

CITY OF WILSONVILLE
CITY COUNCIL MEETING MINUTES

A regular meeting of the Wilsonville City Council was held at the Wilsonville City Hall beginning at 7:00 p.m. on Monday, April 18, 2016. Mayor Knapp called the meeting to order at 7:05 p.m., followed by roll call and the Pledge of Allegiance.

The following City Council members were present:

Mayor Knapp
Councilor Starr
Councilor Fitzgerald
Councilor Stevens
Councilor Lehan

Staff present included:

Bryan Cosgrove, City Manager
Jeanna Troha, Assistant City Manager
Barbara Jacobson, City Attorney
Sandra King, City Recorder
Martin Brown, Building Official
Mike Ward, Engineer
Mark Ottenad, Government and Public Affairs
Dan Pauly, Planner
Martin Brown, Building Official
Nancy Kraushaar, Community Development Director
Stephan Lashbrook, SMART Director

Motion: Councilor Starr moved to approve the order of the agenda. Councilor Fitzgerald seconded the motion.

Vote: Motion carried 5-0.

MAYOR'S BUSINESS

Mayor Knapp presented three proclamations the first declaring the week of May 1-7, 2016 as Construction Safety Week, the second declaring the first week of May as Drinking Water Week, and the third proclaiming the same week as Municipal Clerks Week.

Mayor Knapp announced the City has received, for the nineteenth year in a row, the Certificate of Achievement for the fiscal year ending June 30, 2015.

Upcoming meetings were announced by the Mayor, who also identified the regional meetings he attended on behalf of the City.

COMMUNICATIONS

A. Megan McKibben, Clackamas County Field Representative Office of Congressman Schrader

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Mark Ottenad introduced Megan McKibben, the Clackamas County Field Representative Office of Congressman Schrader.

Ms. McKibben read the remarks of Congressman Schrader regarding legislation dealing with transportation infrastructure funding.

CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS

This is an opportunity for visitors to address the City Council on items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizens input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

Theonie Gilmore, Wilsonville Arts and Culture Council, expressed concerned that the Tourism Committee would be assuming the funds administered and allocated by the Parks and Recreation Board for the Wilsonville Tourism Grants Program. Her fear was that the funds would be unavailable for local non-profit organizations.

Mr. Cosgrove explained the grant application process and requirements will remain the same; the administration of the program is changing to the Tourism Promotion Committee rather than the Parks and Recreation Board.

Councilor Lehan asked if the source of the grant funds remains the same.

Mr. Cosgrove responded the funding source remained the same; however, he felt there would be more public art opportunities now with the Metro Enhancement Funds. The Metro funds are a new source for community beautification and enhancement, which would include public art possibilities.

Mark Ottenad added the Tourism Committee is aware of the importance of the Community Tourism Fund grant program. The Committee is considering asking the funding groups to poll visitors to gather demographic data about who is attending local events. Other than the polling, no major changes are intended. He explained the new Metro Community Enhancement Program can be used for a number of projects, including art and culture related projects.

Terry Kester, addressed tourism and quality of life issues and the need for performing arts venues rather than an aquatic/recreation center. Mr. Kester read a prepared statement which has been made part of the record.

Michael Gibson spoke in favor of a performing arts center for the "metro south region" and that cultural tourism is an economic driver benefiting the larger community. Mr. Gibson read a prepared statement that has been made part of the record.

COUNCILOR COMMENTS, LIAISON REPORTS & MEETING ANNOUNCEMENTS

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Council President Starr – (Park & Recreation Advisory Board Liaison) reported the Parks and Recreation Advisory Board awarded \$15,000 in grant funds from the City Opportunity Grant Program to support community programs. Three local organizations were awarded a grant of \$5,000 each: the Jr. Scoops of Wood Middle School, Relay for Life of Wilsonville, and Wilsonville Farmers Market. These Opportunity Grants are funded through the City’s General Fund to assist local individuals and organizations to further educational or artistic opportunities, encourage and foster diversity, foster advances in art, education, community leadership or involve youth or elderly populations in community activities.

The Councilor and Mayor attended a Chamber/City Leadership meeting to discuss tourism and transit issues. He invited the public to participate in Bulky Waste Day set for May 7th.

Councilor Starr responded to the comments made during the Citizen Input to clarify misconceptions related to the use of tourism dollars. The aquatic/recreation center vote is not related to the use of tourism dollars; nor is the aquatic/recreation center related to community conversations about a sports facility.

