City of Brookings

MEETING AGENDA

CITY COUNCIL

Monday, January 26, 2026, 5:30pm
City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415

A. Call to Order

B. Pledge of Allegiance

C. Roll Call

D. Ceremonies/Appointments/Announcements

1. Reappoint Jaime Armstrong to the Parks & Recreation Commission [Pg. 1]
2. Reappoint Linda Matlock to the Budget Committee [Pg. 4]
3. Reappoint Lindsay Coatney to the Budget Committee [Pg. 8]
4. Reappoint George "Skip" Watwood III to the Planning Commission [Pg. 12]

E. Oral Requests and Communications from the audience
(*Public Comments on non-agenda items – five (5) minute limit per person, please submit Public Comment Form in advance)

F. Consent Calendar

1. Approve Council minutes for January 12, 2026 [Pg. 15]
2. Receive monthly financial report for December 2025 [Pg. 17]

G. Staff Reports/Public Hearings/Ordinances/Resolutions/Final Orders

1. Authorized signatories for all City financial activities [Pg. 23]
   a. Resolution 26-R-1287 [Pg. 24]
2. Resolution authorizing application for USDA Rural Development Grant [Pg. 25]
   a. Resolution 26-R-1286 [Pg. 26]
3. Water purchase agreement with Rainbow Rock Service Association (RRSA) [Pg. 27]
   a. Agreement signed by RRSA [Pg. 29]
   b. RRSA Request Letter, January 11, 2019 [Pg. 36]
   c. Oregon Health Authority Support Letter, January 3, 2019 [Pg. 41]
4. Council Liaison Discussion/Appointments [Pg. 43]
   a. January 2, 2024 approved Council Liaison Spreadsheet [Pg. 44]

H. Remarks from Mayor, Councilors and City Manager

I. Adjournment

WORKSHOP

Immediately following Council Meeting, approximately 6:00 pm
City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415

A. Call to Order

B. Roll Call

Continued on Next Page

C. Topics

1. Policy for System Development Charges and Multi-Unit Development [Pg. 45]
   - **a.** City of Tigard SDC Exemption Guidelines [Pg. 47]
   - **b.** City of Bend SDC Exemptions Code [Pg. 49]
   - **c.** City of McMinnville SDC Exemption Code [Pg. 51]
   - **d.** City of Lake Oswego SDC Exemptions, Reductions and Waivers Code [Pg. 52]
   - **e.** City of Newberg SDC Exemption Code [Pg. 54]

2. Strengthening Brookings visitor economy and position for tourism growth and private investment [Pg. 55]
   - **a.** Example Branding/Style Guide – Travel Southern Oregon Coast [Pg. 57]
   - **b.** OCVA Strategic Plan [Pg. 89]

D. Council Member Requests for Workshop Topics

E. Adjournment

*Public Comment forms and the agenda packet are available on-line at www.brookings.or.us, and at Brookings City Hall. Return completed Public Comment forms to the City Recorder before the start of the meeting or during regular business hours. All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with at least 72 hours advance notification. Please contact 541-469-1102 if you have any questions regarding this notice. You can view City Council meetings LIVE on television on Charter PEG Channel 181, or stream/view on the City's YouTube Channel: https://www.youtube.com/@cityofbrookingsoregon8039 clicking on "Live" or search 'City of Brookings Oregon YouTube' in your browser.

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: PW/DS

Signature (submitted by)

City Manager Approval

Subject:

Reappoint Jaime Armstrong to the Parks and Recreation Commission

Recommended Motion:

Move to reappoint Jaime Armstrong to the Parks and Recreation Commission in position number 4 to expire February 1, 2026. The Mayor has reviewed application for consideration of appointment.

Background/Discussion:

Jaime Armstrong has submitted an application for reappointment to the Parks and Recreation Commission; Jaime has served on the Parks and Recreation commission since February 2020.

Attachment(s):

a. Jaime Armstrong Volunteer Commission Application

City of Brookings
898 Elk Drive, Brookings, OR 97415
Phone: 541- 469-2163 Fax: 541-469-3650

APPLICATION TO SERVE ON A COMMISSION OR COMMITTEE

PART I Contact Information:

Applicant Name: Jaime Armstrong

Physical Address: [redacted]

Mailing Address:

Email Address: [redacted] Phone: [redacted]

PART II Position Selection, Requirements and Restrictions: *(Please answer all that apply)*

1. Commission/Committee applying for:	Composition (i)	Term (ii)
☐ Planning Commission	5 Electors, 2 UGB	4 years
☐ Budget Committee	5 Electors	3 years
☑ Parks and Recreation Commission	4 Residents, 1 UGB	2 years
☐ Other (please specify):		

2. City residents: How long have you lived in the City of Brookings? 40 years _____ months

Planning & Budget Applicants Only: Are you a City elector (registered voter)? ■ Yes ☐ No

3. Urban Growth Boundary residents - How long have you lived in the UGB? _____ years _____ months

4. What is your current occupation? Health Information Manager at Curry Village Health and Rehab

NOTES:

(i) *Membership requirements:*
- Residents must reside inside City limits; resident/UGB status determined by physical address.
- Electors are registered voters of the City of Brookings (verified by County Elections Office).
- UGB members must reside within the UGB (for assistance determining UGB status contact 541-469-1103).

(ii) *Term:* Appointments to fill mid-term vacancies will be for the remainder of that term.

(iii) *Other restrictions:*
- Planning Commission: No more than two (2) Commissioners may be principally involved, as individuals, members or partners, in the buying, selling or development of real estate for profit. No two (2) members shall be involved in the same kind of business or profession.

PART III Background Information: *(Attach additional pages if needed)*

1. List your related experience and/or background to the position you are applying for:

I am currently on the Parks and Recreation Board

2. List any unrelated work history, educational background, and volunteer experience you may have:

I have volunteered in the past for Relay for Life, Brookings Youth Activities- soccer and basketball, OYCP mentor program, Kalmiopsis PTO, Brookings Harbor 4H, I am currently on the board of Brookings Harbor Little League and Brookings Harbor Community Theater.

3. Briefly describe your interest in this position and what you hope to accomplish:

I would like to continue serving on the Parks and Rec comittee, as I find it rewarding and I am proud of the work that they do for the community.

PART IV Volunteer Agreement: *Please read and check off the following before signing:*

- ☑ I acknowledge that I will not be under the direct supervision and control of the City in connection with the voluntary services for which I have applied.
- ☑ I acknowledge that I will receive no compensation or expense reimbursement from the City in connection with any volunteer services for which I have applied.
- ☑ I understand and agree that my volunteer service will be donated to the City at times other than my regular work hours.
- ☑ I understand that if the position I applied for requires me to be an elector of the City of Brookings, that the City has permission to verify my status as a registered voter.
- ☑ I agree to release the City from all matters relating to the voluntary service for which I have applied, including compliance, if any is required, with social security, withholdings, insurance and all other regulations and reportings governing such matters. I assume full responsibility for any injuries or damages suffered by or arising from the voluntary service described herein. *(Planning Commission applicants, see ** below)*
- ☑ I agree to release, indemnify and hold the City harmless from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages or expenses, of whatsoever kind and nature, including attorney fees, which City may sustain or incur as a result of errors or omissions in the performance of the voluntary service set forth herein.
- ☑ By signing this application voluntarily, I, the Applicant, do hereby acknowledge that I have read and agree to the terms stated above and that I understand and acknowledge that this document will become public information and may be distributed to the public and news media as part of a City Council Agenda Packet.

Jaime Armstrong

Applicant (print name)

[redacted]

11/18/25

Date

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Submit completed applications by mail or in person to the City Recorder, 898 Elk Drive, Brookings, OR 97415. Regular business hours are 8 am to 4:30 pm, Monday – Thursday.

Commission and Committee contact information:

- Planning Commission: 541-469-1103 - mrobidoux@brookings.or.us
- Budget Committee: 541-469-1123 - lehlers@brookings.or.us
- Parks and Recreation Commission: 541-469-1103 - mrobidoux@brookings.or.us

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: Finance & Admin

Signature (submitted by)

City Manager Approval

Subject:

Reappointing Linda Matlock to the Budget Committee.

Recommended Motion:

Move to reappoint Linda Matlock to the Budget Committee in position number 4 to expire February 1, 2026.

Financial Impact:

None

Background/Discussion:

Linda Matlock has submitted an application for reappointment to the Budget Committee; Matlock has served on the Budget Committee since 2014. The Mayor has reviewed application for consideration of appointment.

Attachment(s):

a. Volunteer Committee Application

City of Brookings

898 Elk Drive, Brookings, OR 97415
Phone: 541- 469-2163 Fax: 541-469-3650
www.brookings.or.us

APPLICATION TO SERVE ON A COMMISSION OR COMMITTEE

PART I Contact Information:

Applicant Name: Linda Matlock

Physical Address: [redacted]

Mailing Address: [redacted]

Email Address: [redacted] Phone: [redacted]

PART II Position Selection, Requirements and Restrictions: *(Please answer all that apply)*

1. Commission/Committee applying for:	Composition (i)	Term (ii)
☐ Planning Commission/Commission for Citizen Involvement (iii)	5 Electors, 2 UGB	4 years
☒ Budget Committee	5 Electors	3 years
☐ Parks and Recreation Commission	4 Residents, 1 UGB	2 years
☐ Other (please specify): _____		

2. City residents: How long have you lived in the City of Brookings? 39 years _____ months
   Planning & Budget Applicants Only: Are you a City elector (registered voter)? ☒ Yes ☐ No
3. UGB residents: How long have you lived in the UGB? _____ years _____ months
4. What is your current occupation? _____

NOTES:

(i) *Membership requirements:*
- Residents must reside inside City limits; resident/UGB status determined by physical address.
- Electors are registered voters of the City of Brookings (verified by County Elections Office).
- UGB members must reside within the Brookings Urban Growth Boundary (contact the Planning Department at 541-469-1137 for assistance in determining UGB status).

(ii) *Term:* Appointments to fill mid-term vacancies will be for the remainder of that term.

(iii) *Other restrictions:*
- Planning Commission: No more than two (2) Commissioners may be principally involved, as individuals, members or partners, in the buying, selling or development of real estate for profit. No two (2) members shall be involved in the same kind of business or profession.

PART III Background Information: *(Attach additional pages if needed)*

1. List your related experience and/or background to the position you are applying for:

I have served on the Budget Committee for over 10 years.

2. List any unrelated work history, educational background, and volunteer experience you may have:

I have a Bachelors Degree in Accounting & have worked in the accounting field for more than 30 years.

3. Briefly describe your interest in this position and what you hope to accomplish:

I hope to give back to the community I call home. The City staff does a great job on the budget & I would like to help provide the oversight needed to get it approved properly.

PART IV Volunteer Agreement: *Please read and check off the following before signing:*

- ☑ I acknowledge that I will not be under the direct supervision and control of the City in connection with the voluntary services for which I have applied.
- ☑ I acknowledge that I will receive no compensation or expense reimbursement from the City in connection with any volunteer services for which I have applied.
- ☑ I understand and agree that my volunteer service will be donated to the City at times other than my regular work hours.
- ☑ I understand that if the position I applied for requires me to be an elector of the City of Brookings, that the City has permission to verify my status as a registered voter.
- ☑ I agree to release the City from all matters relating to the voluntary service for which I have applied, including compliance, if any is required, with social security, withholdings, insurance and all other regulations and reportings governing such matters. I assume full responsibility for any injuries or damages suffered by or arising from the voluntary service described herein. *(Planning Commission applicants, see ** below)*
- ☑ I agree to release, indemnify and hold the City harmless from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages or expenses, of whatsoever kind and nature, including attorney fees, which City may sustain or incur as a result of errors or omissions in the performance of the voluntary service set forth herein.
- ☑ By signing this application voluntarily, I, the Applicant, do hereby acknowledge that I have read and agree to the terms stated above and that I understand and acknowledge that this document will become public information and may be distributed to the public and news media as part of a City Council Agenda Packet.

Linda Matlock
Applicant (print name)

[redacted]
Applicant's Signature

1-16-26
Date

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Submit completed applications by mail or in person to the City Recorder, 898 Elk Drive, Brookings, OR 97415. Regular business hours are 9 am to 4:30 pm, Monday – Friday.

Commission and Committee contact information:

- Planning Commission: 541-469-1103 - mrobidoux@brookings.or.us
- Budget Committee: 541-469-1123 - lehlers@brookings.or.us
- Parks and Recreation Commission: 541-469-1103 - mrobidoux@brookings.or.us

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: Finance & Admin

Signature (submitted by)

City Manager Approval

Subject:

Reappointing Lindsay Coatney to the Budget Committee.

Recommended Motion:

Move to reappoint Lindsay Coatney to the Budget Committee in position number 5 to expire February 1, 2026.

Financial Impact:

None

Background/Discussion:

Lindsay Coatney has submitted an application for reappointment to the Budget Committee; Lindsay has served on the Budget Committee since 2023. The Mayor has reviewed application for consideration of appointment.

Attachment(s):

a. Volunteer Committee Application

DigiSign Verified - 69dbcc42-f96a-46a8-8bf6-bb7f6168257c

City of Brookings
898 Elk Drive, Brookings, OR 97415
Phone: 541- 469-2163 Fax: 541-469-3650
www.brookings.or.us

APPLICATION TO SERVE ON A COMMISSION OR COMMITTEE

PART I Contact Information:

Applicant Name: Lindsay Coatney

Physical Address: [redacted]

Mailing Address: [redacted]

Email Address: [redacted] Phone: [redacted]

PART II *Position Selection, Requirements and Restrictions: (Please answer all that apply)*

1. Commission/Committee applying for:		Composition (i)	Term (ii)
☐	Planning Commission/Commission for Citizen Involvement (iii)	5 Electors, 2 UGB	4 years
☑	Budget Committee	5 Electors	3 years
☐	Parks and Recreation Commission	4 Residents, 1 UGB	2 years
☐	Other (please specify):		

2. City residents: How long have you lived in the City of Brookings? 24 years 6 months
   Planning & Budget Applicants Only: Are you a City elector (registered voter)? ☑ Yes ☐ No
3. UGB residents: How long have you lived in the UGB? _____ years _____ months
4. What is your current occupation? Real Estate Agent

NOTES:

(i) *Membership requirements:*
- Residents must reside inside City limits; resident/UGB status determined by physical address.
- Electors are registered voters of the City of Brookings (verified by County Elections Office).
- UGB members must reside within the Brookings Urban Growth Boundary (contact the Planning Department at 541-469-1137 for assistance in determining UGB status).

(ii) *Term:* Appointments to fill mid-term vacancies will be for the remainder of that term.

(iii) *Other restrictions:*
- Planning Commission: No more than two (2) Commissioners may be principally involved, as individuals, members or partners, in the buying, selling or development of real estate for profit. No two (2) members shall be involved in the same kind of business or profession.

DigiSign Verified - 69dbcc42-f96a-46a8-8bf6-bb7f6168257c

PART III Background Information: *(Attach additional pages if needed)*

1. List your related experience and/or background to the position you are applying for:

I worked at C&K Market in the adminstrative office for 5 years consisting of meeting monthly deadlines keeping my team on track.

I worked at the City of Brookings during 2016-2017 helping various departments such as water department, building and planning departments.

I currently work at our local RE/MAX in Brookings, Oregon and I have a personal interest in our community & how the systems are ran. I handle meeting and seeing multiple types of contracts at once & can balance and organize, keeping various deadlines.

2. List any unrelated work history, educational background, and volunteer experience you may have:

I was the treasurer for the local Parent Teacher Organization and helped volunteer and organize the local school events for the kids. I am still involved in local school events.

I organized the Bingo event at our local Elks Lodge and passed the baton to another.

3. Briefly describe your interest in this position and what you hope to accomplish:

I am a logical and organized thinker and I think I would be an asset to the City of Brookings and helping maintain a good budget like I have in the past.

DigiSign Verified - 69dbcc42-f96a-46a8-8bf6-bb7f6168257c

PART IV *Volunteer Agreement: Please read and check off the following before signing:*

- ☑ I acknowledge that I will not be under the direct supervision and control of the City in connection with the voluntary services for which I have applied.
- ☑ I acknowledge that I will receive no compensation or expense reimbursement from the City in connection with any volunteer services for which I have applied.
- ☑ I understand and agree that my volunteer service will be donated to the City at times other than my regular work hours.
- ☑ I understand that if the position I applied for requires me to be an elector of the City of Brookings, that the City has permission to verify my status as a registered voter.
- ☑ I agree to release the City from all matters relating to the voluntary service for which I have applied, including compliance, if any is required, with social security, withholdings, insurance and all other regulations and reportings governing such matters. I assume full responsibility for any injuries or damages suffered by or arising from the voluntary service described herein. *(Planning Commission applicants, see ** below)*
- ☑ I agree to release, indemnify and hold the City harmless from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages or expenses, of whatsoever kind and nature, including attorney fees, which City may sustain or incur as a result of errors or omissions in the performance of the voluntary service set forth herein.
- ☑ By signing this application voluntarily, I, the Applicant, do hereby acknowledge that I have read and agree to the terms stated above and that I understand and acknowledge that this document will become public information and may be distributed to the public and news media as part of a City Council Agenda Packet.

Lindsay Coatney
Applicant (print name)

[redacted]
Applicant's Signature

01/14/2026
Date

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- Budget Committee: 541-469-1123 - lehlers@brookings.or.us
- Parks and Recreation Commission: 541-469-1103 - mrobidoux@brookings.or.us

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: PW/DS

Signature (submitted by)

City Manager Approval

Subject:

Reappoint George "Skip" Watwood III to the Planning Commission

Recommended Motion:

Move to reappoint Skip Watwood to the Planning Commission in position number 5 to expire April 1, 2026. The Mayor has reviewed application for consideration of appointment.

Background/Discussion:

Skip Watwood has submitted an application for reappointment to the Planning Commission; Skip has served on the Planning Commission since February 2022.

Attachment(s):

a. Jaime Armstrong Volunteer Commission Application

DigiSign Verified - 4814ac71-0727-4aa4-95d4-4f1af2f5a004

City of Brookings
898 Elk Drive, Brookings, OR 97415
Phone: 541- 469-2163 Fax: 541-469-3650

APPLICATION TO SERVE ON A COMMISSION OR COMMITTEE

PART I Contact Information:

Applicant Name: George B "Skip" Watwood III

Physical Address: [redacted]

Mailing Address: [redacted]

Email Address: [redacted] Phone: [redacted]

PART II Position Selection, Requirements and Restrictions: *(Please answer all that apply)*

1. Commission/Committee applying for:	Composition **(i)**	Term **(ii)**
☑ Planning Commission	5 Electors, 2 UGB	4 years
☐ Budget Committee	5 Electors	3 years
☐ Parks and Recreation Commission	4 Residents, 1 UGB	2 years
☐ Other (please specify):		

2. City residents: How long have you lived in the City of Brookings? _____ years _____ months
Planning & Budget Applicants Only: Are you a City elector (registered voter)? ☐ Yes ■ No
3. Urban Growth Boundary residents - How long have you lived in the UGB? 26 years _____ months
4. What is your current occupation? Realtor

NOTES:

(i) *Membership requirements:*
- Residents must reside inside City limits; resident/UGB status determined by physical address.
- Electors are registered voters of the City of Brookings (verified by County Elections Office).
- UGB members must reside within the UGB (for assistance determining UGB status contact 541-469-1103).

(ii) *Term:* Appointments to fill mid-term vacancies will be for the remainder of that term.

(iii) *Other restrictions:*
- Planning Commission: No more than two (2) Commissioners may be principally involved, as individuals, members or partners, in the buying, selling or development of real estate for profit. No two (2) members shall be involved in the same kind of business or profession.

PART III Background Information: *(Attach additional pages if needed)*

1. List your related experience and/or background to the position you are applying for:

14 years in the general engineering contracting industry. 24 years local realtor, real estate investment and property management. Approximantley 10 years licensed Oregon contractor.

DigiSign Verified - 4814ac71-0727-4aa4-95d4-4f1af2f5a004

2. List any unrelated work history, educational background, and volunteer experience you may have:

2 time Curry County Board of Realtors President as well as serving on the board of directors. I have served on the City of Brookings TPAC committee. Coached many various youth sports teams.

3. Briefly describe your interest in this position and what you hope to accomplish:

To participate in the vision for healthy, organized and sustainable planning and growth in the City of Brookings.

PART IV Volunteer Agreement**:** *Please read and check off the following before signing:*

- ☑ I acknowledge that I will not be under the direct supervision and control of the City in connection with the voluntary services for which I have applied.
- ☑ I acknowledge that I will receive no compensation or expense reimbursement from the City in connection with any volunteer services for which I have applied.
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- ☑ I agree to release the City from all matters relating to the voluntary service for which I have applied, including compliance, if any is required, with social security, withholdings, insurance and all other regulations and reportings governing such matters. I assume full responsibility for any injuries or damages suffered by or arising from the voluntary service described herein. *(Planning Commission applicants, see ** below)*
- ☑ I agree to release, indemnify and hold the City harmless from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages or expenses, of whatsoever kind and nature, including attorney fees, which City may sustain or incur as a result of errors or omissions in the performance of the voluntary service set forth herein.
- ☑ By signing this application voluntarily, I, the Applicant, do hereby acknowledge that I have read and agree to the terms stated above and that I understand and acknowledge that this document will become public information and may be distributed to the public and news media as part of a City Council Agenda Packet.

