

REVISED

ROSEBURG CITY COUNCIL AGENDA – MARCH 28, 2016
City Council Chambers, City Hall,
900 S. E. Douglas Avenue, Roseburg, OR 97470



7:00 p.m. - Regular Meeting

1. **Call to Order – Mayor Larry Rich**
2. **Pledge of Allegiance**
3. **Roll Call**

Alison Eggers	Ken Fazio	Victoria Hawks	Steve Kaser
Lew Marks	John McDonald	Tom Ryan	Andrea Zielinski
4. **Mayor Report**
 - A. GFOA Certificate of Achievement for Excellence in Financial Reporting
5. **Commission Reports/Council Ward Reports**
 - A. Budget Subcommittee Appointment – Non-Profit Organization Funding Review
6. **Audience Participation – See Information on the Reverse**
7. **Consent Agenda**
 - A. Minutes of March 14, 2016 Special Meeting
 - B. Minutes of March 14, 2016 Regular Meeting
 - C. Corporate Hangar #8 – Ground Lease Assignment
 - D. OLCC Ownership Change – Chen’s Family Dish House, 968 NE Stephens
 - E. Extension of Pacific Power Franchise Agreement
8. **Ordinances**
 - A. 2nd Reading, Ordinance No. 3459, LUDO Phase 3
9. **Department Items**
 - A. Visitors Bureau Annual Report
 - B. Proposed Library Service District
10. **Items From Mayor, Council or City Manager**
11. **Informational**
 - A. Activity Report
12. **Executive Session ORS 192.660(2)**
13. **Adjournment**

***** 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 191 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

Je
3/21/16



2015 GFOA Certificate of Achievement for Excellence in Financial Reporting

Meeting Date: March 28, 2016
Department: CMO / Finance
www.cityofroseburg.com

Agenda Section: Mayor Report
Staff Contact: Lance Colley / Ron Harker
Contact Telephone Number: 541-492-6710

ISSUE STATEMENT AND SUMMARY

The City recently earned its 23rd GFOA Certificate of Achievement for Excellence in Financial Reporting for its 2015 Comprehensive Annual Financial Report (CAFR). The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

The City's CAFR has been judged by an impartial panel to meet the high standards of the program including demonstrating a constructive "spirit of full disclosure" to clearly communicate its financial story and motivate potential users and user groups to read the CAFR.

The GFOA is a nonprofit professional association serving more than 18,000 government finance professionals across the United States and Canada.

ROSEBURG CITY COUNCIL
AGENDA ITEM SUMMARY

3/22/16 COUNCIL REPORTS A
03-28-2016



BUDGET SUBCOMMITTEE APPOINTMENT
NON-PROFIT ORGANIZATION FUNDING APPLICATION REVIEW

Meeting Date: March 28, 2016
Department: Administration
www.cityofrosburg.org

Agenda Section: Department Items
Staff Contact: Lance Colley
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

Pursuant to Resolution No. 2013-19, the City Council is asked to appoint a subcommittee of the City of Roseburg Budget Committee to review funding applications received from non-profit organizations.

BACKGROUND

A. Council Action History.

- June 10, 2013: Upon conclusion of the 2013-2014 budget adoption hearing, the City Council directed Staff to prepare a proposed policy regarding funding of non-profits.
- October 14, 2013: Upon a 4 to 3 vote, the City Council declined to adopt the policy as drafted by Staff.
- October 28, 2013: Staff was directed to return to Council with a revised policy.
- November 6, 2013: Council met in study session to provide further direction for revisions.
- November 18, 2013: Council adopted Resolution No. 2013-19 establishing a policy for contributions to non-profit organizations.

B. Analysis. Staff has determined that no City staffing reductions shall be needed for fiscal year 2016-17. Therefore, public notification has been made that the City shall accept funding applications from legally recognized non-profit organizations whose proposed programs directly benefit the City of Roseburg and its residents. Based on community reaction to that notification, we anticipate multiple applications will be received this year.

The policy calls for a subcommittee of the Budget Committee to meet during the last two weeks of April to review any funding applications received. The subcommittee shall then forward recommendation for any funding award to the full Budget Committee to consider during their May budget hearings. Therefore, a subcommittee needs to be appointed for that purpose. The policy does set parameters for subcommittee members.

Ultimately, the City Council shall determine final funding award as part of the 2016-17 budget adoption. Any recipient of such funds will be required to enter into a contract for services with the City.

C. Financial and/or Resource Considerations. The proposed budget will include \$20,000 available for non-profits, with \$10,000 being the maximum any one organization could receive.

D. Timing Issues. The subcommittee will need to meet during the latter part of April; therefore, appointment should be made prior to that time.

COUNCIL OPTIONS

Council has the option to:

1. Appoint a subcommittee of the Budget Committee to conduct funding application review.
2. Decline to appoint a subcommittee to conduct funding application review.

STAFF RECOMMENDATION

Staff recommends the City Council appoint a subcommittee to review the applications. Subcommittee selection may be made from the following individuals:

Mike Baker
Jon Dyer
Alison Eggers
Ken Fazio
Victoria Hawks

Sam Hollenbeck
Steve Kaser
Lew Marks
Nick Marshall
John McDonald

Tom Ryan
Bob Scott
Knut Torvik
Richard Weckerle
Andrea Zielinski

ATTACHMENTS

Resolution No. 2013-19 Policy for Contributions to Non-Profit Organizations

CITY OF ROSEBURG PRESS RELEASE

NOTICE IS HEREBY GIVEN that the anticipated budgetary projections for the 2016-2017 proposed budget for the City of Roseburg suggest that General Fund expenditures will exceed General Fund revenues, but will not require a reduction in staff. Therefore, non-profit organizations may formally apply for up to \$10,000 in financial assistance from the City for operational or capital expenditures pursuant to the City's Policy for Contributions to Non-Profit Organizations as established through the adoption of Resolution 2013-19.

To be eligible to apply for the potential available funding, an organization must be a legally recognized non-profit organization whose proposed programs directly benefit the City of Roseburg and its residents. Profit making ventures and any organizations or proposals that violate Federal, State or local laws are deemed ineligible and will not be considered for funding. Political action committees or organizations with proposals of a clearly political nature are also ineligible. Limited special interest groups or organizations with restricted membership may also be deemed ineligible.

Application forms and the guidelines for submittal for potential funding may be obtained from the City's website at www.cityofroseburg.org under the home page newsfeed. **Completed applications, with all required attachments, must be submitted to the City Manager Office at 900 SE Douglas in Roseburg by 5:00 p.m. on Friday, April 15, 2016.**

Applications will be considered by a subcommittee of the City of Roseburg Budget Committee during the last two weeks of April with a recommendation forwarded to the full Budget Committee during the May budget hearings. Funds awarded will be processed after July 1, 2016.

Questions regarding the process may be directed to the City Manager's Office at 541/492-6866.

Published April 1, 2016

RESOLUTION NO. 2013-19

**A RESOLUTION OF THE CITY OF ROSEBURG, OREGON DEFINING CITY
POLICY FOR CONTRIBUTIONS TO NON-PROFIT ORGANIZATIONS**

WHEREAS, the economic recession has resulted in financial limitations for both public and private interests; and

WHEREAS, such financial limitations have resulted in non-profit organizations requesting funding assistance from the City of Roseburg; and

WHEREAS, the City of Roseburg is currently working toward resolution of a goal regarding sustainability of City services; and

WHEREAS, the City of Roseburg needs to prioritize the use of its limited funding to ensure that basic City services are provided;

NOW, THEREFORE, BE IT RESOLVED by the Roseburg City Council that:

1. The City of Roseburg shall fulfill all current financial contractual obligations to outside non-profit organizations.
2. When General Fund budgeted expenditures for basic services exceed budgeted revenues in the General Fund and require a reduction in City staffing, contributions to non-profit organizations for operational purposes shall not be considered.
3. In the event the City's budgeted revenues exceed General Fund budgeted expenses, non-profit organizations may formally apply for financial assistance from the City for operational or capital expenditures pursuant to the process outlined in the attached Exhibit A.
4. The City Council has the sole authority to approve, deny or modify any funding requests received under Section 3 above.

BE IT FURTHER RESOLVED that the City Council may override any or all provisions of this policy by the affirmative vote of five Councilors.

BE IT FURTHER RESOLVED that this Resolution shall become effective immediately upon its adoption by the City Council.

**APPROVED BY THE CITY COUNCIL OF ROSEBURG, OREGON, AT ITS REGULAR
MEETING ON THE 18TH DAY OF NOVEMBER 2013.**



Debi Davidson
Acting City Recorder

**RESOLUTION NO. 2013-19
EXHIBIT "A"**

GUIDELINES

Should budgetary projections suggest General Fund expenditures for the ensuing fiscal year shall not exceed General Fund revenues, on April 1st City Staff shall publish notice via the news media on and the City's website indicating the potential availability of funding.

An eligible organization is defined as a legally recognized non-profit organization whose proposed programs directly benefit the City of Roseburg and its residents. Profit making ventures are deemed ineligible and will not be considered for funding. Political action committees or organizations with proposals of a clearly political nature are also ineligible. Limited special interest groups or organizations with restricted membership may too be deemed ineligible. Any organization or proposals that violate Federal, State or local laws or regulations are not eligible.

Completed applications, with all required attachments, must be submitted to the City Manager by 5:00 p.m. on April 15th.

Applications will be considered by a subcommittee of the Budget Committee during the last two weeks of April with recommendations forwarded to the full Budget Committee during the May budget hearings. Funds awarded will be subsequent to July 1.

Funding provided to non-profit organizations shall not exceed 10% of the anticipated State Revenue Sharing funds. Additionally, no single organization shall receive more than 50% of that 10% allocation.

CRITERIA

1. Does the proposed service promote the City of Roseburg's goals and responsibility to provide basic services to its citizens?
2. Is the applicant a legal non-profit or nongovernmental organization with whom the City of Roseburg may contract for services?
3. Has the applicant completed the required application form and submitted requested information to the City by established deadlines?
4. Does the applicant have significant prior experience providing the proposed services?
5. Has the applicant demonstrated a capacity to immediately implement and sustain the proposed service?
6. Does the applicant's proposal present a cost-effective plan for the delivery of the desired services? Measures might include cost/unit of service, cost/benefit ratios, numbers of persons to be positively (directly or indirectly) affected, etc.
7. If the applicant has been a past recipient of City funding was their performance satisfactory? When was the last date funding for the applicant was approved?

8. How does the financial proposal leverage the requested City funds with other resources?
9. What efforts have been expended to acquire alternate sources of funding?
10. Do you have a current audit report or review for your most recent fiscal period?

APPLICATION FOR NON-PROFIT ORGANIZATION GRANT
For Fiscal Year _____ (begins July 1)

Organization Name: _____

Address: _____

Contact person and title _____

Telephone: _____ E-Mail: _____

Federal Tax Identification Number: _____

Amount of Funding Request: _____

Responses may be provided on a separate sheet, but must be responded to in the order below.

1. Description and purpose of organization. Attach bylaws and current list of board members and officers.

2. Describe the program(s) or work proposed for funding. Be specific. Attach additional information/documents as needed.

3. Who and how many persons will benefit from the City's funding? Include demographic information and numbers proposed to receive benefits. (Note: Preference will be given to applicants who can provide specific details so that the Council/Budget Committee can determine if program objectives were met.)

4. What is the applicant's prior experience and expertise in performing the proposed program or work? Highlight any previous work for the City of Roseburg.

5. What makes this organization the most or uniquely qualified to receive City funding for this purpose?

6. How does this proposal address the Roseburg City Council's goals and responsibility to provide basic City services?

7. How does this proposal leverage the requested City funds with other resources? Identify the source(s) and amount(s) of other funding to be used in conjunction with City funds.

8. Are there other facts or considerations the City should use to evaluate the proposal?

9. Attach a budget that shows how the City's money will be spent. The budget shall include such information as the cost of materials, labor, overhead, administration, transportation and contract services, plus any additional expenses that are relevant. Be specific.

10. Attach most current financial statement and independent financial review or audit report.

11. Attach five most recent federal Form 990s.

By signing this application below, the organization applying for this grant hereby agrees that:

- *the organization will be required to execute a standard City services contract;*
- *the organization will provide certification naming the City as an additional insured for commercial and liability insurance in the minimum amounts required by Oregon Tort Law;*
- *the organization will provide the City of Roseburg, its agents, officers, employees and auditors access to all organization documents and records for five years following the grant of any City funds.*
- *if funds are granted, City of Roseburg, its agents, officers and employees will, upon 24 hours' notice, be entitled to have access to and inspect any organization offices, locations or facilities;*
- *the organization shall provide a complete financial report at the conclusion of the service contract.*

Name and Title: _____

Date: _____

**MINUTES OF THE SPECIAL MEETING
OF THE ROSEBURG CITY COUNCIL
March 14, 2016**

Mayor Larry Rich called the special meeting of the Roseburg City Council to order at 6:32 p.m. on Monday, March 14, 2016, in the City Hall Council Chambers, 900 SE Douglas, Roseburg, Oregon.

ROLL CALL

Present: Councilors Tom Ryan, Lew Marks, Alison Eggers, Steve Kaser, Andrea Zielinski, John McDonald and Victoria Hawks.

Absent: Councilor Ken Fazio.

Others present: City Manager Lance Colley, City Attorney Bruce Coalwell, Finance Director Ron Harker, Public Works Director Nikki Messenger, Fire Chief Gregg Timm, Human Resources Director John VanWinkle, Police Captain Jerry Matthews, Management Technician Debi Davidson, Troy Brynelson of the News Review and Kyle Bailey of KQEN Radio.

PROPOSED LIBRARY SERVICE DISTRICT

Colley reported that Harker has been working with the Douglas County Assessor's Office to get a better estimate of the financial impact of a Library District formation, but the office cannot provide a property by property compression estimate. Therefore, Harker acquired a data dump which indicated approximately 50% of the personal property and real property files within the City are currently in compression and would continue to be depressed. That also means additional properties that are close to compression would likely become compressed. The proposed permanent rate levy of 44 cents per \$1,000 valuation would provide additional compression of between \$350,000 and \$650,000 for the City. The current year was impacted by a loss of \$300,000 due to compression. Therefore, the new district would require the City to look at dramatic changes to service levels.

As a back-up plan the "Save Our Libraries Political Action Committee" (SOL PAC), has begun circulating petitions to place the District formation on the ballot. Currently, the County provides \$1.2 million for support of the Library system. The proposed tax rate would generate \$4 million. Colley inquired as to whether there was an intermediate funding level that would allow the library to continue operating but have less of an impact on other entities. SOL PAC has indicated that \$4 million is the level needed to meet standard benchmarks for libraries. Colley had also suggested the County submit a local option levy which would not compress taxpayer rates, but would be the first level of property tax for those properties that are not at \$10.00 per thousand.

Ryan pointed out that Roseburg is already in compression by \$300,000. Losing an additional \$600,000+ would equate to the loss of six police officers or firefighters. In addition, the City is spending \$800,000 less per year on street maintenance than it should.