The Council decision to put an aquatic/recreation center on the November ballot is the result of two city-wide surveys which indicated citizens of Wilsonville ranked an aquatic/recreation center as their highest desire. A question about a fine arts facility was also part of the two surveys; but it did not score as high as a pool and fitness facility. The residents of Wilsonville asked that an aquatic/recreation facility be brought forward, and the vote in November will determine whether they still support the concept.

Recently Council purchased land along the Willamette River to provide access to the river once Boones Ferry Park is expanded.

The Councilor indicated the Opportunity Grants are available to art organizations via the application process if the requesting organization puts together a strong application.

Councilor Fitzgerald – (Development Review Panels A & B Liaison) reported the DRB Panel-A approved an expansion of the Coca Cola warehouse facility; Panel-B will continue consideration of the 14-lot subdivision application on Canyon Creek south. She announced the upcoming DRB meetings and the Jr. Scoops Clothing Drive.

Councilor Fitzgerald noted she had been the leader of the Tourism Task Force which resulted in the Tourism Promotion Committee. She stated there were certain aspects that relate to the Tourism and Lodging Tax (TLT) but there is also a broader focus. In 2013 the Committee developed a vision that read “Wilsonville is a welcoming, family friendly community that is one of Oregon’s premier destination cities, investing in tourism, meetings, leisure, recreational strengths amenities and services providing compelling year round experiences”. The mission statement read “To facilitate the thoughtful development of Wilsonville’s visitor economy for the benefit of visitors and partners and to enhance the quality of life for those who live and work in the community.” Both the vision statement and mission statement were adopted by the Council and both convey the message that whatever was developed is also intended to benefit the people who live in the city.

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Councilor Stevens – (Library Board and Wilsonville Seniors Liaison) noted the Wilsonville Seniors Group continues their fundraising efforts to supply class scholarships, utility bill assistance and services for seniors. The Councilor announced the date of the next Library Board meeting, the SOLVE Earth Day to be held at Graham Oaks Park, and the annual WERK Day.

Councilor Lehan – (Planning Commission and CCI Liaison) announced the Planning Commission conducted a public hearing on amendments to the 2013 Transportation System Plan, which was unanimously approved. The Commission also held a work session on the Transit Master Plan update.

Regarding the arts and culture issues, Councilor Lehan shared the frustration of those who spoke during Citizen Input, stating she did not understand why it was so difficult for organizations like the Historical Society to remain afloat in Wilsonville when that problem is not experienced in surrounding communities. She did not think the issue was with City Hall, pointing out the clock tower at WES and the Beauty and the Bridge artwork under the I-5 overpass as city supported art projects. The cities of Lake Oswego, Tualatin, Sherwood and Canby have strong arts and history programs that are not necessarily city run programs. She felt the tourism piece should be able to work in conjunction with the arts, culture and heritage programs.

As president of the Pleasant View Historical Cemetery, Councilor Lehan, invited interested persons to attend the Pleasant View Work Day this Saturday and May 14th she added cemeteries are both heritage and art pieces that deserve care and appreciation for the craftsmanship that is there.

Mayor Knapp announced the upcoming marathon and 10K sponsored by Queen Of The High Road group, as well as the Urban Renewal Open House for the proposed Coffee Creek Urban Renewal District on April 25th; and the Basalt Creek Concept Plan Open House set for April 28 at the Juanita Pohl Community Center in Tualatin.

CONSENT AGENDA

Ms. Jacobson read the items on the Consent Agenda into the record.

A. **Resolution No. 2580**

A Resolution Of The City Of Wilsonville, Oregon Authorizing The Refunding Of Water Revenue Bonds And Related Matters. (staff – Cole)

B. Minutes of the April 4, 2016 Council Meeting. (staff – King)

Mayor Knapp removed the resolution from the Consent Agenda and placed it under New Business in order to describe what the resolution will accomplish.

Motion: Councilor Stevens moved to approve the Consent Agenda, the minutes only. Councilor Fitzgerald seconded the motion.

Vote: Motion carried 5-0.

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PUBLIC HEARING

The Development Review Board Panel-B continued this item to their 4/25/26 meeting. Public notice has been given for this Council hearing which will need to be continued.

A. Comprehensive Plan Map Amendment and Zone Map Amendment for 14 lot subdivision on Canyon Creek Road South. Owners, Boeckman and Lewallen. (staff – Pauly)

Mr. Pauly prepared the staff report. Due to DRB Panel B proceedings for the subject Comprehensive Plan and Zone Map amendments, the originally noticed date of April 18, 2016 for the City Council hearing on the amendments needs to be continued to the City Council meeting of May 16, 2016.

