

Council Roundup for February 18, 2020

The Newberg City Council met on February 18, 2020.

The Council took the following actions:

- Approved Ordinance 2020-2856, changes in authorization limit for purchasing.
- Approved Resolutions:
 - * 2020-3644, repealing 2017-3419 National Line Service warranty program.
 - * 2020-3584, acceptance of MOU with AFSCME – addition of employees to union from Information Technology and Public Works.
 - * 2020-3640, authorizing deed restriction for Public Safety Building property.
 - * 2020-3641, ratification of Council goals.

In other business,

Heard presentation on Sidewalk update.

Heard presentation on Visit Newberg quarterly report, and reveal of branding campaign.

Heard activity report from City Manager.

Heard from citizens on their concerns about not being able to reach Public Works Department, cost of legal settlements, council rules – who oversees the Mayor, threat of recall election – associated costs, potential impact on primary, support for composting proposal, request to name property across from City Hall Thomas Paine Square.

Discussed Issue Tracker – consensus to add naming of city property after Thomas Paine, Pride Flag followup at an earlier date than June 1, ideas for sharing sidewalk survey via a You Tube video.



**City Council Work Session
February 18, 2020 - 6:00 PM
Newberg public safety building 401 e. third street**

- 1. CALL MEETING TO ORDER**
- 2. ROLL CALL**
- 3. REVIEW OF THE COUNCIL AGENDA AND MEETING**
- 4. COUNCIL BUSINESS ITEMS**
 - 4.A December 2019 Fund Financial Statements
[RCA Information Financial Reports - 2019-12 Dec.pdf](#)
- 5. PRESENTATIONS**
 - 5.A Sidewalk Program Discussion
[Sidewalks Discussion RCA.doc](#)
[Sidewalk Program.pdf](#)
- 6. ADJOURNMENT**

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: February 18, 2020

Order ____ No.	Ordinance ____ No.	Resolution ____ No.	Motion ____	Information <u>XX</u>
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**SUBJECT: Newberg Fund Financial Statements
for December 2019**

**Contact Person (Preparer) for this
Item: Matt Zook
Dept.: Finance
File No.:**

RECOMMENDATION: The fund 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.

EXECUTIVE SUMMARY:

Included with this report are the fund financial statements for December 2019. 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 three months after the close of the quarter, which at times puts the ending fund balance in a negative position, as is the case in September, although the budget is managed so that the fund remains positive once the full fiscal year revenue is received. The point is that while 50% of the fiscal year has transpired through December, the year-to-date revenue received may reflect less or more depending on the revenue cycle.

In the Street Fund, the Transportation Utility Fee (TUF) Ending Fund Balance is negative due to pavement preservation projects through the construction season. There are no additional expenditures anticipated for the current fiscal year from TUF funds, so the TUF fund balance will be a positive balance by June 30, 2020 and carried forward for future pavement preservation projects.

In the Water SDC Fund, the Ending Fund Balance is negative due lower than anticipated revenue as some of the anticipated projects have either not materialized and been delayed.

SUMMARY REPORT

DEC 2019

SUMMARY REPORT			DEC 2019			Current YTD Compare to Budget 50%	2018-19 PRIOR YTD
FUNDS	2019-20 BUDGET	MONTH OF DEC 2019	2019-20 YTD				
City Budget Totals							
Total Beg Fund Balance	\$ 47,440,406	\$ 50,563,048	\$ 50,563,048	107%			47,460,862
Total Revenues	66,155,365	3,267,155	27,408,460	41%			30,005,858
Total Beg Fund Bal & Revenues	113,595,771	53,830,203	77,971,508				77,466,720
Total Expenses	79,339,412	2,945,864	26,429,828	33%			28,385,418
Total Contingencies / Reserves	34,256,359	-	-	0%			-
Total Exp & Contingen / Reserves	113,595,771	2,945,864	26,429,828	23%			28,385,418
Total Monthly & YTD Net Gain / (Loss)		\$ 321,291	\$ 1,817,935				
Total Ending Fund Balance			\$ 51,541,679				49,081,301
City Services							
General Fund (01)							
Beg Fund Balance	\$ 3,997,287	\$ 4,476,667	\$ 4,476,667	112%			4,228,834
Revenues							
Municipal Court	6,119	260	4,812	79%			164,401
Police	1,154,362	82,858	584,769	51%			432,697
Fire	10,000	927	5,756	58%			9,847
Communications	45,736	-	22,868	50%			47,254
Library	118,647	2,444	37,805	32%			79,301
Planning	448,180	69,840	253,631	57%			4,312,350
Property Taxes	5,122,776	81,854	4,783,417	93%			589,038
Other Taxes	121,700	(18)	31,388	26%			89,647
Franchise Fees	1,697,927	883	136,060	8%			383,233
Intergovernmental	1,914,476	149,102	971,075	51%			684,218
Miscellaneous	9,777	5,041	6,792	69%			28,396
Interest	137,519	10,035	53,870	39%			47,528
Transfers	738,794	646	264,255	36%			274,176
Revenue Total	11,526,013	403,873	7,156,498	62%			7,142,780
Expenses							
General Government	242,458	18,459	137,217	57%			131,618
Municipal Court	347,446	27,418	169,130	49%			161,567
Police	7,492,469	743,049	3,794,792	51%			3,558,233
Communications	1,433,318	134,602	733,536	51%			610,035
Library	1,917,638	147,617	1,004,838	52%			965,036
Planning	1,020,203	72,836	421,668	41%			457,282
Transfers	386,385	1,151	45,533	12%			101,767
Contingency	1,583,383	-	-	0%			-
Unappropriated Ending Balance	1,100,000	-	-	0%			-
Total Expenses	15,523,300	1,145,132	6,306,713	41%			5,985,538
Monthly & YTD Net Gain / (Loss)		\$ (741,259)	\$ 849,784				
Ending Fund Balance			\$ 5,326,451				5,386,076

SUMMARY REPORT

DEC 2019

SUMMARY REPORT			DEC 2019		Current YTD Compare to Budget 50%	2018-19 PRIOR YTD
FUNDS	2019-20 BUDGET	MONTH OF DEC 2019	2019-20 YTD			
<u>Public Safety Fee (16)</u>						
Beg Fund Balance	\$ 93,823	\$ 113,950	\$ 113,950	121%		119,359
Revenues	586,058	48,771	293,444	50%		284,258
Expenses	647,200	68,708	328,905	51%		248,567
Contingencies / Reserves	32,681	-	-	0%		-
Monthly & YTD Net Gain / (Loss)		\$ (19,936)	\$ (35,461)			
Ending Fund Balance			\$ 78,489			155,050
<u>911 Emergency (13)</u>						
Beg Fund Balance	\$ 30,589	\$ 39,075	\$ 39,075	128%		21,628
Revenues	238,841	-	61,662	26%		60,213
Expenses	229,638	17,961	115,180	50%		104,835
Contingencies / Reserves	39,792	-	-	0%		-
Monthly & YTD Net Gain / (Loss)		\$ (17,961)	\$ (53,517)			
Ending Fund Balance			\$ (14,442)			(22,994)
<u>Civil Forfeiture (03)</u>						
Beg Fund Balance	\$ 13,473	\$ 27	\$ 27	0%		15,313
Revenues	500	0	0	0%		1,082
Expenses	13,973	-	-	0%		1,208
Contingencies / Reserves	-	-	-	0%		-
Monthly & YTD Net Gain / (Loss)		\$ 0	\$ 0			
Ending Fund Balance			\$ 27			15,186
<u>Library Gift & Memorial (22)</u>						
Beg Fund Balance	\$ 101,123	\$ 75,086	\$ 75,086	74%		81,134
Revenues	121,800	3,908	4,964	4%		12,668
Expenses	190,200	4,501	43,146	23%		39,122
Contingencies / Reserves	32,723	-	-	0%		-
Monthly & YTD Net Gain / (Loss)		\$ (593)	\$ (38,181)			
Ending Fund Balance			\$ 36,905			54,680
<u>Building Inspection (08)</u>						
Beg Fund Balance	\$ 1,498,823	\$ 1,744,152	\$ 1,744,152	116%		1,451,787
Revenues	652,713	76,476	380,239	58%		563,452
Expenses	763,395	59,115	375,067	49%		327,451
Contingencies / Reserves	1,388,141	-	-	0%		-
Monthly & YTD Net Gain / (Loss)		\$ 17,361	\$ 5,172			
Ending Fund Balance			\$ 1,749,324			1,687,789

SUMMARY REPORT

DEC 2019

SUMMARY REPORT			DEC 2019			Current YTD Compare to Budget 50%	2018-19 PRIOR YTD
FUNDS	2019-20 BUDGET	MONTH OF DEC 2019	2019-20 YTD				
<u>Streets (Operating) (02)</u>							
Beg Fund Balance - Gas Tax	\$ 1,644,554	\$ 1,734,910	\$ 1,734,910		105%		1,222,625
TUF Beg Fund Balance	\$ 598,632	\$ 663,209	\$ 663,209		111%		-
Revenues less TUF revenue	1,933,964	161,928	820,861		42%		1,761,293
TUF Revenues	1,151,429	94,785	571,599		50%		-
Expenses less TUF expenses	3,100,037	115,288	855,833		28%		1,960,136
TUF Expenses (transfers-out)	1,400,000	45,314	1,438,032		103%		-
Contingencies / Reserves	828,542	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 96,111	\$ (901,405)				
Ending Fund Balance - Gas Tax			\$ 1,699,938				1,023,781
TUF Ending Fund Balance			\$ (203,223)				
<u>Water (Operating) (07)</u>							
Beg Fund Balance	\$ 12,487,952	\$ 12,543,775	\$ 12,543,775		100%		10,801,835
Revenues	6,483,764	386,468	3,824,232		59%		3,961,477
Expenses	10,992,161	306,071	2,741,540		25%		2,451,591
Contingencies / Reserves	7,979,555	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 80,396	\$ 1,082,692				
Ending Fund Balance			\$ 13,626,467				12,311,721
<u>Wastewater (Operating) (06)</u>							
Beg Fund Balance	\$ 10,633,398	\$ 11,636,525	\$ 11,636,525		109%		11,761,812
Revenues	8,801,897	719,020	4,420,036		50%		4,406,199
Expenses	11,172,878	411,963	4,236,205		38%		5,018,923
Contingencies / Reserves	8,262,417	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 307,058	\$ 183,831				
Ending Fund Balance			\$ 11,820,355				11,149,088
<u>Stormwater (Operating) (17)</u>							
Beg Fund Balance	\$ 923,603	\$ 1,039,358	\$ 1,039,358		113%		603,028
Revenues	1,820,978	146,611	911,745		50%		828,292
Expenses	1,718,592	114,227	688,640		40%		639,852
Contingencies / Reserves	1,025,989	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 32,384	\$ 223,105				
Ending Fund Balance			\$ 1,262,463				791,469

SUMMARY REPORT

DEC 2019

SUMMARY REPORT		DEC 2019			Current YTD	2018-19 PRIOR YTD
FUNDS	2019-20 BUDGET	MONTH OF DEC 2019	2019-20 YTD	Compare to Budget		
				50%		
Administrative Support (31)						
Beg Fund Balance	\$ 382,218	\$ 512,463	\$ 512,463	134%	488,426	
Revenues	5,601,083	466,059	2,804,090	50%	2,547,617	
Expenses						
City Manager	372,352	40,373	243,450	65%	179,351	
Human Resources	230,912	6,392	85,793	37%	88,082	
Community Engagement	129,819	6,224	40,551	31%	56,147	
Finance	887,546	61,254	428,246	48%	402,937	
Gen Office(Postage/Phones)	248,372	21,744	131,428	53%	90,729	
Utility Billing	357,582	29,821	184,668	52%	174,516	
Information Technology	1,371,239	75,242	754,359	55%	574,451	
Legal	502,567	37,123	234,448	47%	221,398	
Fleet Maintenance	270,484	22,391	131,582	49%	124,628	
Facilities Repair/Replacement	796,118	51,874	343,989	43%	350,111	
Insurance	380,835	-	312,543	82%	315,323	
Transfers	3,362	280	1,681	50%	1,681	
Contingencies / Reserves	286,853	-	-	0%	-	
Total Expenses	5,983,301	363,318	2,962,162	50%	2,651,047	
Monthly & YTD Net Gain / (Loss)		\$ 102,741	\$ (158,072)			
Ending Fund Balance			\$ 354,392		384,996	

Capital Improvement Projects

Streets CIP's (18)

Beg Fund Balance	\$ 207,873	\$ 203,601	\$ 203,601	98%		176,804
Revenues	5,326,115	48,689	1,706,317	32%		2,649,255
Expenses	5,313,115	48,069	1,701,631	32%		2,629,685
Contingencies / Reserves	220,873	-	-	0%		-
Monthly & YTD Net Gain / (Loss)		\$ 620	\$ 4,687			
Ending Fund Balance			\$ 208,288			196,374

Water / Wastewater / Stormwater CIP's (04)

Beg Fund Balance	\$ -	\$ -	\$ -	0%		-
Revenues	11,458,900	8,944	1,283,188	11%		1,673,626
Expenses	11,458,900	8,944	1,283,188	11%		1,673,626
Contingencies / Reserves	-	-	-	0%		-
Monthly & YTD Net Gain / (Loss)		\$ -	\$ -			
Ending Fund Balance			\$ -			-

SUMMARY REPORT

DEC 2019

SUMMARY REPORT			DEC 2019			Current YTD Compare to Budget 50%	2018-19 PRIOR YTD
FUNDS	2019-20 BUDGET	MONTH OF DEC 2019	2019-20 YTD				
<u>Governmental CIP's (21)</u>							
Beg Fund Balance	\$ 1,548,137	\$ 1,283,580	\$ 1,283,580		83%		2,297,056
Revenues	770,627	-	58,025		8%		-
Expenses	2,318,764	171,461	897,328		39%		653,228
Contingencies / Reserves	-	-	-		0%		-
Monthly Activity Net Gain / (Loss)		\$ (171,461)					
Ending Fund Balance			\$ 444,276				1,643,829
<u>Street SDC (42)</u>							
Beg Fund Balance	\$ 3,471,673	\$ 3,690,767	\$ 3,690,767		106%		3,885,186
Revenues	3,335,160	268,181	758,119		23%		979,908
Expenses	2,370,189	1,087	105,407		4%		1,308,367
Contingencies / Reserves	4,436,644	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 267,094	\$ 652,712				
Ending Fund Balance			\$ 4,343,479				3,556,727
<u>Water SDC (47)</u>							
Beg Fund Balance	\$ 183,138	\$ 244,642	\$ 244,642		134%		314,198
Revenues	1,009,695	91,616	300,612		30%		478,615
Expenses	803,923	-	747,243		93%		734,089
Contingencies / Reserves	388,910	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 91,616	\$ (446,632)				
Ending Fund Balance			\$ (201,990)				58,725
<u>Wastewater SDC (46)</u>							
Beg Fund Balance	\$ 6,369,053	\$ 6,629,076	\$ 6,629,076		104%		5,966,311
Revenues	1,982,273	205,605	636,076		32%		840,137
Expenses	2,048,464	32	419,451		20%		573,013
Contingencies / Reserves	6,302,862	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 205,573	\$ 216,625				
Ending Fund Balance			\$ 6,845,701				6,233,435
<u>Stormwater SDC (43)</u>							
Beg Fund Balance	\$ 190,295	\$ 197,158	\$ 197,158		104%		137,312
Revenues	79,800	7,959	24,679		31%		41,789
Expenses	61,500	-	-		0%		176
Contingencies / Reserves	208,595	-	-		0%		-
Monthly & YTD Net Gain / (Loss)		\$ 7,959	\$ 24,679				
Ending Fund Balance			\$ 221,838				178,925

SUMMARY REPORT

DEC 2019

SUMMARY REPORT			DEC 2019		Current YTD Compare to Budget 50%	2018-19 PRIOR YTD
FUNDS	2019-20 BUDGET	MONTH OF DEC 2019	2019-20 YTD			
Debt						
Debt Service (General Op) (09)						
Beg Fund Balance	\$ -	\$ 346	\$ 346	0%	47,809	
Revenues	952,924	31,192	363,646	38%	416,882	
Expenses	951,554	-	265,160	28%	372,665	
Contingencies / Reserves	1,370	-	-	0%	-	
Monthly & YTD Net Gain / (Loss)		\$ 31,192	\$ 98,486			
Ending Fund Balance			\$ 98,832		92,025	
City Hall (10)						
Beg Fund Balance	\$ 146,719	\$ 142,178	\$ 142,178	97%	612,916	
Revenues	500	91	1,366	273%	6,717	
Expenses	147,219	13,030	97,350	66%	103,914	
Contingencies / Reserves	-	-	-	0%	-	
Monthly & YTD Net Gain / (Loss)		\$ (12,938)	\$ (95,984)			
Ending Fund Balance			\$ 46,194		515,719	
Reserves						
Vehicle / Equipment Replacement (32)						
Beg Fund Balance	\$ 2,015,354	\$ 2,552,675	\$ 2,552,675	127%	1,958,096	
Revenues	\$ 1,087,171	\$ 90,761	\$ 578,042	53%	728,065	
Expenses						
City Manager's Office	1,558	-	-	0%	-	
Human Resources	1,075	-	-	0%	-	
Finance	39,295	-	-	0%	-	
Information Technology	60,858	-	25,951	43%	163,337	
Legal	450	-	-	0%	-	
Municipal Court	4,371	117	800	18%	-	
Police	612,183	10,328	81,101	13%	109,220	
Communications	195,655	4,889	33,347	17%	-	
Library	16,548	-	2,466	15%	843	
Planning	3,162	-	-	0%	-	
Building	33,038	-	-	0%	-	
PW Administration	1,741,287	25,650	72,462	4%	104,663	
Fleet Maintenance	17,565	-	275	2%	479	
Facilities Repair/Replacement	375,480	-	15,968	4%	21,361	
Contingencies / Reserves	-	-	-	0%	-	
Total Expenses	3,102,525	40,984	232,371	7%	399,903	
Monthly & YTD Net Gain / (Loss)		\$ 49,777	\$ 345,671			
Ending Fund Balance			\$ 2,898,346		2,286,258	

SUMMARY REPORT

DEC 2019

SUMMARY REPORT			DEC 2019		Current YTD	2018-19 PRIOR YTD
FUNDS	2019-20	MONTH OF	2019-20	Compare to		
	BUDGET	DEC 2019	YTD	Budget		
				50%		
Community Projects						
Cable TV Trust (23)						
Beg Fund Balance	\$ 5,270	\$ 7,335	\$ 7,335	139%	16,507	
Revenues	200	14	90	45%	192	
Expenses	5,470	-	-	0%	-	
Contingencies / Reserves	-	-	-	0%	-	
Monthly & YTD Net Gain / (Loss)		\$ 14	\$ 90			
Ending Fund Balance			\$ 7,425		16,699	
Economic Development (14)						
Beg Fund Balance	\$ 621,959	\$ 731,526	\$ 731,526	118%	666,000	
Revenues	79,395	4,931	39,005	49%	168,558	
Expenses	566,325	1,253	10,476	2%	133,109	
Contingencies / Reserves	135,029	-	-	0%	-	
Monthly & YTD Net Gain / (Loss)		\$ 3,678	\$ 28,529			
Ending Fund Balance			\$ 760,055		701,449	
Transient Lodging Tax (19)						
Beg Fund Balance	\$ 275,460	\$ 300,967	\$ 300,967	109%	586,886	
Revenues	1,153,565	1,272	409,924	36%	452,784	
Expenses	1,427,025	9,406	578,801	41%	375,374	
Contingencies / Reserves	2,000	-	-	0%	-	
Monthly & YTD Net Gain / (Loss)		\$ (8,134)	\$ (168,877)			
Ending Fund Balance			\$ 132,090		664,296	

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: February 18, 2020

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

SUBJECT: Sidewalk Program Discussion

**Contact Person (Preparer) for this
Item: Kaaren Hofmann, PE, City Engineer
Dept.: Public Works
File No.:**

RECOMMENDATION:

Provide direction to staff on moving forward with the proposed Sidewalk Program.

