

AGENDA

REGULAR CITY COUNCIL MEETING

April 23, 2012

5:30 p.m.

CITY HALL COUNCIL CHAMBER

313 COURT STREET

THE DALLES, OREGON

1. CALL TO ORDER
2. ROLL CALL OF COUNCIL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF AGENDA
5. PRESENTATIONS/PROCLAMATIONS
 - A. Presentation by Scott McKay Regarding Senior Center

6. AUDIENCE PARTICIPATION

During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Five minutes per person will be allowed. If a response by the City is requested, the speaker will be referred to the City Manager for further action. The issue may appear on a future meeting agenda for City Council consideration.

7. CITY MANAGER REPORT
8. CITY ATTORNEY REPORT
9. CITY COUNCIL REPORTS
10. CONSENT AGENDA

Items of a routine and non-controversial nature are placed on the Consent Agenda to allow the City Council to spend its time and energy on the important items and issues. Any Councilor may request an item be "pulled" from the Consent Agenda and be considered separately. Items pulled from the Consent Agenda will be placed on the Agenda at the end of the "Action Items" section.

CITY OF THE DALLES

"By working together, we will provide services that enhance the vitality of The Dalles"

A. Approval of April 9, 2012 Regular City Council Meeting Minutes

11. CONTRACT REVIEW BOARD ACTIONS

A. Approval of Contract for Airport Runway Phase II Project [**Agenda Staff Report #12-025**]

12. ACTION ITEMS

A. Approval of Chamber of Commerce Community Marketing Contract Work Scope and Budget for Fiscal Year 2012-13 [**Agenda Staff Report #12-026**]

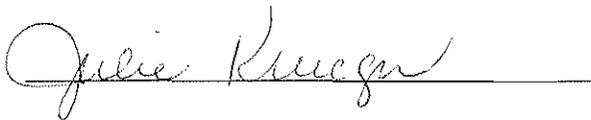
B. General Ordinance No. 12-1322 Amending Section 11 of General Ordinance No. 06-1266 Establishing an Exemption From Water Systems Development Charges for Certain Residential, Commercial and Industrial Development [**Agenda Staff Report #12-027**]

C. Approval of First Amendment for Agreement Concerning Maintenance of Downtown Street Trees [**Agenda Staff Report #12-028**]

13. ADJOURNMENT

This meeting conducted in a handicap accessible room.

Prepared by/
Julie Krueger, MMC
City Clerk





AGENDA STAFF REPORT
CITY OF THE DALLES

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 23 2012	Consent Agenda 10, A	N/A

TO: Honorable Mayor and City Council

FROM: Julie Krueger, MMC, City Clerk 

THRU: Nolan K. Young, City Manager

DATE: April 11, 2012

ISSUE: Approving items on the Consent Agenda and authorizing City staff to sign contract documents.

A. **ITEM:** Approval of April 9, 2012 Regular City Council Meeting Minutes.

BUDGET IMPLICATIONS: None.

SYNOPSIS: The minutes of the April 9, 2012 regular City Council meeting have been prepared and are submitted for review and approval.

RECOMMENDATION: That City Council review and approve the minutes of the April 9, 2012 regular City Council meeting.

MINUTES

REGULAR COUNCIL MEETING
OF
APRIL 9, 2012
5:30 P.M.
THE DALLES CITY HALL
313 COURT STREET
THE DALLES, OREGON

PRESIDING: Mayor Jim Wilcox

COUNCIL PRESENT: Bill Dick, Carolyn Wood, Brian Ahier, Tim McGlothlin

COUNCIL ABSENT: Dan Spatz

STAFF PRESENT: City Manager Nolan Young, City Attorney Gene Parker, City Clerk Julie Krueger, Finance Director Kate Mast, Public Works Director Dave Anderson, Administrative Fellow Cooper Whitman, Community Development Director Dan Durow, Police Captain Ed Goodman

CALL TO ORDER

Mayor Wilcox called the meeting to order at 5:31 p.m.

ROLL CALL

Roll call was conducted by City Clerk Krueger; Councilor Spatz absent.

PLEDGE OF ALLEGIANCE

Mayor Wilcox invited the audience to join in the Pledge of Allegiance.

APPROVAL OF AGENDA

Councilor Ahier asked that Action Items A and B be reversed on the agenda. It was moved by Ahier and seconded by McGlothlin to approve the agenda as amended. The motion carried unanimously, Spatz absent.

PRESENTATION

Brian Goodwin, School District 21, 300 West 21st Street, The Dalles, provided the Council with a description of a new Research and Development lab program for the high school in the Fall. He said each class would be two hours long, there would be two teachers and approximately 50 students per class. Mr. Goodwin said this would be a real world sustainability program and said he hoped local governments and businesses would help provide challenges for the students and help with mentoring.

AUDIENCE PARTICIPATION

Jeff Clifford, 1280 Oak Hill Drive, The Dalles, asked if the public would be allowed to make comments during the Action Items section of the agenda. Mayor Wilcox said he would not be taking public comment during that portion of the agenda.

Link Shadley, 2437 East 10th Street, The Dalles, requested that the City Council formally oppose the coal trains traveling through the Gorge. He said our resources should not be sent overseas and said he had visited a city that was smelly and dirty from coal and said he did not want our community to be that way.

Mayor Wilcox said the matter would be discussed at the April 16th Town Hall meeting at the Mid Columbia Senior Center and invited Mr. Shadley to attend.

CITY MANAGER REPORT

City Manager Young reported that Cooper Whitman had been offered a position as Executive Director for the Dickenson, North Dakota Chamber of Commerce and would be leaving the City. He said there was an opportunity to use the remaining funds for this position for an intern and asked the Council for permission to recruit for a summer intern position. It was the consensus of the Council to direct the City Manager to recruit for a summer intern.

Young reminded the Council that Budget Committee meetings would begin on April 30 and said the budget would be delivered next week.

CITY ATTORNEY REPORT

City Attorney Parker said he was working with Police Department staff to complete the Second Hand Dealers Ordinance and hoped to bring it back for approval in May or June.

MINUTES (Continued)
Regular Council Meeting
April 9, 2012
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Parker said he was working on revisions to the employee handbook, but these were administrative policies and would not need to be approved by City Council. He said he would bring the ordinance to repeal the yard sale sign requirements for approval at the May 14th meeting.

CITY COUNCIL REPORTS

Councilor Ahier reported that the Council of Governments Board had developed a new funding formula for participation in the nutrition program, based on number of seniors in the counties and the number of meals served.

Ahier said he had an ongoing frustration with not allowing citizens to speak on certain agenda items. He said he was opposed to that policy and would like the public to have the opportunity to comment.

Mayor Wilcox said he had attended a meeting regarding a process to get State and Federal agencies to work together in local permitting issues. He said there had been good input from the City and he hoped it would help streamline the process.

