

AGENDA

**WILSONVILLE CITY COUNCIL MEETING
APRIL 4, 2016
7:00 P.M.**

**CITY HALL
29799 SW TOWN CENTER LOOP
WILSONVILLE, OREGON**

Mayor Tim Knapp

Council President Scott Starr
Councilor Susie Stevens

Councilor Julie Fitzgerald
Councilor Charlotte Lehan

CITY COUNCIL MISSION STATEMENT

To protect and enhance Wilsonville's livability by providing quality service to ensure a safe, attractive, economically vital community while preserving our natural environment and heritage.

Executive Session is held in the Willamette River Room, City Hall, 2nd Floor

- | | | | |
|------------------|--|-----------|---------|
| 5:00 P.M. | EXECUTIVE SESSION | [20 min.] | |
| A. | Pursuant to ORS 192.660 (2)(e) Real Property Transactions
ORS 192.660(2)(f) Exempt Public Records
ORS 192.660(2)(h) Litigation | | |
| 5:20 P.M. | REVIEW OF AGENDA | [5 min.] | |
| 5:25 P.M. | COUNCILORS' CONCERNS | [5 min.] | |
| 5:30 P.M. | PRE-COUNCIL WORK SESSION | | |
| A. | Refunding Water Bonds (Cole) | [15 min.] | Page 4 |
| B. | Tourism Promotion Committee: Annual Business Plan
(Ottenad) | [20 min.] | Page 7 |
| C. | Affordable Housing (Jacobson) | [10 min.] | Page 36 |
| 6:50 P.M. | ADJOURN | | |

CITY COUNCIL MEETING

The following is a summary of the legislative and other matters to come before the Wilsonville City Council a regular session to be held, Monday, April 4, 2016 at City Hall. Legislative matters must have been filed in the office of the City Recorder by 10 a.m. on March 28, 2016. Remonstrances and other documents pertaining to any matters listed in said summary filed at or prior to the time of the meeting may be considered therewith except where a time limit for filing has been fixed.

3/29/2016 8:55 AM Last Updated

7:00 P.M. CALL TO ORDER

- A. Roll Call
- B. Pledge of Allegiance
- C. Motion to approve the following order of the agenda and to remove items from the consent agenda.

7:05 P.M. MAYOR'S BUSINESS

- A. Wilsonville High School State Champion Basket Ball (Gail) Page 46
- B. Parkinson's Awareness Month Proclamation Page 47
- C. Arbor Day Proclamation (staff – Scola) Page 48
- D. Volunteer Appreciation Proclamation Page 49
- E. Upcoming Meetings Page 50

7:30 P.M. COMMUNICATIONS

- A. Wood Middle School 7th Grade Class Announcement "Shred Day"
- B. John Hartsock, Clackamas 800 Radio Group, May 17 Ballot Measure for Emergency Radio System Upgrade (staff – Ottenad) Page 51
- C. Recreation Aquatic Center Presentation – Council President Starr

7:45 P.M. 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.

7:50 P.M. COUNCILOR COMMENTS, LIAISON REPORTS & MEETING ANNOUNCEMENTS

- A. Council President Starr – (Park & Recreation Advisory Board Liaison)
- B. Councilor Fitzgerald – (Development Review Panels A & B Liaison)
- C. Councilor Stevens – (Library Board and Wilsonville Seniors Liaison)
- D. Councilor Lehan– (Planning Commission and CCI Liaison)

7:55 P.M. CONSENT AGENDA

- A. Resolution No. 2579 Page 56
A Resolution Authorizing An Intergovernmental Agreement With The Urban Renewal Agency Of The City Of Wilsonville Pertaining To Short Term Subordinate Urban Renewal Debt For The Year 2000 Plan District. (staff – Cole)
- B. Minutes of the March 21, 2016 Council Meetings. (staff – King) Page 65

8:00 P.M. CITY MANAGER'S BUSINESS**8:05 P.M. LEGAL BUSINESS****8:10 P.M. ADJOURN**

3/29/2016 8:55 AM Last Updated

AN URBAN RENEWAL AGENCY MEETING WILL FOLLOW

Time frames for agenda items are not time certain (i.e. Agenda items may be considered earlier than indicated. The Mayor will call for a majority vote of the Council before allotting more time than indicated for an agenda item.) Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting if required at least 48 hours prior to the meeting. The city will also endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting:-Qualified sign language interpreters for persons with speech or hearing impairments. Qualified bilingual interpreters. To obtain services, please contact the City Recorder, (503)570-1506 or king@ci.wilsonville.or.us



CITY COUNCIL WORK SESSION STAFF REPORT

Meeting Date: April 4, 2016	Subject: Refinancing 2006 Water Revenue Bonds Staff Member: Susan Cole Department: Finance	
Action Required	Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda	<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable Comments: Brief City Council on potential for refunding bonds.	
Staff Recommendation:		
Recommended Language for Motion:		
Project / Issue Relates To: <i>[Identify which goal(s), master plans(s) your issue relates to.]</i>		
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s)	<input type="checkbox"/> Not Applicable

ISSUE BEFORE COUNCIL:

The Series 2006 Water Revenue Bonds are eligible to refinance on or after June 1, 2016. Doing so is estimated to save the Water Operating Fund approximately \$150,000 in interest.

EXECUTIVE SUMMARY:

In October of 2000, the City Council authorized \$15 million in revenue bonds to finance the Willamette River Water Treatment Plant project. In 2006, these bonds were refinanced to a lower interest rate, from about 5.3% to about 4.0%, saving approximately \$387,000. The 2006 refunding had a provision that they were not eligible to be refinanced until on or after June 1, 2016.

As June 1, 2016 approaches, the Finance Department has been exploring whether it would make sense to refinance these bonds again. Preliminary indications point to a savings of approximately \$150,000, as the interest rate would drop to around 2.0%.

The current principal outstanding is approximately \$4 million, and they are on schedule to be paid off in June of 2020. A refinancing plan would keep this same pay-off schedule.

