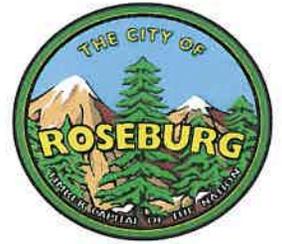


ROSEBURG CITY COUNCIL AGENDA – MARCH 12, 2018
City Council Chambers, City Hall
900 S. E. Douglas Avenue, Roseburg, OR 97470



6:00 p.m. – Special Work Session – Goal Update
7:00 p.m. - Regular Meeting

1. **Call to Order – Mayor Larry Rich**
2. **Pledge of Allegiance**
3. **Roll Call**
Alison Eggers Linda Fisher-Fowler Ashley Hicks Steve Kaser
John McDonald Brian Prawitz Tom Ryan Andrea Zielinski
4. **Mayor Reports**
A. Library Commission Chair Appointment
5. **Commission Reports/Council Ward Reports**
A. Public Works Commission Appointment – Roger Whitcomb
6. **Special Presentation**
A. Blue Zones Umpqua
7. **Audience Participation – See Information on the Reverse**
8. **Consent Agenda**
A. Minutes of Regular Meeting of February 26, 2018
B. New OLCC Outlet – North Forty Beer Company, LLC at 435 SE Jackson Street
C. ODOT Intergovernmental Agreement – All Roads Transportation Safety (ARTS)
9. **Ordinances**
A. Ordinance No. 3497 – Land Use Development Regulations – Codification, Second Reading
B. Ordinance No. 3498 – Telecommunication Franchise to Mitel Cloud Services, Inc., First and Second Reading/Adoption
10. **Resolutions**
A. Resolution No. 2018-06 – Oregon Parks and Recreation Department Local Government Grant
11. **Department Items**
A. Roseburg Visitor's Center Annual Report
B. Directional/Wayfinding Signage Design and Implementation
C. Bid Award – Water System SCADA Improvements, Phase 2
D. Transportation Network Company Update
11. **Informational**
A. Activity Report
12. **Items from Mayor, City Council or City Manager**
13. **Adjournment**
14. **Executive Session ORS 192.660(2)**

***** 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

OK
3/5/18



PUBLIC WORKS COMMISSION APPOINTMENT

Meeting Date: March 12, 2018
Department: Administration
www.cityofroseburg.org

Agenda Section: Council Reports
Staff Contact: Koree Tate
Contact Telephone Number: 492-6866

SEC

ISSUE STATEMENT AND SUMMARY

There is one vacancy on the Public Works Commission which needs to be filled.

BACKGROUND

A. Council Action History. n/a

B. Analysis.

The Municipal Code requires the vacancy be filled by a resident of the City.

Staff has advertised the availability of a position on this Commission through the local news media and the City's website since October 9, 2017. A new application has now been received from Mr. Roger Whitcomb.

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

D. Timing Issues. It is recommended an appointment be confirmed as soon as practical.

RECOMMENDATION: Pursuant to the Municipal Code, Staff has not made a recommendation in regarding an appointment as that responsibility lies with the Commission Chair and the Mayor.

ATTACHMENTS: Mr. Roger Whitcomb's application for appointment.

RECEIVED

APR 20 2019

CITY OF ROSEBURG
City of the Roseburg Area



Application for Appointment to

Public Works
(Commission)

PLEASE PRINT

Name Whitcomb, Roger
Last First

Home Address 438 SE Dos Gatos Ct. Roseburg 97470
Street City Zip Home Phone
541-671-2688

Occupation Software Architect | Action Corporation
Place of Employment

Business Address 2300 Gen. Rd. Ste 150 650-587-5596
Palo Alto, CA 94303 Phone

- 1. Do you reside within the Roseburg city limits? X Yes No
- 2. Do you reside within the Urban Growth Boundary or School District Boundary? X Yes No
- 3. Do you own property or a business within the City? X Yes No
- 4. How did you learn about this vacancy?

Newspaper Word of Mouth
Notice in the Mail Other (Specify) X Nextdoor.com

5. At least one monthly meeting or more is required plus significant time reading agenda material to prepare for meetings. Please check the times when you would be able to attend meetings.

Morning (7:30 or 8:00 am) Early Afternoon (1:30 -3:30)
Late Afternoon (3:30-5:00) X Evening (7:00 p.m.)

6. The Municipal Code requires a minimum attendance rate of 75% each calendar year. Can you meet this requirement? X Yes No

7. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?
Past experience as a HOA president, which included significant dealings with infrastructure issues, and dealing with City Council & staff. I hope to provide perspective from a homeowner's point-of-view. I am particularly interested in sidewalks, bike paths, drainage, right-of-way issues

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

Past HOA president, vice-president & community liaison. Have testified before City Council (elsewhere) on rent control issues. Current lead for our neighborhood on Nextdoor.com, currently member of Roseburg Community Board.

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

Sidewalks & bike trails, speed limits & enforcement, storm drains, utility placement and maintenance, roads & paving. These are all issues which I've directly been affected by since moving here and buying property.

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

1. I'd like to see Roseburg become a better place to live.
2. I'm particularly interested in the infrastructure that I see needs improvement or just maintenance.
3. I'd like not to be frustrated with government because I don't have a voice — wanting to be that voice.

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

Return completed application to the City Manager's Office, 900 SE Douglas, Roseburg, OR 97470.

If applicable, you will be advised when the City Council will conduct interviews of the applicants. Plan to be present to discuss your application with the Council. The Council will endeavor to make its selection at that meeting; however, it may wish to take more time to deliberate before making the appointment.

Information on this form is public information.

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

Roger and Beth Whitcomb

Signature of Applicant

2/12/15

Date

E-Mail Address:

RogerandBeth@r-bwhitcomb.com

**MINUTES OF THE REGULAR MEETING
OF THE ROSEBURG CITY COUNCIL
February 26, 2018**

Mayor Larry Rich called the regular meeting of the Roseburg City Council to order at 7:00 p.m. on February 26, 2018 in the City Hall Council Chambers, 900 SE Douglas Avenue, Roseburg, Oregon. Councilor Kaser led the Pledge of Allegiance.

ROLL CALL

Present: Councilors Alison Eggers, Linda Fisher-Fowler, Ashley Hicks, Steve Kaser, John McDonald, Brian Prawitz, Tom Ryan and Andrea Zielinski.

Others Present: City Manager Lance Colley, City Recorder Sheila Cox, City Attorney Bruce Coalwell, Human Resources Director John VanWinkle, Fire Chief Gregg Timm, Community Development Director Stuart Cowie, Public Works Director Nikki Messenger, Finance Director Ron Harker, Police Chief Jim Burge, Management Assistant Koree Tate, Police Sergeant Jeff Eichenbusch, Police Sergeant Gary Klopfenstein, Police Community Services Sergeant Dennis Chrisenbery, Kyle Bailey of KQEN Radio and John Dickey of the News Review.

MAYOR REPORTS

Per the request of Rich, Burge announced the Optimist Respect for Law Banquet winners were Police Officer Chris Bonebrake and Volunteer in Police Service Doug Burbridge.

COMMISSION REPORTS/COUNCIL WARD REPORTS

Fisher-Fowler reported the Airport Commission met, elected Clint Newell as Vice-Chair, reviewed the 5-year Capital Improvement Plan, received an update for the PAPI installation project and reviewed hangar occupancy. Ryan shared he and Colley attended a Partnership for Economic Development meeting regarding the housing shortage, including it was a reason for difficulty in finding employees to move to Roseburg. Ryan and Colley were selected for a new committee to review the housing shortage. Kaser encouraged Council to go to the League of Oregon Cities website to review House Bill 4127 and thanked Colley for testifying in Salem regarding public contracting and qualification rules.

BUDGET COMMITTEE RESIGNATION

Ryan moved to accept Jon Dyer's resignation from the Planning Commission with regrets. Seconded by Hicks and carried unanimously.

AUDIENCE PARTICIPATION

Douglas County Sunshine Taxi Owner, Taj Gombart, 620 W Broccoli, expressed concern about other transportation companies coming to Roseburg without following the same rules as current taxi companies. He had been working with the City to discuss ride sharing rules and alerted the Administration Office about online ride sharing ads. He said he was an employer, can handle complaints, was open 24 hours a day and fully insured. He asked Council to stop ride share programs that were not following City rules.

Tim Moyer, Celtic Society, 211 Doris Street, asked Council to recognize April 6, 2018 as National Tartan Day to commemorate the Scottish Declaration of Independence and recognize achievements of Americans of Scottish descent.

Theresa Villalvazo, 1121 Charter Oaks Drive, provided information to Council regarding her experience with Uber and stated that they provide insurance and background checks for their drivers. She felt it was a program that built relationships with customers and helped those who wanted to supplement their income. She suggested Roseburg contract with Uber and allow drivers to obtain a business license similar to the City of Medford. She said Uber did not allow drivers to work more than 12 hours in a day without a break or five days in a row without time off. Villalvazo responded to Rich stating drivers were required to have their cars inspected, including mileage and confirming the vehicle was not more than 10 years old. In response to Ryan, Villalvazo responded that Uber provided a one million dollar liability insurance policy. Rich asked how a person would sign up as a driver. Villalvazo said Uber requires a copy of their driver's license, social security card, vehicle registration, background check, mileage check and car safety inspection.

Destiny Serda, 1110 NE Garden Valley Boulevard, shared her concern that Uber was shut down by the City of Roseburg. She said eighty percent of travelers have an Uber app on their cell phone and with Roseburg growing as a community, it would be beneficial and convenient. She did not want to take away taxi jobs, but to make Roseburg more efficient with ride options. Serda continued that with the Hampton Inn coming to town and the growth of winery tours, Roseburg would benefit having Uber as an option. She said Uber was common on the west coast from San Francisco to Portland and has grown in popularity. Ryan wanted to know how many drivers could be in the area if it became an allowed service. Serda stated in her opinion, there would be 50 to 100 drivers available at all different times. Ryan said the City had not met with Uber so he did not know what they had to offer. His concern was the cab company had to give 24 hour service and he did not know if Uber had the same option.

Alexander Martin, 508 NE Johnson Street, Myrtle Creek, stated he had been out on 120 calls for Uber and was part of a group of 10 approved drivers in the area. He wanted Council to know Uber handles background checks on a national level. He explained drivers were covered under their personal auto insurance until they picked up a customer. Uber provides a one million dollar policy by Aon Insurance for passengers.

Peggy Wilcox, 225 W Court Street, Roseburg, had been an Uber driver for three years. She wanted Council to be aware that a certified mechanic must check the cars. In Portland, the City was pushing back, but decided to give Uber a 6 month trial period from April to October 2015. During that time, there were 4,000 drivers and 1 million ride requests. There is a large older and younger community who commonly used the service. Drivers can be fired from Uber if more than three bad remarks were received.

Beverly Vargas, of Roseburg, shared as a customer, the Uber app was simple, routes were easily tracked and she wanted Council to consider allowing it.

Kimberly Martin, of Myrtle Creek, commented the local FCR business was a call center for Lyft and was worried the denial of Uber could reflect poorly on that business. As a resident in a rural community, she did not have a local option of a taxi service and calling for a taxi from Roseburg was expensive. She said the City of Myrtle Creek approved allowing the option of Uber services. She thought the letter to Uber from the City was rude and did not seem negotiable. Martin had her license with the City of Medford and stated she and others did not have a problem obtaining a license in Roseburg. Drivers were contracted with Uber, not hired as an employee.

Downtown Roseburg Association Executive Director, Allyssa McConnel, 1408 N Old Pacific Highway, Myrtle Creek, announced the National Main Street Center recognized Roseburg as an award winning Oregon Performing Main Street Level Community. She thanked the Cow Creek Tribe for their monetary contribution to the Main Street Program. McConnel announced 50 Main Street communities will be coming to Roseburg on June 7th and 8th for the Oregon Main Street Summit Network Meeting. The Hangover Mile Fun Run and Walk was scheduled for March 18th, the day after the Pub Crawl, to promote new things, open streets and encourage healthy lifestyles.

Mark Girardet, 3055 Tenmile, winery owner and operator, shared that he thought Uber services would help his business. Girardet said the wine industry was growing and many people come from larger communities who are familiar with Uber services. He asked Council to consider working with them on the licensing issue.

Crystal McGower, of Roseburg, commented Uber was not trying to take away taxi service, but was trying to help keep people safe. Rich directed staff to further research Uber services. Colley added he and Cox had a conference call scheduled with Uber later in the week. They had to be licensed in every other community in Oregon where they are currently providing service and when Staff found out they were in Roseburg, they reached out to them regarding rules and licensing. The Municipal Code regulations regarding taxi services are the closest in relation to Uber services. Council had the opportunity to review, modify or eliminate the existing regulations. Rich reminded those present there had been mixed communication from citizens, media and the company as to whether or not Uber was operating in the area. Colley said Uber indicated they were no longer operating in Roseburg. Cox received an email from their Public Affairs Manager who said he was giving the City written assurance that they were not operating in Roseburg and would not operate until an agreement was reached with the City.

Hicks expressed concern that she alerted Rich, Colley and Cox about possible ride sharing services in December and the notification to Uber was not sent until February. Colley indicated the email was a question as to what could be done and the Mayor responded. The City was not aware Uber was providing a service until a taxi company brought it to the City's attention in February. Uber was then provided with a written request to comply with the Municipal Code.

CONSENT AGENDA

Ryan moved to approve the following Consent Agenda items:

- A. Minutes of Regular Meeting of February 12, 2018.
- B. OLCC Privilege Change – Backside Brewing Co., 1640 NE Odell Avenue.
- C. OLCC New Outlet – Evergreen Enterprises, Inc. dba Denny's #7743, 350 W Harvard Avenue.

Seconded by Fisher-Fowler and carried unanimously.

PUBLIC HEARING - ORDINANCE NO 3497 - LAND USE DEVELOPMENT REGULATIONS - CODIFICATION

At 7:55 p.m., Rich opened the public hearing regarding the reorganization of the City's land use and development regulations to incorporate LUDO into the Municipal Code and adopt the full text of LUDO under its own Title 12. Cowie reviewed how to find the code on the City website. Rich summarized the main thing was adding Chapter 12 to the Code rather than having two separate documents. Hicks asked for confirmation regarding governing body to make sure it was not removing power from Council. Cowie responded most items are handled by Staff, but there were times when it would be presented to Council for further review and

action. Cowie responded to McDonald stating the Planning Commission approved the changes. As no one else wished to speak, the hearing was closed at 8:04 p.m. Ryan moved to adopt the findings of fact approved by the Planning Commission for File No. LUDO-18-1. Motion seconded by Eggers and carried unanimously. Cox read Ordinance No. 3497, entitled: An Ordinance Repealing Chapter 11.04 of the Roseburg Municipal Code in its Entirety and Replacing It With New Title 12, Entitled "Land Use and Development Regulations", Effective May 1, 2018, for the first time.

PUBLIC HEARING – RESOLUTION NO. 2018-03, PROPOSED EXEMPTION FROM COMPETITION IN PUBLIC CONTRACTING – LIBRARY ARCHITECTURAL DESIGN SERVICES

At 8:05 p.m., Rich opened the public hearing for Resolution No. 2018-03 regarding the exemption from competition in public contracting for design services for the Roseburg Library Improvement Project. Messenger reported in order to move forward with the project they proposed an exemption to negotiate with PIVOT Architecture for a direct selection. Colley added the costs would be split with Douglas Education Service District (ESD). The City had received a \$100,000 grant from Douglas County and had been working with other local foundations and philanthropic organizations to seek funds. Colley assured Council work would not begin until funds were secured. Kaser asked for a summation as to why a competitive selection should be bypassed. Messenger said it decreases the amount of time needed for the full process. Coalwell added it would benefit the City because it would save money, time and be unlikely to hinder fair competition. As no one else wished to speak, the hearing closed at 8:11 p.m. Prawitz moved to adopt Resolution No. 2018-03 exempting the contract from competitive bidding and awarding an architectural design contract for the Library Improvements Project to PIVOT Architecture for an amount not to exceed \$180,000. Motion was seconded by Zielinski and carried unanimously.

PUBLIC HEARING – RESOLUTION NO. 2018-04, CONSTRUCTION MANAGER/GENERAL CONTRACTOR (CM/GC) SERVICES CONTRACT – LIBRARY RENOVATION ON PROJECT

At 8:12 p.m., Rich opened the public hearing regarding Resolution No. 2018-04, adopting findings, approving an alternative contracting process, and creating an exemption to the competitive bidding requirements of ORS Chapter 279C for the proposed improvements to the Roseburg Library. Messenger reported Staff had been working to renovate the library building. The issue for Council was whether to approve an alternate competitive contracting process for the construction of the renovations. The process moved quickly and would assist with trying to opening the library in September. Rich wanted to know if ESD would share the same contractor. Messenger responded the City would handle the full project and ESD would pay their share. Colley added ESD was in a good position and were reviewing their financial resources. As no one else wished to speak, the public hearing closed 8:16 p.m. Prawitz moved to adopt Resolution No. 2018-04 approving an alternate competitive contracting process for the renovation of the library building. Zielinski seconded the motion and carried unanimously.

PUBLIC HEARING – RESOLUTION NO. 2018-05, SUPPLEMENTAL BUDGET AND APPROPRIATION REVISIONS

At 8:17 p.m., Rich opened the public hearing regarding a supplemental budget and appropriation revisions for fiscal year 2017-18. Harker reported Staff was seeking to make two mid-year corrections to the 2017-18 budget. With the City taking on the Library, there was a need to establish an operating fund and provide it with appropriation authority and to cover additional expenses incurred on nuisance abatement. Harker responded to Rich the

supplement need was created because of the addition of the Library, so it was logical to include nuisance abatement increases at the same time.

Tatiana Resetnikov, Reedsport Public Library Volunteer, came forward to congratulate Roseburg for the work and time spent toward reopening the library. She wanted to make sure the Library director position would not be invoiced to the Douglas County Library Association. Colley advised a contract would not be included with other groups, that the supplemental budget would give the City the appropriate authority to advertise for the library position and pay expenses. As no one else wished to speak, the public hearing was closed at 8:25 p.m. Hicks moved to adopt Resolution No. 2018-05 authorizing a supplemental budget and budget appropriation revisions for fiscal year 2017-18. Motion was seconded by Fisher-Fowler and unanimously approved.

ORDINANCE NO. 3496, ESTABLISHING ROSEBURG PUBLIC LIBRARY AND CREATING THE LIBRARY COMMISSION, SECOND READING/ADOPTION

Cox read Ordinance No. 3496 for the second time, entitled: An Ordinance Establishing the Roseburg Municipal Library and Adding Chapter 2.23 to Roseburg Municipal Code to Create a Library Commission Effective Date of March 1, 2018. Prawitz moved to adopt the ordinance and was seconded by Hicks. Roll call vote was taken and motion carried unanimously. Rich declared the adoption of Ordinance No. 3496. Colley added he would work on a press release regarding the timeline, construction and reopening of the library.

MUNICIPAL CODE VIOLATIONS – POLICY AND STRATEGIES

Colley reported a number of people had asked questions on how the City administers Municipal Code violations while others say the City does nothing. The Community Development Department was now assigned all nuisance abatement and camp cleanup, while other major illegal issues were still addressed by the Police Department. Over the years, Council had adopted Municipal Code violations, but most did not rise to a criminal level. The most problematic violations continued to be drinking in public and prohibited camping, as well as obnoxious littering. The Compliance Officer coordinated the cleanup efforts on behalf of all City departments. If violations were for prohibited camping, the Police Department followed procedures. State statute did not allow immediate cleanup of a camp. The City must go through the citation and notification process and allow people a period of time to claim their belongings. If valuable items were left behind, they were inventoried and stored for thirty days. Over 50,000 pounds of trash had been collected and disposed of at the County landfill. Currently, County work crews help every other week with cleanup efforts. Over time, Colley stated he hoped there would be a reduction in the amount of camps and trash left behind. Each cleanup had cost between \$400 and \$1,000 depending on the amount of trash sent to the landfill. Colley asked everyone to call the Police if an illegal camp was noticed and expressed that he believed the City was pushing as hard as it could to keep areas clean.