EXECUTIVE SUMMARY:

The Newberg Municipal Code states that sidewalks are the responsibility of the adjacent property owner. The current 'sidewalk program' is a reactionary process dealing with issues when a complaint is received or development occurs.

Staff has been asked if there are other options or alternatives to having the property owner being completely responsible. To provide alternatives would require a change in the City's policy and direction from the City Council.

The attached slideshow will have more information on the proposed Sidewalk Program.

Sidewalk Program



City Council

February 18, 2020

No one intentionally let sidewalks fall behind.



For the last 100 years

Keeping up with growth and motorized
transportation was expensive and fast
paced

Bikes and cars became fun and popular
not just necessary

Sidewalks were viewed as an accessory
that improves property appearance.



Council Goals – January 2020

- Diversity, Equity, and Inclusion
- Affordable Workforce Housing
- Sustainability

Today sidewalks are not just a pretty feature
Sidewalks impact the entire Community

- Reduce pollution
- Affordable transportation
- Accessibility to services for all residents
- Increase mobility
- Livability
- Foot traffic for small business/tourism
- ADA is a Federal Regulation and in the Newberg Municipal Code

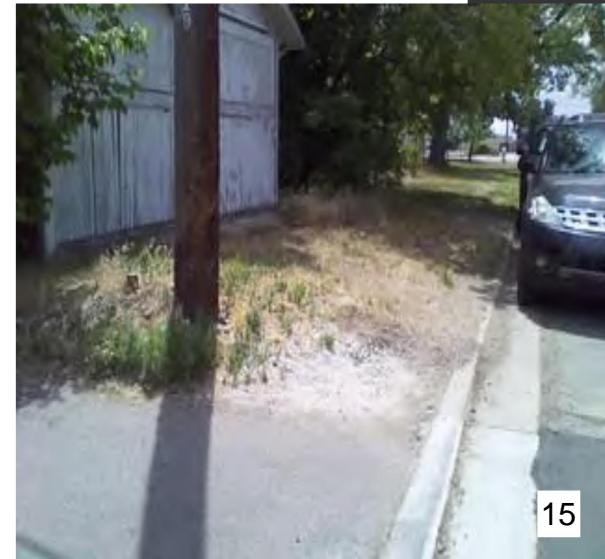
What are the issues?

1. Broken sidewalks
2. Missing sidewalks
3. Funding of the repairs/installations



What the Code says

- **NMC 12.05.040** states that **property owners** are responsible for maintaining and paving sidewalks.
- **NMC 12.05.050** states that if the property owner fails to keep their sidewalk in good repair, the property owner shall be directed to construct, repair or reconstruct the sidewalk.
- **NMC 12.05.090** states that when receiving a building permit for construction, a new residential or business building with work **valued at more than \$30,000**, the owner, builder or contractor to whom the building permit is issued must construct a sidewalk where one does not exist.



What we do Currently

Reactive Program

Code Enforcement:

- Inspect when a complaint is received
 - Require fix
 - Cost is borne by the property owner as per code



Engineering:

- Require installation/repair as a part of any development project
 - Cost is borne by the developer as per code
- Require installation/repair any remodel/addition is over \$30,000
 - Cost is borne by the property owner as per code
- Install/repair if a part of larger Capital Improvement Project
 - Cost is borne by the City

Public Involvement

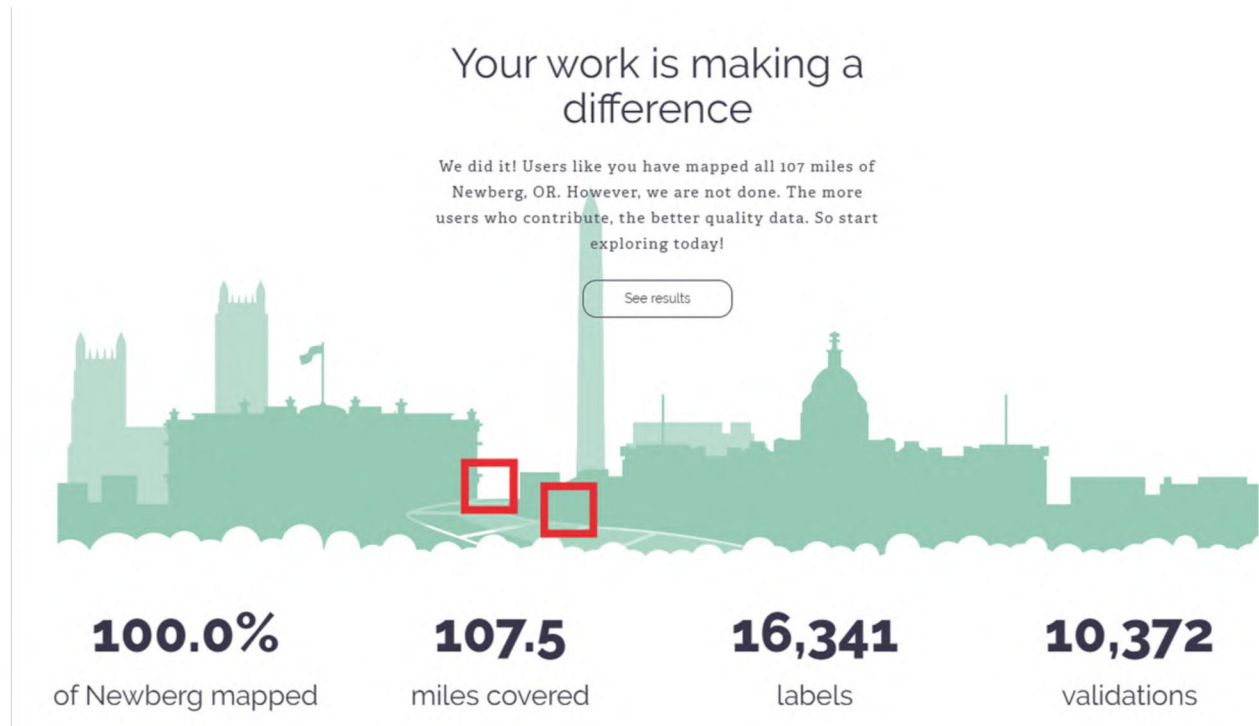
Currently:

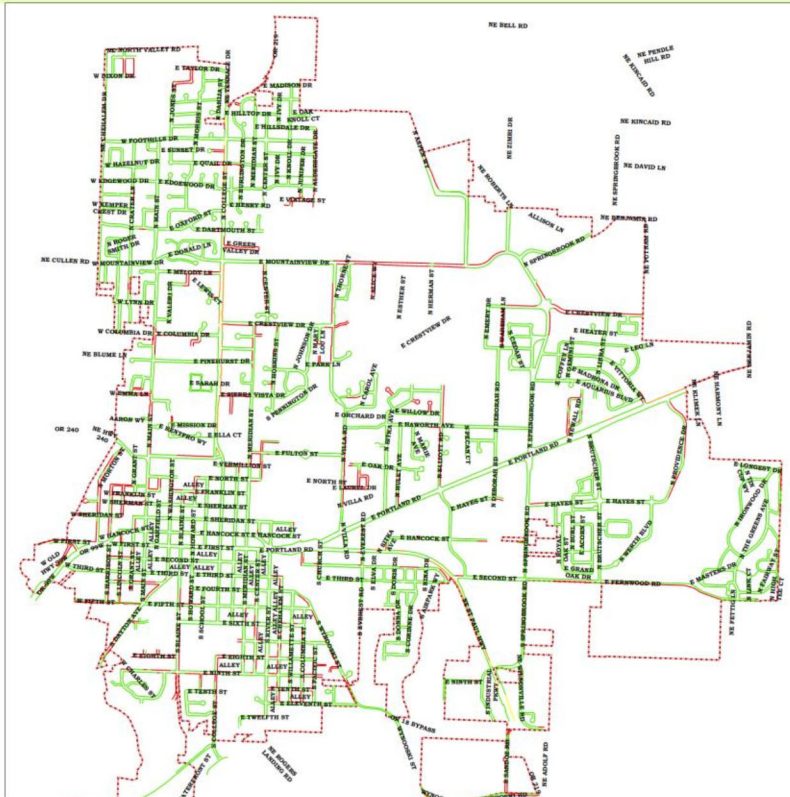
- **Project Sidewalk:** Crowd sourced community effort to identify all city sidewalks curbs and ADA accessible ramps or the lack of.
- Monthly meetings with citizen advocates and Public Works to develop steps forward
- Public Open Houses for capitol projects includes information about how accessibility is included in design for projects



Project Sidewalk

- Successful Community participation **264** local users contributed to the data
- Newberg **is** interested in Accessibility **311** local users helped validate accuracy





Inventory

- Gap filling throughout is a \$14,000,000 issue
 - Projects underway will address E Crestview, N Elliott & College cost \$1,200,000
- ADA Ramps missing (154) on critical routes = \$1,078,000
- ADA Ramps uninspected (152) on critical routes = \$1,064,000



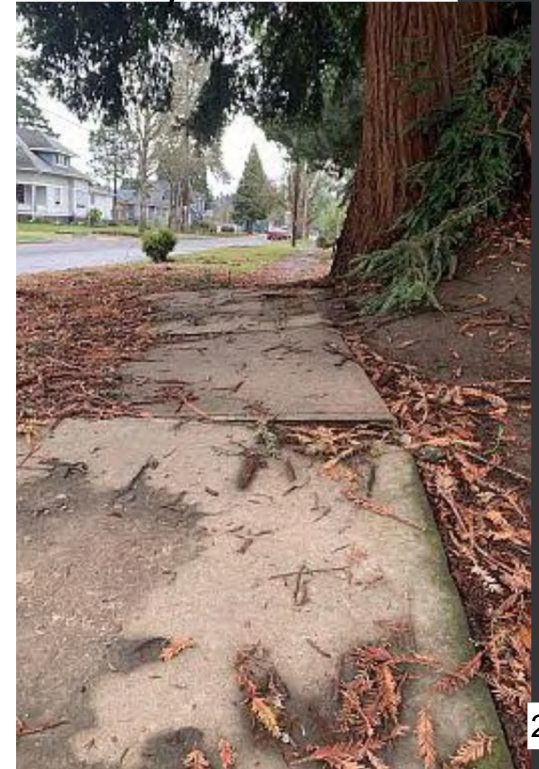
N College & E Sherman St.
Issue - Severe deterioration and cracking.



E 1st and N Meridian St.
Issue – Severe and widespread cracking



S College St. between
E 4th and 5th St.
Issue - Severe faulting,
tree root obstructing
walkway.



S College & E 3rd St.
Issue – One moderately sized
crack between panels, some
deterioration.



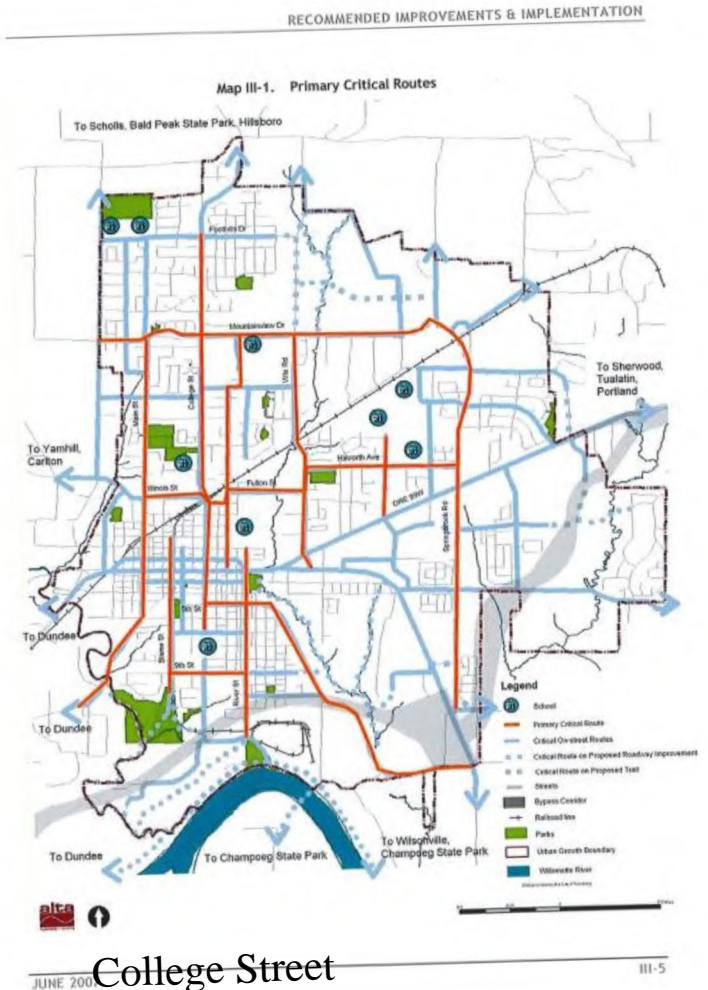
Critical Routes

- Critical routes were identified by selection criteria balanced with local knowledge.
- Land uses, lack of alternative routes, implementation, overcome major barriers to access community

Primary Streets

9th Street
Blaine Street
College Street
Dayton Avenue
Elliott Road
Road/Haworth Avenue
Mountainview Drive

Main Street
River Street
Springbrook Road
Villa Road
4th Street
Wynooski Street
Illinois Street



Vermillion Street
Meridian Street
Fulton Street
Villa Meridian Street
Crestview Drive
Center

What can be done next ?

1. Establish a Proactive Program with funding

2. Public Awareness/Education

Code Enforcement/ Public Works / Community Development

Awareness of ADA/Critical Routes

Waste Management / Code Enforcement:

Garbage cans, cars & landscaping interference

Community Engagement/Council Members/Employees:

What does accessible mean and why it matters (Federal laws, City Code)

Community Engagement/Community Partners:

Accessible resources in Newberg (buses, parks, buildings, maps, and other)

Outreach to Community Partners

Realtors, Contractors, Chamber, Schools, CPRD

Create sponsorships, walking events and other outreach

Typical Costs

- ~\$7,000 per ramp (each corner has 2)
- ~\$4,000 for apron approach (alley)
- ~\$600 per 5' x 5' sidewalk panel
(\$120 per lineal foot)

Typical 50' frontage = \$6,000

- Other incidental costs
 - Tree removal, landscaping relocation
 - Fence relocation
 - Grading



Other Jurisdictions with Sidewalk Programs

- Sherwood
- Beaverton
- Oregon City
- McMinnville
- Washington County
- Lake Oswego
- Tualatin
- Pendleton



Proposal



Program

Voluntary residential compliance for the first 2 years

- Public outreach and promotion
- Strategic plan & scheduled implementation
- Consider staff resources
- Additional funding: budget, grants, SRTS funds
- Offer residential grant & loan opportunities

Residential
Grant



Residential
Loan



City Funded
Improvements



Safe Routes
to Schools Grant

After 2 years, City will proactively inspect and implement NMC 12.05.040 & 050

Residential Grant Program

Funded at \$25,000 per year

- First come, first serve application
- One grant per property owner every 2 years
 - Apply before work is performed
 - New/repaired sidewalk must meet current code
 - Complete within 90 days of approval
 - Permit fees waived upon approved application
- City will reimburse ½ cost not to exceed \$1500 + \$500 (if caused by tree for tree removal & replacement)
- City will provide a courtesy list of pre-qualified concrete contractors

Residential Loan Program

Funded at \$25,000 per year

- Residential properties only
- Only one loan per property owner
 - Not a condition of property development
 - First come, first serve
 - Apply before work is performed
 - New/repaired sidewalk must meet current code
 - Permit fees waived on approved application
- Est cost of project is over \$2,500
- Maximum loan amount not to exceed \$6,000
- Interest rate of 4% applies to monthly repayment
- Lien on the property creates repayment if property sold or transferred

City Improvements

- **\$100,000 Capital**

- Priority 1 – Gaps along City property; alley approaches
- Priority 2 – Ramps on designated Critical Routes
- Priority 3 – Gaps near schools/critical facilities
 - Safe Routes to Schools Grant Program provides additional funding

- **\$25,000 Maintenance**

- Barrier issues – ramps, alley crossings
- Repairs to sidewalks/ramps adjacent to City property
- Corner repairs

Questions/Discussion



**City Council Business Session
February 18, 2020 - 7:00 PM
Newberg public safety building 401 e. third street**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. PRESENTATIONS**
 - 4.A Visit Newberg Quarterly Report – October 2019 – December 2019
[RCA Information - Visit Newberg Quarterly Report 2-18-20.doc](#)
[Attachment 1 - Visit Newberg_Quarterly Report_Oct-Dec 2019_final2.pdf](#)
- 5. CITY MANAGER'S REPORT**
- 6. PUBLIC COMMENTS & ISSUE TRACKER**
 - 6.A Issue Tracker
[Newberg Issue Tracker - Council.docx](#)
- 7. CONSENT CALENDAR**
 - 7.A A resolution authorizing the City Manager or City Manager ProTem to sign the Deed Restriction for the Public Safety Building Property
[RCA Resolution 2020-3640.pdf](#)
 - 7.B Resolution 2020-3644 Repeal of Resolution 2017-3419
[Res 2020-3644, Repeal of Resolution 2017-3419.pdf](#)
[2018-5-24 Executed Marketing & License Agreement.pdf](#)
 - 7.C Placeholder for Resolution 2020-3584, Acceptance of MOU with AFSCME
- 8. CONTINUED BUSINESS**
 - 8.A Ordinance 2020-2856, An Ordinance Amending the Newberg Municipal Code relating to purchasing and contracting pertaining to the authorization limit of the City Manager as well as the limit for small procurements awarded at solicitation agent's discretion.
[2020-02-18 Ord 2856-Purchasing Limits.pdf](#)

9. NEW BUSINESS

- 9.A Resolution 2020-3641, ratification of Council goals.
[RCA Res3641 - Council Goals.docx](#)

10. COUNCIL BUSINESS

- 10.A Council Committee & Community Reports

11. ADJOURNMENT

ADA STATEMENT

Contact the City Recorder's Office for physical or language accommodations at least 2 business days before the meeting. Call (503) 537-1283 or email cityrecorder@newbergoregon.gov. For TTY services please dial 711.

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: Doug Rux

Submitting Department: Community Development

Item Type: COUNCIL RCA PRESENTATION

Agenda Section:

Subject:

Visit Newberg Quarterly Report – October 2019 – December 2019

Suggested Action:

Information only.

Attachments:

[RCA Information - Visit Newberg Quarterly Report 2-18-20.doc](#)

[Attachment 1 - Visit Newberg_Quarterly Report_Oct-Dec 2019_final2.pdf](#)

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: February 18, 2020

Order ____ No.	Ordinance ____ No.	Resolution ____ No.	Motion ____	Information <u>XX</u>
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**SUBJECT: Visit Newberg Quarterly Report –
October 2019 – December 2019**

**Contact Person (Preparer) for this
Item: Doug Rux, Director
Dept.: Community Development
File No.: G-16-008**

RECOMMENDATION:

Information only.

EXECUTIVE SUMMARY:

This is the second quarterly report from Visit Newberg covering activities for October 1, 2019 through December 31, 2019. The report covers 2019/20 Business Plan Goals/Strategic Imperatives of:

- Build Brand Identity
- Grow Leisure Visitor Volume and Spend
- Community and Industry Partnerships
- Develop Group Market

The report additionally includes year to date financial information from the initial startup costs along with a first quarter financial summary. Leslie Caldwell, Executive Director will be attending to present the report.

