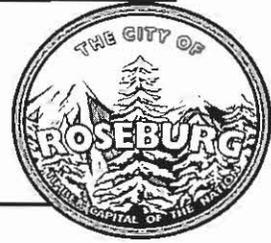


ROSEBURG CITY COUNCIL AGENDA – MARCH 11, 2013
City Council Chambers, City Hall, 900 S. E. Douglas Avenue, Roseburg, OR 97470



6:00 p.m. Special Meeting – City Council Interviews

6:00 Michael Baker
6:15 Ron Looman
6:30 Lew Marks
6:45 Josh Tibbetts

7:00 p.m.

- 1. Call to Order – Mayor Larry Rich**
- 2. Pledge of Allegiance**
- 3. Roll Call**
Ken Averett Rick Coen Bob Cotterell Mike Hilton
Steve Kaser Marty Katz Tom Ryan
- 4. Mayor Report**
- 5. Commission Reports/Council Ward Reports**
A. Ward IV City Councilor Appointment – Oath of Office
- 6. Audience Participation – See Information on the Reverse**
- 7. Consent Agenda**
A. Minutes of February 25, 2013 Special Meeting
B. Minutes of February 25, 2013 Regular Meeting
- 8. Ordinances**
A. 2nd Reading, Ordinance No. 3408 - LUDO Amendments
B. 2nd Reading, Ordinance No. 3409 - LUDO Adoption Date
C. Ordinance No. 3410 - Teleport Communications America Telecom Franchise
D. Ordinance No. 3411 - Cricket Communications Telecom Franchise
E. Ordinance No. ____ - Amending RMC 2.34.085 – Electronic Media
- 9. Department Items**
A. Annual Visitors and Convention Bureau Review
- 10. Items From Mayor, Councilors or City Manager**
- 11. Adjournment**
- 12. Executive Session – ORS 192.660(2)**
(d) Labor Negotiations
(i) City Manager Quarterly Evaluation
- 13. Informational**
A. Activity Report

***** AMERICANS WITH DISABILITIES ACT NOTICE *****

Please contact the City Recorder's Office, Roseburg City Hall, 900 SE Douglas, Roseburg, OR 97470-3397 (Phone 541-492-6866) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

AUDIENCE PARTICIPATION INFORMATION

The Roseburg City Council welcomes and encourages participation by citizens at all our meetings, with the exception of Executive Sessions which, by state law, are closed to the public. To allow Council to deal with business on the agenda in a timely fashion, we ask that anyone wishing to address the Council follow these simple guidelines:

Persons addressing the Council must state their name and address for the record, including whether or not they are a resident of the City of Roseburg. All remarks shall be directed to the entire City Council. The Council reserves the right to delay any action requested until they are fully informed on the matter.

TIME LIMITATIONS

With the exception of public hearings, each speaker will be allotted a total of 6 minutes. At the 4-minute mark, a warning bell will sound at which point the Mayor will remind the speaker there are only 2 minutes left. All testimony given shall be new and shall not have been previously presented to Council.

CITIZEN PARTICIPATION – AGENDA ITEMS

Anyone wishing to speak regarding an item on the agenda may do so when Council addresses that item. If you wish to address an item on the Consent Agenda, please do so under "Audience Participation. For other items on the agenda, discussion typically begins with a staff report, followed by questions from Council. If you would like to comment on a particular item, please raise your hand after the Council question period on that item.

CITIZEN PARTICIPATION – NON-AGENDA ITEMS

We also allow the opportunity for citizens to speak to the Council on matters not on this evening's agenda on items of a brief nature. A total of 30 minutes shall be allocated for this portion of the meeting.

If a matter presented to Council is of a complex nature, the Mayor or a majority of Council may:

1. Postpone the public comments to "Items From Mayor, Councilors or City Manager" after completion of the Council's business agenda, or
2. Schedule the matter for continued discussion at a future Council meeting.

The Mayor and City Council reserve the right to respond to audience comments after the audience participation portion of the meeting has been closed.

Thank you for attending our meeting – Please come again.

The City Council meetings are aired live on Charter Communications Cable Channel 19 and rebroadcast on the following Tuesday evening at 7:00 p.m. Video replays and the full agenda packet are also available on the City's website: www.cityofroseburg.org.

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



WARD 4 CITY COUNCIL APPOINTMENT

Meeting Date: March 11, 2013
Department: City Manager's Office
www.cityofrosburg.org

Agenda Section: Council Reports
Staff Contact: Debi Davidson
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

City Councilor Melissa Smith resigned her position as representative of Ward 4 due to relocation from the Roseburg area. Therefore, there is a vacancy to be filled on the City Council for Ward 4, Position 2.

BACKGROUND

A. Council Action History.

The City Council accepted Melissa Smith's resignation on January 28, 2013. Immediately thereafter, Staff advertised the City Council vacancy through the local news media and the City's website, with a deadline of March 1, 2013, established for application submission.

Four applications have been received. Those applicants have all been invited to attend the meeting for their interviews which have been scheduled as follows:

6:00 Michael Baker
6:15 Ron Looman
6:30 Lew Marks
6:45 Josh Tibbetts

B. Analysis.

Roseburg Municipal Code Chapter 2.10 requires the City Council to interview City Council candidates at a public meeting.

To the extent possible, the Council is to act to fill the vacancy at the same meeting in which it interviews candidates. Following the interviews, the Council may make the appointment or solicit additional candidates for consideration at a later meeting before making appointment.

Anytime during the process, upon three-fourths vote of the entire membership of the Council then in office, the Council may terminate the procedure and make an appointment.

C. Financial and/or Resource Considerations. n/a

D. Timing Issues.

To ensure appropriate representation for the residents of Ward 4, it is recommended the appointment be made as soon as practical.

COUNCIL OPTIONS

- A. Interview the applicants and make an appointment.
- B. Interview the applicants and choose to solicit additional candidates for consideration at a later meeting.
- C. With a minimum of six affirmative votes, vote to discontinue the procedure as outlined in the above analysis and make an appointment.

STAFF RECOMMENDATION

Staff recommends the City Council proceed with interviewing all applicants for the City Council vacancy.

SUGGESTED MOTION

n/a

ATTACHMENTS

- A. Interview Questions
- B. Applications

QUESTIONS FOR PROSPECTIVE CITY COUNCIL MEMBERS

1. What skills and experience do you have that you feel qualifies you for City Council?
2. Why did you apply for appointment to the City Council, but not run for the position during the last election?
3. What role do you see City government playing in the community?
4. What role, if any, do you believe City Councilors should play in the day to day operations of City government?
5. How do you deal with conflicts? Talk about a time you had a conflict with a co-worker or fellow citizens and how you dealt with that.
6. List three priorities you feel the Council should concentrate on during 2013-2014.

Application for Appointment to CITY COUNCILOR WARD 4 POSITION 2
(City Council or Commission)

PLEASE PRINT

Name Baker Mike
Last First

Home Address 2138 Lois Dr Roseburg 97470 541-215-5990
Street City Zip Home Phone

Occupation Planning Manager / ODOT
Place of Employment

Business Address 3500 NW Stewart Parkway 541-957-3500
Phone

1. Do you reside within the Roseburg city limits? Yes No

2. Have you resided within the Roseburg city limits for at least one year immediately preceding this application? Yes No

3. Are you a registered voter? Yes No

4. How did you learn about this vacancy?
Newspaper Word of Mouth
Notice in the Mail Other (Specify)

5. At least two meetings a month or more are required plus significant time reading agenda material to prepare for meetings. Please check the times when you would be able to attend meetings.
Morning (7:30 or 8:00 am) Afternoon (4:00-6:00)
Evening (7:00 p.m.)

6. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?

Ward 4 City Councilor for 8 years, Urban Renewal - 8 years. Planning Comm. 4 years. Involvement on Budget, Parks, Medcom, Public Works, and Parks Commission. Appointments to URCOG and Douglas County Homeless Coalition.

7. Please give a brief description of your involvement in community groups and activities.

Cub Scout Leader - 9 years, Asst. Scoutmaster- 12 years, BSA District Chair - 5 years
Casa de Belen Board - 3 years, Movies in the Park - 3 years, Micelli Park cleanup, Southwest
Economic Transportation Team.

8. Please list community topics of particular concern to you that relate to this appointment.

Downtown, waterfront development, homelessness, economic development, annexations,
budget.

9. Please list your reasons for wishing to be appointed.

Having recently given up this position, I believe I have the knowledge and experience to
immediately step into the position and be a productive member of the Council. I care about
my city and want to see it grow and prosper.

Note: *City of Roseburg employees may not serve on an elected body.*

Return completed application to the City Manager's Office, 900 SE Douglas, Roseburg, OR
97470. Applications close 5:00 p.m. March 1, 2013.

Interviews are scheduled for 6:00 p.m. March 11, 2013. Official notification will be provided
to all applicants.

Information on this form is public information.

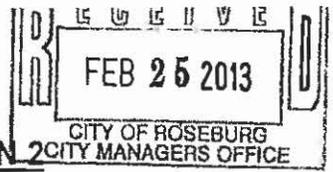
Thank you for your expression of interest in serving the community.



Signature of Applicant
E-Mail Address: mjbaker65@charter.net

2-1-13

Date



Application for Appointment to CITY COUNCILOR WARD 2 POSITION
(City Council or Commission)

PLEASE PRINT

Name LOOMAN RON
Last First

Home Address 213 Fulton St Roseburg 97970 541-784-5605
Street City Zip Home Phone

Occupation CONTRACTOR SELF-employed
Place of Employment

Business Address P.O. Box 397 Winchester, OR 97495 541-784-5605
Phone

1. Do you reside within the Roseburg city limits? X Yes No

2. Have you resided within the Roseburg city limits for at least one year immediately preceding this application? X Yes No

3. Are you a registered voter? X Yes No

4. How did you learn about this vacancy?
Newspaper Word of Mouth
Notice in the Mail Other (Specify) X Radio

5. At least two meetings a month or more are required plus significant time reading agenda material to prepare for meetings. Please check the times when you would be able to attend meetings.
Morning (7:30 or 8:00 am) Afternoon (4:00-6:00) X
Evening (7:00 p.m.) X

6. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?
I currently have two small businesses in Roseburg. I have been a business owner for 18 years. This gives me insight into managing, scheduling, customer relations, budgeting and finance. I hope to bring a blue collar perspective to the table.

7. Please give a brief description of your involvement in community groups and activities.

I work with different agencies around the community and deal with public relations on different levels on a daily basis.

8. Please list community topics of particular concern to you that relate to this appointment.

I am interested in the revitalization of downtown Roseburg. we need to find a way to reverse the deterioration, and I would like to be a part of that. I am also concerned with the expansion of the diamond lake Blvd. area, and the problems we could face.

9. Please list your reasons for wishing to be appointed. I would also like to be a

part of the solution to some of the other problems in the community. I know how difficult it is to keep a business up and running. we need to look at providing a good environment to make that possible. without good business we cannot provide good employment, without good employment we, as a society cannot progress.

Note: City of Roseburg employees may not serve on an elected body.

Return completed application to the City Manager's Office, 900 SE Douglas, Roseburg, OR 97470. Applications close 5:00 p.m. March 1, 2013.

Interviews are scheduled for 6:00 p.m. March 11, 2013. Official notification will be provided to all applicants.

Information on this form is public information.

Thank you for your expression of interest in serving the community.

Pat Looman

2-23-13

Signature of Applicant

Date

E-Mail Address: asphalt.looman67@gmail.com

practices to improve hospital processes and coordinated improvement projects within the VA for my last five years. At the same time, as the Assistant to the Director, I was the political liaison person with Congressional Offices and answered all inquiries.

1970-1973 Bureau of Indian Affairs (Ketchikan, Alaska, Dulce, New Mexico) providing social services to Indian Families, community development, vocational training, and industrial development. Alaska included remote villages that required a bush pilot for transportation.