Burge added the jail faced significant crowding and only the most violent offenders would stay overnight in jail. Most violations did not lead to an arrest. When appropriate, Burge said Police could site for trespassing rather than camping. Ryan agreed it was difficult for some to understand that when a camp was noticed, the City cannot just quickly remove the items. He said there was a good article in the last Roseburg Mission newsletter regarding the homeless. Burge stated the Police Department was doing all they could, when someone is in a City park, they can do something, if they are along the river on private property the notice process would apply. Burge replied to Eggers stating most garbage comes from camps and said since June 20, 2017, the cost was \$12,900 for camp cleanups and 8.8 tons of garbage had been taken

from those camps. There were places the Police could not see, which was why it helped when citizens call dispatch. Ryan suggested inviting organizations who routinely help the homeless to retrieve items they had donated. Colley interjected he and Cowie had a meeting with an organization later in the week to discuss homeless camps and working on behavioral changes to keep donated items off the ground and out of the landfill.

Hicks asked for clarification as to who to call when a camp is seen in the community. Burge explained it was best to call the non-emergency number unless there was criminal activity in which 911 would be appropriate to call. Hicks expressed concern that many homeless camps have people wanted by the law and wanted to know what parole officers could do to help. Burge responded there were statutory provisions Parole Officers followed and, typically, camping was not one that would fit. Kaser said the policy was a good balance to protect people and recognize those who were mentally ill. Burge responded to Prawitz explaining the exclusion zone had been working and most have not re-entered or reoffended. Prawitz wanted an update on the shopping cart ordinance. Burge was pleased that businesses had been taking care of their carts and retrieving them when called. Currently, they were working with a subsidiary of Adapt for a therapist to ride along to help find those with mental illness, keep them stabilized and try to find some type of housing. Unfortunately, there are some who refuse services. Prawitz said his tour with Adapt helped him become aware of the issues. Treatment for alcohol and substance abuse was now covered by the Oregon Health Plan and Prawitz thought that could be an answer for a lot of people who could not otherwise afford treatment.

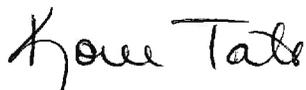
Hicks inquired if tethering a dog to a cart was illegal. Burge explained they did not have any rules against the homeless having a dog and as long as the pet was not abused or starving, dogs were allowed to be with their owner. Burge responded to Ryan stating the Police provide contact information for different services available in Roseburg. Fisher-Fowler wanted to know if a Police Officer still patrolled on foot in the downtown area. Burge verified patrol was available a couple times a week until department vacancies were filled. McDonald thanked Burge and all officers for their compassion and ability to work through tough issues.

ITEMS FROM MAYOR, CITY COUNCIL OR CITY MANAGER

Hicks was concerned with design images on the Oak Street Bridge stating the fish that were etched did not appear complete. McDonald offered to provide her with the ODOT contact name and phone number. Hicks announced she attended a Roadmap to the Outdoor Symposium and participated with conversations on how to welcome diversity and equity and to avoid racism. She expressed her desire to see local parks and public spaces be more accessible and welcoming to all.

ADJOURN

The meeting adjourned at 9:23 p.m.



Koree Tate
Management Assistant

eye
3/15/18

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



OLCC APPLICATION – NEW OUTLET North Forty Beer Company, LLC – 435 SE Jackson Street

Meeting Date: March 12, 2018
Department: City Manager's Office
www.cityofroseburg.org

KTC

Agenda Section: Consent Agenda
Staff Contact: Koree Tate
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 an application from Robert Milles and Arin Forrest, owners of North Forty Beer Company, LLC located at 435 SE Jackson Street as a new outlet granted for "Brewery-Public House."

- 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 applicants and found no reason to deny the application.
- C. Financial and/or Resource Considerations.** The applicants have paid the appropriate fee for City review of the application.
- D. Timing Issues.** The applicants are 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 NEW OUTLET APPLICATION FOR NORTH FORTY BEER COMPANY, LLC AT 435 SE JACKSON STREET IN ROSEBURG, OREGON.

ATTACHMENTS

A. Subject Application

cc: License Applicant w/copy of agenda
Jonathan Crowl, OLCC Representative
OLCC License File
Chrono File



LIQUOR LICENSE APPLICATION

LICENSE FEE: Do not include the license fee with the application (the license fee will be collected at a later time).

APPLICATION: Application is being made for:

- Brewery
- Brewery-Public House
- Distillery
- Full On-Premises, Commercial
- Full On-Premises, Caterer
- Full On-Premises, Passenger Carrier
- Full On-Premises, Other Public Location
- Full On-Premises, Nonprofit Private Club
- Full On-Premises, For-Profit Private Club
- Grower Sales Privilege
- Limited On-Premises
- Off-Premises
- Off-Premises with Fuel Pumps
- Warehouse
- Wholesale Malt Beverage & Wine (WMBW)
- Winery

CITY AND COUNTY USE ONLY

Date application received _____

Name of City or County _____

Recommends this license be ___ Granted ___ Denied

By _____

Date _____

OLCC USE

Application received by OK

Date 02/23/18

License Action: New Outlet

1. LEGAL ENTITY (example: corporation or LLC) or INDIVIDUAL(S) applying for the license:

Applicant #1 North Forty Beer Company, LLC	Applicant #2
Applicant #3	Applicant #4

2. Trade Name of the Business (the name customers will see):
North Forty Beer Company

3. Business Location: Number and Street 435 SE Jackson St.
City **Roseburg** | County **Douglas** | ZIP **97470**

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

5. Mailing Address (where the OLCC will send your mail):
PO Box, Number, Street, Rural Route **435 SE Jackson St.**
City **Roseburg** | State **Oregon** | ZIP **97470**

6. Phone Number of the Business Location: 541-321-6636

7. Contact Person for this Application:
Name **Robert Mills** | Phone Number **503-533-4519**
Mailing Address, City, State, ZIP
1121 NE Granite Ridge St., Roseburg, OR, 97470
Email **rm@northfortybeer.com**

I understand that marijuana (such as use, consumption, ingestion, inhalation, samples, give-away, sale, etc.) is **prohibited** on the licensed premises.

Signature of Applicant #1 	Signature of Applicant #2
Signature of Applicant #3	Signature of Applicant #4

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

3/15/18



Intergovernmental Agreement with ODOT for All Roads Transportation Safety Project

Meeting Date: March 12, 2018
Department: Public Works
www.cityofroseburg.org

Agenda Section: Consent
Staff Contact: Nikki Messenger
Contact Telephone Number: 541-492-6730

ISSUE STATEMENT AND SUMMARY

The City has received a grant to construct traffic safety improvements. The issue for the Council is whether to authorize the City Manager to execute an Intergovernmental Agreement (IGA) to proceed with these projects.

BACKGROUND

A. Council Action History. None.

B. Analysis. ODOT has implemented the "All Roads Transportation Safety" (ARTS) program. The intent of the program is to identify and fund projects that will reduce Fatal and Injury A crashes. The ARTS program has two types of projects – systemic and hotspot. In 2015, the City worked with a consultant to identify projects that were eligible for one or both of these categories. Two separate ARTS project applications were submitted in April of 2015.

The elements included in both applications have been rolled into one project. The crash reduction elements included in the project are as follows:

- a. A pedestrian activated warning system and raised median refuge on Stephens Street at Roseland Avenue,
- b. Pedestrian countdown signal heads on Stephens Street at Edenbower Blvd., Newton Creek Road and Stewart Parkway,
- c. Pedestrian countdown signal heads on Harvard Avenue at Stewart Parkway, Keady Court, Centennial Drive and Umpqua Street,
- d. Reflectorized signal backplates on all approaches on Stewart Parkway at Walmart entrance, Renann Avenue, Mercy Drive, Aviation Drive and Airport Road,
- e. Convert the Stewart Parkway approach from protected/permitted doghouse signal heads to flashing yellow arrow heads at Mercy Drive, Renann Avenue and Airport Road and to protected-only heads at Walmart entrance and Aviation Drive.

C. Financial and/or Resource Considerations. The current budget level estimate for the project is \$550,000. The ARTS funding will cover \$462,946 of the total project costs. The match funding is being programmed in the Transportation Fund.

D. Timing Issues. Staff would like to negotiate and execute the IGA as quickly as practical. Design work is tentatively scheduled to begin in the fall.

COUNCIL OPTIONS

The Council has the following options:

1. Authorize the City Manager to negotiate and execute an Intergovernmental Agreement with ODOT for the ARTS Project; or
2. Request additional information; or
3. Recommend not proceeding with the safety project.

STAFF RECOMMENDATION

The Public Works Commission will discuss this agreement at their March 8th meeting. Staff will report at the Council meeting if there are any issues the Commission is concerned with. Staff recommends entering into an IGA with ODOT and proceeding with the project.

SUGGESTED MOTION

I move to authorize the City Manager to negotiate and enter into an Intergovernmental Agreement with ODOT for the ARTS Project.

ATTACHMENTS

None

CJC
2/23/18



ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

ORDINANCE GRANTING A TELECOMMUNICATIONS FRANCHISE TO MITEL CLOUD SERVICES, INC.

Meeting Date: March 12, 2018

Agenda Section: ORDINANCES

Department: City Recorder

Staff Contact: Sheila R. Cox *SRC*

www.cityofroseburg.org

Contact Telephone Number: 541/492-6866

ISSUE STATEMENT AND SUMMARY

The City has received an application for a telecommunication franchise from Mitel Cloud Services, Inc. located in Mesa, AZ .

BACKGROUND

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

B. Analysis. The subject application and application processing fee was received on February 15, 2018. However, service to Roseburg customers began on November 1, 2016, as did franchise payments and I have been trying to get the company to submit their application since that time. Therefore the provider has requested that the franchise agreement be granted effective retroactively to November 1, 2016.

C. Financial and/or Resource Considerations. Under our definitions of telecommunications "provider" and telecommunication "service", Mitel Cloud is required to pay a franchise fee of 5% of the gross revenues derived from customers within the City.

D. Timing Issues. As noted above, Mitel began serving Roseburg in November, 2016; therefore the franchise needs to be made effective retroactively to that date. Such effective date will make the initial term of the franchise 2 years and 2 months, with an expiration date of December 31, 2018. The ordinance will also allow renewal options of three years each, for a total of five terms.

STAFF RECOMMENDATION Staff recommends that Council proceed with first reading of the ordinance, followed by second reading and adoption at the March 12, 2018 meeting in order to avoid further delay in granting the franchise.

SUGGESTED MOTION If Council concurs with Staff's recommendation, Council will need to request first reading of the ordinance granting a telecommunications franchise to Mitel Cloud Services, Inc., effective November 1, 2016, after which the following motions would be appropriate:

#1 *"I MOVE TO SUSPEND THE RULES AND PROCEED WITH SECOND READING OF ORDINANCE NO. 3498, GRANTING A TELECOMMUNICATIONS FRANCHISE TO MITEL CLOUD SERVICES, INC., EFFECTIVE RETROACTIVELY TO NOVEMBER 1, 2016."*

#2 *"I MOVE TO ADOPT ORDINANCE NO. 3498."*

ATTACHMENTS Proposed Ordinance

cc: Mitel Cloud Services, Inc.-1146 North Alma School Road-Mesa, AZ 85201
Subject Franchise File
Chrono File

ORDINANCE NO. 3498

**AN ORDINANCE GRANTING A TELECOMMUNICATION FRANCHISE
TO MITEL CLOUD SERVICES, INC. EFFECTIVE RETROACTIVELY
TO NOVEMBER 1, 2018**

SECTION 1. Grant of Franchise. The City of Roseburg, hereinafter called "City", hereby grants Mitel Cloud Services, Inc., hereinafter called "Franchisee", the non-exclusive right to use and occupy all public ways within the Franchise Territory, solely for the purposes described herein, for a period of two years and two months beginning November 1, 2016 and ending December 31, 2018 following Franchisee's acceptance of the Franchise as provided in Section 11 of this Ordinance.

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

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

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

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

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

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

B. Payment. All payments due hereunder shall be paid to the City of Roseburg by check or money order delivered to the address of the City for notices as set forth herein.

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

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

SECTION 7. Notices and Authorized Representatives.

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

If to City:

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

If to Franchisee:

Mitel Cloud Services, Inc.
ATTN: Lainey Jacobsen
1146 North Alma School Rd.
Mesa, AZ 85201
E-mail: Lainey.jacobsen@mitel.com
Phone: 480/961-6941

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

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

Contact Person's Name: Lainey Jacobsen, Sales Tax Manager
Mailing Address: 1146 North Alma School Rd. - Mesa, AZ 85201
Telephone: 480/961-6941

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

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

SECTION 10. Franchise Effective Date. Franchisee submitted an application requesting a telecommunications franchise and paid the application processing fee on February 15, 2018 but began serving Roseburg customers on November 1, 2016. The Roseburg City Council approved such request at its meeting on March 12, 2018; and hereby authorizes this Franchise to take effect retroactively on November 1, 2016 and expire on December 31, 2018, provided Franchisee satisfies the acceptance requirements of Section 11 of this Ordinance.

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

ADOPTED BY THE CITY COUNCIL ON THIS 12th DAY OF MARCH, 2018.

APPROVED BY THE MAYOR ON THIS 12th DAY OF MARCH, 2018.

MAYOR

Larry Rich

ATTEST:

Sheila R. Cox, City Recorder

(Franchisee's Acceptance on Following Page)

FRANCHISEE'S ACCEPTANCE OF ORDINANCE NO. 3498. This Ordinance is hereby accepted by Mitel Cloud Services, Inc. on this ____ day of _____, 2018.

By: _____
(Signature)

Name: _____
(Printed)

Title: _____

Date: _____

State of _____)
County of _____) ss.

This acceptance was signed before me on _____, 2018 by,
_____ as _____ of Mitel Cloud Services, Inc.

Notary Public for _____
Name: _____
My commission expires on: _____

.....
Acceptance received by City Recorder on _____, 2018.

Sheila R. Cox, City Recorder

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

RESOLUTIONS A
03/12/2018

*ajc
3/15/18*



OPRD Local Government Grant Application

Meeting Date: March 12, 2018
Department: Public Works
www.cityofroseburg.org

Agenda Section: Department Items
Staff Contact: Nikki Messenger
Contact Telephone Number: 541-492-6730

ISSUE STATEMENT AND SUMMARY

The Oregon Parks and Recreation Department's (OPRD) Local Government Grant program is currently accepting applications. The issue for Council is whether to adopt the attached resolution authorizing a grant application for improvements at Beulah Park.

BACKGROUND

A. Council Action History. None

B. Analysis. At 6.85 acres, Beulah Park is the largest neighborhood park in Roseburg. Located north of the city center, the park is near the top of a hill with a view of downtown and much of the valley. The largest portion of the site is an undeveloped area going up the hill from a level irrigated turf area, which also has a basketball court and picnic tables.

The original play equipment in Beulah Park was outdated and unsafe and has been removed over the years. The only remaining amenity in the park is the basketball court. This project may include adding a new playground, a new picnic area and hard surface pathways to connect these amenities to the entrance of the Park.

As part of the grant application, staff is recommending we include a small amount to work with a consultant to develop a site master plan, which is the first recommendation outlined in the 2008 Comprehensive Parks Master Plan. Other master plan recommendations include new play equipment, new site furnishings, improved park accessibility, new trail system, and viewpoint. As much as 15% of total project cost can be dedicated to planning elements. The proposed project will be broken up into phases with the site master plan, new play equipment, and adjoining ADA accessible path making up the first phase. The second phase may include trail and viewpoint development on the back portion of the property and upgrades to the basketball courts.

C. Financial and/or Resource Considerations. A forty percent match is required to participate in the Local Government Grant Program. Projected funding requirements are estimated below.

OPRD's Local Government Grant	\$129,000
Park Improvement Fund/Force Account	\$ 76,000
Sidewalk Fund	\$ 10,000
Total Project Cost	\$215,000

D. Timing Issues. The Local Government Grant Program application must be submitted no later than April 1, 2018. The grants are typically awarded in the fall.

COUNCIL OPTIONS

The Council has the following options:

1. Adopt the attached resolution authorizing an application to the Local Government Grant Program; or
2. Request additional information; or
3. Direct staff to not apply for the Local Government Grant Program this year.

STAFF RECOMMENDATION

The Parks Commission will discuss this resolution at their March 7th meeting. Staff will report on their recommendation at the Council meeting. The proposed improvements at Beulah Park are listed in the Comprehensive Parks Master Plan. All of the play equipment has been removed from this park. Staff recommends that the Council adopt the attached resolution authorizing a grant application.

SUGGESTED MOTION

I move to adopt Resolution No. 2018-06 authorizing a grant application for the OPRD Local Government Grant Program.

ATTACHMENTS

Resolution No. 2018-06, A resolution entitled, "A Resolution Authorizing and Supporting Application for an Oregon Parks and Recreation Department Local Government Grant"

RESOLUTION NO. 2018-06

A RESOLUTION AUTHORIZING AND SUPPORTING APPLICATION FOR AN OREGON PARKS AND RECREATION DEPARTMENT LOCAL GOVERNMENT GRANT

WHEREAS, the City of Roseburg Parks and Recreation Commission has recognized the renovation of Beulah Park as a high priority for the Parks Division's capital improvement projects; and

WHEREAS, the play structures at Beulah Park have been removed over the years due to unsafe conditions; and

WHEREAS, the Comprehensive Parks Master Plan recommends a site master plan and new play equipment for Beulah Park; an

WHEREAS, the construction of an accessible play area will serve to encourage healthy play and connect families; and

WHEREAS, the Oregon State Parks and Recreation Department is accepting applications for the Local Government Grant Program; and

WHEREAS, the City of Roseburg desires to participate in this grant program to the greatest extent possible; and

WHEREAS, on March 7, 2018 the Parks and Recreation Commission recommended proceeding with a grant application to renovate Beulah Park; and

WHEREAS, the City hereby certifies that the matching share for this application is available at this time; and

WHEREAS, the City is committed to the future on-going operation and maintenance of Beulah Park,

IT IS HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF ROSEBURG, that:

Section 1. Authorization is granted to apply for a Local Government Grant for the renovation of Beulah Park.

Section 2. This Resolution shall become effective immediately upon its adoption by the City Council.

APPROVED BY THE COUNCIL OF THE CITY OF ROSEBURG, OREGON, AT ITS REGULAR MEETING ON THE 12th DAY OF MARCH 2018

Sheila Cox, City Recorder

RESOLUTION NO. 2018-06

3/15/18

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



ROSEBURG VISITORS CENTER ANNUAL REPORT CHAMBER OF COMMERCE CONTRACT REVIEW

Meeting Date: March 12, 2018
Department: Community Development
www.cityofroseburg.org

Agenda Section: Department Items
Staff Contact: Stuart Cowie
Contact Telephone Number: 541-492-6750

ISSUE STATEMENT AND SUMMARY

As required by the personal services contract 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 to Council in March of 2017.

B. Analysis.

Visitor services are through a standard personal services contract between the City of Roseburg and the Chamber of Commerce (attached). The contract was completed in April of 2013 and continues until June 30, 2018. The scope of the 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 to the Chamber in recent years:

FY 2017-18 thru 12/31/17	\$318,016
FY 2016-17	\$581,485
FY 2015-16	\$563,398
FY 2014-15	\$504,108
FY 2013-14	\$452,853
FY 2012-13	\$399,088

COUNCIL OPTIONS

No City Council action is required at this time.