FISCAL IMPACT:

Funds for Visit Newberg have been budgeted in Fund 19: Transient Lodging Tax Fund in the amount of \$557,654 for FY 2019/20.

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

Goal 11: Implement Newberg Economic Development Strategy.

Attachment: 1. Visit Newberg Quarterly Report

NEWBERG

Fall 2019 Quarterly Report
October to December 2019

sip, savor, explore... enjoy

Visit Newberg

A 501(c)(6) non-profit destination marketing organization, formed in February 2019. Enhance the greater Newberg area's economy by attracting tourists to the region and ensuring they support local businesses during their visit.

MISSION STATEMENT

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

Dennis Lewis

Lewis Audio Video

Rob Felton

George Fox University

Pierre Zreik

The Allison Inn and Spa

Loni Austin Parrish

Art Elements Gallery

Jessica Bagley

The Painted Lady Restaurant

Megan Carda

Lifestyle Properties

Cathy Martin

Argyle Wineries

Sheila Nicholas

Anam Cara Winery

Britta Stewart

Hoover-Minthorn House Museum

Elise Yarnell Hollamon Newberg City Council (non-voting)

Ted Crawford

Travel Dundee Tourism Committee
Chair (non-voting)

Shannon Buckmaster

Chehalem Valley Chamber of
Commerce (non-voting)

Leslie Caldwell

Executive Director, Visit Newberg

Ron Miller

Marketing Manager, Visit Newberg

Current Board Members & Staff

2019-2020 Business Plan: Goals/ Strategic Imperatives

- Build brand identity as a premier, four-seasons vacation destination known for wine touring, culinary experiences, spa visits, cultural and historical attractions, and outdoor recreation
- Grow leisure visitor volume and spend, overnight stays
- Community and industry partnerships, collaboration and marketing support
- Develop group market - meetings, weddings, tours, sports, artist retreats



Build Brand Identity

Brand Strategy and Web Design

- Conducted brand creative discovery meetings with VN board and marketing agency
- Final stages of design process
- Selected web developer agency

Photography/Videography

- Held photo shoot, focusing on landscapes and fall colors
- Finalizing shot list for lifestyle photo shoots, to be held in January/February
- Continuing to collect existing assets through area partners

Co-op Social Media Campaign – “Wake Up in Wine Country”

- Partnership with Travel Dundee
- Social media ad and awareness campaign running November 2019-early Spring 2020
 - Goals
 - > Increase awareness of Newberg/Dundee as a premier destination
 - > Inspire overnight stays in Newberg/Dundee during shoulder season
 - > Showcase natural beauty of the region
 - > Drive traffic to campaign landing pages to encourage trip planning
- Platforms - Facebook, Instagram, YouTube – post engagement and feed focus, link to landing page/hotel booking conversion tracking, remarketing ads

Media Relations

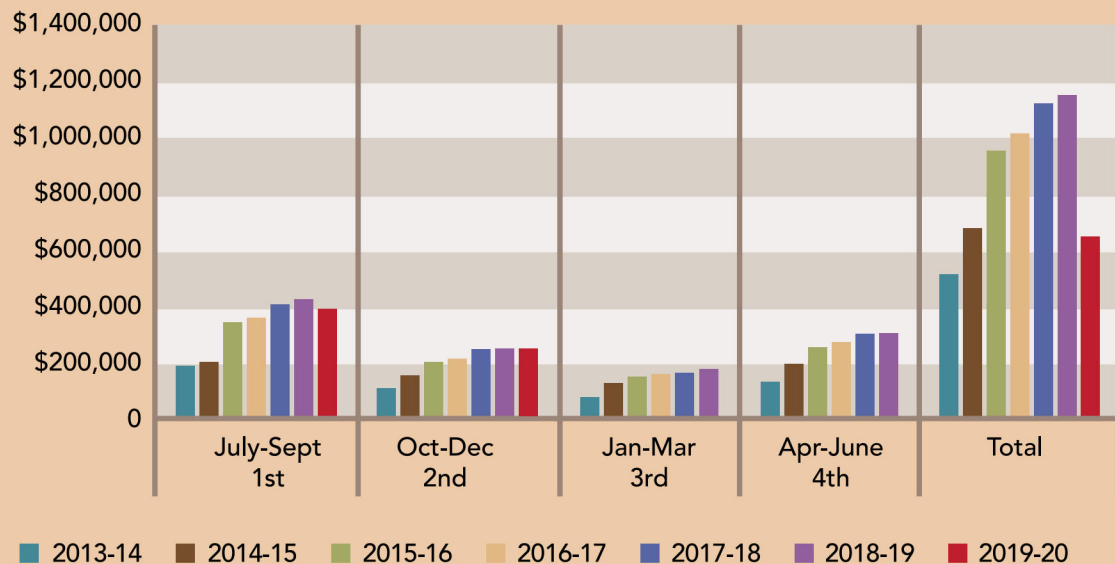
- Willamette Valley Visitors Association – Familiarization Tour with Staff and PR Agency – October 2019. Toured downtown Newberg and selected merchants, cycling tour of three Newberg-area wineries, brewery tour at Wolves & People, wine dinner at Rosmarino. Very successful visit.

Media Mentions and Accolades

- SEDCOR (Strategic Economic Development Corporation – *Enterprise* magazine – Fall 2019 - Cover photo of Christian DeBenedetti and related article on Wolves and People Brewery
- *Northwest Meetings & Events* magazine
 - > Fall 2019 - Destination Willamette Valley article, with mention of The Allison Inn & Spa
 - > Best of 2019 Awards: The Allison Inn and Spa for Best Hotel in Oregon with Meeting/Event Space (Less than 200 Guest Rooms)
- *Indulge Yamhill Valley* – Article mentions about Honey Pie, Dos Mundos; product mention about Honeycone Hazy IPA at Wolves & People - Fall 2019
- *The Manual (the essential online guide for men)* – ‘Where to Drink White Wine in the Willamette Valley’, features Vidon and Bells Up wines, 10/3/19
- *Feed Me Dearly* blog – ‘We Be Feastin’: photo mention Wolves & People, content post and photo mention Pollinate Flowers, 10/27/19
- *Money, Inc.* – ‘The 20 Best Hotels in Portland, Oregon’, features The Allison as #1, 12/5/19
- *OpenTable* – ‘2019 Top 100 Restaurants in the U.S.’ includes Rosmarino (1 of only 2 restaurants in Oregon). This is based on diner reviews.

Grow Leisure Visitor Volume & Overnight Stays

City of Newberg Transient Occupancy Tax



Travel Oregon

- Attended Oregon Tourism Commission meeting – October 2019
- Google Listing Training Meeting – December 2019

Willamette Valley Visitors Association (one of Travel Oregon's seven regions statewide)

- Expedia co-op ad campaign for region's DMOs – Sept thru Dec 2019, featured HI and BW Newberg hotels - \$24.5k in lodging revenue actualized; funding provided at no cost by WVVA
- Held Guest Service Gold® training – organized/sponsored by Visit Newberg – October 2019
- Attended Grant Writing training workshop – October 2019
- Wrote and submitted VN grant application for \$20k, to support VN's web launch enhanced SEO (search engine optimization) and integration of Travel Oregon's OTIS (Oregon Tourism Information System) API
- Attended RCTP (Regional Co-op Tourism Program) Stakeholder meeting, held at Chehalem Winery in Newberg – November 2019

Yamhill County Tourism Partnership (one of Willamette Valley Visitors Association's regional destination marketing organizations)

- Volunteer industry-facing tourism stakeholder group member – Amity, Carlton, Dundee, McMinnville, Newberg, Yamhill
- County Commissioner work session participant – discussed YCTP's industry value and county's tourism economic impact. Requested consideration for YCTP to be named an advisory committee to the County Commissioners - October 2019.

Travel Dundee

- Tourism Committee – activated joint Visit Newberg - Travel Dundee social media campaign
- TD chose not to co-brand with VN. Both TD and VN agreed to collaborate on ongoing mutually-beneficial co-marketing opportunities.

Visit Newberg – Hired Tourism Marketing Manager, Ron Miller. He started on December 9.

Chehalem Valley Chamber of Commerce – Ex-officio Board Member, Member, attend events as appropriate

Newberg Economic Development Strategy Group - monthly meetings and Community Visioning meeting

Newberg Downtown Wineries – brainstorming meetings to develop off-season events to attract out-of-towners for overnight stays

Newberg Vacation Rental Owners – “Meet Visit Newberg’ holiday reception hosted by VN, Downtown Newberg Wineries, The Painted Lady Restaurant, Trellis to encourage collaboration with lodging promotions amongst the vacation rental community

Newberg Downtown Coalition – collaborating with new management team to explore new partnership initiatives

Women of Willamette – monthly networking events

Meeting Professionals International – Oregon Chapter – meeting planner and education meetings

Get Acquainted meetings with Abisha Stone w/ SEDCOR; County Commissioners Kulla, Olson and Starrett; Mary Martin Miller





Develop Group Market

- Willamette Valley Wedding Venue Crawl – 9 venues (2 in Newberg), 100 vendors, 100 bridal couples – held in October 2019
- Met with General Managers at Best Western, Holiday Inn Express and Travelodge to learn about their group demand and how VN could support attracting more of this business
- Met with Sportsman Air Park — recommended listing enhancements in Oregon Department of Aviation directory to encourage aviation groups to visit
- Meeting Professionals International, Oregon Chapter – attended November meeting to network for group booking opportunities

	FY2018-19	FY2018-19	FY2019-20	FY2019-20	FY2019-20
	Jan-Mar	Apr-June	Jul-Sept	Annual Budget	Oct-Dec
Beginning Balance				\$236,804	\$210,938
Revenue					
TLT Revenue	168,000	82,000	0	800,804	265,897
Other Revenue	0	0	125	0	792
Total Revenue	168,000	82,000	125	800,804	266,689
Expense					
Personnel	0	5,440	21,215	133,700	22,952
Office Overhead	0	8,740	3,703	58,170	7,217
Reserves	0	0	0	47,968	0
Marketing	0	89	0	321,000	20,058
Total Expense	0	14,269	24,918	560,838	50,227
Net Income	168,000	67,731	-24,793		216,462
End of Fiscal Year Balance				239,967	

Fiscal Year 2019-2020 Budget Rollup for Q4 & YTD



We are continuing to have good
successes in building the Visit
Newberg brand...

... did we say, “Visit Newberg”?

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: Sue Ryan

Submitting Department: City Manager

Item Type: COUNCIL RCA-INFO

Agenda Section:

Subject:

Issue Tracker

Suggested Action:

Review and discuss.

Attachments:

[Newberg Issue Tracker - Council.docx](#)

2020 NEWBERG COUNCIL ISSUE TRACKER

DATE	TYPE	SUMMARY	DEPT.	STATUS	COMPLETE
2/3/20	Council	NLC Projection Pipeline Warranty Program update	PWS	Research options to current program. On parking lot for future meeting. Councilors Findley & Johnson	
1/21/20	Council	Bypass discussion on future cash contributions by the City	Finance/ENG	Councilor Johnson request Staff is preparing response to bring to Council. Scheduled for May 4 Council Work Session.	
1/21/20	Council	Waste Management Survey	CM	Follow up with Waste Management on formal survey regarding proposed rate increases	
12/9/19	Council	Request to fly PFLAG during June 2020	CMPT	David to report on Feb. 18 during Issue Tracker. Work Session scheduled for June 1.	
11/4/19	Council	Can See Click Fix be applied to multiple departments	PWS/Maint	Review of See Click Fix and Cartegraph underway. 1/27/2020: Community Engagement Specialist will begin training on the new system in February. Updates to the City webpages will be made in March/April. Marketing to citizens to download the app will begin in April/May.	
10/14/19	Council	Re-design of City of Newberg flag	CMPT	Dane Findley proposed design. Visit Newberg to reveal branding campaign on Feb. 18	
10/7/19	Council	Climate Change followup to citizen request	CMPT	ICLEI membership resolution – speaker sent to City Council. City has joined ICLEI. Staff plan to meet after Council sets goals in January 2020. Council chose Sustainability as one of their 5 goals on January 18. Staff to develop action plan for goals following spring retreat.	
9/16/19	Council	Wants update on sidewalk issue from earlier this year	PWS/ENG	As part of a February 2020 update, there will be a discussion on proactively installing sidewalks ahead of development.	
8/5/19	Council	Elliott Road issues	PWS/ENG	Jan/Feb 2020 Staff working with property owners who need to dedicate right-of-way.	
9/3/19	Council	Council meetings around community	CMPT	City Recorder polling Council on availability for quarterly Town Hall meetings in 2020. City Recorder to send	Complete

2020 NEWBERG COUNCIL ISSUE TRACKER

DATE	TYPE	SUMMARY	DEPT.	STATUS	COMPLETE
				reminder to Council to complete the survey. 2/7 Reminder sent	
1/21/20	Council	Recap of Council meetings on Facebook	GE	Work Session discussion. Lacey to contact Elise about current method.	Complete

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: Kaaren Hofmann

Submitting Department: Engineering

Item Type: COUNCIL RCA-RES

Agenda Section:

Subject:

A resolution authorizing the City Manager or City Manager ProTem to sign the Deed Restriction for the Public Safety Building Property

Suggested Action:

Adopt Resolution No. 2020-3640

Attachments:

[RCA Resolution 2020-3640.pdf](#)

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: February 18, 2020

Order ____ No.	Ordinance ____ No.	Resolution <u>X</u> No. 2020-3640	Motion ____	Information ____
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SUBJECT: A resolution authorizing the City Manager or City Manager Pro Tem to sign a Deed Restriction for the Public Safety Building Property

Contact Person (Preparer) for this Motion: Kaaren Hofmann
Dept.: Public Works
File No.:

RECOMMENDATION:

Adopt Resolution No. 2020-3640.

EXECUTIVE SUMMARY:

Public Works is planning to construct a carport over seven parking spaces at the Public Safety Building (see Figure 1). The carport will keep the sun off of the police vehicles during the summer that is heating the cars and damaging the radios and mobile data terminals. Cars will also be easier to load/unload out of the rain and removing frost/snow accumulation on the cars has an impact on response times.

The Public Safety Building and parking areas are located on six tax lots. All the tax lots are owned by the City of Newberg. In order to construct the carport, a lot consolidation will need to be executed. As a part of the lot consolidation approval, a deed restriction (Exhibit A) is required to be submitted to the Planning Department and then recorded.

FISCAL IMPACT:

This project is budgeted in the Facilities Fund in this fiscal year and will cost less than \$50,000.



RESOLUTION No. 2020-3640

A RESOLUTION AUTHORIZING THE CITY MANAGER OR CITY MANAGER PRO TEM TO SIGN A DEED RESTRICTION FOR THE PUBLIC SAFETY BUILDING PROPERTY

RECITALS:

1. Public Works is planning to construct a carport over seven parking spaces at the Public Safety Building.
2. The Public Safety Building and parking areas are located on six tax lots.
3. All the tax lots are owned by the City of Newberg.
4. In order to construct the carport, a lot consolidation will need to be executed.
5. As a part of the lot consolidation approval, a deed restriction is required to be submitted to the Planning Department and then recorded.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Manager or City Manager Pro Tem is granted the authority to sign the Deed Restriction attached as Exhibit A.
2. The City Attorney will review and approve the documents as to form and content.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: February 19, 2020.

ADOPTED by the City Council of the City of Newberg, Oregon, this 18th day of February, 2020.

Sue Ryan, City Recorder

ATTEST by the Mayor this 21st day of February, 2020.

Rick Rogers, Mayor

City of Newberg – Engineering Division
PO Box 970 - 414 E. First Street
Newberg, OR 97132

DEED RESTRICTION DECLARATION

1. Declarant hereby declares that this Deed Restriction shall run with the land and be binding upon its successors, assigns and heirs.
2. Declarant declares that the Properties described in Exhibit "A" and Exhibit "B" are hereby consolidated as one lot for planning and zoning purposes under the City of Newberg planning and zoning regulations.
3. Declarant declares that the properties shall not be conveyed separate and apart from any other portion, unless and until the Property is divided in accordance with the regulations of the City of Newberg.

IN WITNESS WHEREOF, the parties have executed this document on this ____ day of _____, 2020.

City Manager or City Manager Pro Tem

STATE OF _____)
) s.s.
County of _____)

This instrument was acknowledged before me this ____ day of _____, 2020, by
XXXXXXXXXXXXXX.

Notary Public for Oregon
My Commission expires:

EXHIBIT A

Lot Consolidation Description

A tract of land located in the Northeast One-Quarter of Section 19, Township 3 South, Range 2 West, Willamette Meridian, City of Newberg, Yamhill County, Oregon, and being more particularly described as follows:

Beginning at the northwest corner of Block 11 of the plat "Everest's Addition To Newberg", also being on the south right-of-way line of 2nd Street (30.00 feet from centerline); thence along said south right-of-way line, North 89°38'00" East 200.00 feet to the west right-of-way line of Howard Street (30.00 feet from centerline); thence along said west right-of-way line, South 00°22'00" East 270.00 feet to the centerline of vacated 3rd Street, per Vacation Ordinance 97-2477; thence along said vacated centerline, South 89°38'00" West 47.50 feet to the northeast corner of Parcel II of Instrument Number 199705197, Yamhill County Deed Records; thence along the east line of said Parcel II, South 00°22'00" East 150.00 feet to the southeast corner of said Parcel II, also being on a line which is parallel with and 150.00 feet southerly of, when measured at right angles to, the centerline of said vacated 3rd Street; thence along said parallel line, North 89°38'00" East 47.50 feet to said west right-of-way line; thence along said west right-of-way line, South 00°22'00" East 150.00 feet to the centerline of vacated 4th Street, per Vacation Ordinance 96-2443; thence along said vacated centerline, South 89°38'00" West 200.00 feet to the east right-of-way line of Blaine Street (30.00 feet from centerline); thence along said east right-of-way line, North 00°22'00" West 570.00 feet to the Point of Beginning.