1961-1964 & 1967-1970 Calif. Youth Authority, Parole Agent classification and counselor, worked as a therapist to violent youth, trained and supervised staff; also trained and supervised graduate school Social Work Students.

1965 -1967 Awarded Foundation Fellowship for Social Work by Case-Western Reserve University. Graduated in 1967 with a MSW in Social Work.

7. Please give a brief description of your involvement in community groups and activities.

Current:

Roseburg Rotary Club 33 years, board member 7 years, past President, past Assistant Governor 7 years. I am active in all phases of what Rotary does in this community and our district and serve on numerous committees.

Douglas County Library Endowment Fund Board 7 years, 3 as current chair

Rotary Endowment Fund member 2 years, chair in July

Chamber of Commerce member

Active Fitness (excellent senior fitness non-profit) advisor

Previous:

Phoenix School Board 9 years, 3 as chair.

Douglas County Library Board 6 years

Chair of Rotary Committee that started the Sutherlin Rotary Club that is highly successful

Chaired the VA United Fund Campaign for the Community

Member of the Roseburg Transportation Committee that developed a 10 year plan for the Roseburg Area

Member of Red Cross Fund Raising Committees

Member of YMCA committees

Chair of People Together, a non-profit that provided mental health services to mentally ill patients in the community, including veterans (no longer existing)

Numerous other community committees and causes

8. Please list community topics of particular concern to you that relate to this appointment.

Industrial Development

Education; especially Internet educational resources

Social Services

Business development and training

Investments

9. Please list your reasons for wishing to be appointed.

I respect the hard work the city, the Mayor and the City Councilors have done during difficult times and would like to help them.

I have a strong background in social services, business and investing.

I can analyze data and make rational decisions.

I am a team player.

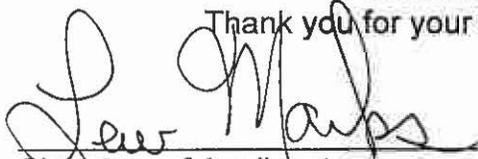
Note: *City of Roseburg employees may not serve on an elected body.*

Return completed application to the City Manager's Office, 900 SE Douglas, Roseburg, OR 97470. Applications close 5:00 p.m. March 1, 2013.

Interviews are scheduled for 6:00 p.m. March 11, 2013. Official notification will be provided to all applicants.

Information on this form is public information.

Thank you for your expression of interest in serving the community.



Signature of Applicant

E-Mail Address: _____

2/14/2013

Date

Application for Appointment to CITY COUNCILOR WARD 2 POSITION 2
 (City Council or Commission)

PLEASE PRINT

Name Tibbetts Last Josh First

Home Address 1333 SE Court AVE Street Roseburg City 97470 Zip 541-229-1270 Home Phone

Occupation Stay home Dad. / Place of Employment

Business Address Phone

1. Do you reside within the Roseburg city limits? X Yes No

2. Have you resided within the Roseburg city limits for at least one year immediately preceding this application? X Yes No

3. Are you a registered voter? X Yes No

4. How did you learn about this vacancy?
 Newspaper Word of Mouth
 Notice in the Mail Other (Specify) X

5. At least two meetings a month or more are required plus significant time reading agenda material to prepare for meetings. Please check the times when you would be able to attend meetings.
 Morning (7:30 or 8:00 am) X Afternoon (4:00-6:00) X
 Evening (7:00 p.m.) X

6. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?
 38 years of providing quality customer service.
 Raised by small business owning parents.
 Operated downtown Roseburg restaurant and tavern.
 Roseburg home/property owner.
 15 year Roseburg resident.
 Father of 6. 5 currently enrolled in Roseburg schools.
 Demonstrated strong desire to serve on council.
 I can bring a new demographic of citizen's voices to the council.

7. Please give a brief description of your involvement in community groups and activities.
My only volunteer activity in 2012 was with UCAN Head Start.

8. Please list community topics of particular concern to you that relate to this appointment.
Downtown grocery store.
Proposed plaza. Downtown Safeway and Rite-Aide buildings.
Airport services.
Homeless/transient issues.
Keeping schools open.

9. Please list your reasons for wishing to be appointed.
Increase citizen involvement with council.
Promote Roseburg prosperity and beautification.
Bring new ideas and perspective to the council.
I care about Roseburg.

Note: *City of Roseburg employees may not serve on an elected body.*

Return completed application to the City Manager's Office, 900 SE Douglas, Roseburg, OR 97470. Applications close 5:00 p.m. March 1, 2013.

Interviews are scheduled for 6:00 p.m. March 11, 2013. Official notification will be provided to all applicants.

Information on this form is public information.
Thank you for your expression of interest in serving the community.



Signature of Applicant
E-Mail Address: tbiradio2@gmail.com

January 29th, 2013
Date

**MINUTES OF THE SPECIAL MEETING
OF THE ROSEBURG CITY COUNCIL**

February 25, 2013

Mayor Larry Rich called a special meeting of the Roseburg City Council to order at 6:15 p.m. on Monday, February 25, 2013 in the City Hall Council Chambers, 900 SE Douglas, Roseburg, Oregon.

ROLL CALL

Present: Councilors Ken Averett, Mike Hilton, Steve Kaser, Tom Ryan, Bob Cotterell and Marty Katz. Rick Coen arrived at 6:46 p.m.

Others present: City Manager Lance Colley, City Attorney Bruce Coalwell, City Recorder Sheila Cox, Community Development Director Brian Davis, Police Chief Jim Burge, Planning Commission Chair Ron Hughes and Management Technician Debi Davidson. Kyle Bailey of KQEN Radio arrived at 6:30 p.m.

PLANNING COMMISSION INTERVIEWS

Council interviewed the following candidates for the Planning Commission vacancy: Jesse McLean, Daniel Onchuck and Brook Reinhard.

Meeting adjourned at 6:56 p.m.

Debi Davidson
Management Technician

**MINUTES OF THE REGULAR MEETING
OF THE ROSEBURG CITY COUNCIL**

February 25, 2013

Mayor Larry Rich called the regular meeting of the Roseburg City Council to order at 7:02 p.m. on Monday, February 25, 2013 in the City Hall Council Chambers, 900 SE Douglas, Roseburg, Oregon. Councilor Averett led the Pledge of Allegiance.

ROLL CALL

Present: Councilors Ken Averett, Rick Coen, Mike Hilton, Steve Kaser, Tom Ryan, Bob Cotterell and Marty Katz.

Others present: City Manager Lance Colley, City Attorney Bruce Coalwell, City Recorder Sheila Cox, Public Works Director Nikki Messenger, Community Development Director Brian Davis, Finance Director Cheryl Guyett, Police Chief Jim Burge, Community Planner Paul Hintz, Management Technician Debi Davidson, Carissa Cegavske of the News Review and Kyle Bailey of KQEN Radio.

MAYOR REPORTS

The Oregon Heritage Commission designated Roseburg as an "Oregon Heritage All-Star Community" to recognize the strong efforts by the community to broadly preserve and develop heritage resources. Kuri Gill of the State Preservation Office spoke to some of Roseburg's historic features and presented a sign and designation certification. Davis recognized those involved in preservation efforts including Historic Commission Chairs Kaser, Cotterell and Katz, Staff member Teresa Clemons and DRA Director Roxana Grant.

Rich reminded Council of protocols regarding recognition by the Chair prior to speaking.

COMMISSION REPORTS/COUNCIL WARD REPORTS

Katz reported the Historic Resources Review Commission approved a garage removal on Overlook and redevelopment of the former Hansen Chevrolet site on Stephens.

Cotterell reported the Parks and Recreation Commission discussed the golf course concessionaire contract which will be discussed by Council.

Averett reported the Visitors and Convention Commission received reports on previous grant awards, approved a grant for the air show and authorized acceptance of new grant applications.

Rich noted that vacancies still exist on the Public Works Commission and Visitors and Convention Commission.

PLANNING COMMISSION APPOINTMENT

Coen recused himself from participating in the appointment as he was unable to participate in all interviews conducted prior to the Council meeting. Councilors and Planning Commission Chair Ron Hughes shared their views of the applicants – Jesse McLean, Daniel Onchuck and Brook Reinhard. Kaser moved to appoint Dan Onchuck to the Planning Commission. Motion

was seconded by Cotterell. The vote resulted in a tie with Cotterell, Kaser and Ryan voting in favor, Katz, Hilton and Averett voting nay in favor of another candidate and Coen abstaining. Rich broke the tie in support of Onchuck.

AUDIENCE PARTICIPATION

The following people came forward to declare their support of Josh Tibbetts for the Ward 4 Council position: Ray Cleary, Bob Jenkins, Glen Baughman; Sam Tibbetts, Chris Stein, James Tibbetts; Susan Stein, Matt Tibbetts, Daniel Grover, Tiffany Tibbetts, Beverly Graves, Mike Ellenwood, Rob Mock, Michelle Mulke, Brenda Tibbetts and son. Josh Tibbetts, 1333 SE Court, asked Council for a fair break in consideration for appointment to the Council position and expressed his intent to meet with Councilors individually prior to the March 11th interviews.

BICYCLE/PEDESTRIAN COALITION PRESENTATION

Chriset Palenshus, 1509 SE Chadwick, shared information from studies regarding the encouragement of biking/walking, cited Coalition accomplishments and asked Council to consider the Coalition's top priorities during the budgeting process. Burt Tate reported on partnership activities with the City, schools and DCIPA to promote walking/riding and promoting public safety. Dick Dolgonas, 1338 SE Overlook, shared priorities developed from a recent survey: 1) regular maintenance and repairs on existing bike lanes and streets; 2) repave and widen the existing bike path; 3) restripe Oak and Washington Street bridges to widen the bike lane. Cheryl Caplan, 145 Agape Court, spoke to her enthusiasm for biking and encouraged Council to work with the Coalition toward safer biking.

PARTNERSHIP ANNUAL REPORT

Partnership Director Alex Campbell provided a report on The Partnership's activities for calendar year 2012 and near future plans, reviewing specifics of "the scorecard" regarding business recruitment and retention.

CONSENT AGENDA

Averett moved to approve the following Consent Agenda Items (Excluding Item D – Storm Drainage Fees).

- A. Minutes of the February 11, 2013 special meeting.
- B. Minutes of the February 11, 2013 regular meeting.
- C. OLCC Ownership Change, My Coffee & Wine Experience, 1700 NW Garden Valley
- E. OLCC Ownership Change, Chrome, 2455 NE Diamond Lake

Motion was seconded by Cotterell and carried unanimously.

RESOLUTION NO. 2013-1 – STORM DRAINAGE FEES

Ryan removed the storm drainage fee increase resolution in order to have a separate vote on the matter. Kaser moved to adopt Resolution No. 2013-1 amending storm drainage fees. Motion was seconded by Averett and carried unanimously.

PUBLIC HEARING--LUDO AMENDMENTS – ORDINANCE NOS. 3408 AND 3409

At 8:14 p.m. Rich opened the public hearing regarding proposed amendments to the Land Use and Development Ordinance. Davis and Hintz presented the first phase of the LUDO

revision which primarily features a reformatting of the document to make it more user friendly. Hintz addressed specific questions from Kaser regarding mining operations in the Umpqua River which are under the authority of State Lands and townhouse standards. The amendment does not include changes in downtown office fronts or variances between "restaurant" and "eating establishment." These matters will be addressed in a second phase. Another matter to address is the validity of site plan approvals. At some point that was changed to 18 months, but needs to revert back to 6 months. Inasmuch as site plans are based upon existing conditions which could substantially change in 18 months, the 6 month period is better.

As no one else wished to speak, the hearing was closed at 8:20 p.m. Cotterell moved to adopt findings of fact approved by the Planning Commission for File No. LUDO-12-2. Motion was seconded by Coen and carried unanimously. Cox read Ordinance No. 3408 for the first time, entitled: An Ordinance Amending the Roseburg Land Use and Development Ordinance by Adopting Changes to Reorganize and Simplify the Ordinance. Cox then read Ordinance No. 3409 for the first time, entitled: An Ordinance Amending Roseburg Municipal Code Section 11.04.010, Changing the Adoption Date of the Land Use and Development Ordinance From June 28, 1982 to April 11, 2013.