Because of the relatively low principal remaining, it would be possible to refinance these bonds with an individual bank, referred to as a “private placement.” This route is usually less expensive and more streamlined than selling bonds on the municipal market.

Staff has gathered a team of experts to work on this refinancing. The team includes Hawkins-Delafield as Bond Counsel, Western Financial Group for Municipal Financial Advisory Services, and Columbia Bank for bond placement.

An added benefit to refinancing the bonds with a private bank placement is the opportunity to discontinue bond insurance. Bond insurance is a way to ensure bond holders that debt service payments will be made regardless of the financial health of the revenue source pledged – if the revenue source falters, then insurance can take over to keep the bond holders whole. However, the Water Fund is quite stable and financially healthy, the repayment schedule is a short four years, and the outstanding principal is relatively low. The Water Fund has the wherewithal to maintain debt service payments in the unlikely event that water revenues falter, meaning that insurance is no longer necessary.

To be in the most advantageous position, staff would like to close on the refinancing as soon as possible and wrap the June 1, 2016 debt payment into the transaction, so the refinance would take place immediately upon eligibility. To do so requires a 30-day advance closing, and hence staff is targeting to close on or before May 1, 2016. Therefore, staff is hoping to place this matter on the consent agenda at the April 18, 2016 Council meeting.

EXPECTED RESULTS:

Refinancing the Series 2006 Water Revenue Bonds is expected to save the Water Fund approximately \$150,000.

TIMELINE:

Place bond resolution on the April 18, 2016 Consent Agenda, in order to close the transaction on or before May 1, 2016.

CURRENT YEAR BUDGET IMPACTS:

No current year impacts are expected. The debt payment due on June 1, 2016 is already budgeted. Fees for refinancing will be rolled into the refinanced bonds.

FINANCIAL REVIEW / COMMENTS:

Reviewed by: SCole Date: March 23, 2016

LEGAL REVIEW / COMMENT:

Reviewed by: _____ Date: _____

COMMUNITY INVOLVEMENT PROCESS: N/A

POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY (businesses, neighborhoods, protected and other groups):

ALTERNATIVES: N/A

CITY MANAGER COMMENT:

ATTACHMENTS:



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: April 4, 2016	Subject: Draft Tourism Action–Implementation Plan Staff Member: Mark Ottenad, Public/Government Affairs Director; Stan Sherer, Parks & Recreation Director Department: Administration; Parks & Recreation	
Action Required	Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution Information or Direction <input checked="" type="checkbox"/> Information Only <input checked="" type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda	<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable Comments: The Tourism Promotion Committee seeks City Council feedback at April 4 work session on the Draft Five-Year Action Plan and Annual One-Year Implementation Plan, Revised Draft March 1, 2016.	
Staff Recommendations: NA		
Recommended Language for Motion: NA		
PROJECT / ISSUE RELATES TO:		
<input checked="" type="checkbox"/> Council Goals/Priorities	<input checked="" type="checkbox"/> Adopted Master Plan(s)	<input type="checkbox"/> Not Applicable

ISSUE BEFORE COUNCIL

The Tourism Promotion Committee seeks to review and discuss with City Council the Draft Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy.

BACKGROUND

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.

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, plan to appear on behalf of the committee at work session to review the Plan with City Council.

SUMMARY OF PLAN

The Plan reviews the work results to date and specifically makes a set of recommendations to be executed in Year One that seek to implement a longer-range five-year components of the larger Tourism Development Strategy.

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.

EXPECTED RESULTS

City Council provides feedback to the Committee on the Draft Plan and any suggested modifications at the work session in preparation for formal adoption of the Plan at the April 18 City Council meeting.

Once City Council adopts the Plan, staff will look in detail at the specific recommendations to develop plans and cost estimates for further review by the committee and City Council as may be needed. For example, some of the studies recommended need further clarification and research in order to have an accurate sense of a scope of work and potential budget.

CURRENT YEAR BUDGET IMPACTS

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.

FINANCIAL REVIEW / COMMENTS:

Reviewed by: S. Cole Date: 3/22/2016

LEGAL REVIEW / COMMENT:

Reviewed by: B Jacobson Date: 3/22/2016

COMMUNITY INVOLVEMENT PROCESS

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.

CITY MANAGER COMMENT

A proposal for a new website creates new issues that engage Information Services division. Currently, the City has five separate websites that are not integrated.

EXHIBIT

- A.** Wilsonville Tourism Promotion Committee: Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, Revised Draft March 1, 2016; including attachments:
- Tourism Promotion Committee, Tourism Subcommittee: Marketing & Web Priorities — Scoping Definition of "Visit Wilsonville" Website, January 2016.
 - Resolution No. 2541, "A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee," June 2015.
 - Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy

Revised Draft — March 1, 2016

Table of Contents

- A. Introduction**
- B. Committee Members**
- C. Committee Meetings**
- D. Advancing Tourism Development Priorities**
- E. Five-Year Action Plan for Tourism Development: FY 2016 – 2021**
- F. Annual One-Year Implementation Plan: July 2016 – June 2017**
 - 1. Organizational Framework / Staffing Resource
 - 1.1 Staffing
 - 1.2 Budget Allocation
 - 1.3 Tourism Grants Program:
 - 2. Online / Marketing
 - 2.1 Tourism Website
 - 2.2 Content Collection / Organization / Sharing
 - 2.3 Email Marketing
 - 2.4 Social Media
 - 2.5 Website Analytics
 - 2.6 Internet Marketing Campaigns
 - 3. Study Efforts for City to Advance Tourism Development
 - 3.1 Visitor profile study
 - 3.2 Feasibility study for all-weather or indoor, multi-purpose playing fields facility for sports tournaments and recreational and entertainment activities
 - 3.3 Destination marketing strategy plan
 - 3.4 Hotel/conference center study as part of Town Center Redevelopment Plan project
- G. Attachments**
 - 1. Tourism Promotion Committee, Tourism Subcommittee: Marketing & Web Priorities — Scoping Definition of “Visit Wilsonville” Website, January 2016.
 - 2. Resolution No. 2541, “A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee,” June 2015.
 - 3. Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

A. Introduction

The Wilsonville Tourism Promotion Committee presents to the City Council the first Five-Year Action Plan and Annual One-Year Implementation Plan (“Plan”) for prospective adoption. Members of the committee have worked diligently to advance the objectives of the City Council as outlined in Resolution No. 2541 (2015), which furthers goals and objectives of the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Committee Members

The Wilsonville City Council appointed the seven voting members of the Tourism Promotion Committee in October 2015. Pursuant to Resolution No. 2541, the Committee elected a chair and vice chair in November.