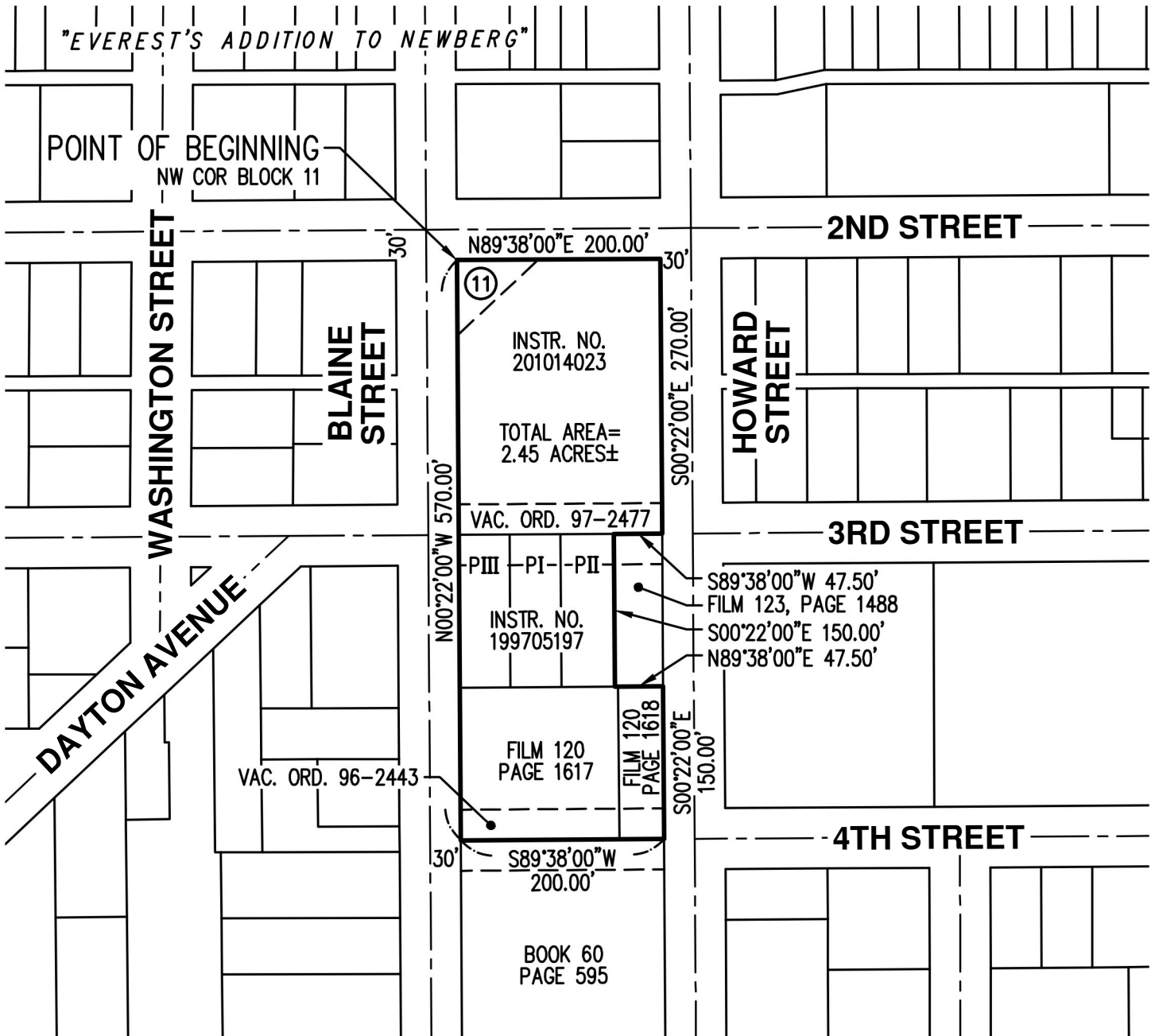
The above described tract of land contains 2.45 acres, more or less.

1/13/2020



EXHIBIT B

A TRACT OF LAND LOCATED IN THE NORTHEAST 1/4 OF SECTION 19,
TOWNSHIP 3 SOUTH, RANGE 2 WEST, WILLAMETTE MERIDIAN,
CITY OF NEWBERG, YAMHILL COUNTY, OREGON

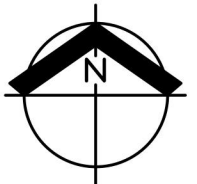
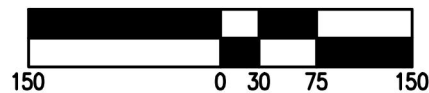


1/13/2020

PREPARED FOR

CITY OF NEWBERG
414 E FIRST STREET
NEWBERG, OR 97132

SCALE: 1"=150 FEET



REGISTERED
PROFESSIONAL
LAND SURVEYOR

Nick White

OREGON
JANUARY 9, 2007
NICK WHITE
70652LS

RENEWS: 6/30/20

LOT CONSOLIDATION MAP

AKS ENGINEERING & FORESTRY, LLC
12965 SW HERMAN RD, STE 100
TUALATIN, OR 97062
503.563.6151 WWW.AKS-ENG.COM

AKS

EXHIBIT
B

23
DRWN: WCD
CHKD: NSW
AKS JOB:
7899

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: Jay Harris

Submitting Department: Public Works

Item Type: COUNCIL RCA-RES

Agenda Section:

Subject:

Resolution 2020-3644 Repeal of Resolution 2017-3419

Suggested Action:

Attachments:

[Res 2020-3644, Repeal of Resolution 2017-3419.pdf](#)

[2018-5-24 Executed Marketing & License Agreement.pdf](#)

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: February 18, 2020

Order ____ Ordinance ____ Resolution XX Motion ____ Information ____
No. No. No. 2020-3644

SUBJECT: Authorizing the City Manager Pro-Tem to terminate the marketing agreement with Utility Service Partners Private Label Inc. for private pipe line warranties and repeal Resolution No. 2017-3419.

**Contact Person (Preparer) for this Motion: Jay Harris, Public Works Director
Dept.: Public Works Department
File No.:**

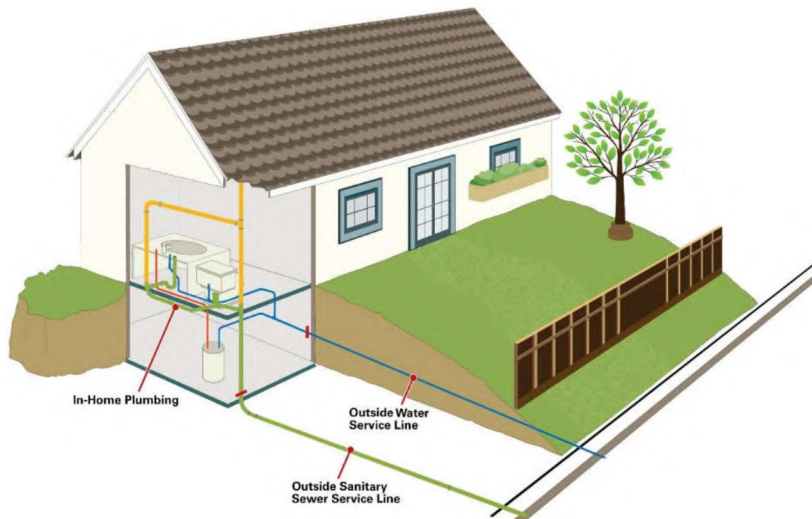
RECOMMENDATION:

Staff recommends that Council authorizes the City Manager Pro-Tem to terminate the marketing agreement with Utility Service Partners Private Label Inc. adopted by Resolution No. 2017-3419.

EXECUTIVE SUMMARY:

Newberg currently has over 7,000 water services and an equal number of wastewater laterals of varying material types and age. The City maintains the public portion of each water service and sewer lateral within the public right of way. The property owner is responsible for the private waterline and sewer lateral from the right of way to the structure. Many of the older properties in the City have pipelines that are reaching the end of their useful life and will need replacement in the next decade. The City is replacing the public sections of failing water and wastewater lines as part of the yearly paving projects, wastewater I&I reduction projects, and during routine maintenance of the systems.

In 2017, the City Manager was made aware of a National League of Cities service line warranty program administered by Utility Service Partners Private Label Inc. This program offers property owner's opportunity to purchase a warranty to cover the repair costs for interior (in-home) and exterior (in-yard) water and sewer pipe lines as depicted in the sketch below.



In December of 2017, Council approved Resolution 2017-3419, authorizing the City Manager to execute a marketing agreement with Utility Service Partners Private Label Inc. The marketing agreement allows the company to conduct up to three marketing campaigns per year for City residential customers to purchase an optional service line warranty for private external water lines (\$5.25/month), private external sewer lines (\$7.25/month), and interior plumbing/drainage lines (\$9.49/month).

As a part of the marketing agreement, the City grants to the warranty company a non-exclusive license to use the City's name and logo on letterhead, bills, and other advertising.

As a part of the agreement with the warranty company is required to send the City yearly enrollment information. The following information was provided to the City on 1/2/2020:

- 128 residents enrolled all-time
 - 241 total policies
 - 120 water service line policies
 - 112 sewer service line policies
 - 9 plumbing and drainage policies
 - 1.88 policies/resident enrolled
- 3 claims over the last 12 months
 - \$1,300 in total repairs covered, saved by residents
 - 0 denied claims

After each mailing campaign, a significant number residents are misled and call the City thinking that the program is being run by the City, or have questions about the various warranty programs. The City has received phone calls from property owners that purchased a pipeline warranty and have issues with the response/work by the contracted plumber or have payment/coverage issues with the warranty company. The City has also has received phone calls from residents that reside in the County that have received the marketing materials, but are not eligible for the warranty program offered to in-City residents. A public works webpage was added that describes the program and how to contact the vender that has reduced some of the phone calls to the City.

FISCAL IMPACT:

There is no cost for the City to offer the program and the City chose not to receive shared revenue from the warranty company for the program. City staff does spend time each month answering questions about the program and why the City chose to endorse a for profit company.

STRATEGIC ASSESSMENT:

Offering interior (in-home) and exterior (in-yard) water and sewer pipe line plumbing warranties to property owners in the City could reduce future homeowner repair costs, reduce water bills by the repair of leaking pipes, reduce the potential hazard of exposure to raw sewage, and potentially reduce inflow and infiltration into the city sanitary sewer collection system due to damaged laterals.

RESOLUTION No. 2020-3644

**A RESOLUTION AUTHORIZING THE CITY MANAGER PRO-TEM TO
TERMINATE THE MARKETING LICENSE AGREEMENT WITH UTILITY
SERVICE PARTNERS PRIVATE LABEL INC. FOR PRIVATE PIPELINE
WARRANTEES AND REPEAL RESOLUTION NO. 2017-3419.**

RECITALS:

1. Newberg has approximately 7,000 water services and approximately 7,000 wastewater services in the city of varying material types and age.
2. The city maintains the public portion of each service and lateral within the public right of way, and the property owner is responsible for the private water line and wastewater lateral from the right of way to the structure.
3. Many of the property owner maintained private water lines and wastewater laterals are reaching the end of their useful life and will need replacement over the next decade.
4. In 2016 the City Manager was made aware of a National League of Cities service line warranty program administered by Utility Service Partners Private Label Inc. This program offers property owner's opportunity to purchase a warranty to cover the repair costs for interior (in-home) and exterior (in-yard) water and sewer pipe lines.
5. In December of 2017, the City Council adopted Resolution No. 2017-3419, authorizing the City manager to enter into a marketing license agreement with Utility Service Partners Private Label Inc.
6. The marketing agreement with Utility Service Partner Private Label Inc. was executed on May 24, 2018. The agreement allows the warranty company to conduct up to three marketing campaigns per year for City residential customers to purchase an optional service line warranty for external water lines (\$5.25/month), external sewer lines (\$7.25/month), and interior plumbing/drainage lines (\$9.49/month). A provision of the marketing agreement grants the warranty company a non-exclusive license to use the City's name and logo on letterhead, bills, and other advertising. There is no cost for the City to offer the program, and the City does not receive shared revenue from the warranty company for the program.
7. City residents have been misled by the marketing materials, and regularly contact the City thinking that the program is being run by the City, or have questions about the various warranty programs. The City also receives phone calls from property owners that purchased a pipeline warranty and have issues with the response/work by the contracted plumber or have payment/coverage issues with the warranty company. The City has also receives phone calls from residents that reside in the County that are not eligible for the warranty program offered to in-City residents.

8. The executed agreement allows Utility Service Partners Private Label Inc. to market their private pipeline warranty programs for three years to City residents and expires on May 24, 2021, unless extended an additional year by mutual consent of both parties. The City has the option to terminate the agreement for any reason with a 90 day written notice to the company. The warranty company will be permitted to complete any marketing initiative initiated or planned prior to the termination of the agreement.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council, acting as the Contract Review Board, authorizes the City Manager Pro-Tem to terminate the marketing agreement with Utility Service Partners Private Label Inc. and repeal Resolution No. 2017-3419. The City Attorney will coordinate the preparation and execution of the documents to terminate the marketing agreement as prescribed in the executed May 24th 2018 Marketing Agreement.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: February 19, 2020

ADOPTED by the City Council of the City of Newberg, Oregon, this 18th day of February 2020.

Sue Ryan, City Recorder

ATTEST by the Mayor this 21st day of February 2020.

Rick Rogers, Mayor

MARKETING AGREEMENT

This MARKETING AGREEMENT ("Agreement") is entered into as of [May 24, 2018] ("**Effective Date**"), by and between the City of Newberg, Oregon ("**City**"), and Utility Service Partners Private Label, Inc. d/b/a Service Line Warranties of America ("**Company**"), herein collectively referred to singularly as "Party" and collectively as the "Parties".

RECITALS:

WHEREAS, sewer and water line laterals between the mainlines and the connection on residential private property are owned by individual residential property owners residing in the City ("**Residential Property Owner**"); and

WHEREAS, City desires to offer Residential Property Owners the opportunity, but not the obligation, to purchase a service line warranty and other similar products set forth in Exhibit A or as otherwise agreed in writing from time-to-time by the Parties (each, a "**Product**" and collectively, the "**Products**"); and

WHEREAS, Company, a subsidiary of HomeServe USA Corp., is the administrator of the National League of Cities Service Line Warranty Program and has agreed to make the Products available to Residential Property Owners subject to the terms and conditions contained herein; and

NOW, THEREFORE, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and with the intent to be legally bound hereby, the Parties agree as follows:

1. **Purpose.** City hereby grants to Company the right to offer and market the Products to Residential Property Owners subject to the terms and conditions herein.
2. **Grant of License.** City hereby grants to Company a non-exclusive license ("**License**") to use City's name and logo on letterhead, bills and marketing materials to be sent to Residential Property Owners from time to time, and to be used in advertising (including on the Company's website), provided Company has submitted all such materials to City (through the City Manager) by email with return receipt requested, for review and approval at least 14 days prior to use. City's approval will not be unreasonably conditioned, delayed, or withheld. City agrees that it will not extend a similar license to any competitor of Company during the Term and any Renewal Term of this Agreement.
3. **Term.** The term of this Agreement ("**Term**") shall be for three (3) years from the Effective Date. The Agreement may be renewed for additional one (1) year terms (each a "Renewal Term") on the mutual agreement of the Parties.

In the event that Company is in material breach of this Agreement, the City may terminate this Agreement thirty (30) days after giving written notice to Company of such breach, if said breach is not cured during said thirty (30) day period. City may also terminate this Agreement for any reason on ninety (90) days' written notice. Company will be permitted to complete any marketing initiative initiated or planned prior to termination of this Agreement after which time, neither Party will have any further obligations to the other and this Agreement will terminate.

4. **Indemnification.** Company hereby agrees to protect, indemnify, and hold the City, its elected officials, officers, employees and agents (collectively or individually, "**Indemnatee**") harmless from and against any and all third party claims, damages, losses, expenses, suits, actions, decrees, judgments, awards, reasonable attorneys' fees and court costs including appeals (individually or collectively, "**Claim**"), which an Indemnatee may suffer or which may be sought against or are recovered or obtainable from an Indemnatee, as a result of or arising out of any breach of this Agreement by the Company, or any negligent or fraudulent act or omission of the Company or its officers, employees, contractors, subcontractors, or agents in the performance of services under the Products; provided that the applicable Indemnatee notifies Company of any such Claim within a time that does not prejudice the ability of Company to defend against such Claim. Any Indemnatee hereunder may participate in its, his, or her own defense, but will be responsible for all costs incurred, including reasonable attorneys' fees, in connection with such participation in such defense.

5. **Notice.** Any notice required to be given hereunder shall be deemed to have been given when notice is (i) received by the Party to whom it is directed by personal service, (ii) sent by electronic mail (provided confirmation of receipt is provided by the receiving Party), or (iii) deposited as registered or certified mail, return receipt requested, with the United States Postal Service, addressed as follows:

To: City:
ATTN: City Manager
City of Newberg
414 E. First Street
Newberg, OR 97132
Phone: (503) 538-9421

Copy to: City Attorney
City of Newberg
414 E. First Street
Newberg, OR 97132
Phone: 503-537-1200

To: Company:
ATTN: Chief Sales Officer
Utility Service Partners Private Label, Inc.
11 Grandview Circle, Suite 100
Canonsburg, PA 15317 Phone: (866) 974-4801

6. **Agreement to Comply with all Laws.** Company agrees and warrants that it will comply with all federal, state, and local laws in the performance of this agreement. Failure to comply

with this section shall be deemed a material breach. Company acknowledges that it is required to obtain a City business license prior to conducting business within the City.

7. **Modifications or Amendments/Entire Agreement.** Any and all of the representations and obligations of the Parties are contained herein, and no modification, waiver or amendment of this Agreement or of any of its conditions or provisions shall be binding upon a party unless in writing signed by that Party.

8. **Assignment.** This Agreement and the License granted herein may not be assigned by Company other than to an affiliate or an acquirer of all or substantially all of its assets, without the prior written consent of the City, such consent not to be unreasonably withheld.

9. **Counterparts/Electronic Delivery; No Third Party Beneficiary.** This Agreement may be executed in counterparts, all such counterparts will constitute the same contract and the signature of any Party to any counterpart will be deemed a signature to, and may be appended to, any other counterpart. Executed copies hereof may be delivered by facsimile or e-mail and upon receipt will be deemed originals and binding upon the Parties hereto, regardless of whether originals are delivered thereafter. Nothing expressed or implied in this Agreement is intended, or should be construed, to confer upon or give any person or entity not a party to this agreement any third-party beneficiary rights, interests, or remedies under or by reason of any term, provision, condition, undertaking, warranty, representation, or agreement contained in this Agreement.

10. **Choice of Law/Attorney Fees.** The governing law shall be the laws of the State of Oregon with exclusive venue in Yamhill County Circuit Court. In the event that at any time during the Term or any Renewal Term either Party institutes any action or proceeding against the other relating to the provisions of this Agreement or any default hereunder, then the unsuccessful Party shall be responsible for the reasonable expenses of such action including reasonable attorney's fees for both trial and appeal, incurred therein by the successful Party.

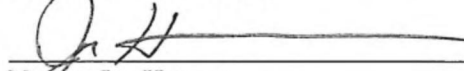
11. **Incorporation of Recitals and Exhibits.** The above Recitals and Exhibit A attached hereto are incorporated by this reference and expressly made part of this Agreement.

12. **Annual Report.** Within thirty (30) days of the conclusion of each calendar year, or portion thereof, while this Agreement remains in force, Company agrees to provide the City with a report setting forth the number of customer enrollments, number of claims, total repair costs, and customer satisfaction ratings within the City.

[Signature Page Follows]


IN WITNESS WHEREOF, the Parties hereto have executed this Agreement on the day and year first written above.

CITY OF NEWBERG




Name: Joe Hannan
Title: City Manager

Approved as to form:



Name: Truman Stone
Title: City Attorney

UTILITY SERVICE PARTNERS PRIVATE LABEL, INC.



Name: Michael Backus
Title: Chief Sales Officer

Exhibit A
 NLC Service Line Warranty Program
 City of Newberg
 Term Sheet
 December 20, 2017

- I. Initial Term. Three years
- II. License Conditions.
 - a. City logo on letterhead, advertising, billing, and marketing materials
 - b. Signature by City official
- III. Products.
 - a. External water service line warranty (initially, \$5.25 per month; \$63.00 annually)
 - b. External sewer/septic line warranty (initially, \$7.25 per month; \$87.00 annually)
 - c. Interior plumbing and drainage warranty (initially, \$9.49 per month; \$113.88 annually) Company may adjust the foregoing Product fees; provided, that any such adjustment shall not exceed \$.50 per month in any 12-month period, unless otherwise agreed by the Parties in writing.
- IV. Scope of Coverage.
 - a. External water service line warranty:
 - Homeowner responsibility: From the meter and/or curb box to the external wall of the home.
 - Covers thawing of frozen external water lines.
 - Covers well service lines if applicable.
 - b. External sewer/septic line warranty:
 - Homeowner responsibility: From the exit point of the home to the main.
 - Covers septic lines if applicable
 - c. Interior plumbing and drainage warranty:
 - Water supply pipes and drainage pipes within the interior of the home.
- V. Marketing Campaigns. Company shall have the right to conduct up to three campaigns per year, comprised of up to six mailings and such other channels as may be mutually agreed. Initially, Company anticipates offering the Interior plumbing and drainage warranty Product via in-bound channels only.

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: Sue Ryan

Submitting Department: Human Resources

Item Type: COUNCIL RCA-RES

Agenda Section:

Subject:

Placeholder for Resolution 2020-3584, Acceptance of MOU with AFSCME

Suggested Action:

This item will publish in a supplemental packet on February 14, 2020.

