- Partnered with the Oregon Truffle Festival to bring high income food and wine enthusiasts to McMinnville during the off season
- Created the McMinnville Umbrella Share program to encourage shoulder and off season shopping with 100 Wine Walk branded golf umbrellas available for guest use throughout McMinnville's Downtown & Granary districts
- Created a Wine Walk app for Apple and Android with maps, geolocation stamps, and winery information

TRANSIENT LODGING TAX GROWTH



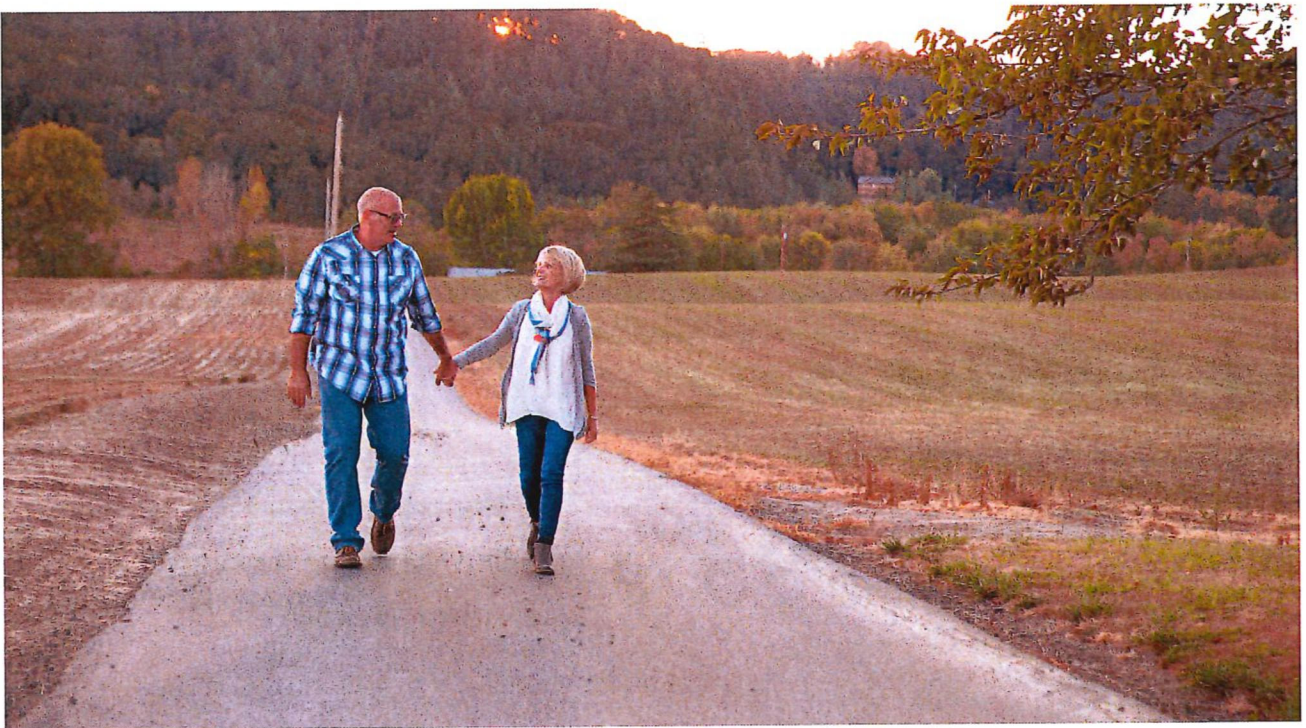


FISCAL YEAR 2018 GOALS & OBJECTIVES

- Increase annual transient lodging tax (TLT) revenue by 7%
- Execute strategy to attain 120,000 unique website visitors; a projected 30% increase over expected FY17 unique visitors to visitmcminnville.com
- Execute shoulder and low season (November–April 2018) promotional campaign to improve healthier seasonality mix in the McMinnville tourism industry
- Increase focus on brand awareness of Visit McMinnville’s Wine Walk promotion
- Increase all social media channel audiences by 50%
- Secure regional and national non-paid media coverage resulting in 1.25 million impressions
- Optimize visitmcminnville.com by launching a new database, and measure use/success by increase in time spent on site, page views, and referrals to stakeholders’ sites
- Enhance investments in visitmcminnville.com increasing organic traffic by 30% through maximizing search engine optimization (SEO) and search engine marketing (SEM)
- Manage and lead the development of a McMinnville Community Wayfinding Master Plan through collaboration with the McMinnville Community Wayfinding Committee and Sea Reach
- Execute Visit McMinnville’s current marketing plan by adding additional winter creative content, videography and photography
- Research McMinnville market feasibility study for convention, event, and sports opportunities
- Design and implement program to attract group visits with focus on shoulder and low season (November–April 2018)
- Expand Visit McMinnville’s current branding campaign by adding a new lookbook, a newly designed map, two new radio spots and new video edits



- Build consumer email list to fuel quarterly consumer E-newsletters
- Complete plan for 2018/19 videography and photography projects to kick off Summer 2018
- Plan and execute second successful board retreat and strategic visioning in January 2018
- Collaborate with McMinnville Downtown Association (MDA), McMinnville Economic Development Partnership (MEDP), and the McMinnville Chamber of Commerce on supporting the execution of a city-wide hospitality/service/concierge service program
- Collaborate with MDA, MEDP, and the Chamber on a citywide economic development plan





McMINNVILLE TOURISM BY THE NUMBERS

63%

visitors who live
outside Oregon

6.5% increase in TLT
in 2016

39%

visitors who stay overnight

8% visitors from
outside the USA

100,077

unique visits in 2016 to
VisitMcMinnville.com

3.4

average number of nights
stayed by overnight visitors

80%

overnight visitors who spent
time on 3rd Street

1,609

jobs in Yamhill County
because of tourism

(Dean Runyan & Assoc., 2015)

31%

visitors from Portland

\$143,000

average annual household
income of visitors

120

pieces of earned media
coverage (4/16-12/16)

95% visitors who gave
McMinnville a 4 or 5 rating
(on a 5 pt scale)



WEBSITE PERFORMANCE – 2016

100,077 unique visits	8,340 average monthly visits
196,451 total page views	29.1% visitors who find us through organic search
May most monthly visits	1:55 average time on site
January fewest monthly visits	23.4% visitors who clicked through to a partner's website

MEDIA RELATIONS PERFORMANCE – 2016

Tracking of media performance began in April 2016. From April-December, McMinnville received 998,800 coverage views, 120 unique pieces of coverage, and hosted 25 writers and editors. Below is a selection of McMinnville's 2016 media coverage.