Wilcox reminded the Council there would be a League of Oregon Cities meeting in the Council Chamber on April 12 at 5:30 p.m. to review the recent legislative actions.

Wilcox said Coastal Farm Supply was still waiting for a fill permit and said the delay in issuance of that permit was causing them to lose money and not be able to hire employees for our local economy.

Mayor Wilcox asked Airport Manager Covert to report on the recent bid opening for the airport runway rehabilitation project. Chuck Covert said the engineers and staff were meeting to review the two bids and would bring the matter to Council at the April 23 Council meeting.

CONSENT AGENDA

It was moved by Wood and seconded by Ahier to approve the Consent Agenda as presented. The motion carried unanimously.

Items approved by Consent Agenda were: 1) approval of March 26, 2012 regular City Council meeting minutes; and 2) Resolution No. 12-004 concurring with the Mayor's appointments to various committees.

MINUTES (Continued)
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Recess

Mayor Wilcox called a brief recess at 6:05 p.m. to discuss protocol with the City Manager and City Attorney.

Reconvene

The meeting reconvened at 6:12 p.m.

Mayor Wilcox said he would allow public comment on the Action Items but that he would not allow personal or performance comments. He asked that any testimony be directed toward positions and money.

ACTION ITEMS

Approval of Salary Adjustment for Department Managers

City Manager Young reviewed the staff report.

Councilor Ahier thanked the Mayor for allowing public input. He said he appreciated the work done by the City Manager and supported the philosophy of creating three categories for the Department Managers. Ahier said he supported creating three separate categories.

Councilor Wood disagreed, saying it took a long time to achieve a cohesive management team and they should all be kept on the same pay scale and considered a team. She said separation would cause disparity.

Mayor Wilcox said he believed there should be more pay for those managers who had more staff, larger budgets and more responsibility. He said he didn't want anyone to receive a reduction in pay, but thought it was more fair to separate the managers into different categories. Wilcox said he did not agree with comparing benefits of union and non-union employees, saying City employees were very well paid compared to private industry and that in a bad economy, no cost of living adjustments should be granted.

Councilor Ahier said the salary survey had shown the Police Chief and Public Works Director positions did not match up with comparable cities. He said that needed to be corrected.

Councilor McGlothlin said he thought the timing was poor to grant wage increases.

Councilor Dick said he appreciated all the positions stated, but questioned whether the staff was comfortable with the proposal. He said he supported Councilor Wood's position to keep the managers in one category and to look at the issue in a year.

Wood said if there were concerns about hiring new employees to fill the management positions in the future, the City would know through the recruitment process and applications, whether they needed to increase the salary to get qualified candidates.

Mayor Wilcox said under-paying the managers sent a message to current and future people in the position that they were not valued. He recommended the positions of Police Chief and Public Works Director be increased one level.

It was moved by Ahier and seconded by McGlothlin to create a new Range A+ 3% higher than the current Range A and place in that range the Police Chief and Public Works Director, effective July 1, 2012.

Public Comment

Jeff Clifford, 1280 Oak Hill Drive, The Dalles, compared Wasco County per capita income, household income, and property values against State figures, noting that Wasco County was well below the State numbers and said there was a large discrepancy between public and private sector salaries. He questioned what would happen when timber funds were no longer available and where money would come from to pay salaries. He urged the Council to reject any increases in salary and said if the employees left their positions, the City would find people to fill the jobs.

Councilor Ahier pointed out the salary survey compared the City's positions with like positions of other municipalities with similar populations.

Marilyn Clifford, 1280 Oak Hill Drive, The Dalles, said the city should not allow long term employees, saying it took away from the representative form of government. She said the jobs should be opened up for others.

City Manager Young disagreed, saying the City Council were the elected representatives and policy makers of the City and that long term employees were valuable because of the experience they brought. He said looking at the successes in our community, the results of that expertise spoke for itself.

Councilor Wood agreed, saying The Dalles was very fortunate to have such a professional staff. She said the representative form of government was the City Council, not the staff and it was important to have a high level of professionals.

Councilor Ahier said he was grateful to have such a professional staff.

Alex Jara, 4405 Highway 30, The Dalles, said with the current difficult economic times, he did not agree with giving salary increases and that if there was money, it should be used to help others in the community. He said the long term employees should retire and others could have their jobs.

The motion to create a new Range A+ 3% higher than the current Range A and place in that range the Police Chief and Public Works Director, effective July 1, 2012, was voted on and carried: voting yes, Ahier, McGlothlin and Wilcox; voting no, Dick and Wood.

Approval of Exempt Employee Compensation Package for Fiscal Year 2012-13

City Manager Young reviewed the staff report.

Councilor Ahier said he did support the recommendation to cap insurance premium increases at 9%. He said he could support a small cost of living adjustment but was struggling with a 2% increase.

Mayor Wilcox said he did not support granting a cost of living adjustment for the upcoming year.

Councilor Ahier said he did not support granting increases and changing benefits for various groups of employees based on what other groups had received or negotiated.

Councilor Wood said that was a typical public employee salary system. She said it would not be fair to not recognize the exempt employees because they weren't in a union and couldn't negotiate benefits and pay.

City Manager Young noted the public employees did tend to lag behind the economy in benefits. He said during a healthy economy, they did not receive the cost of living adjustments to meet the rate of inflation and last year they only received a 1% adjustment for half of the year. He said the economy was beginning to turn around and cautioned against a wage freeze.

Councilor Ahier agreed that it didn't seem fair to not give exempt employees a cost of living adjustment when the other groups of employees did receive one.

Mayor Wilcox said the employees could choose to stay in their jobs or leave them and that wages should be compared with our local economy. He said the employees were already paid well and it would be better to use the money for a community need.

City Manager Young said the City was not as challenged financially by employee compensation because it did not participate in the PERS retirement system. He said the City had lower contributions to retirement accounts, with the exception of the Police who had to have a plan equal to PERS by law.

It was moved by Wood and seconded by Dick to approve an exempt employee compensation package for fiscal year 2012-13 that included a 2% cost of living adjustment effective July 1, 2012, increases to the City's contribution toward an employee's insurance premium no more than 9% and increase vacation accrual to match Police Union contract.

Public Comment

Jeff Clifford, 1280 Oak Hill Drive, The Dalles, spoke in opposition to the motion for reasons stated in his previous testimony regarding salary increases.

Cheryl Jones, 1220 East Ninth Street, The Dalles, said she was opposed to salary increases and said she didn't think public employees should earn more than the tax payers earn.

The motion to approve an exempt employee compensation package for fiscal year 2012-13 that included a 2% cost of living adjustment effective July 1, 2012, increases to the City's contribution toward an employee's insurance premium no more than 9% and increase vacation accrual to match Police Union contract was voted on and failed: voting yes, Wood and Dick; voting no, Ahier, McGlothlin and Wilcox.