Attachments:

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: Matt Zook

Submitting Department: City Manager

Item Type: COUNCIL RCA-ORD

Agenda Section:

Subject:

Ordinance 2020-2856, An Ordinance Amending the Newberg Municipal Code relating to purchasing and contracting pertaining to the authorization limit of the City Manager as well as the limit for small procurements awarded at solicitation agent's discretion.

Suggested Action:

Second Reading of Ordinance 2020-2856

Attachments:

[2020-02-18 Ord 2856-Purchasing Limits.pdf](#)

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: February 18, 2020

Order ____	Ordinance <u>XX</u>	Resolution ____	Motion ____	Information ____
No.	No. 2020-2856	No.		

SUBJECT: An Ordinance amending the Newberg Municipal Code relating to purchasing and contracting pertaining to the authorization limit of the city manager as well as the limit for small procurements awarded at solicitation agent's discretion

Contact Person (Preparer) for this Motion: David Clyne & Matt Zook
Dept.: City Manager's Office / Finance Dept.
File No.:

HEARING TYPE: ☒ **LEGISLATIVE** ☐ **QUASI-JUDICIAL** ☐ **NOT APPLICABLE**

RECOMMENDATION: Change the Newberg Municipal Code to 1) increase the authority of the purchasing manager from the current limit of \$50,000 to a new limit of \$100,000 and the proposed expenditure is included in the current fiscal year budget, and 2) increase the authorization of contracts awarded at the discretion of the solicitation agent without record of the method of award from the current limit of \$5,000 to a new limit of \$10,000.

BACKGROUND:

- 1) The current language in Newberg Municipal Code 3.25.050(A) establishes the city manager as the purchasing manager for the city and authorizes the city manager to issue all solicitations and award all city contracts for which the contract price does not exceed \$50,000. This amount has been in effect at least since 2005, if not earlier. As a matter of history, in fiscal year 2018-19, three contracts were awarded by Council in this amount range. In the current fiscal year (2019-20), seven contracts have been awarded in this amount range. Increasing the authorization of the city manager will improve efficiency for both staff and Council, saving 2-4 weeks in time spent going through the Council approval process, as well as saving some time in Council meetings, all while remaining subject to the existing internal control review involving department staff, Department Head, City Manager, and Finance staff.

I reached out to a host of other cities in Oregon to compare limits as indicated below to provide a sample of where other cities stand in their limits.

Coos Bay – \$75k	Sherwood – \$150k
Corvallis – No limit	Tualatin – \$150k
Lebanon – \$100k if budgeted	Clackamas County – \$150k
Milwaukie – \$100k	

- 2) The current language in Newberg Municipal Code 3.25.080(F) allows certain contracts to be awarded at the solicitation agent's discretion. Subsection F allows for contracts of any type for which the contract price does not exceed \$5,000 without a record of the method of award. The request from staff is to allow this to increase to \$10,000. In the past two years, approximately 35 purchases fell between \$5,000 - \$10,000 for purchases such as materials and services and small professional services contracts. This change would allow department to gain efficiencies by awarding the contact in any manner deemed appropriate, including by direct appointment or purchase. In addition, ORS 279B.065 Small Procurements has established this limit at \$10,000. This increase would bring the City's Code to match Oregon Revised Statutes.

FISCAL IMPACT: None.

**AN ORDINANCE AMENDING THE NEWBERG MUNICIPAL CODE
RELATING TO PURCHASING AND CONTRACTING PERTAINING TO
THE AUTHORIZATION LIMIT OF THE CITY MANAGER AS WELL AS
THE LIMIT FOR SMALL PROCUREMENTS AWARDED AT
SOLICITATION AGENT'S DISCRETION**

RECITALS:

1. In the last 20 years, the Newberg Municipal Code Purchasing and Contracting section has been directly amended twice. Ordinance No. 2005-2618 adopted the Attorney General's Model Public Contracting Rules with certain additions and amendments, and Ordinance No. 2008-2705 amended the Code pertaining to public improvement contracts.
2. Section 3.25.050(A) established the authorization of the City Manager to approve solicitation and award contracts up to \$50,000.
3. Section 3.25.080(F)(4) allows for contracts up to \$5,000 to be awarded in any manner which the solicitation agent deems appropriate to the City's needs, including by direct appointment or purchase.
4. For reasons of general inflationary increases, purchasing efficiencies, and higher limits allowed by Oregon Revised Statutes, the limits mentioned above need to be raised. These limits are in line with the best practices of other municipalities in Oregon.

THE CITY OF NEWBERG ORDAINS AS FOLLOWS:

Section 1. Subsection A of Section 3.25.050 is amended to read:

A. General Authority. The city manager shall be the purchasing manager for the city and is authorized to issue all solicitations and to award all city contracts for which the contract price does not exceed \$100,000 and the proposed expenditure is included in the current fiscal year budget. Subject to the provisions of this chapter, the purchasing manager may adopt and amend all solicitation materials, contracts and forms required or permitted to be adopted by contracting agencies under the Oregon Public Contracting Code or otherwise convenient for the city's contracting needs. The purchasing manager shall hear all solicitation and award protests.

Section 2. Subsection F of Section 3.25.080 is amended to read:

F. Contracts Subject to Award at Solicitation Agent's Discretion. The following classes of contracts may be awarded in any manner which the solicitation agent deems appropriate to the city's needs, including by direct appointment or purchase. Except where otherwise provided, the solicitation agent shall make a record of the method of award.

1. Advertising. Contracts for the placing of notice or advertisements in any medium.

2. Amendments. Contract amendments shall not be considered to be separate contracts if made in accordance with the public contracting regulations.
3. Animals. Contracts for the purchase of animals.
4. Contracts up to \$10,000. Contracts of any type for which the contract price does not exceed \$10,000 without a record of the method of award.
5. Copyrighted Materials – Library Materials. Contracts for the acquisition of materials entitled to copyright, including, but not limited to, works of art and design, literature and music, or materials even if not entitled to copyright, purchased for use as library lending materials.
6. Equipment Repair. Contracts for equipment repair or overhauling, provided the service or parts required are unknown and the cost cannot be determined without extensive preliminary dismantling or testing.
7. Government-Regulated Items. Contracts for the purchase of items for which prices or selection of suppliers are regulated by a governmental authority.
8. Insurance. Insurance and service contracts as provided for under ORS 414.115, 414.125, 414.135 and 414.145.
9. Non-Owned Property. Contracts or arrangements for the sale or other disposal of abandoned property or other personal property not owned by the city.
10. Sole-Source Contracts. Contracts for goods or services which are available from a single source may be awarded without competition.
11. Specialty Goods for Resale. Contracts for the purchase of specialty goods by the city for resale to consumers.
12. Sponsor Agreements. Sponsorship agreements under which the city receives a gift or donation in exchange for recognition of the donor.
13. Structures. Contracts for the disposal of structures located on city-owned property.
14. Renewals. Contracts that are being renewed in accordance with their terms are not considered to be newly issued contracts and are not subject to competitive procurement procedures.
15. Temporary Extensions or Renewals. Contracts for a single period of one year or less, for the temporary extension or renewal of an expiring and nonrenewable, or recently expired, contract, other than a contract for public improvements.
16. Temporary Use of City-Owned Property. The city may negotiate and enter into a license, permit or other contract for the temporary use of city-owned property without using a competitive selection process if:
 - a. The contract results from an unsolicited proposal to the city based on the unique attributes of the property or the unique needs of the proposer;
 - b. The proposed use of the property is consistent with the city's use of the property and the public interest; and

c. The city reserves the right to terminate the contract without penalty, in the event that the city determines that the contract is no longer consistent with the city's present or planned use of the property or the public interest.

17. Used Property. A solicitation agent, for procurements up to \$20,000, and the purchasing manager, for procurements in excess of \$20,000, may contract for the purchase of used property by negotiation if such property is suitable for the city's needs and can be purchased for a lower cost than substantially similar new property. For this purpose the cost of used property shall be based upon the life-cycle cost of the property over the period for which the property will be used by the city. The purchasing manager shall record the findings that support the purchase.

18. Utilities. Contracts for the purchase of steam, power, heat, water, telecommunications services, and other utilities.

➤ **EFFECTIVE DATE** of this ordinance is 30 days after the adoption date, which is: March 19, 2020.

ADOPTED by the City Council of the City of Newberg, Oregon, this 18th day of February, 2020, by the following votes: **AYE:** **NAY:** **ABSENT:** **ABSTAIN:**

Sue Ryan, City Recorder

ATTEST by the Mayor this _____ day of _____, 2020.

Rick Rogers, Mayor

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: David Clyne

Submitting Department: City Manager

Item Type: COUNCIL RCA-RES

Agenda Section:

Subject:

Resolution 2020-3641, ratification of Council goals.

Suggested Action:

This item will publish in a supplemental packet on February 14, 2020.

Attachments:

[RCA Res3641 - Council Goals.docx](#)

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: February 18, 2020

Order ____ No.	Ordinance ____ No.	Resolution <u>x</u> No. 2020-3641	Motion ____	Information ____
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SUBJECT: Council Goals

Contact Person (Preparer) for this
Motion: David Clyne
Dept.: City Manager Pro Tem
File No.:

RECOMMENDATION:

Adopt Resolution 2020-3641, ratifying Council Goals

EXECUTIVE SUMMARY:

The Newberg City Council met on January 18, 2020 in a daylong retreat to set Council Goals for 2020 and beyond courtesy of George Fox University. The effort was facilitated by John Morgan, Morgan CPS, and present were the Newberg City Manager Pro Tem and lead staff.

Council reviewed the 2017-2018 priorities, which had been largely completed or were underway. Following staff presentations, Council proceeded to review its own vision and priorities for the coming years more particularly described in Exhibit "A" to the accompanying Resolution No. 2020-3641.

With the adoption of these goals, staff was asked to follow up with the preparation of a strategic plan covering the next several years and focusing on these Council Goals as well as other work of the City.

FISCAL IMPACT:

Not yet determined as to the elements of the Goals and Plan. It is anticipated that significant staff time will be expended in preparation of the follow-up Strategic Plan.



RESOLUTION No. 2020-3641

A RESOLUTION RATIFYING MULTI-YEAR GOALS OF THE CITY COUNCIL

RECITALS:

1. Whereas, the Newberg City Council met on January 18, 2020 to prepare a new set of Council Goals for 2020 and beyond; and
2. Whereas, Council reviewed the 2017-2018 Council Priorities and satisfied itself to the completion and/or substantial progress made in effectuating them; and
3. Whereas, Council has determined that the Goals provided for in Exhibit “A” to this resolution and by this resolution acts to adopt them for the year 2020 and beyond; and
4. Whereas, Council is desirous of developing a multi-year strategic plan that provides target dates, accountability and responsibility for effectuating the Council Goals as well as other City works in progress or to be undertaken.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. To adopt annual goals for the year 2020 as described in Exhibit “A”.
 2. To direct the City Manager to prepare a multi-year strategic plan providing for accountability and responsibility for measurable progress in completing the goals provided in Exhibit “A”.
- Effective Date of this resolution is the day after the adoption date, which is: February 19, 2020.

ADOPTED by the City Council of the City of Newberg, Oregon, this 18th day of February, 2020.

Sue Ryan, City Recorder

ATTEST by the Mayor this 20th day of February, 2020.

Rick Rogers, Mayor

EXHIBIT “A” to Resolution 2020-3641

2020 - Council Goals

- 1) Change operational culture to one focused on Customer Service and act to Resolve Ongoing Legal Disputes.
- 2) Further develop an operational culture that adopts and cherishes Diversity, Equity, and Inclusion as core values.
- 3) Promote development of Affordable and Workforce Housing.
- 4) Create and support an Urban Renewal Plan and Authority to facilitate the revitalization of Downtown Newberg and the enhancement of the Willamette Riverfront area.
- 5) Collaborate with local partners and with entities like ICLEI in the development of a Sustainability program.

City Council Agenda Item Report

Meeting Date: February 18, 2020

Submitted by: Sue Ryan

Submitting Department: City Manager

Item Type: COUNCIL RCA-INFO

Agenda Section:

Subject:

Council Committee & Community Reports

Suggested Action:

Time is reserved on the agenda for the Council to report on their committee and community activities.

Attachments:

City of Newberg Council Guidelines

Amended October 15, 2018

Council Guidelines (pg. 1, #6)

Make every attempt to resolve any conflict with a fellow council member prior to bringing the conflict to the attention of the council

Meeting Expectations (pg. 2, #6)

After an issue has been voted on, council members will speak for themselves carefully, in a manner that does not undermine the integrity or motives of the council, even if their personal opinion differs from the council's decision

Ethics (Rule 3.8, pg. 9)

All members of the council shall review and observe the requirements of state ethics law. In addition to complying with state ethics law, all members of the council shall refrain from:

- Disclosing confidential information
- Taking action which benefits special interest groups or persons at the expense of the city as a whole.
- Expressing an opinion contrary to the official position of the council without so saying.
- Conducting themselves in a manner so as to bring discredit upon the government of the city.

Etiquette (Rule 3.9, pg. 9 &10)

- 2. Avoid blame, speculation and inflammatory language.
- 13. Respectful to all.

Interactions with City Manager and Management (Rule 3.11, pg. 10)

All members of the council shall respect the separation between the council's role and the City Manager's responsibilities by:

- Not interfering with the day-to-day administration of city, which is the responsibility of the City Manager.
- Refrain from action that would undermine the authority of the City

Presiding Officer – Mayor (Rule 6.1, pg. 16)

Section 9 of the city charter provides that the mayor will preside over and facilitate all council meetings, preserve order, enforce council rules, and determine the order of business pursuant to council rules.

Censure (Rule 8.5, pg. 21)

The council may enforce these rules and ensure compliance with city ordinances, charter and state laws applicable to governing bodies. If a member of the council violates these rules, city ordinances, the city charter or state laws applicable to governing bodies, a majority of the entire membership of the council may take action to protect the integrity of the council and discipline the member with a public reprimand, removal from committee assignments and/or the removal from the position of council president.

Proposal:

1. Until the square across from Newberg City Hall is sold, temporarily name it "Thomas Paine Square."
2. Support private fund-raising for a permanent monument honoring Thomas Paine to be placed in another city-owned or Chehalem Park and Recreation District-owned location (TBD) in Newberg.

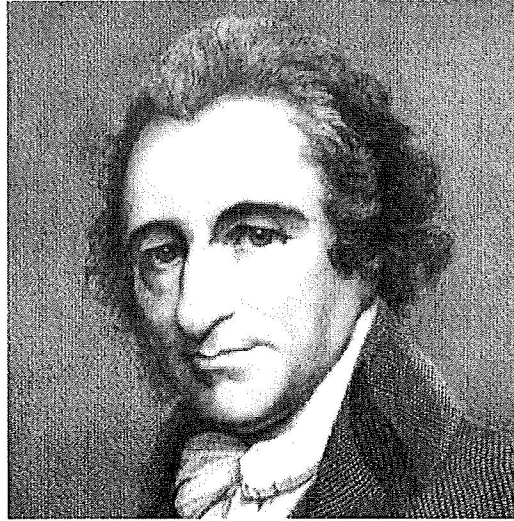
Why?

1. Thomas Paine (1737-1809) was instrumental in our country's founding:
 - a. Paine's pamphlet "Common Sense" inspired the American revolution.
 - b. Paine's series of writings during the dark days of the revolutionary war "The Crisis" (e.g., "These are the times that try men's souls") sustained the spirit of Washington's soldiers and his countrymen until the war of independence was eventually won.
 - c. Paine was the first to propose naming our country "United States of America" and the first to use it in his writings.
2. Thomas Paine Day, January 29th of each year, is commemorated in 2017 ORS 187.225. (Paine is one of only four individuals to be so honored in Oregon's statutes.)
3. Thomas Paine was ahead of his time in being a champion of anti-slavery, equality of all mankind, human rights and women's rights.
4. While many schools, parks, streets, etc. in the US are named after America's founders (Washington, Madison, Jefferson, Franklin, etc.) Thomas Paine's memory is scarcely honored in that manner.
5. Ten years after Thomas Paine's death and burial in New Rochelle, NY in 1809 his remains were exhumed in the dark of night, transported to England, his country of birth, and thereafter lost to posterity. Temporarily naming the square across from City Hall as "Thomas Paine Square" would be symbolic of his temporary interment in the country he helped found.



**Thomas
Paine
Square**

Thomas Paine



Thomas Paine was an English American writer and pamphleteer whose "Common Sense" and other writings influenced the American Revolution, and helped pave the way for the Declaration of Independence.

Who Was Thomas Paine?

Thomas Paine was an influential 18th-century writer of essays and pamphlets. Among them were "The Age of Reason," regarding the place of religion in society; "Rights of Man," a piece defending the French Revolution; and "Common Sense," which was published during the American Revolution. "Common Sense," Paine's most influential piece, brought his ideas to a vast audience, swaying the otherwise undecided public opinion to the view that independence from the British was a necessity.

Early Life

Thomas Paine was born in Thetford, England, in 1737, to a Quaker father and an Anglican mother. Paine received little formal education but did learn to read, write and perform arithmetic. At the age of 13, he began working with his father as stay maker (the thick rope stays used on sailing ships) in Thetford, a shipbuilding town. Some sources state he and his father were corset makers, but most historians cite this as an example of slanders spread by his enemies. He later

worked as an officer of the excise, hunting smugglers and collecting liquor and tobacco taxes. He did not excel at this job, nor at any other early job, and his life in England was, in fact, marked by repeated failures.

To compound his professional hardships, around 1760, Paine's wife and child both died in childbirth, and his business, that of making stay ropes, went under. In the summer of 1772, Paine published "The Case of the Officers of Excise," a 21-page article in defense of higher pay for excise officers. It was his first political work, and he spent that winter in London, handing out the 4,000 copies of the article to members of Parliament and other citizens. In the spring of 1774, Paine was fired from the excise office and began to see his outlook as bleak. Luckily, he soon met Benjamin Franklin, who advised him to move to America and provided him with letters of introduction to the soon-to-be-formed nation.

The Move to America

Paine arrived in Philadelphia on November 30, 1774, taking up his first regular employment — helping to edit the *Pennsylvania Magazine* — in January 1775. At this time, Paine began writing in earnest, publishing several articles, anonymously or under pseudonyms. One of his early articles was a scathing condemnation of the African slave trade, called "African Slavery in America," which he signed under the name "Justice and Humanity." Paine's propagandist ideas were just coming together, and he couldn't have arrived in America at a better time to advance his general views and thoughts on revolution and injustice, as the conflict between the colonists and England had reached a fever pitch.

Within five months of Paine's arrival, however, the precipitating event to his most famous work would occur. After the battles of Lexington and Concord (April 19, 1775), which were the first military engagements of the American Revolutionary War, Paine argued that America should not simply revolt against taxation, but demand independence from Great Britain entirely. He expanded this idea in a 50-page pamphlet called "Common Sense," which was printed on January 10, 1776.

'Common Sense'

Worded in a way that forces the reader to make an immediate choice, "Common Sense" presented the American colonists, who were generally still undecided, with a cogent argument for full-scale revolt and freedom from British rule. And while it likely had little effect on the actual writing of the Declaration of Independence, "Common Sense" forced the issue on the streets, making the colonists see that a grave issue was upon them and that a public discussion was direly needed. Once it initiated debate, the article offered a solution for Americans who were disgusted and alarmed at the presence of tyranny in their new land, and it was passed around and read aloud often, bolstering enthusiasm for independence and encouraging recruitment for the Continental Army. ("Common Sense" is referred to by one historian as "the most incendiary and popular pamphlet of the entire revolutionary era.")