Sunset	"The West's Best Places to Live"	The New York Times	"Your Next Lesson- Oregon Pinot Noir" "Putting Together the Details of Oregon Pinot Noir"
ARCHITECTURAL DIGEST	"Take a Weekend Wine Trip to Oregon's Willamette Valley"	Portland MONTHLY	"The Best Local Food Festival You've Never Heard Of" "Oregon's 50 Best Wines"
1859 Oregon's Magazine	"Best Places to Live. Work. Play."	the Portland MERCURY	"Lush Life: Mixing with Wine" "McMinnville's Passport to Wine"
FOX 12 OREGON	Wine Walk App TV Coverage SIP Event TV Coverage	VICE	"I Escaped an Alcohol Free Iran to Make Wine in Oregon"
OREGONLIVE The Oregonian	"The Cocktail Hour" "12 Beautiful Places to Stay in Oregon Wine Country"	THRILLIST	"Best Small US Cities with World-Class Food Scenes"
OREGON WINE PRESS	"Smack in the Middle"	via AAA	"Weekender: McMinnville, Oregon"



FISCAL YEAR 2018 BUDGET

REVENUE	TOTAL \$	TOTAL %	MARKETING EXPENSES	TOTAL \$	TOTAL %
City Funding	471,088	91.6%	Employee Compensation	110,500	22.0%
Advertising Revenue	3,000	0.6%	Employee Benefits	13,879	2.8%
Grant Funding	40,000	7.8%	Payroll Taxes	10,224	2.0%
	\$514,088	100%	Travel & Meals	4,800	1.0%
			TV	38,500	7.7%
			Trade Shows	4,850	1.0%
			Radio	7,500	1.5%
			Production	26,000	5.2%
			Print	12,000	2.4%
			Photo	13,000	2.6%
			Online Marketing	28,800	5.7%
			Special Projects	5,000	1.0%
			Collateral	7,000	1.4%
			Postage	1,200	0.2%
			Media Relations	45,000	9.0%
			Research	11,800	2.3%
			Website Dev. & Maint.	28,400	5.7%
			Other	6,000	1.2%
				\$374,453	74.6%
GENERAL ADMIN.	TOTAL \$	TOTAL %			
Employee Compensation	51,562	10.3%			
Employee Benefits	3,802	0.8%			
Payroll Taxes	4,176	0.8%			
Non-Capital IT	1,920	0.4%			
Network & Telco	6,600	1.3%			
Interest Expense	2,255	0.4%			
Professional Fees	32,200	6.4%			
Education & Training	1,000	0.2%			
Insurance	1,948	0.4%			
Office Supplies	2,400	0.5%			
Building Lease	10,800	2.2%			
Equip. Lease & Maint.	2,160	0.4%			
Dues & Subscriptions	6,876	1.4%			
	\$127,699	25.4%			

TLT CITY MODEL

Revenue	FY 16/17	FY 17/18	FY 18/19	FY 19/20	FY 20/21
Transient Lodging Tax	1,025,522	1,056,288	1,087,977	1,120,616	1,154,234
Beginning Fund Balance (2016/17)	149,857				
Estimated Additional Funds					
Interest	2,564	2,580	2,600	2,620	2,640
Total	1,177,943	1,058,868	1,090,577	1,123,236	1,156,874

Expenses	FY 16/17	FY 17/18	FY 18/19	FY 19/20	FY 20/21
Transfers out General Fund	665,905	685,883	706,460	727,653	749,482
Visitor Center Contract	137,548	141,674	145,924	150,302	154,811
Tourism Promotion (undefined)	374,490	228,731	235,593	242,661	249,941
Tourism Consultant	40,000				
Tourism Manager - Salary ^{1,2}	59,600	60,792	62,008	63,248	64,513
Tourism Manager - Benefits (health, retirement, etc.) (18%) ³	43,000	47,300	52,030	57,233	62,956.3
Tourism Manager - Recruitment	1,000				
Tourism Manager - Meetings, Travel, Networking	5,000	5,000	5,000	5,000	5,000
Tourism Marketing	10,000	10,000	10,000	10,000	10,000
Computer/Phone	600				
Fundraising	10,000	10,000	10,000	10,000	10,000
Subtotal	169,200	133,092	139,038	145,481	152,469
Tourist Related Facilities	185,290	78,219	79,155	79,800	80,112
Small Grant Program (pilot program)	20,000	20,000	20,000	20,000	20,000
Total	1,177,943	1,058,868	1,090,577	1,123,236	1,156,874