It was explained that each city within Douglas County would need to pass a resolution to determine whether the local jurisdiction would allow a countywide vote to be imposed within the respective jurisdictions. If the Council supports it, City voters would vote on the district

formation. If the City Council does not adopt a resolution, the District could not be imposed within the City limits. Even if the petition drive results in sufficient signatures, the Council still has a part in the decision as to whether or not to place the issue on the ballot.

Hawks did not believe an operating levy would be approved by the voters and suggested the rate be set at lower than 44 cents. In any event, she believed a library was important for the community. McDonald agreed that a library is a fundamental aspect, but his commitment was to the citizens of Roseburg. Marks also questioned whether the rate could be lower.

SOL PAC representative Jeff Pugh discussed the budgetary needs and noted the current \$1.6 million budget barely keeps the doors open and relies on heavily on donations. He stated over 150,000 people went through the main doors of the library headquarters last year. Library card holdings with a Roseburg address are at 28,591 people. Approximately 268,258 items circulated from the Roseburg branch. The City of Sutherlin has not yet made a decision on the matter. Reedsport and Winston are in compression and will allow a vote. Myrtle Creek is not in compression and will allow a vote. Yoncalla will not be in the District. He stated the County Commissioners are not considering a local option levy as their intent is to defund the library over the next three years.

Colley stated that no one would argue that we don't need a library, but as Chief Executive Officer for the City he stressed the need to consider an intermediate step that would allow determination if there was support for a library that might not take half a million dollars away from Roseburg. If the system is operating at \$1.6 million and could bump that to \$2 million, they could operate at a higher level without the significant impact on cities. He noted that the Council struggles over providing \$20,000 in State Revenue Sharing to non-profit organizations. He likened this situation to providing \$500,000 annually to a new non-profit organization which must be balanced against the existing services the City provides.

Ryan moved to not place the Library District issue on the ballot. Motion died for lack of second. Based on new information and suggestions received, Kaser moved to table the matter to March 28th. Pugh stated that changing the tax rate would require an economic feasibility study which is unlikely given the time constraints. Motion was seconded by Hawks. Rich supported an operating levy and felt that Douglas County has "dumped" their responsibility onto the cities. Motion was then voted on and carried with Ryan voting nay.

Meeting adjourned at 7:36 p.m.



Debi Davidson
Management Technician

**MINUTES OF THE REGULAR MEETING
OF THE ROSEBURG CITY COUNCIL
March 14, 2016**

Mayor Larry Rich called the regular meeting of the Roseburg City Council to order at 7:37 p.m. on Monday, March 14, 2016, in the City Hall Council Chambers, 900 SE Douglas, Roseburg, Oregon. Councilor Ryan led the Pledge of Allegiance.

ROLL CALL

Present: Councilors Tom Ryan, Lew Marks, Alison Eggers, Steve Kaser, Andrea Zielinski, John McDonald and Victoria Hawks.

Absent: Councilor Ken Fazio.

Others present: City Manager Lance Colley, City Attorney Bruce Coalwell, Finance Director Ron Harker, Public Works Director Nikki Messenger, Human Resources Director John VanWinkle, Police Captain Jerry Matthews, Fire Chief Gregg Timm, Community Development Director Brian Davis and Management Technician Debi Davidson.

MAYOR REPORTS

Rich commended Sergeant Joe Kaney and Police Officers Todd Spingath and Tyler Goode for their selection as "Officers of the Year" by the Optimist Club.

COMMISSION/COUNCIL WARD REPORTS

Ryan reported the Public Works Commission discussed items that have been forwarded to the Council for action.

Kaser and Marks reported on their attendance at the SERVICE meeting. The organization is having problems with drug houses in the area and working with the Police Department and Neighborhood Watch to alleviate those issues. It was noted that SERVICE meets at the Senior Center which now has 800 members and provides daily lunch.

CONSENT AGENDA

Ryan moved to approve the following Consent Agenda item:

- A. Minutes of February 22, 2016 regular meeting.
- B. Murray, Smith and Associates Task Order No. 5 for 2016 Pavement Rehabilitation design services in an amount not to exceed \$104,457.
- C. Intergovernmental agreement with ODOT for the Stewart Parkway Bridge Deck Repair Project.
- D. Intergovernmental agreement with Douglas County for construction of paving improvements and jurisdictional transfer of a portion of Edenbower Boulevard.

Motion was seconded by Marks and carried unanimously.

PUBLIC HEARING – LUDO AMENDMENTS PHASE 3, ORDINANCE NO. 3459

At 7:42 p.m., Rich opened the public hearing regarding the third phase of the Land Use and Development Ordinance update. Davis reported this phase addressed substantive changes that required property owner notification. The Planning Commission held three public

hearings on the matter with significant public impact. He highlighted changes from the draft amendments that were presented to Council in November. Those included: 1) provisions for drought tolerate landscaping; 2) adjusted definition of "substantial improvement" in regard to the floodplain; 3) variances within the floodplain; and 4) changed off-street parking requirements for medical and dental offices in regard to how close bicycle parking must be to entrances. Discussion was held on sidewalk installation and the upcoming ordinance to allow for single lot local improvement districts to help facilitate installation when properties undergo redevelopment. New subdivisions must have sidewalks installed within five years.

Kaser expressed concern regarding roof mounted equipment, building height and open space for multi-family housing. Davis explained that roof mounted equipment shall not be visible from the ground level within the Central Business District. Nonconforming equipment can be replaced. He noted there are localized considerations for building height in transitional zones. In regard to open space, there is a variance process that can be applied to unusual and extraordinary circumstances, particularly for infill development.

Harold Johnson, 1294 NW Highland, submitted written testimony which was included in the Council record. He objected to open space requirements, "sidewalks to nowhere," garage setbacks, lack of local citizen support for the changes, material requirements for fences, clear vision standards and inclusion of any reference to single lot LID's until they have actually been adopted.

As no one else wished to speak, the hearing was closed at 8:27 p.m. Ryan moved to adopt the Findings of Fact approved by the Planning Commission for File No. LUDO-15-2. Motion was seconded by Marks. Marks believed it was difficult to establish standards that work in all circumstances. Rich stated basic rules are necessary, but the variance provision is available for properties with peculiar circumstances. Motion was then voted on and carried unanimously. Davidson then read Ordinance No. 3459 for the first time, entitled: An Ordinance Amending the Roseburg Land Use and Development Ordinance for Consistency With Land Use Laws and Best Practices That Changed Since the Adoption of Ordinance No. 2363.

PUBLIC HEARING – STORM DRAINAGE CAMERA INSPECTION SYSTEM PURCHASE – RESOLUTION NO. 2016-04

At 8:30 p.m., Rich opened the public hearing regarding the purchase of a storm drainage camera inspection system. Messenger reported that the existing system needs replaced and a new one is available through the City's membership in the Houston-Galveston Area Council Cooperative Purchasing Program. The Public Works Commission recommended approval of the purchase which is included in the Storm Drainage Fund budget. As no one else wished to speak, the hearing was closed at 8:31 p.m. McDonald moved to adopt Resolution No. 2016-04 exempting the purchase of a Cues Camera Inspection System from the Competitive Bid Process and awarding the purchase of the camera inspection system utilizing the H-GAC contract for a price not to exceed \$122,000. Motion was seconded by Ryan and carried unanimously.

RESOLUTION NO. 2016-05 – STEWART PARKWAY RESTROOM RENOVATION GRANT

Messenger reported on an opportunity to apply for a Local Government Grant from the Oregon Parks and Recreation Department to assist with funding renovation of the Stewart

Park restrooms. Renovations would include creation of a maintenance area, air hand dryers and accessibility improvements. The project is estimated to cost \$100,000 with the City providing a 40% match through the Facilities Fund. Ryan moved to adopt Resolution No. 2016-05 authorizing and supporting application for an Oregon Parks and Recreation Department Local Government Grant. Motion was seconded by Hawks and carried unanimously.

2016-2021 CAPITAL IMPROVEMENT PLAN

Messenger reviewed the draft Five-Year Capital Improvement Plan for 2016-2021. The full presentation was included in the City Council record. The Plan was reviewed by and recommended for adoption by the Planning Commission, the Parks and Recreation Commission and the Public Works Commission. Ryan moved to adopt the 2016-21 Capital Improvement Plan for the City of Roseburg. Motion was seconded by Eggers and carried unanimously.

ITEMS FROM MAYOR, COUNCIL OR CITY MANAGER

Zielinski thanked the first responders that participated in the "Princess for a Day" event.

McDonald invited everyone to attend a commemorative event for the 50th anniversary of the Vietnam War on May 28th at 1:00 p.m. on the campus.

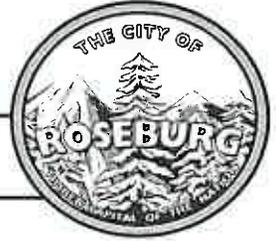
Meeting adjourned at 8:59 p.m.



Debi Davidson
Management Technician

ejc
3/27/16

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



ASSIGNMENT OF GROUND LEASE CORPORATE HANGAR SPACE #8

Meeting Date: March 28, 2016
Department: Airport Manager
www.cityofroseburg.org

Agenda Section: Consent Agenda
Staff Contact: Patricia Loegering
Contact Telephone Number: 541-492-6873

ISSUE STATEMENT AND SUMMARY: The current lessee of Corporate Hangar Space #8 at the Roseburg Regional Airport has requested assignment of the lease.

BACKGROUND:

A. Council Action History. RMC 3.22.160 requires Council approval of the requested assignment, based on a recommendation from the Airport Commission.

B. Analysis. On March 17, 2016, LIDO, LLC (Dave Leonard) requested Lessor's approval of an assignment of the Lease to South Deer Creek Ranch, LLC and Lessor has no objection to said assignment

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

D. Timing Issues. At the March 17, 2016 Airport Commission meeting, members unanimously recommended Council approval of the assignment.

COUNCIL OPTIONS: Council may grant or deny approval of the requested assignment.

STAFF RECOMMENDATION: Staff recommends Council approval.

SUGGESTED MOTION: *"I MOVE TO APPROVE ASSIGNMENT OF THE GROUND LEASE FOR CORPORATE HANGAR SPACE #8 AT THE ROSEBURG REGIONAL AIRPORT FROM LIDO, LLC (DAVE LEONARD) TO SOUTH DEER CREEK RANCH, LLC."*

ATTACHMENTS: n/a

cc: LIDO, LLC, attn.: Dave Leonard, 3329 NE Stephens, Roseburg, Oregon 97470

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

ec
3/22/16



OLCC APPLICATION-CHANGE OF OWNERSHIP CHEN'S FAMILY DISH HOUSE

Meeting Date: March 28, 2016
Department: City Recorder
www.cityofroseburg.org

Agenda Section: Consent
Staff Contact: Sheila Cox
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

Roseburg Municipal Code Chapter 9.12 requires staff review of all applications submitted to the Oregon Liquor Control Commission for a license to sell alcoholic beverages within the City. Upon completion of staff review, the City Recorder is required to submit the application and a recommendation concerning endorsement to the Council for its consideration. Changes to existing licenses must be processed in the same manner.

BACKGROUND

OLCC has received a change of ownership application for Chen's Family Dish House, (formerly China Palace), located at 968 NE Stephens. This is a "Full On-Premises" sales license application submitted by Jeff Chen, Hongling Chen and Charlene Barclay.

- A. **Council Action History.** Chapter 9.12 requires Council to make a recommendation to OLCC on the approval or denial of all liquor license applications submitted by any establishment located inside City limits.
- B. **Analysis.** The Police Department conducted a background investigation on the applicant and found no reason to deny the application.
- C. **Financial and/or Resource Considerations.** The applicant has paid the appropriate fee for City review of the application.
- D. **Timing Issues.** The applicant is requesting endorsement from the Council for immediate submittal to OLCC.

COUNCIL OPTIONS

Council may recommend OLCC approval of the application as submitted or recommend denial based on OLCC criteria.

STAFF RECOMMENDATION

Staff recommends Council approval of the application as submitted.

SUGGESTED MOTION

"I MOVE TO RECOMMEND APPROVAL OF THE OLCC CHANGE OF OWNERSHIP APPLICATION FOR CHEN'S FAMILY DISH HOUSE LOCATED AT 968 NE STEPHENS."

ATTACHMENTS

- A. Subject Application

- c: Applicant
OLCC



OREGON LIQUOR CONTROL COMMISSION LIQUOR LICENSE APPLICATION

Application is being made for:

LICENSE TYPES

- Full On-Premises Sales (\$402.60/yr)
 - Commercial Establishment
 - Caterer
 - Passenger Carrier
 - Other Public Location
 - Private Club
- Limited On-Premises Sales (\$202.60/yr)
- Off-Premises Sales (\$100/yr)
 - with Fuel Pumps
- Brewery Public House (\$252.60)
- Winery (\$250/yr)
- Other: _____

ACTIONS

- Change Ownership
 - New Outlet
 - Greater Privilege
 - Additional Privilege
 - Other _____

90-DAY AUTHORITY

Check here if you are applying for a change of ownership at a business that has a current liquor license, or if you are applying for an Off-Premises Sales license and are requesting a 90-Day Temporary Authority

APPLYING AS:

- Limited Partnership
- Corporation
- Limited Liability Company
- Individuals

CITY AND COUNTY USE ONLY

Date application received: _____

The City Council or County Commission:

_____ (name of city or county)

recommends that this license be:

- Granted
- Denied

By: _____ (signature) _____ (date)

Name: _____

Title: _____

OLCC USE ONLY

Application Rec'd by: _____

Date: _____

90-day authority: Yes No

1. Entity or Individuals applying for the license: [See SECTION 1 of the Guide]

① Chen's Brother, Inc. ③ _____

② _____ ④ _____

2. Trade Name (dba): Chen's Family Dish House

3. Business Location: 968 N.E Stephens St., Roseburg, Oregon 97470
(number, street, rural route) (city) (county) (state) (ZIP code)

4. Business Mailing Address: Sine
(PO box, number, street, rural route) (city) (state) (ZIP code)

5. Business Numbers: (541) 672-8899
(phone) (fax)

6. Is the business at this location currently licensed by OLCC? Yes No

7. If yes to whom: Zhu M., Inc. Type of License: F-com

8. Former Business Name: China Palace

9. Will you have a manager? Yes No Name: Charlene Lynn Barclay
(manager must fill out an Individual History form)

10. What is the local governing body where your business is located? City of Roseburg
(name of city or county)

11. Contact person for this application: Charlene Barclay (541) 580-1332
(name) (phone number(s))
968 NE Stephens St. Roseburg, OR 97471
(address) (fax number) (e-mail address)

I understand that if my answers are not true and complete, the OLCC may deny my license application.