1. **Jeff Brown, Chair:** General Manager of Holiday Inn Wilsonville and member of the Tourism Development Strategy Task Force; Position No. 3, term ends 6/30/17.
2. **Darren Harmon:** General Manager of Family Fun Center and member of Tourism Development Strategy Task Force; Position No. 5, term ends 6/30/18.
3. **Al Levit, Vice Chair:** A retired resident who is a Bike Club Coordinator and serves as a Commissioner on the Wilsonville Planning Commission; Position No. 4, term ends 6/30/17.
4. **Kathleen Mason:** Community Relations Manager for the Aurora Colony Historical Society; Position No. 1, term ends 6/30/16.
5. **David Stead:** General Manager of Langdon Farms Golf Club and member of the Tourism Development Strategy Task Force; Position No. 6, term ends 6/30/18.
6. **Elaine Swyt:** Principal of MediaPhysics and Chair of the Wilsonville Parks & Recreation Advisory Board; Position No. 2, term ends 6/30/16.
7. **Margaret Usher:** Group Sales and Tourism Manager for the World of Speed Museum; Position No. 7, term ends 6/30/18. [Note: this position became vacant in January 2016]

Housed in the City’s Parks and Recreation Department with support from the City Manager’s Office, the Tourism Promotion Committee also includes five non-voting, ex-officio advisory members composed of representatives of:

8. **Clackamas County Tourism and Cultural Affairs**, aka Oregon’s Mt Hood Territory: Danielle Cowan, Executive Director, or Jim Austin, Community Relations Lead.
9. **Washington County Visitors Association (WCVA):** Carolyn McCormick, President/CEO.
10. **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.
11. **City of Wilsonville Parks and Recreation Dept.** Director or designee: Stan Sherer, Director, or Brian Stevenson, Recreation Coordinator.
12. **City of Wilsonville City Council:** Councilor Charlotte Lehan, who also serves as the City Council liaison for the committee.

C. Committee Meetings

The committee met on six occasions in the last quarter of 2015 and first quarter of 2016 to review and discuss the Tourism Development Strategy, prioritize the 50 potential ‘actions for success,’ and devise this plan. Meeting dates were Oct. 29, Nov. 10 and Dec. 17 in 2015; and Jan. 1, Feb 16 and March 1 of 2016; an additional meeting on April 5 has been schedule to review City Council feedback from the April 4 Council work session and approve any modifications needed to the Plan. The Committee had met the minimum requirement of Resolution No. 2541 to meet at least four times in a one-year period.

D. Advancing Tourism Development Priorities

Committee members reviewed and discussed the 50 potential ‘actions for success’ outlined in the Tourism Development Strategy adopted by Council in May 2014. The committee then prioritized strategy components, and focused on the “Year 1 Top Priorities” that were organized into theme issues for further work by two subcommittees, Organizational Structure Subcommittee (A) and Marketing & Web Priorities Subcommittee (B).

Year 1 Top Priorities and “Themed Issues” for Subcommittee Work

Strategy No.	Strategy Title/Description	Subcommittee Assigned
1.1	Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville. <i>[Create the organizational framework]</i>	A
1.3	Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).	A
1.5	Review Wilsonville Tourism Grants Program.	A
1.7	Initiate ongoing partnership and relationship-building programs.	B
2.1	Develop a destination branding strategy for Wilsonville.	B
5.1	Establish a stand-alone Wilsonville tourism website.	B
5.2	Introduce an ongoing internet marketing campaign.	B
5.3	Develop social media programs relevant to key markets.	B
5.4	Develop database and email marketing programs.	B
5.5	Optimize the online use of video.	B
5.6	Optimize linking strategies.	B
5.11	Develop and maintain a library of high-quality images and videos.	B
5.12	Optimize the use of website and social media analytics.	B
5.13	Develop an active content management and co-op marketing program.	B
5.14	Increase public awareness of the benefits of tourism.	B
5.16	Conduct ongoing visitor-satisfaction research.	B

E. Five-Year Action Plan for Tourism Development: FY 2016 – 2021

The longer-range five-year plan recommended by the committee focuses on developing the organizational infrastructure and marketing/promotion program for the proposed “Visit Wilsonville” Destination Marketing Organization (DMO). The first, annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Year 1 Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections,’ the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

- Year 1, 2015/16**
- Form Tourism Promotion Committee: recruit and appoint members; elect chair/vice-chair.
 - Committee reviews and prioritizes Tourism Development Strategy actions for success.
 - Committee develops and recommends to City Council for adoption the Five-Year Action Plan and Annual One-Year Implementation Plan.
 - Parks & Recreation staff/contractor begins work on part-time basis on tourism program as outlined in One-Year Implementation Plan.

- Year 2, 2016/17**
- Parks & Recreation staff/contractor advances to full-time position.
 - Committee assumes responsibility for tourism grant programs; refines grant criteria; advertises and awards tourism grants.
 - Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection; website construction commences and soft-launch.
 - Website content that includes classified business and events listings, images and thematic experiences is developed; implemented into online website product.

- Year 3, 2017/18**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is refined and major marketing promotion commences that includes advertisements in targeted publications, blogs and other websites.
 - Online transactional services are added to website.
 - New tourism promotional programs are implemented with key partners.
 - Committee recommends to Council to advance formation of nonprofit DMO.

- Year 4, 2018/19**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is further refined and major marketing promotion continues.
 - Online transactional services are expanded on website.
 - New tourism promotional programs are implemented with key partners.
 - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO; creates bylaws.