¹ Range 163, Step 1

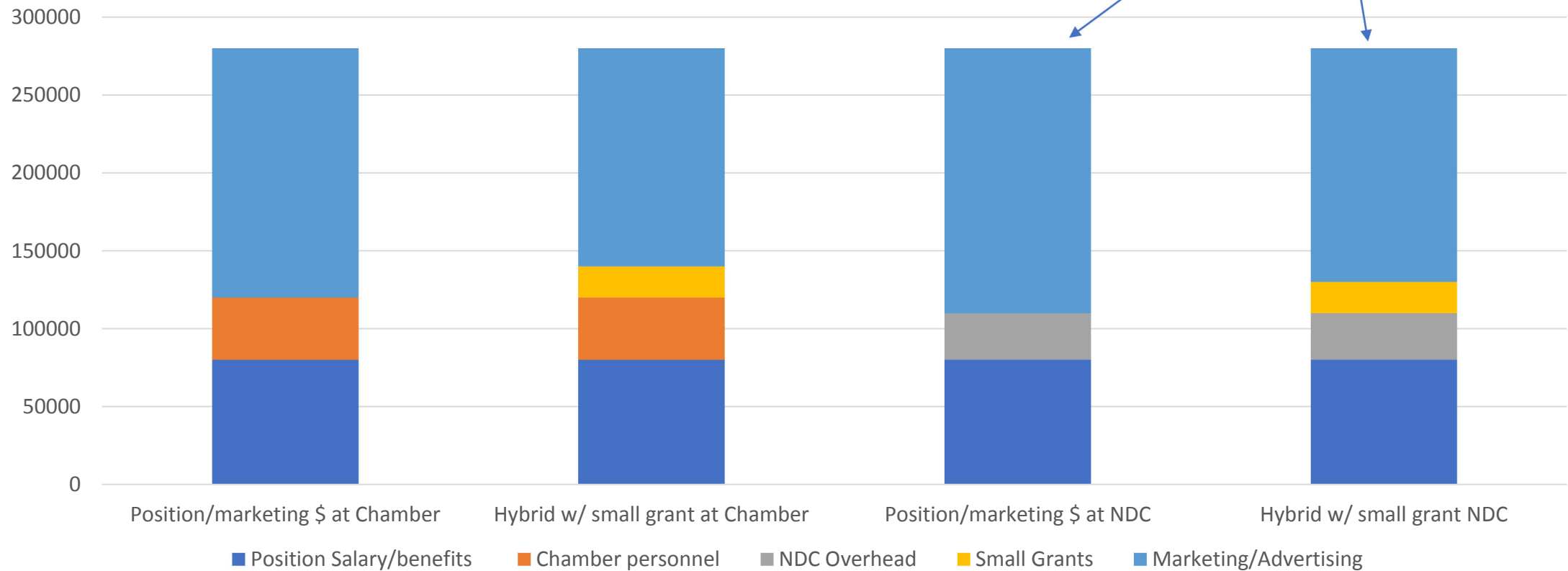
² 2% annual COLA

³ 10% annual increase

Options for funding marketing position

Based upon 2019-20 budget of ~\$280,000

Includes \$40,000 shifted from Chamber contract for tourism personnel



Source of \$280,000 budget

- \$240,000 are TLT funds allocated for Tourism Promotion, which in 2017-18 was used to fund small grants, large grants, marketing, and miscellaneous staff expenses.
- \$40,000 of Chamber visitor center annual contract is spent on tourism personnel

Additional Potential TLT funds

Annual Funds

- Dundee TLT annual contribution (est. \$30,000)
- \$70,000 of Chamber annual contract is spent on visitor center. Contract runs through June 2020.

One-time Funds

- Rollover funds from unspent 2017-18 marketing budget (\$80,000)
- Rollover funds from unallocated 2017-18 large grant funds (\$130,000)

Questions

- Where does this person work?
 - Newberg Downtown Association
 - Chamber
 - City
 - Home
- Makeup of Non-profit board
 - Members – hotel/B&Bs, restaurant, winery, George Fox, community at-large, city council, NDC, cultural district
 - Who selects members?
- Which non-profit status is best for our purpose?

Other options

- Move \$105,000 from Chamber visitor center contract to kiosk / grants.
- Media relations
 - Visit McMinnville annually budgets \$45,000 to pay a PR agency to handle the bulk of the media relations, to attract national writer/editor visits and cover the costs of fam tours.

Item	Charge/monthly	Charge/one time
Internet	30.00	50.00
Utilities		
Garbage	5.00	
Elec.	50.00	
Printer/Copier	50.00	
	<u>105.00</u>	



**City Council Business Session
May 21, 2018 - 7:00 PM
Public Safety Building 401 East Third Street**

I. CALL TO ORDER

II. ROLL CALL

III. PLEDGE OF ALLEGIANCE

IV. PRESENTATIONS

- IV.a 2018 If I Were Mayor Winner
[RCA Information - If I Were Mayor Contest 2018.pdf](#)
- IV.b Public Works Week Proclamation
[RCA Motion PWS week 2018.doc](#)
[Public Works Week Proclamation 2018- draft.doc](#)
- IV.c Design Stars presentations
[Design Stars](#)
- IV.d Tualatin Valley Fire & Rescue Annual Report
[TVFR Annual Report.doc](#)
- IV.e Recognition for Lifesaving Actions by Officers
[RCA Officer Recognition for Lifesaving Event](#)

V. CITY MANAGER'S REPORT

VI. COUNCIL APPOINTMENTS

- VI.a Council Appointments for Riverfront Committee: Francisco Stoller and Derek Brown
[RCA RMP CAC appointments 5-21-18 rev.doc](#)

VII. PUBLIC COMMENTS

(30 minutes maximum which may be extended at the mayor's discretion; an opportunity to speak for not more than five (5) minutes per speaker allowed)

VIII. CONSENT CALENDAR

- VIII.a Resolution 2018-3470, A resolution to authorize the city manager to enter into a professional services agreement with Murraysmith, Inc. to design the city's North

College Street Waterline Improvement Project
[Res2018-3470_NColWtr_AldFthPj_Dgn Award_rev.pdf](#)

VIII.b Resolution 2018-3462, A resolution to authorize the City Manager to enter into a construction contract with C.R. Contracting, LLC. for the 2018 Pavement Maintenance Project Phase 1 in the amount of \$213,244.31.

[Res 2018-3462_PvMntPj\(CrkSlurry\)_BidAward.pdf](#)

IX. COUNCIL BUSINESS

X. EXECUTIVE SESSION PURSUANT TO ORS 192.660 I PERFORMANCE EVALUATIONS OF PUBLIC OFFICERS AND EMPLOYEES

XI. ADJOURNMENT

COMMENTS

Council accepts comments on agenda items during the meeting. Fill out a form identifying the item you wish to speak on prior to the agenda item beginning and turn it into the City Recorder. Speakers who wish the Council to consider written material are encouraged to submit written information in writing by 12:00 p.m. (noon) the day of the meeting.

ADA STATEMENT

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than two business days prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please dial 711.

ORDER

The Mayor reserves the right to change the order of items to be considered by the Council at their meeting. No new items will be heard after 11:00 p.m., unless approved by the Council.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ No.	Ordinance ___ No.	Resolution ___ No.	Motion ___	Information <u>XX</u>
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SUBJECT: Announcement of the 2018 If I Were Mayor Contest Winner

Contact Person (Preparer) for this
Item: DawnKaren Bevill
Dept.: City Manager's Office
File No.:

EXECUTIVE SUMMARY:

The City of Newberg held their 2018 "If I Were Mayor Contest", which encourages students to engage in a civic leadership exercise.

Albanie Spiering, an eighth grade student at Mountain View Middle School, has been named our 2018 Essay Winner. Thus, her work has been submitted to the Oregon Mayors Association (OMA) for entry into the statewide contest. The winner of the contest will be announced at the OMA Annual Conference in Florence July 26 – 28, 2018.

Albanie will share her winning essay at the Newberg City Council Meeting on May 21, 2018.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ Ordinance ___ Resolution ___ Motion XX Information ___
No. No. No. ___

SUBJECT: Approve a proclamation declaring May 21-27, 2018 as National Public Works Week.

Contact Person (Preparer) for this
Motion: Russ Thomas
Dept.: Public Works
File No.:

RECOMMENDATION: Approve a proclamation declaring May 21-27, 2018 as National Public Works Week.

EXECUTIVE SUMMARY: The Newberg Public Works department joins other public works departments across the nation in celebrating the week of May 21-27, 2018 as National Public Works Week. Since 1960, the American Public Works Association has sponsored National Public Works Week. Across North America, more than 30,000 members in the US and Canada use this week to energize and educate the public on the importance of the contribution of public works to their daily lives.

In Newberg, the Public Works department provides installation, operation and maintenance of water, sewers, stormwater, streets, highways, public buildings and grounds.