Paine wrote "Common Sense" in an unadorned style, forgoing philosophical ponderings and Latin terms, and relying instead on biblical references to speak to the common man, as would a sermon. Within just a few months, the piece sold more than 500,000 copies. "Common Sense" presents as its chief option a distinctly American political identity and, more so than any other single publication, paved the way for the Declaration of Independence, which was unanimously ratified on July 4, 1776.

'Crisis' Papers

During the American Revolution, Paine served as a volunteer personal assistant to General Nathanael Greene, traveling with the Continental Army. While not a natural soldier, Paine contributed to the patriot cause by inspiring the troops with his 16 "Crisis" papers, which appeared between 1776 and 1783. "The American Crisis. Number I" was published on December 19, 1776, and began thusly: "These are the times that try men's souls." George Washington's troops were being decimated, and he ordered that the pamphlet be read to all of his troops at Valley Forge, in hopes of inflaming them to victory.

Government Appointment

In 1777, Congress named Paine secretary to the Committee for Foreign Affairs. The following year, however, Paine accused a member of the Continental Congress of trying to profit personally from French aid given to the United States. In revealing the scandal, Paine quoted from secret documents that he had accessed through his position at Foreign Affairs. Also around this time, in his pamphlets, Paine alluded to secret negotiations with France that were not fit for public consumption. These missteps eventually led to Paine's expulsion from the committee in 1779.

Paine soon found a new position as clerk of the General Assembly of Pennsylvania, and observed fairly quickly that American troops were disgruntled because of low (or no) pay and scarce supplies, so he started a drive at home and in France to raise what was needed. The wartime supplies that his effort provided were important to the final success of the Revolution, and the experience led him to appeal to the states, to pool resources for the well-being of the entire nation. Furthering his goal, he wrote "Public Good" (1780), calling for a national convention to replace the ineffectual Articles of Confederation with a strong central government under "a continental constitution."

Thomas Paine Books: 'Rights of Man,' 'The Age of Reason'

In April 1787, Paine headed back to England, where he soon became fascinated with what he heard of the roiling French Revolution. He immediately and passionately supported the Revolution, so when he read Edmund Burke's 1790 attack on it, he was inspired to write the book *Rights of Man* (1791) in a scathing response. The tract moved beyond supporting the French Revolution to discussing the basic reasons for discontent in European society, railing

against an aristocratic society, and end of Europe's inheritance laws. The British government banned the book and Paine was indicted for treason, although he was already on his way to France when the decree went out and avoided prosecution. He was later named an honorary citizen of France.

While rallying for the revolution, Paine also supported efforts to save the life of deposed King Louis XVI (instead favoring banishment), so when the radicals under Robespierre took power, Paine was sent to prison—from December 28, 1793, to November 4, 1794 — where he narrowly escaped execution. In 1794, while Paine was imprisoned, the first part of his *The Age of Reason* (*The Age of Reason: Being an Investigation of True and Fabulous Theology* in full) was published.

The book criticizes institutionalized religion for perceived corruption and political ambition, while challenging the validity of the Bible. The book was controversial, as was everything that Paine wrote, and the British government prosecuted anyone who tried to publish or distribute it. After his 1794 release from prison, Paine stayed in France, releasing the second and third parts of *The Age of Reason* before returning to the United States at President Thomas Jefferson's invitation.

Engineer and Inventor

Among his many talents, Paine was also an accomplished — though not widely-known — inventor. Some of his devices were never developed beyond the planning stage, but there are a few of note. He developed a crane for lifting heavy objects, a smokeless candle, and tinkered with the idea of using gunpowder as a method for generating power. For years, Paine had possessed a fascination with bridges. He made several attempts to build bridges in both America and England after the Revolutionary War. Perhaps his most impressive engineering achievement was the Sunderland Bridge across the Wear River at Wearmouth, England. His goal was to build a single span bridge with no piers. In 1796, the 240-foot span bridge was completed. It was the second iron bridge ever built and at the time the largest in the world. Renovated in 1857, the bridge remained until 1927, when it was replaced.

Final Years

Paine returned to the United States in 1802 or 1803, only to find that his revolutionary work, influence and reputation had mostly been forgotten, leaving only his status as a world-class rabble-rouser intact. It would take a century later before Paine's reputation would be reinstated as a vital figure to the American Revolution.

How Did Thomas Paine Die?

Paine died alone on June 8, 1809. Only six mourners were present at his funeral — half of them former slaves. To drive home the point of his tarnished image as a mere political rabble-rouser, the *New York Citizen* printed the following line in Paine's obituary: "He had lived long, did some good and much harm." For more than a century following his death, this was the historical verdict handed down upon the legacy of Paine. Finally, in January 1937, the *Times of London* turned the tide, referring to him as the "English Voltaire" — a view that has prevailed ever since, with Paine now regarded as a seminal figure of the American Revolution.

Brief History of the Remains of Thomas Paine

From the Time of Their Disinternment in 1819.

by William Cobbett, M.P.

Down to Year 1846.

[Edited by J. Watson, 3, Queen's Head Passage, Paternoster Row, London, 1847]

With the life and writings of this celebrated man we have nothing to do in this little work, which is merely to be a concise history of his mortal remains, subsequent to the disinternment of them by the late WILLIAM COBBETT.

It may be well just to state here, en passant, that Mr. PAINE was born in Thetford, in Norfolk, January 29, 1736[sic], that he died at Greenwich, near New York, June 8, 1809, and that he was buried at New Rochelle, about twenty miles from that city.

Mr. Paine, in his will, expresses a wish to be buried in the Quakers' burial-ground; but, that people refused to grant permission for compliance with this desire of his. On this subject, Mr. Cobbett says: -

"Mr. PAINE was the only man of distinguished talent ever produced amongst the Society of Quakers. His wish was to be buried in the Quakers' burying-ground, at New York. This wish was expressed, I believe, to Mr. WILLET HICKS, of that city. And what was the reason on which the Quakers founded their objection? Why this; that there were many who accused them of deism already; and that if they buried him in their ground, the accusation would have a circumstance to rest on. The reason was very mean, to say the best of it; and all the Quakers that I have talked with upon the subject, in America, will acknowledge that I reproached them with their cowardice; with their want of all feeling of honour; with their casting from them the only great man that their sect ever produced."

In London, there is a society formed for the purpose of collecting funds, for raising a monument to the memory of Mr. Paine, and the committee, appointed

for managing the affair, have lately issued an address to the public, in which there is a mistake which all would wish to see rectified, It is as follows:

PAINE'S MONUMENT

"You, the people of England", say the committee, "have all heard of Thomas Paine, the author of the Rights of Man', who went over to America, where his book, entitled Common Sense', roused the dormant spirit of the people to declare their independence, and to shake off the British yoke. Having witnessed the successful effect of his doctrine in the New World', he returned to his native country, in the hope of producing a like effect here. With this view he published his Rights of Man', but a bigoted and tyrannical government had too strong an influence over society to permit the success of free and enlightened opinions at that time, and Paine went over to France, to assist in the revolution. There he strove, but in vain, to soften the sanguinary spirit which was endangering the cause of liberty. He afterwards retired to America, the land of his adoption, where he died. The bones of Major Andre, the spy, and Cooke, the actor, having been removed to England, for the purpose of re-internment in their native soil, with public honours, the idea suggested itself to Mr. Cobbett, who was at that time an exile in America - whither he had fled from the persecution of Sidmouth and Castereagh - that it would be a shame if the remains of Paine were left behind; and he therefore caused them to be exhumed, and to be brought to England, in the hope that he should be able to induce the admirers of disinterested patriotism, to concur in his design of paying due respect to the memory of that illustrious patriot and philanthropist. Cobbett was obliged, however, to abandon his design, and the committee now call upon the people - whom they consider the proper parties to carry such a design into effect - to come forward and accomplish it. The Americans," they say, "have erected a national monument to the author of 'Common Sense'; and we trust that Englishmen, who are under not less obligations to the author of the Rights of Man', will show their gratitude with their usual generosity and nobleness of spirit."

Now, with regard to the disinterment, this is not chronologically correct; as the bones of Mr. PAINE were exhumed, we believe, before those of Mr. COOKE, the actor, (which, by the bye, we believe, were never disinterred, but had a monument erected over them by Kean, the great tragic actor, when he was in America), but certainly before those of the spy, ANDRE, were. Mr. Paine's remains were disinterred about Sept. 1819, as will be seen by a paragraph, in COBBETT'S REGISTER, vol. xxxv, p. 382, which he dates from Long Island, New York, and which says, "I have just done here a thing, which I have always, since I came to the country, vowed that I would do: that is, taken up the remains of our famous countryman, PAINE, in order to convey them to England. The Quakers, even the Quakers refused him a grave! And I found him lying in the corner of a rugged, barren field! * * * Our expedition set out from new York, in the middle of the night; got to the place (twenty-two miles off) at peep of day; took up the coffin entire; brought it off to New York; and just as we found it, it goes to England. Let it be considered the act of the Reformers of England, Scotland, and Ireland. In their name we opened the grave, and in their name will the tomb be raised."

Now, the first announcement that we had of the exhumation of the bones of the spy, ANDRE, is from the "New York National Advocate", of July, 25, 1821, (nearly two years after the disinterring of the remains of Mr. Paine), the account given in that paper is as follows: - "The Duke of York, in compliance with the suggestion of the British Consul in this city, has ordered him to cause the remains of the late MAJOR ANDRE to be disinterred and sent in a ship-of-war to England, to be buried in Westminster Abbey." On this Mr. Cobbett says, "Well, then, if this be true, all the difference between me and the Duke of York is, that I bring home the bones of an Englishman, famed throughout the world for his talents and writings, and who died a natural death; and that the Duke brings home the bones of the one who was hanged as a spy." - Cobbett's Register, vol. xl, p. 546.

Mr. COBBETT, when in early life, as a political writer, in Philadelphia, was a great opponent of Mr. PAINE's writings and principles; yet he wrote in such a manner as to excite some degree of admiration, even from Mr. PAINE, who, in

one of his letters, speaks of him as a wit and a man of talent. Well then, we will just quote here a few sentences from Mr. COBBETT, showing his more matured and unprejudiced opinion of his quondam political opponent was. He says, - "In principles of finance Mr. PAINE was deeply skilled; and to his very great and rare talents as a writer, he added an uncommon degree of experience in the concerns of paper-money, the rise and fall of which he had witnessed in the United States and in France. * * Events have proved the truth of his principles on this subject, and to point out the fact is no more than an act of justice, due to his talents, and an act more particularly due at my hands, I having been one of his most violent assailants. Any man may fall into error, but a fool or a knave will seldom acknowledge it." - Paper against Gold.

Addressing Lord Folkstone, (now Radnor,) he says, - "Read PAINE, my Lord, read the essay (Decline and Fall of the English System of Finance,) of this famous Englishman; this true Englishman; this son of the 'Lower Orders'; this honour to his country and the human mind * * * PAINE was described, by the base BURKE, as a traitor and a rebel. This wretch, when defeated by our brother PAINE, called upon the Attorney-General to defend him against his vanquisher! The call was obeyed; PAINE fled to France from the fangs of the bloody monsters. He never again set his foot on the land of his birth, and to which he was so great an honour." - Cobbett's Register, vol. xxxiv, p. 991.

Again, - "Old age having laid his hand upon this truly great man, this truly philosophical politician, at his expiring flambeau I lighted my taper." - Ibid., vol. xxxv, p. 724.

And, in the same volume, Mr. COBBETT says, "I saw PAINE first pointing the way, and then leading a nation through perils and difficulties of all sorts, to independence and to lasting liberty, prosperity and greatness."

Another extract and we have done. "Jefferson, and some others, have had the credit of being the authors of the Declaration of Independence of America. Either of them, for aught I know, may have written it; but PAINE was its AUTHOR." Vol. lxviii, p. 60.

We could greatly add to the above, by other quotations by the same author, but our limits forbid; we must, therefore, continue our self-appointed task.

Mr. COBBETT landed at Liverpool, from America, November 21, 1819, with these remains in his possession; where they remained down to the time of his death (except during a short time that he placed them in the keeping of a well known friend of his in Hampshire), and we have now to trace them down to the present time (1846) into the possession of Mr. B. TILLY, of No. 13, Bedford Square, East, London, who has had them in his care since March, 1844, and who, having had opportunities for seeing them, whilst in Mr. Cobbett's hands, can verify them as being the identical ones that Mr. C had as the undoubted and genuine remains of Mr. PAINE. He has, also, the coffin-plate that was taken up with them, on which, though much corroded, may be seen the following inscription. "THOMAS PAINE, died June 8, 1809, aged 74 years."

On the death of Mr. Cobbett, which took place, June 18, 1835, at Normandy-farm, near Farnham, Surrey; his eldest son, being sole executor, of course had possession of the farm, at Normandy; and, amongst the things there, were the remains of Mr. Paine, in an old trunk, which was packed and sealed up by Mr. Tilly, in January, 1833, and sent by him from Bolt Court, London, to Normandy-farm, where they had remained down to the death of Mr. Cobbett; and, after his death, his eldest son inscribed his name in several places on the skull and on most of the larger bones of the limbs, in order, we suppose, to the more easy verifications of them in case of doubt or dispute, and which inscriptions are now visible on them.

Well, then, we have now traced them down to the possession of Mr. COBBETT Junior; and, having made good our ground thus far, we will continue our narrative, which will not cost us much time or trouble, But to do this succinctly, it will be necessary to state that, within a few weeks, after the death of Mr. COBBETT, this gentleman, (his son and executor), was arrested for a debt of his own, and totally unconnected with the estate of his late father; and, that, whilst under the pressure of all the harassing circumstances connected with an action for debt, one JESSE OLDFIELD, who had been a shopman to Mr. COBBETT for about a year and a half, appeared before the public as a creditor of the estate, to

the amount of many hundreds of pounds! And filed a bill in Chancery, charging Mr. C. Jun., with insolvency and with a design not to pay his father's debts. This took place in July, 1835, about one month after the death of Mr. COBBETT. On the 1st of August following, OLDFIELD obtained an injunction against Mr. C. Jun., restraining him from interfering or intermeddling with the estate, and for appointing a receiver and manager thereto. On the 18th of August a receiver was appointed in the person of Mr. GEORGE WEST, a farmer, living at Normandy, on a farm adjoining that of the late Mr. COBBETT. This receiver, as a matter of course, took possession of the property at the farm, consisting of the live and dead stock, implements of husbandry, crops of corn, hay, seeds, household furniture, &c.; and amongst the various things, thus committed to his care, was the box containing the remains of Mr. PAINE; which, when the effects of the late Mr. COBBETT were publicly sold in January, 1836, were brought forward to the auctioneer for him to put them up for sale! This he would not do. They were, therefore, withdrawn and retained in the possession of the receiver to await orders of the LORD CHANCELLOR, who, on the subject being mentioned to him in Court, refused to recognize them as part of the estate, or to make any order respecting them. They were, therefore, left for the receiver to do whatever he chose with them; but, he determined to retain them in his possession as long as the receivership lasted; from which he was finally relieved in 1839; from which time, down to the month of March, 1844, he continued to hold them, to ascertain whether the creditors of the estate, to which he had been so long the receiver, would relieve him of them; but as none of them had ever made any inquiry about them, and as no other person had any semblance of right to them, he considered that he had a perfect right to get rid of them in any way that he pleased. He was, also, in his old age, and with a very numerous and young family, just then compelled to leave his little farm and to become a farming day-labourer. Every one can easily conceive the impossibility of such relics being preserved by such a man and under such circumstances; and, having ascertained that Mr. TILLY, whom he had long known, had expressed a desire that Mr. COBBETT's intentions, regarding them, should be carried into effect, he, therefore, in March, 1844, (after they had been in his hands nearly nine years), conveyed them to London, and gave them into the possession of Mr. Tilly; by whom they have

since been kept; and by whom they will, in all probability, be kept, until a public funeral of them can be arranged. On this subject Mr. COBBETT said, when he brought them to England: - "If it please God to give us life, we will have a funeral worthy of the remains that are to be buried. I do not say when this shall take place; but it shall be, if I live, in a season when twenty wagon-loads of flowers can be brought to strew the road before the hearse."

In closing this brief account, we will present our readers with the forcible and elegant tribute, to the character, talents, and worth of THOMAS PAINE, by the celebrated and eloquent CHARLES PHILLIPS, in his work called the "Loves of Celestine and St. Albert." It is as follows: - "Among these there was one whom I could not help viewing with peculiar admiration, because, by the sole power of surprising genius, he had surmounted the disadvantages of birth, and the difficulties of fortune. It was the celebrated THOMAS PAINE; a man, who, no matter what may be the difference of opinion as to his principles, must ever remain a proud example of mind, unpatronised and unsupported, eclipsing the factitious beams of rank, and wealth, and pedigree! I never saw him in his captivity, nor heard the revilings with which he has since been assailed, without cursing in my heart that ungenerous feeling, which, cold to the necessities of genius, is clamorous in the publication of its defects. Ye great ones of his nation! Ye pretended moralists! So forward now to cast your interested indignation upon the memory of PAINE, where were you in the day of his adversity! which of you, to assist his infant merit, would diminish even the surplus of your debaucheries! Where the mitred charity! The practical religion! Consistent declaimers, rail on! What, though his genius was the gift of heaven, his heart the altar of friendship! What, though wit and eloquence and anecdote flowed freely from his tongue: while conviction made his voice her messenger! What, though thrones trembled, and prejudice fled, and freedom came at his command! He dared to question the creed which you, believing, contradicted; and to despise the rank which you, boasting of, debased."

Finally, it is to be hoped that the time is not far distant when such a funeral shall take place: such a monument be raised and such honours done to these sacred remains, as will show that the people of the present age, casting caut, hypocrisy,

prejudice, and ingratitude from them, can appreciate the sterling worth of the great mind that once animated these interesting relics of that " NOBLE OF NATURE", THOMAS PAINE.

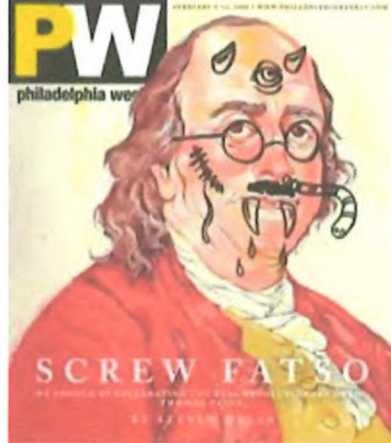
THE END

Bring the Paine!

Screw fat old Ben Franklin and his 300th birthday. This city should be celebrating a real revolutionary, the man without whom there'd be no America.

By Steven Wells (swells@philadelphiaweekly.com)

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Illustrations by Kris Chau

In Philadelphia," babbles the radio, "everyone is reading about Benjamin Franklin ... "

The madness has been going on for months already, since the Greater Philadelphia Tourism Marketing Corporation first started shilling Franklin's 300th-birthday festivities last year.

The greatest event in this nation's history has been reduced to a yearlong birthday party for a jolly, jocular cartoon Unka Ben. A kinda insurrectionary Kris Kringle. An avuncular saint, inventor and bootstrap capitalist—a PG-friendly, George Bush-approved, sanitized, shrink-wrapped, deboned and prechewed establishment revolutionary for the whole family to enjoy.

We say bollocks to that. It's time for some *Common Sense*. It's time this city celebrated working-class Philadelphia's *real* revolutionary hero.

Thomas Paine was a founder of both the U.S.A. and the French Republic, the ideological father of democracy, the coiner of the phrase "United States of America," the author of not one but two pamphlets that saved the United States, *probably* the original author of the Declaration of Independence and—on top of that—he was the original zinester, the first blogger and (according to *Wired* magazine) the moral father of the Internet.

Paine was Philadelphia's first and greatest hero. Rocky in a periwig. His life was a swashbuckling Hollywood epic that makes *Pirates of the Caribbean* look like *On Golden Pond* on Valium. As a teenager Paine narrowly avoided sailing on a ship called *Terrible* with a Capt. William Death, who was promptly slaughtered along with 150 of his crew. He did, however, serve on a privateer (a state-sanctioned pirate ship) called (you won't believe this) *The King of Prussia*.