On March 28, 2016 DRB Panel B continued consideration of a Comprehensive Plan Map Amendment, Zone Map Amendment and related development applications to their April 25, 2016 meeting. This meeting date is after the noticed City Council Hearing date of April 18, 2016. City Council needs to thus continue their noticed hearing to a date following the DRB's continued review and recommendation to City Council. A public hearing and 1st reading of related ordinances is recommended for the Council's May 16th meeting, and a 2nd reading of the ordinances at the June 6th meeting. The City must render a final decision on the application by June 16, 2016, which is 120 days from the application being deemed complete.

The proposed Comprehensive Plan Map Amendment and Zone Map Amendment along with associated development applications would allow the development of 14 single-family lots. In continuing their hearing of the application, the DRB wanted further consideration by the applicant and staff of the traffic study, the setback waiver request, density, layout, and traffic safety.

The City must issue a final decision no later than June 16, 2016, which is 120 days from the application being deemed complete. If adopted by Council, the ordinances approving the Comprehensive Plan Map Amendment and Zone Map Amendment would be in effect after 30 days.

Motion: Councilor Lehan moved to continue the public hearing for the Comprehensive Plan Map Amendment and Zone Map Amendment for a 14-lot subdivision proposed for the properties at 28500 and 28530 SW Canyon Creek Road South to a date certain of May 16. Councilor Stevens seconded the motion.

Councilor Starr asked if the traffic study was found to be inadequate.

Ms. Jacobson responded the traffic study contained a typographical error in the date which called into question the day it was conducted, whether it was a Saturday versus a Tuesday. One member of the Development Review Board was concerned that a traffic study conducted on a Saturday would not represent the traffic volumes. Staff believed the traffic study was done on a Tuesday; however, the traffic consultant was not in attendance, so that was going to be corrected. To address further testimony by the neighbors and their concerns about traffic, a second follow-

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up traffic study would be done. Both of these two items will be completed prior to the next DRB meeting.

Vote: Motion carried 5-0.

NEW BUSINESS

A. **Resolution No. 2580**

A Resolution Of The City Of Wilsonville, Oregon Authorizing The Refunding Of Water Revenue Bonds And Related Matters. (staff – Cole)

Ms. Jacobson read the title of Resolution No. 2580 into the record.

Mayor Knapp wanted the public to understand the resolution before Council deals with refinancing water revenue bonds, which will save the City \$150,000 and is an example of how staff monitors changes in the financial market.

Motion: Councilor Starr moved to approve Resolution No. 2580. Councilor Fitzgerald seconded the motion.

Vote: Motion carries 5-0.

B. Wilsonville Tourism Development Strategy Five-Year Action Plan and Annual One-Year Implementation Plan (staff – Ottenad)

Mr. Ottenad prepared the staff report. He introduced Al Levitt, who serves as vice chair of the Tourism Promotion Committee.

The City Council adopted Resolution No. 2541 in June 2015, to create the new 12-member Tourism Promotion Committee composed of seven (7) voting members drawn from the area hospitality and tourism industry and five (5) ex-officio members who provide expertise, advice and assistance to the committee.

One of the tasks that the City Council requested of the committee through Resolution No. 2541 was the creation of a Five-Year Action Plan and Annual One-Year Implementation Plan (“Plan”) that is to be updated annually. The Plan is to describe the actions needed over the next one to five years to implement the “Visit Wilsonville” Tourism Development Strategy adopted by Council in May 2014.

On April 4, 2016, Tourism Promotion Committee Chair Jeff Brown, General Manager of Holiday Inn Wilsonville, and Vice Chair Al Levit, a Bike Club Coordinator and Wilsonville Planning Commissioner, appeared on behalf of the committee at City Council Work Session to review the Plan with City Council. Committee members understood that City Council was generally supportive of the Draft Plan as presented.

The Plan reviews the work results to date and specifically makes a set of recommendations to be executed starting this year and through Year 2, 2016-17, that seek to implement the longer-range, five-year components of the larger Tourism Development Strategy.

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The one-year implementation plan seeks to advance the top priorities of the larger five-year action plan. The first-year work plan is segmented into three main sections:

1. **Organizational Framework / Staffing Resource:** The committee seeks to have a dedicated human resource as staff or contractor for tourism development and promotion in order to advance the Strategy and the implementation/action plan.

The committee also intends to assume responsibility for overseeing the tourism grant programs in Fall 2016.

2. **Online / Marketing:** The Committee seeks to have the staff or contractor focus on online/Internet website products and processes as a primary task that the Strategy identified as a top priority and the committee strongly supports.

Creating an authoritative website for Wilsonville tourism was one of the top recommendations of the Tourism Strategy. Such an online product can also complement City efforts to advance business recruitment and to welcome new residents.