FISCAL IMPACT: None

STRATEGIC ASSESSMENT (RELATE TO COUNCIL GOALS):

With great appreciation and gratitude, we recognize and celebrate the work of these professionals who keep our City operating smoothly on a daily basis.



PROCLAMATION

A PROCLAMATION DECLARING THE WEEK OF MAY 21-27, 2018 AS NATIONAL PUBLIC WORKS WEEK

WHEREAS, public works professionals focus on infrastructure, facilities and services that are of vital importance to sustainable and resilient communities and to the public health, and high quality of life for our citizens; and

WHEREAS these infrastructure, facilities and services could not be provided without the dedicated efforts of our public works professionals, who are engineers, managers and employees, who are responsible for rebuilding, improving and protecting our communities transportation, water supply, water treatment and solid waste systems, public buildings, and other structures and facilities essential for our citizens; and

WHEREAS, it is in the public interest for the citizens, civic leaders and children in Newberg to gain knowledge of and to maintain a progressive interest and understanding of the importance of public works and public works programs in our community; and

WHEREAS, the American Public Works Association has celebrated the annual National Public Works Week since 1960

NOW, THEREFORE, IT IS PROCLAIMED by the Mayor and City Council of the City of Newberg, Oregon, the week of May 21-27, 2018, as

NATIONAL PUBLIC WORKS WEEK

in the City of Newberg and I urge all our people to join with representatives of the American Public Works Association and government agencies in activities, events and ceremonies designed to pay tribute to our public works professionals, engineers, managers and employees and to recognize the substantial contributions they make to protecting our national health, safety, and quality of life.

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Seal of the City of Newberg to be affixed on this 21st day of May, 2018.

SEAL

Bob Andrews, Mayor

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ Ordinance ___ Resolution ___ Motion ___ Information XX
No. No. No. No.

SUBJECT: Design Stars annual presentations

**Contact Person (Preparer) for this
Item: Doug Rux
Dept.: Community Development**

Time is reserved on the Council Agenda for presentations by Design Stars students from Mountain View Middle School.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ Ordinance ___ Resolution ___ Motion ___ Information XX
No. No. No. No.

SUBJECT: TVFR Annual Report

**Contact Person (Preparer) for this
Item: Mike Duyck
Dept.: TVFR**

Time is reserved on the Council Agenda for annual report by Tualatin Valley Fire and Rescue District.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ No.	Ordinance ___ No.	Resolution ___ No.	Motion ___	Information <u>XX</u>
------------------	----------------------	-----------------------	------------	-----------------------

SUBJECT: Recognition for Lifesaving Actions

Contact Person (Preparer) for this
Item: Brian Casey, Brian Sherrard
Dept.: Newberg Dundee Police/TVFR

Time on the Council agenda is reserved for recognition of personnel involved with lifesaving incidents (Code 99) that took place on October 17, 2017; and January 25, 2018.

January 25, 2018 – Person that needed reviving. Police Officers responded first, began CPR and cleared scene for EMS.

Newberg-Dundee Police:

Officers:

Steve Schoening, K-9 Officer who began CPR.

Daniel Fouch, Patrol Officer

Carl Busse, Sergeant

Dispatchers:

Lauri Steinbeck

Eric Kuhlman

October 17, 2017 – Person that needed reviving. Police officers responded, began CPR.

Officers:

Del Linck, Corporal

Nathan James, Senior Officer

Paul Cooley, Senior Officer

Ryan Simmons, Senior Officer

Bradley Dickerson, Officer

Marcos Jimenez, Reserve Officer

Dispatcher:

Tiffany Valenzuela

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ Ordinance ___ Resolution ___ Motion XX Information ___
No. No. No. No.

SUBJECT: To consent to the Mayor's Appointment of two new members for the Riverfront Master Plan Citizens Advisory Committee

Contact Person (Preparer) for this
Motion: Mayor Andrews
Dept.: Council

RECOMMENDATION: To consent to the Mayor's appointment of new members to the Riverfront Master Plan Citizens Advisory Committee, as listed below, for terms beginning May 21, 2018 and ending August 2019.

- 1) Francisco Stoller is a Newberg area resident and business owner. He will be representing the Chehalem Valley Chamber of Commerce replacing Ayla Holstein.
- 2) Dr. Derek Brown is the Director of Assessment and Data Services for Newberg Public Schools. He will be representing Newberg Public Schools replacing Dr. Kym LeBlanc-Esparza.

EXECUTIVE SUMMARY:

The City of Newberg has been awarded a Transportation Growth Management Grant to update the Riverfront Master Plan. A requirement of the grant is to have a citizen's advisory committee for the project which will provide input and feedback to a consultant and city staff, and a recommendation to the Planning Commission and City Council. It is intended that the Riverfront Master Plan Citizens Advisory Committee (RMPCAC) will meet five times over the course of the project which started in April and end by August 2019. The first meeting of the RMPCAC will be an orientation for the work that will be undertaken over the ensuing 18 months. The second meeting will be to review goals and objectives, project scope and schedule, and methods of public participation. The third meeting will be to gain feedback on vision and goals, existing conditions, and a market analysis. The fourth meeting will be to review alternatives for development concepts. The fifth meeting will be to review draft comprehensive plan, zoning and development code amendments, and traffic information. The fifth and final meeting is to review the draft Newberg Riverfront Master Plan Update. Two public events are also planned which the RMPCAC will be encouraged to attend.

Two members of the RMPCAC have stepped aside do to other commitments. That is the Chehalem Valley Chamber of Commerce representative, Ayla Holstein and Dr. Kym LeBlanc-Esparza from Newberg Public Schools. The two new appointments will fill the vacant positions.

FISCAL IMPACT:

Not applicable

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

Not applicable

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ Ordinance ___ Resolution XX Motion ___ Information ___
No. No. No. 2018-3470

SUBJECT: A resolution to authorize the city manager to enter into a professional services agreement with Murraysmith, Inc. to design the city's North College Street Waterline Improvement Project

Contact Person (Preparer) for this Motion: Paul Chiu, P.E., Senior Engineer
Dept.: Public Works Engineering
File No.:

RECOMMENDATION:

Adopt Resolution No. 2018-3470.