ATTACHMENTS

Personal Services Contract with the Chamber
2017 Visitor Center Annual Report

PERSONAL SERVICES CONTRACT

This contract is made and entered into this 11th day of April 2013 by and between the CITY OF ROSEBURG, an Oregon municipal corporation, hereinafter called "CITY," and the ROSEBURG AREA CHAMBER OF COMMERCE, an independent contractor, hereinafter called "CHAMBER."

RECITALS

SECTION 1. CHAMBER AGREES:

1.1 Purpose. The CHAMBER shall operate the Roseburg Visitors Center, provide visitor services and manage tourism destination promotion, advertising and marketing services more particularly set forth in this contract.

1.2 Term. Beginning July 1, 2013 and continuing thereafter until June 30, 2018, unless sooner terminated as provided herein, CHAMBER shall perform the services required by the contract.

1.2.1 Renewal Term. CHAMBER shall have the option to renew this contract for a renewal term of five additional years, beginning on the expiration of the initial term. To exercise this option, CHAMBER must give written notice of its intention to exercise the renewal not sooner than 360 days or later than 180 days prior to the expiration of the initial term. Contract terms and conditions during the renewal term including the right of termination shall be the same as set forth in this Contract, except for this right of renewal.

1.3 Services Provided. The CHAMBER will focus its efforts on four primary areas in performance of this Contract. These are:

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

Visitor Services—Providing information to visitors while they are in the Roseburg area including, maintaining Visitors Center exhibits and displays, informational brochures on local lodging, dining, attractions, events, experiences and activities. This shall also include social media activities.

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

Industry Support—Working with local hospitality industry partners to ensure unified and cooperative effort for above three focus areas and, to ensure a collaborative

sharing of materials and information between Visitors Center and local hospitality industry. This also, includes maintaining affiliations and participation with regional and statewide visitor industry members.

The CHAMBER shall determine its annual work plan, goals and objects with regard to these four primary areas considering industry trends and local needs and opportunities. The CHAMBER shall also provide specific services and activities as follows:

1.3.1 General Provisions

- A. Operational and contractual obligation issues of concern to CITY and CHAMBER will be discussed regularly and as they arise to reach a conclusion related to customer service and the implementation of this Contract.
- B. CHAMBER's services under this Contract shall at all times align with general tourism industry standards and state tourism guidelines. The CHAMBER shall comply with state statutes and the CITY's municipal codes regarding the use of transient lodging tax dollars. Visitor services provided by the CHAMBER under this contract shall fulfill the mission to "market and promote the City of Roseburg and the surrounding area to draw visitors to our community and increases room-occupancy tax revenue.
- C. The CHAMBER shall designate a staff member employed for the fulfillment of this Contract to serve as a resource or an ex officio member of the appropriate CITY Commission, as determined by the CITY. The designated staff member will attend all meetings of said Commission, as possible, or as requested by the CITY.
- D. The name of the visitor services performed under this contract shall be Roseburg Visitors Center. The CHAMBER may determine the use of "Visit Roseburg," "Travel Roseburg," "Roseburg VCB," "Roseburg CVB" or other designations that may best align with current visitor industry trends. The CHAMBER may also use the "Land of Umpqua" brand. However, the CHAMBER shall at all times ensure the name "Roseburg" is prominent in all print, broadcast, digital and social media, website, brochures and other printed publications and collateral material created in the performance of this Contract. CHAMBER may add its name to said advertising, branding and promotional pieces to reflect joint endeavor.
- E. A toll free number shall be maintained for visitor services and shall be advertised on publications.
- F. The CHAMBER shall maintain a separate post office box address for the Visitors Center as advertised on current publications.
- G. At a minimum, public hours for the Visitors Center shall be 9:00 a.m. to 5:00 p.m. daily, except weekends. In addition, from Memorial Day Weekend through

Labor Day Weekend, public hours shall be from 10:00 a.m. to 2:00 p.m. on Saturdays and Sundays, at a minimum.

- H. The CHAMBER shall maintain a monthly visitor count report and quarterly report of general inquiries and information requests received.
- I. Publications and services paid for with visitor/transient lodging tax dollars shall be provided at no charge visitors and the general public.
- J. The CHAMBER's annual Visitors Center/visitor services budget shall provide specifically for maintenance, repair, upgrading, replacement and purchase of exhibits, equipment, displays and other items designed for use in the Visitors Center ("Exhibits"). Any and all Exhibits purchased through these funds shall be and remain property of the CITY. All Exhibits purchased before October 2006 are and shall remain the property of the CHAMBER/Chamber Foundation.
- K. The Visitors Center's portion of the general operational costs of occupying and maintaining the facility will be paid from CHAMBER's annual Visitors Center/visitor services budget. The CHAMBER shall be responsible for its own operational costs and its portion of costs associated with occupying and maintaining the facility. Any and all capital improvements to the premises shall be and remain property of the CITY.

1.3.2 Affiliations. CHAMBER staff hired specifically to fulfill the obligations and duties of this Contract shall have memberships in and affiliations with relevant regional and statewide industry organizations. Staff shall participate in said organizations and attend industry conferences and events as deemed appropriate for the advancement of the visitor services program.

1.3.3 Promotions/Advertising/Marketing. The CHAMBER shall:

- A. Develop and maintain mutually-beneficial working relationships with local hospitality industry members. Maintain visitor brochures and other print materials to local visitor destinations and industry partners.
- B. Create and distribute a monthly e-newsletter.
- C. Provide annual hospitality/customer service training for area businesses and citizens before the beginning of the tourist season.
- D. Continue Familiarization (FAM) Tours for Visitors Center volunteers.
- E. Maintain a file of tear sheets of advertising placed in various publications by contract year.
- F. Regularly distribute promotional articles suitable for printing in out-of-the-area newspapers and magazines which promote the Roseburg area as a destination.

- G. Develop cooperative working relationships with other groups and organizations in Douglas County to attract visitors to county areas beyond Roseburg. However, the primary emphasis of this program shall remain to bring visitors to the immediate Roseburg area.
- H. Maintain and regularly update a website serving the local hospitality industry and targeting visitors. Information on the website shall include, but not be limited to: lodging, meeting accommodations, dining, attractions and events. Such website will be linked to the CITY website and other relevant local websites. The CHAMBER may use such social media as Facebook and Twitter to promote Roseburg as a tourist destination and to promote local events and activities.

1.3.4 Visitor-Related Attractions/Events. The CHAMBER shall provide:

- A. Technical assistance and support for local institutions and organizations, including outreach marketing for special events and attractions for visitors in and around Roseburg that attract overnight visitors to Roseburg area motels.
- B. Cooperative advertising and printing expenses, to be matched by group promoting the event and assistance with issuing promotional news releases, when appropriate.

1.3.5 Group Travel Prospecting & Assistance. The CHAMBER shall, whenever reasonably possible, solicit group travel relating to athletic events, meetings, conferences and seminars of size and type that can be accommodated in Roseburg. Visitors Center staff shall work directly with group, meeting and event planners by providing information on meeting places, lodging, banquets, entertainment and recreational opportunities. An inventory of materials, supplies and services available to groups meeting in the City of Roseburg shall be maintained and regularly updated. Assistance shall be provided to said groups and a master calendar of group meeting, events and activities will be maintained and, at a minimum, be made available electronically. The CHAMBER will make every effort to expand the size and scope of the market area for group activities, events and meetings.

1.3.6 Staffing. The CHAMBER shall have sole authority to hire full-time and part-time staff dedicated to the Visitors Center operation and to providing visitor services, promotion and destination marketing activities required under this Contract. The CHAMBER's staffing expenses under this Contract shall not exceed 35% of the total annual Visitors Center/visitor services operations budget.

Should the position of the CHAMBER's senior staff member, employed for the purpose of this Contract, become available during the term of this Contract, the City Manager will have the opportunity to review the list of applicants for the open position and advise the CHAMBER's president/CEO of any potential conflicts between the CITY and potential candidates.

1.4 Reporting

1.4.1 Monthly Report. The CHAMBER shall provide a monthly report to the CITY regarding Visitors Center/visitor services operations. At a minimum, the report shall include: year-to-date financials reflecting operations budget versus actuals, monthly visitor count, website activity, general operations and staff activities report, Visitors Center hours of operation, media coverage, materials distribution and support services. General inquiries and visitor information requests may be reported on a quarterly basis.

1.4.2 Annual Report. The CHAMBER shall provide an annual written report to the CITY which will include, at a minimum:

1. Previous year's goals and objectives;
2. Affiliations and participation with regional, state and national industry organizations;
3. List and fulfillment status of specific requirements identified under this Contract;
4. Visitor services statistics—print materials distributed, visitor counts, website activity, social and digital media, phone and email contacts
5. Annual Visitors Center/visitors services operations budget versus actual.
6. Update on e-newsletter *Visitor and Community News*;
7. Promotion and print materials produced in previous year;
8. Service and support provided to local hospitality industry members, organization and visitor events and activities;
9. Specifics relating to out-of-area destination marketing and advertising campaign, including niche marketing;
10. General media plan statistics including number of impressions, web hits and web visits, with sampling of print and digital ad placement and broadcast TV campaign;
11. Report on articles and editorials resulting from marketing/advertising campaign;
12. Results of surveys, studies and/or research projects undertaken to evaluate ongoing marketing, advertising and branding activities; and,
13. Results of periodic ad conversion studies conducted.

The CHAMBER shall present the annual report to the City Council on a date and time agreed to by the CITY and the CHAMBER, but no later than March 31st each year.

1.5 Finances.

1.5.1 An audit of the CHAMBER's Visitors Center/visitor services operation's accounting and business records shall be conducted annually by an independent certified public accounting firm. A copy of the audit shall be delivered to CITY's City Manager.

1.5.2 The CHAMBER shall maintain the Visitors Center/visitors services operations funds—checking and money market accounts—separate from CHAMBER operations fund and other CHAMBER accounts. The CHAMBER requires two signatures on all

its checking accounts. The primary signatories are the CHAMBER president/CEO and board treasurer. Other designated signatories are the CHAMBER board chair and vice chair.

1.5.3 CHAMBER will provide CITY a monthly financial statement reflecting year-to-date budget versus actual expenditures for the Visitors Center/visitor services operation.

1.6 Expenditures and Conditions. Extraordinary unbudgeted expenditures, from contracted funds, outside the scope of the work program may be made by CHAMBER only with the prior written approval of CITY's City Manager.

1.7 Workers Compensation Insurance. CHAMBER, its subcontractors, if any, and all employers working under this Contract are subject employers under the Oregon Workers' Compensation Law and shall comply with ORS 656.017, which requires them to provide workers' compensation coverage for all their subject workers.

1.8 Insurance Requirements. At all times during the term of this Contract, at the sole expense of the CONTRACTOR, CONTRACTOR shall maintain continuously in effect the insurance policies described herein. Each policy shall be written as a primary policy, not contributing with or in excess of any coverage the CITY may carry. A copy of each policy or a certificate, and copies of additional insured endorsements, satisfactory to the CITY shall be delivered to the CITY prior to commencement of any work or services provided under this Contract. The certificates shall specify and document all insurance-related provisions within this Contract. A renewal certificate will be sent to the CITY 10 days prior to coverage expiration. Unless specified, each policy shall be written on an "occurrence" form. Policies must be underwritten by an insurance company deemed acceptable to the CITY and admitted to do business in Oregon, or, in the alternative, rated A- or better by AM Best. The CITY reserves the right to reject any insurance carrier with an unacceptable financial rating. There shall be no cancellation, material change, exhaustion of aggregate limits or intent not to renew insurance coverage without 30 days written notice to the CITY. The 30-day notice of cancellation provision must be physically endorsed on the policy. In the event the statutory limit of liability of a public body for claims arising out of a single accident or occurrence is increased above the combined single limits specified in this Contract, CITY shall have the right to require CONTRACTOR to increase the CONTRACTOR's coverage by an amount equal to the increase in the statutory limit for such claims and to increase the aggregate coverage by twice the amount of the increase in the statutory limit. Failure to maintain any insurance coverage required by this Contract shall be cause for immediate termination of the Contract by the CITY, but termination shall not relieve CONTRACTOR of its obligation to provide and maintain such coverage, and CITY shall be entitled to enforce all liability and indemnity provisions of this Contract following such termination. In addition, all requirements concerning insurance and indemnity shall survive the termination of this Contract.

1.8.1 Commercial General Liability. Throughout the term of this Contract, CONTRACTOR shall maintain continuously in a broad commercial general liability insurance policy with coverage of not less than \$2,000,000 combined single limit per occurrence, with an aggregate of \$4,000,000, for bodily injury, personal injury or property damage. The policy shall also contain an endorsement naming the CITY as an additional insured, on a form satisfactory to CITY, and expressly provide that the

interest of the CITY shall not be affected by CONTRACTOR's breach of policy provisions. Such policy must be maintained in full force and effect for the duration of this Contract, failure to do so shall be cause for immediate termination of this Contract by CITY. Any additional insured requirements included in this Contract shall both provide completed operations coverage after job completion and coverage that is primary and non-contributory. Claims Made policies will not be accepted.

1.8.2 Automobile Liability Insurance. At all times during the term of this Contract, and at the sole expense of CONTRACTOR, CONTRACTOR shall maintain "Symbol 1" automobile liability coverage including coverage for all owned, hired and non-owned vehicles, equivalent to a combined single limit per occurrence on not less than \$1,000,000 for bodily injury or property damage.

1.9 Books and Records. CHAMBER shall keep complete and proper books, records and accounts of all transactions performed as part of this contract and the approved invoices and work program. The books, records and accounts shall be open to inspection by CITY or its designee during normal business hours, and shall remain open to CITY for such inspection for three months following termination of this contract.

1.10 Availability. CHAMBER shall be available for meetings, discussions and program reviews with sufficient notice.

1.11 Assignment. The responsibility for performing CHAMBER's services under the terms of this contract shall not be assigned, transferred, delegated or otherwise referred by CHAMBER to a third person without the prior written consent of CITY.

1.12 Compliance with Laws. At all times during the term of this contract, CHAMBER shall comply with all federal, state and local laws, including the Standard City Contract Provisions attached hereto as Exhibit A and incorporated herein by this reference.

1.13 Health Hazard Notification. Contractors who are hired to perform work for the CITY involving the need to control hazardous energy or enter confined spaces will be informed of CITY programs and the associated hazards of which CITY staff is aware. The notification is not designed to take over the contractor's safety responsibilities to his or her employees, but to provide appropriate notification under the Oregon OSHA rules.

SECTION 2. CITY AGREES:

2.1 CITY will pay CHAMBER an annual amount equal to 90% of 57.25% of the transient room tax receipts. This amount shall be paid in quarterly installments pursuant to Section 2.2. All other transient room tax receipts shall be retained by CITY and/or expended directly by CITY at its discretion in accordance with applicable law and such tax receipts shall not be subject to this Contract.

2.2 During the length of the Contract, CITY agrees to pay CHAMBER quarterly within ten days of October 31, January 31, April 30 and July 31. (These dates coincide with the tax payment schedule.) In the event of termination as provided herein, such payment(s) shall be pro-rated through the date of termination and paid on or before the date of termination.

SECTION 3. BOTH PARTIES AGREE:

3.1 Independent Contractor. CHAMBER is an independent contractor. The manner in which it performs the services herein shall be controlled by CHAMBER; however, CITY shall specify the nature of the services and the results to be achieved. CHAMBER is not to be deemed to be an employee or agent of CITY and has no authority to make any binding commitments on behalf of CITY except as expressly approved in writing by CITY'S City Manager.

3.2 Indemnification. Each party shall indemnify, hold harmless and defend the other, its officials, agents and employees, from and against any and all claims, damages, losses and expenses, including attorney fees, arising in or from its performance of, or failure to perform, this contract. The extent of CITY's obligation under this subsection is limited to CITY's obligation under the Oregon Constitution and ORS 30.260 through 30.300.

3.3 Arbitration. Any controversy regarding the language or performance of this contract shall be submitted to arbitration. Either party may request arbitration by written notice to the other. If the parties cannot agree on a single arbitrator within 15 days from the giving of notice, each party shall within five days select a person to represent the party and the two representatives shall immediately select an impartial third person to complete a three-member arbitration panel. If either party fails to select its representative, the other party may petition the Chief Judge of the Circuit Court of Douglas County for designation of the representative. The arbitration shall be conducted in accordance with ORS 33.210 et seq. or the provisions of any such future law. The arbitrator(s) shall assess all or part of the costs of arbitration, including attorney's fees, to either or both parties.

3.4 Attorney Fees. If any arbitration, administrative proceeding, action or appeal thereon is instituted in connection with any controversy arising out of this contract, performance of this contract or failure to perform this contract, the prevailing party shall be entitled to recover, in addition to costs and disbursements, such sum as the court may adjudge reasonable as attorney fees.

3.5 Ownership and Use of Documents or Equipment Purchased. In whatever form they may be produced or stored, any documents or publications prepared or equipment and software purchased in performance of this contract and any supporting and investigative information that is gathered in the performance of this contract, upon completion of the work or upon termination of this contract, shall be and remain the property of CITY and shall be subject to copyright by CITY at its sole discretion. CHAMBER shall be permitted to retain copies, including reproducible copies, of such documents. CHAMBER shall treat such documents as if CITY had secured a copyright thereon, and thus will not use the documents in a manner that would constitute copyright infringement. CITY may use the documents prepared hereunder for any purpose; however, CHAMBER shall have no liability with regard to such documents to the extent they are used or applied outside of the scope of the work unless CHAMBER is consulted and offers a professional opinion that the use contemplated is appropriate.

3.6 Notice. Any notice required to be given under this contract, or required by law, shall be in writing and delivered to the parties at the following addresses:

CITY OF ROSEBURG
City Manager
900 SE Douglas
Roseburg, OR 97470

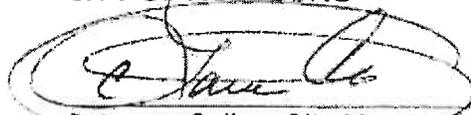
ROSEBURG AREA CHAMBER OF COMMERCE
President & CEO
P. O. Box 1026
Roseburg, OR 97470

3.7 Applicable Laws. The laws of the State of Oregon shall be used in construing this contract and enforcing the rights and remedies of the parties.

3.8 Termination Clause. Except where this Contract expressly allows a shorter termination notice, without cause either party may terminate this agreement upon 90 days prior written notice to the others.

3.9 Merger and Substitution. There are no other undertakings, promises or agreements, either oral or in writing, other than that which is contained in this contract. The parties intend this contract to substitute the existing contract and Amendments. Such substitution shall occur simultaneous to the effective date of this contract. Any amendments to this contract shall be in writing and executed by both parties.

CITY OF ROSEBURG



C. Lance Colley, City Manager

Dated: 4/13/13

ROSEBURG AREA CHAMBER OF COMMERCE



Debra L. Fremdahl, President/CEO

Dated: 04/11/2013



Sheila R. Cox
City Recorder



**ANNUAL REPORT
TO THE
CITY OF ROSEBURG**

**2017
Visitor Center/Visitor Services Activities**

March 12, 2018



410 SE Spruce Street
P.O. Box 1026
Roseburg, OR 97470
Phone 541.672.2648
Fax 541.673.7868
www.RoseburgAreaChamber.org

March 6, 2018

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 2017, we welcomed 4,668 visitors at the visitor center and 315,284 to our website. Through the visitor center, direct mailings, industry partners locally and around the state, tradeshow and conferences, we distributed more than 90,500 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 2017 and look forward to sharing information on our successes that have grown the local TLT by 29% in the past four years, as well as our activities and future plans with the council on March 12. Thank you.

Best regards,

ROSEBURG AREA CHAMBER OF COMMERCE

Debra L. Fromdahl, IOM
President & CEO

Rachael Miller
Destination Marketing Manager

VISION
MISSION

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, economical development, community promotion and member programs and services.

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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: Expand the area's tourism base, promoting Roseburg and the Land of Umpqua as a premier visitor destination.