George B "Skip" Watwood III

Applicant (print name)

[redacted] 12/22/2025, 10:31:02 AM PST 12/22/2025

Date

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- Parks and Recreation Commission: 541-469-1103 - mrobidoux@brookings.or.us

City of Brookings
CITY COUNCIL MEETING MINUTES
City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415
Monday, January 12, 2026

Call to Order
Mayor Isaac Hodges called the meeting to order at 5:35 PM

Roll Call
Council Present: Mayor Isaac Hodges, Councilors Clayton Malmberg, Phoebe Pereda, Andy Martin and Kristi Fulton; a quorum present
Staff Present: City Manager Tim Rundel, Deputy Public Works & Development Services Director Lauri Ziemer and City Recorder Brooklyn Osterhage
Media Present: None
Others Present: approximately 10 audience members

Consent Calendar
1. Approve Council minutes for December 8, 2025
2. Approve Council minutes for December 12, 2025
3. Receive monthly financial report for November 2025

Councilor Martin moved and Councilor Pereda seconded to approve the Consent Calendar as presented. Motion passed; Mayor Hodges, Councilors Malmberg, Pereda, Martin and Fulton voting "aye" [5:0].

Oral Requests and Communications from the audience
1. Don Bemis & Debra Salzman, residents – Updated Council on Wreaths Across America and their successful 2025 season. They thanked Mayor Isaac Hodges for his participation with their group.

Staff Reports and Public Hearings
1. Resignation of Mayor Isaac Hodges and filling vacant council position

Councilor Malmberg moved and Councilor Pereda seconded to accept the resignation of Mayor Isaac Hodges and declare the mayor position vacant. Motion passed; Mayor Hodges, Councilors Malmberg, Pereda, Martin and Fulton voting "aye" [5:0].

Council thanked Hodges for his years of service on the City Council as both a Councilor and Mayor. City Manager Rundel presented him with a plaque on behalf of the City.

Councilor Martin spoke in support of Clayton Malmberg as Mayor.

Councilor Martin moved to appoint Clayton Malmberg as Mayor, there was no second, the motion died.

Councilor Fulton spoke in support of Phoebe Pereda as Mayor.

Councilor Fulton moved and Councilor Martin seconded to appoint Phoebe Pereda as Mayor and then declaring Council Position #2 vacant. Motion passed; Councilors Malmberg, Martin and Fulton voting "aye" with Councilor Pereda abstaining [3:0].

The Oath of Office was given to Phoebe Pereda by City Recorder Brooklyn Osterhage and Mayor Pereda proceeded to reside over the meeting.

Scheduled Public Appearances

1. Val Early, President of South Coast Community Aquatics, updated Council on the 2025 pool season.

2. Council Interviews

Nicholas Chapman, Jim Jollota, and Anthony Bond were interviewed for Council Position #2.

After interviews, Council discussed the applicant's qualifications.

Councilor Martin moved and Councilor Malmberg seconded to appoint Anthony Bond to Council Position #2. Motion failed; Councilors Malmberg and Martin voting "aye" and Councilors Fulton and Pereda voting "nay" [2:2].

Further discussion pursued.

Mayor Pereda moved and Councilor Malmberg seconded to appoint Jim Jollota to Council Position #2. Motion passed; Mayor Pereda, Councilors Martin, Fulton, and Malmberg voting "aye" [4:0].

The Oath of Office was given to Jim Jollota by City Recorder Brooklyn Osterhage.

Remarks from Mayor, Councilors and City Manager

Council welcomed Jim Jollota to City Council.

Adjournment

Mayor Phoebe Pereda adjourned the meeting at 7:21 PM.

Respectfully submitted:

ATTESTED:
this 26th day of January, 2026:

Phoebe Pereda, Mayor

Brooklyn Osterhage, City Recorder

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 6 MONTHS ENDING DECEMBER 31, 2025

GENERAL FUND

		BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
	REVENUE					
	TAXES	4,680,220.00	107,462.67	3,763,272.48	916,947.52	80.4
	LICENSES AND PERMITS	327,000.00	19,205.84	125,060.36	201,939.64	38.2
	INTERGOVERNMENTAL	292,700.00	11,860.28	95,947.12	196,752.88	32.8
	CHARGES FOR SERVICES	1,077,500.00	55,624.83	208,527.28	868,972.72	19.4
	OTHER REVENUE	175,500.00	18,639.97	232,890.08	(57,390.08)	132.7
	TRANSFERS IN	779,400.00	.00	.00	779,400.00	.0
		7,332,320.00	212,793.59	4,425,697.32	2,906,622.68	60.4
	EXPENDITURES					
JUDICIAL:						
	PERSONAL SERVICES	41,083.00	4,426.61	26,122.03	14,960.97	63.6
	MATERIAL AND SERVICES	12,850.00	387.50	3,018.68	9,831.32	23.5
	CAPITAL OUTLAY	.00	.00	.00	.00	.0
		53,933.00	4,814.11	29,140.71	24,792.29	54.0
FINANCE AND ADMINISTRATION:						
	PERSONAL SERVICES	461,889.00	36,467.14	230,380.60	231,508.40	49.9
	MATERIAL AND SERVICES	243,100.00	6,086.50	156,874.70	86,225.30	64.5
	CAPITAL OUTLAY	.00	.00	.00	.00	.0
		704,989.00	42,553.64	387,255.30	317,733.70	54.9
POLICE:						
	PERSONAL SERVICES	4,020,285.00	321,353.34	2,010,735.46	2,009,549.54	50.0
	MATERIAL AND SERVICES	268,500.00	10,985.28	129,828.54	138,671.46	48.4
	CAPITAL OUTLAY	.00	.00	.00	.00	.0
	DEBT SERVICE	104,747.00	.00	.00	104,747.00	.0
	TRANSFERS OUT	.00	.00	.00	.00	.0
		4,393,532.00	332,338.62	2,140,564.00	2,252,968.00	48.7
FIRE:						
	PERSONAL SERVICES	243,824.00	20,944.75	121,677.54	122,146.46	49.9
	MATERIAL AND SERVICES	110,500.00	8,567.02	89,819.75	20,680.25	81.3
	CAPITAL OUTLAY	.00	.00	.00	.00	.0
	DEBT SERVICE	58,542.00	.00	.00	58,542.00	.0
	TRANSFERS OUT	.00	.00	.00	.00	.0
		412,866.00	29,511.77	211,497.29	201,368.71	51.2

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 6 MONTHS ENDING DECEMBER 31, 2025

GENERAL FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
PLANNING AND BUILDING:					
PERSONAL SERVICES	298,206.00	24,954.66	148,425.46	149,780.54	49.8
MATERIAL AND SERVICES	88,400.00	310.98	20,990.01	67,409.99	23.7
CAPITAL OUTLAY	.00	.00	.00	.00	.0
TRANSFERS OUT	.00	.00	.00	.00	.0
	386,606.00	25,265.64	169,415.47	217,190.53	43.8
PARKS & RECREATION:					
PERSONAL SERVICES	366,404.00	30,486.88	181,813.52	184,590.48	49.6
MATERIAL AND SERVICES	146,000.00	15,937.63	79,958.65	66,041.35	54.8
CAPITAL OUTLAY	.00	.00	.00	.00	.0
DEBT SERVICE	9,981.00	.00	9,980.00	1.00	100.0
TRANSFERS OUT	.00	.00	.00	.00	.0
	522,385.00	46,424.51	271,752.17	250,632.83	52.0
GOLF COURSE:					
PERSONAL SERVICES	.00	.00	.00	.00	.0
MATERIAL AND SERVICES	900,000.00	.00	.00	900,000.00	.0
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	900,000.00	.00	.00	900,000.00	.0
SWIMMING POOL:					
PERSONAL SERVICES	.00	.00	.00	.00	.0
MATERIAL AND SERVICES	160,500.00	145.90	68,501.15	91,998.85	42.7
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	160,500.00	145.90	68,501.15	91,998.85	42.7
NON-DEPARTMENTAL:					
MATERIAL AND SERVICES	175,100.00	11,326.69	68,468.74	106,631.26	39.1
CAPITAL OUTLAY	.00	.00	.00	.00	.0
TRANSFERS OUT	533,000.00	.00	.00	533,000.00	.0
CONTINGENCIES AND RESERVES	689,409.00	.00	.00	689,409.00	.0
	1,397,509.00	11,326.69	68,468.74	1,329,040.26	4.9
	8,932,320.00	492,380.88	3,346,594.83	5,585,725.17	37.5
	(1,600,000.00)	(279,587.29)	1,079,102.49	(2,679,102.49)	67.4

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 6 MONTHS ENDING DECEMBER 31, 2025

STREET FUND

		BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
	REVENUE					
	INTERGOVERNMENTAL	550,000.00	.00	236,672.68	313,327.32	43.0
	OTHER REVENUE	20,000.00	.00	1,561.79	18,438.21	7.8
	TRANSFER IN	100,000.00	.00	.00	100,000.00	.0
		670,000.00	.00	238,234.47	431,765.53	35.6
	EXPENDITURES					
EXPENDITURES:						
	PERSONAL SERVICES	275,028.00	22,493.04	138,360.31	136,667.69	50.3
	MATERIAL AND SERVICES	333,000.00	11,105.69	124,451.42	208,548.58	37.4
	CAPITAL OUTLAY	15,000.00	.00	7,862.00	7,138.00	52.4
	DEBT SERVICE	8,106.00	.00	.00	8,106.00	.0
	TRANSFERS OUT	238,700.00	.00	.00	238,700.00	.0
	CONTINGENCIES AND RESERVES	149,166.00	.00	.00	149,166.00	.0
		1,019,000.00	33,598.73	270,673.73	748,326.27	26.6
		1,019,000.00	33,598.73	270,673.73	748,326.27	26.6
		(349,000.00)	(33,598.73)	(32,439.26)	(316,560.74)	(9.3)

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 6 MONTHS ENDING DECEMBER 31, 2025

WATER FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
REVENUE					
SOURCE 03	.00	.00	.00	.00	.0
CHARGES FOR SERVICES	2,125,000.00	161,056.92	1,137,314.07	987,685.93	53.5
OTHER INCOME	70,000.00	3,030.00	30,114.85	39,885.15	43.0
TRANSFERS IN	.00	.00	.00	.00	.0
	2,195,000.00	164,086.92	1,167,428.92	1,027,571.08	53.2
EXPENDITURES					
WATER DISTRIBUTION:					
PERSONAL SERVICES	476,605.00	40,309.42	248,366.70	228,238.30	52.1
MATERIAL AND SERVICES	197,100.00	13,057.26	150,011.59	47,088.41	76.1
CAPITAL OUTLAY	40,000.00	.00	20,344.74	19,655.26	50.9
DEBT SERVICE	29,466.00	1,780.00	10,680.02	18,785.98	36.3
TRANSFERS OUT	40,000.00	.00	.00	40,000.00	.0
	783,171.00	55,146.68	429,403.05	353,767.95	54.8
WATER TREATMENT:					
PERSONAL SERVICES	38,382.00	3,418.00	19,953.99	18,428.01	52.0
MATERIAL AND SERVICES	677,150.00	52,193.75	311,184.43	365,965.57	46.0
CAPITAL OUTLAY	10,000.00	.00	.00	10,000.00	.0
DEBT SERVICE	.00	.00	.00	.00	.0
TRANSFERS OUT	734,829.00	.00	.00	734,829.00	.0
CONTINGENCIES AND RESERVES	211,468.00	.00	.00	211,468.00	.0
	1,671,829.00	55,611.75	331,138.42	1,340,690.58	19.8
DEPARTMENT 24:					
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	.00	.00	.00	.00	.0
	2,455,000.00	110,758.43	760,541.47	1,694,458.53	31.0
	(260,000.00)	53,328.49	406,887.45	(666,887.45)	156.5

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 6 MONTHS ENDING DECEMBER 31, 2025

WASTEWATER FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
REVENUE					
SOURCE 03	(4,500.00)	.00	.00	(4,500.00)	.0
CHARGES FOR SERVICES	3,718,300.00	300,385.89	1,856,057.33	1,862,242.67	49.9
OTHER REVENUE	50,000.00	.00	15,084.60	34,915.40	30.2
TRANSFER IN	.00	.00	.00	.00	.0
	3,763,800.00	300,385.89	1,871,141.93	1,892,658.07	49.7
EXPENDITURES					
WASTEWATER COLLECTION:					
PERSONAL SERVICES	734,557.00	59,112.08	363,681.56	370,875.44	49.5
MATERIAL AND SERVICES	465,000.00	6,680.16	105,420.77	359,579.23	22.7
CAPITAL OUTLAY	15,000.00	.00	.00	15,000.00	.0
DEBT SERVICE	29,466.00	1,780.00	10,679.98	18,786.02	36.3
TRANSFERS OUT	291,000.00	.00	.00	291,000.00	.0
	1,535,023.00	67,572.24	479,782.31	1,055,240.69	31.3
WASTEWATER TREATMENT:					
PERSONAL SERVICES	51,603.00	4,535.38	26,641.77	24,961.23	51.6
MATERIAL AND SERVICES	1,420,299.00	104,417.99	592,298.09	828,000.91	41.7
CAPITAL OUTLAY	15,000.00	.00	.00	15,000.00	.0
DEBT SERVICE	.00	.00	.00	.00	.0
TRANSFERS OUT	716,000.00	.00	.00	716,000.00	.0
CONTINGENCIES AND RESERVES	590,375.00	.00	.00	590,375.00	.0
	2,793,277.00	108,953.37	618,939.86	2,174,337.14	22.2
	4,328,300.00	176,525.61	1,098,722.17	3,229,577.83	25.4
	(564,500.00)	123,860.28	772,419.76	(1,336,919.76)	136.8

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 6 MONTHS ENDING DECEMBER 31, 2025

URBAN RENEWAL AGENCY FUND

		BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
	REVENUE					
	TAXES	844,200.00	7,932.39	759,273.87	84,926.13	89.9
	INTERGOVERNMENTAL	.00	.00	.00	.00	.0
	OTHER REVENUE	50,000.00	.00	8,604.48	41,395.52	17.2
	TRANSFERS IN	.00	.00	.00	.00	.0
		894,200.00	7,932.39	767,878.35	126,321.65	85.9
	EXPENDITURES					
GENERAL:						
	PERSONAL SERVICES	.00	.00	.00	.00	.0
	MATERIAL AND SERVICES	185,256.00	.00	4,900.00	180,356.00	2.6
	CAPITAL OUTLAY	2,468,944.00	.00	500.00	2,468,444.00	.0
	DEBT SERVICE	.00	.00	.00	.00	.0
	TRANSFERS OUT	.00	.00	.00	.00	.0
	CONTINGENCIES AND RESERVES	.00	.00	.00	.00	.0
		2,654,200.00	.00	5,400.00	2,648,800.00	.2
DEPARTMENT 20:						
	CAPITAL OUTLAY	.00	.00	.00	.00	.0
		.00	.00	.00	.00	.0
DEPARTMENT 22:						
	MATERIAL AND SERVICES	.00	.00	.00	.00	.0
	DEBT SERVICE	.00	.00	.00	.00	.0
		.00	.00	.00	.00	.0
DEPARTMENT 24:						
	CONTINGENCIES AND RESERVES	.00	.00	.00	.00	.0
		.00	.00	.00	.00	.0
		2,654,200.00	.00	5,400.00	2,648,800.00	.2
		(1,760,000.00)	7,932.39	762,478.35	(2,522,478.35)	43.3

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: Finance & Admin

Signature (submitted by)

City Manager Approval

Subject:

Authorized signatories for all City financial activities

Recommended Motion:

Adopt Resolution 26-R-1287, Authorizing signatories for all City financial activities currently as follows:

Phoebe Pereda, Mayor
Andrew Martin, Council President
Timothy Rundel, City Manager
Anella Ehlers, Finance Director
Anthony Baron, Public Works and Development Services Director

And removing any and all previous signatories not named here.

Financial Impact:

None.

Background/Discussion:

On January 12, 2026, the City Council appointed Councilor Phoebe Pereda as Mayor. The City Charter states that the Mayor shall sign, and that the Council President shall function as Mayor when the Mayor is unable. In addition, the positions of City Manager, Finance Director and Public Works and Development Services Director have historically been the other three authorized signatories.

Attachment

a. Resolution 26-R-1287

CITY OF BROOKINGS
State of Oregon

RESOLUTION 26-R-1287

A RESOLUTION OF THE CITY OF BROOKINGS AUTHORIZING SIGNATORIES FOR ALL CITY FINANCIAL ACTIVITIES.

WHEREAS, the City of Brookings ("City") Charter states the Mayor shall sign all approved records of proceedings of the Council and countersign all checks and vouchers; and

WHEREAS, the City Charter states that the Council President shall function as Mayor when the Mayor is unable; and

WHEREAS, all disbursements drawn on the City of Brookings funds require authorized signatories; and

WHEREAS, all financing, borrowing, and encumbering of assets, require authorized signatories; and

WHEREAS, the positions listed below have been the authorized signatories for all City of Brookings financial activities since 2023,

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Brookings authorizes signatories for all City of Brookings financial activities, and borrowing and encumbering assets, to the following list of positions:

Mayor
Council President
City Manager
Finance Director
Public Works and Development Services Director

Passed by the City Council January 26, 2026, and made effective the same date.

Attest:

Mayor Phoebe Pereda

City Recorder Brooklyn Osterhage

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: FIN

Signature (submitted by)

City Manager Approval

Subject: Resolution Authorizing Application for USDA Rural Development Grant – Easy Street Water Line Replacement Project

Recommended Motion: Move to adopt Resolution 26-R-1286 authorizing the City Manager to apply for a USDA Rural Development grant in the amount of $1,000,000 for the Easy Street Water Line Replacement Project.

Financial Impact: The City has been approved for $1,000,000 in Community Project Funding administered through USDA Rural Development. A 25% local match is required and will be funded through the City's Water System Development Charges and System Replacement Fund.

Background/Discussion: The Easy Street Water Line Replacement Project is identified as a high-priority improvement in the City's Water Master Plan due to aging, undersized infrastructure and fire flow deficiencies. The project will replace approximately 2,950 linear feet of water main along Easy Street between Mardon Court and Fern Avenue, improving water system reliability, hydraulic performance, and public safety. USDA Rural Development requires City Council authorization for the City Manager to submit a formal grant application.

Attachment(s): Resolution 26-R-1286 Authorizing Application for USDA Rural Development Grant – Easy Street Water Line Replacement Project

CITY OF BROOKINGS
STATE OF OREGON

RESOLUTION 26-R-1286

A RESOLUTION OF THE CITY OF BROOKINGS AUTHORIZING THE CITY MANAGER TO APPLY FOR A USDA RURAL DEVELOPMENT GRANT FOR THE EASY STREET WATER LINE REPLACEMENT PROJECT

WHEREAS, the City of Brookings' Water Master Plan has identified the Easy Street Water Line Replacement as a high-priority project due to aging, undersized water infrastructure and fire flow deficiencies; and

WHEREAS, the City has been approved for $1,000,000 in Community Project Funding to be administered through the U.S. Department of Agriculture (USDA) Rural Development program; and

WHEREAS, USDA Rural Development requires authorization from the City Council for the City Manager to submit a formal grant application on behalf of the City; and

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Brookings, Curry County, Oregon, that the City Manager is hereby authorized to apply for a USDA Rural Development grant in the amount of $1,000,000 for the Easy Street Water Line Replacement project and to execute all documents necessary for the submission of the application.

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately upon adoption.

Passed by the City Council January 26, 2026 and made effective the same date.

Attest:

Mayor Phoebe Pereda

City Recorder Brooklyn Osterhage

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: Administration

Signature (submitted by)

City Manager Approval

Subject: Water purchase agreement with Rainbow Rock Service Association (RRSA)

Recommended Motion:

Authorize City Manager to sign a water purchase agreement between the City of Brookings and Rainbow Rock Service Association.

Financial Impact:

RRSA will pay an initial $26,857 in System Development Charges (SDC) and the annual revenue to the City of Brookings for the bulk water will range approximately $17,000 to $20,000 a year.

Background/Discussion:

Pacific Vista Condominiums, which includes 60 single family units, are located at 17744 Highway 101. The property is located just outside City limits but is still within the urban growth boundary. Rainbow Rock Service Association (RRSA) provides water and wastewater services to Pacific Vista Condominium Association (PVCA) and is requesting the City's consideration of RRSA purchasing water from the City of Brookings that they would then re-sell to PVCA. Oregon Health Authority (OHA) supports water system interconnection and consolidation.

RRSA currently has a functioning water treatment plant with right(s) to draw water from surface waters located on South Coast Property (formerly Rio Tinto -BORAX). RRSA is considering the shutdown of their water treatment plant and propose to continue using the 75,000 gallon storage tank that would be supplied from a City water connection through a single three inch meter.

The Brookings Municipal Code (BMC), Section 13.05.060, Description of service. (C). Special Contracts states that "when the applicant's requirements for water are unusual or large, such as an independent water district, or necessitates considerable special or reserve equipment or capacity, such as a subdivision or other development, the city council reserves the right to make a special contract, the provisions of which are different from and have exceptions to the regularly published water rates, rules, and regulations. This special contract shall be in writing, signed by the applicant and approved by the city council."

The bulk water sale to RRSA has been discussed and reviewed in numerous Council Workshops over the past 7-8 years. City Attorney Lori Cooper has reviewed this agreement.