EXECUTIVE SUMMARY:

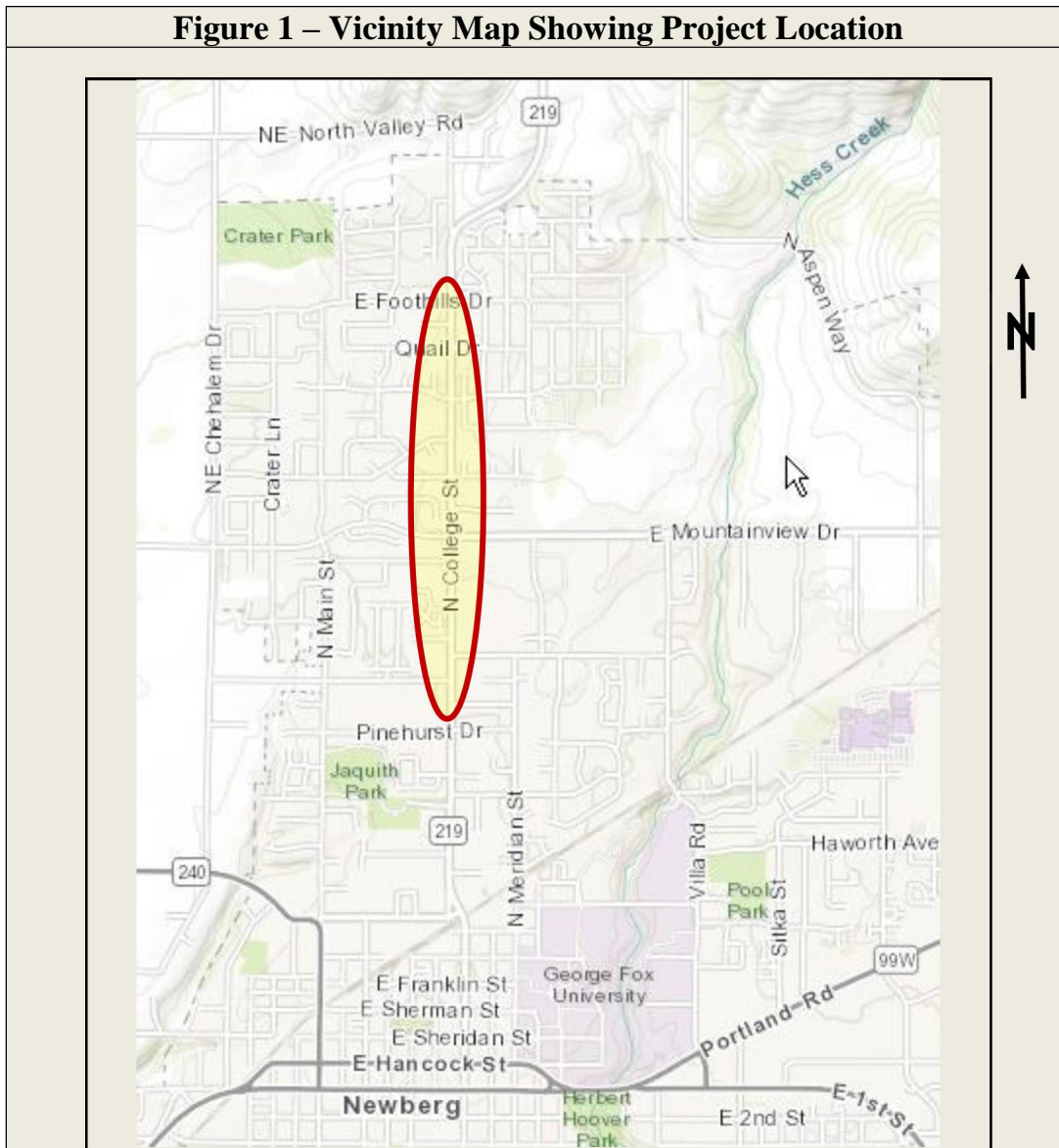
The Oregon Department of Transportation (ODOT) is to construct bike lanes, sidewalks and associated storm improvements along State Highway 219 (also known as North College Street) from Aldercrest to Foothills Drive in the next few years. (Refer to Figure 1 on the following page for the location of the project.) The proposed ODOT improvements will require the City of Newberg and other franchise utility owners to relocate their subsurface utilities that are in conflict with the ODOT design.

The City's existing 10-inch diameter cast iron waterline, installed on the west side of the state highway is over 50 years old, is shallow, brittle, and needs to be lowered or relocated to resolve the conflicts with the ODOT design. The City's waterline project will also include valve insertions on the 18-inch water transmission line along the east side of North College Street to improve maintenance and City emergency response in the event of a waterline break. The City's waterworks project will be completed in advance of the ODOT project that is planned for construction in 2019.

Staff advertised the Request for Proposals for the waterline project on March 5, 2018 and received six (6) qualified proposals on March 20, 2018 from (1) Murraysmith, Inc., (2) HBH Consulting Engineers, Inc., (3) Tetra Tech, Inc., (4) AKS Engineering & Forestry, LLC., (5) Civil West Engineering Services, Inc. and (6) Gray & Osborne, Inc.

A proposal evaluation team identified Murraysmith, Inc. as the most qualified engineering design consultant with the particular knowledge, expertise and experience for the proposed project, and entered into negotiations with them per ORS. 279C.110. Murraysmith submitted a detailed proposal with a scope of work and cost breakdown for the city's consideration (refer to Exhibit "A"). Murraysmith's proposal is comprehensive and the consultant cost at approximately 28% of the total projected project cost is slightly above average for design only projects as it also includes construction phase services.

Figure 1 – Vicinity Map Showing Project Location



FISCAL IMPACT:

Murraysmith, Inc. will complete the design, bid and construction phase services for this project for \$189,921.00. The current fiscal budget appropriates funding for consultant design under account number 04-5150-707613. The rest of the design and construction budget will be appropriated through the next budget review and approval process for fiscal year 2018-2019.

STRATEGIC ASSESSMENT:

The City waterline project is part of the advance requirements for ODOT to provide a complete pedestrian and bicycle route along a major City and State transportation route. The Newberg Transportation System Plan and the Newberg ADA Pedestrian and Bike Route Improvement Plan identified the need to provide a connected sidewalk and a complete bike route along this State Highway 219. This project meets Goal 2 for streets and sidewalks in the Specific Council Priorities adopted in September 2017. The secondary benefit for relocating and replacing the old and brittle cast iron pipe and providing valve insertions meets Goal 9 in the Specific Council Priorities and prepares the City to for emergency preparedness and response to potable water interruptions in seismic and unexpected pipe failure situations.