KEY TOURISM GOALS AND PRIORITIES FOR 2017

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

Expand and develop content on the VisitRoseburg.com website

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

Continue tracking and monitoring of marketing and advertising campaigns to validate market impact 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

Represent Roseburg and the Land of Umpqua at the Bay Area Travel & Adventure Show

GENERAL INFORMATION

ORGANIZATION LEADERSHIP

2017 Board of Directors

Angela Brown, Chair
Toby Luther, Vice Chair
Rheanna Mosier, Treasurer
Debbie Fromdahl, Secretary
Pete Carhart
Dori John
Diana Knous
John Murphy
Allen Pike
Kent Rochester
Barry Robinson
Steve Tavernier
Michael Widmer

Southern Oregon Credit Services
Lone Rock Timber Resources
Elwood Staffing
RACC President/CEO
Knife River Materials
Roseburg Disposal Company
Pacific Power
Farmers Insurance
Windmill Inn of Roseburg
Big Wrench Media
AmeriTitle, Inc.
Roseburg Forest Products
Umpqua Bank

2017 Tourism Advisory Committee

Kent Rochester
Manny Anaya
Scott Kelley
Shawn McDaniel
Debbie Fromdahl
Rachael Miller
Jacob Schlueter
John Van Winkle
Allen Pike

Big Wrench Media
Salud Restaurant & Brewery
Paul O'Brien Winery
Seven Feathers Casino Resort
Roseburg Area Chamber of Commerce
Roseburg Area Chamber of Commerce
Wildlife Safari
City of Roseburg
Windmill Inn

Professional Staff

Debbie Fromdahl
Christina Baughman
Deena Beasley
Sierra Kamakeeaina-Miller
Rachael Miller
Marissa Pancho
Laura Studebaker
Carol Zech

President/CEO
Administrative Assistant
Weekend Visitor Information Specialist
Executive Assistant
Manager, Destination Marketing/Branding
Visitor Services Manager
Membership Sales, Programs & Relations
Visitor Information Specialist

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. Content evolution of the Meeting & Event Venues landing page on VisitRoseburg.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.

GENERAL INFORMATION

2017 HIGHLIGHTS & ACCOMPLISHMENTS

1. Transient Lodging Tax increased 3.95% in 2017 and 28.71% since 2013
2. Total number of website visitors to the VisitRoseburg.com website increased by 62% in 2017 driven by advertising and marketing campaigns, together with a 65% increase in the number of unique website visits and an 8% increase in the number of page views.
3. Visit Roseburg e-newsletter subscriber base increased the by 74.87% in 2017
4. Media relationships in print advertising lead to cost-free advertising in 14 different publications and more than 24 stories, articles and feature editorials highlighting Roseburg
5. Continued development of the VisitRoseburg.com website content resulting in a 109% increase on the number of brochures downloaded in 2017 over 2016
6. Dedicated 75% of total visitor center/visitor services budget to visitor destination marketing, advertising and promotion as the chamber provides more than \$42,000 in in-kind and administrative support to visitor operations from its membership operations budget
7. Contracted independent website survey shows 33% of visitors to VisitRoseburg.com saw the website advertised/promoted.
8. Continued broadcast campaigns in the Portland Metro markets with expanded sweepstakes giveaway promotion as the kick-off to the commercial campaign running May to September featuring two 30-second commercial spots highlighting attractions in the Roseburg area
9. Contract negotiations and media buy-ins throughout the 2017 marketing campaign resulted in \$247,487 of free advertising
10. Extended advertising with regional partners on the Crater Lake County digital campaign resulted in 3,635,422 additional impressions
11. Promoted Roseburg in summer Yahoo native ad campaign through resulted in 228,670 impressions with direct click-thru to the VisitRoseburg.com website
12. Increased social media activity on Facebook, Twitter and Pinterest resulting in a 4% increase of fan base
13. Expanded print advertising to new media outlets reaching an untapped potential visitor market in major league sports
14. Continued to expand the year-round marketing plan as a result of TLT growth

GENERAL INFORMATION

HIGHLIGHTED ACTIVITIES IN PRIMARY FOCUS AREAS

OUTREACH MARKETING

- Devoted the bulk of RACC's work and the 2017 transient lodging tax (TLT) funds to continue to expand multi-platform marketing/advertising/branding campaigns (further detail in report)
- Exhibitor at the Bay Area Travel Adventure Show promoting Roseburg and the Land of Umpqua as a travel destination.
- Continued development and distribution of media and material designs/layouts to create and capture the interest of potential area visitors
- Aired 30-second television commercial spots in the Portland Metro market and promotional sweepstakes giveaway as added in the 2016 campaign expansion.
- 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 advertising the event in Cruzin' Magazine, also serving as primary visitor contact for event questions and literature distribution, provide information on area attractions to local businesses

VISITOR SERVICES

- Welcomed 4,688 visitors at the Roseburg Visitor Center
- Produced and distributed 12 monthly "Visit Roseburg" e-newsletters
- Maintained and updated local, state & regional brochures in the visitor center
- Created bi-monthly visitor center displays
- Produced monthly event posters for visitor center lobby
- Continued education of volunteer to increase knowledge of area visitor destinations
- Maintained outdoor informational kiosk for after hour visitors
- Conducted annual visitor center volunteer training

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 2017 include:

CHI Mercy Health, Douglas County ATA, Douglas County Education Service District, Evergreen Family Medicine, Oregon Master Gardener Association, Native Plant Society of Oregon, Phoenix School, Redding Elks Club, "Somm Camp" Event, Umpqua Community College, Umpqua Valley Arts Center, VA Healthcare System

GENERAL INFORMATION

INDUSTRY SUPPORT

- Provide annual customer service training seminar to front-line employees of Roseburg area businesses
- Sustained representation on the boards of industry organizations, TSO & 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 Tour & Travel Alliance (OTTA), and Travel Southern Oregon
- Attended Governor's Conference on Tourism
- Attended Travel Oregon Tourism Studios
- Coordinated Tourism Advisory Committee

LOOKING AHEAD

Moving forward in 2018, the chamber's visitor destination marketing/branding campaign will bring a fresh face to the progressive marketing campaign launched by the chamber in 2014 and begin the development of new creative materials and advertising campaigns to launch in 2019.

Future campaign highlights include:

- Re-launch Roseburg Blast video tour with updated street map to reflect changes made during the downtown street construction and alignment project
- Enhance the VisitRoseburg.com website content with additional images and potential interactive attractions map.
- Develop new digital marketing content for online media outlets and sponsored content
- Continue development of 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
- 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 social media activity by exploring potential advertising outlets
- Continue 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

REPORTING BY THE NUMBERS

PERFORMANCE MEASUREMENTS – WEBSITE STATISTICS FOR VISITROSEBURG.COM

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Number of unique visitors to our website	72,317	87,971	103,134	170,091
Total number of visitors to our website	86,618	149,948	194,825	315,284
Number of page views	280,857	933,922	1,063,801	1,530,206
Number of promotional materials downloaded	2,100	8,145	19,253	40,275

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 brochures distributed	26,616
Number of email requests handled	195
Number of phone calls handled (367 calls via 800 number)	4,341
Number of promotional materials distributed at RVC and other venues	63,949
Total number of materials distributed and downloaded	90,565

PERFORMANCE MEASUREMENTS – VISITOR CENTER STATISTICS

Number of visitors at Roseburg visitor center	4,668
Total volunteer hours logged	928
Number of out of state visitors	1,879
Number of international visitors	313
Number of countries represented by international visitors	26

PERFORMANCE MEASUREMENTS – TRADESHOWS

Bay Area Travel & Adventure Show

Number of show attendees	19,954
Number of promotional materials distributed	1,200

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 implemented to assist in gauging the 2017 advertising campaign and the effectiveness of driving traffic to the VisitRoseburg.com website.

Highlights of the survey shows the following:

- Continued overall campaign effectiveness is consistently driving new users to VisitRoseburg.com
- Advertising has positioned the Portland Metro market as the number one city of website visitors
- Increased social media fan base aided in driving traffic to the website

2017 WEBSITE SURVEY REPORT HIGHLIGHTS

HOW PEOPLE DISCOVERED THE WEBSITE

Saw it advertised/promoted	33%
Used a search engine	21%
Knew about the destination	43%
Came from social media referral	6%

ONLINE USERS DESTINATION VISITS

Returning Visitors to area	53 %
New Visitors to area	47%

HOW PEOPLE ACCESS THE WEBSITE

Smartphone/Tablet	40%
Desktop/Laptop	74%

WEBSITE INFLUENCE ON DECISION TO VISIT

Very Influential	36%
Somewhat Influential	45%
Neutral	16
Not Influential	3%

PRIMARY REASON FOR VISITING THE WEBSITE

Planning trip to area in 1-3 months	61%
Planning trip to area in 12 months	15%
Researching Area/Exploring Ideas	29%

WEBSITE TRAFFIC BY STATE RANKING (TOP 10*)

Oregon	1
California	2
Washington	3
North Carolina	4
Virginia	5
Texas	6
New York	7
Arizona	8
Florida	9
Illinois	10

**Does not include immediate surrounding area*

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 print media ad campaign
- Exposure from billboards – six total
- Exposure from television broadcast campaign (Portland, Oregon & Seattle Washington)
- Exposure from online and digital marketing/ad campaign

PRINT

MLB Official Yearbook - Seattle Mariners	Wine Enthusiast Magazine
NFL Official Yearbook- Seattle Seahawks	Via Magazine by AAA
NBA Official Yearbook- Portland Trail Blazers	GO Escape Magazine by USA Today
Alaska BEYOND Magazine	Sunset Magazine
Alaska BEYOND Magazine Horizon Edition	American Angler Magazine
American Fly Fishing	Wine Press Northwest Magazine
Fly Fishing & Tying Journal	Fly Tyer Magazine
Northwest Sportsman Magazine	Oregon Calendar of Events
Salmon & Steelhead Journal	American Road Magazine
Portland Monthly Magazine	The Oregonian
Oregon Sport Fishing Regulations Guide	Northwest Fly Fishing
Southern Oregon Vacation Guide	Eugene Airport
CruZin' Magazine	

DIGITAL/ONLINE

OregonLive.com	Trip Advisor
Travel Oregon	Comcast/Xfinity
Yahoo	Crater Lake Country
Northwest Fly Fishing	Salmon & Steelhead Journal

BROADCAST

NBC Broadcast/TV Campaign – two 30-second commercial spots with promotional sweepstakes giveaway kick-off
Comcast/Xfinity – 30-second commercial spots

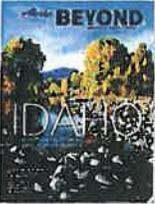
BILLBOARD

Portland Metro Area – five locations featuring two designs promoting Umpqua Valley Wineries
Douglas County – directional with new design “Selfie-Away”

TOTAL AD CAMPAIGN IMPRESSIONS for 2017: 14,455,785

REPORTING BY THE NUMBERS

STORIES, ARTICLES & EDITORIAL HIGHLIGHTS

MAGAZINE	CIRCULATION	ROSEBURG EDITORIAL	EXPOSURE
	33,000	Alaska BEYOND Magazine Horizon Edition October 2017 <i>"Steelhead Rivers of Roseburg"</i>	Ad & Story
	450,000	Via Magazine-Oregon May/June 2017 <i>"Rogue-Umpqua Scenic Byway"</i>	Ad & Story
	25,000	Salmon & Steelhead Journal April/May 2017 <i>"Gambling Man"</i>	Ad & Story
	90,000	Alaska BEYOND Magazine January 2017 <i>"While You're There - Adding Leisure To Business Travel"</i>	Story Mention
	25,000	Salmon & Steelhead Journal June/July 2017 <i>"N. Umpqua River"</i>	Ad & Story
	33,000	Alaska BEYOND Magazine Horizon Edition March 2017 <i>"Spring Times- Northwest Adventures Abound This Time of Year"</i>	Ad & Story Mention

REPORTING BY THE NUMBERS

STORIES, ARTICLES & EDITORIAL HIGHLIGHTS (continued)

Magazine	Circulation	Roseburg Editorial	Exposure
	50,000	Northwest Fly Fishing Magazine November/December 2017 <i>"Diamond Lake Rainbows"</i>	Story
	26,700	Northwest Sportsman Magazine July 2017 <i>"Ump'll Bump Your Catch Rate"</i>	Story
	35,000	Wine Press NW Magazine March/April 2017 <i>"Reustle Prayer Rock Vineyards Pacific Northwest Winery of the Year"</i>	Ad & Story
	26,700	Northwest Sportsman May 2017 <i>"Calm Seas, Crazy Action"</i>	Story
	40,000	1859 Magazine January/February 2017 <i>"Diamond Lake - Snowy adventures without the snobbery"</i>	Story

On the following pages are a few examples of the articles resulting from RACC's advertising relationships.

REPORTING BY THE NUMBERS

"Steelhead Rivers of Roseburg" *Alaska BEYOND Magazine-Horizon Edition*, June/July 2017



REPORTING BY THE NUMBERS



STEELHEAD RIVERS OF ROSEBURG

By Terry W. Sheely

» There is a seam in the river, a ribbon of smooth water where forceful downhill currents touch and ruffle the edge of a calm green pool. Directly under the seam is where I see the winter-run steelhead, hunkered on the bottom, a barely visible wraith of refracted shadow.

The steelhead—10, maybe 12, pounds—is facing upstream away from the ocean toward the mountains and a bed of spawning gravel somewhere in the foothills of south-central Oregon. Pectoral fins and gills barely move. The fish's iconic square tail distinguishes the ocean-going rainbow trout from the V-tailed salmon that also swim this river in late fall to early spring. The tail waves side to side in a slow, strong rhythm that holds the fish in position behind a moss-feathered boulder. Protected from the current's push, the fish rests before plunging back into the moving water and continuing up the North Umpqua River.

If I can drop the shrimp-sweetened ball of orange yarn



» The North Umpqua River, which connects with the South Umpqua River near Roseburg, Oregon, is legendary for its winter and summer steelhead runs.

upstream of and slightly outside of the seam, the marble-size lure should drift downstream, and suck behind the boulder and in front of the steelhead. I shift my feet slightly for position, pick a target area and make the cast.

Green fishing line follows the offering and a 2-inch weight into the seam. The line tracks the current downstream, rides around the shoulder of the rock, hesitates in the eddy behind it, and floats on untouched. I stare through polarizing glasses but can no longer see the steelhead. Gone, probably before my bait even got there.

Deep breath, reel in, freshen the rig and shuffle along the bank in the Whistler's Bend County Park and Campground, looking for the next hopeful spot in the mile of park that fronts the river.

This is one of the best places for December winter runs: a sampling of river conditions, great steel-

head lies and lots of bank to fish. Sometimes winter steelheading, even in the great North Umpqua, is more hope than hookup, but for a steelheader, that's much of the appeal—the challenge and the burst of adrenaline when there's an electrifying tug on the bait, a sharp take on the fly.

Roseburg, a charming Southern Oregon town of about 22,000, is a hub on the Interstate-5 corridor where the North and South

PHOTOS BY JUSTIN BALUE

REPORTING BY THE NUMBERS

» EXPLORE

STEELHEAD RIVERS OF ROSEBURG

forks of the Umpqua River system, two of Oregon's premier steelhead rivers, unwind from the west slope of the southern Cascade Range and merge to form the main-stem Umpqua, a funnel that brings winter and summer steelhead from the ocean to the city and beyond.

To conserve and protect natural spawners in the Umpqua River system, wild steelhead are regulated for catch-and-release only, but stocked hatchery fish can be harvested. Hatchery fish are identified by a clipped adipose, a small fleshy fin near their tail, and by how well they sit at the table in melted butter and lemon juice.

Both of the tributaries and the main river have distinctive personalities, flow characteristics and individual calendars of steelhead and salmon movements. The waterways are carved into dark bedrock, with whitewater plunges and cascades that slide into seemingly bottomless chutes and fall across tailout gravel that begs for a skated wet fly or swinging lure.

In the powerful upper North Umpqua east of Roseburg above Rock Creek, there are 33 miles of fly-fishing-only water, reverently referred to as "holy water," and described by many, including Frank Amato—a venerable Oregon publisher and devoted steelheader—as "the most legendary steelhead river in the world." Some call it the most challenging.

Author and fly-fishing fanatic Zane Grey so fell in love with the North Umpqua that in 1931 he left his beloved Rogue River to build a fish camp near Steamboat Creek, some 40 miles upriver from Roseburg, dividing his fishing between 1,000-pound marlin in the South Pacific and 15-pound steelhead in the Umpqua.

Summer runs are the main draw to the North Umpqua, with steelhead arriving in June and fished through November, which is when the first winter-run steelhead appear. The winter fishery can be equally addictive and productive. Hinged tackle



» *In the Umpqua River system, anglers can fly-fish from a jet boat or a drift boat, or wade and cast along the shore. There are dozens of public access sites less than an hour's drive from Roseburg.*

boxes bulge with flies such as Muddler Minnows, Green Butt Skunks, Purple Peril and Black Leech patterns.

This storied fork runs near Oregon Highway 138 and is open year-round. There's good fishing here every month, depending on storms and high water. The North Umpqua is cold, powerful, deep, and often shouldered by cliffs and rock walls. With slippery rocks and strong currents, it's an unforgiving river that should be respected.

The South Umpqua River is less tempestuous and less dramatic. Its warmer waters in summer draw anglers in search of smallmouth bass—from the mouth of the river to the community of Tiller, especially in the Canyonville area. Steelhead are sometimes incidentally caught and released in November, while the steelhead retention season starts December 1. In late December, a strong run of thick-shouldered winter steelhead appears and is fished hard near Roseburg,

until the season closes April 30.

Fewer than 10 miles northwest of Roseburg and west of I-5, the main Umpqua River is formed near the boat ramp at River Forks County Park, where the North and South forks merge. The unified river flows another 118 river miles west to the Pacific Ocean at Reedsport/Winchester Bay, with much of the river paralleled by Oregon Highway 38.

The main Umpqua is often heavily fished and has the variety and number of fish to support its popularity—spring and fall Chinook; coho salmon; winter and summer steelhead; and smallmouth bass, shad, striped bass and sturgeon.

In the Roseburg area, runs of fall Chinook and coho salmon and summer steelhead continue to pass until New Year's Day on the main Umpqua. Winter steelhead arrive in a wave that starts after New Year's and continues into April.

The smallmouth-bass fishing is world class by any measure. Catches of 100 per day, 2 to 4-pounders, are not uncommon and dominate warm-weather fishing from April through October. In May and June, a monster run of American shad swarms the lower main river. Nearer the ocean, the Umpqua offers rare opportunities to catch Oregon striped bass weighing up to

REPORTING BY THE NUMBERS

“Weekender; Rogue-Umpqua Scenic Byway”, *Via Magazine*, May/June 2017



weekender

LOCAL DESTINATION

Rogue-Umpqua Scenic Byway

Waterfalls are the main attraction along Oregon's forested detour off I-5 between Roseburg and Gold Hill. The route also boasts wineries, diners, and festivals.

SIGHTS AND EVENTS

■ Trophies and free hot dogs for kids draw big crowds on June 3 to Diamond Lake Resort during **Free Fishing Weekend**. After landing a rainbow trout or taking a fly-fishing workshop, visitors can rent paddleboats or ride horses around the lake. 350 Resort Dr., Diamond Lake.

■ One of Oregon's premier festivals for more than 50 years, the **Glide Wildflower Show** (Apr. 29-30) displays 600-plus types of vegetation. Take a guided tour to learn about native flora such as false Solomon's seal, a woodland plant with lacy white blossoms. 20062 N. Umpqua Hwy, Glide.