Applicant(s) Signature(s) and Date:

① John R. Chen Date 3-22-16 ③ _____ Date _____

② _____ Date _____ ④ _____ Date _____

Sheila R. Cox
3/24/16



ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

EXTENSION OF PACIFIC POWER FRANCHISE AGREEMENT

Meeting Date: March 28, 2016

Agenda Section: CONSENT AGENDA

Department: City Recorder

Staff Contact: Sheila R. Cox *SR*

www.cityofroseburg.org

Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

Council will be considering a request from Pacific Power to extend their current franchise through June 30, 2016 to allow sufficient time to complete negotiations and implement a more appropriate effective date for the new agreement.

BACKGROUND

A. Council Action History. Council granted the existing electric utility franchise to Pacific Power on April 8, 1996 with a term of ten years. The agreement included an option for one-ten year renewal term, which was granted in 2006. Thus the existing and final term expires on April 8, 2016.

B. Analysis. Staff and Pacific Power representatives have been negotiating toward a new franchise agreement over the past several months and are very close to a reaching a new agreement. However, due to unforeseen circumstances we were unable to conclude negotiations prior to the April 8th expiration date.

C. Financial and/or Resource Considerations. Staff is negotiating with Pacific Power for a 2% increase in the franchise fee - from 7% to 9%. They will need time to implement the increase; extending the current agreement through June 30, 2016 will allow time for such implementation. This also gives us the opportunity to change the awkward April 8th effective date which could technically require prorating fees for those first few days of the month.

D. Timing Issues. As noted above, the extension will allow us to complete negotiations with Pacific Power and present a new agreement for Council's approval without concern for the April 8, 2016 expiration date.

COUNCIL OPTIONS

Council may authorize the City Manager to execute the extension agreement; or reject the request for the extension.

STAFF RECOMMENDATION

Staff recommends Council authorize the City Manager to sign an agreement extending Pacific Power's electrical utility franchise through June 30, 2016.

SUGGESTED MOTION

If Council concurs, the appropriate motion would be as follows:

"I MOVE TO AUTHORIZE THE CITY MANAGER TO SIGN AN AGREEMENT EXTENDING PACIFIC POWER'S ELECTRICAL UTILITY FRANCHISE THROUGH JUNE 30, 2016 OR UNTIL A NEW FRANCHISE AGREEMENT IS NEGOTIATED, WHICHEVER OCCURS FIRST."

cc: Pacific Power, Diana Knous Regional Business Manager
Subject Franchise File & Chrono File

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

ORDINANCE A
3-28-2016

CD
3/22/16



ORDINANCE NO. 3459 – LUDO PHASE 3

Meeting Date: March 28, 2016
Department: Community Development
www.cityofrosburg.org

Agenda Section: Ordinances
Staff Contact: Brian Davis
Contact Telephone Number: 492-6750

ISSUE STATEMENT AND SUMMARY

Second reading of Ordinance No. 3459 is scheduled for March 28, 2016. The Ordinance needs to be amended to have an effective date of July 1, 2016. The effective date was not included in the original reading of the Ordinance.

BACKGROUND

A. Council Action History. On March 14, 2016, the City Council conducted a hearing on the third phase of the Land Use and Development Ordinance update. Findings of Fact were adopted and first reading of the ordinance was held.

B. Analysis. There are currently development projects in various stages of approval that are impacted by the Land Use and Development Ordinance. In order to accommodate fulfillment of those pending applications, it was Staff's intent to have the LUDO amendments take effect July 1, 2016.

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

D. Timing Issues. It is the intent to have Ordinance No. 3459 become effective July 1, 2016 rather than 30 days after second reading and adoption of the ordinance.

COUNCIL OPTIONS

Council has the option to:

1. Amend Ordinance No. 3459 to have an effective date of July 1, 2016.
2. Not amend the Ordinance which would then become effective April 28, 2016.

STAFF RECOMMENDATION

Staff recommends the ordinance be amended and then read for the second time, as amended; followed by adoption as amended.

SUGGESTED MOTION

1. I MOVE TO AMEND ORDINANCE NO. 3459 TO INSERT A JULY 1, 2016 EFFECTIVE DATE.
2. I MOVE TO HAVE SECOND READING OF ORDINANCE NO. 3459 AS AMENDED.
3. I MOVE TO ADOPT ORDINANCE NO. 3459, LUDO UPDATES, AS AMENDED, TO DECLARE A JULY 1, 2016 EFFECTIVE DATE.

ATTACHMENTS - Ordinance No. 3459

ORDINANCE NO. 3459

**AN ORDINANCE AMENDING ROSEBURG LAND USE AND DEVELOPMENT
ORDINANCE FOR CONSISTENCY WITH LAND USE LAWS AND BEST PRACTICES
THAT CHANGED SINCE THE ADOPTION OF ORDINANCE NO. 2363 AND
DECLARING A JULY 1, 2016 EFFECTIVE DATE**

WHEREAS, after reviewing the recommendation of the Planning Commission and conducting a public hearing on March 14, 2016; and,

WHEREAS, Section 5.2.090 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 thereby adopts as its own the Findings 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.

SECTION 3: This Ordinance shall take effect July 1, 2016.

PASSED BY THE COUNCIL THIS 28th DAY OF MARCH 2016.

APPROVED BY THE MAYOR THIS 28th DAY OF MARCH 2016.

Larry Rich, Mayor

ATTEST:

Sheila R. Cox, City Recorder

YJ
3/28/16



ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

ROSEBURG VISITORS CENTER ANNUAL REPORT CHAMBER OF COMMERCE CONTRACT REVIEW

Meeting Date: March 28 2016
Department: Comm. Devel.
www.cityofroseburg.org

Agenda Section: Department Items
Staff Contact: Brian Davis
Contact Telephone Number: 492-6750

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 Roseburg Visitors Center during the previous calendar year.

BACKGROUND

A. Council Action History.

The most recent Report was presented in March 2015.

B. Analysis.

Visitors services are provided through a Standard Personal Services Agreement between the City of Roseburg and the Chamber of Commerce (attached). A new services agreement was reached in April 2013 and continues until June 30, 2018. 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 Chamber has a Chamber Tourism Advisory Committee which advises the Director and Board on tourism services and activities.

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 Economic Development Commission which uses that portion of the funding for tourism grants.

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

FY 2015-16 Thru 12/31/15	\$325,918
FY 2014-15	\$504,108
FY 2013-14	\$452,853
FY 2012-13	\$399,088
FY 2011-12	\$402,749

COUNCIL OPTIONS

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



410 S.E. Spawie Street
P.O. Box 1026
Roseburg, OR 97470
Phone 541.673.2648
Fax 541.673.7868
www.RoseburgAreaChamber.org

March 22, 2016

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

Dear Mayor Rich and Council Members,

The Roseburg Area Chamber of Commerce is pleased to submit its annual written report updating activities for Roseburg Visitor Center, destination marketing and visitor services under our personal services contract. The report provides you an overview of the fully integrated marketing, advertising and branding campaign for the year as well as an accounting of the services provided through the visitor center operation.

The following report is divided into three sections: (1) general information, (2) highlights, results and the future and, (3) reporting by the numbers. The chamber will focus primarily on the second section during the presentation before city council. But, we will certainly be happy to answer questions about any information in the annual report.

We are privileged to promote our area as a destination to potential visitors, inviting them to enjoy the many amenities, experiences, attractions and events Roseburg and the Land of Umpqua has to offer. In 2015, we welcomed 8,900 visitors at the visitor center and 150,000 to our website. Through the visitor center, direct mailings, industry partners locally and around the state, tradeshow and conferences, we distributed more than 90,600 brochures and other printed collateral materials promoting our community as a destination.

The Roseburg Area Chamber of Commerce is pleased to present this report for 2015 and look forward to sharing information on our successes, activities and future plans with the council on March 28. Thank you.

Best regards,

ROSEBURG AREA CHAMBER OF COMMERCE

Debra L. Fromdahl, IOM
President & CEO

Rachael Miller
Destination Marketing Manager



To advocate for and be the voice of the business community in the greater Roseburg area.

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



**ANNUAL REPORT
TO THE
CITY OF ROSEBURG**

**2015
Visitor Center/Visitor Services Activities**

March 28, 2016

TABLE OF CONTENTS

Contents

General Information	1
RACC Vision and Mission Statement	1
RACC Tourism Division	1
Key Tourism Goals and Priorities For 2015	1
Organization Leadership	2
Four Primary Focus Areas	3
List of Specific Contract Responsibilities	4
Highlights, Results & The Future	5
2015 Highlights & Accomplishments	5
Highlighted Activities in Primary Focus Areas	6
Looking Ahead	7
Reporting by the Numbers	8
Performance Measurements – Website Statistics for VisitRoseburg.com	8
Performance Measurements – Distribution of Promotional Materials	8
Performance Measurements – Visitor Center Statistics	8
Performance Measurements - Tradeshows	8
Performance Measurements – Advertising Growth	9
Performance Measurements – Outreach Marketing/Advertising/Branding	10
Stories, Articles & Editorial Highlights	11
Financial Report	25
RACC’s 2014/2015 Visitor Center/Services Operations Budget v. Actual	25
2015 Operating Expenses Pie Chart	26
RACC’s 2015/2016 Visitor Center/Services Operations Budget	27

GENERAL INFORMATION

RACC VISION AND MISSION STATEMENT

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.

RACC TOURISM DIVISION

Mission: Improve and expand our tourism base promoting Roseburg and the Land of Umpqua as a premier visitor destination.

KEY TOURISM GOALS AND PRIORITIES FOR 2015

Promote Roseburg and the Land of Umpqua as a premier tourist destination, with integrated marketing, advertising and branding campaign in large markets.

Launch new VisitRoseburg.com website and expand/develop further content

Continue to expand digital and social media avenues to promote Roseburg and the Land of Umpqua

Continue studies, surveys and tracking to validate impact of marketing and advertising endeavors and ROI

Provide quality “front-line” customer service training seminar

Continue Land of Umpqua branding campaign with expanded outreach marketing

Refresh print ads, collateral material and visitor center displays

GENERAL INFORMATION

ORGANIZATION LEADERSHIP

2015 Board of Directors

Dori John, Chair
Kent Rochester, Vice Chair
Debbie Fromdahl, Secretary
Jeff Stuckey, Treasurer
Alex Palm, Past Chair
Angela Brown
Pete Carhart
Toby Luther
Rheanna Mosier
Gary Murphy
John Murphy
Allen Pike
Barry Robinson
Todd Way

Roseburg Disposal
Big Wrench Media
RACC President/CEO
Roseburg Forest Products
i.e. Engineering
Southern Oregon Credit Services
Knife River Materials
Lone Rock Timber Resources
Elwood Staffing
American West Bank
Farmers Insurance
Windmill Inn of Roseburg
AmeriTitle, Inc.
Douglas Fast Network

2015 Tourism Advisory Committee

Kent Rochester (Division Chair)
Janelle Brown
Cheryl Caplan
Debbie Fromdahl
Rachael Miller
Gary Lewis
Dan Van Slyke
John Van Winkle
Allen Pike
Manny Anaya
Scott Kelley
Ciera Keith

Big Wrench Media
Motel 6 Roseburg
Umpqua National Forest
Roseburg Area Chamber of Commerce
Roseburg Area Chamber of Commerce
Gary's Guide Service
Wildlife Safari
City of Roseburg
Windmill Inn
Salud Restaurant & Brewery
Paul O'Brien Winery
Douglas County Fairgrounds

Professional Staff

Debbie Fromdahl
Rachael Miller
Gail Trimble
Patty Conlan
Angela Brown
Wanda Goodell
Carol Zech
John Provosnick

President/CEO
Manager, Destination Marketing/Branding
Office & Visitor Center Manager
Executive Assistant
Administrative Assistant
Visitor Center Volunteer Coordinator
Visitor Information Specialist
Program & Events Coordinator

GENERAL INFORMATION

FOUR PRIMARY FOCUS AREAS

Outreach Marketing

Develop active methods to communicate Roseburg area attractions to potential visitors through the creation of new broadcast and digital advertising materials, continued attendance of trade shows in key markets and increased social media interaction.

Visitor Services

Corresponding with visitors before and while visiting Roseburg to provide area information. Continuously updating social media, creating seasonal displays, providing informational brochures on local lodging, restaurant, area attractions and events to visitors during their stay.

Group Travel Services & Support

Soliciting new group travel venues, encouraging annual events, sporting/outdoor activity groups. Network and recruitment activities for group tours. Addition of Meeting & Event Venues landing page to VisitRoseburge.com supporting professional events and tourism.

Industry Support

Working with local hospitality industry partners to ensure unified and cooperative effort in three focus areas and ensure a collaborative sharing of materials and information between visitor centers and local hospitality industry. This also, includes maintaining affiliations and participation with regional and statewide visitor industry members.

GENERAL INFORMATION

LIST OF SPECIFIC CONTRACT RESPONSIBILITIES

Maintain visitor brochures and other print materials to local visitor destinations and industry partners.

Distribute a monthly e-newsletter.

Provide annual hospitality/customer service training before the beginning of the tourist season.

Familiarization (FAM) tours for visitor center volunteers.

Maintain a file of tear sheets of advertising placed in various publications by contract year and regularly distribute promotional articles which promote Roseburg area as a destination.

Maintain and regularly update a website serving the local hospitality industry and targeting visitors; link website to city and other relevant websites.

Use social media promote Roseburg as a tourist destination and to promote local events and activities.

Provide technical assistance and support for local institutions and organizations, including outreach marketing for special events and attractions that attract overnight visitors to Roseburg area motels.

Cooperative advertising and printing expenses, to be matched by group promoting the event and assistance with issuing promotional news releases, when appropriate.

Solicit group travel relating to athletic events, meetings, conferences and seminars of size and type that can be accommodated in Roseburg.

Assist group, meeting and event planners with information on meeting places, lodging, banquet, entertainment and recreational opportunities. Keep inventory of information and services available to groups updated.

Maintain memberships and actively participate in relevant regional and statewide industry organizations.

Employ full-time and part-time staff dedicated to the visitor center operation and to providing visitor services, promotion and destination marketing activities with staffing expenses not to exceed 35% of the total annual visitor center/visitors services operation budget.

Provide city with copy of annual audit of operation's accounting and business records as conducted by an independent certified public accountant.

Maintain visitor center/visitor services operation funds in separate, independent account(s); provide city with monthly financial statement reflecting year-to-date budget versus actual expenditures for visitor center operation.

Provide city with monthly visitor count report and general inquiries and information requests on a quarterly basis. Annual report per contract requirements before March 31.

Maintain dedicated toll free number and post office box for visitor center.

The name "Roseburg" will be prominent in all print, broadcast, digital and social media, website, brochures and other publications and collateral material.

Maintain public hours for the Roseburg visitor center at minimum contract requirements.