Attachment(s):

a. Agreement signed by RRSA
b. RRSA Request Letter, January 11, 2019
c. Oregon Health Authority Support Letter, January 3, 2019

WATER PURCHASE AGREEMENT
CITY OF BROOKINGS AND RAINBOW ROCK SERVICE ASSOCIATION

THIS WATER PURCHASE AGREEMENT ("Agreement") is entered into by and between the City of Brookings (the "City"), a political subdivision of the State of Oregon, and the Rainbow Rock Service Association ("RRSA"), an Oregon non-profit mutual benefit corporation (collectively, the "Parties").

Recitals

The below recitals are provided as background information and to provide historical context to the Agreement. The below recitals are not incorporated into this Agreement and do not impose any additional duties or conditions on the parties or relieve the parties of any duties provided herein.

A. The City provides water service to its customers in accordance with the Brookings Municipal Code, and state and federal statutes.

B. Rainbow Rock Service Association is organized and operated to provide potable water to the residents of Pacific Vista Condominium Association ("PVCA").

C. RRSA has applied to purchase water from the City.

D. The City has agreed to provide water services to RRSA to serve the PVCA condominiums (referred to herein as the "RRSA Service Area" and further described in Exhibit B, which is attached to this Agreement) pursuant to the terms and conditions contained in this Agreement.

NOW, THEREFORE, the City and RRSA hereby agree as follows:

Section 1. Application of City Law; Effect of Agreement. This Agreement is subject to all applicable provisions of the Brookings Municipal Code regarding water service, including but not limited to installation of water facilities, system development charges ("SDCs"), and water service billing and payment requirements, as such provisions may now exist or may be amended in the future.

The Parties agree and acknowledge that the City is the owner and operator of its water system and water rights used in its utility operations. The purchase of water under this Agreement will not constitute purchase of ownership rights to water or any portion of the water system owned and operated by the City, except as may be specified herein or may be established by separate agreement. Nothing in this Agreement will preclude the parties from entering into separate agreements involving emergency or mutual-aid situations.

Section 2. Original Term and Renewal Term. This Agreement shall be effective as of the last date the Agreement is signed by the City and RRSA, and shall continue for an Original Term of twenty (20) years unless otherwise terminated as provided herein. This Agreement shall automatically renew for an additional twenty (20) years unless otherwise terminated as provided herein.

Section 3. City's Duties; Water Service Conditions and SDC Payments. During the term of this Agreement the City shall provide RRSA with water service subject to this Agreement and the following conditions:

A. The City will set a 3" water meter in the public right of way south of the entrance to the RRSA Water Treatment Facility located at 40S-14W-26 tax lot 102. RRSA agrees to pay to the City all material and labor costs associated with the installation of the meter before the meter is turned on.

B. RRSA agrees to pay a System Development Charge (SDC) for connecting to the City's water system. The sum of the SDCs shall be $26,857. RRSA agrees to pay this amount to the City prior to the installation of the meter as provided herein.

C. The City will bill and RRSA will pay for such water service as more particularly described on the attached rate sheet, which by this reference is incorporated into this Agreement as Exhibit A and which rates the City may from time to time change and apply to all customers, including RRSA.

D. The City will maintain the meter and water lines to the location of the meter. RRSA will maintain the water lines and all other equipment after the meter. All maintenance and work shall be done by a qualified technician with proper City and state certifications and must comply with City and state rules, regulations, ordinances, and specifications.

E. The City will make every endeavor to set the meter and begin water service within 30 days of receiving the SDC payment from RRSA, as described in Section 3.B above.

F. The City shall not be responsible for maintenance or repair of any water pipes, fixtures or other water service apparatus on RRSA's side of the water meter.

G. Subject at all times to applicable Brookings Municipal Code provisions, if the City experiences a temporary increase in demand from the City's water customers within the City limits of Brookings, and such temporary increase in demand precludes the City from simultaneously satisfying RRSA's water demand, the City may temporarily limit RRSA's use of City water to meet the temporary increase in demand from the City's water customers within the City limits, so long as such limitations are consistent with the City's Water Management and Conservation Plan and other applicable provisions of the Brookings Municipal Code. If the increase in demand from the City's water customers within the City limits is permanent and the City is unable to meet both the increase in demand and RRSA's demand, RRSA and the City shall meet to seek a mutual agreement on the terms of further water service, including planning, engineering, construction, and any other miscellaneous costs associated with continued water service to RRSA.

H. Subject at all times to Brookings Municipal Code provisions, water delivery by the City to RRSA may be temporarily suspended if the City finds that, due to a water shortage or emergency or due to water quality issues, the provision of water under this Agreement will likely present a health, safety, or welfare risk to City residents or to RRSA. Under such circumstances, the City will comply with the City's Water Management and Conservation Plan and other applicable provisions of the Brookings Municipal Code, and endeavor to provide as much notice as possible, assist RRSA in securing an emergency alternate water supply, and reasonably and safely resume water service.

Section 4. RRSA's Duties; Payment. During the term of this Agreement, RRSA shall be entitled to receive water service from the City subject to this Agreement and the following conditions:

A. RRSA shall timely pay to the City the applicable monthly rates/fees as described in Exhibit A and which rates the City may from time to time change and apply to all customers, including RRSA.

B. RRSA shall install a City-approved Reduced Pressure Zone ("RPZ") backflow prevention device on RRSA's side of the meter, and RRSA agrees that it will not permit any plumbing branches or piping to other facilities to be installed between the meter and the backflow prevention device. RRSA agrees to install, test, and maintain the backflow prevention device as provided by City rules, regulations, ordinances or policies. RRSA agrees to comply with City requests to inspect all facilities for compliance with this Agreement and agrees to replace or repair any facilities which in the City's sole discretion require replacement or repair.

C. RRSA agrees that it shall be responsible for all costs of maintenance or repair of the water pipes, backflow prevention device, fixtures or other water service apparatus on RRSA's side of the water meter, and further agrees that theCity shall not be responsible for such costs.

D. At no time shall RRSA resell or provide water it purchases from the City to any persons or entities located outside of RRSA's Service Area, which is further described on the attached Exhibit B, which by this reference is incorporated into this Agreement.

E. If, at a later time, an annexation agreement is approved by the Parties, that agreement will supersede this agreement and the RRSA Water Right Certificate Nos. 79230, 79231, 79232, and 79233 will be conveyed to the City at that time. Such conveyance shall be by quitclaim deed, with no additional consideration to be paid by the City to RRSA beyond the consideration set forth in this Agreement. The City shall be responsible for any and all modifications it may choose to pursue with respect to the water rights, including any transfers or changes in the authorized points of diversion, places of use, or purposes of use, including any leases or transfers to instream use. The City shall be responsible for any and all applications, permits, approvals, fees, and legal expenses associated with such modifications or any other actions related to the water rights following conveyance by RRSA to the City.

Section 5. Assignment. RRSA shall not assign, transfer, or attempt to assign or transfer, or permit any involuntary assignment or transfer of its rights or obligations under this Agreement, in whole or in part, without the prior written consent of the City, which shall not be unreasonably withheld.

Section 6. Severability. The Parties agree that if any term or provision of this Agreement is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and provisions shall not be affected, and the rights and obligations of the Parties shall be construed and enforced as if the Agreement did not contain the particular term or provision held to be invalid.

Section 7. Waiver. A provision of this Agreement may be waived only by a written instrument executed by the Party waiving compliance. No waiver of any portion of this Agreement shall constitute a waiver of any other provision, whether or not similar, nor shall any waiver constitute a continuing waiver. Failure to enforce any provision of this Agreement shall not operate as a waiver of such provision or any other provision.

Section 8. Termination.

A. This Agreement may be terminated at any time by mutual written consent of the Parties.

B. This Agreement may be terminated by RRSA upon 90 days' written notice to the City for any reason or no reason. Upon such termination, RRSA agrees to pay the City any and all amounts due and owing under this Agreement and to, at no cost to the City: 1) promptly remove any connections or facilities which allow access to City water in compliance with the Brookings Municipal Code and City rules and regulations; 2) allow City inspection of such connection removals; and 3) at RRSA's expense, allow the City to correct any faulty removals if, in the City's sole discretion, such corrections are called for.

C. This Agreement may be terminated by the City upon 90 days' written notice if RRSA materially breaches the Agreement. For the purposes of this section, material breach is defined as the failure to abide by any of RRSA's duties, responsibilities, and requirements set forth in Sections 3, 4, or 5 above. Nothing in this section is intended to restrict the City's right to temporarily curtail water service due to a water shortage or public health emergency as provided in Section 3.H above.

D. Termination under any provision of this Section 8 shall not affect any right, obligation, or liability of RRSA or the City which accrued prior to such termination; nor will it affect any rights to indemnification herein.

Section 9. Amendments. This Agreement may be amended only by an instrument in writing executed by both Parties.

Section 10. Entire Agreement. This Agreement sets forth the entire understanding of the Parties with respect to the subject matter of this Agreement and supersedes any and all prior understandings and agreements, whether written or oral, between the Parties with respect to such subject matter.

Section 11. Expenses. Each Party shall bear its own expenses in connection with this Agreement and the transactions contemplated by this Agreement.

Section 12. Governing Law and Venue. This Agreement has been made entirely within the State of Oregon. This Agreement shall be governed by and construed based on laws of the State of Oregon. If any suit or action is filed by either Party to enforce any provision of this Agreement or otherwise with respect to the subject matter of this Agreement, venue shall be in Curry County, Oregon.

Section 13. Indemnification and Insurance.

A. Liability Apportionment; Indemnification by RRSA. RRSA will retain sole liability for water service provided to its users and regarding the maintenance and construction of its water system (i.e., any water pipes, fixtures or other water service apparatus on RRSA's side of the water meter). RRSA agrees that no liability will attach to the City on account of any failure of supply or changes of pressure, flow rate, or water quality due to circumstances beyond the reasonable control of the City, acting in accordance with the standards of care common and usual in the municipal water supply industry. (Examples of such circumstances include, but are not limited to, natural events such as earthquakes, landslides, droughts, and floods and human caused events such as terrorism, malevolent acts, contamination of the water supply, and acts of war.) Notwithstanding anything to the contrary in this Agreement, RRSA shall indemnify, defend, save, and hold harmless the City, its officers, employees, and agents from any and all third-party claims, suits, actions, or other liabilities, including attorney fees and costs, arising out of or related

to this Agreement or services provided hereunder. However, this RRSA indemnification shall not apply to gross negligence, malfeasance or curtailment of service by the City not specified by rule consistent with the State of Oregon or the City of Brookings Municipal Code. This indemnification provision shall survive the termination or expiration of this Agreement.

B. Liability Apportionment; Indemnification by the City. The City will retain sole liability for water service provided to its users and regarding the maintenance and construction of its water system (i.e., the water meter, and any water pipes, fixtures or other water service apparatus on the City's side of the water meter). Subject at all times to the tort claim limitations in the Oregon Tort Claims Act and the Oregon Constitution and notwithstanding anything to the contrary in this Agreement, the City shall indemnify, defend, save, and hold harmless RRSA, its officers, employees, and agents from any and all third-party claims, suits, actions, or other liabilities, including attorney fees and costs, related to this Agreement and arising out of the City's gross negligence, malfeasance or curtailment of service by the City not specified by rule consistent with the State of Oregon or the City of Brookings Municipal Code. This indemnification provision shall survive the termination or expiration of this Agreement.

C. The Parties agree not to bring or file any suits, actions, or claims against each other related to this Agreement and to the services provided hereunder. This provision does not apply to any claims asserting a breach of this Agreement. This provision shall survive the termination or expiration of this Agreement.

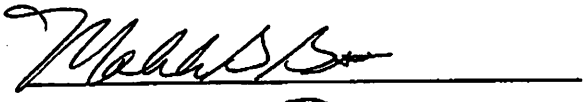
IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed:

CITY OF BROOKINGS

_____ _____

By: Tim Rundel, City Manager Date

RAINBOW ROCK SERVICE ASSOCIATION



JAN-21, 2026

By: MAHLON G. BEST
PRESIDENT - RRSA

Date

EXHIBIT A

CITY OF BROOKINGS
MONTHLY WATER & SEWER RATES

Effective 7/1/25 — Meter Reading (Usage) = cubic feet — 7.48 gallons = one cubic foot

Type	Location	Monthly Service Charge	Water	Sewer	SRF-Water	SRF-Sewer	SRF-Streets	SRF-Stormwater
IGA/Bulk Water Agmt	OCL	$4.23	$31.28 + $5.75 per 100 cu ft	N/A	$3.84/unit	N/A	$0/unit	$0/unit

Note: Rates may increase periodically (typically annually), as approved by the City Council. This will be at the same rate as all other water customers unless a Rate Study is adopted by the City Council, that changes rates by customer class.

Water

Account Setup Fee

$25.00 nonrefundable

Service Deposit Fees:

Owner - Single Family Home or Single Business

$0.00 **PER UNIT Low Risk**
$200.00 **PER UNIT Medium Risk**
$300.00 **PER UNIT High Risk**

LATE FEE **$150.00** (total for account)

Late fee is charged to account if not paid by the 25th day of the month billed.

SHUT OFF FEE **$350.00** (total for account)

Shut off fee is charged to account if full payment is not made by the second Wednesday of the month following due date.

Note: Fees may change by resolution adopted by City Council

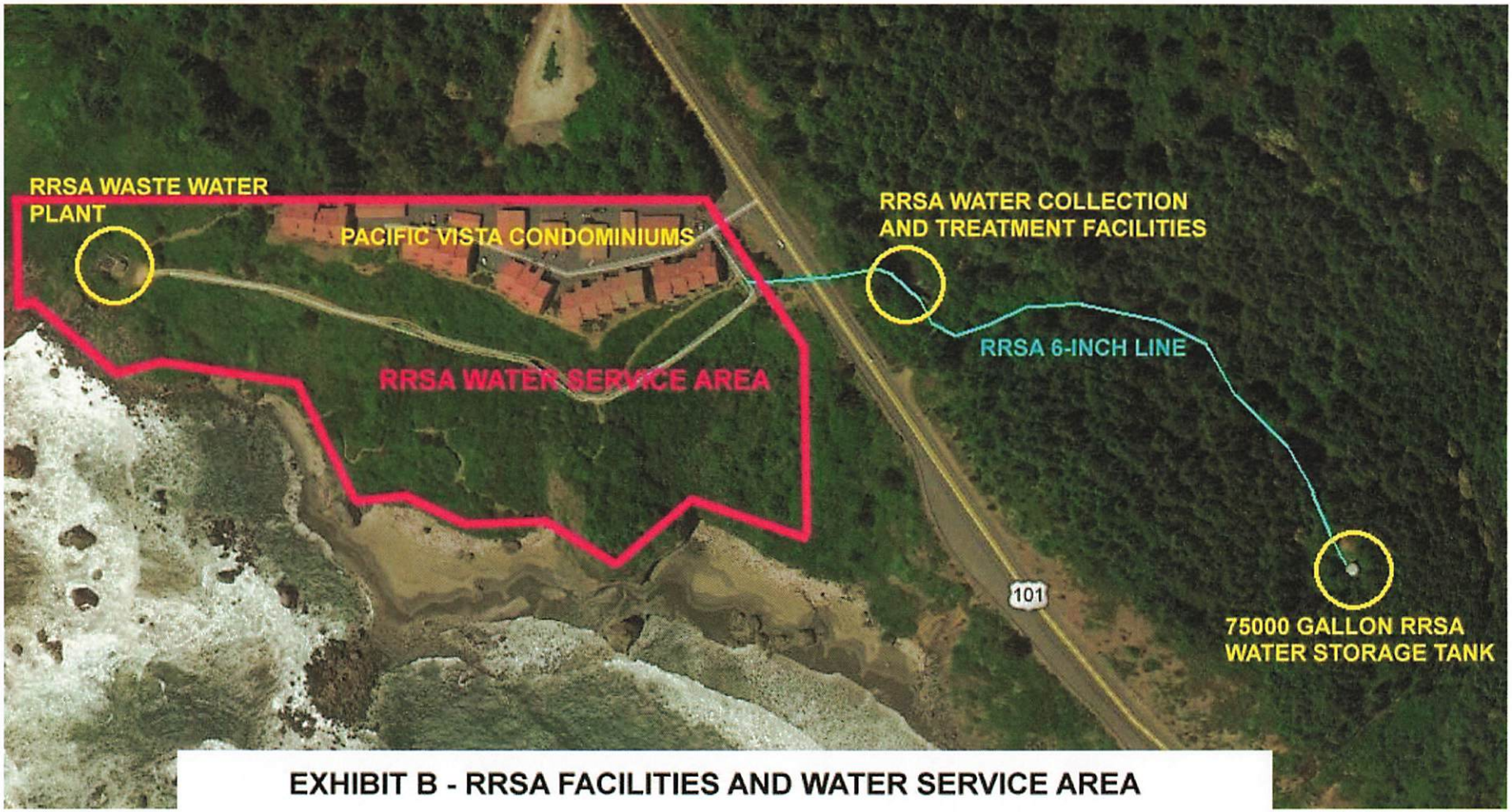


EXHIBIT B - RRSA FACILITIES AND WATER SERVICE AREA

January 11, 2019

Rainbow Rock Service Association
17744 Highway 101 N #100
Brookings, OR 97415

Janell Howard, City Manager
898 Elk Drive
Brookings, OR 97415

Dear Manager Howard:

This letter is intended to be a starting point for investigating the possibility that Rainbow Rock Service Association could become a purchasing water system from the City of Brookings. With this letter, RRSA will attempt to lay out some of the background on its system, some conceptual ideas about the layout of an RRSA connection to City water, the need for discussions about costs, and a little about the benefits of such a connection both to RRSA and to the City. RRSA is aware that the City of Brookings does not have an established protocol for providing water to a community drinking water system outside city limits such as RRSA. We know that this would require approval by the Brookings City Council.

Rainbow Rock Service Association (RRSA) has been providing sewer and water service for the Pacific Vista Condominium Association (PVCA) for over 30 years. RRSA owns three parcels north of the City of Brookings, outside the City limits. One of those parcels is the location of the RRSA water treatment plant; another on top of an adjacent hill holds the 75000 gallon water tank used to serve water to PVCA; the last parcel is the location of the RRSA sewage treatment plant, west of the condominiums. Please see Figure 1 for an overview of the locations of the aforementioned facilities. The RRSA public drinking water system is PWS#41-01361.



Figure 1 - An overview map of the locations of the RRSA facilities.

At the RRSA drinking water collection and treatment facility, surface water is collected from a watershed located primarily in the city limits on property owned by Borax Corporation. The water treatment plant does not run continually; it is instead turned on to supply the 75000 gallon tank only when its level drops. When the treatment plant is operating, it makes treated water at a rate of 20 gallons per minute. In a year, the plant delivers between 2 million and 2.5 million gallons of treated water to the storage tank. A 6-inch pipe from the storage tank on RRSA property passes under Highway 101 to the PVCA property providing both the supply of drinking water and water for the emergency fire system.

The RRSA infrastructure, in particular the 75000 gallon storage tank and the 6-inch distribution line, functions to handle all spikes in usage at the condominiums including daily and monthly variations, and regular flushing of the fire hydrants. As long as water is treated at the RRSA plant and delivered to the storage tank at a rate greater than the average long-term usage rate, the tank can be kept at high levels. Even during the very highest summer occupancy at the condominiums, the peak daily water use (only seen a handful of days a year) is 12000 gallons, or an average rate during those rare high-usage days of about 8 gallons per minute. Applying a typical peaking factor of 2.5 to that 8 gallons per minute, one gets 20 gallons per minute as peak instantaneous usage. It is apparent why the treatment plant running at 20 gallons per minute has always easily kept the storage tank near full. This is being mentioned now for a later discussion on the needed connection size.

Figure 2 shows a schematic from the Oregon Health Authority of the layout of the current RRSA water treatment system. The plant is an advanced system utilizing UV disinfection in the final stage.

Water System Schematic

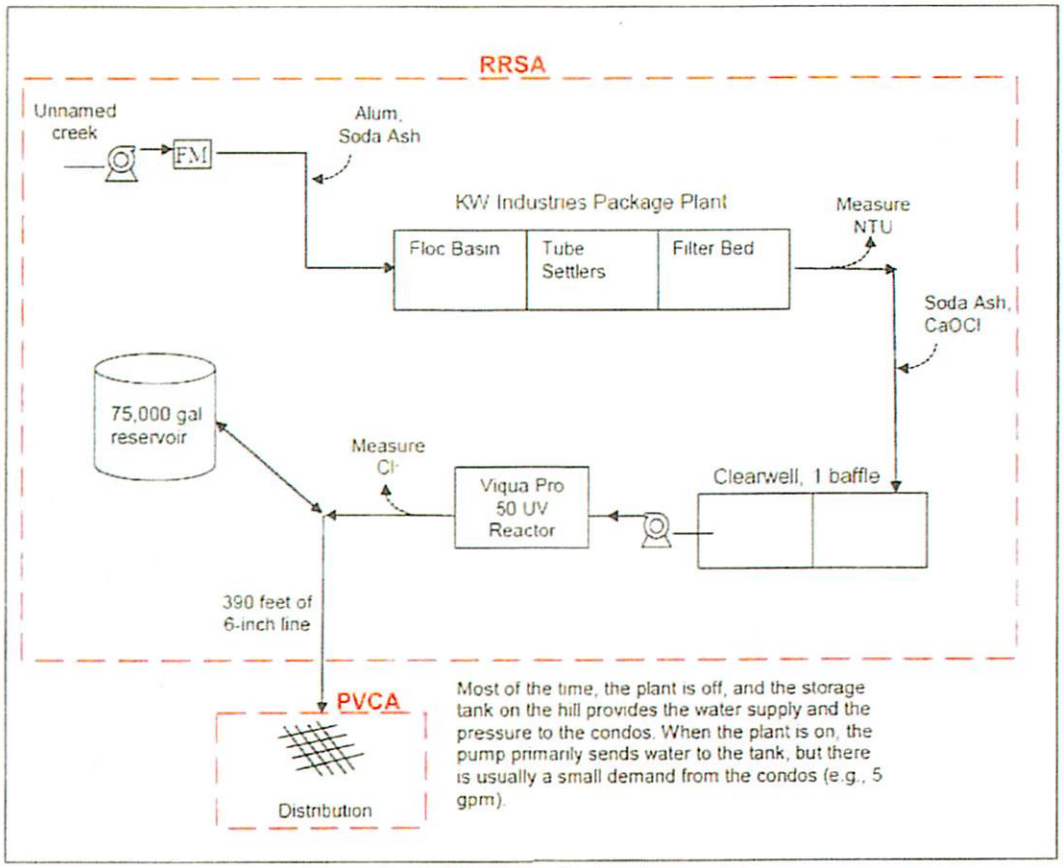


Figure 2 - RRSA Water System Schematic

Drinking water is tested daily and lab tests always come back far exceeding State quality standards. The 6-inch water distribution line from the RRSA storage tank to the PVCA condominiums passes under Highway 101 approximately 200 feet south of the entrance to the condominiums.