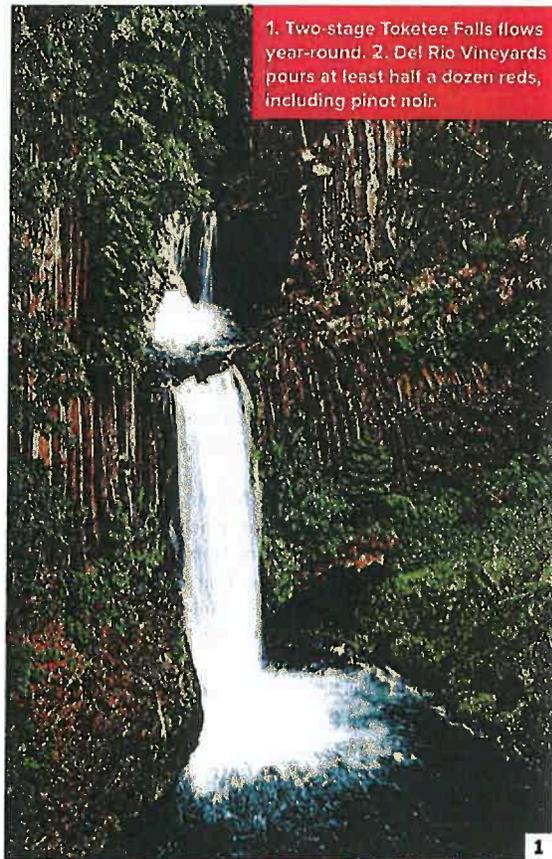
■ Roseburg's **Summer Arts Festival** brings upwards of 100 artists to shady Fir Grove Park, June 23-25. Participate in a massive

community art project; see experts demonstrate weaving, wood turning, and glass-blowing; or browse the tents for one-of-a-kind jewelry, sculpture, and handicrafts. 1624 W. Harvard Ave., Roseburg.

SHOPS

■ Take home a taste of the region by picking up a bottle at **Del Rio Vineyards**, housed in a hotel built in 1865 for weary stagecoach travelers. Choose from 13 distinctive wines, including a crisp grenache rosé redolent of grapefruit and strawberry. The winery also hosts outdoor concerts every Friday starting June 16. 52 N. River Rd., Gold Hill.

■ One-stop weekend shopping is easy at the **Fishin' Hole Fly Shop** and **Picnic Basket Delicatessen**. These adjacent businesses with the same



1. Two-stage Toketee Falls flows year-round. 2. Del Rio Vineyards pours at least half a dozen reds, including pinot noir.



TOP: GREG VALGREN; BOTTOM: JAMES BURET

REPORTING BY THE NUMBERS

[weekender]



owner offer everything from rods and tackle, raft rentals, and guided fly-fishing trips to coffee, smoothies, and sandwiches to take on the boat. 21873 Hwy. 62, Shady Cove.

■ You can't miss **Shady Kate's Boutique**: Just look for three oak trees hung with nearly 3,000 neckties. Inside you'll find colorful jewelry made of recycled magazines, dragonflies fashioned from upcycled metal, and quirky antiques. 21584 Hwy. 62, Shady Cove.

EATS

■ A wood-cabin diner at the entrance to the Union Creek Resort fishing lodge, **Beckle's Cafe** has been in business since 1926. Enjoy a hearty Rogue omelet with peppers, onions, and sausage gravy for breakfast; home-style dinners; and boysenberry pie anytime. 56484 Hwy. 62, Prospect.

■ Begin or end your trip at the **Parrott House**, a landmark mansion recently converted into a gorgeous restaurant. Feast on Italian-inspired dishes such as braised oxtail-stuffed agnolotti in black-garlic brodo. 1851 SE Stephens St., Roseburg.

■ Dinner at the **Steamboat Inn** just outside Glide is open

even to those not staying overnight. From March through June the historic spot presents a series of meals featuring guest chefs, among them John and Caprial Pence of Portland's beloved, defunct Caprial's Bistro. 42705 N. Umpqua Hwy., Idleyld Park.

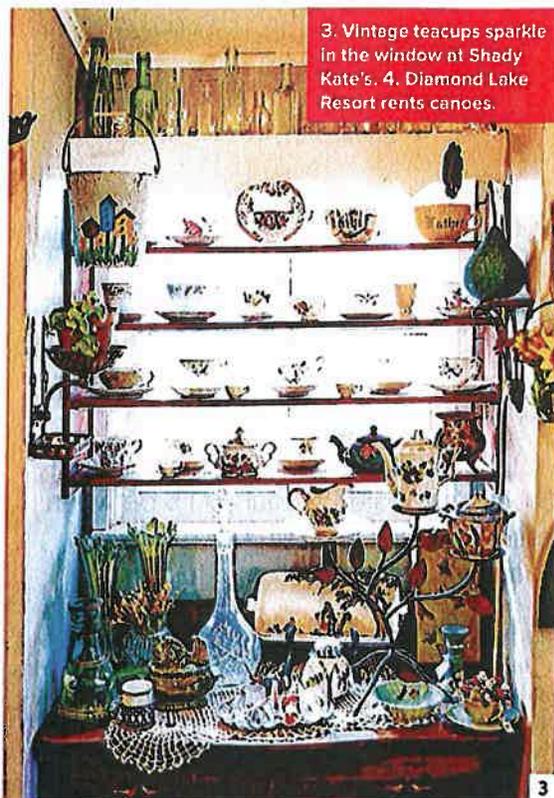
OUTDOORS

■ Highway 138 between Roseburg and Crater Lake is known as the **Highway of Waterfalls** for the 10 cascades found along its route. Check out **Ticketee** (milepost 58.6), a spectacular tiered tumble over striated columnar basalt, or **Watson** (milepost 60.5), one of the tallest plunges in the state at 293 feet.

■ May and June are perfect for launching onto the **Rogue and Umpqua Rivers** (though boating season lasts through September). **Rapid Pleasure Rafting Co.** in Shady Cove floats rafts and kayaks down 10 miles of gentle Class I–II waters on the Rogue. **Oregon Whitewater Adventures** offers trips with a licensed guide across the Umpqua's faster rapids and pools of emerald water.

■ A short detour off Highway 62 north of Prospect, the 3.5-mile **Rogue Gorge Trail** connects the Rogue Gorge and Natural Bridge Viewpoints. Interpretive signs at each end teach visitors about the area's ancient lava flows, which created tubes that channel the river under the rock.

—JENNIFER BURNS BRIGHT



Plan a trip with AAA Mobile. Download the app for maps, directions, restaurants, and lodging at AAA.com/mobile.

TOP: JAMES BUSH; BOTTOM: GETTY IMAGES/STOCK AND PHOTOGRAPHY; MAP: JACIE WHEELER

REPORTING BY THE NUMBERS

"N. Umpqua River" *Salmon & Steelhead Journal*, June/July 2017

DIY: AIC'S KODIAK ISLAND ON A BUDGET

INLINE VS. ROTATING FLASHERS

SALMON & STEELHEAD
JOURNAL

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JUNE - JULY 2017, VOLUME 14, ISSUE 3

REPORTING BY THE NUMBERS



N. UMPQUA RIVER

By DEAN FINNERTY

DUBBED THE "BIRTH PLACE OF modern day steelheading" the North Umpqua's wild and scenic fly water section has been a bucket-list destination of ardent steelheaders since the 1930s. No other river will test an angler's prowess like the North Umpqua. Deep, dangerous wading, long precise casts with little back casting room and ledge rock lined pools all add to the difficulty of this beautiful river. Not every run is highly technical or challenging. There are plenty of runs with easy, gravel bar type wading, short easy casts and classic tailout runs that even beginners can enjoy. The North Umpqua offers it all.

The North Umpqua hosts both a strong summer and winter run steelhead fishery. The summer runs usually total 7,000 to 9,000 fish that average 6 to 10 pounds. These fish are known for their aggression and their love of snarling skaters off the surface.

The winter run usually brings in around 10,000 fish, but these fish average a little bigger than the

summers with a real chance at a fish of a lifetime. Every winter the North Umpqua will produce several fish in the 20-pound range and occasionally some lucky angler will land a winter fish in the upper 20s.

As a guide on the river, there are really only two months of the year that I won't book trips with clients on the North Umpqua, May and November. All the other months of the year there are fishable numbers of steelhead in the North Umpqua. The summer season usually gets under way at the beginning of July and will last until the first big fall storms raise the river and the tributaries enough to allow the summer fish access to spawning habitat. This usually occurs in November. Winter steelhead will arrive on those same high flows with the run building into February and March. April will see a lot of winter steelhead spawning activity and caution to avoid actively spawning fish is required.

PEAK SEASON

July, August, September, October

SHOULDER SEASON

June, November, December, January, February

STEELHEAD INFO

The North Umpqua winter steelhead run is comprised entirely of native fish, which have to be released unharmed. The summer run is supplemented with hatchery fish released from the hatchery below the fly water at Rock Creek. It's not uncommon to catch hatchery strays in the fly water section. Harvest of these hatchery steelhead is encouraged to keep them from co-mingling with the native population.

WEATHER

During the peak of summer, mid-day temperatures can be in the 90s. That's when most anglers fish for three or four hours in the morning, take a mid-day break for lunch and a nap and then return to the water as evening shadows fall in the canyon. In the winter you can experience snow, wind and rain.

Regulations: The North Umpqua fly water is very regulated. Single fly, barbless hooks only. Anglers are not allowed to have any attachments to the line or leader. Weighted flies are not allowed from July 1 through Sept. 30.

LICENSE INFO

Oregon resident angling licenses are \$38 and a Salmon/Steelhead tag costs \$25 for residents and non-resident. Non-resident licenses run \$97.50. Daily licenses are also available in Oregon. With the daily license, the salmon/steelhead tag is included. Daily licenses run \$19 for a one day, \$34.50 for a two-day, \$50.50 for a three day, and a seven day license will cost you \$76.50.

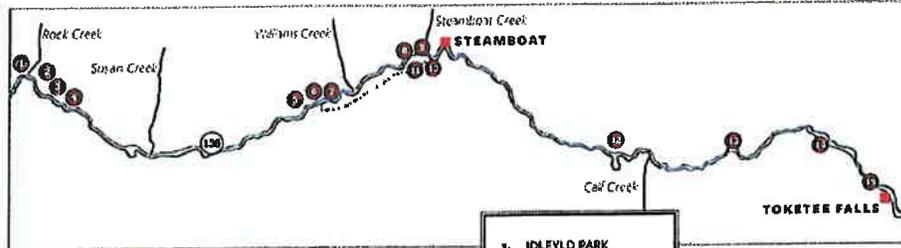
FLYSHOPS

Steamboat Inn, 541-498-2230, has some fly tackle available there. In Eugene the Caddis Fly Shop, 541-342-7005, www.caddisflyshop.com; Homewaters Fly Shop 541-342-6691, www.



Frank Moore fishes a fool on the North Umpqua.

REPORTING BY THE NUMBERS



1. IDLEYLD PARK
2. SWIFT WATER BRIDGE
3. FAMOUS
4. LOWER HONEY
5. FAIRVIEW
6. WRIGHT CREEK
7. LOWER, UPPER ARCHIE
8. LEDGES
9. STEAMBOAT INN
10. MOTT BRIDGE
11. CAMP WATER
12. HORSESHOE BEND
13. EAGLE ROCK
14. BOULDER FLAT
15. SODA SPRINGS DAM



homewatersflyfishing.com
River Height: Heights during the summer months are very stable and are usually not an issue. Winter flows can vary greatly so check www.waterdata.usgs.gov for the flows. Look for cfs info, the gauge at Wright Creek fishes best below 1,400 cfs. At Winchester, river heights below 5 feet indicate fishable winter flows up in the fly water.

SHUTTLES
 None available.

SERVICES
Food and lodging
 Steamboat Inn www.thesteamboatinn.com;
 Lodging and comfortable rooms are available year around at the Dogwood Motel www.dogwoodmotel.com

Gas and Groceries Available in Roseburg, Glide and Idleyld Park. Additional gas, snacks and munchies can be found on the upper river at the Dry Creek Store.

Camping Available at a number of USFS and BLM maintained camp sites. A favorite is the BLM campground at Susan Creek that has bathrooms and hot showers. Other favorite campgrounds include Bogus Creek (USFS), Island Camp Ground (USFS) and Horseshoe Bend campground on the upper river. All of these campgrounds are located along Hwy. 138 (Diamond Lake Hwy. east of Roseburg, Oregon)

FLOATS
 The North Umpqua fly water is not "angler friendly" for boating. There are rafting outfits that provide "splash and giggle" trips during the summer months, but the distance in

miles between raft put-ins and take-outs make the logistics of trying to get out of the boat and fish nearly impossible. Regulations also prohibit fishing from a boat and the frequent whitewater make it impossible to run in a hard boat.

WADING ACCESS
 The entire North Umpqua fly water section has great walk-in access. The North Umpqua trail follows the river corridor from Swift Water Park at Idleyld Park, all the way up river to Soda Springs Dam and beyond. The trail follows the south side of the river up to Marsters Bridge. From Marsters Bridge the trail crosses over to the north side of the river. Favorite trail access points include the Wright Creek Segment and the Mott Segment, which is located at the bottom of the Camp Water section below Mott Bridge. Hwy. 138 covers all your access along the river across from the trail access. Find a wide enough pullout along the highway to park. All of these pullouts will have a trail leading down to the water. River etiquette dictates that if a vehicle is already in the parking spot for that particular run or pool move on and leave the water for the fellow who arrived first. There are over 100 named pools in the fly water section that

all produce fish so there is plenty of water without crowding in on your fellow anglers. The Camp Water section is really the only section of the water where larger groups of anglers will ply the 18 or 19 pools comprising this section.

ROAD ACCESS
 The North Umpqua River wild and scenic section is located about 23 miles east of Roseburg, Oregon on Hwy. 138.

BEST FLY WATER
 The section of the river below Mott Bridge and the confluence of Steamboat Creek is generally larger with more classic swing water. The upper river (above Steamboat Creek) is smaller with a steeper gradient that produces a lot more smaller, faster runs. The upper river is where the majority of winter steelhead spawn so avoiding actively spawning fish and gravel tailouts is crucial in late winter/early spring. The summer steelhead are

tributary spawners, but the spring Chinook salmon will have redds dug in just about all the gravel areas of the river in September and October. Pay close attention and avoid wading areas with cleaned off gravel and other signs of recent spawning activity.
FLIES (SWINGING)
 Green butt Skunk, Muddler, Finnerly Skater, MOAL leeches, Intruders. Favorite colors include black, black and blue or purple. North Umpqua fish are known for their preference for larger flies, but don't hesitate to use a smaller fly for follow-ups on fish that swirled on your fly, but didn't take solid.
FLIES (NYMPHS)
 Nymphing is not allowed on the North Umpqua. However, some folks fish lead-eye glo-bugs when the regulations allow the use of weighted flies. It's

A North Umpqua wild steelhead about to be released.

not encouraged and is really unnecessary for these aggressive steelhead.

FLY LINES
 During the summer months, fish a full floating fly line. Fish a skater or a sub-surface wet fly in low light conditions or with shade on the water. In full sun during mid-day you can fish sink-tips. In the winter shooting heads or sink-tips are needed. Skagit type lines or Skagit-Switch line with custom cut tips work great. Seven to 10-foot lengths of T-11 or T-14 will cover just about every water type/condition you'll encounter on the North Umpqua.

LEADERS
 When fishing summer conditions with floating lines a 10-foot leader tapered to 8- or 10-pound tippet is ideal. When fishing sink-tips or shooting-lead lines a 4- to 5-foot length of straight 12-pound mono (Maxima) works best.

FLY RODS
 Single hand rods in the summer are typically 10-foot 7 or 8 weights. For Spey rods use a lighter rod in the 12 1/2 foot, 6 weight range designed to throw lines with grain windows between 350 and 550.

REELS
 Any reel that has enough weight to provide proper balance to your rod that can carry some backing and provide enough drag to keep from running over during a hard initial grab will work fine.

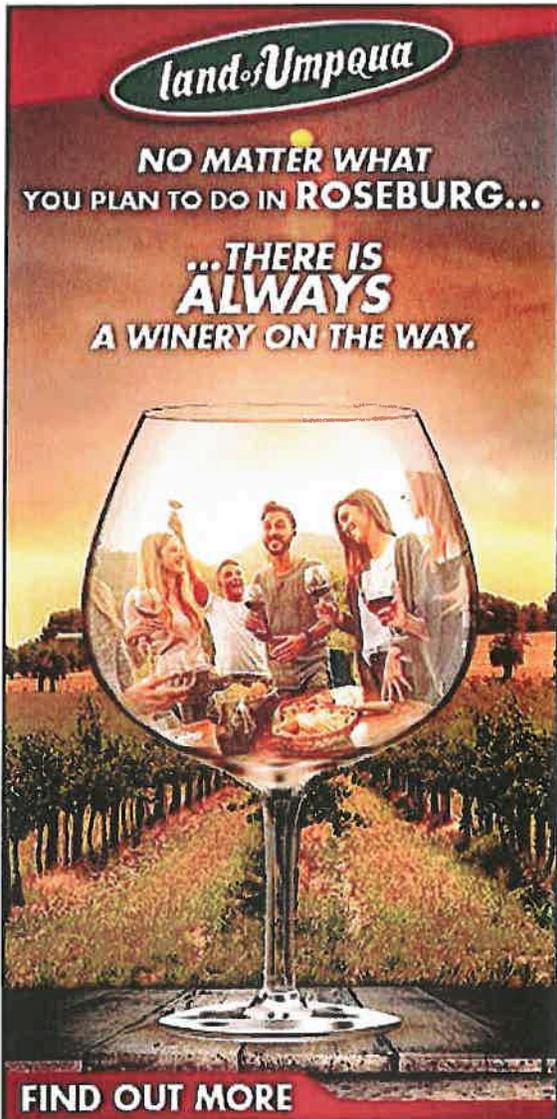
WHAT NOT TO FORGET
 The North Umpqua is notorious for getting even the most athletic, experienced angler wet while wading its "slick as whale shit on an iceberg" basalt ledges, so bring carbide tipped wading boots with felt and a wading staff. All flies on the North Umpqua have to be barbless year around so make sure you have something to pinch a barb.

FISHING TIP

The North Umpqua is all swing water. In the summer, I fish skaters almost exclusively. When a fish rises to your skater, the key is waiting to feel the weight of the fish before snuggling up on the fly. If you don't wait, you'll likely just pull the fly away. In the winter I encourage folks to make the cast, put in a mend right away and then hold the rod tip steady and guide the swing around with the rod. Be systematic and cover the water.

REPORTING BY THE NUMBERS

SAMPLE DIGITAL ADS



REPORTING BY THE NUMBERS

PRINT ADS

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Whether on land or water, on foot, wheels or wings, you'll find a new adventure every time you visit. Roseburg offers plenty of choices for comfortable accommodations too, so stay and enjoy one of Oregon's treasures.

Start your visit at the Roseburg Area Chamber of Commerce & Visitor Center. For a free visitor guide call 800-449-2563.