RESOLUTION NO. 2013-2 – GOAL ADOPTION

Colley reported on the recommended adoption of five goals: 1) Identify and implement long term infrastructure funding mechanisms to ensure the City can meet long-term infrastructure system sustainability; 2) Develop strategies to provide long-term operational stability and sustainability; 3) Update and implement the urban renewal financial and project plan; evaluate establishment of additional urban renewal plan area; 4) Citywide beautification; and 5) Define and establish business friendly/improved City image. During goal setting, Council identified a sixth item regarding multi-use paths. That would be included in the first goal regarding infrastructure. Ryan moved to adopt Resolution No. 2013-2 adopting goals. Motion was seconded by Katz and carried unanimously.

RESOLUTION NO. 2013-3 – PROPERTY ACQUISITION CHESTNUT/STEPHENS SIGNAL

Messenger reported on the project to install a traffic signal at Chestnut and Stephens. Two small areas of land from abutting property owners must be acquired to accommodate the project, thus requiring adoption of a resolution declaring that need. Coalwell indicated the resolution and reference to eminent domain are required to negotiate the purchase. If Staff finds a need to move forward with condemnation, that would require further City Council action. In some instances, the property seller requests eminent domain proceedings be instituted in order to take advantage of tax breaks. Cotterell moved to adopt Resolution No. 2013-3 declaring the public necessity for the acquisition by negotiation or condemnation of property interests along NE Stephens Street and NE Chestnut Avenue for the purposes of construction of a new signalized intersection and street improvements. Motion was seconded by Coen and carried unanimously.

GOLF COURSE CONCESSIONAIRE CONTRACT

Due to a potential conflict of interest, Kaser recused himself from participating in this matter. Messenger reported on the requests for proposals process for maintenance and operation of Stewart Park Golf Course. The Parks and Recreation Commission recommended contracting with L & H Lumber Co. which operates the Sutherlin Golf Course. L & H will be

able to share resources between the two courses and has done a lot to turn around playing conditions in Sutherlin. The contract includes a \$25,000 annual payment to the City; adds a second 5-year renewal period in light of the investment which will be involved and changed the standard 30 day termination clause to 180 days. Head Golf Professional Scott Simpson and Golf Course Superintendent Scott Zelinski introduced themselves. Katz moved to authorize the City Manager to negotiate and execute a contract with L & H Lumber for the maintenance and option of the Stewart Park Golf Course. Motion was seconded by Averett and carried with Kaser abstaining. Contracted operations will begin April 1st.

STEWART PARKWAY REALIGNMENT PROJECT – WETLAND MITIGATION PERMIT

Messenger reported on wetland mitigation needs in conjunction with the Stewart Parkway Realignment Project. Construction would take 5-6 months; for a portion of the project, traffic will be able to use the existing alignment. A wetland detention area will be located next to the golf course driving range. The range fencing will be replaced. Contrary to reports that the project was initiated to speed up vehicular travel, the main focus of the project is to alleviate flooding across Stewart Parkway during periods of heavy rains. The project will also widen bike lanes and move the road further away from the abutting residential properties. Ryan moved to authorize the City Manager to execute the "Declaration of Covenants and Restrictions and Access Easement for the City of Roseburg Stewart Parkway Mitigation Areas" as required obtaining a Removal-Fill Permit from the Department of State Lands and the US Army Corps of Engineers. Motion was seconded by Cotterell and carried unanimously.

CITY MANAGER ACTIVITY REPORT

With the implementation of the City Manager's weekly "Friday message", Council agreed that in the future the City Manager activity report can be included in the agenda packet as an informational item rather than an agenda item.

Meeting adjourned at 8:56 p.m.



Debi Davidson
Management Technician

ORDINANCE NO. 3408

**AN ORDINANCE AMENDING THE ROSEBURG LAND USE AND DEVELOPMENT
ORDINANCE BY ADOPTING CHANGES TO REORGANIZE AND SIMPLIFY THE
ORDINANCE**

WHEREAS, after reviewing the recommendation of the Planning Commission and conducting a public hearing on January 7, 2013, February 4, 2013 and February 25, 2013; and,

WHEREAS, Article 53, Section 3.53.000 states it may be necessary to amend the Land Use and Development Ordinance text from time-to-time to meet changes in circumstances and conditions;

NOW, THEREFORE, THE CITY OF ROSEBURG ORDAINS AS FOLLOWS:

SECTION 1: On the basis of the facts contained in the record, the City Council finds there is sufficient justification and need to accept the Planning Commission recommendation and hereby adopts as its own the Finding of Fact of the Planning Commission which are included herein by this reference.

SECTION 2: Land Use and Development Ordinance No. 2363, originally adopted June 28, 1982 and amended at various times thereafter, is hereby amended to read and provide as set forth in Exhibit 1 attached hereto and incorporated herein by this reference as if it were set forth verbatim in full.

PASSED BY THE COUNCIL THIS 11TH DAY OF MARCH 2013.

APPROVED BY THE MAYOR THIS 11TH DAY OF MARCH 2013.

Larry Rich, Mayor

ATTEST:

Sheila R. Cox, City Recorder

ORDINANCE NO. 3409

**AN ORDINANCE AMENDING ROSEBURG MUNICIPAL CODE SECTION 11.04.010,
CHANGING THE ADOPTION DATE OF THE LAND USE AND DEVELOPMENT
ORDINANCE FROM JUNE 28, 1982 TO APRIL 11, 2013**

WHEREAS, after reviewing the recommendation of the Planning Commission and conducting a public hearing on January 7, 2013, February 4, 2013 and February 25, 2013; and,

WHEREAS, Article 53, Section 3.53.000 states it may be necessary to amend the Land Use and Development Ordinance text from time-to-time to meet changes in circumstances and conditions;

WHEREAS, the City Council has adopted Findings of Fact supporting amendments to the Land Use and Development Ordinance;

NOW, THEREFORE, THE CITY OF ROSEBURG ORDAINS AS FOLLOWS:

SECTION 1: Roseburg Municipal Code Section 11.04.010 is hereby amended as follows:

"The Land Use and Development Ordinance including the zoning map which implements the Comprehensive Plan for the Roseburg Urban Area which was originally adopted by the Council on June 28, 1982, and was substantially revised and reorganized by the Council by Ordinance No. 3408, adopted March 11, 2013, and all subsequent and future amendments thereto, is hereby adopted and incorporated herein by reference as if it were set forth verbatim."

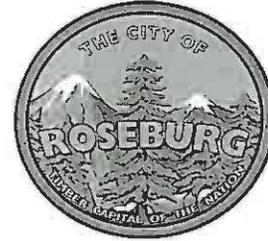
PASSED BY THE COUNCIL THIS 11TH DAY OF MARCH 2013.

APPROVED BY THE MAYOR THIS 11TH DAY OF MARCH 2013.

Larry Rich, Mayor

ATTEST:

Sheila R. Cox, City Recorder



Handwritten initials and date: JRC 2/27

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

ORDINANCE GRANTING A TELECOMMUNICATIONS FRANCHISE TO TELEPORT COMMUNICATIONS AMERICA, LLC

Meeting Date: March 11, 2013

Agenda Section: ORDINANCES

Department: City Recorder

Staff Contact: Sheila R. Cox *JRC*

www.cityofroseburg.org

Contact Telephone Number: 541/492-6866

ISSUE STATEMENT AND SUMMARY

The City has received an application for a telecommunication franchise from Teleport Communications America, LLC in Bedminster, NJ.

BACKGROUND

A. Council Action History. Council has not acted on this particular application.

B. Analysis. The subject application was not received until February 19, 2013; however the company has been providing services in Roseburg since January 1, 2013 and has paid the appropriate fees since that date.

C. Financial and/or Resource Considerations. As a non-carrier provider of telecommunication services within Roseburg, Teleport Communications America, LLC is required to pay a franchise fee of 5% of the gross revenues derived from customers within the City.

D. Timing Issues. As noted above, the application was submitted just recently, but service to Roseburg customers began on January 1, 2013. Therefore, Staff is requesting that the franchise be granted retroactively to that date. Such effective date will make the initial term of the franchise 3 years, with an expiration date of December 31, 2015; with renewal options of three years each, for a total of five terms.

STAFF RECOMMENDATION Staff recommends that Council proceed with first reading of the ordinance, followed by second reading and adoption at the March 11, 2013 meeting in order to avoid further delay in issuing the franchise.

SUGGESTED MOTION If Council concurs with Staff's recommendation, Council will need to request first reading of Ordinance No. 3410, granting a telecommunications franchise to Teleport Communications America, LLC

effective January 1, 2013; after which the following motions would be appropriate:

#1 *"I MOVE TO SUSPEND THE RULES AND PROCEED WITH SECOND READING OF ORDINANCE NO. 3410, GRANTING A TELECOMMUNICATIONS FRANCHISE TO TELEPORT COMMUNICATIONS AMERICA, LLC EFFECTIVE RETROACTIVELY TO JANUARY 1, 2013."*

#2 *"I MOVE TO ADOPT ORDINANCE NO. 3410."*

ATTACHMENTS Proposed Ordinance

cc: Teleport Communications America, LLC
ATTN: Janet Incao, Tax Director
One AT&T Way, Room 4A231
Bedminster, NJ 07921

Subject Franchise File

Chrono File

ORDINANCE NO. 3410
AN ORDINANCE GRANTING A TELECOMMUNICATION FRANCHISE
TO TELEPORT COMMUNICATIONS AMERICA, LLC EFFECTIVE
RETROACTIVELY TO JANUARY 1, 2013

SECTION 1. Grant of Franchise. The City of Roseburg, hereinafter called "City", hereby grants Teleport Communications America, LLC, hereinafter called "Franchisee", the non-exclusive right to use and occupy all public ways within the Franchise Territory, solely for the purposes described herein, for a period of three years beginning January 1, 2013 and ending December 31, 2015, following Franchisee's acceptance of the Franchise as provided in Section 11 of this Ordinance.

SECTION 2. Incorporation of Roseburg Municipal Code. This Franchise is granted pursuant to Chapter 9.25 of the Roseburg Municipal Code ("RMC"), entitled "Telecommunications Providers", and shall be interpreted to include all provisions of Chapter 9.25, as it now exists and as it may be amended during the term of the Franchise, and all other provisions of the Roseburg Municipal Code and City regulations with which Chapter 9.25 requires compliance, as if set forth in writing herein. A copy of Chapter 9.25, as it exists and is in effect on the effective date of this Franchise, is attached to this Franchise as Exhibit "A". It shall be the responsibility of the Franchisee to keep itself informed of any amendments to applicable provisions of the Roseburg Municipal Code and regulations.

SECTION 3. Amendment and Renewal. The Franchise granted by this Ordinance may be amended in accordance with RMC 9.25.120 and may be renewed in accordance with RMC 9.25.100.

SECTION 4. Franchise Territory. The "Franchise Territory" is all territory within the boundaries of the City of Roseburg, as currently existing or as the boundaries may be adjusted during the term of this Franchise.

SECTION 5. Services to be Provided. Franchisee shall provide telecommunications services as authorized by law to residents, businesses and other entities within the City of Roseburg.

SECTION 6. Franchise Fees. Franchise fees shall be based on Franchisee's annual use of the City's public ways, as provided below:

A. Fee Base. For the privileges granted by this Franchise, Franchisee shall pay five percent (5%) of its gross revenue derived from services provided to customers within the City limits of Roseburg.

B. Payment. All payments due hereunder shall be paid to the City of Roseburg

by check or money order delivered to the address of the City for notices as set forth herein.

C. Due Date. Franchise fees shall be paid to the City on a quarterly basis, based on the revenues derived from the quarter just passed, not more than 30 days following the end of each quarter.