What is being considered is eliminating the treatment plant in the schematic and replacing it with an RRSA connection to the City water line. It is important to note that this should not be viewed as a connection of the Pacific Vista Condominiums to City water. A direct connection to the condominiums would be a completely different arrangement. In this letter, RRSA is putting forth an interest in purchasing water to fill the RRSA storage tank, while the service to PVCA would remain the function of RRSA and its existing infrastructure. All ownership and maintenance responsibilities of the current RRSA infrastructure would remain with RRSA. In the current schematic, Figure 2, the booster pump sending water to the 6-inch line to the storage tank is via a 1.25-inch pipe. The supply from the City to RRSA would only need to be that size, although a 1.5-inch supply would likely be chosen to provide an extra measure of capacity, allowing the storage tank to be topped-off more quickly. RRSA would continue to supply water to PVCA through the 6-inch line. Figure 3 shows a schematic of the possible connection layout conceptually. The City's responsibility would end at the 1.5-inch water meter on the 1.5-inch supply line.

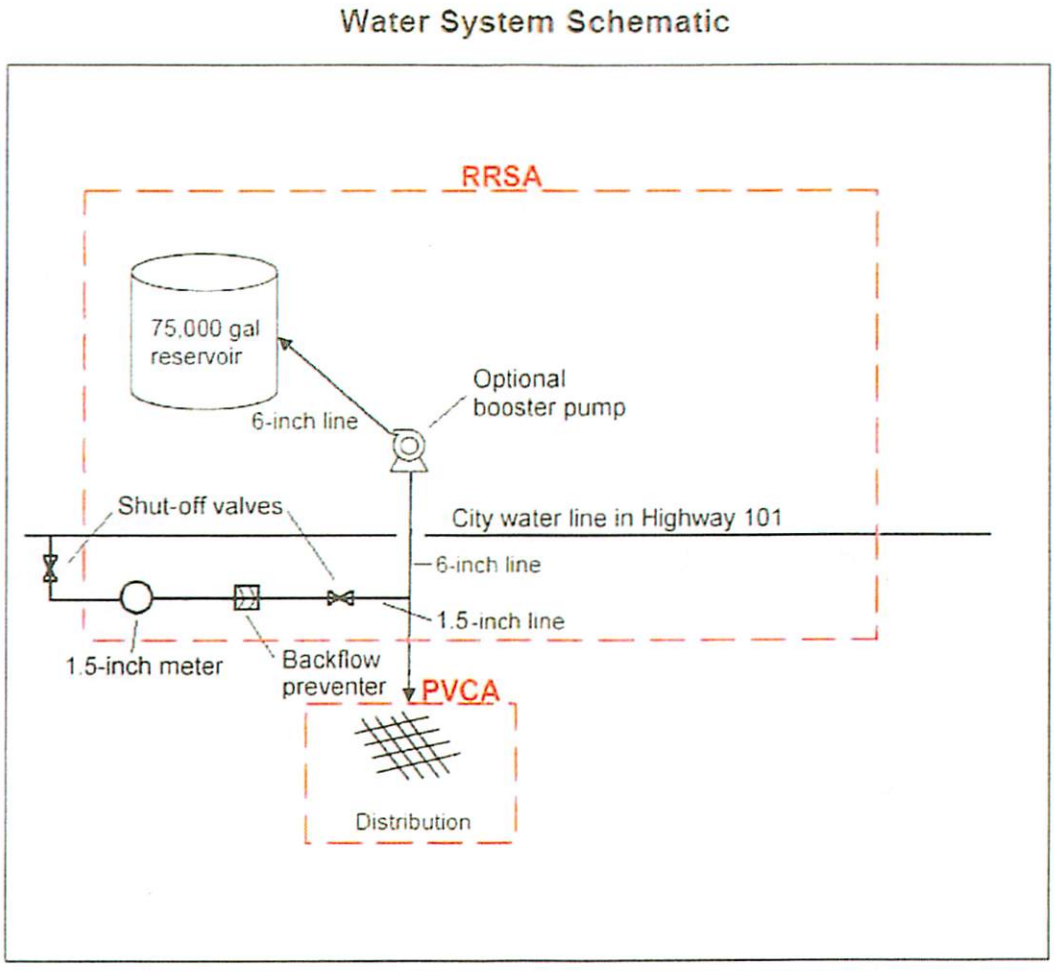


Figure 3 - Conceptual Layout for RRSA Connection to City Water

In Figure 3, the booster pump is shown as "optional" because at this time, it is not known if the pressure in the City water line is high enough to overcome the head up to the storage tank. Initial

indications are that it is too close to call. If, when more careful measurements are taken, it is found that the City pressure at the connection point is perhaps 5 or more psi greater than the RRSA pressure, the pump can be eliminated. If the pump is needed, it would be located in the existing RRSA pump and treatment building, which is a secure facility with locked fencing, motion lights and steel door.

When the City water line was put in along Highway 101, a stub was added at the entrance to the condominiums. That location is shown in Figure 4. If that stub is used to supply the water to RRSA, a short (under 100 feet in length) 1.5-inch water line would connect from there to the closest point in the RRSA 6-inch line near the A building. That new line would also include the installation of a backflow preventer, a 1.5-inch water meter and an additional shut-off valve. Also shown in Figure 4 is the location of the RRSA drinking water treatment facilities and the approximate underground path of the RRSA 6-inch supply line. Of course many more details than what have been mentioned here would need to be resolved. RRSA will prepare Engineered Drawings for City review if we are able to get an agreement in place which is satisfactory to RRSA, The City of Brookings and PVCA.

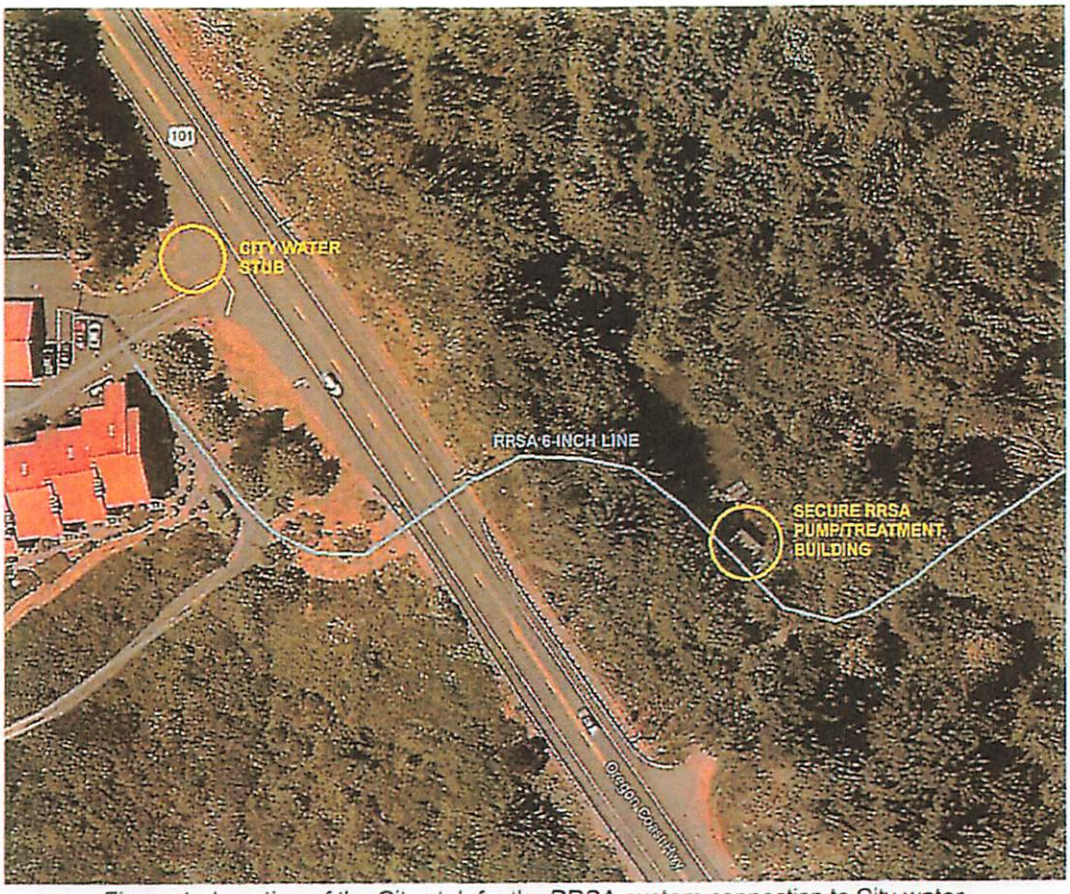


Figure 4 - Location of the City stub for the RRSA system connection to City water.

RRSA is a non-profit and does not sell water to PVCA or anyone else. PVCA funds RRSA through a monthly assessment. The interest in investigating the idea of a City connection is strongly dependent on what the costs (both initially and ongoing) work out to be. If it turns out cheaper to continue to operate the RRSA drinking water treatment plant, there will be little motivation to look deeper into the potential connection. RRSA is aware of the costs they will incur in adding infrastructure that will be needed to the RRSA system. However, at this time RRSA is not clear on what the City charges and rates may be. Please see the "City of Brookings Monthly Water & Sewer Rates" on the following page.

None of the rates shown in the table apply to the RRSA situation as a water purchaser with the existing system with the 75000 gallon storage tank. If this was a direct connection of the Pacific Vista Condominiums to City water with the elimination of the RRSA 6-inch line to the storage tank on the hill, then our case would fall under "Multi Family OCL". But that is not our case. It is clear that the RRSA connection being considered would involve a System Development Charge (SDC) consistent with a 1.5-inch meter. RRSA has not verified what the current value of that SDC would be, but it is believed to be less than $10000. RRSA is also aware that usage would need to be paid at the "OCL" (out of city limits) rate which from the chart is $5.52 per 100 cu.ft. What is unknown is what the base rate would be and whether that would be founded on a base usage or the meter size or some other measure. RRSA also does not know if a State Revolving Fund (SRF) charge would apply. There may be some rationale for utilizing the last entry in the City rate table, the category for Commercial OCL. RRSA believes discussions about appropriate System Development Charges, any SRF fees and base rates need to be started early in this process.

RRSA believes the City of Brookings may be interested in this water purchase concept for at least four reasons:

1. Water revenue for the City - without looking at any base charges or SRF charges, the usage alone would result in annual revenue from RRSA of about $17000 (at typical annual usage).
2. SDC funds paid to the City - this might be something approaching $10000 (one time).
3. The City would see better, more efficient use of the City water line north of Taylor Creek. Just the College (SWOCC) is utilizing that portion of the line now and it has very low usage.
4. The switch would remove an obstacle to development on the Borax property within the city limits, which could result in a tax base increase down the road. Condition 23 of approval for the Lone Ranch Master Plan reads:

   "Prior to construction of any phase that may adversely affect the quality or quantity of water available through the existing Rainbow Rock Service Association (RRSA) surface water supply system, the applicant shall demonstrate how the water and water supply system will not be negatively affected. Each DDP shall evaluate the impact of development on the existing RRSA surface water system, unless RRSA has previously discontinued use of the system."

RRSA is interested in investigating a water purchase from the City for at least these three reasons:

1. Depending on the rate structure, it could be cheaper than continuing to treat surface water.
2. RRSA has an ongoing concern about development on the Borax property resulting in a negative impact on the ability to treat water. While the various water rights that RRSA holds and Condition 23 assure that the water supply is protected legally, it still requires vigilance and will likely mean incurring legal costs. Recent logging on the Borax property has provided an indicator of how sensitive the RRSA watershed is to disturbances. Even though the logging was well away from immediate contact with the RRSA collection pond, high turbidity peaks have been measured since the logging operations. Multiple peaks above 30 NTU have been recorded since the logging and the water treatment plant is generally not operated if turbidity rises above 10 NTU. The turbidity peaks before the logging were generally about one-third as high as they have been since the logging.
3. While the RRSA water treatment plant is functioning very well at the moment, much of the plant is older and maintenance costs will grow in the future.

From a larger perspective, the State of Oregon has a policy of encouraging consolidation of smaller community water systems into larger systems. Betsy Parry of the Oregon Health Authority is in charge of monitoring/surveying the RRSA water system. She has written a letter supporting the concept of switching the RRSA water source to the City of Brookings water system with RRSA becoming a purchasing water system. Betsy Parry's letter is attached.

RRSA will be ready to discuss this further whenever the City is ready.

Sincerely,
Rainbow Rock Service Association
Charles Schlumpberger, President
Steve Klein, Vice President
Jean Williams, Treasurer

PUBLIC HEALTH DIVISION
Center for Health Protection, Drinking Water Services

Oregon Health Authority

444 A Street
Springfield, OR 97477
Ph. (541) 726-2587
Fax (541) 726-2596
http://healthoregon.org/dwp

January 3, 2019

Janell Howard, City Manager
City of Brookings
898 Elk Drive
Brookings, OR 97415

RE: Rainbow Rock Service Assn Drinking Water System, PWS #01361

Dear Ms. Howard:

The board of the Rainbow Rock Service Association (RRSA) has been researching options for their public drinking water system. Among other things, the members are concerned about the effects of a planned development around the intake at the source of their drinking water, a lake/impoundment on the east side of the coastal highway. One option they are exploring is switching their water source to the City of Brookings water system and becoming a purchasing water system. That means there would be just one meter on the City's system, and RRSA would continue to be its own community drinking water system - maintaining the infrastructure beyond the meter and conducting the distribution system monitoring in their area - but no longer drawing from nor treating the local water source.

Oregon Health Authority Drinking Water Services generally supports water system interconnection and consolidation for many reasons – resilience, economy of scale, better compliance, declining numbers of certified treatment operators, etc. Several state agencies support consolidation. In fact, Oregon's 2017 Integrated Water Resources Strategy has a heading called "Encourage Regional Systems" (on page 99 of https://www.oregon.gov/OWRD/WRDPublications1/2017_IWRS_Final.pdf) which says:

> Many Oregon communities, particularly smaller ones, are struggling to adequately fund water and wastewater-related infrastructure. The high capital costs related to infrastructure, the construction, operation, and maintenance cost of facilities, and the salary and training costs of retaining

qualified personnel all seem prohibitively expensive to communities with a small ratepayer base. In Oregon these tend to be rural, coastal, and/or small urban communities.

Developing a regional water and wastewater system makes sense, if it is cost-effective. A regional system could include physical consolidation, system redundancy, or shared contracts, services, purchases, mutual assistance agreements, interties, and back-up supplies. State and federal agencies often provide incentives such as funding and technical assistance to encourage a regional approach to meeting water needs.

One reflection of that final statement is that proposals that interconnect or consolidate small systems are rated as high priority to receive funding from our State Revolving Fund (infrastructure loans for public water systems).

If you have any further questions or concerns, or would like this in an alternate format, please contact me at (541) 726-2587 ext. 30.

Sincerely,

Betsy Parry
Environmental Health Specialist
Drinking Water Services

ec: Steve Klein, Rainbow Rock Service Association Board
Sean Stevens, Business Oregon, Infrastructure Finance Authority

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: January 26, 2026

Originating Dept: Administration

Signature (submitted by)

City Manager Approval

Subject:

Council Liaison Discussion/Appointments

Background/Discussion:

The Council liaison positions have traditionally been reviewed periodically, with a change in elected position(s) or by the request of the Mayor or a Councilor. The City Council last visited Council liaison positions January 2, 2024.

With a new Councilor, we have several vacancies. Many are optional, and can be filled by an elected official or staff. In addition to filling the vacant positions, the Mayor and/or Councilors might want to change representation on some committees, commissions, or boards.

The last spreadsheet of these positions is attached for review and discussion. Not all positions require an alternate.

Attachment(s):

a. January 2, 2024 approved Council Liaison Spreadsheet

Council Committee Liaison List as of 1/2/2024

Organization	Member	Liaison	Appointee	Alternate	When	Where
Brookings/Harbor School District 17C		X	Hodges		Monthly/3rd Wed,5:30PM	K-School library
Curry County BOC		X	Hodges	Pereda	1st Wed and 2nd Thurs, 6:00PM	Courthouse Annex, GB
Curry County Recycling		X	Baron	Rundel	3rd Tues, 1st month of each quarter, 10AM-12PM	Curry County Commissioners Hearing Room
Harbor Sanitary District	X		Martin	Rundel	No set dates/times	City Hall or HSD Office
Household Hazardous Waste (HHW) Steering Committee	X		Baron	Rundel	As Needed	Coos County (can be attended via phone)
League of Oregon Cities Voting Delegate	X			Attendee	Annual	LOC Conference
Parks and Recreation Commission		X	Ziemer	Baron	Bi-monthly/3rd Thurs, 7PM	Council Chambers
Planning Commission		X	Baron	Ziemer	Monthly/1st Tues, 7PM	Council Chambers
Port of Brookings Harbor		X	Martin		Monthly/3rd Tues, 7PM	Port Office
Sudden Oak Death Task Force	X		Baron	Ziemer	As Needed	Varies/Statewide
Border Coast Regional Airport	X		Malmberg	Rundel	Monthly, 1st Thurs, 2PM	Crescent City
South West Area Commission Transportation (SWACT)	X		Howard	Baron	Bi-monthly, Fri, 10AM	Coquille (virtual)
Façade Improvement Review Committee	X		Fulton	Pereda	As Needed	City Hall

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: January 26, 2026

Originating Dept: Admin

Signature (submitted by)

City Manager Approval

Subject: Policy for System Development Charges and Multi-Unit Development

Background/Discussion:

Over the past year, staff has completed a comprehensive review of the City's existing SDC methodologies and fee schedules. During this process, the Council has been engaged at the following decision/touch points:

- August 4th – written notice mailed to interested parties on the City's intent to consider the modification of SDC methodologies and fees.
- August 11th – adoption of updated 20-year capital improvement plans for water, wastewater, stormwater, and transportation via Resolution no. 25-R-1284. The legislative act was a statutory requirement for any SDC methodology update.
- August 27th – SDC methodology report completed and posted to the City's website.
- September 22nd – City Council work session on the updated SDC methodologies and fees.
- November 10, 2025 – Council adopted Resolution 25-R-1285 enacting the new System Development Charges Methodology for the City of Brookings Water, Wastewater, Stormwater, Transportation and Parks systems.

Recommendation:

Upon completion of the staff PowerPoint presentation, questions, and deliberations, direct Staff on Council preference to move forward on policy for Multi Family/Workforce Housing SDC Waivers.

Council Options:

1. Approve program framework:
   - On a case-by-case basis Multi-Family, Mixed Use or other residential workforce housing that substantially meets the City of Brookings objectives

2. Adjust affordability thresholds:
   - Projects must record an affordability covenant or enter into an affordability agreement with the City;
   - Units must remain affordable for a minimum term (e.g., 20–30 years, to be determined by Council);

- Rents or sale prices must comply with income-based affordability standards.

3. Set Annual Cap:
   - Establish an annual cap on the total dollar value of waived SDCs;
   - Waivers granted on a first-come, first-serve or competitive basis;
   - Require repayment of waived SDCs if affordability requirements are violated.

Attachments

a. City of Tigard SDC Exemption Guidelines
b. City of Bend SDC Exemptions Code
c. City of McMinnville SDC Exemption Code
d. City of Lake Oswego SDC Exemptions, Reductions and Waivers Code
e. City of Newberg SDC Exemption Code

City *of* Tigard
FINANCE DEPARTMENT

Systems Development Charge (SDC) Guidelines for Regulated Affordable Housing Exemptions

OVERVIEW

Tigard Municipal Code (TMC) Subsection 3.24.100.D. allows for exemption of city transportation and park Systems Development Charges (SDCs) for regulated affordable housing.

The Regulated Affordable Housing SDC Exemption Program is managed jointly by the Community Development Department and Finance and Information Services Department. The program allows for the exemption of only city transportation and park SDCs for regulated affordable housing units located within the City of Tigard. Other SDCs for water, sanitary sewer, and stormwater systems, if the development is subject to these charges, are NOT exempt under this program.