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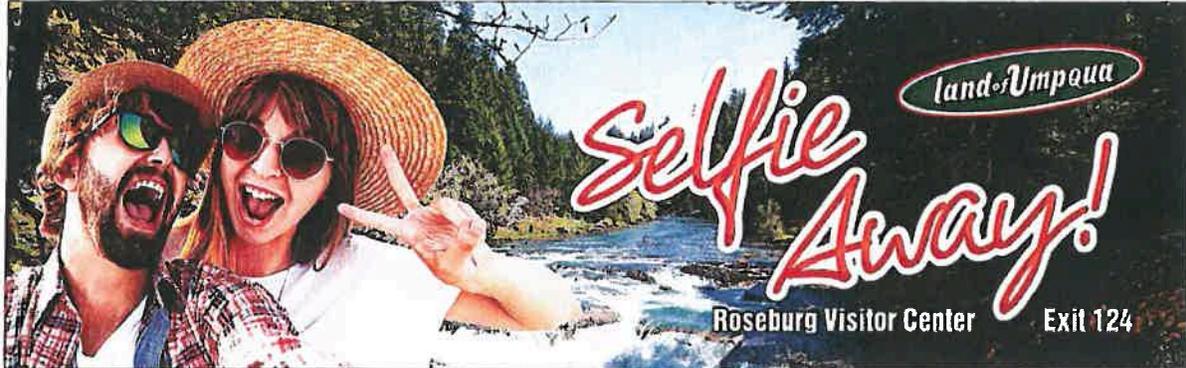
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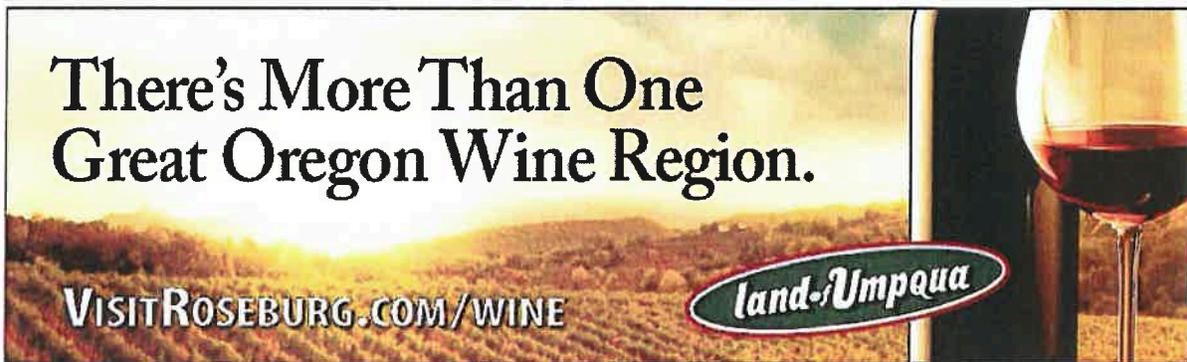
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REPORTING BY THE NUMBERS

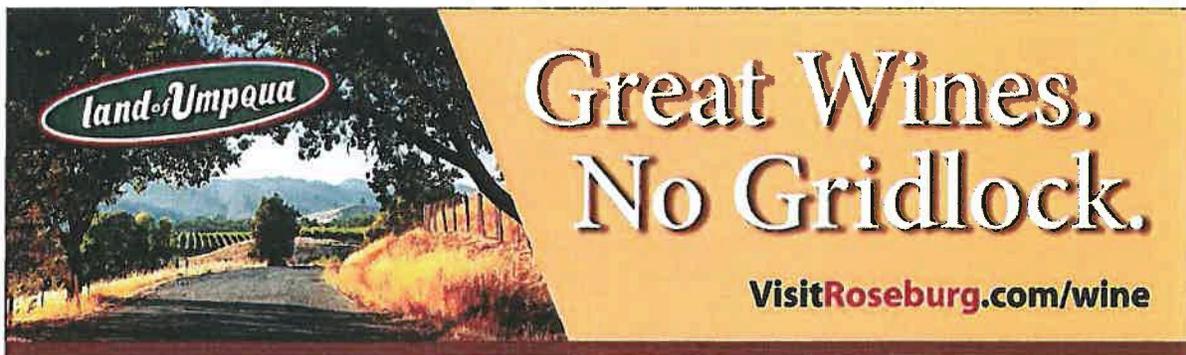
BILLBOARD ADS



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 12)

FINANCIAL REPORT

Financial Report

RACC'S 2016/2017 VISITOR CENTER/SERVICES OPERATIONS BUDGET V. ACTUAL

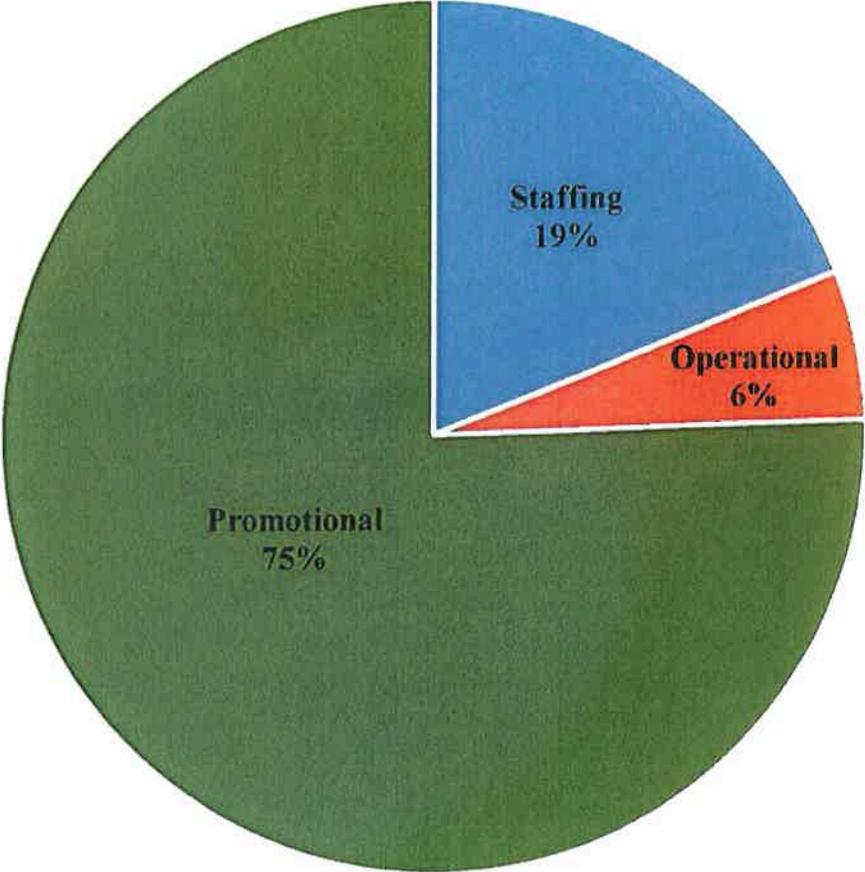
**Roseburg Area Chamber of Commerce
Visitor Center/Visitor Service Operations
2016-2017 Budget**

	<u>2016-2017 Actuals</u>	<u>2016-2017 Budget</u>
Income		
TLT Funds	567,900	575,000
Miscellaneous Income	194	400
Total Income	<u>568,094</u>	<u>575,400</u>
Expense		
STAFFING/ADMIN		
Staff and Payroll Expenses	107,435	120,000
Total STAFFING/ADMIN	107,435	120,000
OPERATIONAL		
Conference / Travel Misc.	1,333	3,500
Visitor Center Overhead	9,308	16,000
Accounting & Audit	3,793	4,200
Office Equipment & Supplies	11,333	14,000
RACC Volunteer Program	922	2,500
Display Fund	475	4,000
Visitor Center Maintenance	4,009	8,000
Total OPERATIONAL	<u>31,173</u>	<u>53,200</u>
PROMOTIONAL		
Advertising	335,602	295,000
Marketing	76,149	90,000
Travel & Association Dues	2,600	5,000
Hospitality Training & Recog	-	500
Publication Printing	12,149	20,000
Total PROMOTIONAL	<u>426,500</u>	<u>410,500</u>
Total Expense	<u>565,108</u>	<u>583,700</u>
Net Revenue	2,986	(8,300)

FINANCIAL REPORT

2017 OPERATING EXPENSES PIE CHART

Expense Summary 2017



FINANCIAL REPORT

RACC'S 2017/2018 VISITOR CENTER/SERVICES OPERATIONS BUDGET

Roseburg Area Chamber of Commerce Visitor Center/Visitor Service Operations 2017-2018 Budget

	<u>2017-2018 Budget</u>
Income	
TLT Funds	575,000
Miscellaneous Income	<u>250</u>
Total Income	<u><u>566,950</u></u>
Expense	
STAFFING/ADMIN	
Staff and Payroll Expenses	<u>126,000</u>
Total STAFFING/ADMIN	126,000
OPERATIONAL	
Conference / Travel Misc.	3,000
Visitor Center Overhead	16,000
Accounting & Audit	4,200
Office Equipment & Supplies	13,000
RACC Volunteer Program	1,800
Display Fund	4,000
Visitor Center Maintenance	<u>12,000</u>
Total OPERATIONAL	54,000
PROMOTIONAL	
Advertising	290,000
Marketing	85,000
Travel & Association Dues	7,500
Hospitality Training & Recog	500
Publication Printing	<u>20,000</u>
Total PROMOTIONAL	403,000
Total Expense	<u><u>583,000</u></u>
Net Revenue	(16,050)

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3/16/18

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



DIRECTIONAL/WAYFINDING SIGNAGE DESIGN AND IMPLEMENTATION

Meeting Date: March 12, 2018
Department: Community Development
www.cityofroseburg.org

Agenda Section: Department Items
Staff Contact: Stuart Cowie
Contact Telephone Number: 541-492-6750

ISSUE STATEMENT AND SUMMARY

On August 9th of 2017, the City applied for a \$25,000 grant from Travel Oregon in an effort to develop the placement of wayfinding signs throughout the City. Approval of the grant would enable the City to determine locations for wayfinding signs, determine the number of signs, the size and scope of each sign, including cost estimates, and develop a common theme and/or architectural feature to help promote Roseburg's identity. In addition, approved funding would also help provide opportunities for the City to obtain feedback from the general public, interested organizations and private businesses. Unfortunately, we were not awarded the grant. However, we still see value in improved signage within the City and would like to move forward with the project. Wayfinding signs, including new "Welcome to Roseburg" signs have been a goal for the City for a couple of years.

In order to continue to move forward staff presented the EDC with a request to help fund a portion of the project utilizing \$20,000 of tourism funds at their October 10, 2017 meeting. The EDC voted 6 to 3 in favor of recommending Council contribute \$20,000 toward the cost of determining the number of future signs, location, size and scope of each sign, a common theme and/or architectural feature and construction estimates.

ANALYSIS

- *Wayfinding signs can promote tourism and have a significant impact on local and regional economies.*

Wayfinding signs promote the City of Roseburg's identity through a common architectural theme for each sign. This theme will be easily recognized when entering town through "Welcome to Roseburg" monuments and will continue throughout town as visitors search for key places and attractions. This has already begun to occur as wayfinding signage has expanded due to Roseburg winning the Oregon Main Street 2016 *Best Downtown Streetscape*. Kiosks in the downtown area point people to local businesses, events and attractions. The success of these kiosks has sparked the future construction of additional matching kiosks from the Friends of the Umpqua River on the east side of town, and the Heritage All Star kiosk to be placed at Roseburg's south entrance along Highway 99/Stephens Street.

Representatives from Downtown Roseburg Association, The Partnership for Economic Development in Douglas County, and Umpqua Basin Economic Alliance fully support

City of Roseburg's efforts to create an overarching theme and identity for the Umpqua Valley attractions and amenities.

Roseburg serves as a jumping off point for adventure in our region. A wayfinding signage plan will welcome visitors and citizens to and around Roseburg but also direct them to destinations all over Southern Oregon using the same recognizable signage.

A wayfinding signage plan lays out consistent theme, appearance, design guidelines, identifies appropriate types of signage for each audience – freeway monuments for travelers, auto-, bicycle-, and pedestrian-oriented signs for users, and develops cost estimates to guide and prioritize future installations.

- *Wayfinding signs will help to promote the further use of our centralized path system.*

Wayfinding signs promote a significant accessibility feature of our City which is our multi-use path connecting major parks within the City and showcases the beauty of the South Umpqua River. With recent repaving projects complete, the trail is nearly 90% handicapped accessible. It is our hope that utilizing wayfinding signs along this path, in conjunction with newly paved portions of the trail will encourage more individuals to use the City's trail system. The City has applied to the Oregon Parks and Recreation Department to have the City's trail network recognized as an Oregon Regional Trail.

- *Developing wayfinding signs is consistent with City's goals and community objectives.*

A wayfinding sign project was one of the items City Council discussed while formulating their 2017-2019 goals.

Goal #1 (Transportation Needs): Wayfinding signs will enhance the community's desire to better promote bike/pedestrian transportation throughout the City. The City's multi-use path is an amazing but underutilized asset to the City. The use of this trail could be enhanced by wayfinding signs to better promote connectivity to other areas within the City.

Goal #2 & #3 (Community Development & Revitalization): The City has "Welcome to Roseburg" signs on main thoroughfares but they are old, faded, dilapidated, and share no common theme. We would like to develop a common theme for each type of sign, installing "Welcome to Roseburg" signs at entrances to town that are inviting and graphically represent Roseburg's identity and all it has to offer.

Goal #4 (Enhance Community Livability): Signs will share a common theme conveying Roseburg's identity which local citizens can rally around. In addition, it will promote how to locate key places such as Downtown, the VA, parks, Arts Center, City Hall, YMCA, Golf Course, County Courthouse, Visitor Center, hospital, etc. whether driving the freeway, navigating local streets, biking, or walking along Roseburg's centralized path.

Completion of a Wayfinding Sign project would provide the finishing touch on a number of different construction, improvement and planning projects throughout the City. These include ODOT's Highway 138 Downtown Improvement Project, re-paving portions of the

Bike/Ped path along the South Umpqua River, traffic improvements to key intersections in the Central Business District, realignment of Stewart Parkway as well as a portion of the City's bike/pedestrian path, and development of the Pine Alley commercial overlay promoting alternative modes of transportation including bike and pedestrian pathways and access to historic properties lining the river. A cohesive wayfinding signage plan will help tie these projects together, effectively promote connections to different places within the City, and provide a road map for installation of future signs.

- *Developing wayfinding signs within Roseburg has the support of the community.*

Partners include:

Bike Walk Roseburg

Blue Zones

Canyon Creek Bicycles

Douglas County Historical Society

Douglas County Commissioners

NeighborWorks Umpqua

Velo Club

Umpqua Economic Development Partnership

- *Where does the \$20,000 being requested come from?*

The \$20,000 would come directly from the restricted balance of the Hotel/Motel Tax Fund which has a current balance in excess of \$166,000.

COUNCIL OPTIONS

1. Authorize staff to utilize \$20,000 in order to move forward with the wayfinding sign project and determine the number of future signs, locations, size and scope of each sign, a common theme and/or architectural feature and cost estimates.
2. Do not authorize staff to utilize \$20,000 for this purpose.

STAFF RECOMMENDATION

Staff recommends that Council authorize staff to utilize \$20,000 in order to move forward with the wayfinding sign project and determine the number of future signs, location, size and scope of each sign, a common theme and/or architectural feature and cost estimates.

SUGGESTED MOTION

I move to authorize the use of \$20,000 in order to move forward with the wayfinding sign project and determine the size and scope of each sign, a common theme and/or architectural feature and cost estimates.

ca
3/5/18



ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

Phase 2 - Water System SCADA Improvements Project 18WA09, Construction Bids

Meeting Date: March 12, 2018	Agenda Section: Department Items
Department: Public Works	Staff Contact: Nikki Messenger
www.cityofroseburg.org	Contact Telephone Number: 541-492-6730

ISSUE STATEMENT AND SUMMARY

The City received bids for Phase 2 - Water System SCADA Improvements. The issue for the Council is whether to award of the construction contract.

BACKGROUND

A. Council Action History. On December 14, 2015 City Council awarded the master design contract for the water system telemetry improvements to RH2 Engineering. On December 12, 2016 City Council awarded a contract to construct the first phase of this multi-phase project. On August 28, 2017 City Council authorized a design task order for the second phase of the construction project.

B. Analysis. The water system, including the water treatment plant, is controlled and monitored by a Supervisory Control and Data Acquisition (SCADA) system. It was integrated and installed by S&B of Bellevue, Washington in 1992 and is still maintained by S&B. Over time, the SCADA system expanded as growth in the City's water system occurred. The City's current system consists of five distinctive subsystems, four of which use different SCADA technology based on the time when they were installed. The fifth subsystem consists of six isolated control systems that are not monitored or controlled by the SCADA system.

Phase 1 of the Water System SCADA Improvements was implemented in 2017. It included engineering, SCADA communication design, a City-wide radio survey, SCADA software purchase, SCADA master controller design, and construction of a new radio communication system between Reservoirs 5, 6, & 7 and the water treatment plant.

The second phase of the project includes the control system installation and integration at seventeen water system facilities. They include pump stations, reservoirs, and control valves. Phase 3 will include the control system integration at the water treatment plant facility and is projected to be completed in FY 18-19.

The project was bid with separate schedules to provide flexibility if the bids exceeded the available budget. Schedule A includes the fabrication and installation of water system telemetry panels, the installation of radio system equipment, and radio antenna masts at sixteen water system facilities. Schedule B includes the fabrication and installation of a telemetry panel, radio system equipment, and antenna mast at the Military Pump Station facility and Schedule C includes installation of pressure level transmitters to monitor reservoir levels at 7 reservoir facilities.

The project was advertised in January and bids were opened on February 21st. Four bids were received and are summarized below.

#	Bidder	Base Bid Schedule "A"	Schedule "B"	Schedule "C"	Total Bid All Schedules
1	Northeast Electric, LLC	\$ 525,400.00	\$ 42,500.00	\$ 28,500.00	\$ 596,400.00
2	Pacific Electrical Contractors Inc.	\$ 582,399.46	\$ 42,500.00	\$ 30,000.00	\$ 654,899.46
3	Taurus Power and Controls Inc.	\$ 598,943.71	\$ 40,552.55	\$ 52,272.58	\$ 691,768.84
4	Technical Systems Inc.	\$ 747,110.00	\$ 33,489.00	\$ 31,313.00	\$ 811,912.00
	<i>Engineer's Estimate</i>	\$ 707,400	\$ 51,400	\$ 46,100	\$ 804,900

C. Financial and/or Resource Considerations. The FY 2017-18 Water Fund budget includes \$1,000,000 for Phase 2 of this project. The total project costs for this phase are estimated below.

Task Orders 5 and 6	\$ 79,752
Construction	\$ 596,400
Task Order 7	\$ 171,171
Contingency (10%)	\$ 59,640
Total	\$ 906,963

Task Order 5 includes Phase 2 engineering design and services during bidding.
Task Oder 6 includes Phase 2 SCADA system software purchase.
Task Order 7 will include Phase 2 Project Management Services, PLC & HMI Software Development, Startup, and Testing, FCC 450 MHz Frequency Licensing, & Services during Construction.

D. Timing Issues. If awarded, the Notice to Proceed would be issued in April after execution of the construction contract. The contractor is allowed 180 calendar days to complete the project.

COUNCIL OPTIONS

The Council has the following options:

1. Award the contract to the lowest responsible bidder, Northeast Electrical, LLC. For \$596,400; or
2. Request additional information; or
3. Reject all bids.

STAFF RECOMMENDATION

The Public Works Commission will discuss this project at their March 8th meeting. Staff will report the results of that meeting at the Council meeting. The lowest bidder submitted all required documentation and is considered responsive.

Money has been budgeted and is available to construct the project. Staff recommends awarding the project to the low bidder, Northeast Electrical, LLC.

SUGGESTED MOTION

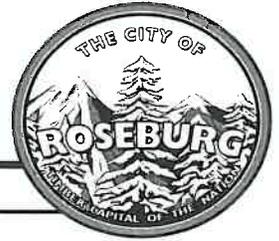
I move to award the Phase 2 - Water System SCADA Improvements to the lowest responsible bidder, Northeast Electric, LLC, for \$596,400.

ATTACHMENTS

None

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

*YJC
3/5/18*



TRANSPORTATION NETWORK COMPANIES

Meeting Date: March 12, 2018
Department: Administration
www.cityofroseburg.org

Agenda Section: Items from Departments
Staff Contact: Sheila R. Cox, City Recorder
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY Council will be considering information related to transportation network companies (TNCs), such as Uber and Lyft; how they are being regulated throughout the state; what factors need to be considered in order to determine if this type of service should be allowed in our community, and if so, how they should be regulated in comparison to other types of businesses.