RESOLUTION No. 2018-3470

A resolution to authorize the city manager to enter into a professional services agreement with Murraysmith, Inc. to design the city's North College Street Waterline Improvement Project

RECITALS:

1. The Newberg Transportation System Plan and the Newberg ADA Pedestrian and Bike Route Improvement Plan identified the need to provide a connected sidewalk and a complete bike route along North College Street (also known as State Highway 219).
2. The Newberg Water Master Plan identified a routine main replacement program for mains installed prior to 1936 that included the North College Street 10-inch water main.
3. The proposed waterline project will resolve subsurface utility conflicts in advance of the ODOT sidewalk and bike lane improvement project and improve the City's aging pipes by replacement and relocation.
4. The City advertised the North College Street Waterline Improvement Project in the Daily Journal of Commerce and also through the city's Proposal and Bid Management System on March 5, 2018 and received six qualified proposals. Murraysmith, Inc. was selected as the most qualified consultant per ORS.279C.110.
5. Murraysmith, Inc. submitted a detailed proposal outlining the scope of work with a reasonable phase-by-phase cost breakdown, which is attached as Exhibit "A" and by this reference incorporated.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council, acting as contract review board for the city, does hereby authorize the City Manager to enter into a Professional Services Agreement with Murraysmith, Inc. to complete the city's North College Street Waterline Improvement Project that includes the engineering design, bid and construction phase services in the amount of \$189,921.00.
2. The City Attorney will modify and approve all contracts and agreements as to form and content.
3. The City Manager is authorized to amend the Professional Services Agreement up to ten (10) percent of the original contract amount.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: May 22, 2018.

ADOPTED by the City Council of the City of Newberg, Oregon, this 21st day of May, 2018.

Sue Ryan, City Recorder

ATTEST by the Mayor this 24th day of May, 2018.

Bob Andrews, Mayor

N COLLEGE STREET WATER LINE IMPROVEMENT CITY OF NEWBERG PROPOSED FEE ESTIMATE Consultant: Murraysmith, Inc.	
Task 1 - Project Management	
Task 1.1 - Project Management and Coordination (9 Months)	
Task 1.2 - Project Meetings (Design Phase - 3 Meetings)	
Task 1.3 - Monthly Invoices and Progress Reporting (9 Months)	
Task 1.4 - Quality Assurance/Quality Control (QA/QC)	
	Task 1 Subtotal = \$13,090
Task 2 - Surveying - By Others (ODOT Contractor, Otak)	
Task 2.1 - Topographic Survey (Coordination only)	
	Task 2 Subtotal = \$1,294
Task 3 - Utility Coordination	
Task 3.1 - Utility Contact List and Notification Letters	
Task 3.2 - Send Plans to Utilities	
Task 3.3 - Identify Conflicts	
Task 3.4 - Coordinate Conflict Resolution	
	Task 3 Subtotal = \$7,096
Task 4 - Potholing - Contingency Task	
Task 4.1 - Exploratory Excavation for Utility Locating (Potholing)	
	Task 4 Subtotal = \$15,538
Task 5 - Coordination with ODOT and ROW Permitting	
Task 5.1 - Meetings and Other Coordination Activities	
	Task 5 Subtotal = \$4,031
Task 6 - 30% Design	
Task 6.1 - Draft 30% Estimate	
Task 6.2 - Plans and Specification TOC	
Task 6.3 - Cost Estimate	
	Task 6 Subtotal = \$38,364
Task 7 - 90% Design	
Task 7.1 - Plans	
Task 7.2 - Specifications & Contract Documents	
Task 7.3 - Construction Schedule	
Task 7.4 - Cost Estimate	
	Task 7 Subtotal = \$52,968
Task 8 - Final Design	
Task 8.1 - Plans	
Task 8.2 - Specifications & Contract Documents	
Task 8.3 - Cost Estimate	
	Task 8 Subtotal = \$27,264
Task 9 - Bidding Services	
Task 9.1 - Bidder Questions	
Task 9.2 - Addendum (1 Assumed)	
	Task 9 Subtotal = \$3,552
Task 10 - Construction Phase Services	
Task 10.1 - Pre-Construction Meeting	
Task 10.2 - RFIs and Change Orders	
Task 10.3 - Submittals	
Task 10.4 - Observation	
Task 10.5 - Progress Meetings	
Task 10.6 - Final Inspection	
Task 10.7 - Record Drawings	
	Task 10 Subtotal = \$26,724
TOTAL - ALL TASKS	= \$189,921

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: May 21, 2018

Order ___ No.	Ordinance ___ No.	Resolution <u>XX</u> No. 2018-3462	Motion ___	Information ___
SUBJECT: A resolution to authorize the City Manager to enter into a construction contract with C.R. Contracting, LLC. for the 2018 Pavement Maintenance Project Phase 1 in the amount of \$213,244.31.			Contact Person (Preparer) for this Motion: Paul Chiu, P.E., Senior Engineer Dept.: Public Works Engineering File No.:	

RECOMMENDATION:

Adopt Resolution No. 2018-3462.

EXECUTIVE SUMMARY:

On May 2, 2017, the City Council adopted Ordinance No. 2016-2811 (subsequently codified into City Municipal Code Section 3.45.060) authorizing the collection of a transportation utility fee (TUF) for the preservation and rehabilitation of the citywide pavement system. Last January, the Public Works Department developed a five-year pavement preservation plan for City streets.

The City retained Kittelson & Associates, Inc. to complete the design for this summer’s City Pavement Preservation & Utility Improvement Projects. The design splits the project into two construction contracts. Phase 1 is the crack and slurry sealing project for 16 city streets this summer (refer to Figure 1). Phase 2 for replacement of failing subsurface utility pipes and then the subsequent resurfacing of the roadway surfaces, will be out to bid for construction before June 2018.

<p>Crack Seal:</p> <p>(a) Hayes Street from Springbrook Road to Werth Boulevard</p> <p>Slurry Seal:</p> <p>(a) Crestview Drive, from Main Street to Valeri Drive. (b) Valeri Drive, from Prospect Drive to Crestview Drive. (c) Edgewood Court, from cul-de-sac to Edgewood Drive. (d) Edgewood Drive, from Main Street to Princeton Drive. (e) Donald Lane, from cul-de-sac to Peacock Court. (f) Buckley Lane, from Mountainview Drive to Donald Lane. (g) Dartmouth Street from College Street to east dead end. (h) Jeffery Court, from cul-de-sac to Dartmouth Street. (i) Zoe Court, from cul-de-sac to Dartmouth Street. (j) Meridian Street from cul-de-sac to Dartmouth Street.</p> <p>Crack and Slurry Seal:</p> <p>(a) Haworth Avenue, from Villa Road to Elliott Road. (b) Haworth Avenue, from Deborah Road to Springbrook Road. (c) Melody Court, from cul-de-sac to Main Street. (d) Lewis Court, from cul-de-sac to Arlington Drive. (e) Camden Lane, from cul-de-sac to Arlington Drive.</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Figure 1 - List of City Streets for 2018 Crack & Slurry Sealing</p> </div>
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On April 11, 2018, staff advertised for bid the 2018 Pavement Maintenance Project Phase 1 shown on Figure 1. City received and opened one qualified bid from C.R. Contracting, LLC. for \$213,244.31 on April 26, 2018. The Engineer's estimate for this project was \$125,000.00 to \$175,000.00. The bid was above the Engineer's estimate due to a higher cost for traffic control and striping restoration. Construction will be completed this summer.