D. Late Fee. If Franchisee fails to pay the Franchise fee when due, Franchisee shall be charged a penalty of ten percent (10%), and the legal rate of interest established by state statute on the unpaid balance.

SECTION 7. Notices and Authorized Representatives.

A. Except for emergency notification of Franchisee, all notices or other communications between the parties shall be deemed delivered when made by certified United States mail or confirmed express courier delivery to the following persons and locations:

If to City:

City of Roseburg

ATTN: Sheila R. Cox, City Recorder
900 SE Douglas
Roseburg, OR 97470
E-mail: scox@cityofroseburg.org
Phone: 541/492-6866

If to Franchisee:

Teleport Communications
America, LLC
Attn: Janet Incao
One AT&T Way, Room 4A231
Bedminster, NJ 07921
E-mail: jmincao@att.com
Phone: 908/234-8388

Either party may change the identity of its authorized representative(s) or its address or phone number for notice purposes by delivering written notice of the change to the other party.

B. In case of an emergency that causes or requires interruption of service, City shall give Franchisee emergency notification by hand delivery or telephone, as appropriate to the nature of the emergency, to the following:

Contact Person's Name: Janet Incao, Tax Director
Address: One AT&T Way, Room 4A231, Bedminster, NJ 07921
Telephone: 980/234-8388

SECTION 8. Location, Relocation and/or Removal of Facilities. RMC Chapter 4.02, along with RMC Sections 9.25.290 – 9.25.320, sets forth the conditions for the construction, installation, location, relocation and removal of Franchisee's facilities. There are no exceptions or additions to these regulations unless Franchisee is exempted by statute.

SECTION 9. Representation and Warranty of Franchisee. By executing this document, Franchisee re-resents and warrants that it is familiar with all provisions of this Franchise, including those contained in this ordinance, and that it accepts and agrees to be bound by all terms, conditions and provisions set forth herein.

SECTION 10. Franchise Effective Date. Franchisee began serving Roseburg customers on January 1, 2013 and submitted an application requesting a telecommunications franchise on February 19, 2013. The Roseburg City Council approved such request at its meeting on March 11, 2013; and authorizes this Franchise to take effect retroactively on January 1, 2013 and expire on December 31, 2015, provided Franchisee satisfies the acceptance requirements of Section 11 of this ordinance.

SECTION 11. Acceptance of Franchise. Upon receipt of this ordinance, Franchisee shall sign in the space below to indicate its unconditional acceptance of the terms and conditions upon which City has offered the Franchise described herein, and immediately return such acceptance to the City. If Franchisee fails to accept the Franchise and return acceptance to City within 30 days of the adoption of this ordinance, this ordinance and the Franchise granted herein shall become void and have no force or effect.

ADOPTED BY THE CITY COUNCIL ON THIS 11th DAY OF MARCH, 2013.

APPROVED BY THE MAYOR ON THIS 11th DAY OF MARCH, 2013.

MAYOR LARRY RICH

Larry Rich

ATTEST:

Sheila R. Cox, City Recorder

(Franchisee's Acceptance on Following Page)



ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

ORDINANCE GRANTING A TELECOMMUNICATIONS FRANCHISE TO CRICKET COMMUNICATIONS INC.

Meeting Date: March 11, 2013
Department: City Recorder
www.cityofroseburg.org

Agenda Section: ORDINANCES
Staff Contact: Sheila R. Cox *SRC*
Contact Telephone Number: 541/492-6866

ISSUE STATEMENT AND SUMMARY

The City has received an application for a telecommunication franchise from Cricket Communications, Inc. in San Diego, CA.

BACKGROUND

A. Council Action History. Council has not acted on this particular application.

B. Analysis. The subject application was not received until February 25, 2013; however the company has been providing services in Roseburg since October 1, 2012 and has paid the appropriate fees since that date.

C. Financial and/or Resource Considerations. As a non-carrier provider of telecommunication services within Roseburg, Cricket Communications is required to pay a franchise fee of 5% of the gross revenues derived from customers within the City.

D. Timing Issues. As noted above, the application was submitted just recently, but service to Roseburg customers began on October 1, 2012. Therefore, Staff is requesting that the franchise be granted retroactively to that date. Such effective date will make the initial term of the franchise 2 years and three months, with an expiration date of December 31, 2014; with renewal options of three years each, for a total of five terms.

STAFF RECOMMENDATION Staff recommends that Council proceed with first reading of the ordinance, followed by second reading and adoption at the March 11, 2013 meeting in order to avoid further delay in issuing the franchise.

SUGGESTED MOTION If Council concurs with Staff's recommendation, Council will need to request first reading of Ordinance No. 3411, granting a telecommunications franchise to Cricket Communications, Inc. effective

retroactively to October 1, 2012; after which the following motions would be appropriate:

#1 *"I MOVE TO SUSPEND THE RULES AND PROCEED WITH SECOND READING OF ORDINANCE NO. 3411, GRANTING A TELECOMMUNICATIONS FRANCHISE TO CRICKET COMMUNICATIONS, INC. EFFECTIVE RETROACTIVELY TO OCTOBER 1, 2012."*

#2 *"I MOVE TO ADOPT ORDINANCE NO. 3411."*

ATTACHMENTS Proposed Ordinance

cc: Cricket Communications, Inc.
ATTN: Gerald Bregg, Jr. Tax Director
5887 Copley Drive
San Diego, CA 92111

Subject Franchise File

Chrono File

ORDINANCE NO. 3411
AN ORDINANCE GRANTING A TELECOMMUNICATION FRANCHISE
TO CRICKET COMMUNICATIONS, INC. EFFECTIVE
RETROACTIVELY TO OCTOBER 1, 2012

SECTION 1. Grant of Franchise. The City of Roseburg, hereinafter called "City", hereby grants Cricket Communications, Inc., hereinafter called "Franchisee", the non-exclusive right to use and occupy all public ways within the Franchise Territory, solely for the purposes described herein, for a period of two years and three months beginning October 1, 2012 and ending December 31, 2014, following Franchisee's acceptance of the Franchise as provided in Section 11 of this Ordinance.

SECTION 2. Incorporation of Roseburg Municipal Code. This Franchise is granted pursuant to Chapter 9.25 of the Roseburg Municipal Code ("RMC"), entitled "Telecommunications Providers", and shall be interpreted to include all provisions of Chapter 9.25, as it now exists and as it may be amended during the term of the Franchise, and all other provisions of the Roseburg Municipal Code and City regulations with which Chapter 9.25 requires compliance, as if set forth in writing herein. A copy of Chapter 9.25, as it exists and is in effect on the effective date of this Franchise, is attached to this Franchise as Exhibit "A". It shall be the responsibility of the Franchisee to keep itself informed of any amendments to applicable provisions of the Roseburg Municipal Code and regulations.

SECTION 3. Amendment and Renewal. The Franchise granted by this Ordinance may be amended in accordance with RMC 9.25.120 and may be renewed in accordance with RMC 9.25.100.

SECTION 4. Franchise Territory. The "Franchise Territory" is all territory within the boundaries of the City of Roseburg, as currently existing or as the boundaries may be adjusted during the term of this Franchise.

SECTION 5. Services to be Provided. Franchisee shall provide telecommunications services as authorized by law to residents, businesses and other entities within the City of Roseburg.

SECTION 6. Franchise Fees. Franchise fees shall be based on Franchisee's annual use of the City's public ways, as provided below:

A. Fee Base. For the privileges granted by this Franchise, Franchisee shall pay five percent (5%) of its gross revenue derived from services provided to customers within the City limits of Roseburg.

B. Payment. All payments due hereunder shall be paid to the City of Roseburg

by check or money order delivered to the address of the City for notices as set forth herein.

C. Due Date. Franchise fees shall be paid to the City on a quarterly basis, based on the revenues derived from the quarter just passed, not more than 30 days following the end of each quarter.

D. Late Fee. If Franchisee fails to pay the Franchise fee when due, Franchisee shall be charged a penalty of ten percent (10%), and the legal rate of interest established by state statute on the unpaid balance.

SECTION 7. Notices and Authorized Representatives.

A. Except for emergency notification of Franchisee, all notices or other communications between the parties shall be deemed delivered when made by certified United States mail or confirmed express courier delivery to the following persons and locations:

If to City:

City of Roseburg
ATTN: Sheila R. Cox, City Recorder
900 SE Douglas
Roseburg, OR 97470
E-mail: scox@cityofroseburg.org
Phone: 541/492-6866

If to Franchisee:

Cricket Communications, Inc.
Attn: Jean Green-Banta
5887 Copley Drive
San Diego, CA 92111
E-mail: (as noted below)
Phone: 858/882-6238

Either party may change the identity of its authorized representative(s) or its address or phone number for notice purposes by delivering written notice of the change to the other party.

B. In case of an emergency that causes or requires interruption of service, City shall give Franchisee emergency notification by hand delivery or telephone, as appropriate to the nature of the emergency, to the following:

Contact Person's Name: Jean Green-Banta, Tax Supervisor
Address: 5887 Copely Drive, San Diego, CA 92111
Telephone: 858/882-6238
Email: transactiontaxstaff@cricketcommunications.com

SECTION 8. Location, Relocation and/or Removal of Facilities. RMC Chapter 4.02, along with RMC Sections 9.25.290 – 9.25.320, sets forth the conditions for the construction, installation, location, relocation and removal of Franchisee's facilities. There are no exceptions or additions to these regulations unless Franchisee is exempted by statute.

SECTION 9. Representation and Warranty of Franchisee. By executing this document, Franchisee re-resents and warrants that it is familiar with all provisions of this Franchise, including those contained in this ordinance, and that it accepts and agrees to be bound by all terms, conditions and provisions set forth herein.

SECTION 10. Franchise Effective Date. Franchisee began serving Roseburg customers on October 1, 2012 and submitted an application requesting a telecommunications franchise on February 25, 2013. The Roseburg City Council approved such request at its meeting on March 11, 2013; and authorizes this Franchise to take effect retroactively on October 1, 2012 and expire on December 31, 2014, provided Franchisee satisfies the acceptance requirements of Section 11 of this ordinance.

SECTION 11. Acceptance of Franchise. Upon receipt of this ordinance, Franchisee shall sign in the space below to indicate its unconditional acceptance of the terms and conditions upon which City has offered the Franchise described herein, and immediately return such acceptance to the City. If Franchisee fails to accept the Franchise and return acceptance to City within 30 days of the adoption of this ordinance, this ordinance and the Franchise granted herein shall become void and have no force or effect.

ADOPTED BY THE CITY COUNCIL ON THIS 11th DAY OF MARCH, 2013.

APPROVED BY THE MAYOR ON THIS 11th DAY OF MARCH, 2013.

MAYOR LARRY RICH

Larry Rich

ATTEST:

Sheila R. Cox, City Recorder

(Franchisee's Acceptance on Following Page)



ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

AN ORDINANCE ADDING RMC SECTION 2.34.085 REGARDING MAYOR AND COUNCIL USE OF ELECTRONIC MEDIA

Meeting Date: March 11, 2013

Department: City Recorder

www.cityofroseburg.org

Agenda Section: ORDINANCES

Staff Contact: Sheila R. Cox *src*

Contact Telephone Number: 541/492-6866

ISSUE STATEMENT AND SUMMARY Council will be considering an ordinance adding Roseburg Municipal Code (RMC) Section 2.34.085 to adopt a policy regarding the Mayor and Council's use of electronic media.

BACKGROUND

A. Council Action History. At the January 28, 2013 Council Orientation Session, City Attorney Bruce Coalwell provided Council with an overview of how rules relating to ethics, public meetings and public records applied to the the Mayor and Council's use of City-provided electronic equipment (iPads, etc.) and City email accounts. Of primary importance, Bruce advised you that personal use of City email accounts or City iPads for non-City business is a violation of State Ethics laws *unless* private use is allowed by an adopted City policy. Bruce further advised that while the City has adopted administrative policies providing an exception for its employees, no such policy existed for Council's personal use of City equipment. City Manager Colley recently informed you Staff was working on a draft policy to this effect.