Regulated affordable housing is defined in TMC Section 3.24.030 as housing that is made affordable through public subsidies or statutory regulations that restrict or limit resident income levels or rents. To be considered regulated affordable housing, units must:

1. Have a local, state, or federal compliance agreement or contract;
2. Be affordable to households at or below 80% median family income as defined annually by Housing and Urban Development (HUD) for the Portland-Vancouver Metropolitan Statistical Area (MSA); and
3. Remain regulated affordable housing units for a minimum of 20 years from the date of occupancy.

ELIGIBILITY REQUIREMENTS

To be eligible for the Regulated Affordable Housing SDC Exemption Program, the proposed development must:

- Be located within the City of Tigard;
- Meet regulated affordable housing definition and considerations as stated in TMC Section 3.24.030;
- Have submitted a building permit application;
- Enter into a local, state, or federal compliance agreement or contract that, at minimum, specifies the number of units that will be affordable for at least 20 years and how the entity(ies) will monitor compliance;
- Record a restrictive covenant that states that the specified number of units will remain regulated affordable housing for a minimum of 20 years from the date of occupancy; and
- Submit a complete System Development Charge (SDC) Exemption Application for Regulated Affordable Housing.

APPLICATION SUBMITTAL REQUIREMENTS

To apply for exemption, prior to the City's issuance of the building permit, the applicant must submit the following:

- Completed System Development Charge (SDC) Exemption Application for Regulated Affordable Housing
- Proof of property ownership (copy of property deed or title report)
- Legal description of the property

- Plat map
- A copy of the compliance agreement or contract with local, state, or federal entity(ies)
- A separate application must be submitted for each building permit.

It is the applicant's sole responsibility to ensure that the application for the SDC exemption is submitted and approved before the payment of all SDCs is due to the City, pursuant to TMC Section 3.24.080. In accordance with TMC Subsection 3.24.080.B, the City may not issue a building permit or allow connection to the City's systems until either all SDCs have been paid in full or an exemption has been granted.

All materials must be submitted before the application will be reviewed. Contact the SDC Administrator at 503-718-2662 or SDC@tigard-or.gov with any questions regarding the application process.

CITY PROCESS

Approval

Once an application is approved, the City will provide the property owner/owner's representative with a *Compliance Agreement, Declaration of Restrictive Covenants and Equitable Servitude* that will include the amount of the SDC exemption(s) and a restriction that the units will remain regulated affordable housing units for a minimum of 20 years from the date of occupancy. This document must be executed by both parties. The applicant must record this document with Washington County prior to the City's issuance of a building permit. A copy of the recorded document must be submitted to the City. This restriction will bind the property through transfers of ownership.

Denial

If the application is not approved, the applicant will receive a denial letter stating the reason the application was denied. The denial letter will also list any remedies that the applicant may take to allow the application to be resubmitted for another review.

Disqualifying Event

In the event the property or a portion of the property for which an exemption is granted ceases to be utilized for regulated affordable housing before the minimum 20-year requirement, the SDC Exemption will automatically be revoked and the exempted SDCs will be immediately due and payable, plus interest. Interest will be charged from the date of issuance of occupancy permits to the payment date at the rate stated in the City's fees and charges schedule. If no rate is set, then the interest on the exempted amount will default to prime rate as published by the Wall Street Journal at the date of occupancy plus four percent. The City may also withhold issuance of building or development permits for the applicant until all repayments for a revoked exemption have been made in full.

Compliance

The City of Tigard reserves the right to request copies of compliance or monitoring reports completed by funder(s) or auditor(s) that show the applicant continues to comply with the 20-year occupancy requirement for regulated affordable housing.

12.10.120 Exemptions.

Certain developments are exempt from payment of SDCs, as described below:

A. Through June 30, 2024, additions to single-family dwelling that do not constitute the addition of a dwelling unit. Beginning July 4, 2024, additions to single-unit dwellings that do not increase the square footage of the dwelling unit to the next tier of SDCs as shown in the SDC fee schedule.

B. An alteration, addition, replacement, change in use or permit or connection that does not increase the parcel's or structure's use or potential use of a public improvement system. The City will determine increase in use or potential use of a public improvement system under this section; this determination is subject to appeal as provided in BC 12.10.170. Some redevelopment may be subject to some types of SDCs and not to others.

C. Beginning July 1, 2024, reconstruction or repair of a building or structure, or portion thereof, which was damaged or destroyed by earthquake, fire, flood, or other natural causes over which the owner had no control, but only if:

1. Such reconstruction or repair is done pursuant to a building permit issued within two years after such damage or destruction, or later if approved by the City and reconstruction design or other work began within two years and is being diligently pursued to completion as determined by the City; and

2. The reconstruction is substantially similar in size to the destroyed building or structure, and does not result in a development in a higher SDC tier (i.e., addition of square footage moving the development into the next highest tier for the SDC charge or change in use that changes the category for assessment of SDCs), as determined by the City. If the redevelopment results in a development in a higher SDC tier, the difference between the prior use and the new use is due; no refunds will be given if the redevelopment results in a lower SDC due.

D. Temporary uses described under BDC Chapter 3.6, including temporary construction sheds or trailers erected to assist in construction and maintenance during the term of a building permit, or temporary sales trailer. Notwithstanding the foregoing, if a temporary use connects to the sewer or water system, water or sewer SDCs may be due, in the determination of the Community and Economic Development Director.

E. Other types of development exempted from SDCs according to the methodology most recently adopted by the City. The City Manager or designee is authorized to determine whether a development is exempt as described in the most recent methodology, and process deed restrictions and loan documents to fulfill these exemptions, without further review by the City Council or any of the City's advisory committees. To be eligible for an exemption, a recorded covenant or deed restriction satisfactory to the City must be recorded, requiring that the exempted SDCs will be paid upon the subsequent use of the property, or that the exempted use will continue for a sufficient period of time to justify the exemption. Deed restrictions must be one of the following:

1. For affordable housing intended to be offered for rental for terms of at least 30 days or owner occupancy, a deed restriction stating that in the event the property for which an exemption is granted ceases

to qualify for the exemption or is sold or transferred for use other than affordable housing or homeless shelter within 20 years from the date the project is completed, the amount of the exempted SDCs must be repaid, plus interest of nine percent per annum from the date the exemption was recorded. Upon satisfaction of the covenant for the full duration, continued residential use will be considered an "existing use" for purposes of calculating credits against future SDCs due. No credit for existing use will be provided on redevelopment to a nonresidential use, at any time following satisfaction of the covenant for the full duration.

2. For all other uses or affordable housing or shelters that cannot record a 20-year restriction as determined by the City, a deed restriction stating that in the event the property is redeveloped with a use other than the exempt use, full SDCs must be paid for the new use, without credit for the existing use that was exempt from payment of SDCs.

F. Where development consists of only part of one or more of the uses exempt from payment of SDCs under this section or the SDC methodology, only the portion of the development that qualifies for an exemption will be exempted from payment of SDCs. The balance of the development that does not qualify for any exemption under this section is subject to the full SDC. This section applies to mixed-use developments that include standalone uses, and does not apply to uses accessory to residential or shelter developments intended for use of the residents and not the general public (i.e., laundry, pet care, etc.). [Ord. NS-2491, 2024; Ord. NS-2457, 2022; Ord. NS-2393, 2020; Ord. NS-2322, 2018; Ord. NS-2298, 2017; Ord. NS-2247, 2015; Ord. NS-2161, 2011]

The Bend Code is current through Ordinance NS-2541, passed November 19, 2025.

Disclaimer: The city recorder's office has the official version of the Bend Code. Users should contact the city recorder's office for ordinances passed subsequent to the ordinance cited above.

City Website: www.bendoregon.gov

Hosted by General Code.

3.10.060 Exemptions.

A. An alteration, addition, remodel, replacement or change in use that does not increase the use of capital improvements are exempt from the systems development charge imposed in MMC 3.10.020.

B. *Affordable Housing.*

1. The following affordable housing projects are exempt from the transportation and wastewater systems development charge imposed in MMC 3.10.020:

a. Housing for low-income residents which is exempt from real property taxes under state law. Applicants will need to provide proof of exemption at the time of application.

b. Owner-occupied or lease-to-purchase housing for households with an income at or below 80 percent of the Area Median Income as determined by the State Housing Council based on information from the United States Department of Housing and Urban Development. Income levels will need to be certified and provided by the applicant at the time of application.

c. Homeless Shelter Developments.

d. If the project has units that do not qualify for the exemption or a commercial component, the exemption will be applied to only that portion of the project that qualifies.

2. Upon issuance of the certificate of occupancy, the city shall record the certificate of exemption documenting the date and amount of the exemption with the Yamhill County Recorder's Office.

3. In the even the property for which an exemption is granted ceases to be utilized for housing for low-income persons within ten years from the date the certificate of exemption is recorded, the person to whom the exemption was granted shall be required to pay the city the amount of the exempted systems development charges.

4. The city of McMinnville city council will evaluate this program for its effectiveness, need and financial impact to the Transportation and Wastewater funds in January, 2021, three years after the implementation of this program. At that time the McMinnville city council will decide whether or not to continue to move forward with the exemptions or to sunset the program. (Ord. 5046, 2018; Ord. 5012, 2016; Ord. 4980, 2014; Ord. 4585 §1e, 1995; Ord. 4495 §1 (part), 1991).

§ 39.06.105. Exemptions, Reductions and Waivers.

[Ord. No. 2030, 7-1-1991; Ord. No. 2168, Amended, 6-2-1998; Ord. No. 2183, Amended, 2-16-1999; Ord. No. 2316, Amended, 3-5-2002; Ord. No. 2328, Amended, 8-6-2002; Ord. No. 2351, Amended, 2-18-2003; Ord. No. 2810, Amended, 12-4-2018; Ord. No. 2885, Amended, 2-1-2022]

1. Structures and uses established and existing on or before July 1, 1991, are exempt from a system development charge, except water and sewer charges, to the extent of the structure or use then existing and to the extent of the parcel of land as it is constituted on that date. Structures and uses affected by this subsection shall pay the water or sewer charges pursuant to the terms of this ordinance upon the receipt of a permit to connect to the water or sewer system.

2. An alteration, addition, replacement or change in use that does not increase the parcel's or structure's use of the public improvement facility is exempt from all portions of the system development charge for that facility.

3. A system development charge may be proportionately reduced if:

    a. Evidence indicates that the construction, alteration, addition, replacement or change in use does not increase the parcel's or structure's use of a system or systems to the degree calculated in or anticipated by the methodology for the particular system development charge; and

    b. Any future construction, alteration, addition, replacement or change in use that would or could increase the use of the system or systems would require a development permit that would permit imposition of a system development charge under this chapter.

4. The Parks and Recreation system development charge may be waived or reduced by the City where the City requires a developer to dedicate or reserve more than the minimum amount of open space pursuant to LOC Chapter **50** or where a property owner voluntarily donates a conservation easement pursuant to LOC § **59.04.015(1)**.

5. Affordable Housing Exemptions.

    a. The following are exempt from payment of all system development charges, so long as all conditions of this subsection (5) are met:

        i. An accessory dwelling unit, as that term is defined in LOC § **50.10.003**;

        ii. A development where the units subject to the system development charge exemption are continuously rented, leased or made available to low-income households for an amount of rent plus expenses associated with occupancy, such as utilities and fees, totaling not more than 30% of the household occupant's income level; "low-income" for purposes of this exemption is 80% of Area Median Income or less according to the Clackamas County Housing Authority's "Income Limits" for affordable housing, adjusted for household size; or

        iii. A development where the units subject to the system development charge exemption are sold to occupant households whose annual income is 80% of Area Median Income or less according to the Clackamas County Housing Authority's "Income Limits" for affordable housing, adjusted for household size, so long as all conditions of this subsection (5)(a)(iii) are met:

            A. Maximum initial purchase price shall be determined upon entering the City of Lake Oswego Affordable Housing Program, with total monthly housing costs including principal, interest, taxes, homeowners or regular maintenance fees not exceeding 30% of the monthly income for the targeted income level at 80% of Area Median Income or less. The calculation of costs will assume an interest rate that is consistent with the Oregon Bond Rate Advantage program as updated by the State of Oregon Housing and Community Services Department.

            B. Maximum resale price will be calculated using the current seller's initial purchase price plus an additional 0.125% of said initial purchase price for each full month the current seller has owned the home (approximately 4.6% appreciation after three years).

C. The purchasers of the affordable housing units shall agree to the City of Lake Oswego Housing Resale Restriction Agreement establishing a period of affordability of not less than 30 years.

D. For housing financed by Farmer Home Administration (FHA) the affordability shall be assured by the FHA's recapture provisions which require sellers to repay FHA for all the subsidies accrued during the period the sellers resided in the housing unit.

b. The building permit must be issued on February 1, 2022, or later.

c. In the case of an accessory dwelling unit, the applicant must submit a covenant, in a form approved by the City Attorney, that prohibits for at least ten years the use of the accessory dwelling unit or any other structure on the property as a premises rented to occupants for fewer than 31 consecutive days, and includes provisions for monitoring compliance.

d. In the case of an affordable housing development, under subsection (5)(a)(ii) or (5)(a)(iii) of this section, the applicant must apply to the Community Development Department and be approved to enter the City of Lake Oswego Affordable Housing Program. The applicant must also submit a covenant, in a form approved by the City Attorney, that requires the development to comply with all of the requirements of subsection (5)(a)(ii) or (5)(a)(iii) of this section, as applicable, for a period of not less than 30 years, and includes provisions for monitoring compliance.

e. The applicant must record the covenant required under subsection (5)(c) or (5)(d) of this section in the deed records for the property before the City issues the building permit.

f. If the covenant is violated, or if the covenant is terminated according to its terms before the expiration date:

i. A processing fee will be imposed in an amount established by resolution of the City Council.

ii. The exemption will be terminated and all previously exempt portions of system development charges, plus the processing fee, together with interest on the system development charges from the date of the building permit at a rate established by the City Council, will become immediately due and payable by the then-owner of the property.

iii. The City Manager shall furnish a notice of the violation or termination, together with a statement of the charges and fees under this subsection (5)(f), and a description of the objection and hearing process, to the then-owner of the property in person or by certified mail, return receipt requested, addressed to the owner at the last known address as shown in the county property tax assessment records. If no objection is filed with the City Recorder within 15 days from the date the notice is mailed, the reinstated system development charges, processing fees, interest, and all other charges under this subsection (5)(f) shall be a lien against the property.

iv. If an objection is filed with the 15-day period, the City Council shall hold a public hearing, upon not less than 15 days' notice to the owner, to consider the oral and written testimony and materials provided by the City Manager, the owner, or other interested persons. Following the hearing, the City Council shall determine whether the terms of the covenant have been violated, or whether the covenant has been terminated according to its terms before expiration, and, if so, the amount of the fees and charges that are due and payable under this subsection (5)(f). The amount determined by the City Council shall be a lien against the property. The City Council's decision shall be final.

v. The City Manager shall docket the lien in the lien docket. The lien will be enforceable in the manner provided in ORS Chapter **223**.

vi. In addition to the above remedies, any failure to comply with the terms of the covenant shall be a civil violation, enforceable as provided in LOC Article **34.04**.

INCENTIVE PROGRAMS TO ENCOURAGE DEVELOPMENT

Refer to Ordinance 2024-2922 Attachment B

Pending amendments to Newberg Municipal Code (NMC) Section 13.05

13.05.040 (C)

For residential developments where dwelling units, as defined by the Oregon Residential Specialty Code, have an area of one thousand square feet or less, except for multifamily housing as defined in ORS 456.515(8), the city will, at the election of the developer, modify the system development charge owed by applying a factor of twenty percent to the system development charge computed for the development. For multi-parcel developments, a factor of twenty percent may be applied only to those parcels whose only above grade improvements are single-family houses with dwelling units that are 1000 square feet or less. Developers that claim this system development charge modifier cannot claim any other waiver or discount for system development charges.

13.05.120 (D)

No transportation system development charges shall be charged for applications that only request a change in use for improvements existing at the time of application submission.

13.05.120 (E)

Development of child care facilities as defined by ORS 329A.250(5) and certified per ORS 329A.300 are exempt from all system development charges established under this Chapter.

13.05.125 (B)

Partial waivers of twenty-five percent for each category of system development charge shall be applied to developments starting or expanding enterprises that provide family wage jobs as further described in this subsection. No developer may claim any other waiver, modifier, or discount for system development charges in addition to the partial waiver described in this subsection. No partial waiver shall be applied unless the city council affirmatively finds that:

1. The enterprise will create at least twenty family wage jobs.
2. The developer will also be the employer of each individual receiving a family wage job.
3. The family-wage jobs will not pay less than one hundred and fifty percent of the applicable minimum wage rate provided under ORS 653.025(1).
4. The enterprise has been reviewed and endorsed by the Strategic Economic Development Corporation of the Mid-Willamette Valley, Oregon or another outside Oregon economic development agency.
5. The duration of each family wage job is permanent in nature and will likely last three or more years.
6. A staff report by the city's community development department supports the award of a partial waiver.

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: January 26, 2026

Originating Dept: Admin

Signature (submitted by)

City Manager Approval

Subject: Strengthening Brookings visitor economy and position for tourism growth and private investment

Financial Impact: Estimated $20,000-$100,000 depending on work contracted.

Background/Discussion:

Brookings has strong natural assets and is beginning to gain momentum through social media; however, the City lacks a modern, cohesive brand identity to effectively compete as a visitor destination. Our current logo is outdated, and we do not have a comprehensive branding strategy or style guide to guide marketing, messaging, or future investment.

Tourism partners, including Oregon Coast Visitors Association and Travel Southern Oregon Coast, strongly recommend beginning with a professionally developed brand strategy before adopting a logo or visitor website development.

Why Professional Branding?
A professionally developed branding strategy—typically including brand positioning, messaging, visual identity, and a style guide—provides the foundation for all tourism and economic development efforts. This approach ensures consistency, credibility, and long-term value. Importantly, branding is not just a tourism tool—it is an economic development asset.

Hotel & Lodging Investment Considerations
Before investing, national hotel brands and boutique hotel developers typically assess:

- The community's brand identity and market positioning
- Evidence of a coordinated tourism strategy
- The quality and consistency of branding (logo, messaging, visuals)
- A professional visitor-facing online presence
- Signs of long-term commitment to growing overnight visitation

At this time, Brookings lacks several of these foundational elements. An outdated logo and the absence of a unified brand and style guide make it difficult to present Brookings as market-ready for hotel development.

A professional branding initiative signals that:

- The City understands and is targeting specific visitor markets
- Tourism growth is intentional and data-informed
- Public investment is being made to support private investment
- Brookings is serious about elevating its visitor economy

If Brookings wants to attract a reputable hotel chain or a high-quality boutique hotel, we must present a clear, compelling, and professional destination identity.

Recommended Next Steps

1) RFP/RFQ to hire a professional branding firm to develop:

- Destination brand strategy
- Visual identity and logo
- Comprehensive style guide for long-term use

2) Use brand foundation to:

- Develop a professional tourism website by hiring a design firm to ensure technical expertise, ADA compliance, and alignment. A professionally developed website signals to potential hotel investors that the City operates at a modern, credible, and professional level.
- Guide advertising and content creation
- Ensure branding supports both visitor growth and economic development goals

Tourism Promotion Advisory Committee (TPAC)
To provide structured guidance and community input on tourism-related initiatives

The TPAC would:

- Advise on implementation of the City's tourism branding and marketing strategy
- Provide industry and community perspectives on tourism priorities
- Support transparency and accountability for tourism-related investments
- Help align local efforts with regional and state tourism partners

Beginning with a professional branding strategy will give the TPAC a clear, strategic framework to work within—allowing the committee to focus on informed decision-making rather than starting from scratch on brand identity or direction.

One recommendation that staff will be making is the membership of the TPAC to include:

- At least two (2) Brookings City residents
- At least two (2) representatives from the Brookings lodging or hospitality industry
- One (1) representative from the Brookings-Harbor Port District
- One (1) representative from the Curry County Chamber of Commerce
- One (1) at-large member with demonstrated interest or expertise in tourism, marketing, or economic development

Attachment(s):

a. Example Branding/Style Guide – Travel Southern Oregon Coast
b. OCVA Strategic Plan


SOUTHERN OREGON COAST
BRAND GUIDE
SOUTHERN
OREGON
COAST



WELCOME TO THE BRAND STYLE GUIDE
FOR THE SOUTHERN OREGON COAST

Imagine the coast of Maine—it conjures a certain picture, right? You may not know the names of her individual beaches or inlets, but the images and feeling of the place are alive in your mind. That's our goal on the Southern Oregon Coast: to make our region so well known, with consistent, breakthrough branding and marketing, that not too far into the future it will instantly spark a feeling in the collective imagination of our audiences, both inspiring them and inviting them to visit.

This Southern Oregon Coast brand guide is a roadmap for sharing our stories with a distinctive voice, unique logo, set of colors, graphic elements, and photo style. What's more, our brand families with the overall Oregon Coast brand that OCVA developed in 2018/19; that means every dollar spent by the Oregon Coast (about $1 million/year), has a positive effect on the South Coast. By drafting off their look and feel while highlighting

our own south coast elements, we take advantage of an "echo" effect with our consumers, giving us more impact with our relatively limited resources.

This toolkit details how all the elements work together so that everything, from a print ad to a social media post to an e-newsletter, all look, feel and sound like they are coming from the same great South Coast brand.

