

MINUTES

WORK SESSION
OF
APRIL 30, 2014
5:30 P.M.

THE DALLES CITY HALL
313 COURT STREET
THE DALLES, OREGON

PRESIDING: Mayor Steve Lawrence

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

COUNCIL ABSENT: None

STAFF PRESENT: City Manager Nolan Young, City Attorney Gene Parker, City Clerk Julie Krueger, Finance Director Kate Mast

CALL TO ORDER

Mayor Lawrence called the meeting to order at 5:30 p.m.

ROLL CALL

Mayor Lawrence noted all Councilors were present.

DISCUSSION REGARDING CHAMBER OF COMMERCE COMMUNITY MARKETING AGREEMENT

Mayor Lawrence introduced the subject and pointed out that the agreement required a scope of work and budget be presented by the Chamber to the City Council by March 1 each year, with the City to consider and respond with an approved amount and scope of work by May 15. He said the Chamber would then have two weeks to reject or accept the City's response. Mayor Lawrence said the procedure had not been followed in past years.

Mayor Lawrence read the definition of tourism and tourism promotion from Oregon law and explained that of the 6% portion of transient room tax collected, the City was required to provide a minimum of 21% toward tourism related activities. He said the City had historically provided between 40% and 70% of the tax toward tourism.

Chamber President Lisa Farquharson reviewed the components of the proposed scope of work for the 2014-15 fiscal year.

Items proposed to be removed were #9, #10, and #23 in the Community Marketing section and items #2 and #3 in the Special Projects section.

Farquharson acknowledged additional staff was necessary and proposed adding a position of tourism coordinator who would serve as the primary contact for the cruise ships and other events. She said a job description was being developed and it would be included along with an updated budget for the Council's consideration at their May 12 meeting.

There was discussion regarding how the projects listed within the Scope of Work were tied to the proposed budget. Mayor Lawrence asked that there be notes in the Scope identifying items in the budget and to provide more detail within the budget so the Council would know what types of things were included in the general line items.

There was general discussion regarding the Chamber of Commerce's Board and whether they considered tourism to be an important part of their operation. It was noted that tourism was not mentioned within their Mission.

Chamber Board Chair Bev Eagy said the Board was re-working their mission statement and that it was never the intent to take tourism out of their mission. It was also noted that tourism was included in Chamber policies and goals.

In response to a question regarding how the space cost was calculated, Farquharson said she was not sure, but had used a figure that was developed in the past.

City Manager Young said the approval of the agreement and work scope/budget would be placed on the May 12 Council agenda for approval. He said additional funds would not need to be included because the proposed position could be paid with funds previously included in the budget for the special projects that had been removed now.

MINUTES (Continued)
Council Work Session
April 30, 2014
Page 3

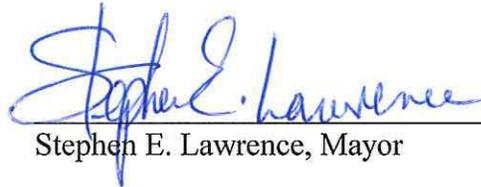
Councilor Spatz asked that the Chamber keep a relationship and maximize communication with the Discovery Center. He said they had a huge role and investment in the community and it was important to keep the connection with tourism.

ADJOURNMENT

Being no further business, the meeting adjourned at 7:30 p.m.

Submitted by/
Julie Krueger, MMC
City Clerk

SIGNED:



Stephen E. Lawrence, Mayor

ATTEST:



Julie Krueger, MMC, City Clerk