B. Analysis. The attached ordinance was prepared using the City's policy for employee-use of electronic media as an example. While the enclosed ordinance states that electronic media, including internet access and email are to be used *primarily* for City business purposes, it allows limited personal use provided such use does not interfere with City business or conflict with any of the parameters established by the policy.

C. Financial and/or Resource Considerations. n/a

D. Timing Issues. n/a

COUNCIL OPTIONS

Council may direct Staff to proceed with first reading of the proposed ordinance or propose modification to the proposed language.

STAFF RECOMMENDATION

Staff recommends Council proceed with first reading of the proposed ordinance.

SUGGESTED MOTION

If Council concurs with Staff's recommendation, only a consensus to proceed with first reading will be required.

ATTACHMENT: The proposed ordinance adding RMC 2.34.085

ORDINANCE NO. _____

**AN ORDINANCE ADDING SECTION 2.34.085 REGARDING MAYOR AND COUNCIL
USE OF ELECTRONIC MEDIA TO CHAPTER 2.34 OF THE
ROSEBURG MUNICIPAL CODE**

WHEREAS, the City has issued iPads to the Mayor and Council for the receipt, retrieval and access to Council meeting packet information and other City business; and

WHEREAS, all information relating to City business which is stored on City-owned iPads, including but not limited to electronic communications (email), is subject to the Public Records Laws relating to both retention and disclosure, the Oregon Government Ethics Laws relating to personal use of City-provided equipment and the Open Public Meetings Law relating to deliberations outside of public meetings; and

WHEREAS, it is important to establish guidelines for the use of electronic media to ensure compliance with the above referenced laws;

NOW THEREFORE, THE ROSEBURG CITY COUNCIL ORDAINS AS FOLLOWS:

SECTION 1. Section 2.34.085 entitled "*Use of Electronic Media*" is hereby added to the Roseburg Municipal Code to read as follows:

2.34.085 Use of Electronic Media. The following guidelines shall apply to all electronic records and communications which are accessed on or from City owned electronic media, including but not limited to, iPads issued to the Mayor and Council for the receipt, retrieval and access to information relating to Council meetings and other City-related business. "Electronic media" means any and all storage or transmission channels or tools used to store or deliver information or data that use electronics or electromechanical energy for the user to access the content. Without limitation, examples are: computers, laptops, tablets, smart phones, email, text messaging, chatting and social media.

A. Electronic media may not be used to knowingly transmit, retrieve or store any communications which are discriminatory based on race, color, national origin, age, marital status, sex, political affiliation, religion, disability or sexual preference or of a harassing nature, derogatory to any individual or group, obscene or X-rated, or of a defamatory or threatening nature. The City's equipment shall also not be used for "chain letters" or any other purpose which is illegal, against City policy, or contrary to the City's interest.

B. All forms of City-owned electronic media, including internet access and email used by the Mayor or Council are to be used primarily for City business purposes, but may be allowed for limited personal use provided such use does not interfere with City business or conflict with the parameters set for in the above Subsection A. The City's

equipment shall not be used for personal gain, outside business activities, political activity, fundraising or charitable activity or to promote personal, political or religious business or beliefs. Abuse or misuse of City electronic media may be grounds for the sanctions set forth in Section 2.34.100 of this Chapter.

C. In order to ensure the integrity of City-owned electronic media and equipment, the Mayor and Council shall not download any programs, install any software or make any changes to the City owned iPads, other than periodic updates to City installed programs, without permission from the City Manager and assistance from the City's Information Technology Manager. Use of personal programs and unlicensed programs is strictly prohibited. The Mayor and Council shall not access information or services on the City owned iPads which would result in a subscription or user fee.

D. Records created, manipulated or stored on any City owned iPad or in any other form of electronic media, are public records if sent, received, filed or recorded in pursuance of law or in connection with City business, whether or not they are confidential or restricted in use. The Mayor and Council shall not disclose any confidential information sent to them on City-owned iPads or through any other form of electronic media.

E. All electronic records relating to City business are considered public records and must be accessible to the public unless specifically exempted from disclosure by state statute. As such, the records must be retained as part of the City's system and should not be deleted before consulting with the City Recorder.

F. Use by the Mayor and Council in conformance with the policy contained herein is determined by the City Council to be part of an official compensation package for such officials as provided in ORS 244.040(2)(a).

Section 2. All other Sections and Subsections of Chapter 2.34 of the Roseburg Municipal Code shall remain in full force and effect as written.

ADOPTED BY THE CITY COUNCIL ON THIS ____ DAY OF MARCH, 2013.

APPROVED BY THE MAYOR ON THIS ____ DAY OF MARCH, 2013.

Larry Rich, Mayor

ATTEST:

ORDINANCE NO. ____ - page 2

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



ANNUAL VISITORS & CONVENTION BUREAU REPORT CHAMBER OF COMMERCE CONTRACT REVIEW

Meeting Date: March 11, 2013
Department: Administration
www.cityofroseburg.org

Agenda Section: Department Items
Staff Contact: John VanWinkle
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

As required by the personal services agreement between the City of Roseburg and the Roseburg Area Chamber of Commerce, a report shall be presented to the City outlining the activities of the Visitors and Convention Bureau during the previous calendar year. Bureau Director Jean Kurtz shall attend your March 11, 2013, meeting to present this report.

BACKGROUND

A. Council Action History.

The most recent Visitors Bureau Report was presented in April 2013.

B. Analysis.

Visitors and convention services are provided through a Standard Personal Services Agreement between the City of Roseburg and the Chamber of Commerce (attached). The scope of work outlines activities agreed to under the terms of the contract. The City Manager oversees all City contracts. The Chamber Director is the designee of the Chamber Board of Directors to oversee Chamber operations, including the contracted visitor services. The Visitors and Convention Division has a Director responsible for program operation. The Chamber has a Chamber Tourism Advisory Committee which advises the Director and Board on tourism services and activities. The Director also serves as an ex-officio member of the City's Visitors and Convention Commission.

The services contract expires June 30, 2013. Staff is currently working with the Chamber President/CEO Debbie Fromdahl on proposed revisions which are anticipated to be presented to the Council in April.

C. Financial and/or Resource Considerations.

Hotel/Motel Tax revenues are distributed as follows:

Tourism Promotion	57.25%
Streetlight/Sidewalk	32.89%
Economic Development	9.86%

The Chamber program receives 90% of the tourism funds, with the remaining 10% devoted to the City's Commission which uses their funding for tourism grants.

The following is a history of the total receipts distributed for the Bureau in recent years:

FY 2012-13 thru 12/31/12	\$274,100
FY 2011-12	\$315,517
FY 2010-11	\$420,470
FY 2009-10	\$458,402
FY 2008-09	\$494,278
FY 2007-08	\$491,559

COUNCIL OPTIONS

No City Council action is required at this time; therefore, there are no recommendations from Staff or suggested motions.

ATTACHMENTS

Annual Report Outline



Annual Report to the City of Roseburg 2012 Visitor Services

Submitted March 2013



410 SE Spruce St.
Roseburg, OR 97470
www.visitroseburg.com



March 2013

The Honorable Larry Rich, Mayor and Members of Roseburg City Council
900 SE Douglas Street
Roseburg, OR 97470

Dear Mayor Larry Rich and City Council Members,

The Roseburg Area Chamber of Commerce is pleased to present its annual report of the activities for Roseburg Visitors Center and VCB operations under our personal services contract. The report provides you an overview of the diverse marketing and advertising programs for the year as well as an accounting of the services provided at the Roseburg Visitors Center.

In 2012 we continued the branding campaign of Roseburg and the Land of Umpqua. We are in the 13th year of promoting our area to potential visitors that live fifty miles or more outside Roseburg, inviting them to enjoy the many amenities, experiences, attractions and events we have to offer.

The Roseburg Visitors Center served nearly 10,000 visitors to our community in 2012. In addition to professional staff the center continues to be served by 38 volunteers that contribute collectively 4,000 hours greeting and assisting visitors to our city. The center is open six days a week for ten months of the year and seven days a week from Memorial Day through the end of September.

In 2012 we continued to distribute our InUmpqua magazine to visitors, local motels and area attractions. The Roseburg visitors guide continues to be used as the fulfillment piece in response to our advertising campaign. It is also sent to other visitor centers and visitor destinations around the state of Oregon to display in their lobbies.

The Roseburg Area Chamber of Commerce is pleased to present this activities report for the Roseburg Visitors Center and VCB operations for 2012.

Best regards,

Jean M. Kurtz
VCB Director

Debra L. Fromdahl
President and CEO

Roseburg Area Chamber of Commerce

2012 ANNUAL REPORT

**ROSEBURG VISITORS & CONVENTION BUREAU
ACTIVITIES**

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I. GENERAL INFORMATION

VISION, MISSION, GOALS AND PRIORITIES

Roseburg Area Chamber of Commerce

Vision: To advocate for and be the voice of the business community in the greater Roseburg Area.

Mission: To strengthen, enhance and protect our members through political advocacy, economic development, community promotion and member programs and services.

Roseburg Visitors Center/VCB

Mission: To market and promote the City of Roseburg and the surrounding area to draw visitors to our community and increase room-occupancy tax revenue.

Positioning Statement: Since 1999, the region has been executing a marketing plan based on the following positioning statement: The City of Roseburg and the surrounding area offers a diverse, naturally inviting area with authentic experiences that make the area attractive to visitors and businesses.

2012 Key Tourism Division Goals

Promote Roseburg and the Land of Umpqua as a premier tourist destination, focusing on niche and target marketing, group attraction and extending visitor stays.

Evaluate impact of existing programs intended to expand visitors' stays; continue attraction of out-of-area meetings/groups

Continue Land of Umpqua branding campaign with expanded outreach marketing

Expand, enhance and/or refresh website, print ads, collateral material and visitor center displays

Transient Lodging Tax Dollars Expended in Four Primary Areas

Outreach Marketing - Communicating with potential visitors the reasons to visit the Roseburg area. Activities include print and broadcast media advertising, creation and distribution of printed promotional materials, digital and social media and attending trade shows.

Visitor Services - Providing information to visitors while they are in the Roseburg area, including maintaining Visitor Center exhibits and displays, informational brochures on local lodging, dining, attractions, events, experiences and activities. Also includes social media activities.

Group Travel Service & Support - Increasing the number of group travel activities and opportunities including significant sporting/outdoor events, meetings and conferences through local outreach and promotion. Maintain *Meeting Planner* and supporting informational materials specific to group travel, provide support and facilitation and disseminate leads.

Industry Support – Working with local hospitality industry partners to ensure unified and cooperative effort for the above three focus areas and, to ensure a collaborative sharing of materials and information between Visitors Center and local hospitality industry. Also, includes maintaining affiliations and participation with regional and statewide visitor industry members.

2012 TOURISM ADVISORY COMMITTEE

Syndi Beavers (Division chair)	Henry Estate Winery/UV Winegrowers Association
John Van Winkle	City of Roseburg
Dan Van Slyke	Wildlife Safari
Janelle Brown	Motel 6 Roseburg
Cheryl Caplan	Forest Service / Public Lands
Travis Hill	Seven Feathers Casino Resort
Gary Lewis	Gary's Guide Service / Outdoor Recreation
Janet Johnston	Prudential Real Estate Professionals
Kent Rochester	99 Productions
Staff:	
Debbie Fromdahl	RACC President and CEO
Teri Phillips	RACC VCB Sales and Marketing Manager
Jean Kurtz	RACC VCB Director

LAND OF UMPQUA MARKETING COMMITTEE

Syndi Beavers	Henry Estate Winery/ UV Winegrowers Association
Gary Gukeisein	Creative Images
Dick Baltus	bbg Marketing
Gary Crowe	FCC Commercial Furniture
Tom Dole	KPIC-TV
Kent Rochester	99 Productions
Staff:	
Debbie Fromdahl	RACC President and CEO
Jean Kurtz	RACC VCB Director

II. CONTRACT REVIEW

Roseburg Area Chamber of Commerce Activities Under City of Roseburg Contract Requirements

PROMOTION/ADVERTISING/ MARKETING

Promote Roseburg and the surrounding area to potential visitors through an integrated advertising, marketing and branding campaign. Efforts include print, broadcast, web, digital and social media.