HIGHLIGHTS, RESULTS & THE FUTURE

2015 HIGHLIGHTS & ACCOMPLISHMENTS

1. Transient Lodging Tax increased 12% in 2015
2. Launched new VisitRoseburg.com website featuring a fully redesigned, interactive layout that is both user and mobile device/tablet friendly
3. Advertising and marketing campaigns increased the number of page views on the VisitRoseburg.com website by 200% in 2015. The total number of website visits increased by 55% along with a 22% increase in the number of unique website visits
4. Increased social media activity on Facebook, Twitter and Pinterest resulting in a 57% increase of impressions
5. Dedicated 72% of total visitor center/visitor services budget to visitor destination marketing, advertising and promotion as the chamber provides \$40,000 in in-kind and administrative support to visitor operations from its membership operations budget
6. Completed update of all print collateral materials to include "Visit Roseburg" header
7. New Visit Roseburg wineries map and brochure created to showcase wine industry
8. Expanded commercial broadcast campaigns in the Portland Metro markets creating two new 30-second commercial spots highlighting attractions in the Roseburg area
9. Advanced media relationships in print advertising resulted in cost-free advertising in 18 different publications and more than 30 stories, articles and feature editorials highlighting Roseburg
10. Contact negotiations and media buy-ins throughout the 2015 marketing campaign resulted in \$65,000 of free advertising
11. Furthered advertising with regional partners on Crater Lake County digital campaign resulted in 10,000 additional individual visitors to the VisitRoseburg.com website
12. Adventures Online Video campaign through Comcast/Xfinity, RACC anticipated 8,000 click-thrus to VisitRoseburg.com

HIGHLIGHTS, RESULTS & THE FUTURE

HIGHLIGHTED ACTIVITIES IN PRIMARY FOCUS AREAS

OUTREACH MARKETING

- Devoted the bulk of RACC's work and the 2015 transient lodging tax (TLT) funds to expand multi-platform marketing/advertising/branding campaigns (further detail in report)
- Continued development of media and material designs/layouts to create and capture the interest of potential area visitors
- Expanded 30-second television commercial spot creating two new segments airing in the Portland Metro market
- Local marketing endeavors included: produced bi-annual Visit Roseburg Calendar of Events brochure, weekly website updates of industry/local visitor events, support of Roseburg Graffiti Weekend sponsor ads for in Cruzin' Magazine also serving as primary visitor contact for event questions and literature distribution, produced Visit Roseburg wineries tour map brochure supplementing industry tourism exposure

VISITOR SERVICES

- Welcomed 8,844 visitors at the Roseburg Visitor Center and Colliding Rivers Information Center
- Volunteers attended FAM tours to increase knowledge of area visitor destinations
- Maintained and updated local, state & regional brochures in the visitor center
- Created bi-monthly visitor center displays
- Maintained outdoor informational kiosk for after hour visitors
- Conducted annual visitor center volunteer training
- Produced and distributed 12 monthly "Visit Roseburg" newsletters

GROUP TRAVEL SERVICES & SUPPORT

- Provide visitor information on lodging/dining, art/culture, area recreation, tours and more
- Encourage visitors to use local businesses to boost the local economy
- Supply "traveler information" packets to local and out of area groups. Packets include information on area lodging, local venues and are customized for group needs and interests. Highlights of groups assisted in 2015 include:

University of Colorado Boulder, visiting student government
University of Texas, Team 4000 cycling tour
Umpqua National Forest, regional OR/WA leadership team meeting
Go Beyond Racing, 1st annual North Umpqua Trail 100K Run
Redding Trail Dusters, Women's group tour
Oregon Good Sam RV Club, State-wide "Samboree" retreat event
Graffiti Weekend, annual Roseburg event
Wings & Wheels, annual Roseburg event

HIGHLIGHTS, RESULTS & THE FUTURE

INDUSTRY SUPPORT

- Provide annual customer service training seminar to front-line employees of Roseburg area businesses
- Sustained representation on the boards of industry organizations, SOVA & ODMO; attended conferences, symposiums and meetings. Roseburg Area Chamber of Commerce is the recognized destination marketing organization (ODMO) for Douglas County
- Active memberships with travel/tourism organizations including: National Travel Alliance (NTA), Oregon Restaurant & Lodging Association (ORLA), Oregon Travel & Tourism Association
- Attended Governor's Conference on Tourism
- Coordinated Tourism Advisory Committee

LOOKING AHEAD

The vision for the chamber's 2016 visitor destination marketing/ branding campaign is the further expansion of promotions to direct target digital media in continuation of the progressive marketing campaign the chamber launched in 2015.

Future campaign highlights include:

- Development of geo-targeted advertising for mobile devices
- Enhanced content on the VisitRoseburg.com website to include video clips, additional promotional materials for download and maps of area services and amenities
- Continue the monitoring of URL data used to track print advertising to ensure the best use of financial resources and to monitor effectiveness adjust marketing campaign
- Increase online presence and social media activity by identifying new outlets and networking with industry associations
- Expansion of full-page color ads in major North American magazines with international exposure and readership demographics that feature annual median incomes in excess of \$125,000
- Expand digital marketing to include additional travel and destination websites
- Develop new video content for use on the Land of Umpqua YouTube channel and external online advertising sites
- Further develop relationships with domestic and international travel agents and tour operators to position Roseburg Oregon, heart of the Land of Umpqua, as a unique travel destination.

REPORTING BY THE NUMBERS

PERFORMANCE MEASUREMENTS – WEBSITE STATISTICS FOR VISITROSEBURG.COM

	<u>2014</u>	<u>2015</u>
Number of unique visitors to our website	72,317	87,971
Total number of visitors to our website	86,618	149,948
Number of page views	280,857	933,922
Number of promotional materials downloaded	2,100	8,145

Visits – the number of individual user sessions of actual, distinct people who visited the website

Page Views – the total number of pages viewed on the website, a general measure of how much your site is used.

PERFORMANCE MEASUREMENTS – DISTRIBUTION OF PROMOTIONAL MATERIALS

Number of Roseburg visitor guide requests mailed (from advertising)	21,600
Number of Email Requests Handled	533
Number of phone calls handled (595 calls via 800 number)	2,562
Number of promotional materials distributed at RVC and other venues	69,469
Total number of materials distributed and downloaded	90,613

PERFORMANCE MEASUREMENTS – VISITOR CENTER STATISTICS

Number of visitors at Roseburg visitor center	7,854
Number of visitors at colliding rivers visitor center	990
Total volunteer hours logged	2,152
Number of out of state visitors	3,046
Number of international visitors	625
Number of countries represented by international visitors	29

PERFORMANCE MEASUREMENTS - TRADESHOWS

Bay Area Travel & Adventure Show

Number of show attendees	18,500
Number of promotional materials distributed	1,250

REPORTING BY THE NUMBERS

PERFORMANCE MEASUREMENTS – ADVERTISING GROWTH

As part of the chambers continuous efforts to measure marketing/advertising campaign efforts and effectiveness an independent Ad Conversion Survey was contracted to assist in gauging the 2015 advertising campaign. Highlights of the survey shows the following:

- Successful penetration in Portland Metro market as the number one city of website visitors
- Increased social media impressions are driving traffic to the website
- Overall campaign effectiveness is driving new users to VisitRoseburg.com consistency

2015 WEBSITE RESEARCH REPORT HIGHLIGHTS

HOW PEOPLE DISCOVERED THE WEBSITE

Saw it advertised/promoted	37%
Used a search engine	50%
Came from social media referral	23%

VISITOR STATISTICS

Percent of Visitors New to the Site	91%
-------------------------------------	-----

HOW PEOPLE ACCESS THE WEBSITE

Mobile	23%
Tablet/Laptop	13%
Desktop	54%

WHERE PEOPLE THAT ACCESSED THE SITE COME FROM

United States	87%
Canada	2%
United Kingdom	1%
China	1%
Germany	1%
Other International Locations	8%

WEBSITE TRAFFIC BY CITY RANKING (TOP 10)

Portland	1
San Francisco Bay Area	2
Seattle/Tacoma	3
Los Angeles	4
Eugene	5
Medford	6
San Jose (CA)	7
Sacramento	8
Beaverton	9
New York	10

REPORTING BY THE NUMBERS

PERFORMANCE MEASUREMENTS – OUTREACH MARKETING/ADVERTISING/BRANDING

Ad campaign impressions calculated from:

- PR exposure - Roseburg articles/editorials appearing in variety of print media
- Exposure from billboards – six total
- Exposure from co-operative marketing opportunities via SOVA (Southern Oregon Visitors Association)
- Exposure from television broadcast campaign (Oregon-northern California)
- Exposure from online and digital marketing/ad campaign
- Exposure from print media ad campaign

PRINT

Alaska Airlines Magazine
Horizon Airlines Magazine
American Angler Magazine
CruZin' Magazine
Eugene Airport
Fly Tyer Magazine
Northwest Sportsman Magazine
Portland Monthly Magazine
The Oregonian
Southern Oregon Vacation Guide
Wine Enthusiast Magazine

Via Magazine by AAA
PDXtra Magazine
American Road Magazine
Northwest Fly Fishing
Fly Fishing & Tying Journal
Oregon Calendar of Events
Salmon & Steelhead Journal
North American Tour Magazine
Sunset Magazine
Wine Press Northwest Magazine
Feast Portland Festival Guide

DIGITAL/ONLINE

OregonLive.com
Yahoo
Northwest Fly Fishing
Trip Advisor

Comcast/Xfinity
Crater Lake Country
Travel Oregon Website
AllVacationIdeas.com

BROADCAST

NBC Broadcast/TV Campaign – two 30-second commercial spots
Comcast/Xfinity – 30-second commercial spots

BILLBOARD

Portland Metro Area – five locations featuring two designs promoting Umpqua Valley Wineries
Douglas County – directional “Welcome to Paradise”

TOTAL AD CAMPAIGN IMPRESSIONS for 2015: 92,085,000

REPORTING BY THE NUMBERS

STORIES, ARTICLES & EDITORIAL HIGHLIGHTS

MAGAZINE	CIRCULATION	ROSEBURG EDITORIAL	EXPOSURE
	2.2 M	Salmon & Steelhead Journal August 2015 “Picturesque Paradise”	Article & Ad
	20,000	Salmon & Steelhead Journal April/May 2015 “Worth the Wait”	Article & Ad
	247,850	The Oregonian & OregonLive.com April 12, 2015 “Spring Showers Bring Waterfalls”	Article
	35,000	Wine Press Northwest Magazine Fall 2015 “Autumn in the Umpqua Valley”	Article & Ad
	500,000	VIA Magazine July/August 2015 Weekender: Roseburg, Oregon	Article & Ad
	57,000	Northwest Sportsman Magazine April 2015 “Tiny Waters, Small Craft, Big Bass”	Article & Ad

REPORTING BY THE NUMBERS

STORIES, ARTICLES & EDITORIAL HIGHLIGHTS (continued)

Magazine	Circulation	Roseburg Editorial	Exposure
	45,000	PDXtra Magazine September/October 2015 “Fall’s the Time to Visit Roseburg & the Umpqua Valley”	Article & Ad
	45,000	Northwest Travel & Life Magazine December 2015 “7 Festive Seasonal Tours”	Article
	247,833	The Oregonian & OreonLive.com November 18, 2015 “Beyond the Willamette Valley”	Article
	35,000	Southern Oregon Magazine Fall 2015 “Waterfalls & Wine”	Article
	40,000	Touring & Tasting Pacific Northwest Spring 2015 “A Natural Treasure Chest”	Article & Ad
	1.8 M	TravelOregon.com Spring 2015 “Family Road Trip to the North Umpqua River”	Article

REPORTING BY THE NUMBERS

“Autumn in the Umpqua Valley” *Wine Press Northwest* Fall 2015

FEATURE roseberg, oregon



The gardens alone are "grounds for a visit" to Reustle Prayer Rock Vineyards

Mark E Helm Contributing Photographer

Autumn in the Umpqua Valley

BY JACE HELM

There is one huge thing missing from the wine tasting experience in Roseburg, Oregon - traffic jams. What's not missing? Nearby hiking, fishing, history, wildlife, cuisine and a variety of wines so broad no wine lover could be bored. This is the land of Pinot plus. Not only did Oregon get its Pinot Noir beginnings in the Umpqua Valley but two other well known varietals have historical roots here. With 28 wineries to visit, here's just a glimpse.

THE PARTY WINERY

Melrose Vineyards is party central and Cody Parker, winemaker, seems to be the source. We think he got it from his dad Wayne. We caught up with Parker at the much anticipated, sold out, annual Crab Feed. Imagine if a yellow lab were magically turned into a man - a winemaking man that throws parties. Parker is kind of furry, has big paws, excitement in his blue eyes and is

just so darn excited to make wine in the Umpqua Valley he can hardly stand it. If he had a tail, it would be wagging. He spent the evening of the Crab Feed giving out hugs, telling stories, and making the rounds. His enthusiasm is infectious. When a glass inevitably broke the sound was followed with a seemingly practiced group cheer of "Opa" - apparently a staple of a good Melrose party. Sample fun wines including unusual varieties such as Pinotage and Baco Noir. MelroseVineyards.com

THE RETREAT

Don't go to Reustle Prayer Rock Vineyards expecting to taste wine. Go expecting to experience wine. This is a place to take a little break. From the blue "door to Narnia" to the "outhouse" that appears plucked from Dr. Seuss' Whoville, everything is designed to transport guests to a peaceful and happy place. Wander garden paths bordered by blooming roses, lavender, and grape vines.

Then venture inside to find a whole other world awaits underground. Tastings take place in catacombs designed by Tom Pappas, a local resident who also designed the Indiana Jones ride for Disney. The most elegant room in the cave, and there is a high bar for elegance, is adorned with a vaulted ceiling and crystal chandelier. Look up as you pass this room and you will see a reproduction of "The Creation" painted on the ceiling.