3. **Study Efforts for City to Advance Tourism Development:** The committee makes four specific recommendations to the City Council for study efforts to advance tourism:
 - Visitor profile study.
 - Feasibility study for an all-weather/indoor, multi-purpose playing fields facility for sports tournaments and other recreational/entertainment purposes.
 - Destination marketing strategy plan.
 - Hotel/conference center study as part of Town Center Master Plan redevelopment project.

The longer-range five-year plan shows an increasing workload and level of activity, progressing towards the launch of the recommended nonprofit Destination Marketing Organization (DMO) to be named "Visit Wilsonville." In the meanwhile, the City's Park & Recreation Department will be doing business as "Visit Wilsonville," a label that is reserved as both an assumed business name and dot-com website.

Adoption of the Plan satisfies a requirement of Resolution No. 2541 (2015) to advance the Wilsonville Tourism Development Strategy adopted by the City Council in May 2014.

In essence, City Council adoption of the Plan provides a road-map forward to develop action plans to advance components of the Tourism Strategy. Staff will look in detail at the Plan recommendations to develop specific plans, timelines and cost estimates for further review by the committee and City Council as may be needed to advance projects. For example, some of the studies recommended by the Plan need further clarification and research in order to have an accurate sense of a scope of work and potential budget.

A total of \$125,000 was budgeted for tourism promotion in FY2015-16, in addition to \$25,000 for the Community Tourism Grant Program. The City has supported the work of the Committee to-date through existing general fund staff in the City Manager's Office and Parks & Recreation Department.

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Meetings and materials of the Tourism Promotion Committee have been posted timely online at the City's website, which uses "e-notifier" function to notify interested members of the public who are subscribed to the Tourism Promotion Committee distribution list.

Mr. Levitt indicated the Tourism Promotion Committee formed two subcommittees whose work focused on Organizational Structure and Marketing and Web Priorities.

The Committee assessed the priorities developed by the Wilsonville Tourism Strategy adopted by the Council in 2014, and started work on a one-year implementation plan. Top priorities include:

- Obtain a professional in the tourism development field well versed in the subject matter and who should be able to advance programs with minimal Committee oversight. This would either be a staffer in the Parks and Recreation Department, or an independent contractor reporting to the Parks and Recreation Department Director. Mr. Sherer is willing to use existing staff resources until capacity is exceeded or until a dedicated person is obtained.
- The Committee has evaluated the need for online marketing and a tourism specific website. Recently a mockup of a website has been developed for Committee member comments; however this website is not "live".
- Agreement was reached on a five-year action plan, which will progress steadily on several fronts:
 - Moving dedicated staff person to full time.
 - Committee will assume responsibility for the tourism grant programs, including evaluation of results and increasing attendance of people from further than 50 miles, a requirement for the use of the TLT.
 - Continue establishing an internet website and social media presence.
 - Recommend to Council in the third year that a nonprofit DMO titled "Visit Wilsonville" be formed and implemented during the following two years.
- Funding will come from the Transit Lodging Tax, 44% has been used for tourism and related visitor services over the past ten years, and in the next five years it is projected to be 50% of revenue. If additional revenue is needed Council should consider dedicating a larger portion of the TLT to the Committee's work.

The Committee is requesting four major studies to be funded from the TLT:

- Visitor Profile study to provide a bench mark, and learn what attracts people to Wilsonville now.
- Feasibility study for an all-weather/indoor, multi-purpose playing field facility for sports tournaments and other recreational/entertainment purposes to attract visitors during the shoulder seasons.
- Destination marketing strategy plan.
- Hotel/conference center study as part of the Town Center Master Plan redevelopment project.

The Committee encouraged the Council to continue with the current with existing tourism programs.

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Mr. Ottenad added the Planning Division is looking at the scope of the Town Center Redevelopment Plan, and that a hotel/conference center could be part of that. They believe a more detailed study may be needed specifically on the market demand, since the redevelopment plan will focus on the Town Center and potential uses, but not the market demand for a new hotel.

Councilor Starr asked what the tourism website would cost.

Mr. Ottenad did not know, the Committee was hoping for direction from the Council to go forward to look at those items, which is what staff and the Committee members will be doing – determining what the costs are for the website and studies. Council approval will provide an outline of action for the Committee; any recommendations would be brought back to Council for consideration.

Councilor Lehan was impressed with the work of the Committee, and the prototype of the website. She mentioned the website was another interface with the arts and cultural events.

Councilor Stevens asked how success would be measured.

Mr. Levitt stated the surveys would provide that baseline information with the initial survey, and build data over time to see trends.