The visitroseburg.com website is maintained and includes lodging, meeting accommodations, dining, attractions and events. It is linked to the City and Roseburg Area Chamber of Commerce websites, as well as other relevant hospitality industry websites in the area.

Aggressively maintain and replenish current brochure distribution route.

A monthly e-newsletter is maintained and distributed via e-mail.

Hospitality training is planned and scheduled for area businesses before June 1 of each year.

Support of familiarization (FAM) tours throughout our region.

Maintain a file of tear sheets of advertising in various publications.

Distribute promotional articles and those specifically promoting events and activities.

GROUP & MEETING PROMOTIONS & ASSISTANCE

Provide information on meeting places, lodging, banquets and recreational opportunities for convention delegates. Staff mines for leads and solicits conferences and seminars to come to Roseburg.

Brochures are produced and distributed in packets to attendees.

Service clubs are informed of the benefits of holding meetings in Roseburg.

Any planning assistance and delegate packets are provided.

Participate in association meetings and visit areas outside Roseburg to invite meeting planners to consider Roseburg for their next meeting.

A convention/meeting book is maintained that lists those events that have come to Roseburg and received assistance.

SUPPORT LOCAL TOURISM INDUSTRY

Develop cooperative working relationships with other groups and organizations in Douglas County.

Events of interest to visitors are listed on the website, in the printed events brochure, visitor center displays, promoted on facebook and twitter.

Provide assistance and information to local organizations for special events and attractions that attract overnight visitors to Roseburg area motels. This is accomplished by providing collateral material in the form of brochures and maps, listings of meeting spaces and motels and referrals to area businesses for supplies, meeting spaces, restaurants, caterers and other event needs.

Cooperative advertising and printing expenses, to be matched by the group. With the grant program at the Visitors and Convention Commission in place, those requesting event dollars are referred to the City's V & C.

INDUSTRY AFFILIATIONS AND SUPPORT

Hospitality industry memberships are maintained. This includes the Southern Oregon Visitors Association (SOVA), Oregon Destination Marketing Organization (ODMO), Oregon Tour & Travel Association (OTTA), Oregon Restaurant & Lodging Association (ORLA), Oregon Governmental Meeting Planners Association (GO-SGMP) and the National Tour Association (NTA).

Staff actively participates in industry events deemed appropriate for the program.

ADMINISTRATION /OPERATIONAL SPECIFICS

A city staff person attends the RACC Tourism committee meeting and RACC's VCB Director attends the city's V & C commission meeting on a regular basis.

Roseburg Visitors Center or Roseburg VCB appears on all print materials and brochures.

The toll free number is maintained for the Roseburg Visitors Center and is advertised as current on publications.

The post office box number is maintained as the address for the Roseburg Visitors Center as advertised on current publications.

At a minimum, public hours at the Roseburg Visitors Center operation is 9:00 a.m. – 5:00 p.m. Monday through Friday and beginning Memorial Day – Labor Day weekend, public hours shall be 9:00 a.m. – 4:00 p.m. on Saturdays and from 11:00 a.m. – 4:00 p.m. on Sundays.

A monthly visitor count report and report of general inquiries is submitted to the City's City Manager.

All publications and services are provided to the general public and visitors at no charge.

The Chamber employs staff specific to and in compliance with the personal services contract with the city.

There is ongoing outreach communication with Roseburg motel managers.

FINANCES

The Chamber maintains a separate budget for the expenditure of the TLT funds received under contract with the city.

The Chamber's monthly financial statement for the visitor services/VCB operation is provided to the City each month with the monthly statistical activities report.

General operational costs of occupying and maintaining the facility are paid from the Chamber's annual VCB's operations budget. The operational budget also provides annually for maintenance, repair, upgrading, replacement and purchase of exhibits, equipment, displays and other items.

There is an annual audit of the Chamber's accounting and business records for the Visitors Center/VCB operations by an independent certified public accounting firm. A copy of the audit is delivered to the City Manager.

ADDITIONAL ANNUAL REPORT INCLUSIONS:

List of conferences attended:

- Travel Oregon's annual Tourism conference,
- SOVA Symposium
- ODMO 2012 Spring and Winter Conference

List of trade shows the VCB participated in:

- Bay Area Travel and Adventure Show / Sacramento Sportsmen Show
- Sunset Show in Menlo Park, CA
- Co-op trade shows GO-West and International POW WOW (group travel trade)
- Co-op Canada Sales Mission

List of publications used for advertising campaign are listed

- The total responses from advertising resulted in 18,000 requests for the Roseburg Visitors Guide plus 71,245 visits to the website

Marketing to consumers in the Pacific Northwest and Northern California that access Roseburg and the I-5 corridor

Visitors by market – see the six month survey results

Nearly 10,000 Visitors came into the Visitors Center

Brochures include the

- Roseburg Visitors Guide
- Bi-annual Calendar of Events
- Self-Guided Tour map
- InUmpqua magazine
- Roseburg City Map

Over 51,000 brochures were sent to visitors' centers, area attractions and those requesting the brochures for events and meetings in the area.

Over 17,500 requests for Roseburg Visitors Guides received as a response to print, broadcast and digital advertising.

Funds spent of the Visitors Center display and maintenance totaled \$7,017.00 in 2012. This includes updating the calendar of events poster each month, the historical display, the covered bridge display, the featured event display, the North Umpqua trail display, the economic development display and the Umpqua Valley Winery tour display.

The maintenance of the Visitors Center included carpet cleaning and the windows cleaned on a regular basis, a door was installed to seal off the basement, lights were replaced and the heating system filters replaced.

III. REPORTS BY THE NUMBERS

REPORT BY THE NUMBERS - SECTION III

PERFORMANCE MEASUREMENTS - INTERNET		2012 TOTAL
Number of people visiting our websites		71,245
Number of pages viewed on our websites		257,328
Average length of time visitors spend on our website		2.6 minutes
How People Found Sites		
	A-Visitroseburg.com	B-LandofUmpqua.com*
Direct	14%	48%
Search	68%	26%
Referral	5%	16%
Unknown	13%	10%
Non-Mobile vs. Mobile Devices		
	A-Visitroseburg.com	B-LandofUmpqua.com*
Non-Mobile Devices	76%	82%
Mobile Devices	24%	18%
<i>*driven result by advertising</i>		
<p>Visits (Number of user sessions) – This represent the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session. Visits is designed to come as close as possible to defining the number of actual, distinct people who visited a website. The most accurate visitor-tracking systems generally employ cookies to maintain tallies of distinct visitors.</p> <p>Page Views: Page views is the total number of pages viewed on your site and is a general measure of how much your site is used. It is more useful as a basic indicator of the traffic load on your site and server than as a marketing measure.</p> <p>Average Time on Site: Time on site is one way of measuring visit quality. If visitors spend a long time visiting your site, they may be interacting extensively with it. However, Time on site can be misleading because visitors often leave browser windows open when they are not actually viewing or using your site.</p>		

PERFORMANCE MEASUREMENTS – DISTRIBUTION OF MATERIALS	2012 TOTAL
Number of requests filled for Roseburg Visitors Guides (from advertising)	17,469
Number of copies distributed to hotels/motels of InUmpqua Magazine	10,481
Number of e-mail requests handled	850
Number of phone calls handled	750
Number of promotional materials distributed to other visitor centers, events	52,000

PERFORMANCE MEASUREMENTS - VISITORS SERVICES	2012 TOTAL
Number of visitors served at the Roseburg Visitors Center	10,000
Number of visitors served at the Colliding Rivers Information Center	3,235
Number of volunteer hours logged in greeting and hosting visitors	3,735
Number of out of state visitors representing 47 states in the US	3,850
Number of international visitors	700
Number of countries represented by international visitors	29

2012 ROSEBURG ADVERTISING – BY MEDIA

PERFORMANCE MEASUREMENTS – AD CAMPAIGN IMPRESSIONS

PR Exposure - Roseburg stories in various print media

Exposure from I-5 Billboards (2) - Northbound/Southbound featuring events

Exposure in co-operative marketing programs (Southern Oregon Visitors Assoc.

Exposure in regional TV campaign (Oregon-Northern California)

Exposure from online (digital) campaigns

Exposure from print media ad campaigns

OUTREACH - LEISURE TRAVEL - PRINT AND ONLINE

Southern Oregon Vacation Guide

Travel Oregon Trip Planner

Via-AAA Oregon/Idaho and No California

Sunset Pacific NW and Northern California

Northwest Travel

1859 Oregon

Outside Magazine

Backpacker Magazine

Broadcast Campaign /TV: Corvallis to Northern California

LEVERAGE - CO-OPERATIVE EFFORTS - PRINT AND ONLINE

AAA Tour Book

American Road

No California Bounty Insert

Spring Newspaper Insert

Travel Oregon Visitor Guide

NTA Courier Magazine

Portland Online Campaign

San Francisco Online Campaign

Sacramento Online Campaign

Trip Advisor Online Campaign

NICHE MARKETS - FISHING

Fishing – Print and Online

Northwest Fly Fishing

American Angler

Salmon~Trout~Steelhead

FlyFishing & Tying Journal

Fly Fisherman

Fly, Rod & Reel

Northwest Sportsman

Salmon & Steelhead Journal

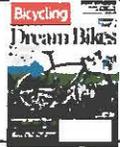
BILLBOARD

I-5 Southbound/July-June- promote coming to Visitors Center exit 124

I-5 Northbound/July-June- co-op with the Umpqua Valley Winegrowers Association

TOTAL AD CAMPAIGN IMPRESSIONS 51,700,000

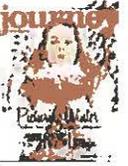
WINTER 2012 MEDIA COVERAGE SAMPLING
Roseburg Visitors & Convention Bureau

Magazine	Circulation	Roseburg Editorial	Exposure
	30,000	Pioneers & Legends Frank Alvin Moore, 1923- Emissary of the North Umpqua, Sentinel for Wild Steelhead Everywhere, Part 2	Article
		Bicycling Magazine "Indulgent Singletrack" North Umpqua Trail, Oregon December 2011 issue	Article
		Bicycling Magazine "50 Rides of a Lifetime" Oregon's North Umpqua Trail ranks 29 th on list January 2012	Article

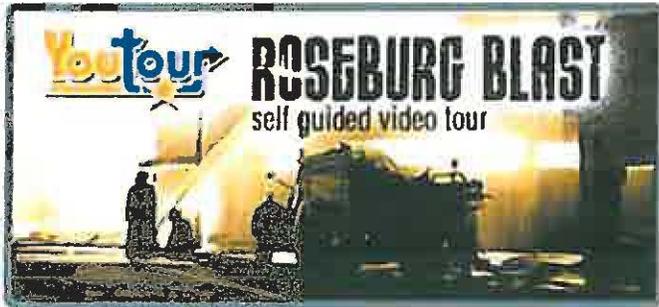
SPRING/SUMMER 2012 MEDIA COVERAGE SAMPLING
Roseburg Visitors & Convention Bureau

Magazine	Circulation	Roseburg Editorial	Exposure
The Oregonian	300,922 (On Sundays)	Sunday, June 24 Fishing at Diamond Lake is better than before due to fish stocking.	
	35,000	Land of Umpqua Great destination for travelers with all the wineries, restaurants and beautiful scenery.	Story
The News Review	18,685 (Fridays)	Friday, August 3 Front Page, above the fold Story about the new Roseburg Blast Video Walking Tour App	
The Register-Guard	51,889 (on Tuesdays)	Tuesday, August 7, 2012 Article about bicycling on the North Umpqua River Trail.	
	1,443,754	September 2012 issue Umpqua Lighthouse State Park and Brandborg Winery mentioned in stories	Examples of areas camping and wines mentioned in stories.