A wine educator sits down with guests for a guided tasting paired with small bite appetizers. The Grenache paired with pecorino drizzled in honey and black pepper was genius. Be sure to sample the Gruner Veltliner. Owner Winemaker Stephen Reustle explains, "I became the first to produce this varietal stateside with our 2005 vintage." ReustleVineyards.com

THE NEW "KIDD" ON THE BLOCK

Cooper Ridge Vineyard is Umpqua Valley's newest tasting room - just opened Mother's

REPORTING BY THE NUMBERS

roseberg, oregon **FEATURE**

Day 2015. The first thing you'll notice inside is the outside. A multi-level deck offers views beginning with vines and ending with mountains and Oregon sky. The tasting room is open until 7 pm making it easy to squeeze in one more tasting. A bites and nibbles menu could serve as appetizers before dining in town. Recently joining owners Lesa and Robin Ray is Winemaker/Vineyard Manager Charlie Kidd. Kidd was formally trained at California Polytechnic University San Luis Obispo, has been designing vineyards since he was 21 and has worked 15 vintages in California, North Carolina, Texas and Oregon. Tasting through the line-up, he pauses to share his vision. "With our new wine-making facility we will have complete control of our wines, which will make them even more complex, rich and wonderful." CooperRidgeVineyard.com

THE LIFETIME ACHIEVERS

A trip to Umpqua Valley isn't complete without a stop by Abacela. It feels like a privilege to visit this beautiful property, the realized dream of visionaries Earl and Hilda Jones. When they first showed Earl Jones' ordinarily circum-spect father the raw property he responded, "Have you lost your mind?" Today the winery is globally recognized and earlier this year the couple were honored with the Lifetime Achievement Award at the Oregon Wine Symposium. Earl Jones is a man of science and guests can take a self guided tour stopping to read educational signs about this unique property. You might even see Jones go by in his Jeep - his office on wheels. Hilda Jones is a lady of hospitality who calls everyone "honey." Walk in tastings are welcome and if time allows schedule a private tour and tasting of five wines. Order the cheese pairings to complete the experience. The shortest tasting program Terroirs in Brief showcases three wines grown in different climates and terroirs on the estate, Albarino, Tempranillo, and Port. Oregon's first commercial varietal bottles of Tempranillo were from Abacela. Abacela.com

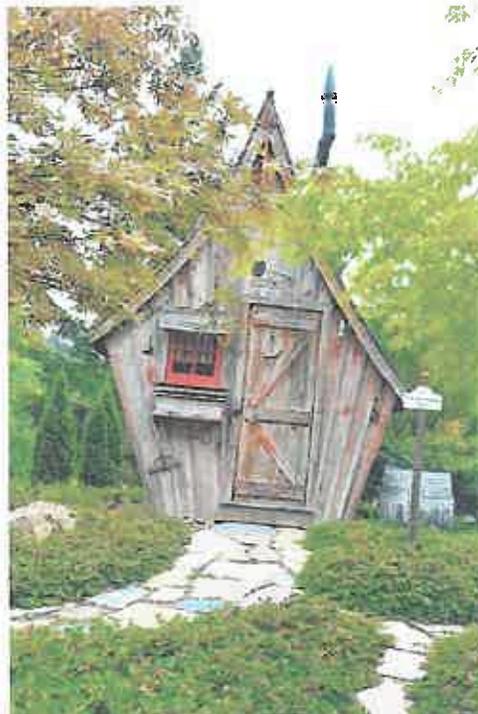
THE TRADING FLOOR

Winemaker/Options trader Patrick Spangler approaches Spangler Winery like he approaches his "day job." He has done his research, calculated the risks, and he knows his next move. If a grower has fruit that Spangler wants, he goes after it "I don't take shortcuts," Spangler explains. This determination results in some mighty fine wine. There are too many awards to list and most of them involve a medal Midas would have admitted. He offers a surprisingly outspoken unoaked Chardonnay with a pinch of Viognier and a long line-up of Bordeaux and Rhone style reds with refreshingly prominent varietal characteristics.

A special treat is the rare opportunity to taste the black-fleshed Alicante Bouschet. Visitors will also enjoy the gnarly old vine Cabernet Sauvignon planted right outside the tasting room between 1968-1971. SpanglerVineyards.com

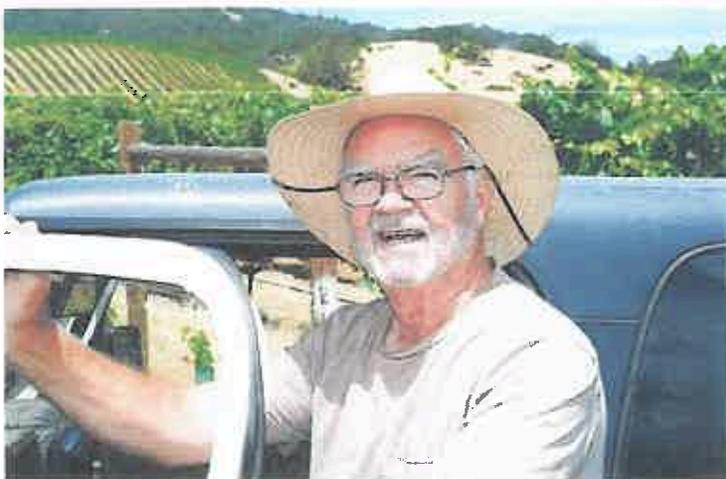
EATING, SLEEPING, DOING

Wine tasting requires sustenance. Start the day off like a champ at Brix. If you are lucky their pear, bacon, and blue cheese omelet may be on the specials menu. Looking for a hot spot



Reustle Prayer Rock Vineyards' fanciful Whooville "outhouse"

Mark E Helm Contributing Photographer



Earl Jones' "office on wheels" has 50,000 miles on it and 13 years of vineyard work and trips to the hardware store.

Mark E Helm Contributing Photographer

REPORTING BY THE NUMBERS

FEATURE roseberg, oregon



Enjoy wine on the lawn at Abaceta

Mark E Helm Contributing Photographer

for dinner? Salud Restaurant and Brewery serves up Latin inspired tapas and entrees plus live entertainment - Tapas and Tunes on Thursdays and Salud Night Life on Saturdays. Roseburg has ample hotel options and wine country lodging is in the works. The Wildlife Inn offers inexpensive rooms convenient to Southern Umpqua wineries like Abaceta and Spangler and is across the street from the Wildlife Animal Safari. For other "wild" adventures plan a hike this autumn in the Umpqua National Forest. Visit waterfalls, see fall foliage, and of course taste some wine.

FALL EVENTS:

VisitRoseburg.com

Sept. 10, 17 Music in the Vines at Melrose

Sept. 10 Wine Walk Downtown Roseburg

Sept. 12 Vineyard Tour Bike Ride

Sept. 12-13 Umpqua Wine Your Way Self Guided Tour

Sept. 26 Grape Stomp and Harvest Festival at Melrose

Oct. 24 Special Release Reustle Prayer Rock

Nov. 27-28 Thanksgiving Open House Various Wineries



Pat Spangler - There's a winemaker happy with his wine.

Mark E Helm Contributing Photographer

REPORTING BY THE NUMBERS

“Weekender: Roseburg, Oregon” *Via AAA Magazine* July/August 2015

weekender

roseburg oregon

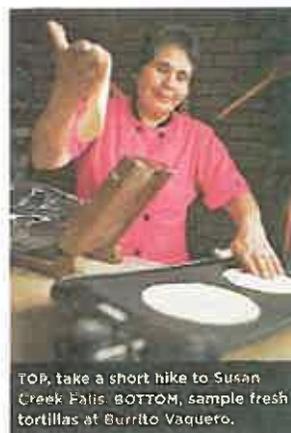
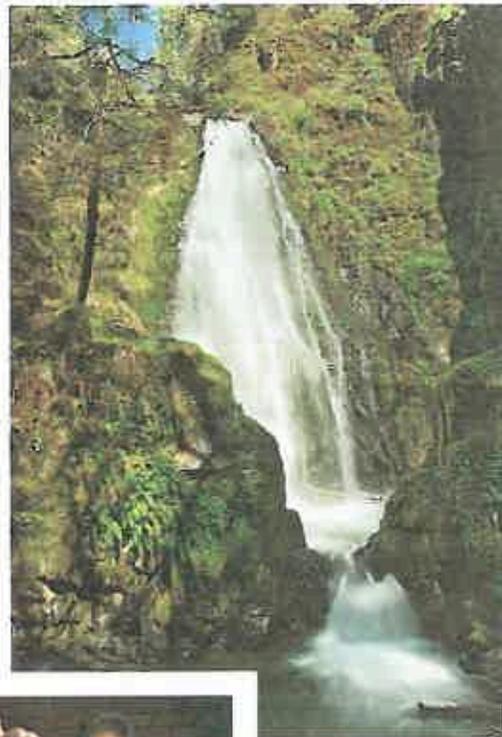
In a region where wineries are as common as waterfalls, this tranquil town draws visitors with migrating salmon, restored roadsters, and blueberry pancakes.

Area code is 541.

TO DO AND SEE Douglas County Museum Kids can explore a full-scale covered wagon or watch slithering rattlesnakes in one of Oregon's largest natural history exhibits. The museum's back parking lot transforms into a drive-in theater several times in summer. 123 Museum Dr., 957-7007, umpqua-valleymuseums.org. **Graffiti Weekend** July 8–12. Proud owners show off their vintage vehicles on the Saturday evening cruise and at various Show-N-Shine events throughout the Roseburg area. graffitiweekend.com. **Music on the Half Shell** Pack snacks and a picnic blanket and enjoy free outdoor concerts, from country to classical, on Tuesday evenings through August. Stewart Park, 677-1708, halfshell.org. **Wildlife Safari** Walk or drive through this 600-acre nonprofit sanctuary to watch the elephants at play in their new splash pond or see lions, tigers, and bears. 1790 Safari Rd., Winston, 679-6761, wildlifesafari.net.

SHOPPING **Riversdale Valley Farm & Baird's Barn** Explore the fascinating collection of vintage farm equipment, much of it reimagined as garden sculpture. Treasure hunters can choose the perfect tin pail or patio chair from one of the two large barns and an outdoor space. 3880 Garden Valley Rd., 673-6470. **Spunky Steer** Browse for dude-ranch apparel from Pendleton and other classic labels, distressed wood furniture, art made from colorful scrap metal, rustic jewelry, and Old West throw pillows. 2395 Stewart Pkwy., 673-5737, facebook.com/spunkysteer.store. ▶

PHOTOGRAPHY BY SHAWN LINEHAN

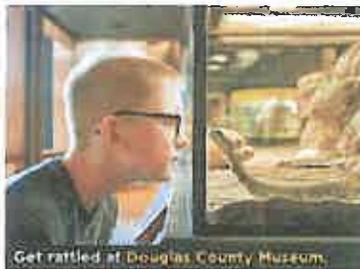


TOP, take a short hike to Susan Creek Falls. BOTTOM, sample fresh tortillas at Burrito Vaquero.



AAA VIA 23

REPORTING BY THE NUMBERS



Get rattled at Douglas County Museum.



A classic display during Graffiti Weekend.

► **Umpqua Local Goods** Unusual crafts here include myrtle-wood cheese boards and colorful crayon collages, but this local collective also boasts a coffee shop and a market for local produce and meat. 736 SE Cass Ave., 229-0199, umpqualocalgoods.com.

EATS Alexander's Greek Cuisine Over-stuffed gyro sandwiches and hearty bowls of lemon-chicken soup pair with Oregon microbrews and wines in a bright, boisterous dining room. 643 SE Jackson St., 672-6442. **Brix** This restaurant and cocktail lounge comes alive at brunch, serving house-made crab cakes Benedict and fresh blueberry pancakes with lemon zest. 527 SE Jackson St., 440-4901, brix527.com. **Burrito Vaquero** Homemade tortillas enhance the carmitas tacos and tomatillo enchiladas at this warm little place with a welcoming staff. 850 NW Garden Valley Blvd., 672-9850, burritovaquero.com. **Jersey Lilly Tavern** Folks rave about the "frog burger"—a double cheeseburger draped with slices of bacon to resemble frog's legs—at this no-frills tavern. 1430 NE Dec St., 672-9131.

SIPS Abacela Winery This airy tasting room perches on a sunny hillside south of town. Pair a glass of award-winning tempranillo with hand-tossed pizza on summer Fridays. 12500 Lookingglass Rd., 679-6642, abacela.com. **HillCrest Vineyard** Oregon's oldest estate winery lies in the rolling hills northwest of downtown. Check out carved American Indian busts or historic vineyard equipment while sipping syrah. 240 Vineyard Ln., 673-3709, hillcrestvineyard.com. **Paul O'Brien**



Baird's Barn features a treasure-trove of machinery and curiosities from bygone days.



Paul O'Brien Winery offers tastings of pinot noir and other local wines.



Brunch on crab cakes Benedict at Brix.

Winery Industry veterans run this new downtown tasting room that features vivid wines sourced from Umpqua Valley hillsides. Reclaimed wood and concrete floors create a modern yet cozy feel in a restored Chevrolet dealership. 609 SE

Pine St., 673-2280, paulobrienwines.com.

OUTDOORS Colliding Rivers Catch a glimpse of a rare geological phenomenon—two rivers meeting head-on—at the intersection of the North Umpqua River and the Little River, near milepost 16 on Highway 138, just outside the town of Glide. blm.gov/or/districts/roseburg. **Deadline Falls Watchable Wildlife Site** In summer, follow a quarter-mile wheelchair-accessible spur of the North Umpqua Trail to spot returning salmon from the falls overlook. Milepost 22.1 on Highway 138, near Glide. blm.gov/or/districts/roseburg. **Susan Creek Falls** Take an easy walk to an impressive veil waterfall along wide, forested switchbacks. Milepost 28.2 on Highway 138, near the community of Idleld Park. blm.gov/or/districts/roseburg.

GET GOING Request the *Oregon TourBook* and *Roseburg & Douglas County* map at a AAA branch or AAA.com. To find a place to stay, visit AAA.com/hotels. —JENNIFER BURNS BRIGHT

► Visit AAA.com/via for more articles about destinations and attractions throughout the West.

REPORTING BY THE NUMBERS

“Worth the Wait” *Salmon & Steelhead Journal* April/May, 2015

SALMONANDSTEELHEADJOURNAL.COM



Worth the Wait

Oregon's Umpqua River spring Chinook run requires patience, persistence and positioning yourself in the right spot. By KYLE BUSCHELMAN

Legendary outdoor writer Zane Grey first recognized long ago Oregon's Umpqua River as a world-class salmon and steelhead river. He was mostly enamored with its steelhead fishing, and rightfully so. The Umpqua is my favorite steelhead river for many of the same reasons that Grey and others after him fell in love with it. It yields some wonderful steelhead fishing from December through March where double-digit steelhead pass through its waters. It is where you'll find me guiding my clients in search of trophy steelhead through the dog days of winter.

And while it would be easy to leave and chase the next run of salmon on other rivers I find myself staying on the Umpqua River for its less famous, but equally impressive spring Chinook run. Whereas the winter steelhead run revolves around numbers and big fish, the spring Chinook run revolves around big

springers and a setting that is much more laid back.

The Umpqua flows 111 miles from its source in the Cascade Mountains all through Douglas County before reaching the Pacific Ocean. Along the way, dense forests accent the landscape with intense reds and yellows during the fall and rich



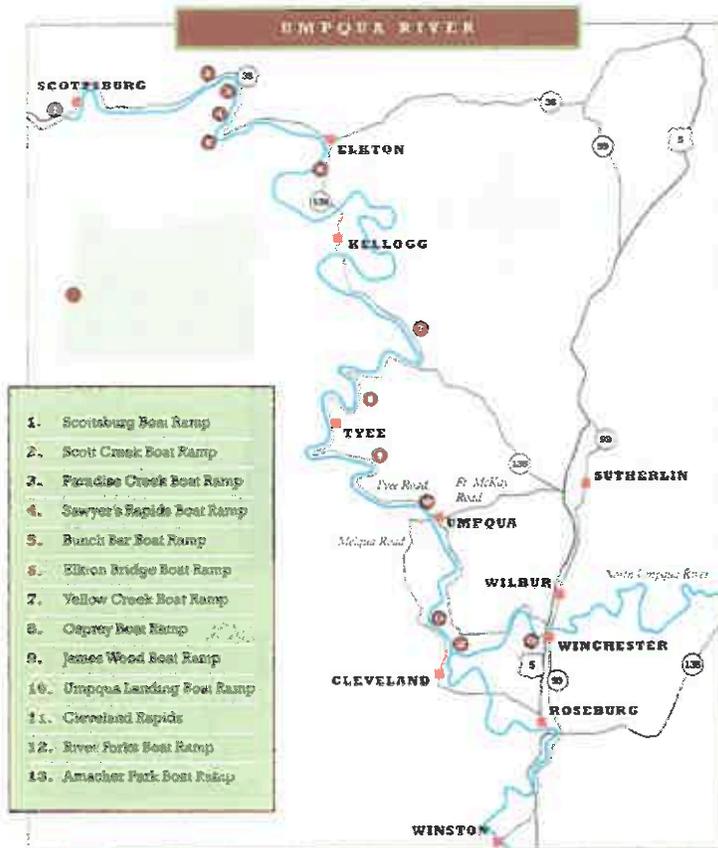
greens during the spring and summer. It is a lush setting that contrasts the river itself, which tumbles its way to a much less volatile pace in the Umpqua Valley. The two main forks of the Umpqua, the North and South, meet near the town of Roseburg forming the mainstem Umpqua.