In 1781—after he, according to George Washington, *twice* singlehandedly saved the American revolution—Paine even had an Errol Flynn-style sword duel with a British naval captain. Later, when he was imprisoned during the French revolution, he escaped the guillotine only because an X was scrawled on the wrong side of his death-cell door.

It's Paine we should be celebrating when we name our schools, bridges and roads. Benjamin Franklin might have invented the lightning rod and the frigging glass armonica, but Tom Paine invented democracy.

It's no contest. Without Tom Paine there would've been no American revolution-and no America. Yet there are only five statues of Paine in the entire world-and not one of them is in Philadelphia. And that is nothing short of a disgrace.



Thomas Paine arrived in Philadelphia on Oct. 30, 1744, sick to his guts with typhoid. He had a letter of introduction from Franklin, which he used to blag himself a job at the Colonial equivalent of *PW*.

America thrilled and shocked him. He saw artisan militiamen form themselves into a revolutionary "committee of privates." And he could see the slave market from the window of his lodgings. The freshness and potential of America blew his mind, and the rebellion against the British fired him up to write a pamphlet that would change the world.

The rebellion was led by the rich, many of them slave owners. They dismissed the lower orders as "the grazing multitude" (Washington), "the common herd" (John Adams) and "poor reptiles" (Gouverneur Morris). And they clung to Britannia's skirts like frightened children.

"Washington is still in his battle tent, toasting George III. What? Is he out of his fucking mind?" laughs Harvey J. Kaye, author of *Thomas Paine and the Promise of America*. "So what were they fighting for, these gentlemen? If they weren't fighting for democracy? They were fighting for their rights as gentlemen to be recognized by the British crown."

The working-class Paine changed all that. He turned their gentrified rebellion into a people's war for democracy. In 1776 Paine wrote what would become the American manifesto of the revolution.

Common Sense-a demolition job on the very concept of monarchy-swept America like an ideological firestorm. The impact was phenomenal. It sold 600,000 copies among a population of 3 million. And like Lincoln's "Emancipation Proclamation" 87 years later (Lincoln was a massive Paine fan), it turned a civil war into a righteous struggle for human freedom.

Without Tom Paine there would've been no revolution-and no America.

I'm standing on the corner of Front and Market streets. Rain batters the flapping Ben Franklin birthday banners. A historical marker says this was the site of the London Coffee House, where Philadelphians auctioned "black slaves recently arrived from Africa."

Tom Paine's lodgings were around here someplace. Nowhere important. Just the place the most influential piece of writing in the history of the United States was composed.

Nothing worth a historical marker. Not like around the corner, where you'll find, carefully preserved, the remains of Benjamin Franklin's privy. God help us if we should forget to sanctify the place where Unka Ben shat.

It's Jan. 29, Tom Paine's birthday. Today there are Paine parties in England, New York, New Jersey, California and Florida. And in Philadelphia? Nothing. No roses, no fireworks. Just dudes in transparent-plastic-covered state trooper hats, keeping half an eye on the smattering of hardy tourists wrapped in brightly colored Gore-Tex who, hunched over against the rain, walk from Paine-free attraction to Paine-free attraction.

The Parks official behind the desk at the Independence Visitor Center is nonplussed. Birthday celebrations? None that he knows of. Anything in the displays about Tom Paine? Or *Common Sense*? Not really. "Nothing big."

Can he direct me to Tom Paine Plaza? He has to look it up in the phone book.

"It's near the statue of Mayor Rizzo," he says. "You'll see it. He's got his hand up, kinda like this, like he's *seig heiling*. Which is kind of ironic if you know anything about Mayor Rizzo." Turns out the Rizzo statue is down the road a way. On Thomas Paine Plaza itself, there's a statue of ... Benjamin bloody Franklin!

There are hordes of rotund, bifocaled, frock-coated Ben Franklin impersonators currently working in Philadelphia, led by the brilliant Ralph Archbold, who plays Franklin as a cross between *Saturday Night Live*'s Ladies' Man and the Pillsbury Doughboy.

The real Franklin was much nastier. Ben spent most of his political career as an ardent monarchist and convinced imperialist. He wasn't above using ethnic slurs. He profited from and apologized for slavery.

"But for all that, Franklin was more universal and egalitarian than most of the founding fathers," says David Waldstreicher, history professor at Temple University and author of the Franklin biography *Runaway America*. "But he doesn't stand comparison to Paine. The only, the *only* thing you could possibly criticize Paine for was that he was a good hater. And it's difficult to do that when you look at what he hated.

"I'm all for celebrating Paine. In fact, I'd rather we celebrated Paine. Franklin spends a lot of his time elsewhere. Philadelphia's not big enough for him, so for 25 years he left it-and he didn't want to come back. But Paine, unlike Franklin, spends the crucial years of the revolution here. He's here when things happen. He's right here when things turn *really* radical.

"Paine is much, much more revolutionary than Franklin. That's why some historians see the revolution as a middle-class revolution-which gave us rights-but a revolution with limits. But we need to look at who *wasn't* getting their rights. We need to think about slavery."

But that's not the history we're being taught this tercentennial year. We're told America's rebels were conservative revolutionaries, guys fighting for real American values. The values of Disney, Wal-Mart and Nike. And it's been incredibly easy to hammer Franklin into that hole. Ditto most of the other founding fathers.

None of these guys was that radical. Heck, some of them even owned slaves. But that's okay. Because you can't judge the founding fathers by the standards of 21st-century liberal PC America.

Or maybe you can.

Because then there's Paine. Thrice-damned Paine. The radical, shit-stirring, rabble-rousing, antiracist, internationalist, pro-women, pro-working class, antityrannical, super-democratic throbbing



heart and soul of the American revolution. A man who, if he were alive today, would have an FBI/Homeland Security file as thick as the Hulk's thigh. Hell, they'd probably deport his commie ass back to England.

The trouble with Paine is that he makes the rest of the founding fathers look bad. He makes all the excuses made on their behalf about slavery and elitism and snobbery and sexism look halfassed. And although modern Tories of all stripes—from Reaganite Republicans to wild-eyed right-wing libertarians—have claimed Paine as their own, in the end Paine is the American revolutionary who can't be defanged, forced into a business suit, swathed in a flag, shrink-wrapped and sold to the masses as a Stepford revolutionary.

Because Paine didn't stop with *Common Sense*. He wasn't just a revolutionary democrat. He was a witty and eloquent critic of all forms of oppression. He raged against slavery, poverty and female subordination. And he mercilessly dissected and mocked the absurdities of religion. In short, the guy fucking rocked.

And for this he was never forgiven. He died poor and alone, his reputation destroyed by the slanders of reactionaries and religious bigots (who even accused him of raping his cat).

Conservatives downplay Paine's role in the creation of the U.S.A. for the same reasons they prefer to disguise the revolution as a "war of independence." And I guess for the same reasons official Philadelphia is going all gooey over Unka Ben but totally ignores his way more radical protege, Paine reminds us the revolution was fought and won by ordinary Americans.

His writings remind us that economic, racial and sexual oppression in all their forms are incompatible with true democracy, that a death penalty applied almost exclusively to the poor is an abomination, that right-wing Christianity is an absurd oxymoron, and that any society that tolerates poverty is fundamentally sick and in desperate need of radical change.

Jan. 25, I phone Cara Schneider at the Greater Philadelphia Tourism Marketing Corporation to ask about any upcoming events celebrating Tom Paine's birthday.

"Well, I'll be reading *Common Sense* and sipping Johnny Walker with a friend, but apart from that, nah, not a stitch!"

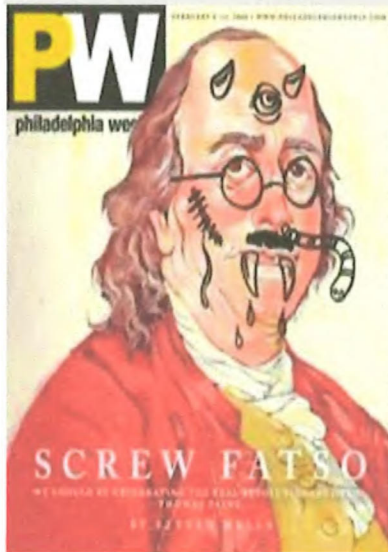
Last year Elaine Lowell of the Pasadena, Calif.-based Thomas Paine Society visited Philadelphia in search of her hero—and was horrified to discover just how effectively we've airbrushed him out of our history in favor of his fatter and more conservative friend. "We've got buses coming, packed with kids from all over America, to learn about the revolution, and yet we've got almost no mention of the man who was so instrumental to it, who was at its center. And you've got to ask yourself, if that's the case, are we even telling them the truth?"

George Holtz, a Philly expat who moved to Pasadena, died in 2001, leaving the Thomas Paine Society a legacy to build a Paine museum in Philadelphia. If past events are anything to go by, they're facing an uphill task.

Paine has been at the center of a centuries-long culture war in Philadelphia. On one side have been the Paines-liberals, socialists, suffragists, labor unionists, antiracists, freethinkers, atheists and Walt Whitman. On the other, a mostly faceless ragbag of bureaucrats, reactionaries, right-wingers, jobsworths and religious bigots determined to prevent Philadelphia from raising any monument to the greatest Philadelphian.

In the 1940s the Fairmount Park Commission blocked a Paine statue that, it was felt, might possibly offend the sensibilities of passing Christians. No one was surprised. For decades there was a ding-dong battle fought over the bust of Paine in Independence Hall. The bigots won and-after languishing for years in the Hall's basement-the bust now resides in the librarian's office at the American Philosophical Society (which is also home to a large collection of Paine's papers).

Thomas Paine Cronin is president of District Council 47 of the government workers' union AFSCME. As a teenage Philadelphia boxer, he once sparred with the young Joe Frazier.



He's spent his entire adult life living up to the radical standards set by his namesake.

In the '60s and '70s he was a civil rights organizer and anti-Vietnam War activist. In the '80s he fought against poverty and apartheid. Today he campaigns against another stupid and futile war.

Sharing Paine's name has been a mixed experience.

"Some people get frightened. No, really. Usually when I get called for jury duty, they hear the name and I get dismissed immediately. They assume I'm sort of radical-and they're right."

So far Cronin hasn't been invited to any of the Benjamin Franklin birthday events. "I'm not exactly A-list," he laughs. "I'm more S-list."

"I understand why Paine's not here in Philadelphia," says Cronin. "It's clear to me the fear that someone like Paine would inspire in bigots and morons. There's been a conscious attempt to write Paine out of the American revolution because of his political and religious ideas. I think they're too advanced for the powers that be. He was way ahead of his time. I mean Paine was the first one to use the term 'United States of America.' Paine has even been credited with being the real author of the Declaration of Independence-not the watered-down version that exists now. Paine's declaration had prohibitions against slavery, had universal suffrage. Women had the right to vote. He spoke about a united nations. I mean he was light years ahead of even most people today.

"I think Bush's America would make Paine roll over in his grave like a rotisserie," Cronin continues. "Bush is the antithesis of Paine. I don't think Paine would've been happy with us going into Iraq based on lies and deception.

"If you *really* talked about what Thomas Paine really talked about, you'd have a different country."

Paine's big mistake-the reason why it's Unka Ben's name plastered all over Philly and not his-was that he didn't know when to keep his goddamn mouth shut.

For starters, *Common Sense* scared the crap out of some of the founding fathers.

"Masters, bosses-they always fear that their slaves or workers are going to rebel. That's a given," points out the author Harvey J. Kaye. "And when you start throwing a word like 'revolution' into the mix, you're going to scare people."

John Adams was Paine's most savage critic among the conservative founding fathers. He was horrified by *Common Sense*, calling it "crapulous." Worse than that, said Adams, the bloody thing was stirring up the servants and slaves and-horror of horrors-had even turned his wife Abigail into a feminist. The revolution was over, but Paine just wouldn't shut the fuck up. He attacked slavery (again). He proposed that landowners be taxed to compensate the poor. He defended the little guy against the big guy at every turn. And then-to top it all off-Paine brilliantly demolished the world's three leading monotheistic religions in *The Age of Reason*.

Lots of the other founding fathers were deists (they believed in an abstract God but thought religion was bollocks), but only Paine was stupid or brave enough to proclaim it. This totally fucked with the heads of American conservatives. And it's been fucking with their heads ever since.

When Paine died (besieged by godbotherers beseeching him to repent his "atheism"), religious bigots threw rocks at and kicked over his tombstone. And they've been spitting on his grave ever since.

Some Philadel-phians have been fighting for the city to recognize Paine for years. Retired schoolteacher Mark Stone has blitzed all and sundry with beautifully written letters. And troublemaker antidiscrimination activist, militant atheist and fervent Painite Margaret Downey-of the Freethought Society of Greater Philadelphia, the Anti-Discrimination Support Network, the atheist Scouting for All pressure group and the Thomas Paine Memorial Committee-has taken her Paine loving to the highest levels of state and city government.

She's met with limited success. She managed to persuade Philadelphia City Council to declare June 8 Thomas Paine Day, but her bid to have a statue of Paine erected in Thomas Paine Plaza was dismissed out of hand. After all, it's not as if we need even *one* bloody statue of the most important, influential and righteous Philadelphian who ever lived, is it now? Not when we've already got a statue of Rocky. Alas, a lot of the most indefatigable Philadelphia Painites are now knocking on a bit, says Downey. And she herself tends to take a bit of a back seat these days. Especially when it comes to pushing Paine projects to the high and mighty.

"Because now I'm the woman who tried to get the Ten Commandments removed from the Chester County Courthouse and who sued the Boy Scouts. Those guys want to get over it."

Okay. One question. If this city can find the space for statues of a fictional boxer; a racist mayor; a delusional Frenchwoman; a bunch of ball players; a generic "signer" of the Declaration of Independence; a Frenchman, a Pole and a German (all of whom fought with the Americans in the revolution); a 26-ton facing-the-wrong-way Billy Penn; and a giant clothespin, why can't it find the space for a single statue of Tom Paine?

"For generations people said it was Paine's deism that caused his unpopularity," says Harvey J. Kaye. "But I think it's that for all these years Paine has stood as a testament to America's potential, to what America could be. And that's always been so much better than the America that has actually existed."

"We need Thomas Paine," says the Thomas Paine Society's Elaine Lowell. "We don't have enough real heroes."

It's time Philadelphia gave Thomas Paine his due.

2017 ORS 187.225¹

Thomas Paine Day

January 29 of every year is designated as Thomas Paine Day to commemorate Thomas Paine and his accomplishments. [2009 c.190 §1]

¹ Legislative Counsel Committee, *CHAPTER 187—Holidays; Standard of Time; Commemorations*, https://www.oregonlegislature.gov/bills_laws/ors/ors187.html (2017) (last accessed Mar. 30, 2018).

TASTE **NEWBERG**





VOICE

Brand and Naming Considerations:

Co-branding with Travel Dundee

What elevates Newberg from the other destinations who choose traditional naming nomenclature (e.g. Visit, Travel, Discover)

How do we best incorporate our brand values – location, wine, culinary, friendly, art, historical, recreation, exploration and discover

Lack of available digital and social assets with Visit Newberg or Travel Newberg (.com's, Facebook, Instagram)



Newberg, Oregon, is a very curious place indeed.

It attracts the curious. It draws them from every corner of the globe. They come to learn, to experience, to taste, to understand: how Oregon wines have taken their place alongside the very best that France and Italy and Spain have to offer; and why aspiring young winemakers from Napa Valley now dream of the cuvées they could produce in the Willamette Valley. Suddenly, Newberg has found itself in the bullseye center of a movement. A movement of people experiencing life in more subtle and sublime ways. Things both serious and playful. Connoisseurs and enthusiasts and curious people of all stripes are now coming to Newberg to learn more, to experience more. Some come to earn a fancy, lofty-sounding diploma. Others prefer something more accessible, like a workshop

or a dinner with local winemakers. Couples and friends enrolling in classes for a merry, merit-badge experience, earning their bragging-rights certification, and venturing out afterwards to test their newly- or further-developed senses, at one of our award-winning wineries and eateries. Newberg is where you stay, where you learn, where you wake up in the middle of wine country. Newberg is the destination that curates and catalyses the unique DNA of the region, giving visitors quick, convenient access to knowledge and experiences that would typically require huge investments of time and energy. Newberg is a gathering place that is utterly Instagram bucket-list ready. High and low cultures coming together and raising a glass to curiosity and learning.

Newberg. It's a University of the Senses.



University of the Senses

New experiences, Newberg.

New skills, Newberg.

New flavors, Newberg.

Higher learning for the senses.

Grad school for the senses.

Wake up in wonder.

Wake up in the middle of it all.

There is a place for wine. This is that place.

School is in session.

Sip your homework.

There will be a test.

Bet you can't tell which one is the south of France.

Newberg. Point three degrees from Burgundy.





IDENTITY

TASTE NEWBERG



TASTE NEWBERG

OREGON

PRIMARY LOGOTYPES + CREST



SECONDARY LOGOS



SECONDARY CRESTS



SMALL SPACE ICONS + LOGOTYPE



Brand Guidelines

LOGOS

We primarily use the logos in the brand navy color (River Water) and knockout version (white).

The logos can be used with one of our signature brand colors or photography. Clarity and legibility of the logo are vital.

As seen on the right, we use the knockout logo with a dark photograph, and the River Water logo with a lighter image. We give the logo plenty of space and place it on the image in an area that's not busy.



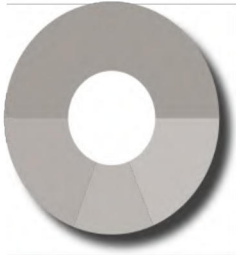
Brand Guidelines

COLORS



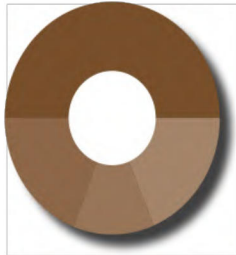
RIVER WATER

PANTONE
2965
C 88 M 66 Y 60 K 66
R 12 G 38 B 45
HEX#
0c262d



STERLING

PANTONE
WARM GRAY 5
C 10 M 12 Y 13 K 28
R 168 G 161 B 155
HEX#
aba19b



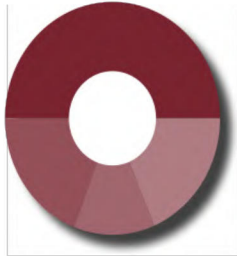
COPPER

PANTONE
160
C 39 M 64 Y 88 K 34
R 120 G 79 B 43
HEX#
2d3844



VALLEY GREEN

PANTONE
575
C 72 M 45 Y 100 K 44
R 58 G 79 B 36
HEX#
3a4f24

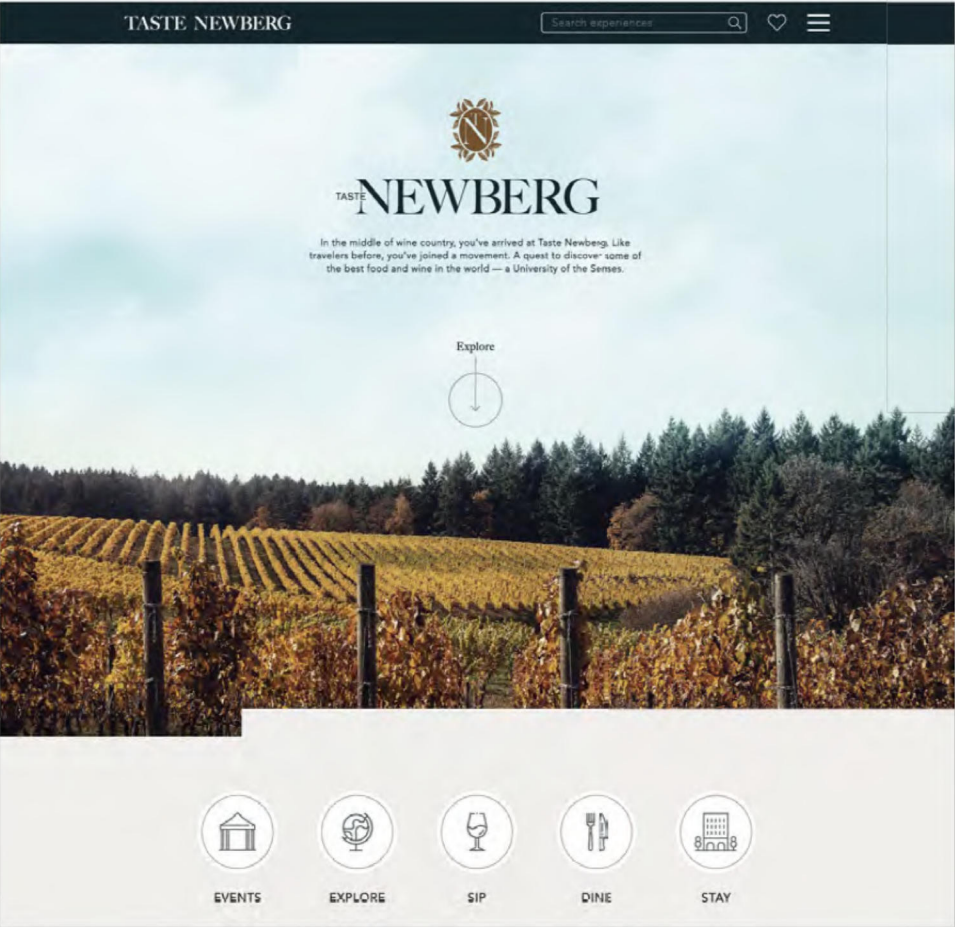


PINOT RED

PANTONE
188
C 33 M 92 Y 73 K 38
R 121 G 36 B 47
HEX#
79242f

Brand Guidelines

WEBSITE



TASTE NEWBERG | University of the Senses.