It was moved by Ahier and seconded by Dick to approve an exempt employee compensation package for fiscal year 2012-13 that included a 1.5% cost of living adjustment effective July 1, 2012, increases to the City's contribution toward an employee's insurance premium no more than 9% and increase vacation accrual to match Police Union contract. The motion carried; McGlothlin voting no.

DISCUSSION ITEMS

Discussion Regarding Plan for City Assistance to the Main Street Non-Profit Program

City Manager Young reviewed the staff report.

Mayor Wilcox said he had received a detailed list of downtown businesses and property owners contact information from a member of the Main Street program and said it would be a great tool. Wilcox asked if there was a time frame for the Program to match the proposed contribution by the City.

City Manager Young said the City would only match the salary contribution when the economic improvement district (EID) was formed and there was a commitment for the matching funds.

Mary Merrill, 2437 East 10th Street, The Dalles, said several committees had been created through the program and members were working to recruit businesses to the downtown. She said the steering committee had created the database of information of downtown businesses and owners. She said leadership and coordination which would be provided by a staff person, was vital to keep the program moving forward.

City Attorney Parker said he was working on an ordinance to allow for economic improvement districts and hoped to have it to Council for approval in May.

Chuck Covert, 101 East Second Street, The Dalles, said he had attended a recent meeting about downtown revitalization and was pleased to hear so many creative ideas and enthusiasm for the Main Street program. He said as a downtown business owner, he supported the implementation of and EID. Covert said he appreciated the support the City has given to the Main Street program.

Councilor Ahier asked if other agencies were involved. It was noted that the Mid Columbia Economic Development District and Chamber of Commerce were working in collaboration with the City.

Councilor Wood said many other cities in Oregon had great success with the Main Street Program.

Councilor Dick said he was a part owner of a downtown building and asked if that caused a conflict of interest regarding the EID. Councilor Wood said she also owned a building in the downtown area.

City Attorney Parker said when the ordinance was considered, the Councilors should disclose the information, but it was a large group and he did not think there would be a conflict of interest.

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Regular Council Meeting
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It was the consensus of the Council to approve the City's contribution as presented and direct the City Manager to include \$30,000 under City Council contractual services in the 2012-13 budget for consideration by the Budget Committee and further direct the City Attorney to assist the Main Street non-profit organization in their efforts to create an Economic Improvement District.

ADJOURNMENT

Being no further business, the meeting adjourned at 7:48 p.m.

Submitted by/
Julie Krueger, MMC
City Clerk

SIGNED:

James L. Wilcox, Mayor

ATTEST:

Julie Krueger, MMC, City Clerk



CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

(541) 296-5481 ext. 1122
FAX: (541) 296-6906

AGENDA STAFF REPORT
CITY OF THE DALLES

MEETING DATE:	AGENDA LOCATION:	AGENDA REPORT #
April 23, 2012	Contract Review Board 11, A	12-025

TO: Honorable Mayor and City Council

FROM: AMI, Airport Managers

THRU: Nolan K. Young, City Manager

DATE: April 12, 2012

ISSUE: Award of contract for Phase II Runway Rehabilitation Project.

RELATED CITY COUNCIL GOAL: None.

PREVIOUS AGENDA REPORT NUMBERS: #11-085.

BACKGROUND: Phase II of the Runway rehabilitation project bids were opened on April 3, 2012. Attached is a summary of the bids received for the project and the engineer's estimate for the project. The engineer's base bid estimate is \$2,377,891.82. Additive A estimate is \$368,700.58 and Additive B estimate is \$154,581.82. The board of the Columbia Gorge Regional Airport will meet on April 20, 2012, to consider a recommendation to the City of The Dalles and Klickitat County to award the rehabilitation to Granite Construction as the low bidder for the base bid. The Engineer also recommends that the award include approval by the City Council and Klickitat County for Additive Bids A (\$474,940.11) & B (\$207,918.32), should the funds become available for that work.

BUDGET IMPLICATIONS: The Airport has a total project construction budget of \$5,817,000. \$2,317,000 is from the FAA and \$3,500,000 is from a Connect Oregon III grant. A contract for Phase I has already been awarded for \$3,295,929.56. With one change order, crediting back

\$150,000 and a revision in the FAA funds of \$55,000, we have \$1,906,468 available for Phase II. Awarding the base bid would leave \$85,000 contingency for both phases. The remaining funds are being used for project engineering costs.

ALTERNATIVES:

Staff Recommendation: Move to approve awarding the base bid for phase II of the runway 12-30 rehabilitation project to Granite Construction in the amount of \$1,821,065.55 and to approve awarding to Granite Construction Additive Bids A (\$474,940.11) & B (\$207,918.32) for Phase II of the runway 12-30 rehabilitation project, should the funds become available for that work.



April 10, 2012

Aeronautical Management, Inc.
Attn: Chuck Covert
45 Airport Way
P.O. Box 285
Dallesport, WA 98617

**SUBJECT: COLUMBIA GORGE REGIONAL / THE DALLES MUNICIPAL AIRPORT
RUNWAY 12-30 REHABILITATION - SOUTH
AIP PROJECT NO. 3-41-0059-010 / PAE PROJECT NO. DAL002**

Dear Mr. Covert,

Enclosed is the bid tabulation for the Runway 12-30 Rehabilitation – South project at Columbia Gorge Regional/The Dalles Municipal Airport. Two bid proposals for the above-referenced project were opened and read on Tuesday, April 3, 2012. Based on our review of all bid packages submitted to The Dalles/Klickitat County, the low bidder is Granite Construction. A summary of the bid tabulation results is shown below:

<u>Bidder</u>	<u>Base Bid</u>	<u>Additive A</u>	<u>Additive B</u>	<u>Total</u>
Granite Construction	\$1,821,065.15	\$474,940.11	\$207,918.32	\$2,503,923.59
Crestline Construction	\$2,009,871.09	\$496,240.16	\$187,733.43	\$2,693,844.68
Engineer's Estimate	\$2,377,891.82	\$368,700.58	\$154,581.82	\$2,901,174.23

Of the bid packages submitted, we noted the following informality:

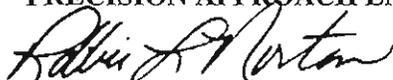
- π Granite Construction Co. entered a Total for Base Bid (before tax) of \$1,701,814.55. The total as calculated is \$1,701,930.05.

It is our opinion that Granite Construction is qualified to undertake this project, and has submitted a complete bid package that is in compliance with Section 20 of the General Provisions of the Contract and does not contain an informality that would be cause for rejection of the bid.