Below what is referred to as the forks, the Umpqua broadens out and becomes prime spring Chinook water. The river here is wide in appearance but deceiving in so many places. The river flows over basalt bedrock that has been carved by centuries old river water rushing to the ocean. It is deep in some places, and shallow in most. From outward appearances the river looks deep and wide, but it is very deceiving. There are channels and slots that the salmon travel through and deep enough for a powerboat to navigate safely. Veer outside of those channels and you'll find the river is unforgiving. The makeup of the river bottom makes for

SALMON & STEELHEAD JOURNAL 67

REPORTING BY THE NUMBERS

OREGON Umpqua River



some interesting fishing. The Umpqua is not a river where you show up and pretend to catch fish. It is a river that you have to get to know, and it takes time. I know of many local fishermen here who have spent much of their lifetime learning this river and they command the respect of anyone who fancies himself or herself as an Umpqua River fisherman. Myself included. The river's technical nature makes it a river that so many fishermen



look to from afar with envy. Throw in a spring Chinook run where salmon push the 40-pound mark and it begs to be fished. My advice is to treat it with respect and reverence and you'll come to appreciate it for what it truly is: a spectacular spring Chinook fishery.

The Umpqua River receives a healthy run of springers starting in late March. This year's run is expected to be about average, which depending on the year fluctuates between 12,000 and 16,000 each year. The salmon returns slowly increase until the run peaks between mid-April through May. Assuming the conditions are good, fishing will last into June. But conditions need to be right. Depending on the year water conditions will dictate how late the season runs. For example, when the river temperatures hover in the high 50s fishing success drops off considerably.

The Umpqua River flows through the Umpqua Valley for 111 miles over bedrock making it a difficult river to navigate without prior experience.

Bottom left, Kyle Buschelman and his clients with a springer from the Umpqua.



I get asked what is it about fishing for spring Chinook on the Umpqua that appeals to me most? It comes down to two things and each one is different. First, I love the idea of catching salmon so bright and so fresh from the ocean. When I'm guiding in Alaska I often think about springers that are covered with sea lice and shine in the afternoon sun. But even more appealing to me is the fact that Umpqua springers are big and strong. It's not uncommon to hear of 40-pound springers caught each year, and a 50-pound springer is not out of the question. My biggest to date is 38 pounds.

Pound for pound you'll have a tough time finding a salmon that fights harder. Plain and simple, Umpqua River salmon are genetically superior salmon. With intentions of spawning in the upper North Fork and South Fork they're predisposed to travel long distances. And to reach their spawning ground they must pass through and over several rapids and falls. The fact that they must be able to survive the long distance travel, and navigate several falls, means they enter the river with plenty of

REPORTING BY THE NUMBERS

SALMONANDSTEELHEADJOURNAL.COM

Eric Martin with an Umpqua River spring Chinook.



fat reserves. Umpqua springers are some of the best tasting salmon I've eaten and I'm convinced it's because of their genetic makeup.

As I mentioned the Umpqua needs to be fished with respect. Do not treat the river carelessly or you'll pay the price. The lower river, from the Forks down, is best suited in a jet boat or drift boat. You'll need to pick your spots carefully and know that this is an anchor fishery. Locals here know the best holes and they never leave them. I've seen many boats anchored in the same spot all season. Stories circulate that the owners will spend nights on the boat while their spouse runs food to and from the river for them. The only time they leave is to pick up meals or fresh supplies delivered to the river by

their spouse. That says a lot about their dedication and probably more about the lane they're fishing.

Setting up in the right lane can make or break your day. Last season, for example, I was fishing next to my friend Mike Kelly. I had booked a large group that wanted to fish next to each other for two days. So Mike had one group in his boat and I had the other group. On the first day my boat caught all the fish, and in fact they all came on one rod. The next day, I set up eight feet to the right and Mike anchored in the right slot. His boat caught all the fish and my boat didn't catch a salmon. We were using the same lures, bait and setup, too, which goes to show you how important anchoring in the right slot is.

Similar to the Rogue River, we anchor in travel lanes and wait for the pushes of upriver fish. The most common way to set up for these fish is locating a spot on an inside bend or in an area with a slot where the fish will travel and dropping our anchor. We then back our gear down behind the boat. Anchovy spinners, Mag-Lips, KwikFish, or herring are the most common baits and lures. Then, you set your rod in the rod holders, and wait. You need to have a little patience to sit on the hook all day, but the reward can be worth it. I like to say, we are fishing for a great fish, rather than a bunch of fish.

Many of the good anchor spots are tied up and getting in on that is a pipe dream. So, you need to do a little recon and have a couple spots picked out that

SALMON & STEELHEAD JOURNAL 69

REPORTING BY THE NUMBERS

SALMONANDSTEELHEADJOURNAL.COM

The Umpqua River spring Chinook fishery is an anchor fishery where the wait between bites are interrupted with chrome bright salmon that fall to anchovies and a spinner.



plugs (Gamakatsu Big River 5/0 on my Mag Lip and a 7/0 on my K-15).

My anchovy rig is pretty simple. I run a sliding spreader to a 6-bead chain swivel that is covered with a bead chain cover. Then I tie a 16-inch section of 40-pound monofilament to another covered bead chain swivel. To that I tie a 36-inch leader to the anchovy spinner. From my spreader I run a 12-inch dropper to a cannonball sinker. Plan on using between 2 and 6 ounces. I like to use a size 3-, 4 or 5 Colorado blades that I attach with a blade snap. I prefer 4/0 Gamakatsu Finesse Wide Gap hooks. Be sure to tie a loop on your leader set up so you can remove your treble hook when you change out anchovies. I like a size 2 or 4 treble hook. Thread your anchovy onto the shaft using an anchovy threader.

Most of the best salmon water is between Scottsburg and Elkton and you'll find me between Scotts Creek



and Sawyer's Rapids. The farther downriver you fish the bite will be affected by the tides. If there's a flood tide anchoring becomes difficult so you'll have to adjust your strategy. I would say that in the Scottsburg to Elkton section you'll start to notice a pattern when the salmon bite best; it's usually a noticeable change at the top and bottom of the tide change.

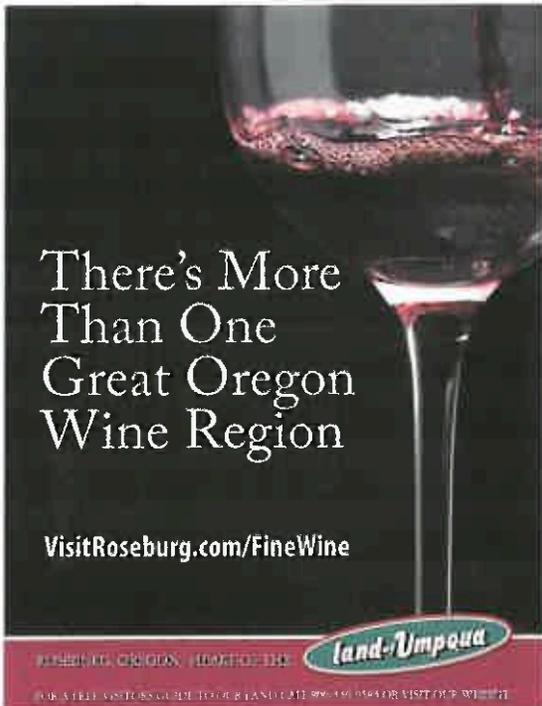
The Umpqua River requires patience and the ability to wait for a salmon to come to you. Hopefully you're in the right spot because the wait usually pays off with a big, bright springer. **ssj**

An advertisement for Sawyer Square Top Oars. It features three oars with yellow shafts and black blades. The oars are labeled: 'Square Top Oar w/ Wide Blade', 'V-Lam Square Top Oar w/ Shoal-Cut Blade', and 'Dyno-X Square Top Oar w/ Wide Blade'. The background shows a river with white water rapids. The Sawyer logo is at the top. At the bottom, it says 'Paddles and Oars.com', '299 Rogue River Pkwy, Talent OR 97540', and '541.535.3606'.

SALMON & STEELHEAD JOURNAL 71

REPORTING BY THE NUMBERS

SAMPLE PRINT ADS



There's More Than One Great Oregon Wine Region

VisitRoseburg.com/FineWine

ROSEBURG, OREGON, HEART OF THE **land-Umpqua**

FOR A FREE VISITOR'S GUIDE TO OUR LAND CALL 800-440-9584 OR VISIT OUR WEBSITE



ADVENTURE AWAITS!
So what are you waiting for?

Roseburg is the heart of the forest, and in national parks you know it. The Land of Umpqua. Here you can discover a wide array of activities to make for a memorable stay.

Strut through our historic downtown with unique shops and galleries, and savor dining, brewpubs and restaurants. Venture out into the surrounding wine country or get back to nature exploring the wonder of the Umpqua National Forest. So many reasons you'll want to fall in love with Roseburg.

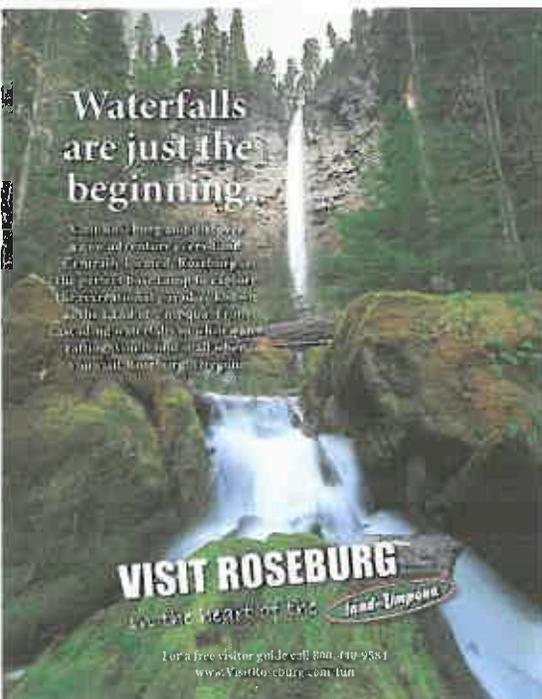
Whether on land or water on foot, on fish or on fly, you'll find a new adventure every time you visit. Roseburg offers plenty of choices for comfortable accommodations to stay and enjoy some of Oregon's treasures.

Start your visit at the Roseburg Area Chamber of Commerce's Visitor Center. For a free visitor guide call 800-440-9584.

www.VisitRoseburg.com/discover

VISIT ROSEBURG
In the heart of the **land-Umpqua**

ROSEBURG, OREGON, HEART OF THE LAND OF UMPQUA



Waterfalls are just the beginning.

At the heart of the forest, you'll find a new adventure every time you visit. Roseburg offers plenty of choices for comfortable accommodations to stay and enjoy some of Oregon's treasures.

VISIT ROSEBURG
In the heart of the **land-Umpqua**

For a free visitor guide call 800-440-9584
www.VisitRoseburg.com/fun



...when you're having fun.

MINUTES FROM ROSEBURG, OREGON, THE NORTH UMPQUA RIVER IS ONE OF THE MOST DIVERSE AND CHALLENGING FISHERIES IN NORTH AMERICA, RENOWNED FOR SUMMER AND WINTER STEELHEAD, CHINOOK SALMON AND SMALL-MOUTH BASS. BRING YOUR BEST, BECAUSE NONE OF THEM COME EASY. AND BE PREPARED TO WATCH TIME FLY.

land-Umpqua

LANDOFUMPQUA.COM/FTJ

ROSEBURG, OREGON, HEART OF THE LAND OF UMPQUA.
FOR A FREE VISITOR'S GUIDE TO OUR LAND CALL 800-440-9584 OR VISIT OUR WEBSITE.