If you have questions or would like to use any of these assets, please reach out to Julie Miller. All creative materials using Southern Oregon Coast brand assets will be reviewed by the TSOC marketing advisory team.

Warm regards,

Julie Miller
Travel Southern Oregon Coast /
Southern Oregon Coast Regional Network
julie@oscrtn.com
541.347.5653



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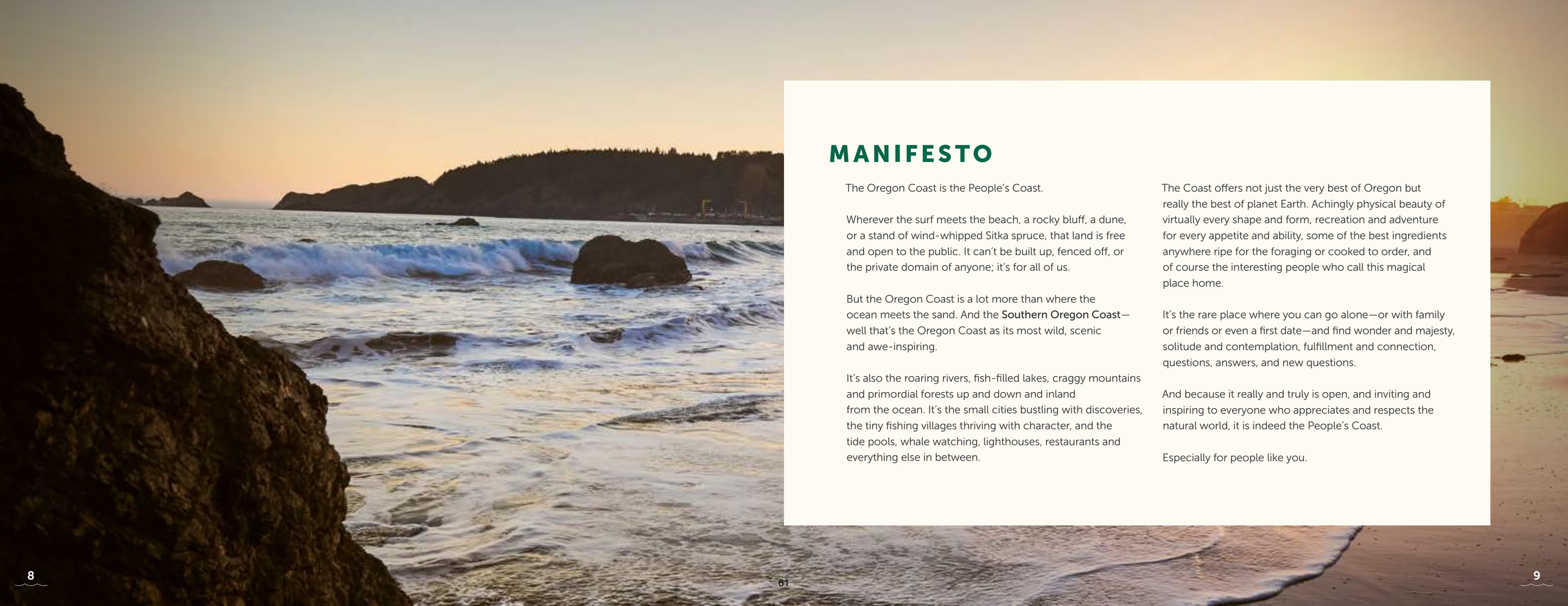
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HOW WE TALK

ABOUT THE SOUTHERN OREGON COAST



MANIFESTO

The Oregon Coast is the People's Coast.

Wherever the surf meets the beach, a rocky bluff, a dune, or a stand of wind-whipped Sitka spruce, that land is free and open to the public. It can't be built up, fenced off, or the private domain of anyone; it's for all of us.

But the Oregon Coast is a lot more than where the ocean meets the sand. And the **Southern Oregon Coast**—well that's the Oregon Coast as its most wild, scenic and awe-inspiring.

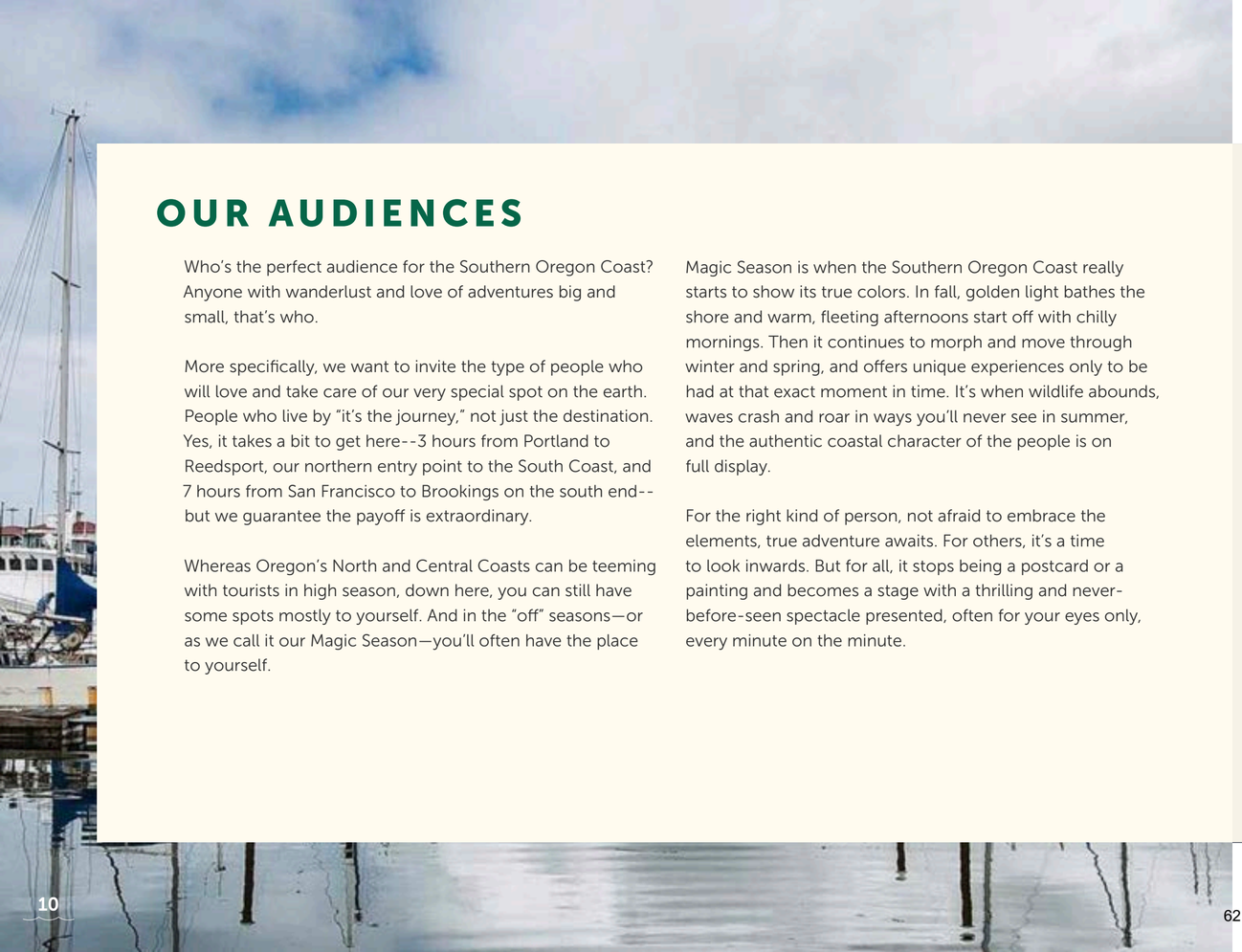
It's also the roaring rivers, fish-filled lakes, craggy mountains and primordial forests up and down and inland from the ocean. It's the small cities bustling with discoveries, the tiny fishing villages thriving with character, and the tide pools, whale watching, lighthouses, restaurants and everything else in between.

The Coast offers not just the very best of Oregon but really the best of planet Earth. Achingly physical beauty of virtually every shape and form, recreation and adventure for every appetite and ability, some of the best ingredients anywhere ripe for the foraging or cooked to order, and of course the interesting people who call this magical place home.

It's the rare place where you can go alone—or with family or friends or even a first date—and find wonder and majesty, solitude and contemplation, fulfillment and connection, questions, answers, and new questions.

And because it really and truly is open, and inviting and inspiring to everyone who appreciates and respects the natural world, it is indeed the People's Coast.

Especially for people like you.



OUR AUDIENCES

Who's the perfect audience for the Southern Oregon Coast? Anyone with wanderlust and love of adventures big and small, that's who.

More specifically, we want to invite the type of people who will love and take care of our very special spot on the earth. People who live by "it's the journey," not just the destination. Yes, it takes a bit to get here--3 hours from Portland to Reedsport, our northern entry point to the South Coast, and 7 hours from San Francisco to Brookings on the south end--but we guarantee the payoff is extraordinary.

Whereas Oregon's North and Central Coasts can be teeming with tourists in high season, down here, you can still have some spots mostly to yourself. And in the "off" seasons—or as we call it our Magic Season—you'll often have the place to yourself.

Magic Season is when the Southern Oregon Coast really starts to show its true colors. In fall, golden light bathes the shore and warm, fleeting afternoons start off with chilly mornings. Then it continues to morph and move through winter and spring, and offers unique experiences only to be had at that exact moment in time. It's when wildlife abounds, waves crash and roar in ways you'll never see in summer, and the authentic coastal character of the people is on full display.

For the right kind of person, not afraid to embrace the elements, true adventure awaits. For others, it's a time to look inwards. But for all, it stops being a postcard or a painting and becomes a stage with a thrilling and never-before-seen spectacle presented, often for your eyes only, every minute on the minute.



OUR VOICE

Since we're farther away from urban centers than the rest of the Oregon Coast, we can make up for it by being a bit more effusive and fun-loving than our neighbors to the North.

We never want to sound desperate or whiny, our relative remote location is a positive. It means more space and fun for whoever visits.

We also never want to sound over-bearing or brag, or sell you too hard. We know we have a good thing going and we're proud of what we have to offer, but we always want to be inviting and warm. We're like an old friend who hopes you can come join us on vacation.

We should feel free to use humor and be lighthearted, but we should keep in mind that our audience is quite broad age-wise, so we never want to alienate older visitors who are part of our current demographic.

Rather than speak to a feeling or emotion, we're going to be most effective when we speak to experiences and adventures.



POSITIONING

THE OREGON COAST IS THE PEOPLE'S COAST.

Wherever the surf meets the beach, a rocky bluff or an epic dune, that land is free and open to the public. It can't be built up, fenced off, or the private domain of anyone; it's for all of us.

But the Oregon Coast is much more than where the ocean meets the sand. It's also roaring rivers, fish-filled lakes, primordial forests, tiny fishing villages and all the tide pools, whale watching, sea kayaking, hiking and lighthouses in between.

It offers not just the very best of Oregon, but really the best of planet Earth. And the very best time to visit is in the fall, winter or spring, when wildlife abounds, waves crash and roar, and its authentic character is on full display. This "magic season" is when the Coast stops being a postcard and becomes a stage, with never-before-seen spectacles presented every moment on the moment, often for your eyes and your eyes alone.

SOUTHERN OREGON COAST

Oregon's Southern Coast is one of the most wonderful places on earth. But it's not just for looking at. It's for fun. Explore 140 miles of remote beaches. Paddle sea caves and water trails. Play one or all five of the best public golf courses in America at Bandon Dunes. Mountain bike all day then crack crabs as the sun sets over an animated port town. And buggy or hike across one of the biggest sand dune recreation areas in the world. Then rest up for more at a an upscale river lodge or yurt with an ocean view.



BRAND LEVEL MESSAGES

There are so many reasons for people to visit the Southern Oregon Coast. But there are a few key messages that help us stand out and that potential visitors will find most compelling. Remember, a key goal in our marketing plan is to flip the image and perception of the Southern Oregon Coast as isolated and provincial, to an exotic, remote, world-class adventure destination.

Let's make sure we hit upon these individually and collectively when talking about the South Coast region.

PRIMARY KEY MESSAGES

Less Crowded - visitors are increasingly looking to discover new places, disconnect and travel where their friends haven't. "Go where everyone else isn't."

The Oregon Dunes National Recreation Area - this is an incredible, rare treasure that is reason alone to come. Hike them, dune buggy them, surf them...just don't miss them!

The Best Coastline - Haystack Rock? Try seeing 15 similar behemoths in one day. Plus sheer cliffs, lighthouses and tidepools abound on arguably the most stunning stretches of knock-your-socks-off beauty on the entire Oregon Coast.

Banana Belt - in the collective imagination, the Oregon Coast is beautiful but chilly outside of summer months...but not so for a large part of our Southern Coast!

SECONDARY MESSAGING AND ACTIVITIES

Rivers Forests and Lakes - let's remind potential visitors the Coast goes pretty far inland, and there's canoeing, hiking, kaying, fishing and even jet boating the Rogue River.

Bandon Dunes - we have several of the best public golf courses in the country; people fly from around the globe to play our dramatic dunes.

Biking - specifically the Wild Rivers Coast Scenic Bikeway, the Whiskey Run Mountain Bike Trail and miles of epic Fat Tire beach rides.

South Coast Food Trail - see cranberry bogs, forage seaweed and mushrooms, visit creameries, breweries, farms, farmers markets and more.

Roosevelt Elk - the Dean Creek Wildlife Area near Reedsport is another must-do with anyone who loves wildlife and has a camera. Which is just about everyone.

Fresh Seafood - think one-of-a-kind experiences like Tony's Crab Shack in Bandon, renting crabbing equipment from the Fisherman's wharf in Charleston, or even kayak fishing in Coos Bay.

Small Towns - the Southern Oregon Coast's vibrant towns are rich with great food, friendly folks, and authentic charm. Good news for younger travellers looking for a more laid back place to unwind.

Redwood Proximity - we generally don't talk about our neighbors to the South. But why not? Anyone visiting the Redwoods would be wise to swing North, if only for the tax-free shopping!

COPY LINES

These lines can be used for ads, social, newsletters & more. The locales in parentheses represent possible images.

Zoom Zoom Across the Oregon Dunes
(Oregon Dunes)

140 miles of scenic wow
(any scenic shot)

Paddle, drive & ride 140 miles of scenic wow
(sea kayakers)

The not so dreaded Summer Crowds
(Less crowded beach)

The summer throng is here
(Empty beach)

You'd brag, too, if you had two of the best public golf courses in America
(Bandon Dunes)

Hard to believe it's open to the public
(Epic shot of Bandon Dunes)

Yup, you can fat tire bike that
(Fat Tire Biking)

Vacation for your dinner
(Crabbing, fishing)

Catch and pick your dinner
(Cranberries, Crabbing, Bonfire)

If you don't catch a crab we've got you covered
(Tony's or other restaurant)

Some trails are breadcrumbs. Ours are beer, crab and cranberries
(Any food, cranberry bog)

If you're looking for an overpriced tourist town we can't help you
(Coos Bay, Coquille, etc town shot)

The Coast is so much more than the Coast
(Rivers, forests, lakes)

If biking wild rivers along the scenic Coast is your thing you must have flipped your lid when you first heard about the Wild Rivers Coast Scenic Bikeway
(Wild Rivers Coast Scenic Bikeway)


LOGO
GUIDELINES

PRIMARY LOGO

The Oregon Coast logo has been updated with a fresh new look and therefore, the Southern Oregon Coast has a new logo as well. It does retain some of the strong, whimsical notes of the previous logo - using the shape of the Highway 101 road sign topped with a whale's tale. The color palette has evolved from the "hot" colors of the previous brand style to a more earthy, coastal palette.

The type within is a round-edged font, which helps convey our friendly and welcoming attitude. We are, after all, the People's Coast.

The logo is a 4-color logo and should be printed as such whenever possible. The logo is flexible in that it can sit on top of a light or dark background.

Please see pages 20-21 for size usage and clear space rules.



ONE-COLOR VERSIONS

When printing in a photocopy, please use the pre-made grayscale version of the logo (below, left). It was created to ensure maximum readability. For other one-color uses, please use one of the others shown below.



PLEASE FOLLOW THESE RULES FOR ALL LOGOS: PRIMARY, ONE-COLOR AND GRAYSCALE LOGOS

MINIMUM SIZE

To maintain legibility, please do not reproduce the logo any smaller than .6 inches wide.

There is no maximum size that the logo can be reproduced.



MINIMUM CLEAR SPACE

Please allow room for the logo to breathe and maintain clear, even spacing in all directions. At a minimum, use the height of the words "OREGON COAST" as a measurement of clearance around the logo in all directions.



PLEASE DO NOT

Please DO NOT use the logo as part of a sentence, phrase or headline. Do not add words or images to the logo within the clear space area.

All 363 miles of SOUTHERN OREGON COAST are free and open to people like you.

DO NOT use colors on the logo outside of the approved color palette (see pages 28-29).



DO NOT modify the logo with outlines, drop shadows, or any other filters or treatments. DO NOT stretch, squish, skew, rotate or distort the logo in any way.



DO NOT crop the logo.



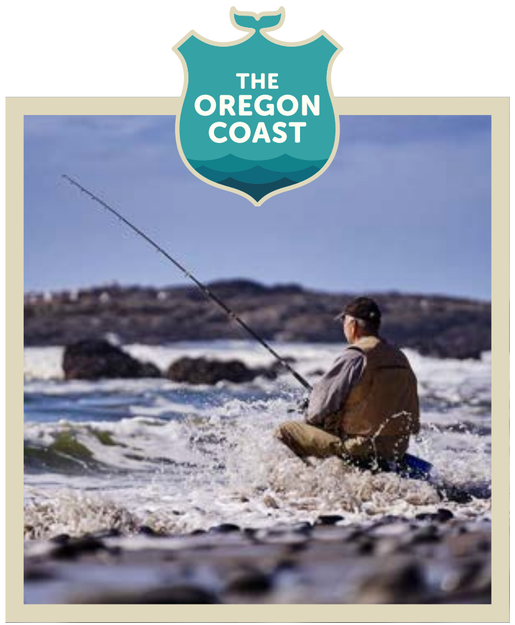
The logo should NEVER be grouped with another logo or butted up against it; minimum clear space should be observed (shown on page 22).



COAST LOGOS

Here you see logos for the overall Oregon Coast as well as for each of the three coastal regions. Each has an individual brand color to help it stand out.

By aligning together and speaking in a consistent creative style, we'll have a much bigger impact with our audiences.











SECONDARY

ELEMENTS

BRAND COLORS

Each of the Oregon Coast regions has its own primary color and a darker shade of that color to use to distinguish themselves within the larger brand. Please use the Southern Oregon Coast's designated greens as your primary colors and augment and accent with the primary and secondary colors from the overall coast brand (shown on the following pages).

For typography in layout, please use 100% Black. White can also be used over the top of dark photos or any of the brand colors.





BLUE 1		BLUE 2		BLUE 3		BLUE 4		SAND		SHELL	
C	94	C	91	C	85	C	74	C	12	C	0
M	60	M	46	M	33	M	17	M	11	M	1
Y	47	Y	41	Y	42	Y	36	Y	27	Y	5
K	31	K	13	K	6	K	1	K	0	K	0
R	9	R	0	R	11	R	56	R	225	R	255
G	75	G	107	G	129	G	162	G	217	G	252
B	92	B	125	B	137	B	165	B	189	B	241
#	094b5c	#	006b7d	#	0b8189	#	38a2a5	#	e1d9bd	#	fffcf1
PMS	3035 C	PMS	7708 C	PMS	7474 C	PMS	2233 C	PMS	7500 C	PMS	7751 C at 8%

The OCVA primary color palette uses **BLUE 1** (in the logo, this is used for the bottom wave), **BLUE 2** (middle wave in logo) and **BLUE 3** (top wave in logo), **BLUE 4** (main background in logo), **SAND** (border in logo) and **SHELL** (for type in logo).



BLUE 1		BLUE 2		BLUE 4		BLUE 5		FOAM	
C	94	C	91	C	74	C	56	C	3
M	60	M	46	M	17	M	0	M	2
Y	47	Y	41	Y	36	Y	20	Y	9
K	31	K	13	K	1	K	0	K	0
R	9	R	0	R	56	R	102	R	246
G	75	G	107	G	162	G	201	G	243
B	92	B	125	B	165	B	208	B	231
#	094b5c	#	006b7d	#	38a2a5	#	66c9d0	#	f6f3e7
PMS	3035 C	PMS	7708 C	PMS	2233 C	PMS	3105 C	PMS	7751 C @ 15%

The secondary color palette uses **BLUE 1** (in the logo, this is used for the border and type color), **BLUE 2** (bottom wave in logo) and **BLUE 4** (middle wave in logo) from the primary palette, but adds another **BLUE 5** (top wave in logo) and **FOAM** (for background in logo).

LAYOUT PRACTICES

In order to give the South Coast a brand voice of its own, the following layout practices have been employed. Please use these items judiciously.

INSET TYPE

The main secondary brand element for the Southern Oregon Coast is the inset type. Type should be inset .25 inches to the right from the headline above it.

SOLID BOXES

The Southern Oregon Coast should also use solid colored boxes to help provide backgrounds for text and to avoid having text over photo (except when using the disappearing type headline). The boxes themselves can also be offset to the images.

The boxes can be used in any of the brand colors.

Examples of each of these are shown at right.



GRAPHIC ELEMENTS

These brand Items are part of the larger Oregon Coast brand, so please use them in moderation.