Accordingly, we recommend that the City of The Dalles/Klickitat County consider awarding the contract for the Base Bid to Granite Construction. We also recommend that the award include approval by the City Council for Additive Bids A (\$474,940.11) & B (\$207,918.32), should the funds become available for that work. You will need to send a letter to Kevin Latschaw at FAA requesting concurrence and receive approval from the FAA prior to execution of the contract with Granite Construction.

Sincerely,

PRECISION APPROACH ENGINEERING, INC.


Robbie L. Norton, PE
President

RLN:jky

Attachments: Bid Tabulation, Bid Submittal Review
c: Kevin Latschaw/FAA

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CITY of THE DALLES

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AGENDA STAFF REPORT
CITY OF THE DALLES

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 23, 2012	Action Items 12, A	12-026

TO: Honorable Mayor and City Council

FROM: Nolan K. Young, City Manager *nyj*

DATE: April 10, 2012

ISSUE: Approval of the Tourism Promotion Scope of Work and Budget for FY 2012-13

BACKGROUND: In December 2008, the City of The Dalles and The Dalles Area Chamber of Commerce signed an agreement for personal services for the Chamber to provide tourism promotion and Community Marketing for the City. FY 2012-13 will be the fourth year of this five-year agreement. Section 3Bi calls for the Chamber to submit a Budget Request and corresponding scope of work for each year. The City Council will then consider their request and respond. Attached is the proposed annual budget for the Community Marketing Program and 2012-13 Work Scope proposed by the Chamber of Commerce.

This year they are proposing 4.5% increase in the budget of \$220,030 to \$230,030 to reflect increase in room tax receipts. Funds for our Community Marketing Program come from the 6% Transient Room Tax. The Chamber contract is 43% of our anticipated revenue. This year's special project is \$15,000 to help start up The Dalles Dam Shuttle Tours. Last year the annual special project was for interpretive signage at the new dock and festival area. Those funds are available for match for a grant this summer.

Staff has reviewed this proposed marketing plan and budget and is recommending the City Council approve it as submitted.

BUDGET IMPLICATION: Attached is the Revised Budget Information Paper for FY 2012-13 showing the use of Transient Room Tax funds.

COUNCIL ALTERNATIVES:

1. **Staff Recommendation:** *Move to approve the proposed FY 2012-13 Work Scope and Budget for the Community Marketing Program as presented by the Chamber of Commerce.*
2. Postpone acceptance of the proposed FY 2012-13 Community Marketing Work Scope and budget to allow for further research.
3. Amend the proposed FY 2012-13 Community Marketing budget and Work Scope and refer it to the Chamber of Commerce for consideration.

**Proposed
Community Marketing 2012-2013 Work Plan**

Visitor Services

1. Fully staff and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office. Monday thru Friday, October – May; 7 days a week Memorial Day thru Labor Day.
2. Maintain 24-hour visitor information kiosks -- one at Chamber office and two interactive touch screen kiosks at the Lewis & Clark Festival Park.
3. Provide brochures and other visitor information to the Veteran's Affairs offices located in the transportation center and the visitor center at Seuffert Park.
4. Distribute *The Sun*, *The Gorge*, *The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, Chambers and other tourism information outlets across the state.
5. Provide electronic version of brochure on Travel Oregon website.
6. Continually update and distribute visitor information to hotels, restaurants and other businesses. Maintain visitor information binders provided to front desk staff at all hotels.
7. Provide customer service training to businesses in The Dalles to ensure a quality customer experience for visitors.
8. Provide map and materials for self-guided historic walking tours and guide to talking murals.
9. Provide step-on guide services for tour groups upon request.
10. Train staff and volunteers to be Ambassadors for The Dalles and meet visitor groups at community gateways including the Marine Terminal at Union Street.
11. Respond to visitor information requests received via phone, email and website.

Community Marketing

1. Continue work with Weinstein PR on strong public relations campaign that includes quarterly tip sheets, story development, and frequent communication with national and regional publication.
2. Maintain contact with six travel writers who attended the May 2012 familiarization (Fam) trip.
3. Offer second travel writer's Fam trip in spring 2013.

4. Participate as an exhibitor in the Pacific Northwest Travel Writers Tradeshow.
5. Work with local photographer to develop a library of images that can be used in all marketing materials.
6. Continue *The Sun*, *The Gorge*, *The Dalles*, marketing campaign initiating Phase II (making a personal connection with local characters).
7. Work with Mt. Hood/Columbia River Gorge region (RDMO) and their ad agency (Weiden & Kennedy) to integrate the region's new brand into our marketing campaign.
8. Expand online advertising with Travel Oregon and other travel sites.
9. Continue to develop tours for passengers of cruise ships and day cruises that make scheduled stops at the new commercial dock in The Dalles.
10. Develop a strategy for creating a festive vendor market in the Lewis & Clark Festival Park when ships arrive at The Dalles commercial dock.
11. Develop a long-term strategy to bring pedi-cabs, bicycle rentals, souvenir shops/kiosks and similar businesses to operate in The Dalles near the dock.
12. Maintain Visit The Dalles website (www.VisitTheDalles.com). Develop a strategy for using analytics to use as a benchmark for future web-related activities.
13. Maintain and evaluate smartphone application (My Chamber App) that allows to search for lodging, dining, wineries, attractions and other visitor amenities in The Dalles on mobile devices.
14. Place 2'X4' Discover The Dalles display boards at State Welcome Centers.
15. Expand and enhance "social media" presence (facebook, twitter, etc.).
16. Work with CRGVA to produce a Tourism Summit for the Columbia River Gorge.
17. Develop additional "36 Hours in The Dalles" trip itineraries, working with regional partners and tourist attractions. Market through National Tour Association, AAA, and Oregon Tour & Travel Alliance.
18. Participate in regional travel tradeshow with tourism partners (CRGVA, RDMO, Travel Portland). Co-op two regional sports tradeshow.
19. Work with Columbia Gorge Arts & Culture Alliance to market the Columbia River Gorge as an art, culture and heritage destination.
20. Update and print new vacation planner inserts on a regular basis.

21. Provide visitor information packets to individuals or groups attending out of town meetings and businesses or organizations who are hosting meetings in The Dalles.
22. Maintain The Dalles brochures at all State Welcome Centers.
23. Partner with community organizations to provide web-based visitor, relocation and economic development information.
24. Promote community events and happenings on event calendars and travel websites.
25. Work with hotels, restaurants and wineries to develop programs suitable for participation in the Travel Oregon Wanderfeast (Oregon Bounty) promotion.
26. Maintain strong alliances with Columbia River Gorge Visitors Association, Oregon Festival & Events Association, Columbia Gorge Arts & Culture Alliance, Oregon Destination Marketing Organizations, Travel Oregon, Travel Portland, the Mt. Hood/Columbia River Gorge Region, Oregon Tour and Travel Alliance, and other regional partners.