REPORTING BY THE NUMBERS

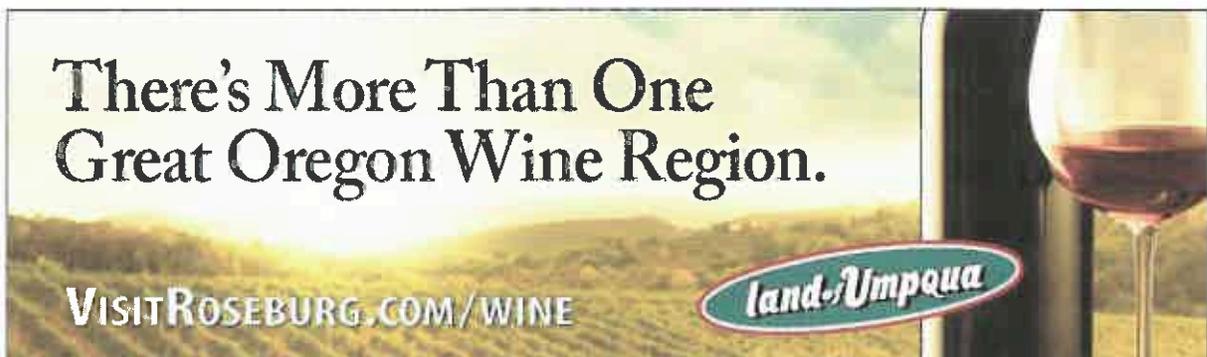
BILLBOARD ADS



Douglas County Directional Billboard



Portland Metro Area Billboard



Portland Metro Area Billboard

REPORTING BY THE NUMBERS

SATISFACTION OF GENERAL CONTRACT RESPONSIBILITIES

- Maintain visitor brochures and other print materials to local visitor destinations and industry partners.
- Distribute a monthly e-newsletter.
- Provide annual hospitality/customer service training before the beginning of the tourist season.
- Familiarization (FAM) tours for visitor center volunteers.
- Maintain a file of tear sheets of advertising placed in various publications by contract year and regularly distribute promotional articles which promote Roseburg area as a destination.
- Maintain and regularly update a website serving the local hospitality industry and targeting visitors; link website to city and other relevant websites.
- Use social media promote Roseburg as a tourist destination and to promote local events and activities.
- Provide technical assistance and support for local institutions and organizations, including outreach marketing for special events and attractions that attract overnight visitors to Roseburg area motels.
- Cooperative advertising and printing expenses, to be matched by group promoting the event and assistance with issuing promotional news releases, when appropriate.
- Solicit group travel relating to athletic events, meetings, conferences and seminars of size and type that can be accommodated in Roseburg.
- Assist group, meeting and event planners with information on meeting places, lodging, banquet, entertainment and recreational opportunities. Keep inventory of information and services available to groups updated.
- Maintain memberships and actively participate in relevant regional and statewide industry organizations.
- Employ full-time and part-time staff dedicated to the visitor center operation and to providing visitor services, promotion and destination marketing activities with staffing expenses not to exceed 35% of the total annual visitor center/visitors services operation budget.
- Provide city with copy of annual audit of operation's accounting and business records as conducted by an independent certified public accountant.
- Maintain visitor center/visitor services operation funds in separate, independent account(s); provide city with monthly financial statement reflecting year-to-date budget versus actual expenditures for visitor center operation.
- Provide city with monthly visitor count report and general inquiries and information requests on a quarterly basis.
- Maintain dedicated toll free number and post office box for visitor center.
- The name "Roseburg" will be prominent in all print, broadcast, digital and social media, website, brochures and other publications and collateral material.
- Maintain public hours for the Roseburg visitor center at minimum contract requirements.
- Annual report per contract requirements before March 31. (Scheduled for presentation on March 28)

FINANCIAL REPORT

Financial Report

RACC'S 2014/2015 VISITOR CENTER/SERVICES OPERATIONS BUDGET V. ACTUAL

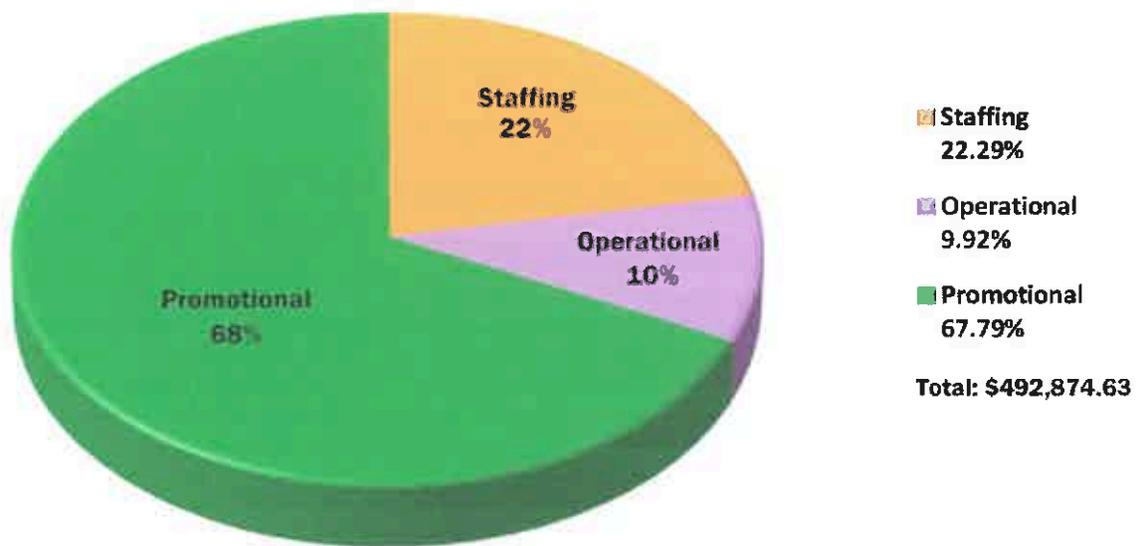
**Roseburg Area Chamber of Commerce
Visitor Center/Visitor Service Operations Budget
2014-2015 Budget vs. Actual
Month-End June 30, 2015**

	<u>Year-to-Date Actuals</u>	<u>2014-2015 Budget</u>
Income		
TLT Funds	505,940.45	440,000.00
Miscellaneous Income	1,672.01	2,400.00
Total Income	<u>507,612.46</u>	<u>442,400.00</u>
Expense		
GENERAL & ADMIN		
Staff and Payroll Expenses	94,052.60	114,500.00
Total GENERAL & ADMIN	<u>94,052.60</u>	<u>114,500.00</u>
OPERATIONAL		
Conference/Travel Miscellaneous	1,015.28	3,200.00
Visitor Center Overhead	17,477.37	14,100.00
Accounting & Audit	2,772.50	3,100.00
Office Equipment & Supplies	13,598.19	19,300.00
Volunteer Program	1,499.47	2,500.00
Display Fund	1,198.00	4,500.00
Visitor Center Maintenance	2,827.49	5,000.00
Total OPERATIONAL	<u>40,388.30</u>	<u>51,700.00</u>
PROMOTIONAL		
Advertising	269,318.04	169,000.00
Marketing	87,896.92	76,000.00
Travel & Association Dues	2,469.30	5,500.00
Hospitality Training & Recog	-	500.00
Print	17,956.00	25,000.00
Resale	240.44	3,000.00
Total PROMOTIONAL	<u>377,880.70</u>	<u>279,000.00</u>
Total Expense	<u>512,321.60</u>	<u>445,200.00</u>
Net Income	(4,709.14)	(2,800.00)

FINANCIAL REPORT

2015 OPERATING EXPENSES PIE CHART

Expense Summary January through December 2015



FINANCIAL REPORT

RACC'S 2015/2016 VISITOR CENTER/SERVICES OPERATIONS BUDGET

Roseburg Area Chamber of Commerce Visitor Center/Visitor Service Operations 2015-2016 Budget

	<u>2015-2016 Budget</u>
Income	
TLT Funds	515,000
Miscellaneous Income	<u>200</u>
Total Income	<u>515,200</u>
Expense	
STAFFING/ADMIN	
Staff and Payroll Expenses	<u>110,000</u>
Total STAFFING/ADMIN	<u>110,000</u>
OPERATIONAL	
Conference / Travel Misc.	3,200
Visitor Center Overhead	15,000
Accounting & Audit	3,100
Office Equipment & Supplies	19,500
RACC Volunteer Program	2,500
Display Fund	4,500
Visitor Center Maintenance	<u>7,000</u>
Total OPERATIONAL	<u>54,800</u>
PROMOTIONAL	
Advertising	245,700
Marketing	80,000
Travel & Association Dues	5,000
Hospitality Training & Recog	500
Publication Printing	<u>25,000</u>
Total PROMOTIONAL	<u>356,200</u>
Total Expense	<u>521,000</u>
Net Income	(5,800)

YLC
3/23/16

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



Proposed Library Service District

Meeting Date: March 28, 2016
Department: City Manager
www.cityofroseburg.org

Agenda Section: Department Items
Staff Contact: C. Lance Colley
Contact Telephone Number: 541-492-6866

ISSUE STATEMENT AND SUMMARY

This agenda item is being presented to Council pursuant to a request to support a Douglas County Library System funding measure. Council requested that discussion be continued at your March 28 meeting after hearing information on February 8 and March 14.

BACKGROUND

A. Council Action History

- The original request was presented to Council on February 8, 2016.
- A special meeting was held on March 14, 2016 at which time the matter was tabled to March 28, 2016.

The Douglas County Library System consists of the Douglas County Central Library in Roseburg and ten branch libraries located throughout the county. This issue was presented to City Council in late 2011; however a Library District was not formed at that time. A portion of the packet information from the 2011 discussion, as well as a current presentation outline provided by the Save Our Libraries Political Action Committee (SOL PAC); a series of questions that were asked during the 2011 discussions (Exhibit #2); brief answers to those questions as provided by Mr. Pugh; and two memos provided to Council by former City Manager Swanson in 2011 relating to some process questions and issues were included in your two previous meeting agendas. That information is available at this link: http://www.cityofroseburg.org/files/1914/5756/7498/Council_3-14-2016.pdf.

SOL PAC is currently investigating options for moving forward with the creation of an independent Library District that would have an autonomous Board of Directors and taxing authority under state statute and the Oregon constitution. In order for this district to serve the citizens of Roseburg and impose taxes within the City limits, the City Council would need to consent to the inclusion of all the area within City boundaries.

As noted at your last meeting, SOL PAC is circulating petitions to gather signatures to place the special district on the ballot. ORS 198.720 states: Boundaries; filing boundary change with county assessor and Department of Revenue. Except as otherwise specifically provided by the principal Act: (1) A district may consist of contiguous or noncontiguous territory located in one or more adjoining counties. If any part of the territory subject to a petition for formation or annexation is within a city, the petition shall be accompanied by a certified copy of a resolution of the governing body of the city approving the petition.

B. Analysis

I have evaluated the initial information provided by SOL PAC that was received from the Assessor's Office, and it does not appear to adequately address current compression. In 2012, property tax compression reduced taxes in the City by about \$150,000 without any impact from a new district. In the current fiscal year, compression has reduced taxes in the City by over \$300,000 without consideration of a new district.

The information provided to SOL PAC by the Assessor's Office indicated that formation of a new district with a taxing capacity of 44 cents per thousand dollars of assessed value would cause an additional \$660,000 compression impact. Finance Director Ron Harker and I have continued to work with data provided by the County Assessor to try and determine how reliable the previous estimate was. While our evaluation does not support that compression at the worst case, it does appear that roughly half of the personal and real property files inside the Roseburg City limits are currently in compression and 100% of those would continue in compression. If in fact a new levy/permanent rate did create that amount of compression, about 85% of the compression loss would be a direct reduction in the property tax available for collection and distribution to the City.

C. Financial and/or Resource Considerations.

We do not currently have adequate or accurate information with which to determine the actual financial implications of the proposal. Our current estimates would deliver a range of impacts from between an additional compression amount of \$150,000 and \$650,000. At this time, we are not able to prepare a more accurate estimate.

Clearly a reduction of taxes within the City limits of an additional \$300,000 to \$650,000 would have a material impact on our operations. Since personnel costs continue to represent approximately 80% of our General Fund operating budget, the resulting impact would be the full time equivalent of between 5 and 10 employees. Property taxes currently provide 65% of the City of Roseburg's General Fund revenue, which is our most discretionary form of revenue. If the maximum compression were experienced, it would reduce discretionary General Fund revenue by over 5%. While an impact of this magnitude would likely be spread over all General Fund budgets, the magnitude of a reduction would be-

- Greater than our entire Community Development Department Budget
- Greater than our entire Parks Administration Department Budget
- Greater than our entire Court Department Budget
- Almost 70% of our City Manager/Administrative Department Budget
- Over 10% of our entire Police Department Budget
- Over 10% of our entire Fire Department Budget

Staff requested information regarding how the 44 cent levy was derived, and it is apparently based on a level of funding that SOL PAC has determined is appropriate. Based on the information provided at your previous meetings, it appears that the current County support for the library is approximately \$1.2 million, while the 44 cent levy would generate approximately \$3.9 million.

As expressed at your last meeting, I am concerned that without further discussion regarding the impact on other public services provided by cities and the County, it continues to be difficult to evaluate the public benefit of this policy decision. Based on our preliminary evaluation, it would appear that a smaller levy amount or consideration of an operating levy rather than a permanent rate levy would have dramatically less impact than the current proposal would have on Douglas County, the City of Roseburg and any other jurisdictions in compression.

The City Council and I asked if a lower amount would be considered given the impact on other taxing entities and were told that the 44 cent per thousand was the only level being considered and to establish a new rate would require an economic feasibility study.

Finance Director Ron Harker researched district formation, operating levies and permanent rate levy options with the Department of Revenue. Based on the information provided by the DOR, a district could be formed with funding initially coming from a local option operating levy (subject to voter approval) for up to five years and a vote on a permanent rate levy could come at a later date. To date, we have not heard anything from representatives of the SOL PAC as to their consideration of other options.

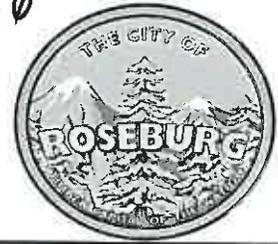
D. Timing Issues

SOL PAC is seeking action from all Douglas County cities as soon as possible so the matter can be placed on the ballot. At the time of this memo, no additional information has been provided. Mr. Pugh, our contact, is not available until at least Thursday March 24 which is after our agenda deadline. I hope to have a discussion with Mr. Pugh prior to your meeting on Monday.

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

INFORMATIONAL A
3-28-16

etc
3/22/16



ACTIVITY REPORT

Meeting Date: March 28, 2016
Department: City Manager
www.cityofroseburg.org

Agenda Section: City Manager Reports
Staff Contact: C. 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 28, 2016, meeting, I provide the following items:

- Department Head Meeting Agendas
- Tentative Future Council Agenda Items
- City Manager Weekly Messages



Agenda
Department Heads Meeting
March 15, 2016 – 9:00 a.m.

1. Review March 14, 2016 Council and Urban Renewal Meetings
2. Review Tentative March 28, 2016 Council Meeting
3. Tentative Future Agenda
4. Document Signing/Grants
 - RHS Leadership Saving Grace Animal Run Permit
 - Veterans Day Parade Permit
 - Distracted Driving Grant Application
5. City Hall HVAC System
6. City Return Procedures
7. Department Items/



Agenda
Department Heads Meeting
March 21, 2016 – 10:00 a.m.