Newberg has found itself in the bullseye center of a movement. A movement of people experiencing life in more subtle and sublime ways. Things both serious and playful. Connoisseurs and enthusiasts and curious people of all stripes are now coming to Newberg to learn more, to experience more.

[More about Newberg](#)



Brand Guidelines
PHOTOGRAPHY

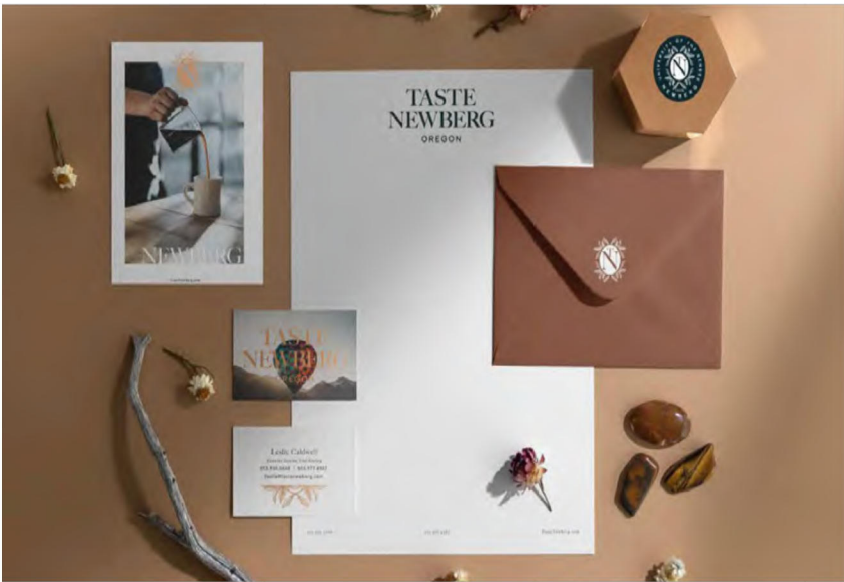
The photographic style for Taste Newberg shares the story of place, curiosity, wonder, and arouses the five senses.

Scenes and people caught in the moment of active play and discovery with rich textures and dramatic light.

The photographic library shares the tangible experience of an ideal Newberg day from dawn to dusk.

Images should capture Newberg’s world-class culinary and wine scene, iconic landscapes, hands-on experiences, and quirky vintage charm.









NEWBERG

Fall 2019 Quarterly Report
October to December 2019

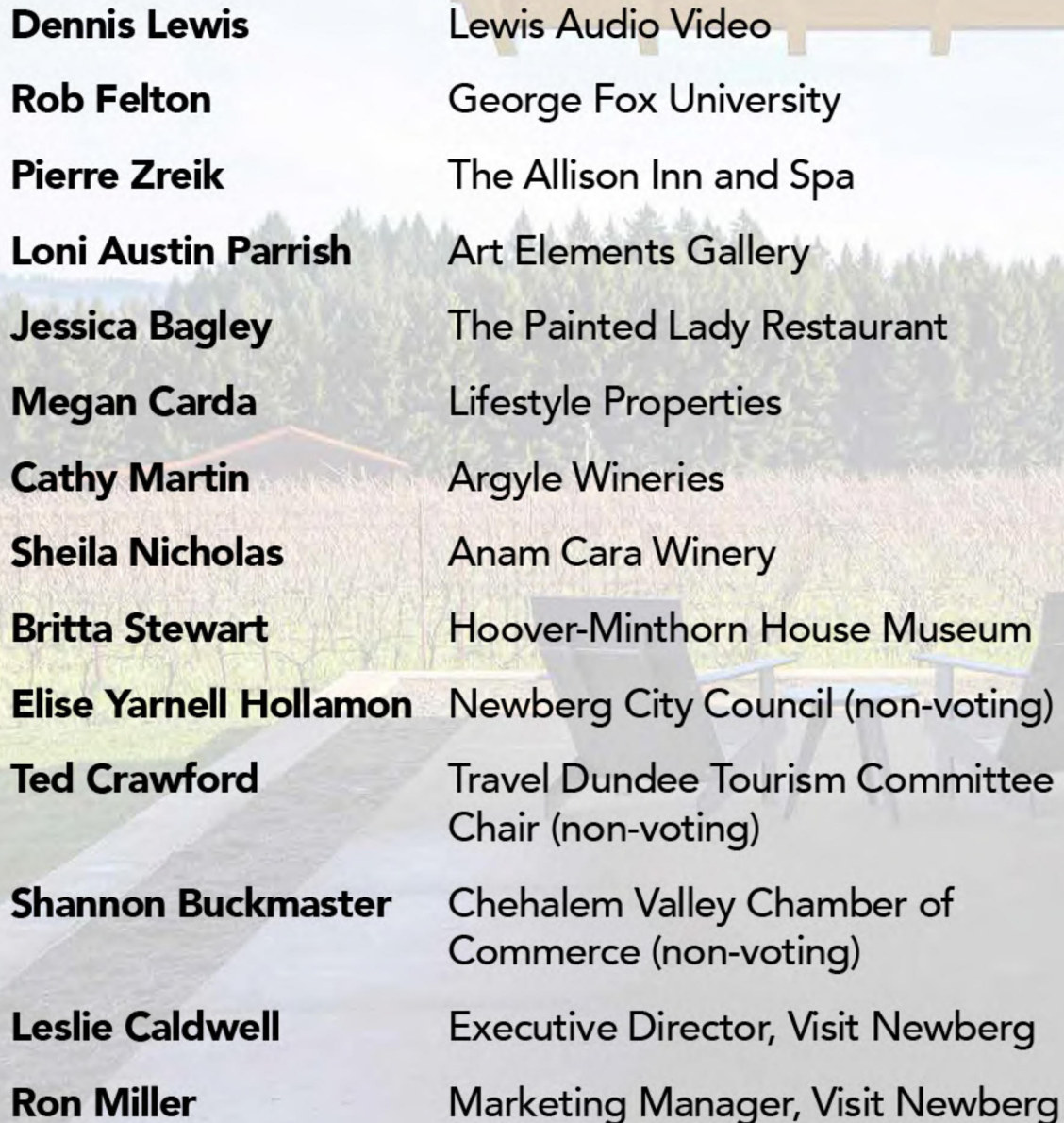
sip, savor, explore... enjoy

Visit Newberg

A 501(c)(6) non-profit destination marketing organization, formed in February 2019. Enhance the greater Newberg area's economy by attracting tourists to the region and ensuring they support local businesses during their visit.

MISSION STATEMENT

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



Dennis Lewis	Lewis Audio Video
Rob Felton	George Fox University
Pierre Zreik	The Allison Inn and Spa
Loni Austin Parrish	Art Elements Gallery
Jessica Bagley	The Painted Lady Restaurant
Megan Carda	Lifestyle Properties
Cathy Martin	Argyle Wineries
Sheila Nicholas	Anam Cara Winery
Britta Stewart	Hoover-Minthorn House Museum
Elise Yarnell Hollamon	Newberg City Council (non-voting)
Ted Crawford	Travel Dundee Tourism Committee Chair (non-voting)
Shannon Buckmaster	Chehalem Valley Chamber of Commerce (non-voting)
Leslie Caldwell	Executive Director, Visit Newberg
Ron Miller	Marketing Manager, Visit Newberg

Current Board Members & Staff

2019-2020 Business Plan: Goals/ Strategic Imperatives

- Build brand identity as a premier, four-seasons vacation destination known for wine touring, culinary experiences, spa visits, cultural and historical attractions, and outdoor recreation
- Grow leisure visitor volume and spend, overnight stays
- Community and industry partnerships, collaboration and marketing support
- Develop group market - meetings, weddings, tours, sports, artist retreats



Build Brand Identity

Brand Strategy and Web Design

- Conducted brand creative discovery meetings with VN board and marketing agency
- Final stages of design process
- Selected web developer agency

Photography/Videography

- Held photo shoot, focusing on landscapes and fall colors
- Finalizing shot list for lifestyle photo shoots, to be held in January/February
- Continuing to collect existing assets through area partners

Co-op Social Media Campaign – “Wake Up in Wine Country”

- Partnership with Travel Dundee
- Social media ad and awareness campaign running November 2019-early Spring 2020
 - Goals
 - > Increase awareness of Newberg/Dundee as a premier destination
 - > Inspire overnight stays in Newberg/Dundee during shoulder season
 - > Showcase natural beauty of the region
 - > Drive traffic to campaign landing pages to encourage trip planning
- Platforms - Facebook, Instagram, YouTube – post engagement and feed focus, link to landing page/hotel booking conversion tracking, remarketing ads

Media Relations

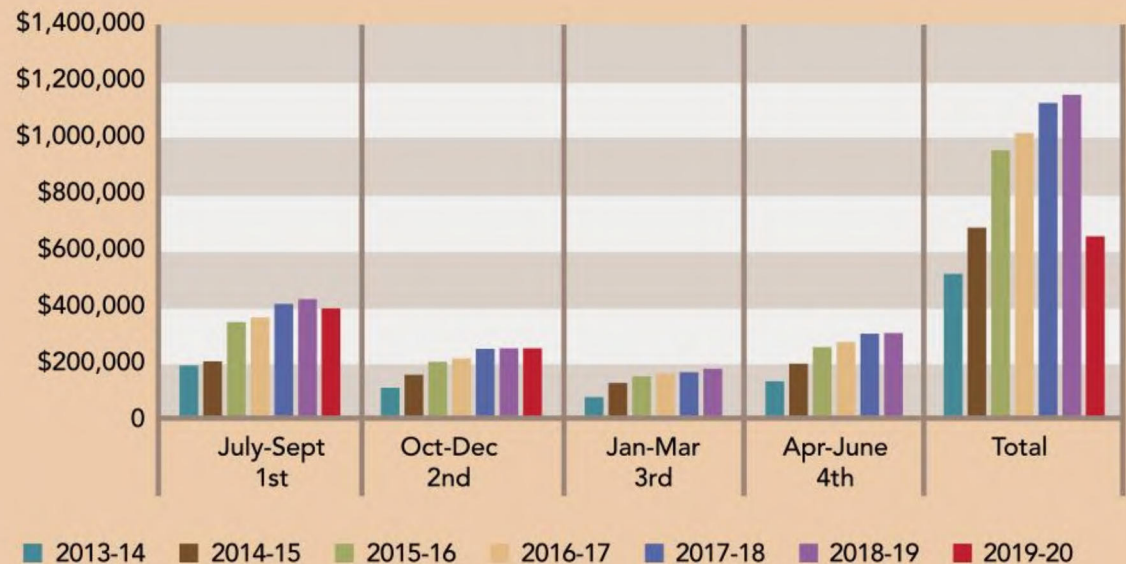
- Willamette Valley Visitors Association – Familiarization Tour with Staff and PR Agency – October 2019. Toured downtown Newberg and selected merchants, cycling tour of three Newberg-area wineries, brewery tour at Wolves & People, wine dinner at Rosmarino. Very successful visit.

Media Mentions and Accolades

- SEDCOR (Strategic Economic Development Corporation – *Enterprise* magazine – Fall 2019 - Cover photo of Christian DeBenedetti and related article on Wolves and People Brewery
- *Northwest Meetings & Events* magazine
 - > Fall 2019 - Destination Willamette Valley article, with mention of The Allison Inn & Spa
 - > Best of 2019 Awards: The Allison Inn and Spa for Best Hotel in Oregon with Meeting/Event Space (Less than 200 Guest Rooms)
- *Indulge Yamhill Valley* – Article mentions about Honey Pie, Dos Mundos; product mention about Honeycone Hazy IPA at Wolves & People - Fall 2019
- *The Manual (the essential online guide for men)* – ‘Where to Drink White Wine in the Willamette Valley’, features Vidon and Bells Up wines, 10/3/19
- *Feed Me Dearly* blog – ‘We Be Feastin’: photo mention Wolves & People, content post and photo mention Pollinate Flowers, 10/27/19
- *Money, Inc.* – ‘The 20 Best Hotels in Portland, Oregon’, features The Allison as #1, 12/5/19
- *OpenTable* – ‘2019 Top 100 Restaurants in the U.S.’ includes Rosmarino (1 of only 2 restaurants in Oregon). This is based on diner reviews.

Grow Leisure Visitor Volume & Overnight Stays

City of Newberg Transient Occupancy Tax



Travel Oregon

- Attended Oregon Tourism Commission meeting – October 2019
- Google Listing Training Meeting – December 2019

Willamette Valley Visitors Association (one of Travel Oregon's seven regions statewide)

- Expedia co-op ad campaign for region's DMOs – Sept thru Dec 2019, featured HI and BW Newberg hotels - \$24.5k in lodging revenue actualized; funding provided at no cost by WVVA
- Held Guest Service Gold® training – organized/sponsored by Visit Newberg – October 2019
- Attended Grant Writing training workshop – October 2019
- Wrote and submitted VN grant application for \$20k, to support VN's web launch enhanced SEO (search engine optimization) and integration of Travel Oregon's OTIS (Oregon Tourism Information System) API
- Attended RCTP (Regional Co-op Tourism Program) Stakeholder meeting, held at Chehalem Winery in Newberg – November 2019

Yamhill County Tourism Partnership (one of Willamette Valley Visitors Association's regional destination marketing organizations)

- Volunteer industry-facing tourism stakeholder group member – Amity, Carlton, Dundee, McMinnville, Newberg, Yamhill
- County Commissioner work session participant – discussed YCTP's industry value and county's tourism economic impact. Requested consideration for YCTP to be named an advisory committee to the County Commissioners - October 2019.

Travel Dundee

- Tourism Committee – activated joint Visit Newberg - Travel Dundee social media campaign
- TD chose not to co-brand with VN. Both TD and VN agreed to collaborate on ongoing mutually-beneficial co-marketing opportunities.

Visit Newberg – Hired Tourism Marketing Manager, Ron Miller. He started on December 9.

Chehalem Valley Chamber of Commerce – Ex-officio Board Member, Member, attend events as appropriate

Newberg Economic Development Strategy Group - monthly meetings and Community Visioning meeting

Newberg Downtown Wineries – brainstorming meetings to develop off-season events to attract out-of-towners for overnight stays

Newberg Vacation Rental Owners – “Meet Visit Newberg’ holiday reception hosted by VN, Downtown Newberg Wineries, The Painted Lady Restaurant, Trellis to encourage collaboration with lodging promotions amongst the vacation rental community

Newberg Downtown Coalition – collaborating with new management team to explore new partnership initiatives

Women of Willamette – monthly networking events

Meeting Professionals International – Oregon Chapter – meeting planner and education meetings

Get Acquainted meetings with Abisha Stone w/ SEDCOR; County Commissioners Kulla, Olson and Starrett; Mary Martin Miller



Partnerships, Collaboration, & Marketing Support



Develop Group Market

- Willamette Valley Wedding Venue Crawl – 9 venues (2 in Newberg), 100 vendors, 100 bridal couples – held in October 2019
- Met with General Managers at Best Western, Holiday Inn Express and Travelodge to learn about their group demand and how VN could support attracting more of this business
- Met with Sportsman Air Park — recommended listing enhancements in Oregon Department of Aviation directory to encourage aviation groups to visit
- Meeting Professionals International, Oregon Chapter – attended November meeting to network for group booking opportunities

	FY2018-19	FY2018-19	FY2019-20	FY2019-20	FY2019-20
	Jan-Mar	Apr-June	Jul-Sept	Annual Budget	Oct-Dec
Beginning Balance				\$236,804	\$210,938
Revenue					
TLT Revenue	168,000	82,000	0	800,804	265,897
Other Revenue	0	0	125	0	792
Total Revenue	168,000	82,000	125	800,804	266,689
Expense					
Personnel	0	5,440	21,215	133,700	22,952
Office Overhead	0	8,740	3,703	58,170	7,217
Reserves	0	0	0	47,968	0
Marketing	0	89	0	321,000	20,058
Total Expense	0	14,269	24,918	560,838	50,227
Net Income	168,000	67,731	-24,793		216,462
End of Fiscal Year Balance				239,967	

Fiscal Year 2019-2020 Budget Rollup for Q4 & YTD



We are continuing to have good
successes in building the Visit
Newberg brand...

... did we say, “Visit Newberg”?

2020 NEWBERG CITY COUNCIL MEETING INFORMATION

Meeting Date: 2/18/20

Councilors	Roll Call	Consent: Res 3640 Res 3644 Res 3584	Ord # 2856 Topic: Purchasing limit	Res # 3641 Topic: Council Goals			
PIROS	X	Yes	Yes	Yes			
JOHNSON	X	Yes	Yes	Yes			
YARNELL HOLLAMON	X	Yes	Yes	Yes			
MARTINEZ PLANCARTE	X	Yes	Yes	Yes			
ROGERS	X	Yes	Yes	Yes			
BACON	X	Yes	Yes	Yes			
FINDLEY	X	Yes	Yes	Yes			
ROLL CALL VOTES		YES: 7 NO: 0	YES: 7 NO: 0	YES: 7 NO: 0			
MOTION (1 st /2 nd):		Findley/ Johnson	Johnson/ Findley	Findley/ Yarnell Hollamon			
Department/ Staff:		ENG - 3640 PWS - 3644 HR - 3584	Matt/Finance	David/CMPT			
Changes:		None	None	None			
Tabled:		No	No	No			

City Recorder

- ☐ Council Roundup
- ☐ Process documents for Mayor's signature
- ☐ Send email alert to staff that documents are ready in Archives folder
- ☐ Scheduling on Forward Looking Calendar
- ☐ Issue Tracker
- ☐ Council Timesheets
- ☐ Workmen's Compensation hours

Departments

- ☐ Amendments
- ☐ Corrections