- Year 5, 2019/18**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is further refined and major marketing promotion continues.
 - Online transactional services are expanded on website.
 - New tourism promotional programs are implemented with key partners.
 - City with committee forms 501(c)(6) nonprofit DMO called “Visit Wilsonville.”

F. Annual One-Year Implementation Plan: July 2016 – June 2017

The one-year implementation plan seeks to advance the Year 1 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.
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.

Following are details on the key components of the proposed one-year implementation plan.

1. Organizational Framework / Staffing Resource

1.1 Staffing: In order to advance components of the “Visit Wilsonville” tourism development strategy and the action-implementation plans, the committee recommends to the City Council to provide human resources in the form of City staff or vendor contract for the fledgling tourism program. While not a slight to current staff who are assigned to tourism as ‘additional duties,’ the top priority for the committee is to obtain a dedicated human resource to do the work on a consistent, methodical basis.

The committee further recommends that the City consider retaining as employee or contract vendor a professional in the tourism-development field who is well-versed in the subject matter and would be able to advance programs with minimal committee oversight. The committee believes that this position could be funded with a portion of the City lodging-tax revenues. In effect, the tourism strategy’s proposed Destination Marketing Organization (DMO) for Wilsonville is the City’s Parks & Recreation Dept. doing business as “Visit Wilsonville.”

Members of the committee have discussed the issue of human-resource assistance with the Parks & Recreation Director, who has indicated a willingness to utilize existing staff resources to be dedicated to advancing the tourism program. The committee understands that the Director is willing to consider a budget request for dedicated staffing or vendor contract when the workload is greater than what can be handled by existing staff. The committee strongly supports having a dedicated staffing resource to advance the tourism promotion program.

The committee has reviewed a number of position descriptions and local-government RFPs for tourism development that could be utilized by City in staffing or contractor recruitment.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1:* Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville. [Create the organizational framework]

1.2 Budget Allocation: The committee recognizes and appreciates the City’s support of allocating resources for tourism through the transient lodging tax. A total of 44% of the transient lodging-tax revenues has been used for tourism and related visitor services over the past 10 years, FY 2005/06 – 2014/15, and 50% of projected revenues over the next five years, 2016/17 – 2020/21, is dedicated to tourism.

The committee suggests that the City Council may wish to consider dedicating a larger portion of transient lodging-tax revenues over time as specific staffing resources, projects and programs are proposed.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.3:* Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).

1.3 Tourism Grants Program: The committee seeks to fine-tune the tourism-related grants program that is currently under the aegis of the Parks & Recreation Advisory Board. The committee is well positioned to assume the duties of grant-program review and disbursement with the support of Parks & Recreation staff and the Chair of the Parks & Recreation Advisory Board who also sits on the committee.

The committee proposes with Park & Recreation staff assistance to focus on tourism grant program criteria and cultivate increased tourism awareness among both members of the community and grant recipients. A key element of modifying the tourism grant program will be to encourage visitors from over 50 miles away (state definition of ‘tourist’) that will stay in Wilsonville lodging facilities. Increasing overnight stays is one of the primary goals for the Tourism Promotion Program and Committee, according to Resolution No. 2541.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.5:* Review Wilsonville Tourism Grants Program; *Item 5.14:* Increase public awareness of the benefits of tourism.

2. Online / Marketing

2.1 Tourism Website: The Tourism Development Strategy document called out a primary weakness for Wilsonville tourism promotional efforts: the lack of an “authoritative website” on Wilsonville tourism recognized by Google and other Internet search engines. The committee believes the development of a tourism website and associated marketing efforts is a priority in this upcoming fiscal year.

Increasingly, travelers are using online websites, including social media sites, that work on desktop and mobile devices to obtain information on areas to be visited, as well as to book lodging and other services. Hence, the committee’s focus in the larger marketing realm is on online, Internet media as both an economical way to publish up-to-date content and reach the widest audience feasible.

One of the primary duties for tourism staff is to research and present for committee review is what online website product(s) and features would offer Wilsonville the best value for the money and staff time. A key component of a low-maintenance website is an “administrative backend” that houses a database of content composed of text data-fields and images that allows easy manipulation by non-technical personnel. Current products to be reviewed include the state tourism agency Travel Oregon’s “Orb” online product, as well as the websites of Clackamas County “Oregon’s Mt. Hood Territory” and Washington County Visitors Association (WCVA) “Tualatin Valley dot org.” Other private-sector vendors also offer tourism-focused websites that should be considered.

To advance the critical website marketing tool, members of the committee plan to proceed with a prototype development site that can serve as a discussion tool to flesh-out the approaches City will want to take when contracting for a website product. The Marketing Subcommittee has identified a number of key factors for a website, including target audiences, tourism products being offered, key marketing attributes and assets, additional ways to attract visitors and web traffic and content focused on local attractions with overlap or shared content with other DMOs.

A growing component of Internet-based products features the ability for users to check lodging, vehicle rental and other services’ date-availability and book reservations directly online. Tourism staff would research options for online transactional marketing products and other features as noted below in relation to the tourism website. The results of the tourism website research would then be translated into a Request for Qualifications (RFQ) or Request for Proposals (RFP) that is relayed to various vendors.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.1:* Establish a stand-alone Wilsonville tourism website.

2.2 Content Collection / Organization / Sharing: An important feature for marketing efforts is the ability to use copyright-free content—including text, images and videos—that may be utilized and shared freely or as desired without additional overhead royalty and license expenses. Considerable effort is required to acquire and catalog area attractions, features, etc., that then may be used in website, social media and other platforms.

A content strategy for online products and Internet marketing should be developed that provides guidance for development and expansion of website content, schedules and procedures for updating content, and ways that content may be leveraged in other channels or media for greater exposure and reach.

Staff should research and source options for the integration of online video and use of linking strategies to drive traffic and search-engine optimization. Integral to developing an image and video content collection is obtaining services of a contracted photographer/videographer.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.13:* Develop an active content management and co-op marketing program; *Item 5.11:* Develop and maintain a library of high-quality images and videos; *Item 5.5:* Optimize the online use of video; *Item 5.6:* Optimize linking strategies.