Advertising

1. Advertise The Dalles cycling map on local, regional and national cycling websites.
2. Place ads promoting The Dalles on Facebook and other social media sites.
3. Place ads in the Gorge Guide, 1859 Magazine, Travel Oregon Trip Planner, Oregon Events Calendar, Visitor Guide and Kid's Guide.
4. Support national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and providing The Dalles brochures as part of their travel trade activities.
5. Provide marketing grants for Cruise the Gorge and other organizations producing events that generate overnight stays.
6. Place ads in online publications in Oregon, Washington, Idaho and northern California publications for spring and summer events.
7. Develop cooperative advertising opportunities with local hospitality and tourism businesses to leverage advertising dollars.

Partnerships

1. Maintain and maximize partnerships with Travel Oregon, Travel Portland, Oregon Tour & Travel Alliance, Oregon Festivals & Events Association, Oregon Travel Information Council, Mt. Hood/Columbia Gorge regional tourism commission, CRGVA, Oregon Film & Video, Mt. Hood Alliance, Wasco

County, Columbia Gorge Discovery Center & Museum, The Dalles Dam/Corps of Engineers, Ft. Dalles Rodeo Association, Port of The Dalles, Northern Wasco County Parks & Recreation District, Wasco County Historic Landmarks, Oregon State Chamber of Commerce, Oregon 150, and other Columbia River Gorge Chambers of Commerce.

2. Provide tourism perspective to community initiatives to solicit federal funding as a contributing member of the Community Outreach Team.

Special Project

1. Support operation of shuttles for tours at The Dalles dam.

Evaluation will be provided by Chamber Board review (includes City Manager), reports to the City, and monthly financial reports from the City to the Chamber.

2012-13 Proposed Tourism Marketing Budget

Personnel		
	(01) Salaries & Benefits	93,000.00
Facilities		
	(02) Space Cost	7,380.00
	(03) Equipment Maintenance & Repair	6,000.00
Operating		
	(04) Administration	23,520.00
	(05) Office Supplies	2,000.00
	(06) Postage	3,500.00
	(07) Telephone	1,300.00
	(08) Travel & Mileage	2,000.00
	(09) Dues & Subscriptions	830.00
Marketing		
	(10) Printing & Binding	5,000.00
	(11) Marketing/Event Support	53,000.00
	(12) Public Relations	17,500.00
	Total	215,030.00
	(13) Special Project	15,000.00
	GRAND TOTAL	230,030.00



CITY of THE DALLES

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BUDGET ISSUE PAPER: REVISED
CITY OF THE DALLES

BUDGET YEAR AFFECTED	DEPARTMENT(S) AFFECTED	BUDGET DOCUMENT REFERENCE NUMBER
FY 2012-13	General Fund	12-005

TO: City of The Dalles Budget Committee
FROM: Nolan Young, City Manager *ny*
DATE: March 20, 2012
ISSUE: Expenditure of Transient Room Tax Revenue

BACKGROUND: The City of the Dalles has, by ordinance, a tax on transient room rentals (stays of less than 30 days). It is often referred to as "Room Tax". The tax is specifically added to the room rate and paid by the person renting the room. The first transient room tax for the City of The Dalles was adopted in 1977. The City has had a 6% rate in effect since 1984, with a short-term additional 2% rate for a special need in the early 1990's. The City Council approved an additional fixed 2% tax (total tax to 8%) to begin July 1, 2002. It was referred to the voters, and accepted by 53% of the vote. It was implemented January 1, 2003.

The ordinance establishing the 6% room tax for General Fund purposes requires a minimum of 21% be used for tourism promotion. The City has historically spent the amount not used for tourism promotion and tourism facilities in the General Fund, as the City Council and Budget Committee deems best.

Historically, the City has exceeded the 21% for tourism promotion from the 6% tax. It has run as high as 100%. For the last 15-year period, tourist promotion has been done through an agreement the City has with The Dalles Area Chamber of Commerce. In fiscal year 2011-2012, \$220,030 was budgeted. This year we are proposing to stay at \$230,030. The Council will be voting on the budget and work scope for this program on April 23.

The new 2% Room Tax is dedicated for two specific uses:

- 1). 25% of receipts for retirement of a \$690,000, loan for the Downtown/Riverfront access project (5 years remain on that debt); and
- 2). 75% of the receipts for use by the Northern Wasco County Parks and Recreation District for parks and recreation uses. The purpose was approved by the City

Council in lieu of having City water customers subsidize the District by not charging the District for water.

In order to maintain public accountability for expenditure of Transient Room Taxes, we are identifying the proposed and prior uses of Transient Room Taxes in Table I.

**TABLE I
USE OF TRANSIENT ROOM TAX REVENUE**

A. 6% Tax

Activity	FY 2010-11 Actual	FY 2011-12 Estimated	FY 2012-13 Proposed	Percent FY 2012-13
Tourism Promotion	220,030	220,030	230,030	43.0%
Traffic Officer	100,172	102,205	107,739	20.2%
Codes Enforcement	66,892	70,616	55,169	10.3%
Sister City	2,500	2,500	2,500	0.5%
Fort Dalles Museum	12,500	12,500	12,500	2.3%
Historic Land/Pioneer Cemetery	5,000	5,000	5,000	0.9%
River Front Trail/Tree Maintenance	18,000	18,000	18,000	3.4%
Transportation Center (Vets)	0	3,335	3,400	0.6%
Link Transportation Program	12,185	10,000	10,000	1.9%
Juvenile Work Crew	13,650	13,650	13,650	2.6%
Discovery Center/Wasco County	25,000	35,000	25,000	4.7%
Senior Center	5,000	5,000	5,000	0.9%
Festival Park/Dock	0	16,000	16,000	3.0%
Main Street	0	0	30,000	5.6%
Administrative Fee (Up to 10%)	22,407	4,600	0	0%
Total Room Tax Expenditures	\$503,336	\$518,436	\$533,988	100%

B. 2% Tax

Activity	FY 2010-11 Actual	FY 2011-12 Estimate	FY 2012-13 Proposed
Downtown/Riverfront access loan retirement	41,945	43,203	44,500
To Parks & Recreation District	125,834	129,609	140,000
Total	\$167,779	172,812	184,500

The following is a description of the proposed uses for this year.

Tourism Promotion:

This year, we are proposing that we continue to obtain tourism promotion through an agreement with the Chamber of Commerce. For fiscal year 2012-13, we are proposing \$230,030. The end product we receive for the tourism promotion expenditure includes staffing of a visitor center, advertising efforts, promotional brochures, and special project planning and events. This year's special project is the startup of tours at The Dalles Dam using the shuttles we have purchased. Attached is the proposed Promotion work scope and budget.