Mr. Ottenad felt a professional consultant who has access to aggregated data from both counties would be beneficial. The Committee was not clear if the clientele at the Holiday Inn was totally representative of all the visitors to Wilsonville, so there was a desire to have something that dug deeper at the visitor profile.

Mayor Knapp understood the recommendation from the Committee is contained in the packet for both the one-year implementation and the five-year strategic plan adopting the recommendation would enable that Committee to go forward with some concrete work, but does not end Council's engagement with the Committee.

Motion: Councilor Lehan moved to adopt the development strategy for the five year action plan and one year implementation plan of the Wilsonville Tourism Development Committee. The motion was seconded by Councilor Fitzgerald.

Councilor Starr was uncomfortable with several undefined factors, and felt strongly the position should not be a City staff position; rather it should be a consultant position with that particular expertise. The Councilor was also concerned about the cost of designing and maintaining a website. He thought the profile study was not as important as the feasibility study. Councilor Starr thought destination marketing strategy will provide what was needed in the future versus what was in place now.

Mr. Cosgrove explained if the Committee moved to a DMO model, the staffer would not be a City position; but right now, with the existing work load, the work could be managed with

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existing staff. He assured the Councilor that Council's opinion would be sought on expenditures, and any hand off to a DMO if one is created.

The Mayor pointed out these efforts are being funded by the hotel-motel tax collected with the rationale to promote the area enticing more people to come to stay in those same facilities, and we have an obligation to expend those funds in a way that is related to their original intent.

Councilor Starr agreed, but asked why one would spend money now when the hotels are full. He was interested in the destination marketing strategy and creating opportunity to maximize and build upon what is in place.

Councilor Fitzgerald was impressed with the amount of time spent and the level of commitment of the Committee. She felt the study was a good way to find out why people were traveling to Wilsonville and how to attract more and build on that, but until we can find ways to maximize the occupancy year round, reinvestments and expansion of the hotels would not occur.

Vote: Motion carried 5-0.

Councilor Lehan asked Council to consider a joint meeting with the Planning Commission to discuss affordable housing issues.

Mr. Cosgrove stated he would facilitate a joint meeting and suggested an August work session.

C. Resolution No. 2581

A Resolution Of The City Of Wilsonville Authorizing Acquisition Of Property And Property Interests Related To The Construction Of The Tooze Road Improvement Project From 110th Avenue To Graham's Ferry Road. (staff – Ward)

Ms. Jacobson read the title of Resolution No. 2581 into the record.

Mike Ward presented the staff report. The City's Transportation System Plan identifies the Tooze Road Improvement project (from 110th Ave to Graham's Ferry Road) as necessary to accommodate traffic generated by the Villebois development. This project is identified in the adopted 2013 Wilsonville Transportation System Plan, the West Side Urban Renewal Plan (although urban renewal funds are not being used on this portion of the project), and in development agreements and amended development agreements between the City, the Urban Renewal Agency, and Villebois land owners and developers. Mr. Ward identified the project area, the locations of slope easements; right of way acquisitions; drainage easements; and construction easement.

The Tooze Road improvement project was awarded \$800,000 in federal funding. The balance of project costs will be funded through Street System Development Charges (SDCs) and the Westside Urban Renewal District. The total project cost estimate is \$6.7 million, with \$2.0 million for design and acquisition and \$4.7 million for construction. As this is a federalized project, the City must satisfy FHWA right-of-way practices including right-of-way certification

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through ODOT. Consequently, Resolution No. 2581 authorizes Council to use condemnation to acquire the needed property interests if necessary.

Staff expects to begin appraisals in the spring of 2016 and initiate negotiations as soon as appraisal work is complete. If settlement has not been achieved by the end of the mandatory 40-day consideration period, staff will notify the Council regarding the status of negotiations and any recommendations to proceed with condemnation proceedings. Construction is anticipated to begin in May 2017, and legal possession of needed property, either through settlement or condemnation, is required by ODOT before the project can be put out to bid.

Motion: Councilor Fitzgerald moved to approve Resolution No. 2581. Councilor Stevens seconded the motion.

Councilor Lehan commended staff for their sensitivity with the interface between the developed urban area and the rural neighbors.

Vote: Motion carried 5-0.

CITY MANAGER'S BUSINESS

No report given.

LEGAL BUSINESS

Ms. Jacobson reported staff will be attending a meeting that Metro has scheduled to discuss affordable housing.

ADJOURN

Mayor Knapp adjourned the meeting at 8:53 p.m.

Respectfully submitted,

Sandra C. King, MMC, City Recorder

ATTEST:

Tim Knapp, Mayor