BACKGROUND

A. Council Action History. At the February 26, 2018 meeting, Council heard numerous public comments on this subject. First you heard from Taj Gombart, owner and operator of DC Sunshine Taxi Service who voiced his opinion that if TNCs were allowed to operate in Roseburg, they should be held to the same Code standards and regulations that taxi companies are required to follow. You also heard from several people who indicated they were Uber drivers and had recently provided Uber services in Roseburg, all of whom were very supportive of the concept of ride sharing. Comments from one winery owner implied having Uber service in Roseburg would draw more tourists.

B. Analysis. A transportation network company, (TNC), is a business organization that pairs passengers via websites and mobile apps with drivers using their personal, non-commercial vehicles to provide transportation services ~ somewhat similar to taxi service. The very first thing I determined during my research on the subject was that there are strong opinions – both for and against – this form of transportation service.

Although this transportation option is new to Roseburg, it's apparently been very popular in larger cities over the past several years. Our research revealed that Colorado was the first state to pass rules for TNCs through the legislative process in 2014; since then, all but five states have followed the legislative route to address the issue. Oregon happens to be one of those five states. In Oregon, ORS 221.485 recognizes taxis, limousines and other vehicles for hire as *"a vital part of the transportation system within the state"*. ORS 221.495 authorizes cities and counties to grant franchises or licenses to, control and regulate vehicles for hire within their jurisdiction. We also learned there was a bill in the 2017 legislature to take away local authority in this area and put the State in charge, but that bill failed.

City Manager Colley and I had a telephone conference call with representatives from Uber on Wednesday, February 28th. We talked with Jon Isaacs, their Pacific Northwest Public Affairs Manager, along with Andrew Freeman and David Williams of their Oregon Compliance/Policy

Operations Team. They once again confirmed that Uber was not operating in Roseburg and explained that the Uber drivers who commented at the February 26th Council meeting had been operating under the assumption they (the drivers) were covered under Medford's recently adopted ordinance. Once Uber received the City's letter, they turned their app off in Roseburg. We learned Uber is already operating in Portland, Corvallis, Salem, Eugene, Bend, Redmond and Medford, and they're currently talking with the cities of Albany, Eagle Point, Jacksonville and Madras. Our conversation covered several topics, but in the end, they made it clear they wanted the City to repeal our current taxi regulations; or "modernize" our taxi regulations in a way that would allow Uber to operate in Roseburg – similar to the way some other Oregon cities have done.

C. Financial/Resource Considerations. The City currently charges taxi operators an original application investigation fee of \$200 and an annual license fee of \$150 per cab, with the requirement that they have a minimum of three cabs available at all times. We also charge them a taxi vehicle permit fee of \$10 for each taxi they operate. So once a taxi company is established, their annual license fee will cost them a minimum of \$480 (3 cabs @ \$150 each + \$30 each for three taxi vehicle permits.) Taxi drivers are charged an original application investigation fee of \$30 and an annual license fee of \$20. Attachment #1 to this memo shows a license fee comparison from other cities who are currently allowing TNCs.

D. Timing Considerations. The Uber representative indicated they were very interested in providing service in Roseburg, but understood it would take time for the Council to give the matter its full consideration.

STAFF RECOMMENDATION: Eliminating our taxi regulations would be a major change in policy, therefore Staff is not making a recommendation on this matter, but we'll be happy to work with whatever Council decides.

COUNCIL OPTIONS: In Staff's opinion, Council has the following options:

1. Amend RMC 9.08 regulating taxicab and limousine services in a manner that would allow TNC operations in Roseburg;
2. Repeal RMC 9.08 and amend RMC 9.02 "General Business Registration" in a manner that would require taxi operators and TNCs to follow the one-time business registration process like the majority of other businesses and all drivers to register as "independent contractors" or
3. Opt not to make any Code amendments that would allow TNCs to operate in Roseburg.

ATTACHMENTS: #1 TNC/Taxi License Fee Comparison
#2 RMC 9.08 "Taxicab and Limousine Services"
#3 RMC 9.02 "General Business Registration"

cc: Uber, Inc.-1455 Market St. 4th Floor-San Francisco, CA 94103
Sunshine Taxi-1276 Cleveland Rapids Rd.-Roseburg, OR 97471
Elite Taxi-864 SE Stephens St.-Roseburg, OR 97470
Chrono File

TNC/TAXI LICENSE FEE COMPARISON

SALEM:

Application Fee	\$40	
Annual Renewal Fee	\$25	Total = \$82.50/yr
Annual Processing Fee	\$12	(both TNC & Taxi)
Annual Automation Fee	\$ 5	

CORVALLIS:

Initial Application Fee for Operators	\$100
Annual Taxi Renewal	\$ 50
Annual TNC Renewal	\$100

**No Driver or Vehicle Permit Required*

BEND:

Annual Taxi License	\$285 + \$50 Business Registration
Annual TNC License	\$685 + \$50 Business Registration

MEDFORD:

Application & Renewal Fee – TNC	\$1,000
Application & Renewal Fee – Taxi	\$ 100
Driver's Permit	\$ 60

**Both TNC & Taxi are based on number of drivers....???*

REDMOND:

Taxi or TNC -	1-2 drivers	\$ 75
	3-5 drivers	\$ 125
	6-15 drivers	\$ 250
	16-59 drivers	\$ 500
	51+ drivers	\$1,000

PORTLAND:

Taxi or TNC Initial Application Fee	\$ 250
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**\$0.50 Per Ride Fee/Paid Quarterly plus 2% business tax*

EUGENE:

Taxi Annual License	\$ 500 covers first vehicle only
Annual each additional vehicle	\$ 100 each
Taxi drivers-original license	\$ 70
Annual taxi driver renewal	\$ 50

**TNC Annual Fee yet to be established/will be based on number of vehicles, Eugene PD will continue background checks*

Chapter 9.08 TAXICAB AND LIMOUSINE SERVICES

Sections:

- 9.08.005 Definitions.
- 9.08.010 Purpose.
- 9.08.020 Operator's license, driver's permit and vehicle permit required.
- 9.08.030 Application for operator's license.
- 9.08.040 Term of operator's license.
- 9.08.050 Operator's license fees.
- 9.08.060 Transfer of operator's license.
- 9.08.070 Application for taxicab driver's permit.
- 9.08.080 Term and fees for driver's permit.
- 9.08.090 Standards for issuance of driver's permit.
- 9.08.100 Application for taxicab vehicle permit.
- 9.08.110 Term and fees for taxicab vehicle permit.
- 9.08.120 Number and type of vehicles.
- 9.08.130 Required vehicle equipment.
- 9.08.140 Vehicle maintenance and inspection.
- 9.08.150 Taxi stand permit application, term and fee.
- 9.08.160 Operating regulations.
- 9.08.170 Insurance.
- 9.08.180 Bond or certified check required.
- 9.08.190 Indemnification.
- 9.08.200 Inspection of books and records.
- 9.08.210 Denial, suspension and revocation.

9.08.005 Definitions.

As used in this Chapter, unless the context clearly indicates otherwise, the following words and phrases shall mean:

"Driver" means any person in direct and immediate possession or charge of any taxicab, either as an agent, employee or otherwise of the owner, or as owner or under the direction of the owner.

"Key personnel" means any owner, officer, manager, employee or agent of the

licensee who exercises management or supervisory authority.

"Licensee" means the holder of an operator's license as described in this Chapter.

"Limousine" means any motor vehicle which has a total vehicle length of twenty feet or more or a seating capacity of more than six but less than ten passengers, which carries passengers for hire, whose journey has originated in the City and where the destination and route may be controlled by a passenger and the fare is calculated on the basis of an hourly rate.

"Operator's license" means a license to operate taxicabs as provided by this Chapter.

"Owner" means any person having use or control of any taxicab, whether as owner, lessee or otherwise and also includes any shareholder, partner or associate with an ownership interest in the taxicab business.

"Taxicab" means any motor vehicle which carries passengers for hire, whose journey has originated in the City and where the destination and route may be controlled by a passenger and the fare is calculated on the basis of any combination of an initial fee, distance traveled and delay. Any vehicle which has an appearance similar to a taxicab is a taxicab for the purposes of this Chapter. Exceptions are: limousines as defined by this Chapter, regularly scheduled buses, bona fide state-approved buses engaged in charter service with a seating capacity of more than twenty persons, vans and mini-buses which carry passengers for hire and have a seating capacity of more than seven passengers, courtesy vehicles operated by vehicle repair businesses, hotels or motels without charge to the user, ambulances licensed under State law, specially equipped vehicles used exclusively to transport wheelchair-bound passengers and their attendants, and any other vehicle used to provide a transportation related service which is subject to safety and reliability standards and licensing administered by any state or federal regulatory agency for which evidence of compliance can be presented.

(Ord. 2964 § 1 (part), 1996)

(Ord. No. 3357, § 1, 7-26-2010)

9.08.010 Purpose.

It is the purpose of this Chapter to require persons operating taxicabs to do so in a safe, fair and efficient manner. The taxicab industry should be allowed to operate without unnecessary restraint, but because taxicabs constitute an essential part of the City's transportation system and because transportation so fundamentally affects the City's well-being and that of its citizens, some regulation is necessary to ensure that public safety is protected, the public need provided for, and the public convenience promoted. The provisions contained in this Chapter should be applied and enforced in such a manner as to require the taxicab industry to regulate itself, under City supervision, to promote innovation and adaptation to changing needs, and respond to the economics of the marketplace, so long as the public interest is served thereby.

(Ord. 2964 § 1 (part), 1996)

9.08.020 Operator's license, driver's permit and vehicle permit required.

Within the City, no person shall operate a taxicab service business without first

obtaining an operator's license as provided herein; no person shall drive a taxicab without first having secured a driver's permit therefor; no taxicab shall be operated in violation of this Chapter or without a vehicle permit issued pursuant to this Chapter; and no taxicab stand shall be used except as permitted by this Chapter. Limousine service providers are exempt from the requirements of this Chapter, but must register their business under Chapter 9.02 of this Code.

(Ord. 2964 § 1 (part), 1996)

9.08.030 Application for operator's license.

A. An application for an original operator's license shall be filed with the City Recorder on a form provided by the City, verified under penalty of perjury, accompanied by a nonrefundable application investigation fee in an amount set by Council resolution and contain the following:

1. The name, Social Security number, date and place of birth, driver's license number and residence address of the owner(s) of the proposed business and all key personnel;

2. The business name under which the taxicab service shall operate and the business address and telephone number;

3. The make, type, year of manufacture and seating capacity of the vehicles applicant intends to operate as taxicabs;

4. A description of the proposed color scheme, insignia, trade style or other distinguishing characteristics of the proposed taxicab business;

5. A statement whether the owner or any key personnel of the proposed taxicab business have:

a. Been convicted of any felony, misdemeanor or violation of any municipal ordinance or state law (other than minor traffic and parking offenses), the nature of the offense and the punishment or penalty assessed;

b. Had a business license or bond denied, revoked or suspended and, if so, a description of the reason for such revocation or suspension.

6. The rates applicant proposes to charge for taxicab service;

7. Applicant's willingness and ability to participate in public service projects, such as subsidized fare programs for the elderly, the disabled or other classes of citizens, sponsored by government or private agencies. Applicant should submit documentation indicating the sponsoring agency's willingness to allow applicant to participate in any such program;

8. A description of owner's and key personnel's prior business and work experience;

9. Such other relevant information as the City Recorder may deem necessary for the proper protection of the public.

B. Each licensed taxicab operator shall continue to keep the information provided in its application current, and shall inform the City Recorder of any changes within ten days of the occurrence.

(Ord. 2964 § 1 (part), 1996)

9.08.040 Term of operator's license.

An operator's license is issued for a term of one year. All operator licenses shall expire on December 31st of the year issued. If a licensee intends to continue to operate in the next following license year, not less than thirty days prior to the license expiration date, licensee shall complete a license renewal application and submit the annual license fee as described in Section 9.08.050, to the City Recorder.

(Ord. 2964 § 1 (part), 1996)

9.08.050 Operator's license fees.

The annual license fee for an operator's license shall be based on a per taxicab vehicle rate as set by Council resolution and shall be paid before a license will be issued and thereafter on or before January 1st of each year. If the initial operator's license is issued on or after July 1st, the first license fee shall be reduced by one-half for the initial license year. The per vehicle license fee rate shall be paid on each new vehicle added throughout the license year which does not replace a currently permitted vehicle.

(Ord. 2964 § 1 (part), 1996)

9.08.060 Transfer of operator's license.

No operator's license may be sold, assigned, mortgaged or otherwise transferred without the consent of the City Recorder. Such transfer shall be subject to the same terms, conditions and requirements as the application for the original license.

(Ord. 2964 § 1 (part), 1996)

9.08.070 Application for taxicab driver's permit.

Application for taxicab driver's permits shall be made to the City Recorder on a form provided by the City and accompanied by the payment of a nonrefundable original application investigation fee as set by Council resolution. Upon approval of the application, the annual license fee as set by Council resolution must be paid before the license is granted. Applications shall contain the name, address, date and place of birth and Oregon driver's license number of the applicant and any other relevant information requested by the City Recorder and shall be accompanied by a current photograph of the applicant. Each applicant shall provide satisfactory proof to the City Recorder that the applicant possesses the appropriate valid Oregon driver's license.

(Ord. 3256 § 2, 2007; Ord. 2964 § 1 (part), 1996)

(Ord. No. 3430, § 1, 8-11-2014)

9.08.080 Term and fees for driver's permit.

Each person approved to drive a taxicab shall pay an annual permit fee as set by Council resolution. All permits shall expire on December 31st of the year issued. If the original permit is issued on or after July 1st, the permit fee may be reduced by one-half the annual fee for the initial permit year. Permits may be renewed upon payment of the annual permit fee on or before January 1st of each year.

(Ord. 2964 § 1 (part), 1996)

9.08.090 Standards for issuance of driver's permit.

The City Recorder shall review each application to determine the applicant's fitness to operate a taxicab. Among the factors which may be considered are:

- A. Whether the applicant has any physical or mental condition which would, in the judgment of the City Recorder, impair the applicant's ability to safely operate a taxicab;
- B. Applicant's prior criminal history;
- C. Prior traffic violations by the applicant and prior violations of municipal regulations of the City or other municipalities governing taxicab services;
- D. The applicant's driving safety record; and
- E. Any other relevant factor which the City Recorder may deem necessary.

(Ord. 2964 § 1 (part), 1996)

9.08.100 Application for taxicab vehicle permit.

Applications for taxicab vehicle permits shall be made to the City Recorder on a form provided by the City setting forth the name of the taxicab company for which the vehicle will be used, the name of the person holding the taxicab operator's license required by this Chapter, the make, model and year of the cab, the vehicle identification number, license plate number, color scheme and such other relevant information as may be required by the City Recorder. Applications for taxicab vehicle permits shall be accepted only from persons licensed as a taxicab operator pursuant to this Chapter.

(Ord. 2964 § 1 (part), 1996)

9.08.110 Term and fees for taxicab vehicle permit.

The annual permit fee for a taxicab vehicle permit shall be set by Council resolution; shall be paid before the permit is issued and is in addition to the per vehicle fee charged for an operator's license. Upon approval of the City Recorder, taxicab vehicle permits may be transferred from a currently permitted vehicle being removed from the operator's fleet to

the replacement vehicle. Such transfer shall not require payment of the per vehicle taxicab operator's license fee or the taxicab vehicle permit fee. All taxicab vehicle permits shall expire on December 31st of the year issued and may be renewed upon payment of the annual fee on or before January 1st of the following year.

(Ord. 2964 § 1 (part), 1996)

9.08.120 Number and type of vehicles.

Each licensee shall own or have the exclusive use and control of not less than three taxicabs at all times, which shall be used exclusively as taxicabs for business conducted by the operator's license. Each taxicab shall have a manufacturer's declared carrying capacity of at least five persons and be equipped with at least four doors, other than van-type vehicles which may have three entrance doors plus a rear cargo door.

(Ord. 2964 § 1 (part), 1996)

9.08.130 Required vehicle equipment.

A. Each taxicab shall be equipped with the following:

1. The company name and telephone number where service can be requested, prominently displayed on the exterior of the vehicle.

2. A properly functioning taxi radio of modern design, on a clear, coordinated, taxicab frequency or a hands-free cellular phone system for the purpose of rapidly dispatching calls for service. Any such hands-free cellular phone system shall be a one button "push-to-talk"-type system, not an earpiece, and shall allow all communications on the system to be heard by customer(s) with normal hearing while seated in the rear passenger seat.

3. The taxicab vehicle permit number issued by the City, prominently displayed as directed by the City Recorder on the exterior of the vehicle.

4. A taximeter in accurate operating condition, with a lighted face which can be read from the rear passenger seat at all times or a GPS system capable of establishing mileage to passenger requested destination. Any such GPS system shall have a lighted display screen capable of being clearly read at all times by customer(s) with normal vision while seated in the rear passenger seat.

5. A statement posted in a conspicuous place in the passenger compartment showing the address and telephone number of the licensed operator to which complaints should be directed and a notice that a record of all complaints shall be open to inspection and review by the City at any time upon its request.

B. Each taxicab operated by a licensee shall be painted the same color.

C. Replacement vehicles shall comply with the provisions of this Chapter.

(Ord. 2964 § 1 (part), 1996)

(Ord. No. 3335, § 1, 4-12-2010)

9.08.140 Vehicle maintenance and inspection.

A. No licensee shall operate a taxicab which is more than ten years old. Each vehicle operating under this Chapter shall be maintained in a clean, sanitary, safe and mechanically sound condition. No driver shall drive a vehicle which does not comply with the requirements of this Chapter, and no licensee shall allow such a vehicle to be driven. The City Recorder may order any taxicab found to be unsafe or in any way unsuitable to be immediately removed from service and any problems corrected before the taxicab is again placed in service.

B. The City Recorder may cause any taxicab to be inspected at any time to determine its condition. Such inspections shall be performed at the sole discretion of the City Recorder and the cost of such inspections shall be borne by the licensee.

(Ord. 2964 § 1 (part), 1996)

9.08.150 Taxi stand permit application, term and fee.

A. No licensee or driver of any taxicab shall stand or permit to stand any such taxicab while waiting for employment at any place upon any portion of the streets of the City other than at certain places designated as taxi stands by the City Manager and assigned to the licensee.

B. No taxicab or other vehicle shall occupy a regularly established taxi stand unless such vehicle is a taxicab operated by the licensee to whom such taxi stand has been assigned as herein provided.

C. Any licensed operator desiring assignment of a taxi stand shall file an application for such taxi stand with the City Recorder.

D. The annual fee for a tax stand permit shall be set by Council resolution and shall be paid before the permit is issued. All taxi stand permits shall expire on December 31st of the year the permit is issued and may be renewed upon payment of the annual fee on or before January 1st of the following year.

(Ord. 2964 § 1 (part), 1996)

9.08.160 Operating regulations.

A. Each licensed operator shall open and maintain an office in the City, equipped with a telephone, and shall have available at least one taxicab and a dispatcher who may be reached by telephone during each hour of

each day of the year. The office shall be staffed and open to the public at least five days a week (except holidays) and eight hours per day. Except when repair is required, each licensee shall have a minimum of three taxicabs available to serve customers for a period of twelve hours during each day of the year.

B. Unless otherwise directed by the passenger, any taxicab driver employed to transport passengers to a definite point shall take the most direct route possible that will carry the passenger to the desired destination safely and expeditiously.

C. Each driver, if requested, shall give a correct receipt upon payment of the correct fare.

D. No person may refuse to pay the taxicab fare as fixed in accordance with this Chapter after employing or hiring the taxicab.

E. Whenever any taxicab is occupied by a passenger, the driver shall not permit any other person to occupy or ride in that taxicab except with the consent of the original passenger.

F. Each licensed operator and driver shall promptly notify the City Police Department within twenty-hour hours of any property of value left in any vehicle by any passenger.