WAVE LINE

Please use the line version of the wave by itself as a divider between copy, or as an accent element. Use it as a single or in a group of three, spaced as shown.

It can be used in any of the brand colors.

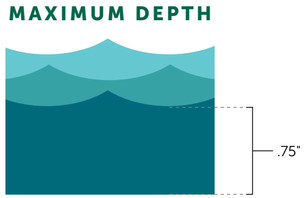


WAVE PATTERN

The wave pattern (below and at right) is a main part of the Oregon Coast brand, but should be used sparingly for the Southern Oregon Coast to ensure the Southern Oregon Coast feels like a seperate entity from OCVA.

When used, the waves should have a maximum depth from the bottom of the dark blue to the bottom of its crest (as shown at right).

Waves should only be used in the colors matching the primary or secondary Oregon Coast logo.





TYPOGRAPHY

All regions of the Oregon Coast uses the type family Museo Sans for all layouts, in print and online. Use all caps in limitation to avoid seeming too stuffy and formal. It is used for headlines and call-out copy. Please use the 900 and 700 weights, with the tracking (spacing between letters) set to 140. The 300 weight is used for all body copy (with normal tracking).

Museo Sans is available here:
https://www.myfonts.com/fonts/exljbris/museo-sans/

Please use the web-safe font Verdana when Museo Sans is not an option.

MUSEO SANS 300

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

MUSEO SANS 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MUSEO SANS 500

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

MUSEO SANS 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MUSEO SANS 900 HEADLINE

THIS IS A SUBHEAD IN MUSEO SANS 700 REGULAR FONT

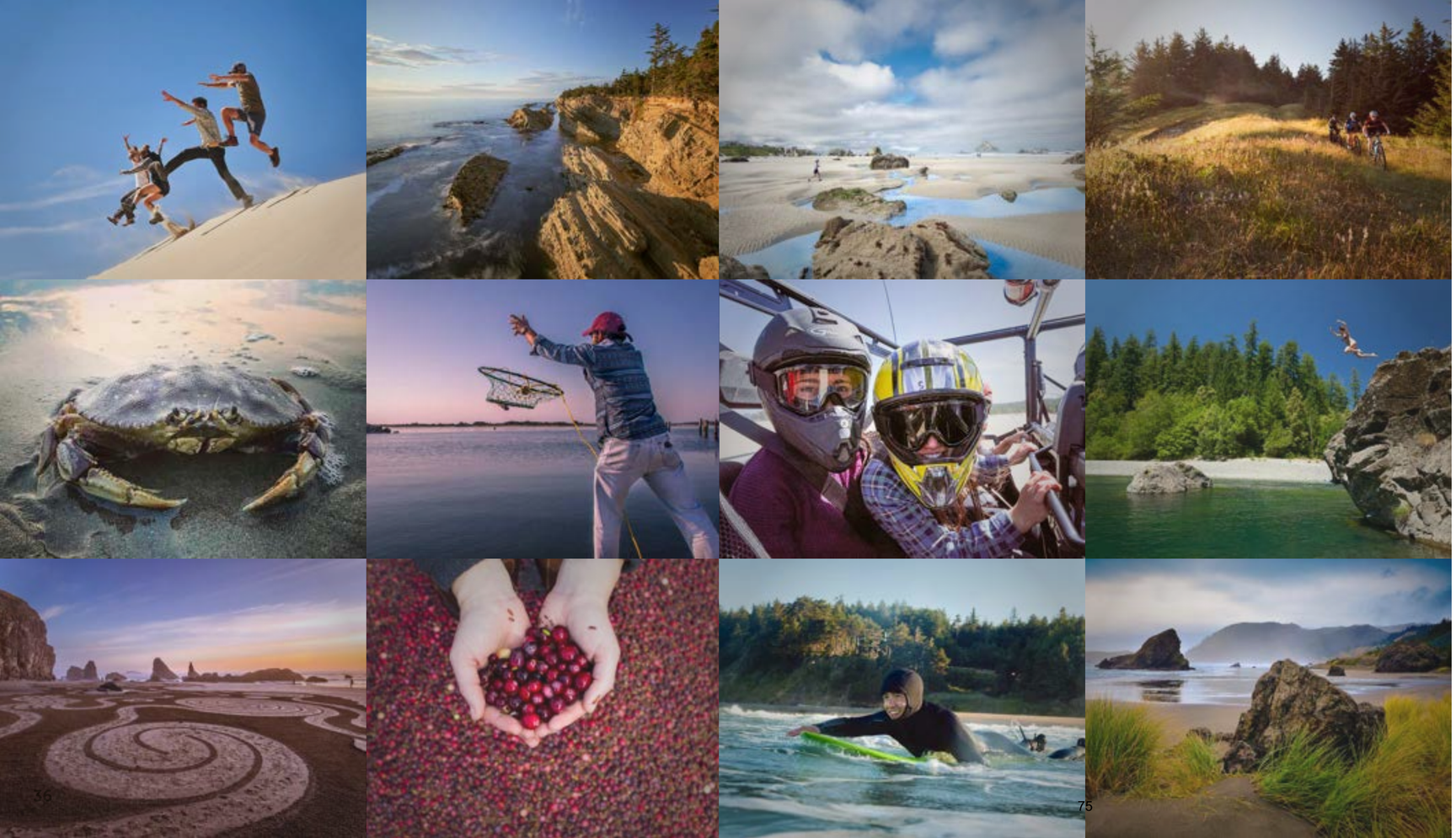
This body copy is set in the font Museo Sans 300 Regular. Sed amet ac mattis gravida vivamus a vestibulum cubilia sagittis aliquettur egestas vestibulum in curae tristique a suscipit elit a suscipit a in velit himenaeos himenaeos gravida fringilla. Id vestibulum rutrum diam interdum et condimentum justo interdum blandit aliquam nostra dis non a vestibulum consectetur nam conse ultricies velit.

Ultrices netus netus at scelerisque leo massa orci parturient a suspendisse torquent parturient donec vel torquent etal montes eros condimentum eros suscipit etiam maecenas augue augue suspendisse at class. Adipiscing parturient suspendisse cum morbi aenean commodo lacinia azula eleifend enim parturient at dis nisi. Per blandit mattis cum serat this is an in-line link nulla dictumst sit augue adipiscing sapien senectus class viverra.

Platea bibendum lacus semper nibh vestibulum consequa condimentum faucibus nulla a platea adipiscing ligula. Elit parturient a potenti vestibulum in cum habitant eu laoreet ullamcorper scelerisque dui facilisi interdum vestibulum rutrum diam et colore samilta preti ullavero blandit alt.

Parturient lacus proin. Scelerisque conubia tellus dictum consectetur nam ultricies velit vestibulum sagittis dui et parturient vel ut dui porta nunc aenean tristique facilisi pretium at aenen gravida fringilla. Id norlec vestibulum dia.

Parturient proin suspendisse urna suspendisse sur erosto adipiscing ullamcorper a in ac nibh odio adipiscing neque eu a urna viverra justo vestibulum urna latum fermentum sagittis tellus scelerisque ullamcorper parturient eleifend. Consectetur suspendis orper.



PHOTOGRAPHY

Photography for the Southern Oregon Coast brand should reinforce adventure and remote, epic beauty. It's also important to include seasonal diversity and to promote the "Magic Season" (Nov-April) - when wildlife abounds, waves crash and roar, and the authentic coastal character of the people is on full display. Images should feel like a page from a storybook, suggesting a dreamy, nostalgic quality and the endless possibility for exploration.

Subject matter should focus on surprising vistas and almost ethereal, uncrowded landscapes. When featuring people, photos should show them in candid snapshots, never posed. They should feel inclusive, like the viewer is part of the moment personally.

Look for these qualities:

- Images should be desaturated to give them a dreamy, nostalgic quality which reinforces the idea of vast miles to explore.
- They should also be given a vignette treatment to draw the viewer in and begin the process of inward reflection.
- If the image is to be used as a main or solo image, it should also have an element which can partially obscure the headline.

All images shown are for proof of concept only. Photos on these pages are sourced from various photo libraries. To use any of these images, please contact hello@southernoregoncoast.com. Once image is procured, please apply color grading and vignettes (as shown on the following pages) for actual production.

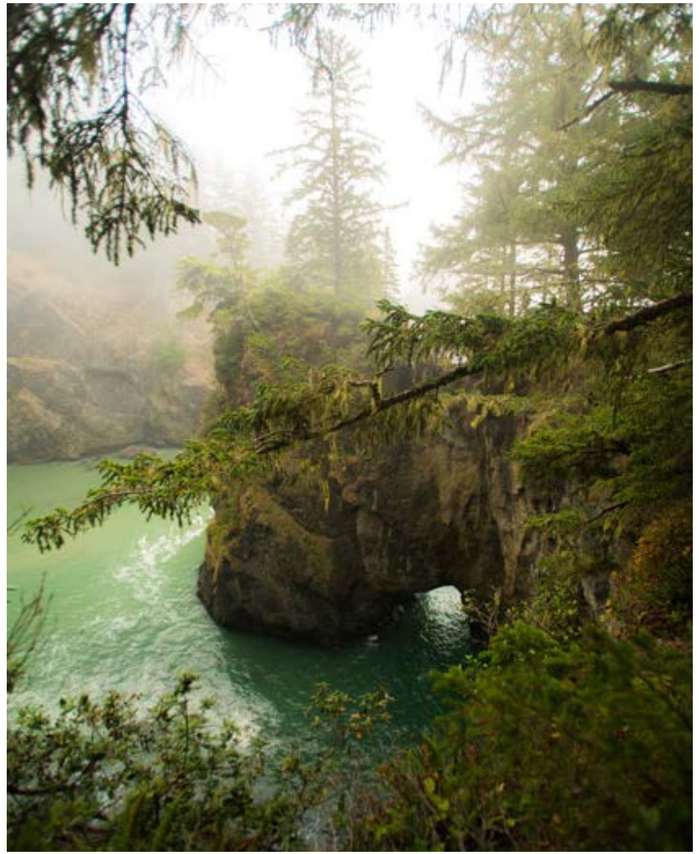
IMAGE TREATMENT

Here is an example of an original image (as sourced from the photographer) as well as the final image after the saturation was adjusted and a vignette was applied.

The use of a vignette helps draw the viewer into the scene, creating a three-dimensional perspective and storybook feeling.

TYPE APPLICATION

Our headlines are also treated within the photo, as the type disappears behind elements within the scene.



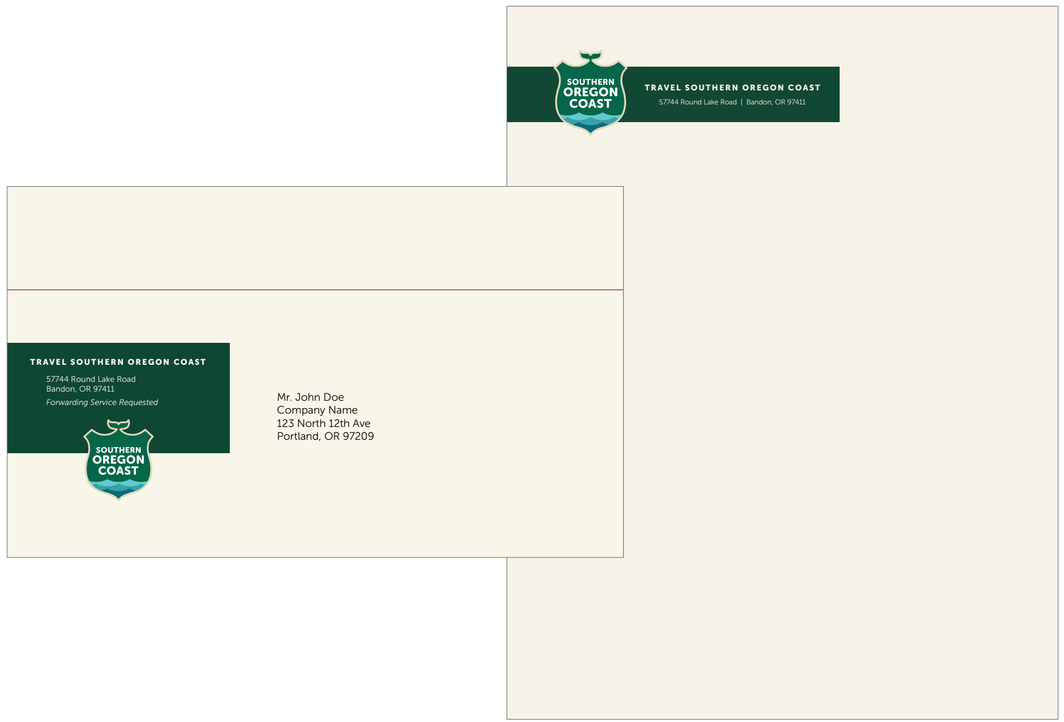




CONTEXTUAL

EXAMPLES

IDENTITY SYSTEM





PRINT ADS

These are visual direction comps for how the refreshed brand could look across Southern Oregon Coast communication channels.

NOTE: These comps are not finished artwork; they are layouts to show style direction.

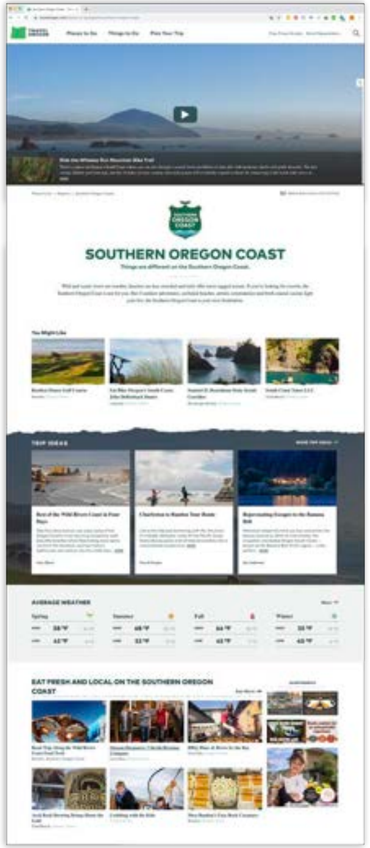




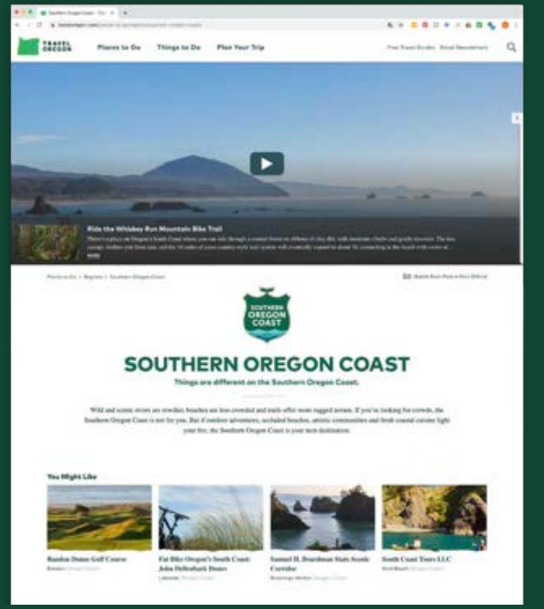
WEBSITE

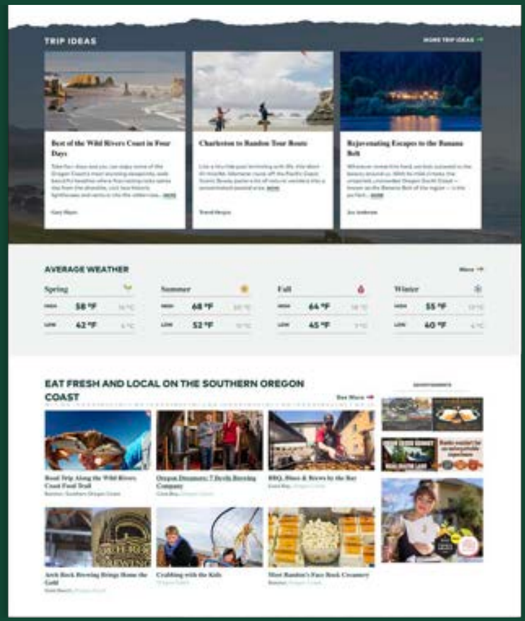
From a marketing standpoint, Oregon's Southern Coast is still an emerging region. As such, we've been partnering with Travel Oregon to feature a landing page and content about Southern Oregon Coast experiences on their website.

For the time being, this is an effective approach for us, saving us website design and maintenance costs. TSOC works regularly with the Travel Oregon team to feature new stories and trip inspiration.



ENLARGED VIEW





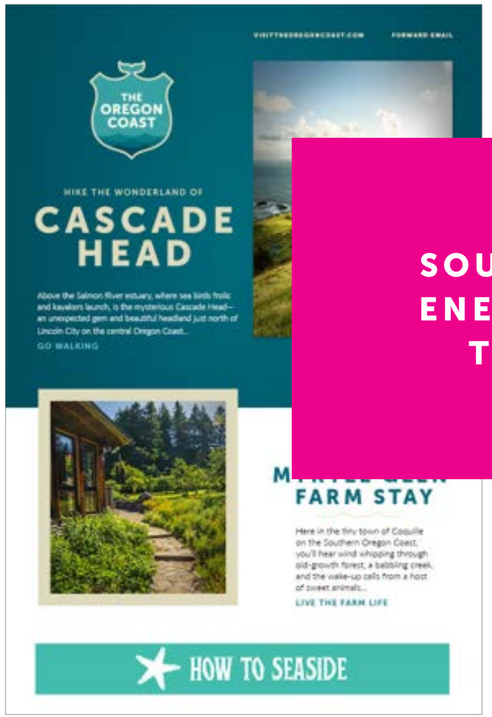
E-NEWSLETTER

The e-newsletter should be clean and simple. It should feature plenty of images, but not give the whole story away so recipients are motivated to click through to your website.

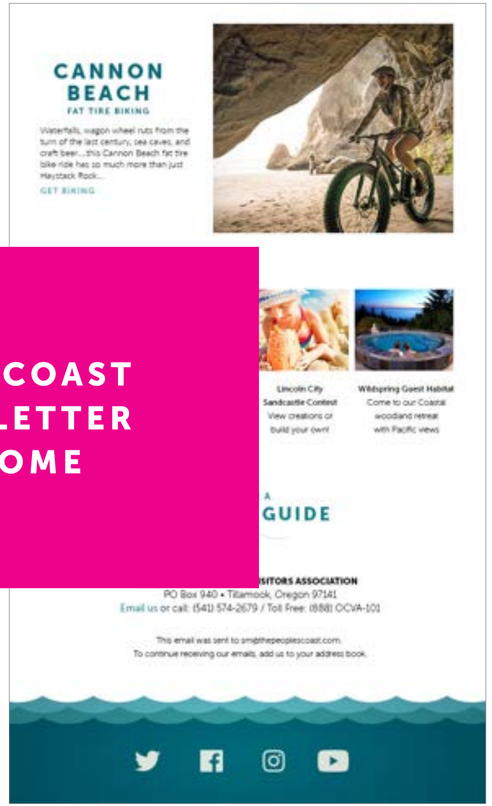
For reference, here is the Oregon Coast Visitor Association"s e-newsletter.



ENLARGED VIEW



SOUTH COAST ENEWSLETTER TO COME



DIGITAL ADS

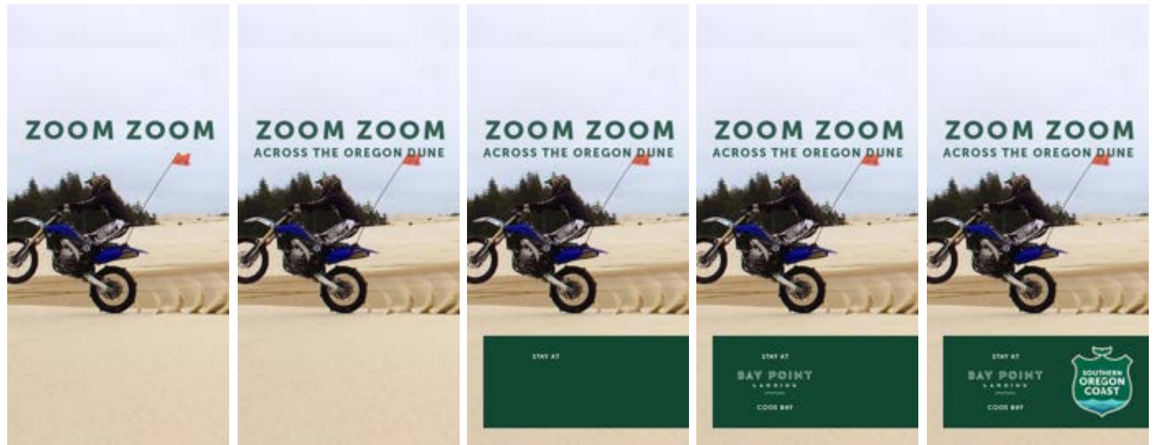
To break through the clutter of the online environment, Southern Oregon Coast digital ads will be anchored by visually strong images and simple headlines that animate as they unfold. Once we build our library, we'll add video to our digital ads.