FALL 2012 MEDIA COVERAGE SAMPLING
Roseburg Visitors & Convention Bureau

Magazine	Circulation	Roseburg Editorial	Exposure
	435,000	November/December 2012 Issue Story about trips to zoos, mentioned the Wildlife Safari.	Story
	598,000	November/December 2012 Issue Pictorial story about winter in the Northwest, includes Crater Lake photo.	Photo
	45,000	November/December 2012 Issue Article about Snow Parks, mentions snowmobiling at Diamond Lake	Story
	30,000	Winter 2012 Issue Article about Affordable Getaways, mentions Diamond Lake Resort.	Story
The Register-Guard	68,727	November 16, 2012 Issue Article about UCC's Southern Oregon Wine Institute.	 <small>Elevation of an appellation</small>
	35,000	Fall 2012 Issue <ul style="list-style-type: none"> • Multiple articles about wineries, mentioning Abacela, Delfino Vineyards, Melrose Vineyards, Spangler and Wild Rose. • Article about beers, mentions McMenamins in Roseburg. • Article about Saving Grace Pet Adoption Center. 	Stories

NEW WALKING TOUR APP REVISITS ROSEBURG BLAST



The story of the Roseburg Blast is an important chapter in Douglas County and Oregon history. The events of August 7, 1959, literally shook the city to its very core and altered its landscape forever. Yet, surprisingly, the story of the massive explosion that claimed 14 lives and leveled 12 city blocks is

not widely known to those outside the region.

The Roseburg Area Chamber and the Roseburg VCB released the “Roseburg Blast Self-Guided Video Walking Tour,” which harnesses today’s mobile technology to tell this amazing story from Roseburg’s past complete with video, photographs and sound.

Any Roseburg visitor with a smart phone or mobile device will be able to experience the fury of The Blast from its epicenter and a series of other locations impacted. Each stop will be linked with pertinent content, including interviews from those on the front lines who were lucky enough to survive the explosion’s wrath. This 12-stop trek through history will provide a comprehensive look at the horrific tragedy that nearly destroyed Roseburg’s city center over 50 years ago.

The Roseburg Blast Self-Guided Video Walking Tour is a web-based application designed to work with a variety of smart phones and mobile devices. The free app can be downloaded from the Roseburg VCB website, www.visitroseburg.com and the chamber website, www.roseburgareachamber.org.

Visitors are able to take the self-guided tour at their convenience, day or night. The 12-stop tour begins at the Roseburg Visitors Center/Chamber of Commerce, 410 SE Spruce Street in Roseburg, winding through the downtown area before returning to the visitors center. It is about one mile in length and takes one and a half to two hours to complete. The tour route follows city sidewalks and is on relatively level ground with only a slight incline in some areas, making it suitable for most people.

Four years in the making, it is one of the most comprehensive accounts of the Roseburg Blast of 1959. It includes never-before-seen footage, photos and interviews with emergency personnel, survivors and other eyewitnesses to the explosion and its devastating aftermath.

**Roseburg Area Chamber of Commerce
VCB Operating Budget
2011-2012 Profit & Loss Budget vs. Actual
July 2011 through June 2012**

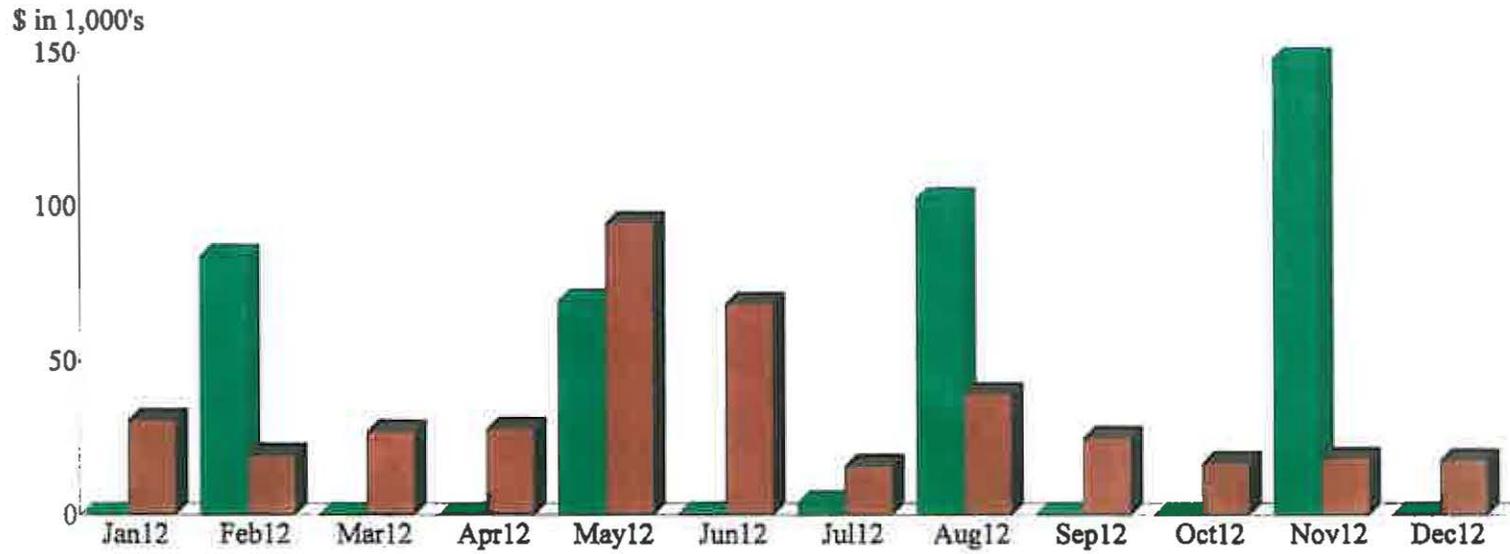
	<u>Jul '11 - Jun '12</u>	<u>Budget</u>
Income		
TLT Funds	405,814.70	400,000.00
FS-BLM Funds	3,500.00	3,500.00
Miscellaneous Income	<u>2,641.46</u>	<u>3,200.00</u>
Total Income	<u><u>411,956.16</u></u>	<u><u>406,700.00</u></u>
Expense		
GENERAL & ADMIN		
Staff and Payroll Expenses	142,984.74	143,630.00
Staff Education/Travel Expense	<u>2,996.44</u>	<u>2,900.00</u>
Total GENERAL & ADMIN	145,981.18	146,530.00
OPERATIONAL		
Visitor Center Overhead	10,547.17	10,900.00
Accounting & Audit	2,581.85	2,600.00
Office Equipment & Supplies	16,169.88	17,500.00
Volunteer Program	2,930.27	2,500.00
Display Fund	1,901.95	2,500.00
Visitor Center Maintenance	<u>1,022.48</u>	<u>4,000.00</u>
Total OPERATIONAL	35,153.60	40,000.00
PROMOTIONAL		
Advertising	187,300.57	167,100.00
Marketing	28,980.23	21,670.00
Travel & Association Dues	4,855.49	8,700.00
Hospitality Training & Recog	615.96	500.00
Print	18,828.00	21,000.00
Resale	<u>865.87</u>	<u>1,200.00</u>
Total PROMOTIONAL	241,446.12	220,170.00
Total Expense	<u><u>422,580.90</u></u>	<u><u>406,700.00</u></u>
Net Income	-10,624.74	0.00

Roseburg Area Chamber of Commerce
VCB Operating Budget
2012-2013 Profit & Loss Budget vs. Actual YTD
 July 2012 through February 2013

	<u>Jul '12 - Feb '13</u>	<u>Budget</u>
Income		
TLT Funds	327,973.84	444,000.00
FS-BLM Funds	3,500.00	3,500.00
Miscellaneous Income	<u>1,544.74</u>	<u>2,700.00</u>
Total Income	<u><u>333,018.58</u></u>	<u><u>450,200.00</u></u>
Expense		
GENERAL & ADMIN		
Staff and Payroll Expenses	90,645.81	143,330.00
Staff Education/Travel Expense	<u>1,494.08</u>	<u>3,700.00</u>
Total GENERAL & ADMIN	92,139.89	147,030.00
OPERATIONAL		
Visitor Center Overhead	7,859.26	11,700.00
Accounting & Audit	2,388.50	2,700.00
Office Equipment & Supplies	5,953.38	18,000.00
Volunteer Program	1,754.25	2,800.00
Display Fund	1,418.00	2,500.00
Visitor Center Maintenance	<u>2,439.23</u>	<u>4,000.00</u>
Total OPERATIONAL	<u>21,812.62</u>	<u>41,700.00</u>
PROMOTIONAL		
Advertising	27,086.61	189,170.00
Marketing	18,688.19	33,000.00
Travel & Association Dues	2,839.37	8,300.00
Hospitality Training & Recog	0.00	500.00
Print	8,698.28	27,000.00
Resale	<u>1,093.82</u>	<u>3,500.00</u>
Total PROMOTIONAL	<u>58,406.27</u>	<u>261,470.00</u>
Total Expense	<u><u>172,358.78</u></u>	<u><u>450,200.00</u></u>
Net Income	160,659.80	0.00

Income and Expense by Month
January through December 2012

Income
Expense



Expense Summary
January through December 2012

PROMOTIONAL	%55.96
GENERAL & ADMIN	35.71
OPERATIONAL	8.33
Total	\$400,381.29



By Account

IV. RESEARCH REPORTS

III. KEY FINDINGS

Overview of Website Study – 6 Months, 2012 (3rd AND 4th Quarter 2012)

Search engines continue to be the dominant internet tool for discovering a DMO website, even if visitors are aware of a destination. Social media is growing, but it is still driving less than 10% of traffic to DMO websites. The Roseburg website appears to drive even less traffic via social media (5.5%) compared to other DMO sites researched.(1)

The vast majority of web visitors plan to visit your area within the next 12 months. Slightly more than half have visited your destination previously.

Internet research, recommendations from friends, and the use of print material (guides, travel books, magazines etc.) are the top three sources of travel information for your destination.

Approximately three out of four website visitors use a computer (laptop or desktop) to view your site. Less than 15% use mobile (tablets and smartphones), but mobile use has doubled in the past three years according to industry studies (SOVA/PhoCusWright).

Of the people who visit your website, 73% said they use destination sites like yours first when comparing and choosing a destination to visit. Your site was far more important than TripAdvisor, deal sites and travel aggregator sites (Kayak, Expedia, etc.) for generating interest in your destination.

What are the travel plans of potential visitors? Researching travel "intentions" vs. travel behavior (visitor center study) is tricky because intentions can easily change. Therefore, DCG recommends using the following non-scientific data for general information only:

- The majority of future visitors plan to drive to your destination and spend four nights or fewer in your destination area (most expect to stay 2-3 nights).
- The vast majority of future visitors will be traveling with four or fewer people, with couples being the majority. Visitors, on average, plan to spend \$194 per day to cover all expenses (lodging, food, attractions, and gas). This amount declined from 3rd Quarter statistics, which may reflect discounts available in fall/winter.

The most important tools (top three) on your site for influencing future travel to your area are:

1. Consumer ratings and reviews
2. Professional photos
3. Interactive maps

Web visitors are very similar to visitor center visitors:

- Web visitors are highly educated and most have a college or advanced degree.
- Majority of web visitors are between the ages of 35 and 64. Baby boomers (age 49 to 67) and couples (married or domestic partners) remain important target markets.
- Most web visitors have modest incomes; the majority have incomes under \$75,000, only 20% make more than \$100,000.

Overview of Visitor Center Study – 6 Months, 2012 (3rd AND 4th Quarter 2012)

Most visitors still come from Oregon, California, Washington, Idaho and Nevada, but international visitors continue to grow in importance. Most (85%) are visiting for vacation or pleasure, 15% are visiting friends or relatives.