G. The driver's permit shall be displayed in the taxicab where it may be readily viewed by passengers at all times that the taxicab is in operation.

H. The operator's rate schedule shall be posted in each taxicab in a place where it may be readily viewed by passengers. If a taxicab is operated under a GPS system pursuant to Subsection 9.08.130.A.4., the driver shall advise the prospective customer of the total taxicab fare for each trip and obtain the customer's verbal consent to such fare prior to embarking on the trip.

I. Rates established by a licensee shall be kept on file with the City Recorder. Thirty days before implementing any rate change, the licensee shall file a copy of the proposed rates with the City Recorder.

J. A customer of a taxicab service shall be charged for service rendered only according to the rates established and filed as required by Subsection 9.08.160.I.

K. Each licensee and driver shall cause a complete and accurate record of each trip of each taxicab to be made on a daily trip sheet showing the time required to respond to the customer's request for taxicab service, the time and place of origin and destination of the trip, the number of passengers carried, the mileage and the amount of fare collected.

L. Each licensee shall maintain a complete set of records indicating income and expense for each taxicab operated.

M. Each licensee shall maintain a record for all complaints received either in writing or by telephone regarding taxicab service.

(Ord. 2964 § 1 (part), 1996)

(Ord. No. 3335, § 2, 4-12-2010)

9.08.170 Insurance.

No licensee shall drive, cause or allow to be driven, any taxicab in the City unless the licensee has a policy of liability insurance which is in full force and effect, insuring the operation of the taxicabs operating under this Chapter, and which provides coverage of at least the minimum amounts specified for municipal liability in the Oregon Tort Claims Act for injury, destruction of property, bodily injury or death.

(Ord. 2964 § 1 (part), 1996)

9.08.180 Bond or certified check required.

Each licensee shall post and maintain a five thousand dollar bond or certified check acceptable to the City Recorder which shall be available to satisfy any claims against the licensee, either in the nature of fines imposed by the City for violations of this Chapter or civil judgments entered against the licensee arising out of licensee's taxicab service.

(Ord. 2964 § 1 (part), 1996)

9.08.190 Indemnification.

A. Each licensee shall agree to pay all damages and penalties the City may legally be required to pay as a result of granting such license and shall agree to defend and indemnify the City against all claims resulting from the granting of such a license. These damages or penalties shall include, but not be limited to, damages arising out of the operation or maintenance of a taxicab as authorized by this Chapter whether or not any act or omission complained of is authorized or prohibited by this Chapter.

B. By its application and the granting of an operator's license, the licensee agrees to pay all necessary and reasonable expenses incurred by the City in defending itself under this Section, including, but not limited to, reasonable attorney's fees.

(Ord. 2964 § 1 (part), 1996)

9.08.200 Inspection of books and records.

The City Recorder, or any person authorized by the City Recorder, at all reasonable times and places, shall have the right to inspect all books and records of any licensee or driver required by this Chapter or pertaining to the taxicab business. Such records shall be kept available for inspection at the licensee's office in Roseburg for at least four years.

(Ord. 2964 § 1 (part), 1996)

9.08.210 Denial, suspension and revocation.

A. Operator's License. In addition to the grounds in Chapter 9.100, the City Recorder may deny an application for operator's license or

suspend or revoke an operator's license upon finding that:

1. An additional operator's license would be unreasonably detrimental to the availability or quality of taxicab service within the City (applies to denial only);
2. The applicant, operator or key personnel fails to meet the requirements of this Chapter or is doing business in violation of this Chapter or applicable federal, state, county or City law;
3. The applicant, operator or key personnel has provided false or misleading material, information or has omitted disclosure of a material fact on the application or related materials or on the applicant's business records;
4. The applicant's, operator's or key personnel's past or present violation of law or ordinance presents a reasonable doubt about the applicant's or operator's ability to provide taxicab service without endangering property or the public health and safety;
5. The information supplied in the application does not indicate that the applicant or key personnel has the experience, knowledge or ability to provide the services required under this Chapter.

B. Driver's Permit. In addition to the grounds in Chapter 9.100, the City Recorder may deny an application for a driver's permit or suspend or revoke a driver's permit if the Recorder determines the applicant to be unfit based upon the factors in Section 9.08.090 or if a permittee is convicted of a violation of this Chapter or similar regulations of another municipality; is convicted of a violation of any of the statutes of the state involving the operation of a motor vehicle; or if the City Recorder has reasonable grounds to believe that the permittee would endanger life or property while operating a motor vehicle.

C. Vehicle Permit. The City Recorder may refuse to issue a taxicab vehicle permit, or suspend or revoke a vehicle permit issued pursuant to this Chapter, for any vehicle found not to comply with the requirements of this Chapter.

D. Recorder's Decision and Applicant's, Licensee's or Permittee's Rights. The City Recorder's decision to deny an application, to suspend or to revoke a license or permit and the rights of an applicant, licensee or permittee shall be governed by this Chapter and Chapter 9.100.

E. Summary Suspension. In addition to the grounds in Chapter 9.100, the City Recorder may summarily suspend an operator's license if any taxicab of the licensee operates without the insurance required by Section 9.08.170 or the bond or certified check required by Section 9.08.180.

(Ord. 2964 § 1 (part). 1996)

Chapter 9.02 GENERAL BUSINESS REGISTRATION REQUIREMENTS

Sections:

- 9.02.005 Definitions.
- 9.02.010 Purpose.
- 9.02.020 Registration required.
- 9.02.030 Application for registration certificate.
- 9.02.040 Registration fee.
- 9.02.050 Display of certificate.
- 9.02.060 Change of ownership.
- 9.02.070 Moving or termination of business.
- 9.02.080 Inspection of business premises and records.
- 9.02.090 Denial, suspension and revocation.

9.02.005 Definitions.

As used in this Chapter, unless the context in which used clearly requires a different meaning, the words and phrases used herein shall have the meanings ascribed to them in Title 1, including specifically, but not limited to:

A. "Merchant" means a person:

1. Whose business is dealing in goods or services;
2. Who by occupation claims to have knowledge or skill peculiar to the practices or the goods or services involved in the transaction of business; or to whom such knowledge or skill may be attributed by the employment of an agent or broker or other intermediary who claims to have such knowledge or skill; or
3. Who is an itinerant vendor or peddler going from place to place, house to house, or who locates on private property of another business with a permanent location within the City, who, as principal or agent of another sells or offers to sell, goods, wares, merchandise or services, by sample or by catalog, to persons who are not merchants.

B. "Owner" means any person having ownership interest in a business, including an owner, partner, associate or lessee, but not including a shareholder in a publicly owned corporation.

(Ord. 3200 § 1, 2005; Ord. 2961 § 1 (part), 1996)

9.02.010 Purpose.

This Chapter is intended for the protection of the public health, safety and general welfare. It is designed to give the City a means of collecting information on merchants and persons conducting business within the City limits.

(Ord. 2961 § 1 (part), 1996)

9.02.020 Registration required.

Except for a business or merchant receiving a license or permit under the other Chapters in Title 9, no person shall engage in business or be a merchant within the City without first obtaining a business registration certificate from the City Recorder.

(Ord. 2961 § 1 (part), 1996)

9.02.030 Application for registration certificate.

Applications for a business registration certificate shall be submitted to the City Recorder and shall provide the following information:

- A. The true name, date and place of birth, driver's license number and permanent address of the business owner and an address which the City may use for purposes of notice to the business;
- B. For corporate ownership:
 - 1. The true name and address of the president or chief executive officer of the corporation;
 - 2. The address and telephone number of the registered office of the corporation, and
 - 3. The name, address and phone number of the registered local agent of the corporation.

If the applicant is acting as the agent of a foreign corporation, additional information including the place and date of incorporation, home office, right to do business within the state, firm or organization's officers and/or its duly authorized local agent may be required;

- C. The name under which the business will be operated and a description of the business to be conducted;
- D. A description of the goods, wares, merchandise or services the business will offer for sale;
- E. The location from which the business will be operated;
- F. The length of time (temporary or ongoing) the business will be conducted and the hours and days of the week during which the business will be operated;
- G. The past business experience of the owner and applicant, including any prior denial, suspension or revocation of a business license issued to, or applied for by, the owner or applicant;

H. The owner's or applicant's history of any past conviction of a felony, or conviction of a misdemeanor within the past five (5) years that relates to fraud or theft or any law or statute where the elements of such law or statute reasonably relate to the business activity to be conducted;

I. Known consumer complaints filed against the owner, applicant or business with any local or state consumer agencies in Oregon or in any other state;

J. Verification of compliance with all relevant federal and state bonding and licensing requirements;

K. Zoning designation for the location involved; and

L. Any other information which the City Recorder may reasonably feel is necessary to accomplish the purposes of this Chapter.

(Ord. 3200 § 2, 2005; Ord. 3120 § 1, 2002; Ord. 2961 § 1 (part), 1996)

9.02.040 Registration fee.

The applicant shall submit a nonrefundable registration fee, in an amount set by Council resolution, with the application.

(Ord. 2961 § 1 (part), 1996)

9.02.050 Display of certificate.

Each merchant operating a business shall continuously display in public view at its place of business the registration certificate issued by the City Recorder. Mobile merchants shall have the registration certificate in their possession at all times and present the certificate for public view upon request.

(Ord. 2961 § 1 (part), 1996)

9.02.060 Change of ownership.

A merchant operating a business within the City must notify the City Recorder ten days prior to any change of ownership of the business. The new owner must file a business registration application and pay the fee as required by this Chapter.

(Ord. 3200 § 3, 2005; Ord. 2961 § 1 (part), 1996)

9.02.070 Moving or termination of business.

A merchant operating a business within the City shall notify the City Recorder thirty days prior to a change in location or termination of an ongoing business activity. A change of location shall necessitate the completion of a new business registration application and payment of the registration fee as required by this Chapter.

(Ord. 3200 § 4, 2005; Ord. 2961 § 1 (part), 1996)

9.02.080 Inspection of business premises and records.

The City Recorder, or other City official upon the Recorder's request, is authorized to make lawful inspections of business premises and records to ensure compliance with this Chapter.

(Ord. 2961 § 1 (part), 1996)

9.02.090 Denial, suspension and revocation.

The denial of any application for any business registration certificate, or the suspension or revocation of any business registration certificate issued under this Chapter shall be in accordance with Chapter 9.100 of this Code.

(Ord. 2961 § 1 (part), 1996)

CL
3/5/18

INFORMATIONAL A
03/12/2018

ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



ACTIVITY REPORT

Meeting Date: March 12, 2018
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 12, 2018, meeting, I provide the following items:

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



Agenda
Department Head Meeting
February 27, 2018, 10:00 a.m.

1. Review February 26, 2018 City Council Meeting Synopsis
2. Review March 12, 2018 City Council Meeting
3. Review Tentative Future Council Meeting Agendas
4. Documents/Grants Signing
 - A. Parade Permit – 45th Neewollah Parade
5. Department Items
 - A. Fee Schedule



Agenda
Department Head Meeting
March 5, 2018, 10:00 a.m.

1. Review March 12, 2018 City Council Meeting
2. Review Tentative Future Council Meeting Agendas
3. Documents/Grants Signing
4. Department Items

TENTATIVE FUTURE COUNCIL AGENDA

Unscheduled

- Re-appropriation Resolution
- RMC 5.04 Amendment - Water Rules and Regulations
- Umpqua Basin Urban Services Agreement
- Umpqua Valley Tennis Center Fee Schedule

March 26, 2018

Consent Agenda

- A. Minutes of March 12, 2018

Resolutions

- A. Resolution No. _____ - ADA Transition Plan Adoption

Department Items

- A. Bid Award – Water Treatment Plan VFD Retrofit
- B. Capital Improvement Plan (CIP)
- C. Towing Service Regulations – RMC 3.18

Informational

- A. Activity Report

April 9, 2018

Mayor’s Report

- A. Council Travel and Training Policy
- B. Volunteer Recognition Month Proclamation
- C. Arbor Day Proclamation

Consent Agenda

- A. Minutes of March 26, 2018
- B. Cancel May 28, 2018 Meeting
- C. 2018 OLCC License Renewal Endorsement
- D. Stewart Park Erosion Project
- E. Deer Creek Path Erosion Project

Public Hearing

- A. 3310 & 3330 W Military Annexation, Zone Change and Withdrawal from Fire District No. 2

Resolutions

- A. Resolution No. ____ - Recreational Trails Program

Department Item

- A. Bid Award – Riverfront Multi-Use Path, Phase 2

Informational

- A. Activity Report – Budget Calendar Reminder

April 23, 2018

Consent Agenda

- A. Minutes of April 9, 2018

Resolution

- A. Resolution No. 2018-_____ - Supplemental Budget - Airport

Department Item

- A. Bid Award - Downtown Improvements, Phase 2

Informational

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

Urban Renewal

Discussion Item

- A. Downtown Improvements, Phase 2
- B. Black Avenue
- C. Garden Valley Inlay
- D. Stewart Parkway

May 14, 2018

Consent Agenda

- A. Minutes of April 23, 2018
- B. U-TRANS Services Contract
- C. Annual Fee Adjustments
 - Resolution No. 2018-___ - General Fees
 - Resolution No. 2018-___ - Water Related Fees

Informational

- A. Activity Report

June 11, 2018

Mayor's Report

- A. Camp Millennium Week Proclamation

Consent Agenda

- A. Minutes of May 14, 2018

Public Hearing

- A. Resolution No. 2018-___ - 2018/19 Budget Adoption

Resolution

- A. Resolution No. 2018-___ - Re-appropriation 2017/18

Informational

- A. Activity Report

Urban Renewal Agency Board

- A. Approval of Minutes
- B. Public Hearing – 2018/19 Budget Adoption

June 25, 2018

Consent Agenda

- A. Minutes of June 11, 2018

Informational

- A. Activity Report

Executive Session

- A. Municipal Judge Evaluation

July 9, 2018

Consent Agenda

- A. Minutes of June 25, 2018

Informational

- A. Activity Report

July 23, 2018

Consent Agenda

- A. Minutes of July 9, 2018

Informational

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

August 13, 2018

Consent Agenda

- A. Minutes of July 23, 2018

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

August 27, 2018

Consent Agenda

- A. Minutes of August 13, 2018

Informational

- A. Activity Report

September 10, 2018

Council Reports

- A. Implementation of Annual City Manager Performance Evaluation

Consent Agenda

- A. Minutes of August 27, 2018

Department Items

- A. Downtown Roseburg Association Annual Report

Informational

- A. Activity Report

September 24, 2018

Consent Agenda

- A. Minutes of September 10, 2018

Informational

- A. Activity Report

October 8, 2018

Consent Agenda

- A. Minutes of September 24, 2018

Informational

- A. Activity Report

October 22, 2018

Consent Agenda

- A. Minutes of October 8, 2018
- B. Cancel December 24, 2018 Meeting

Informational

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

November 12, 2018

Consent Agenda

- A. Minutes of October 27, 2018

Informational

- A. Activity Report

Executive Session

- A. City Manager Annual Performance Evaluation

November 26, 2018

Consent Agenda

- A. Minutes of November 12, 2018

Informational

- A. Activity Report

December 10, 2018

Consent Agenda

- A. Minutes of November 26, 2018

Informational

- A. Activity Report

January 14, 2019

Mayor Reports

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

Council Reports

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

Consent Agenda

- A. Minutes of December 10, 2018

Informational

- A. Activity Report

January 28, 2019

Consent Agenda

- A. Minutes of January 14, 2019

Department Items

- A. The Partnership Annual Report
- B. Municipal Court Quarterly Reports

Informational

- A. Activity Report
- B. Distribution of CAFR and PAFR

February 11, 2019

Special Presentation

- A. CAFR Review – Auditor Jeff Cooley
- B. Quarterly Report – Quarter Ended December 31, 2018
- C. 2019-2020 Budget Calendar

Consent Agenda

- A. Minutes of January 28, 2019

Informational

- A. Activity Report

Executive Session

- A. City Manager Quarterly Evaluation

February 25, 2019

Consent Agenda

- A. Minutes of February 11, 2019

Informational

- A. Activity Report

Friday February 23, 2018

Good Friday afternoon everyone! It appears that winter weather has finally arrived, and just in the nick of time. Many of us were beginning to get very concerned about the lack of rain on the valley floors and the lack of snow pack up in the mountains. With any luck at all, we should get a few feet of snow at higher elevations and rain for the next week or so here in town. One of the things I like most about our area is that we do get four seasons, no matter how mild. At least from inside, the rain and snow are a very welcome sight!



On Tuesday, Recorder Sheila Cox, Fire Chief Timm and I met with representatives from Douglas County Fire District #2 to discuss the annual “division of assets” process. We have worked with Fire District #2 for many years and each time an annexation is completed, we go through a statutory process designed to provide the successor entity with a proportionate share of the predecessor entity’s assets to assure “equity” for the City, District, and patrons receiving fire service. Over the years the process has become much more complex as a result of changes in reporting requirements and the calculation of what type of assets should be transferred. This year’s division of assets could result in one of the largest fiscal impacts in many years, and likely will end up in front of Council at some point. Staff will have a recommendation to you in the next month or so.

On the recruiting front, HR, CM staff and Fire Department staff are working towards replacement of a firefighter position in the department after one of our folks moved to take a position in Clackamas County. We anticipated around 45 plus candidates and 34 actually tested. Following is the news release provided by our Department:

News Release from Roseburg Fire Department

Posted on FlashAlert: February 23rd, 2018 8:21 AM

The City of Roseburg Fire Department will be conducting a physical agility test on February 23, 2018 at 10:00 a.m. The physical agility test will be for recent applicants who applied for a Firefighter position with the department. The physical agility test will take place at the American Legion Baseball Field which is located at the corner of Stewart Park Drive and Northwest Stewart Parkway. The test consists of several exercises which are simulations of actual tasks performed on the job. Firefighting involves extremely hard and skilled physical work, as well as handling emergency and life or death situations. Demanding physical standards are necessary because of the high level of physical fitness required by the job. The physical agility test is designed to test a person's physical strength, agility, and endurance and their ability to perform basic strenuous tasks that a professional firefighter must perform. Applicants must complete the tasks in the manner required as well as completing the tasks within a specific time allotment. For the latest information regarding the City of Roseburg Fire Department, please visit our website at www.cityofroseburg.org or like us on Facebook at www.facebook.com/roseburgfire.

If you have not had an opportunity to visit to the Templin Beach Park area lately, the new restroom has been completed and is now operational. Public Works staff worked with a contractor on this project to put the new restroom in a location out of the flood plain, in an area that would be more accessible for boaters and park users. Much of the funding came from a Marine Board grant identified by Nikki and her staff over the last year to make this project possible. Below is an excerpt from an email we received from OSMB relating to work and coordination provided by Ryan Herinckx, City Engineering Technician:



"I really have appreciated working with you on this project. You have done a good job of keeping me informed as the project progresses and you've done a good job managing the project. Thank you for keeping the project moving forward through design, funding, and construction.

This new restroom location will be a benefit to boaters and much easier for the city to maintain since it is no longer subject to flooding. Perfect example of OSMB and City of Roseburg working in partnership. And I hope we can work together to improve the parking lot and pedestrian access soon.

Thanks, and please provide a photo of the credit sign after it has been installed." **Scott Janssen, P.E., Facilities Engineer, Oregon State Marine Board**

Great job Ryan and the entire Public Works Staff who worked on this project.

The splash pad and playground project in Fir Grove is coming along nicely as well. The contractor continues work and our Public Works staff has been out there putting together the play equipment. I can't say enough good things about our staff. This project could not have been completed without their hard work and diligence. The cost of construction work was unaffordable without our staff picking up many aspects of the work. Thanks to all who have participated in the work. This is a great community project and might be the most anticipated park improvement I can remember.



We have a very busy agenda Monday so we look forward to seeing you all there. Have a great weekend everyone!