2.3 Email Marketing: A primary tool of Internet-based marketing is the use of database email “notifiers” to alert interested parties to events, special deals and other attractors to the

Wilsonville area. Tourism staff should research email marketing tools, especially ones that are integrated into the website and social media products that encourage ‘opt-in’ sign-ups to receive emails.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.4:* Develop database and email marketing programs.

2.4 Social Media: Social media is a component of the larger online marketing promotional effort. Tourism staff should research social media platforms and programs that are targeted to specific niche markets, and ones that preferably offer integration with the website product.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.3:* Develop social media programs relevant to key markets.

2.5 Website Analytics: One of the most powerful features of the Internet is to be able to use website traffic data to determine user interests and preferences, problems with the website content or functionality, where users are located, etc. Tourism staff should research the compatibility and integration of website analytic tools for the website product.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.12:* Optimize the use of website and social media analytics.

2.6 Internet Marketing Campaigns: Tourism staff should research what kinds of services are available for Internet marketing promotions that are targeted to specific, niche markets and that utilize database marketing.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.12:* Introduce an ongoing internet marketing campaign.

3. Study Efforts for City to Advance Tourism Development

The committee encourages City Council consideration to fund four studies or research/planning efforts to advance tourism development in the greater Wilsonville market:

3.1 Visitor profile study: The committee believes that more detailed information about the characteristics and profiles of visitors to Wilsonville would provide strategic insight on niche markets, marketing promotion efforts and related information. Related to the profile of visitors, is the need to conduct additional research related to what attracts visitors to Wilsonville and how well their expectations are met when visiting here.

3.2 Feasibility study for all-weather or indoor, multi-purpose playing fields facility for sports tournaments and recreational and entertainment activities: The *Tourism Development Strategy* identified that the City may be well positioned to take advantage of non-summer, shoulder-season activities such as youth and league sporting activities when local lodging occupancy is lower. The study should include financial feasibility and financing strategies.

3.3 Destination marketing strategy plan: The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City’s larger branding strategy in order to maximize branding integration and marketing expenditures.

3.4 Hotel/conference center study as part of Town Center Redevelopment Plan

project: The committee requests that the pending Town Center Redevelopment Plan project being undertaken by the Planning Division of the Community Development Dept. specifically include the feasibility of a private-sector or public/private partnership development and operation of a conference center and adjoining hotel. Funding for these studies could come from transient lodging-tax revenues. The Committee assumes that staff would research vendors and cost estimates and advance accordingly.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 4.9:* Support the development of all-weather, multi-purpose playing fields for sports tournaments; *Item 5.16:* Conduct ongoing visitor-satisfaction research.

Attachments

1. Tourism Promotion Committee, Tourism Subcommittee: Marketing & Web Priorities — Scoping Definition of “Visit Wilsonville” Website, January 2016.
2. Resolution No. 2541, “A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee,” June 2015.
3. Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES

Scoping Definition of "Visit Wilsonville" Website

Sub Committee members: Al Levit, Kevin O'Malley, Elaine Swyt

The first work session of the Tourism Sub Committee - Marketing and the Web - explored how best to focus our priorities going forward. We developed the following working outline to guide us:

I. TARGET AUDIENCE

We felt the following were the primary audience for a standalone tourism website and related marketing materials:

1. Visitors already here.
2. Prospective visitors for business reasons or family celebrations
3. Visitors planning to attend nearby sports activities
4. Traveling families with children (parks, FFC, Library, World of Speed)
5. Residents & relatives of residents
6. I-5 Travelers
7. Content Providers – Will need to inventory these

II. PRODUCTS: WHAT ARE WE OFFERING?

We agreed on the following. "Visit Wilsonville" will:

1. Provide an easy to navigate resource to those already visiting and who are thinking of visiting our geographic area to visit – play --- stay
2. Inform prospective visitors about our city and what makes us a great place to visit and live
3. Provide a way for content providers to get the word out about their products (restaurants, hotels, events and local activities)
4. Provide a community resource for residents and those working in our city to inform and to help spread the word
5. Give a good reason to local content providers to post their information on our website
6. Give an alternative resource for outside area content providers to post their information. (Need to discuss with our counterparts on how to co-op market and use technology to augment their efforts with ours)
7. Provide resources to other tourism sites to help their clients (AAA, Woodburn Outlet, Chamber of Commerce, etc)

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES**Scoping Definition of "Visit Wilsonville" Website**

8. Provide some unique reasons that will draw Internet searchers to our website.
See Point III.

III. KEY MARKETING ATTRIBUTES & ASSETS

We brainstormed the following as the primary reasons people would want to stay and play in our city, attributes that make our city a “unique” experience for our visitors. We consulted the work done already by the Tourism Taskforce when creating this list.

- Small Town, Easy to Get Around
- Rapid transit access to Portland and SMART available throughout the city
- Memorial and Murase Parks – Water features, space for outdoor recreation and sports fields
- Family Fun Center
- World of Speed
- Aurora Colony
- Golf Courses, Tennis Courts
- Many Events Year Round – create a list: Wilsonville Arts Festival, Fun Run, etc.
- Event Venues (Weddings and Celebrations)
- “Gateway” to the North Willamette Valley
- Central location for visits to wine country
- Pickle ball
- Public art
- Walking and biking tours
- River and boating activities
- Many historical cemeteries for genealogical research very close by
- Festivals – Dahlia (Canby), Tulip (Woodburn)
- Historical sites – Canby Ferry
- Convenience to shopping – Costco, Fred Meyer, Fry’s, Target and within a few exits to Woodburn Outlets and Bridgeport

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES

Scoping Definition of "Visit Wilsonville" Website

IV. ADDITIONAL WAYS TO ATTRACT VISITORS & WEB TRAFFIC:

We also thought the following online and offline features would help draw traffic:

- Virtual Visitor Center
 - ✓ What to do on your "First Night" in Town –locating leads, coupons at local establishments, etc to check out "night before" or only if in town for one night activities i.e. trivia nights, bingo, scheduled local events, entertainment venues, specials at local restaurants, etc.
 - ✓ Ask the Curator i.e. "Where to entertain a family of 4?" (Categorical Search Engine –Pert Chart FAQs)
- Design an online and for print "Fantasy Map" of the City
- Improvement Ideas –
 - ✓ Onsite and online maps
 - ✓ Clear signage
 - ✓ Work with SMART, P&R, Chamber to make convenient these materials
- Attractive Video& Photo Content
- Ability to Rate Restaurants, Events, etc.
- One-Stop Resource Finder for Northern Willamette Valley (Includes geographic area from Aurora, Canby, St. Paul, McMinnville, Dundee, Newberg, Wilsonville, Tualatin, Sherwood, Tigard, Lake Oswego, West Linn, Oregon City and maybe Beaverton and Milwaukie.)
- Maybe a mobile app
- Geo-caching?
- Create seasonal events that might attract local and traveling traffic: i.e. New Year's Eve, Fourth of July (waterfront), etc.

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES**Scoping Definition of "Visit Wilsonville" Website****V. WHAT CONTENT? FOCUS ON LOCAL & SELECTED OVERLAP**

We agreed that content should focus on what is available locally with some selected overlap with the agreement and the on-going partnership with counterparts. No need to reinvent the wheel or overtly compete.

1. Focus on local points of interest - Pull from "Asset List" document.
 - Restaurants
 - Events
 - Accommodations
 - Clubs and Organizations
 - Area Recreation Businesses - FFC, Golf Courses

2. Open Question - How to Share Content Overlap?

This is where it will be necessary to "co-op" with our counterparts (i.e. WCVA, TCA, TualatinValley.org, MtHoodTerritory.com, TravelOregon.com, etc.):

- How to share/post content/resources without competing
- How to market for each other
- How to build alliances with mutual content providers

RESOLUTION NO. 2541**A RESOLUTION OF THE CITY COUNCIL CREATING THE WILSONVILLE
TOURISM PROMOTION COMMITTEE**

WHEREAS, the City Council sought, after adoption in August 2012 of the *Economic Development Strategy*, to leverage existing assets and planned developments to create a strategic plan that would identify opportunities and provide recommendations to increase the City's market-share of tourism-related expenditures that benefit primarily small businesses in the retail, services and hospitality sectors; and

WHEREAS, the City Council in March 2013 requested that the City Manager recruit a volunteer task force to assist with creation of a Tourism Development Strategy and appointed City Councilor Julie Fitzgerald in an ex-officio position to chair the task force; and

WHEREAS, the City Manager issued in August 2013 a request for qualifications and through a competitive selection process selected Total Destination Marketing, an international tourism consulting firm based in Tualatin, Oregon, to act as professional consultants to advise on the creation of a Tourism Development Strategy; and

WHEREAS, the City Manager recruited and empaneled in September 2013 a 17-member task force composed of a wide range of stakeholders, including representatives of local lodging, dining and entertainment establishments; operators of agri-tourism, golf and sporting-tournaments venues; chamber of commerce principals; officials with regional tourism agencies; and residents; and

WHEREAS, Total Destination Marketing met with members of the task force over a five-month period of October 2013 through March 2014, holding five public meetings and hosting two community workshops and public-comment sessions; and

WHEREAS, the task force presented a final recommended assessment and plan of action that was adopted by the City Council on May 5, 2014, as the *Wilsonville Tourism Development Strategy, May 2014*, which set forth a blueprint for how to implement a tourism strategy for the greater Wilsonville community, including forming a "Visit Wilsonville" Destination Marketing Organization (DMO) or committee; and

WHEREAS, staff researched community tourism organizational models for approximately 50 primary “tourism” cities or regions in Oregon and found five where the local government acts as the community’s primary tourism organizer and one where the municipal government successfully started a tourism committee and spun-off the committee to become a viable nonprofit tourism and convention bureau working in close conjunction with the regional DMO; and

WHEREAS, on May 18, 2015, the City Council reviewed a proposal outline to create a City of Wilsonville Tourism Promotion Committee and directed staff to proceed as outlined.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

Section 1. Tourism Promotion Committee:

- 1.1 The Tourism Promotion Committee (“Committee”) is hereby created as a deliberative and recommending body of the Parks and Recreation Department that reports to the City Council.

Section 2. Vision and Mission:

- 2.1 The Committee’s Vision and Mission are adopted from the *Wilsonville Tourism Development Strategy, May 2014*:
- 2.2 Vision: “In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon’s premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences.”
- 2.3 Mission: “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.”

Section 3. Purpose and Duties:

- 3.1 The Committee shall have three primary areas of responsibility:
- 3.2 A. To oversee implementation of the “Visit Wilsonville” Tourism Development Strategy and charged specifically to develop a larger Five-Year Action Plan and

annual One-Year Implementation Plans for fulfilling the Tourism Development Strategy that are to be recommended to City Council for approval.

- 3.3 B. To make recommendations to the City Council for tourism- and visitor-related marketing, promotions, expenditures and related programs and services that result in increased tourism activity, as measured by overnight room stays at local lodging properties.
- 3.4 C. To supervise the application process for and the selection and disbursement of the annual Tourism Grant Programs operated by the City, including the City of Wilsonville Community Tourism Matching Grant Program (currently \$25,000 per year) and the Clackamas County Tourism Community Partnership Grant Program (currently \$20,000 per year).

Section 4. Appointment:

- 4.1 The Mayor appoints and the City Council confirms Committee members, who serve at the pleasure of the Council.

Section 5. Membership:

- 5.1 The Committee shall consist of twelve (12) members, including seven (7) voting members and five (5) non-voting ex-officio members:
- 5.2 The seven (7) voting members are to be drawn from the hospitality and tourism industry in the greater Wilsonville area, including representatives of the following stakeholders: Agri-Tourism, Arts & Culture, Community Events, Equestrian Tourism, Event Facility, General Retail, Lodging, Organized Sporting Events, Restaurants, and Outdoor Recreation and Tourism Attractions.
- 5.3 The five (5) ex-officio positions are a City Councilor who also acts as Council liaison for the committee; the City's Parks and Recreation Director, or his/her designee; a Wilsonville Chamber of Commerce representative; and two professional staff persons, one each from Clackamas County Tourism and Cultural Affairs Department and Washington County Visitors Association.