One Traffic Officer:

This position was implemented in the spring of 1997 to:

- 1) Handle increased tourism traffic; and
- 2) Monitor and improve the traffic behavior in the community.

Because of the perceived increase in tourism traffic, room tax funds were designated for this position. This position has been very successful and has had a positive impact on traffic behavior in the community.

Codes Enforcement Officer Position:

For a two-year period in the late 1990's, the City had no Codes Enforcement Officer. As a result, we fell behind on code enforcement activities. A part-time position, less than half time, was added for fiscal year 1997-98. Since then, a ten hour Zoning Enforcement Officer has been added. Four years ago, we increased this to one part-time employee (10 hrs/wk) and one full time 40 hours per week employee. We are designating room tax funds for a portion of this activity as we feel that the appearance of the community has an impact on the tourism industry. Letters to the Editor of the local newspaper, as well as letters we have received at City Hall, have further supported this position.

Sister City Program:

\$2,500 has been designated for cultural exchanges with our Sister City, Miyoshi City, Japan.

Fort Dalles Museum:

The City has participated in the operation of this visitor attraction for a number of years. It is logical that room tax monies be used.

Pioneer Cemetery:

The Council has requested that the level of maintenance and preservation of this Historic Landmark be increased. \$3,000 is in the Community Development budget for a maintenance contract, \$2,000 for other activities from City Council budget.

Transportation Center (Vets Center):

There is a public rest room in this facility. This is for supplies and maintenance.

LINK Bus System: The LINK system used to rent the Transportation Center and then the City returned \$10,000 of that rent for system operation. We no longer receive the rent so the contribution is an expense.

Lewis and Clark Festival Park and Dock:

Construction on these two new facilities will be completed in June 2012. We will be providing maintenance and utilities for both.

Main Street Program:

In FY 2011-12 an Administrative Intern helped develop the Main Street Program. In July 2012 this new non – profit will be hiring a full time director. The City Council is considering providing \$30,000 in the first year; \$20,000 in the second year; and \$10,000 in year three to help fund this position.

River Front Trail Maintenance:

The City's contracts with the Parks and Recreation District for maintenance of a section of the River Front Trail from the boat basin to Union Street and from Union Street undercrossing west a quarter mile. We are also contracting for maintenance of the downtown street trees.

Juvenile Work Crew:

This is where youth who are required to do community service do work on a crew removing graffiti and cleaning up other public property. This, like Codes Enforcement, helps us place our best foot forward to our visitors.

Discovery Center:

The City is providing assistance to Wasco County to retire the infrastructure debt needed to construct this major community attraction.

Senior Center:

This facility hosts a number of community events.

Administrative Fees:

The City incurs some cost from administering the Transient Room Tax Program, including hiring an accountant to audit collections. The desired level of allocation for this purpose is 10%. This year we are unable to budget any money.



AGENDA STAFF REPORT

CITY OF THE DALLES

MEETING DATE:	AGENDA LOCATION:	AGENDA REPORT #
April 23, 2012	Action Items 12, B	12-027

TO: Honorable Mayor and City Council

FROM: Gene E. Parker, City Attorney

THRU: Nolan K. Young, City Manager

DATE: April 12, 2012

ISSUE: Adoption of General Ordinance No. 12-1322 amending Section 11 of General Ordinance No. 06-1266 establishing an exemption from water systems development charges for certain residential, commercial, and industrial development.

RELATED CITY COUNCIL GOAL: None.

PREVIOUS AGENDA REPORT NUMBERS: Refer to staff report presented at January 9, 2012 Council meeting.

BACKGROUND: During the January 9, 2012 Council meeting, the Council conducted a discussion to consider the concept of exempting certain residential, commercial, and industrial development from having to pay water systems development charges which would otherwise be imposed for up sizing a shared service line or installation of a dedicated line to provide a fire suppression sprinkler system. The Council heard testimony from the representatives of the Mid-Columbia Fire and Rescue District supporting any program which would make it easier for persons to install fire sprinkler systems, because such systems have significant value to fire departments in fighting fires and increasing public safety. After the discussion item ended, the Council directed staff to prepare the appropriate documents to remove systems development charges specifically related to the installation of fire sprinkler systems.

General Ordinance No. 12-1322 proposes to add a new exemption to Section 11 of General Ordinance No. 06-1266 concerning fire sprinklers for residential, and commercial and industrial development. In the initial version of the ordinance which was published on April 5, 2012, for residential development, an applicant seeking to install a fire sprinkler system in an existing structure or a new residential structure, would be exempt from paying any additional water system development charge for the installation of such a system, provided they submit a written statement from the licensed plumber installing the system, that the sole reason for increasing the size of the meter from a 3/4 inch to a one inch meter was the installation of the sprinkler system. In subsequent discussion with representatives of the Mid-Columbia Fire and Rescue District, staff learned that the proposed language in Section 2(A) of the ordinance which included a specific reference to the size of the meter serving the sprinkler system, could be too restrictive. To address this concern, revised language was prepared for Section 2(A) of the ordinance, and the version of General Ordinance No. 12-1322 which is enclosed with this staff report includes the revised language which removes any specific reference to the size of the meter.

Under the proposed ordinance, the amount of water usage generated when the system was activated would be billed at the applicable monthly rate established by Council resolution for the size of the meter installed. The ordinance also includes a provision that for an applicant who has an existing one inch service, who seeks to install a fire sprinkler system and who is required to increase the size of the service line for a reason other than for the installation of the fire sprinkler system, will not qualify for the exemption.

An applicant seeking to install a fire sprinkler system for a commercial or industrial development shall be exempt from paying a water system development charge which would otherwise be assessed for the construction of a dedicated fire line for the sprinkler system which would serve the proposed development.

BUDGET IMPLICATIONS: If the ordinance is adopted, the City will not collect a system development charge which is currently set at the rate of \$2,317 (the equivalent of 1 unit).