1. Review Tentative March 28, 2016 Council Meeting
2. Tentative Future Agenda
3. Document Signing/Grants
4. Department Items/

TENTATIVE FUTURE COUNCIL AGENDA

Unscheduled

- City Hall Entry/Finance Department Remodel
- Pacific Power Franchise
- Parking Enforcement Agreement
- Roadside Memorial Policy
- Smoking Policy for Parking Lots & Abutting Sidewalks
- Urban Services Agreement
- Amending RMC 5.04 Water Rules and Regulations

April 11, 2016

Mayor's Report

- A. Volunteer Recognition Month Proclamation

Consent Agenda

- A. Minutes of March 28, 2016

Public Hearing

- A. Sale of Ward/Post Property

Ordinances

- A. 2nd Reading, Ordinance No. 3460 – Recreational Marijuana Sales Tax Referral
- B. Ordinance No. ____ - Tree Ordinance
- C. Ordinance No. ____ - Single Lot Local Improvement Districts

Resolutions

- A. Resolution No. 2016-____ - Social Media Policy

Department Items

- A. Five Year Maintenance Report

Informational

- A. Activity Report (Budget Calendar Reminder)

Executive Session

- A. Labor Negotiations

April 25, 2016

6:00 Special Meeting

- A. Infrastructure Funding

Mayor's Report

- A. Historic Preservation Month Proclamation

Consent Agenda

- A. Minutes of April 11, 2016
- B. OLCC License Renewals
- C. Dump Truck Purchase

Ordinances

- A. 2nd Reading, Ordinance No. ____ - Tree Ordinance
- B. 2nd Reading, Ordinance No. ____ - Single Lot Local Improvement Districts

Informational

- A. Activity Report (Quarterly Reports)

Urban Renewal Agency Board Meeting

- A. Approval of Minutes
- B. Bid Award – Overpark Improvements

May 9, 2016

Mayor Reports

- A. Bike to Work Proclamation

Consent Agenda

- A. Minutes of April 25, 2016
- B. U-Trans Services Contract
- C. Fee Amendment Resolutions

Resolutions

- A. Resolution No. 2016-___ - Recreational Marijuana Sales Tax

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

May 23, 2016

Consent Agenda

- A. Minutes of May 9, 2016

Informational

- A. Activity Report

June 13, 2016

Mayor's Report

- A. Camp Millennium Week Proclamation

Consent Agenda

- A. Minutes of May 23, 2016

Public Hearing

- A. Resolution No. 2016-___ - 2016/17 Budget Adoption

Informational

- A. Activity Report

Urban Renewal Agency Board Meeting

- A. Approval of Minutes
- B. Public Hearing - Resolution – 2016/17 Budget Adoption

June 27, 2016

Consent Agenda

- A. Minutes of June 13, 2016

Informational

- A. Activity Report

Executive Session

- A. Municipal Judge Evaluation

July 11, 2016

Consent Agenda

- A. Minutes of June 27, 2016

Informational

- A. Activity Report

July 25, 2016

Consent Agenda

- A. Minutes of July 11, 2016

Informational

- A. Activity Report (Quarterly Reports)

August 8, 2016

Consent Agenda

- A. Minutes of July 25, 2016

Informational

- A. Activity Report

August 22, 2016

Consent Agenda

- A. Minutes of August 8, 2016

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

September 12, 2016

Council Reports

- A. Implementation of City Manager Annual Performance Evaluation

Consent Agenda

- A. Minutes of August 22, 2016

Department Items

- A. Downtown Roseburg Association Annual Report

Informational

- A. Activity Report

September 26, 2016

Mayor Reports

- A. Walk and Bike to School Day Proclamation

Consent Agenda

- A. Minutes of September 12, 2016

Informational

- A. Activity Report

October 10, 2016

Consent Agenda

- A. Minutes of September 26, 2016

Informational

- A. Activity Report

October 24, 2016

Consent Agenda

- A. Minutes of October 10, 2016
- B. Cancellation of December 26, 2016, Meeting

Informational

- A. Activity Report (Quarterly Reports)

November 14, 2016

Consent Agenda

- A. Minutes of October 24, 2016

Informational

- A. Activity Report

Executive Session

- A. City Manager Annual Review

November 28, 2016

City Council Reports

- A. City Manager Contract

Consent Agenda

- A. Minutes of November 14, 2016

Informational

- A. Activity Report

December 12, 2016

Mayor Reports

- A. Election Results

Consent Agenda

- A. Minutes of November 28, 2016

Informational

- A. Activity Report

January 10, 2017

Mayor Report

- A. State of the City Address
- B. Commission Chair Appointments
- C. Commission Appointments

Council Ward Reports

- A. Election of Council President
- B. Planning Commission Appointments

Consent Agenda

- A. Minutes of December 12, 2016

Informational

- A. Activity Report

January 24, 2017

Consent Agenda

- A. Minutes of January 10, 2017

Informational

- A. Activity Report – Municipal Court Quarterly Report

February 14, 2017

Special Presentation

- A. CAFR Review – Auditor Scott Cooley
- B. Quarterly Financial Report – Quarter Ended December 31, 2016
- C. 2017-18 Budget Calendar

Consent Agenda

- A. Minutes of January 2, 2017

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

February 28, 2017

Consent Agenda

- A. Minutes of February 14, 2017

Department Items

- A. The Partnership Annual Report

Informational

- A. Activity Report

March 14, 2017

Consent Agenda

- A. Minutes of February 28, 2017

Department Items

- A. Visitors Bureau Annual Report

Informational

- A. Activity Report

March 28, 2017

Consent Agenda

- A. Minutes of March 14, 2017

Informational

- A. Activity Report

April 11, 2017

Mayor's Report

- A. Volunteer Recognition Month Proclamation

Consent Agenda

- A. Minutes of March 28, 2017
- B. 2017 OLCC License Renewal Endorsement

Informational

- A. Activity Report – Budget Calendar Reminder

April 25, 2017

Consent Agenda

- A. Minutes of April 11, 2017

Informational

- A. Activity Report – Municipal Court and Financial Quarterly Reports

May 9, 2017

Consent Agenda

- A. Minutes of April 25, 2017
- B. U-TRANS Services Contract

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

May 23, 2017

Consent Agenda

- A. Minutes of May 9, 2017
- B. Fee Amendment Resolutions

Informational

- A. Activity Report

June 13, 2017

Mayor Reports

- A. Camp Millennium Week Proclamation

Consent Agenda

- A. Minutes of May 23, 2017

Public Hearing

- A. Resolution No. 2017 – 2017/18 Budget Adoption

Informational

- A. Activity Report

Urban Renewal Agency Board Meeting

- A. Approval of Minutes
- B. Public Hearing – 2017/18 Budget Adoption

June 27, 2017

Consent Agenda

- A. Minutes of June 13, 2017

Informational

- A. Activity Report

Executive Session

- A. Municipal Judge Evaluation

July 11, 2017

Consent Agenda

- A. Minutes of June 27, 2017

Informational

- A. Activity Report

July 25, 2017

Consent Agenda

- A. Minutes of July 11, 2017

Informational

- A. Activity Report – Municipal Court and Financial Quarterly Reports

August 8, 2017

Consent Agenda

- A. Minutes of July 25, 2017

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

August 22, 2017

Consent Agenda

- A. Minutes of August 8, 2017

Informational

- A. Activity Report

September 12, 2017

Council Reports

- A. Implementation of Annual City Manager Performance Evaluation

Consent Agenda

- A. Minutes of August 22, 2017

Department Items

- A. Downtown Roseburg Association Annual Report

Informational

- A. Activity Report

September 26, 2017

Mayor Reports

- A. Walk and Bike to School Day Proclamation

Consent Agenda

- A. Minutes of September 12, 2017

Informational

- A. Activity Report

October 10, 2017

Consent Agenda

- A. Minutes of September 26, 2017

Informational

- A. Activity Report

October 24, 2017

Consent Agenda

- A. Minutes of October 10, 2017
- B. Cancellation of December 26, 2017 Meeting

Informational

- A. Activity Report – Municipal Court & Financial Quarterly Reports

November 14, 2017

Consent Agenda

- A. Minutes of October 24, 2017

Informational

- A. Activity Report

Executive Session

- A. City Manager Annual Report

November 28, 2017

Council Report

- A. City Manager’s Contract

Consent Agenda

- A. Minutes of November 14, 2017

Informational

A. Activity Report

December 12, 2016

Consent Agenda

A. Minutes of November 28, 2017

Informational

A. Activity Report

December 12, 2016

Mayor Reports

A. Election Results

Consent Agenda

A. Minutes of November 28, 2016

Informational

A. Activity Report

Friday March 11, 2016

Good Friday afternoon everyone. It appears we are in for some pretty severe weather in parts of the state this weekend, so if you are travelling please check ahead. Apparently we could get "feet" of snow in some of the passes, and the some coastal areas could see over six inches of rain in a short period of time. It should make for some interesting experiences, but please be safe if you are on the road.

On Monday, Chiefs Burge and Timm and I attended the Oregon Government Finance Officers Association conference at the invitation of Finance Director Ron Harker to present a training session on the Organizational Impacts and Preparedness relating lessons learned from October 1, 2015. There were over 350 people in attendance at the session. Our primary purpose was to let government professionals know how overwhelming situations of that magnitude can be and how different organizations were impacted. As we have said from the beginning, the public safety and first responder activities were well organized and pretty efficient, while the media frenzy created after the tragedy was much more difficult to deal with. The presentation was very emotional, and it became apparent quickly that few people had any understanding of the impact on all of the organizations within our tight knit community. I want to thank Ron for asking us to present and both of the Chiefs who did a great job of delivering a very important message to people from around the State of Oregon.

As I indicated in an earlier correspondence, I met with Mike Fieldman this week to look at potential locations for portable toilets around the downtown area. Mike indicated that UCAN would contract for the installation of three units and evaluate the effectiveness over a trial period to see if the community objectives can be met through the placement of these three units. We will work folks to monitor and evaluate the program over the next few months to determine if there is a long-term benefit. I appreciate Mike's willingness to step forward to get this trial period moving. As we continue to struggle with some of the sanitation/health related issues identified by various community groups, we hope this opportunity can at least make a difference in the core area.

On Wednesday afternoon I had the opportunity to provide a brief tour of some of our more prominent City facilities for Councilors Eggers, Hawks and Zielinski who had not been on a facility tour since their appointment/election to City Council. We stopped by Sunshine Park, the Public Works Shop, the Water Treatment Plant, the Airport and the Public Safety Center. The tour was a great opportunity for folks to see one of the most significant community facility investments that have been made over the last twenty to twenty five years. Our employees take great pride in their work and their work place so it's nice for Councilors to get the opportunity to see these facilities periodically and to meet some of our staff.

On Thursday the Public Works Commission met to review a number of items that will be on your Council and Urban Renewal agendas Monday evening. The Commission made unanimous recommendations to move forward with a couple of intergovernmental agreements, one with ODOT and one with Douglas County, as well as an equipment

purchase. We are very appreciative of the commitment that our volunteer commissions make on behalf of the community and the organization. The Public Works and Planning Commissions spend a great deal of time helping us make major decisions and providing sound recommendations to Council. Monday evening Council will consider the final phase of the LUDO amendments that have been in front of the planning commission for the last six months or so. Once again, I would like to thank them for their thoughtful deliberation and consideration of the public's input as they helped formulate the policy document that will be in front of Council Monday night.

Public Safety personnel including individuals from our Police and Fire Departments will be participating in the 2nd annual 'Princess for a Day' for girls in foster care. It will be on Sunday, March 13th at Seven Feathers Convention Center, the event is sponsored by DHS, CWP, CASA of Do. Co., ADAPT, Douglas CARES, and FDC. The event runs from 10:30-5:00 and provides an opportunity for girls in foster care to build self-esteem. The girls are paired with an escort (Uniformed Firefighters & Police) and they are pampered throughout the event (new dress, shoes, hair, make-up, etc). Please see below for more detailed information on the event from an article that ran in the February 3rd edition of the News Review.

<http://www.nrtoday.com/news/20442015-113/princess-for-a-day-event-reaches-out-for>

I would like to remind you all that the third annual St. Patrick's Day parade will take place downtown on Saturday March 12th from 11:00 until around noon and that the 18th annual St. Paddy's Day Grub and Pub Crawl will take place later in the day. The Grub and Pub Crawl is a fundraiser for Douglas County special needs youth. It has been very successful over the years, and this year has expanded outside of the downtown area. A link to the organizer's website can be found below.

<http://roseburgpubcrawl.com/>

Have a great weekend everyone. I hope you have an opportunity to enjoy some of the local festivities. See you all Monday evening at 6:30 for the special meeting regarding the Library proposal just before your regular meeting!

Friday March 18, 2016

Good Friday afternoon everyone. Once again it has been a very busy week. Thank you all for your attendance at your Council meeting on Monday. Your approval of the Capital Improvement Plan document and first reading of the Ordinance adopting LUDO were very important actions for staff. I want to thank Nikki and her staff for their hard work on the CIP plan and Brian and his staff for their hard work on finishing up Phase III of the LUDO process. Both of these documents provide the basis for our decision making and budgeting for the near to intermediate term and were very time intensive. Both documents were grounded in the Council goals that have been adopted over the past few years and will help us carry out goal action steps relating to beautification, business friendly environment, and particularly our infrastructure goals.

On Monday and Tuesday I had the honor of sitting in on the UCC Presidential search process. As I understand the process, UCC should be announcing finalists for the position soon, and the public process with finalists should be completed in the next month. It is their hope that a candidate can be selected and in place near the beginning of the next fiscal year, July 1st. It also appears that the City of Winston has narrowed its City Administrator list down to three and they hope to hire a new administrator soon. All of the communities in central Douglas County have worked together on economic and community development in recent years and we are looking forward to working with Winston in the future.

Councilor Hawks' Historic Resources Review Commission met this week and reviewed a number of items including the modifications to the parking structure and a building on Main Street and next year's SHPO grant approval. They also discussed some historic issues regarding the oldest home in Laurelwood, as well as issues around traffic control and speeding in the neighborhood. Much of the focus of the

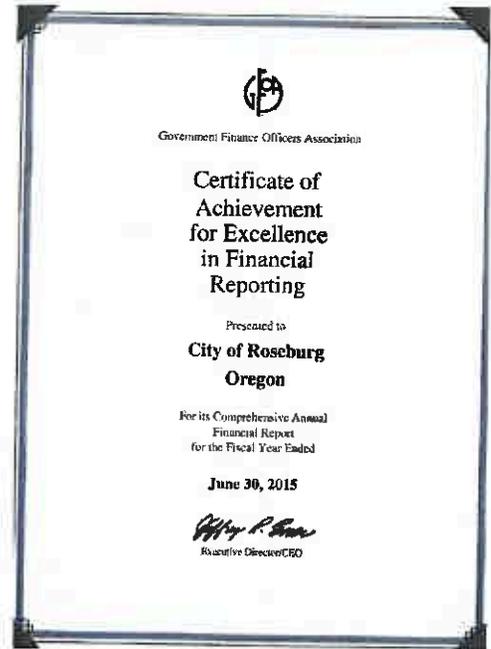


SHPO grant relates to the Historic Willis House, which we will be evaluating for necessary improvements in hopes of marketing the property with more certainty as to value, cost and use. As we discussed with Council, we will be pursuing fencing of the property in the near future and then working with the evaluation consultants once the grant is approved.

Councilor McDonald's Airport Commission met on Thursday afternoon to discuss Council's direction to evaluate and recommend new revenue sources to fund future Airport capital related projects and provide grant match dollars. Ron Harker, Pat Loegering and I presented a five-year history and five-year forecast that Ron had

prepared for the Commission's review. We had a pretty detailed discussion on the history of resource generation and use through the Airport Fund and asked the Commission to give some serious consideration to options for increasing revenues. We determined that the issue would be scheduled for each of the next few meetings to get the Commission's input and recommendations.

And last for this week, our Finance Director Ron Harker received notification today that our Comprehensive Annual Financial Report for the year ended June 30, 2015 once again received the GFOA award for excellence in financial reporting. The GFOA award is recognition for preparing a transparent and compliant report and is very helpful when working with Bond Council, underwriters, and auditors. I want to thank Ron and the Finance Department staff for their hard work on the CAFR and their diligence in complying with the new standards. This year was particularly challenging as some of the new GASB requirements resulted in reporting changes that were new throughout the country to government finance professionals and government auditors! Thanks again to all those involved from Finance, Community Development and Public Works for their hard work in finalizing each of these important documents.



Have a great weekend everyone, and Go Ducks!