Section 6. Term of Voting-Member Appointments:

- 6.1 Staggered three-year terms based on the fiscal year, scheduled so that two (2) or three (3) members are appointed or reappointed each year. A vacancy in a position may be appointed as outlined in Section 4 to fulfill the remainder of the term.
- 6.2 The appointment of a member shall automatically terminate upon the member's unexcused absence of three (3) consecutive meetings during a 12-month period. A member may serve a maximum of three (3) consecutive three-year terms; terms of appointment for less than three years shall not count towards the maximum time of service.
- 6.3 At the outset of the Committee, voting positions will be staggered as follows: Two (2) positions are one-year or slightly less in duration and two (2) positions are a two-year duration, and three (3) positions are full three-year appointments; assuming appointment by October 31, 2015:
- Position #1 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19
 - Position #2 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19
 - Position #3 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
 - Position #4 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
 - Position #5 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
 - Position #6 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
 - Position #7 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Section 7. Organization and Conduct of Meetings:

- 7.1 At the first meeting of each fiscal year, the Committee will elect a chair and vice-chair from the voting members.
- 7.2 The Chair (Vice Chair in the absence of the Chair) will preside over all meetings.
- 7.3 Unless otherwise specified, Robert's Rules of Order shall govern the meetings.
- 7.4 Committee members shall serve without pay but may be reimbursed for any expenses incurred in the discharge of their duties in line with approved city policies and with prior approval of the Parks and Recreation Director.
- 7.5 The City Manager shall appoint a staff person or outside contractor to serve as secretary to keep notes of each public meeting and assist with administrative tasks.

- 7.6 The Committee will meet on an agreed-upon schedule at least four (4) times per year. The Chair may also call a special meeting with one week's advance notice. Such meeting notice may be given by email or regular mail.
- 7.7 A meeting may be held without a quorum; however, a quorum of at least four (4) voting members is required in order for the Committee to vote on any matter.
- 7.8 Committee members may participate in a meeting telephonically.
- 7.9 All meetings will be announced and open to the public.

Section 8. Voting:

- 8.1 All members are entitled to vote in person at a meeting, regular or special. Proxies are not allowed.
- 8.2 A majority vote of the members voting on the question will be required to carry any matters submitted. A member who abstains from a vote shall be counted as present for purposes of the quorum but not counted as having voted on the question.

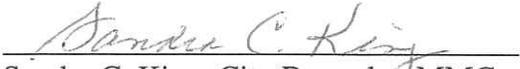
Section 9. Effective Date:

- 9.1 This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting on June 15, 2015, and filed with the Wilsonville City Recorder this date.


 Tim Knapp, Mayor

ATTEST:


 Sandra C. King, City Recorder, MMC

SUMMARY OF VOTES:

Mayor Knapp – Yes
 Council President Starr – Yes
 Councilor Fitzgerald – Yes
 Councilor Stevens – Yes
 Councilor Lehan – Yes



Wilsonville Tourism Development Strategy



**Executive Summary
Excerpted pages 1-8**



May 2014



Wilsonville Tourism Development Strategy May 2014

City Council

Tim Knapp, Mayor

Richard Goddard, Councilor

Scott Starr, Council President

Julie Fitzgerald, Councilor

Susie Stevens, Councilor

Tourism Development Strategy Task Force

Denny Atkin, Resident , Advertising Director, The Oregonian (retired)

Eric Bohard, Chair, City of Wilsonville Parks & Recreation Advisory Board

Jeff Brown, General Manager, Holiday Inn - South Portland/Wilsonville

Emily Corley, General Manager, McMenamins Wilsonville Old Church and Pub

Bryan Cosgrove, City Manager, City of Wilsonville

Danielle Cowan, Executive Director, Clackamas County Tourism & Cultural Affairs (CCTCA)

Julie Fitzgerald, Task Force Chair, City Councilor, City of Wilsonville City Council

John Hanna, Club Manager, Willamette United Soccer Club

Darren Harmon, General Manager, Wilsonville Family Fun Center

Carolyn McCormick, President/CEO, Washington County Visitors Association (WCVA)

Susan Myers, General Manager, Capital Realty Corp

Chris and Liz Perry, Market Managers, Wilsonville Farmers Market

Cheryl Snow, Executive Director, Clackamas County Arts Alliance

David Stead, General Manager, Langdon Farms Golf Club

Mary Stewart, Principal, MARStewart Creative Group

Tonie Tollen, Owner, Tollen Farm

Daphne Wuest, Board Chair, Clackamas County Tourism Development Council

CITY OF WILSONVILLE, OREGON

29799 SW Town Center Loop East

Wilsonville, OR 97070

Phone 503-570-1505

Fax 503-682-1015

Email publicaffairs@ci.wilsonville.or.us

Web www.ci.wilsonville.or.us

Contents

Introduction	2
Executive Summary	3
Methodology	6
The Business of Tourism	8
Destination Situation	9
Tourism Trends	11
The Destination SWOT	14
Strategic Directions	19
Vision and Mission Statements	20
Target Markets	21
Key Experience Themes	22
Alignment with Partner Strategies	25
Overall Objectives and Strategies	26
Actions for Success	27
1. Leadership and Organization	28
2. Branding and Positioning	31
3. Visitor Experiences	32
4. Infrastructure and Placemaking	35
5. Marketing Communications	42
Appendix 1: Tourism Development Strategy Task Force	48
Appendix 2: The Destination Management Options for Wilsonville	49
Appendix 3: DMO Organizational and Financial Benchmarks	55
Appendix 4: Wilsonville Transient Lodging Tax	57
Appendix 5: Wilsonville Tourism Grants	59
Appendix 6: Tourism Strategy Performance Indicators	60
Appendix 7: Public Comments on Draft Wilsonville Tourism Development Strategy	62

Prepared by:



Total Destination Marketing

Phone: 503 692-4603

www.DestinationBranding.com

Introduction

A New Era for Tourism in Wilsonville

Tourism in Wilsonville is entering a new era that will be characterized by the introduction of new attractors, events, infrastructure and innovative digital marketing. This will require the City of Wilsonville to establish new goals, responsibilities and strategies for the organization that will be responsible for the City's future tourism development and marketing contract.