300X250 ANIMATED AD



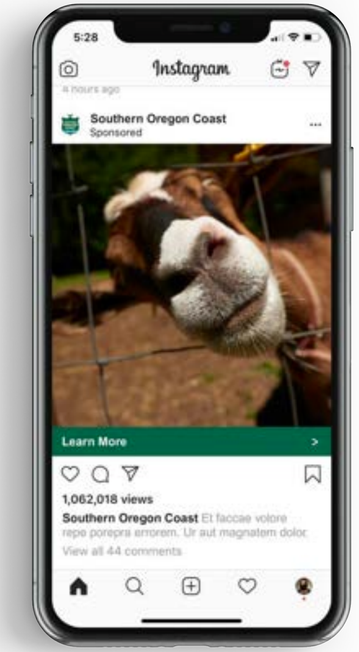
300X600 ANIMATED AD

Here's an example of a possible co-op ad. We invite South Coast communities and businesses to partner with us in our marketing efforts.

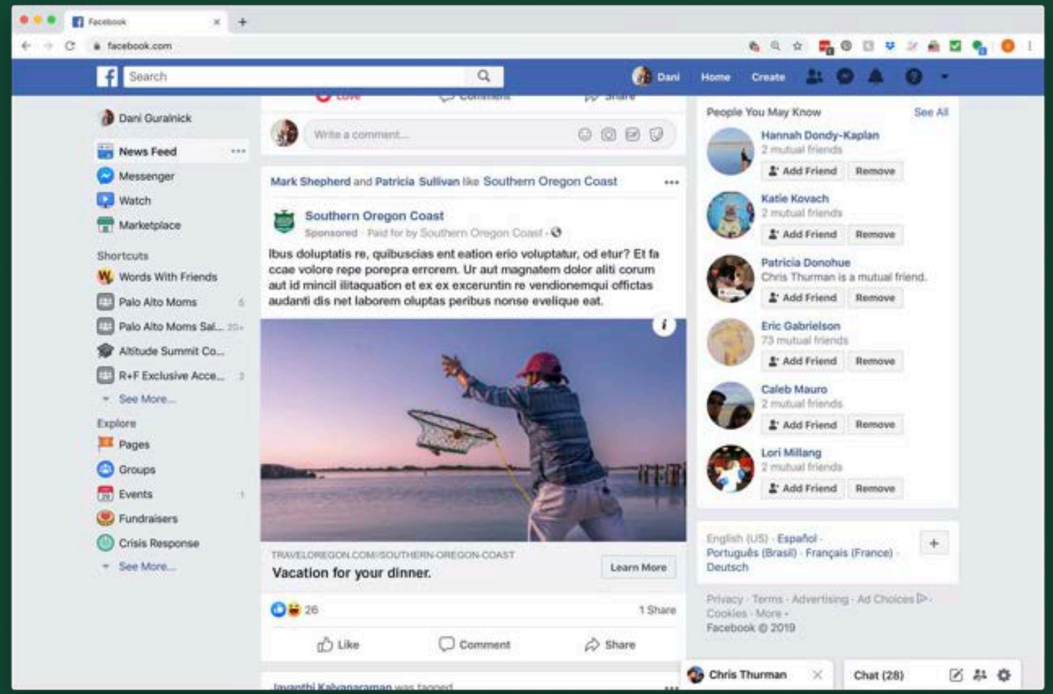


SOCIAL ADS

INSTAGRAM AD

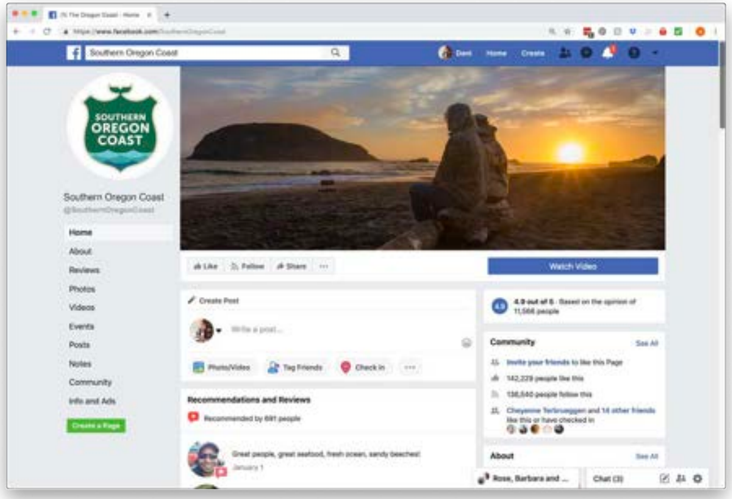


FACEBOOK AD



FACEBOOK

The logo should become your new Facebook profile photo. Cover photos can change seasonally or monthly to keep your page fresh and interesting. You should use only the highest quality images and can focus on seasonal activities or events that draw visitors.





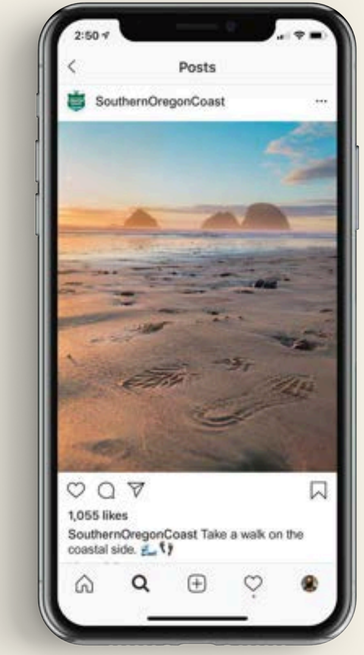


INSTAGRAM

Instagram has a very small, round avatar, but since your brand name is always right next to it, it's okay to use the whole logo within that space and not worry too much about legibility.

AVATAR





PUBLISHED AD

Here is an example of an Oregon Coast ad featuring a Southern Oregon Coast destination.

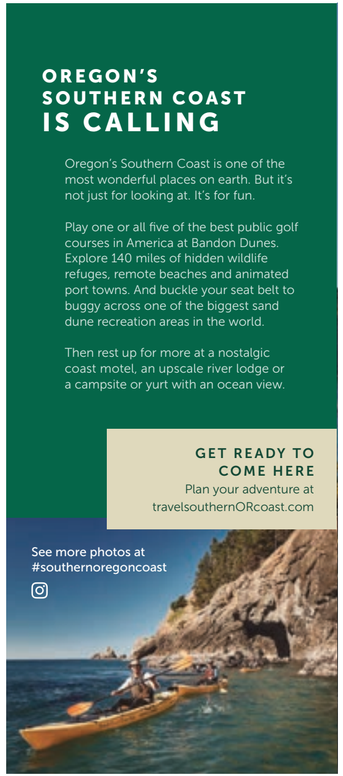


TRIFOLD

FRONT



BACK



TRIFOLD OUTSIDE, UNFOLDED



GO BANANAS

Many of our beaches boast 200+ sunny days a year and it's not uncommon to have 70 degree days in January. That's why it's called the Banana Belt.

So suit up and pack your sunglasses and boogie board, no matter what season you're coming.



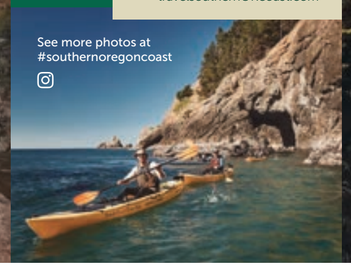
OREGON'S SOUTHERN COAST IS CALLING

Oregon's Southern Coast is one of the most wonderful places on earth. But it's not just for looking at. It's for fun.

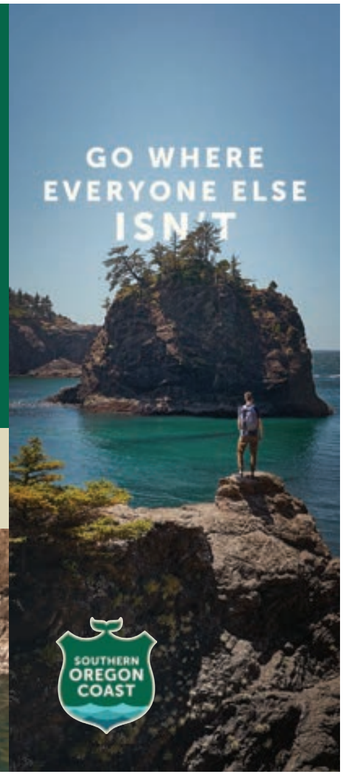
Play one or all five of the best public golf courses in America at Bandon Dunes. Explore 140 miles of hidden wildlife refuges, remote beaches and animated port towns. And buckle your seat belt to buggy across one of the biggest sand dune recreation areas in the world.

Then rest up for more at a nostalgic coast motel, an upscale river lodge or a campsite or yurt with an ocean view.

GET READY TO COME HERE
Plan your adventure at travelsouthernORcoast.com



See more photos at #southernoregoncoast



TRIFOLD INSIDE, UNFOLDED





VACATION FOR YOUR DINNER

Work up an appetite from fat tire biking the beach or tearing up epic, single track mountain biking trails.

Then feast on fresh crab and locally brewed beer. Or better yet, tour the South Coast Food Trail and taste what our farmers and cheesemakers have on offer.



ZOOM ZOOM ACROSS THE DUNE

Sand boarders, dune buggy riders and intrepid hikers not afraid of sand in your shoes wanted and welcome.

The Oregon Dunes National Recreation Area spans 40 miles of windswept coastline, making it the largest in North America.



PADDLE, RIDE & DRIVE 140 MILES OF SCENIC WOW

We're a little off the beaten path so you get to enjoy more of this place to yourself.

And no need to rush to get where you're going. Stands of ancient redwood trees, family farms, fishing spots, scenic ocean rivers and miles upon miles of hiking trails dot your journey.

ITINERARIES

We developed these South Coast itinerary templates to showcase the amazing adventures on the south coast. We use them for meeting with tour operators and the media, and are turning them into content for visitors for online trip planning inspiration.

GOLD BEACH/BROOKINGS - COVER



BACK



4-7 DAY ADVENTURE - COVER



BACK



PORT ORFORD - COVER



BACK





THANK YOU.

Lookout

Holly Macfee
Dani Guralnick
Andrew Dickson



STRATEGIC PLAN 2025-2028

THE OREGON COAST

OVERVIEW

The tourism industry is one of the strongest economic drivers on the Oregon Coast, and touches communities along its 300+ miles. Beloved by visitors near and far, the Oregon Coast attracts a mix of families, outdoor recreation enthusiasts, beach lovers, and those seeking a change of pace and scenery. Yet, as important as the tourism industry is to the coast, there are multiple facets to monitor and nurture to ensure that tourism truly benefits those who live and work on the coast.

This Three-Year Strategic Plan sets a course for the organization to continue to inspire travel and strengthen collaboration towards a sustainable coast economy. Our planning effort began in March 2024 in collaboration with Whereabout, a destination consulting firm focused on stewardship. The process of crafting this Strategic Plan included:

- Reviewing numerous background reports and the biannual Tourism Industry Partner Survey to best understand the current state of the tourism industry along the coast.
- Interviewing 19 individuals representing diverse perspectives from the coast. These were balanced between those living or working in North, South, and Central Coast, and also included OCVA staff and some statewide partners.
- Creating a Strategic Perspectives Report that presented ten key themes from the discovery work. This report served as the foundation of the strategic planning process by gathering insights on the current state of the industry and identifying opportunities and challenges. The ten key themes from this report are:
    1. Tourism infrastructure is interdependent with community infrastructure
    2. While summer at the beach is the star, the supporting actors need some limelight
    3. A tale of three coasts
    4. There is always room for enhancing strengths of convening and collaboration
    5. Many hands make light work
    6. There is no agreement on what OCVA's mission is
    7. Strategic clarity and focus will minimize unnecessary chop
    8. Is there a playbook for seafood?
    9. A sharper definition of OCVA's role in climate change may spur broader stakeholder support
    10. Investing in internal operations will help OCVA be successful
- Meeting via zoom in June 2024 with OCVA staff to explore and define the organization's core values.
- Convening a two-day Strategic Planning Team Retreat + Work Sessions in June 2024. Held at the Overleaf Lodge & Spa, the Planning Team reviewed the Strategic Perspectives Report; jointly crafted a Vision, Mission, and Position Statement for the organization; reviewed the staff-created Values statement; then identified four key areas of focus (Objectives) for the next three years. For each Objective, the Team identified indicators by which to measure success towards the Objective, and 3-5 Strategies to accomplish the Objective.



NORTH STAR

VISION

An enriched coastal experience for all

MISSION

Through innovation, stewardship, and strategic investments, OCVA inspires travel and strengthens collaboration towards a sustainable coastal economy.

VALUES

WE BELIEVE IN:

AGILITY—We are nimble, responsive to regional needs, and good at navigating change

SPARK—Our servant leadership and innovative mindset are catalysts for bold moves and positive impact

CONNECTION—We are down to earth, curious, and genuine in our relationships

COMMUNITY—We are thoughtful conveners and champions for inclusive collaboration

STEWARDSHIP—We view care for communities and ecosystems as a core responsibility

POSITION

The Oregon Coast Visitors Association is the only coast-wide organization established for the purposes of:

- Inspiring travel and recreation by cooperatively developing comprehensive marketing, advertising, public relations, and sales programs that will advance the general welfare and prosperity of the entire Oregon Coast; and
- Centrally managing tourism investments to achieve maximum, measurable benefits for the Oregon Coast's economy while considering and proactively addressing challenges to mitigate adverse impacts on quality of life and coastal natural resources; and
- Stimulating resilient economic development through the use of technical assistance programs and workforce development designed to strengthen and expand the existing business base and to create opportunities for new business development; and
- Monitoring and sharing industry trends, data, and insights with partners; and
- Serving as a convener and conduit to speak with one voice to strategically express concerns or opportunities relevant to the tourism economy in Oregon's coastal communities.



OBJECTIVE 1: ELEVATE OUR PROFILE AND DEEPEN INDUSTRY ENGAGEMENT

INDICATORS

Grow OCVA engagement score on Biennial Tourism Industry Partner Survey

Year-over-year increase in number of OCVA stories shared across platforms e.g. LinkedIn, news media, partner newsletters

Increase stakeholder visitation to OCVA website

STRATEGIES

1.1 Build PR plan to effectively communicate OCVA programs and wins. One of the consistent themes in the interviews held was a lack of awareness of OCVA programs and successes. To address this, OCVA will build a plan to guide how to communicate its activities to stakeholders—looking at different media for sharing the message, multiple channels for distribution, and otherwise raising awareness and recollection of what OCVA is doing to support tourism.

1.2 Invest in professional development honing writing, storytelling, and communication skills. Compelling stories have a greater likelihood of being shared and distributed beyond their first share, and thus reach a broader audience. Through execution of this strategy, OCVA staff will have the opportunity to take professional development training sessions to grow their communications skills and enrich their writing and storytelling capabilities in service of elevating the organization's profile and enhancing industry engagement.

1.3 Create a partnership strategy for raising awareness of the OCVA industry brand. By crafting and executing a strategy to collaborate and leverage its partners' communication channels, OCVA can raise awareness of its brand and what it does for the tourism industry. This strategy could include looking at joint marketing, sharing messages with partners' audiences, and seeking mutual cross-promotion of stories across platforms.


SMART
RENTAL

OBJECTIVE 2: EXPAND AND AMPLIFY OUR VISITOR MESSAGE

INDICATORS

Year-over-year growth in economic impact at or above state average

Growth in percentage of respondents indicating the right amount of visitors in winter on biannual Tourism Industry Partner Survey

STRATEGIES

2.1 Identify opportunities to communicate a 4-season strategy. Each of the three coastal regions experience their own ebbs and flows of visitation, with crests in the summer months, and troughs in the winter. In this strategy, OCVA will drill into destination offerings specific to region and season to share new messages with visitors describing why it is worth visiting in low and shoulder seasons.

2.2 Find and activate alignment opportunities for regional messaging and promotion. As a regional destination, the whole of the Oregon Coast is greater than the sum of its parts. OCVA will strengthen its role as a convener, highlighting opportunities for multiple partners to align messaging for mutual impact.

2.3 Create a network of diverse influencers. OCVA has been working with social media influencers to message across a variety of channels to a variety of target markets. This can be enhanced to shine a spotlight on the coastal experience through non-traditional lenses. In this strategy, OCVA will actively seek out and begin partnering with new influencers—for example, those whose audiences are concerned with destination accessibility—to further the reach of its messaging.

2.4 Develop creative assets to effectively market OCVA-funded destination development and stewardship projects. A stronger approach to marketing the work OCVA does on destination development and stewardship will achieve a few key goals: it will grow visitor spend at the coast as more attractions are shared; it will expand the overall economic impact of tourism; and it will elevate OCVA's profile by spotlighting its successes and its investments in tourism.



OBJECTIVE 3: ENHANCE AND DEVELOP OUR DESTINATION

INDICATORS

Increase in satisfaction among coastal respondents in the Travel Oregon Tourism Industry Partner Survey regarding overall destination development

Count of experience and infrastructure gaps closed over 2024 baseline gap analysis

STRATEGIES

3.1 Institute a consolidated coast-wide gap analysis. To inform OCVA's Travel Oregon RCTP planning, the organization will initiate a consolidated coast-wide gap analysis of destination development needs. This will include both experiential gaps and infrastructure gaps. Since no such analysis currently exists, the first step in this will be to identify those categories of experience and/or infrastructure that should be addressed directly, and those that OCVA can influence.

3.2 Analyze coast visitor transportation needs. Getting to and around the coast has some challenges including gaps in transit provision, congestion during peak times, and climate impacts. To address this, OCVA will first document coastal visitor transportation needs, then convene partners to develop a visitor transportation plan that prioritizes key opportunities to address these needs. In many cases, OCVA may play a supporting, rather than a lead, role in implementing recommendations arising from this plan.

3.3 Develop a seafood business plan. OCVA has been involved and leading the charge on the importance of local seafood for economic development and tourism development. The organization has raised the awareness of the issue—that local seafood is not often the seafood sold or served at the coast, and the attendant lack of dollars going back into local economies—and has sought to implement solutions such as the support of teaching fish butchery in coastal high schools. In this strategy, OCVA will write out a business plan for its involvement with local seafood promotion that talks about the work to be done, needed marketing, and an exit strategy detailing how OCVA will ultimately hand off the seafood work to other organizations..

3.4 Implement a welcoming strategy to encourage diverse groups of visitors to come to the coast. By State statute, the Oregon Coast is accessible to everyone—its beaches are public domain. Yet, access does not always translate into picturing oneself there, feeling invited, and coming to the coast. In this strategy, OCVA will develop a welcoming strategy to encourage diverse groups of visitors to come to the coast. This will integrate with other strategies in this plan, such as storytelling and working with new influencers.

3.5 Build and begin the implementation of an action plan as part of the 2024 update of the Mitigation, Adaptation, and Resiliency Plan (MARP). OCVA wrote the first iteration of a Mitigation, Adaptation, and Resiliency Plan in 2022 and is about to publish a 2024 update. To see more results come out of MARP, OCVA will build and implement a supporting action plan to guide the collaborative work that brings the plan to life.



OBJECTIVE 4: FOSTER A HEALTHY TOURISM NETWORK

INDICATORS

Increase # of Intent to Collaborate documents between OCVA and partner organizations

Increase # of industry-trained individuals through OCVA-supported programs over 2024 baseline

Increase staff scores in Organizational Assessment survey related to processes and procedures from 3.5 to 4.0 in three years

STRATEGIES

4.1 Identify and implement opportunities to streamline processes and systems. Staff surveys—and coastal partner input as voiced through interviews—highlight some points of friction with OCVA's processes and systems. To address this, OCVA will do a deeper dive to specifically identify and understand these gaps, determine which are the highest priority to address, examine options to address the issue, then implement solutions.

4.2 Identify and support industry and educational programs that develop a stable workforce. With tourism as one of the most important industries at the coast, it is paramount to have a stable workforce that can engage with the industry and contribute to its success. OCVA will collaborate with its workforce development partners to identify education programs and other related resources that contribute and invest in a stable workforce. This could mean specific courses at the secondary and post-secondary level, and industry-specific training offerings.

4.3 Develop a systematized approach to attracting, retaining, and developing a diverse group of partners. The Oregon coast, like many rural areas, is challenged by having the same type of complex issues that urban areas have, but with far less financial and human resource available to address the issues. Since OCVA considers the entire coast as its service area, it is often asked to address coast-wide issues, even if they are not tourism-related issues. To take some of that pressure off OCVA, it will look at how it can attract, develop, and retain other partners that have the capacity and ability to address coast-wide issues with success.

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NEXT STEPS

OCVA will communicate the adoption of this Strategic Plan to its coastal partners using a variety of channels—its newsletter, LinkedIn, face-to-face conversations, and hyperlinks to this document. OCVA will also share how broad stakeholder input influenced this plan and was considered in the formulation of the Objectives and Strategies. OCVA will likely need to do this a few times to ensure broader reach, as not all partners tune in to all channels of communications.

The first step in implementing this Strategic Plan is to identify an individual who can act as Plan Manager. This person is not necessarily responsible for the work of each strategy; rather, they are responsible for keeping track of overall progress on the plan, supporting those individuals who are leading individual strategies, providing periodic updates on overall progress to the Board, and tracking and presenting indicator measurements once a year.

Next, OCVA will want to identify the first set of strategies to begin to implement. These may be those that need to happen first, strategies that are prerequisites for other strategies, or those that are early easy wins. As a guideline, this should include between one third and one half of the strategies described in this Plan. For each strategy, OCVA will want to have a single person act as its project manager. With a project team, this person will be in charge of crafting a work plan, building timelines, identifying and engaging with partners both in and outside of the organization, specifying financial needs for executing the strategy, and finally, implementing that plan of action.



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