ALTERNATIVES:

- A. Staff Recommendation. *Move to adopt General Ordinance No. 12-1322, as amended, by title only.*

GENERAL ORDINANCE NO. 12-1322

AN ORDINANCE AMENDING SECTION 11 OF GENERAL ORDINANCE NO. 06-1266 ESTABLISHING AN EXEMPTION FROM WATER SYSTEMS DEVELOPMENT CHARGES FOR CERTAIN RESIDENTIAL, COMMERCIAL & INDUSTRIAL DEVELOPMENT

WHEREAS, on January 9, 2012, the City Council conducted a discussion to consider the concept of exempting certain residential, commercial, and industrial development from having to pay water systems development charges which would otherwise be imposed for upsizing a shared service line or installation of a dedicated line to provide a fire suppression sprinkler system; and

WHEREAS, during the discussion, the Council heard testimony from representatives of the Mid-Columbia Fire and Rescue District supporting any program which would make it easier for persons to install fire sprinkler systems, because such systems have significant value to fire departments in fighting fires and increasing public safety; and

WHEREAS, there was additional testimony presented during the discussion that there may be insurance premium benefits resulting from the installation of fire sprinkler systems; and

WHEREAS, following the discussion on January 9, 2012, it was the consensus of the Council members to direct City staff to prepare the necessary documents to remove water systems development charges related specifically to the installation of fire sprinkler systems; and

WHEREAS, in preparing the proposed ordinance to amend General Ordinance No. 06-1266 which sets forth the regulations regarding systems development charges, City staff discovered that Section 8(E) of General Ordinance No. 06-1266 includes some obsolete references to the improvement plans which provide the basis for determining the systems development charges;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF THE DALLES ORDAINS AS FOLLOWS:

Section 1. Section 8(E) of General Ordinance No. 06-1266 shall be amended by revising the first sentence in this section to read as follows:

For system development charges for water and wastewater utility facilities, the City Council hereby adopts and approves the 2006 Water Master Plan and the 2002 Wastewater Facility Master Plan.

Section 2. Section 11. Exemptions, of General Ordinance No. 06-1266 shall be amended by adding the following new subsections:

A. Fire Sprinkler systems for residential development.

1. An applicant seeking to install a fire suppression sprinkler system in an existing residential structure or a new residential structure, shall be exempt from paying any additional water system development charge for

installation of such a sprinkler system, provided the applicant furnishes a written statement from the licensed plumber installing the sprinkler system, that the sole reason for increasing the size of the meter serving the sprinkler system from a 3/4 inch to a 1 inch size meter is the installation of the sprinkler system. The City has the right to verify the submitted information by consulting with the State Plumbing Inspector. Following installation of the sprinkler system, the applicant shall pay the normal rate established by Council resolution for service provided by a 1 inch meter, which rate shall also apply to the amount of water usage generated when the fire sprinkler system is activated.

2. In the case of an applicant who has an existing 1 inch service for a residential structure, who seeks to install a fire sprinkler system, who is required to install a larger service line for any reason other than the installation of a fire sprinkler system (for example, a need to provide a large quantity of outdoor irrigation), that applicant would not qualify for the exemption from the water system development charge provided for in subsection A(1) of this section.

B. Fire sprinkler systems for commercial and industrial development. An applicant seeking to install a fire suppression sprinkler system as part of a commercial or industrial development, shall be exempt for paying a water system development charge which would otherwise be assessed for the construction of a dedicated fire line for the fire sprinkler system which would serve the commercial or industrial development.

PASSED AND ADOPTED THIS 23rd DAY OF APRIL, 2012

Voting Yes, Councilors: _____
Voting No, Councilors: _____
Absent, Councilors: _____
Abstaining, Councilors: _____

AND APPROVED BY THE MAYOR THIS 23rd DAY OF APRIL, 2012

James L. Wilcox, Mayor

ATTEST:

Julie Krueger, MMC, City Clerk



AGENDA STAFF REPORT

CITY OF THE DALLES

MEETING DATE:	AGENDA LOCATION:	AGENDA REPORT #
April 23, 2012	Action Items 12, C	12-028

TO: Honorable Mayor and City Council

FROM: Gene E. Parker, City Attorney

THRU: Nolan K. Young, City Manager

DATE: April 12, 2012

ISSUE: Approval of First Amendment to Intergovernmental Agreement between the City and the Northern Wasco County Parks & Recreation District for Maintenance of a One Mile Portion of Riverfront Trail, Associated Landscaping, and Downtown Street Trees.

RELATED CITY COUNCIL GOAL: None.

PREVIOUS AGENDA REPORT NUMBERS: None.

BACKGROUND: On June 8, 2009, the City and the Parks & Recreation District entered into an intergovernmental agreement for the maintenance of a one mile portion of Riverfront Trail, associated landscaping, and downtown street trees. The City recently approached the Parks District about entering into an amendment to this agreement that would provide for the maintenance of certain street trees and associated plantings located within the area commonly referred to as the East Gateway Project, including the Brewery Grade Roundabout.

Enclosed with this staff report is the proposed amendment to the intergovernmental agreement. The area showing the additional trees and plantings which will be maintained by the Parks District is shown in Exhibit "C". The amendment sets forth the specific services which will be provided by the Parks District. The amendment also includes a provision whereby the City acknowledges that it replaced certain dead and dying vegetation prior to the effective date of the

amendment, and the City will be responsible for replacing this vegetation in the event the replaced vegetation does not survive. The Parks District Board is scheduled to review the proposed amendment at their Board meeting scheduled for April 18, 2012.

The City, the Oregon Department of Transportation (ODOT), and the general contractor who constructed the roundabout reached an agreement to resolve a dispute over responsibility for replacing some of the vegetation for the project which did not survive, by having the City take over the responsibility for maintaining the vegetation. As part of the agreement, ODOT agreed to providing funding in the amount of \$13,950.01 to be applied towards the City's obligation to maintain the vegetation associated with the East Gateway Brewery Grade Project. The City negotiated agreement whereby the Parks District would provide maintenance service for the street trees and vegetation for the period from May 1, 2012 to June 30, 2013 for the sum of \$6,300. The City and District also negotiated a provision whereby the City would provide the sum of \$7,650.01 to the District to purchase special equipment that the District could use in providing the maintenance services for the project area, and for other uses as determined by the District.

BUDGET IMPLICATIONS: The cost of \$6,300 for maintaining the vegetation in the project area including the roundabout for the designated period, and the sum of \$7,650.01 to be used to purchase special equipment for the Parks District is anticipated to come from ODOT.

ALTERNATIVES:

- A. **Staff Recommendation.** *Move to authorize the City Manager and City Attorney to execute the First Amendment to the Intergovernmental Agreement between the City and the Northern Wasco County Parks & Recreation District for Maintenance of a Portion of the Riverfront Trail, Associated Landscaping, and Downtown Street Trees.*

**FIRST AMENDMENT TO INTERGOVERNMENTAL
AGREEMENT BETWEEN CITY OF THE DALLES AND
NORTHERN WASCO COUNTY PARKS & RECREATION
DISTRICT FOR MAINTENANCE OF A ONE MILE PORTION
OF RIVERFRONT TRAIL, ASSOCIATED LANDSCAPING,
AND DOWNTOWN STREET TREES**

WHEREAS, on June 8, 2009, the City of The Dalles, a municipal corporation of the State of Oregon, hereinafter referred to as "CITY", and the Northern Wasco County Parks & Recreation District, a parks and recreation district duly established under the provisions of Oregon law, hereinafter referred to as "DISTRICT", entered into an intergovernmental agreement for the maintenance of a one mile portion of Riverfront Trail, associated landscaping, and downtown street trees; and