In general, Visitor Center (VC) visitors are spending more nights in the area than website potential visitors are planning. Similar to website research, the vast majority of VC visitors are travelling by car with four or fewer people, with couples (two) being the majority.

What activities are trip makers? Table 20 provides a review of planned activities reported by VC visitors. It is important to understand that this was an "open ended" question. Visitors mentioned what they were looking forward to seeing/doing.

While this limited sample size does not meet DCG's research standards, it is a good research tool to help identify what activities might be considered "trip makers," i.e. things that visitors perceived as important reasons for visiting because you have promoted them. This could also identify low rated activities that you may want to promote more.

In looking at Roseburg activities (1), the top three "trip makers" are:

- 1. Sightseeing and Hiking/Backpacking (Tied)**
- 2. Wineries**
- 3. Fishing**

While VC visitors use internet research and recommendations from friends similar to web visitors, they use print materials (guides, books, magazines) much more often as sources of information.

Will visitors be returning to your destination? Yes, 68% say they will return and 86% have very positive views of the destinations in this study.

Who is using your Visitor Center? Demographically, the visitor profile has remained very consistent since the 2006-2008 SOVA study and is very similar to your web visitor.

- VC visitors are well educated and the majority have a college or advanced degree.**
- More seniors (65+) use visitor centers to access information vs. the web; however, baby boomers 49 to 67 prefer the web over a visitor center.**
- Vast majority of VC visitors are couples (married or domestic partners).**
- Most VC visitors have modest incomes; the majority have incomes under \$75,000, but slightly more make \$100,000+ when compared to web visitors (24% vs. 20%).**



WIN \$100 IN VACATION CASH!
JUST FOR ANSWERING A FEW QUESTIONS
SPONSORED BY THE ROSEBURG VISITORS & CONVENTION BUREAU

MONTH: _____

1. Where do you live?

- Locally - I live 50 miles or less from here
- Oregon (more than 50 miles away)
- Northern California
- Southern California
- Washington
- Idaho

Another State, please specify:

International Traveler, specify country:

**2. What is the main purpose of your trip?
(Check all that apply.)**

- Vacation/Pleasure
- Visit Friends/Relatives
- Business Trip
- Just stopped in Visitor Center

3. What is the main destination(s) of your trip:

4. Have you visited here in the past?

- Yes No

5. How many nights away from home are you spending in the area?

- Does not apply - day visitor only
- 1 night
- 2 nights
- 3 Nights
- 4 Nights
- 5 Nights
- 6 Nights
- 7-13 Nights
- 14 Nights or more

6. Number of people traveling with you:

- 1 person (myself)
- 2 people
- 3-4 people
- 5-6 people
- 7 or more people

7. What is your approximate per day expense while you are here (Including lodging, dining, admissions, fuel, shopping, etc.)?

8. How did you travel here?

- Personal car/truck
- Rental RV or car
- Personal Camper or RV
- Motorcycle
- Bicycle
- Commercial Flight
- Other _____

**9. While visiting, where are you staying?
(Check all that apply.)**

- Motel
- Hotel
- Campground/RV Park
- Friends/relatives (not paid for)
- Resort hotel
- Bed & Breakfast
- Vacation Home/Cottage/Cabin rental
- Country Inn/Lodge
- Own condo/apartment/cabin/second home/time share
- Other: _____

**PLEASE TURN THE PAGE OVER
(MORE QUESTIONS ON THE BACK)**

10. What activities are you most looking forward to while visiting the area?

(PLEASE LIST ALL)

11. What information did you use to plan your trip? (Check all that apply.)

- Websites – on laptop, desktop
- Websites – on tablet, smartphone
- Recommendations friends/relatives
- Online advertising/email promotions
- Printed advertising
- Guidebooks (AAA, Frommer's, etc.)
- Travel Oregon Visitor Guide
- Southern Oregon Vacation Guide
- Local guides and maps
- Programs on TV/radio
- Calls to travel providers (lodging, airlines, attractions, etc.)
- Calls to travel professionals/travel agents
- Calls/visits to state/city tourist offices
- Others: _____

12. How likely are you to return to this destination?

- Highly likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Highly unlikely

13. From what you've seen or know about the area, is your impression:

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

PLEASE TELL US A BIT ABOUT YOURSELF

14. What is the highest level of education you have completed?

- Less than high school
- High school graduate
- Some college
- Junior College graduate
- Four Year College graduate
- Professional or Doctorate degree

15. What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

16. Your gender

- Male Female

17. Your marital status

- Married
- Domestic partnership
- Divorced/widowed/separated
- Never married

18. What is your approximate pre-tax annual household income from all sources?

- Under \$25,000
- \$25,000 – 49,999
- \$50,000 – 74,999
- \$75,000 – 99,999
- \$100,000 – 149,999
- \$150,000 or more

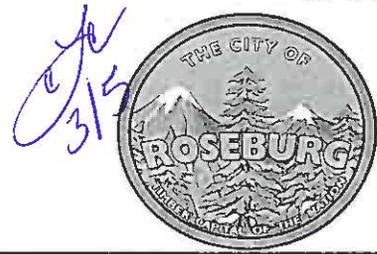
Thank you. Please enter your name, phone, and email address for our drawing. This information will not be shared or used other than to notify you if you have won the \$100 Vacation Cash.

NAME: _____

PHONE: _____

EMAIL: _____

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



ACTIVITY REPORT

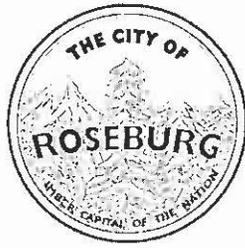
Meeting Date: March 11, 2013
Department: City Manager
www.cityofroseburg.org

Agenda Section: City Manager Reports
Staff Contact: Lance Colley
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

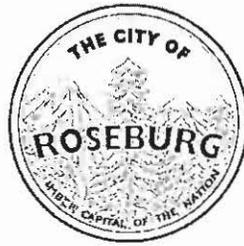
At each meeting I will provide the City Council with a report on the activities of the City, along with an update on operational/personnel related issues which may be of interest to the Council. These reports shall be strictly informational and will not require any action on the Council's part. The reports are intended to provide a mechanism to solicit feedback and enhance communication between the Council, City Manager and City Staff. For your March 11, 2013, meeting, I provide the following items:

- Department Head Meeting Agendas (Attachment 1)
- Tentative Future Council Agenda Items (Attachment 2)



Agenda
Department Heads Meeting
February 26, 2013, 10:00 a.m.

1. Review February 25, 2013 Council Meeting
2. Review Tentative March 11, 2013 Council Meeting
3. Tentative Future Agenda
4. Document Signing/Grants
5. Volunteer Recognition
6. Department Items
7. Informational – IT Minutes



Agenda
Department Heads Meeting
March 4, 2013, 10:00 a.m.

1. Review Tentative March 11, 2013 Council Meeting
2. Tentative Future Agenda
3. Document Signing/Grants
 - Old Town Market Permits
 - Friends of Umpqua Valley K9 Group Fun Run/Walk
 - Art Center Fundraiser
4. City Council Interviews
5. Department Items

TENTATIVE FUTURE COUNCIL AGENDA

March 25, 2013

6:30 p.m. Executive Session – Potential Litigation

7:00 p.m. Regular Meeting

Consent Agenda

- A. Minutes of March 11, 2013 Meeting
- B. Resolution No. 2013-___ Local Government Grant Application

Ordinances

- A. 2nd Reading, Ordinance No. ____ - Amending RMC 2.34.085, Electronic Media

Department Items

- A. Inactive Meter Policy

Informational

- A. Activity Report

Urban Renewal Agency Board Meeting

- A. Approval of Minute – February 11, 2013
- B. Discussion item – Urban Renewal Area Expansion

April 8, 2013

Mayor Reports

- A. Volunteer Month Proclamation
- B. Boys and Girls Club Week Proclamation

Presentations

- A. Volunteer Recognition

Consent Agenda

- A. Minutes of March 25, 2013 Meeting

Public Hearing

- A. Population Forecast – Ordinance No. ____

Ordinances

- A. Ordinance No. ____ - Inactive Meter Policy

Department Items

- A. Dixonville Certificates

City Manager Reports

- A. Chamber of Commerce Contract for Visitors Services

Informational

- A. Activity Report



April 22, 2013

Consent Agenda

- A. Minutes of April 8, 2013 Meeting
- B. 2013 OLCC License Renewals

Ordinances

- A. 2nd Reading, Ordinance No. _____ - Population Forecast
- B. 2nd Reading, Ordinance No. _____ - Inactive Meter Policy

Department Reports

- A. Municipal Court Quarterly Report
- B. Quarterly Financial Report – Quarter Ended March 31

Informational

- A. Activity Report

May 13, 2013

Consent Agenda

- A. Minutes of April 22, 2013 Meeting
- B. Resolution No. 2013-___ - Annual Fee Adjustments
- C. Resolution No. 2013-___ - Water Adjustments
- D. U-TRANS Services Agreement

Department Items

- A. Laurelwood Crossing Waterline Bid Award
- B. Highway 138 Corridor Design

Informational

- A. Activity Report

June 10, 2013

Mayor Reports

- A. "Camp Millennium Week" Proclamation
- B. "Ride to Work Day" Proclamation

Consent Agenda

- A. Minutes of May 13, 2013 Meeting

Public Hearing

- A. Resolution No. 2013-___ - 2013/2014 Budget Adoption

Department Items

- A. 24-Inch Waterline Replacement Phase 2 Bid Award

Informational

- A. Activity Report

Urban Renewal Agency Board Meeting

- A. Public Hearing – Resolution UR-13-___, 2013/2014 Budget Adoption

Executive Session

- A. City Manager Quarterly Evaluation

June 24, 2013

Consent Agenda

- A. Minutes of June 10, 2013 Meeting

Informational

- A. Activity Report

Executive Session -Municipal Judge Evaluation

July 8, 2013

Consent Agenda

- A. Minutes of June 24, 2013 Meeting

Informational

- A. Activity Report

July 22, 2013

Consent Agenda

- A. Minutes of July 8, 2013 Meeting

Department Reports

- A. Municipal Court Quarterly Report
- B. Quarterly Financial Report – Quarter Ended June 30

Informational

- A. Activity Report

August 12, 2013

Consent Agenda

- A. Minutes of July 22, 2013 Meeting

Informational

- A. Activity Report

August 26, 2013

Consent Agenda

- A. Minutes of August 12, 2013 Meeting

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Review

September 9, 2013

Consent Agenda

- A. Minutes of August 26, 2013 Meeting

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

September 23, 2013

Consent Agenda

- A. Minutes of September 9, 2013 Meeting

Informational

- A. Activity Report

October 14, 2013

Consent Agenda

- A. Minutes of September 23, 2013 Meeting

Informational

- A. Activity Report

October 28, 2013

Consent Agenda

- A. Minutes of October 14, 2013 Meeting

Department Reports

- A. Municipal Court Quarterly Report
- B. Quarterly Financial Report – Quarter Ended September 30

Informational

- A. Activity Report

November 18, 2013

Consent Agenda

- A. Minutes of October 28, 2013 Meeting
- B. Resolution No. 2013-___ - Fee Adjustments

Informational

- A. Activity Report

Executive Session

- A. City Manager Annual Review

December 16, 2013

Consent Agenda

- A. Minutes of November 25, 2013 Meeting

Informational

- A. Activity Report

Unscheduled

- Charter Franchise Renewal
 - LUDO Update – Part 2
 - Ordinance ____ - Amend RMC 2.24, Parks & Recreation Commission Responsibilities
 - Ordinance No. ____ - Tree Ordinance
 - Ordinance No. ____ - Regulating Second Hand Stores
 - Periodic Goal Review
 - Public Hearing - Urban Growth Management Agreement
 - Ratification – IAFF Contract
 - Ratification – RPEA Contract
 - Senior Center CDBG Grant Application Hearing
 - Urban Services Agreement
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