FISCAL IMPACT:

Funding for the 2018 Pavement Maintenance Project Phase 1 is from Gas Tax and Transportation Utility Fee as budgeted in the FY17-18 and FY18-19 Proposed Budget (Account No. 18-5150-702171).

STRATEGIC ASSESSMENT:

This project addresses Goal 2 for street repair and maintenance in the Specific Council Priorities adopted in September 2017 by providing preservation and rehabilitation of the city's roadway pavement system. The crack and slurry sealing for existing pavement surfaces will properly preserve the pavement surfaces throughout the city, to increase mobility, comfort, safety and livability for everyone that works, lives and visits the city.



RESOLUTION No. 2018-3462

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONSTRUCTION CONTRACT WITH C.R. CONTRACTING, LLC. FOR THE 2018 PAVEMENT MAINTENANCE PROJECT PHASE 1 IN THE AMOUNT OF \$213,244.31

RECITALS:

1. The City's consultant, Kittelson Associates, Inc., completed the construction plans and the bid documents for the 2018 Pavement Maintenance Project Phase 1.
2. The 2018 Pavement Maintenance Project Phase 1 that completes crack and slurry sealing 16 city streets, is an approved capital improvement project in the 2017-2018 fiscal year budget and the pending 2018-19 fiscal year budget.
3. The City of Newberg advertised the project on the city's website and in the Daily Journal of Commerce on April 11, 2018, soliciting bids in accordance with ORS Chapter 279C Public Contracting and Public Procurement requirements.
4. One qualified and responsive bid was received on April 26, 2018. The bid was submitted by C.R. Contracting, LLC. for a total of \$213,244.31.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council, acting as contract review board for the city, does hereby authorize the City Manager to enter into a contract with C.R. Contracting, LLC. to complete the 2018 Pavement Maintenance Project Phase 1 in the amount of \$213,244.31.
2. The City Attorney will review and approve all contracts and agreements as to form and content.
3. The City Manager is authorized to negotiate and approve any needed construction change orders not to exceed 10 percent of the original contract amount.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: May 22, 2018.

ADOPTED by the City Council of the City of Newberg, Oregon, this 21st day of May, 2018.

Sue Ryan, City Recorder

ATTEST by the Mayor this 24th day of May, 2018.

Bob Andrews, Mayor

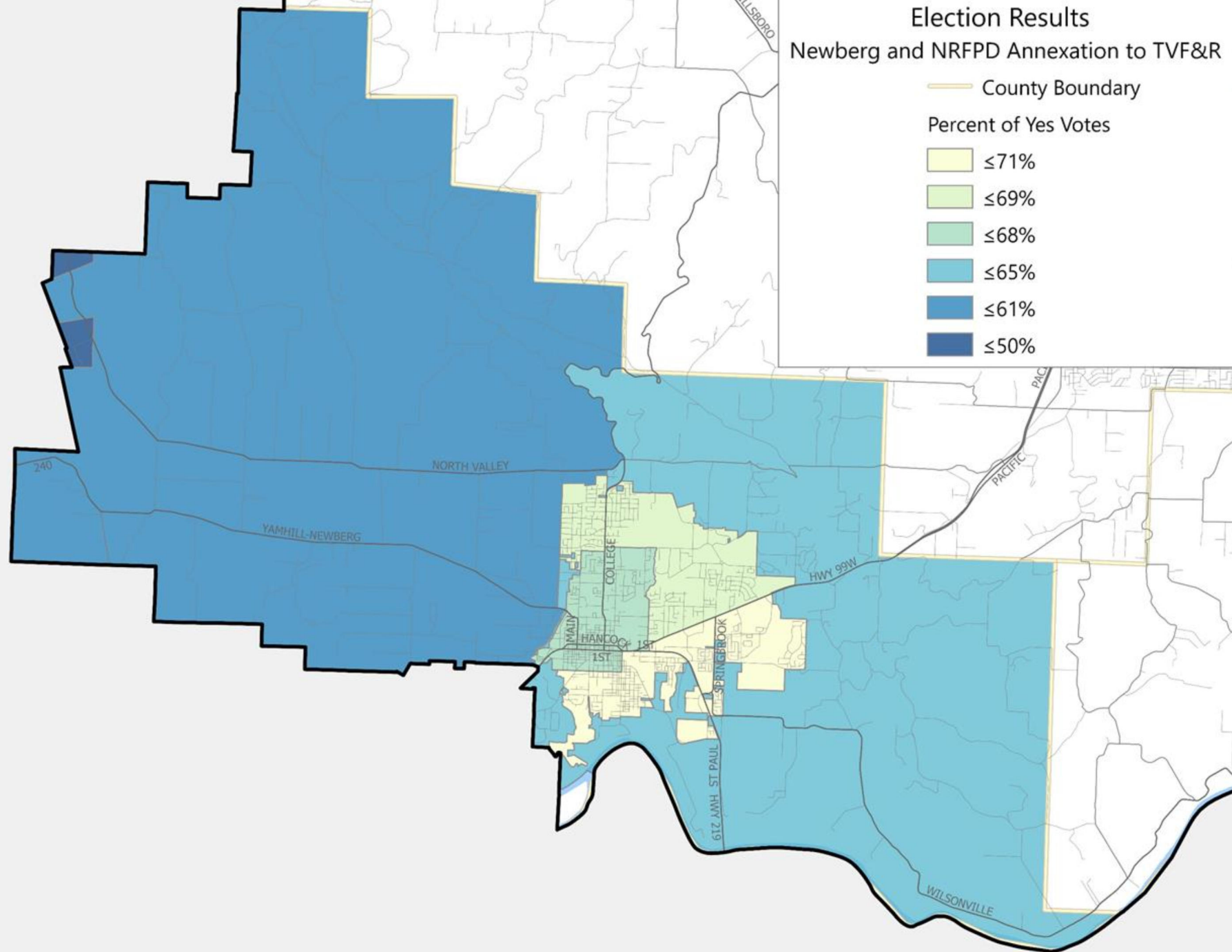
STATE OF THE DISTRICT 2018

Fire Chief Mike Duyck



ELECTION RESULTS

- ▶ **69% Approval**
City voters
- ▶ **63% Approval**
Rural voters
- ▶ **91% Approval**
TVF&R voters



Final annexation steps:

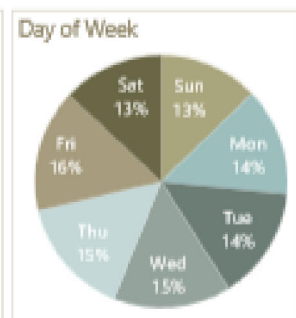
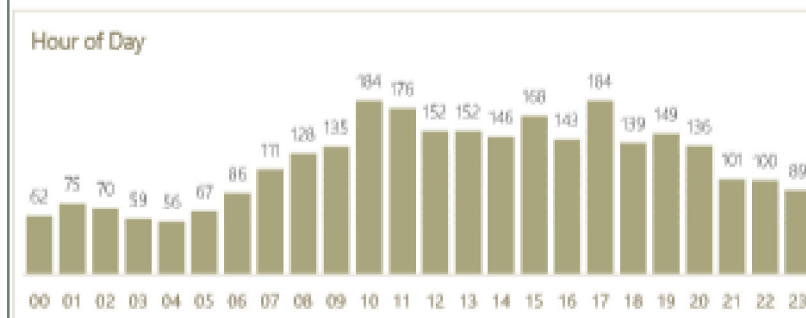
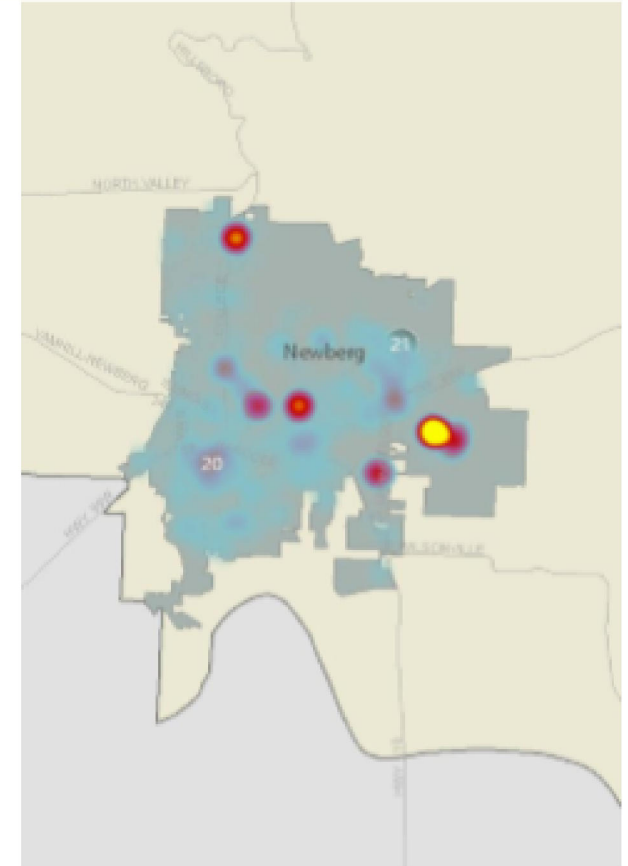


EMERGENCY RESPONSE

- ▶ **Fire stations** are well located.
- ▶ **Medical incidents** remain most common call type.
- ▶ Additional medic units provide **first response and transport services.**

Total Incidents **2,868**

EMS	FIRE	HAZARD	SERVICE	GOOD INTENT	FALSE ALARM	NATURAL CONDITION	OTHER
Dispatched As							
2,448 85.4%	243 8.5%	59 2.1%	90 3.1%	6 0.2%	0	0	22 0.8%
Situation Found							
2,160 75.3%	59 2.1%	59 2.1%	250 8.7%	155 5.4%	180 6.3%	2 0.1%	3 0.1%
Incident Sub-Categories							
Structure Fires	Cooking Fires	Vehicle Fires	Vegetation Fires	Other Fires	Critical Patients*	MVC with Injury	MVC Unknown Injury
14	2	8	24	11	640	70	11
Structure Fire Types				*Critical Patients: cardiac arrest, chest pain, stroke, seizure, breathing problem, drowning, respiratory distress, respiratory arrest, or trauma system entry.			
Residential	Commercial			*MVC = motor vehicle crash.			
12	2			* in addition, Medic/Rescue 20 and 21 responded to 596 Ambulance Only calls			



Station	Percentage
Station 21	47%
Station 20	45%
Station 35	3%

Depending on incident severity, units from multiple stations may respond to a single incident.

Data Filters: no test, information, interfacility transports, or mobile health care incidents.
Incident data gathered geospatially based on city boundary.



Welcome Recruit Academy 18-01





GunScope Go

Mountain Valley
Fire & Rescue



Newberg-Dundee

Toy & Joy

Apply Today for the 87th Annual Toy & Joy Program

This program began in a firefighter's garage in 1929. The goal was to give every child in the Newberg-Dundee area a joyful holiday. Toy & Joy is supported by yearly fundraising efforts and incredible community support. In 2015, more than 900 children received multiple gifts under their tree.

If there is someone you feel might need help this year with toys for their children (newborn to age 15), please encourage the parent to call 503-259-1500. Only parents or legal guardians can complete applications for their children.

Submit Your Application:

- Newberg-Dundee Police Department — Monday through Friday, 9 a.m. to 4 p.m.
- Newberg City Hall — Monday through Friday, 9 a.m. to 4 p.m.
- Downtown Newberg Fire Station 20 — Saturdays: November 19, December 3, and December 17, 10 a.m. to 2 p.m.







BOAT 59 Tualatin Valley Fire & Rescue

OR 722 XC



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Fire & Rescue



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NEWBERG CITY COUNCIL MEETING INFORMATION

Meeting Date: 5/21/18

Prepared by: Sue Ryan

Councilors	Roll Call	Appts to Riverfront Committee Francisco Stoller Derek Brown	Consent Res 3462 CR Contracting Pavement maintenance Res 3470 Murray Smith College St. waterline design				
ANDREWS, Bob, Mayor	X	Yes	Yes				
BACON, Denise	X	Yes	Yes				
COREY, Mike	Absent	A	A				
ESSIN, Scott	X	Yes	Yes				
JOHNSON, Patrick	X	Yes	Yes				
McKINNEY, Stephen	Absent	A	A				
MURRAY, Matt	X	Yes	Yes				
ROLL CALL VOTES		YES: 5 NO: 0 ABSENT: 2	YES: 5 NO: 0 ABSENT: 2				
MOTION (1st/2nd):		Andrews/ Bacon	Bacon/ Johnson				
Public Comments-Requests or Complaints	Rick Lipinski – Animal Shelter Sale						
Follow Up/Dept. contact	Joe	DawnKaren	Both – Paul/ENG				

Meeting adjourned at 9:57 p.m.

Executive Session OR 192.660 (2) i
Start: 8:39 p.m.
End: 9:57 p.m.
Staff present: City Attorney Truman Stone
Topic of Discussion: Annual evaluation