WHEREAS, CITY has submitted a request to the DISTRICT to consider an amendment to the June 8, 2009 intergovernmental agreement whereby DISTRICT would provide additional services to CITY concerning maintenance of certain street trees and associated plantings located within the area commonly referred to as the East Gateway Project, including the Brewery Grade Roundabout; and

WHEREAS, CITY and DISTRICT have reached an agreement concerning the terms and conditions under which the additional services will be provided to CITY by DISTRICT; and

WHEREAS, it is in the best interest of the citizens of both parties to enter into this First Amendment to the June 8, 2009 intergovernmental agreement;

NOW, THEREFORE, IN CONSIDERATION OF THE RECITALS ABOVE, THE PARTIES AGREE AS FOLLOWS:

1. Section 1. District Obligations, shall be amended by adding a new subsection (C) which shall read as follows:

C. Beginning on the 1st day of May, 2012, DISTRICT shall provide the following services:

1. Provide watering as needed during hot periods for twenty four (24) street trees and associated plantings, along the East Gateway Project including the Brewery Grade Roundabout, beginning at the east side of Taylor Street, proceeding east to the east end of the east parking lot. A map of the project area is attached as Exhibit "C".
2. Provide chemical applications in an amount which would normally be sufficient to ensure the normal growth of the trees and plantings.
3. Prune the trees as needed to maintain a uniform shape and size for the trees.

4. Weed and clean out debris from all planting and rocked areas.
5. Apply sand as needed to the cracks between the pavers, and apply herbicide to keep the pavers weed free.

2. Section 2, City Obligations, shall be amended by adding the following additional sentence in subsection (A) which shall read as follows:

A. The total payment for services identified in Section 1(C) shall not exceed the sum of Six Thousand Three Hundred Dollars (\$6,300), which sum shall be paid by September 30, 2012. The services described in Section 1(C) shall be performed by the District through June 30, 2013. The City shall also provide District with the sum of \$7,650.01 to be used by the District to purchase special equipment which shall be used to provide the services described in Section 1(C) and for other uses as determined by the District. Any equipment purchased by the District under this subsection shall be owned by the District, and use of such equipment shall be within the discretion of the District.

- B. The City acknowledges and agrees that it replaced certain dead and dying vegetation in the project area identified in Exhibit "C" prior to the execution of this First Amendment, and that the City will be responsible for replacement of this vegetation should it not survive, and that the District will not be responsible for replacement of this vegetation.

3. Except as revised by this First Amendment, the terms and conditions of the June 9, 2009 Intergovernmental Agreement shall remain in full force and effect.

Dated this ___ day of _____, 2012.

CITY OF THE DALLES

**NORTHERN WASCO COUNTY
PARKS & RECREATION DISTRICT**

By: _____
Nolan K. Young, City Manager

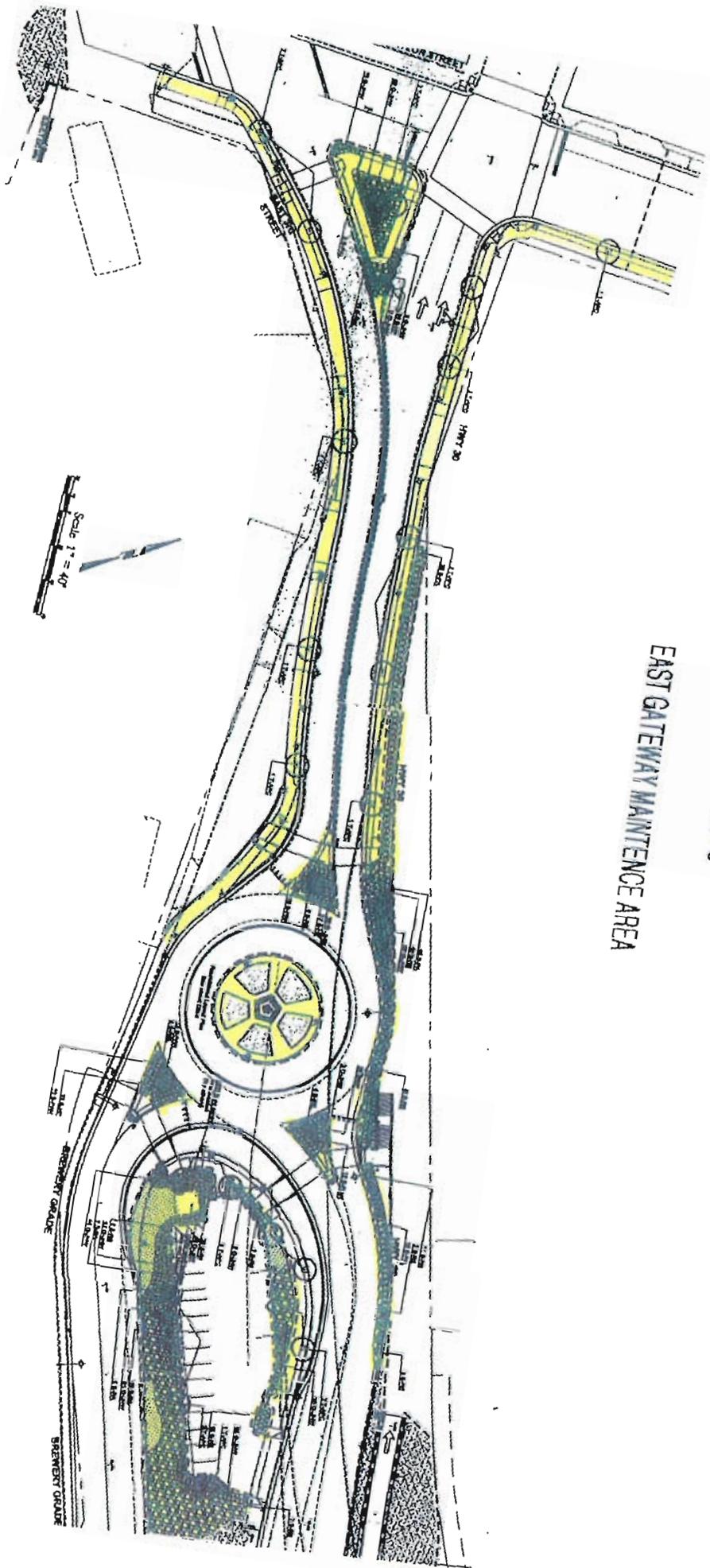
By: _____
Scott Green Executive Director

Approved as to form:

Approved as to form:

Gene E. Parker, City Attorney

Thomas C. Peachey, Attorney for District



EAST GATEWAY MAINTENANCE AREA

EXHIBIT 'C'