The Wilsonville Tourism Development Strategy is a masterplan that provides strategic directions for the city to take optimal advantage of the opportunities that are likely to arise over the next decade. It is not a marketing plan or operational plan, but is designed to act as a guidance system in the development of more specific and tactical annual programs and budget allocations. This is a living document that will be updated as new opportunities and challenges arise.

Actions for Success

Tourism is a growing and important sector of the Oregon economy. The Portland metro region's visitor economy is worth over \$4.1 billion (2012). A key objective of this strategy is to secure a higher share of this for Wilsonville. It is designed to provide guidance for the future development of tourism in Wilsonville. It provides directions to increase market share, identifies development opportunities for new attractors and events, makes tourism a catalyst for businesses, and improves the experiences of visitors to Wilsonville visitor experiences.

Win-Win for Residents & Business

An important principle underpinning the strategy is that what can be attractive to visitors can also be appealing to residents and investors. As the cultural, natural, sporting and recreational attractors are improved, they will also improve the quality of life and business opportunities for residents.

Executive Summary

A Holistic Approach

This strategy adopts a holistic approach which addresses all of the elements necessary to communicate and deliver outstanding visitor experiences. Tourism is a complex economic activity where success requires cross-agency cooperation involving public, private, and nonprofit organizations. It also involves consideration of the interests of all customer groups including visitors, government, partners, local businesses and residents.

The Vision

In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon's premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences.

Our Mission

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.

Opportunities and Challenges

This strategy has been guided by consideration of the opportunities relating to the development of new attractors, growth of key markets, the rising popularity of the Portland metropolitan area, and the interest of local stakeholders. The strategy also recognizes the challenges posed by limited resources, increased competition, and the need for a holistic approach to sustainable tourism development.

Strategic Directions

The strategy has been designed to build Wilsonville's tourism capacity, increase market share, revenue, employment and new business opportunities. The following are key elements for the strategy:

Priority Markets:

- Horse show participants and organizers
- Meetings and conventions participants and organizers
- Northwest getaways
- Sports tournaments participants
- I-5 motorists in transit

Priority Experience Themes

- Horse shows and equestrian events
- Meetings and conventions
- Sports tournaments
- Northwest getaways

The Tourism Action Plan

1. Leadership and Organization

Provide clear direction, partnerships and sustainable funding for Wilsonville tourism through leadership and management that is recognized for its innovation, collaboration and effectiveness.

- 1.1 Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville.
- 1.2 Establish Board of Management for Visit Wilsonville.

- 1.3 Increase the Allocation of the Hotel/Motel Transient Lodging Tax.
- 1.4 Request a project budget to launch Visit Wilsonville DMO.
- 1.5 Review Wilsonville Tourism Grants Program.
- 1.6 Actively seek grants for Visit Wilsonville.
- 1.7 Initiate ongoing partnership and relationship-building programs.
- 1.8 Enhance local-area destination knowledge of frontline staff.

2. Branding and Positioning

Adopt distinctive and meaningful positioning for Wilsonville as a destination.

- 2.1 Develop a destination branding strategy for Wilsonville.

3. Visitor Experiences

Enhance Wilsonville's tourism attractors, events and experiences to meet and exceed the expectations of visitors and event organizers.

- 3.1 Encourage active participation by local product-suppliers and farm operators to participate in agri-tourism experiences, including the new Wilsonville-West Linn-Milwaukie Farm Loop.
- 3.2 Establish Wilsonville as a bike-friendly city and one of Oregon's premier leisure cycling cities.
- 3.3 Initiate and attract cycling events.
- 3.4 Initiate programs to ensure that Wilsonville consistently presents outstanding experiences for horse show organizers, participants and attendees.
- 3.5 Investigate the feasibility of establishing a signature event in Wilsonville to celebrate the start of horse show season.

4. Infrastructure and Placemaking

Ensure that tourism opportunities are optimized in government planning, development approvals, policy, infrastructure and placemaking.

- 4.1 Support a feasibility study for the development of the area surrounding Regal Cinemas or another area as an entertainment, sports, and leisure precinct.
- 4.2 Support a hotel feasibility study to assess the medium term lodging and meeting space needs of the city.
- 4.3 Investigate the feasibility of developing additional facilities within the City specifically designed for weddings, reunions and community events.
- 4.4 Support the expansion and integration of Wilsonville's trails system and brand the main trails with distinctive themes and names.
- 4.5 Support the construction of the proposed Bike-Ped-Emergency Bridge across the Willamette River.
- 4.6 Support the completion of the Ice Age Tonquin Trail.
- 4.7 Support the introduction of creative bike racks in areas popular with cyclists.
- 4.8 Support a feasibility study to develop a covered venue for equestrian events.
- 4.9 Support the development of all-weather, multi-purpose playing fields for sports tournaments.
- 4.10 Support the development of the proposed push trail and new skate park.
- 4.11 Support the improvement of river foreshore and water access for active and passive recreation, including boat launch.

- 4.12 Support study of the enhancement of Boones Ferry Landing in Old Town as a recreation and tourism precinct.
 - 4.13 Support enhancements to the character and attractiveness of Wilsonville's key precincts
 - 4.14 Consider establishing a public art program.
 - 4.15 Support improvements to the attractiveness and sense of welcome at city gateways.
 - 4.16 Support the development and implementation of a comprehensive wayfinding signage system.
 - 4.17 Support the development of a comprehensive directional and event signage strategy.
 - 4.18 Support the establishment of a museum/interpretive center and commemorative sculptures for the Oregon Korean War Memorial.
- 5. Marketing Communications**
- Enhance awareness of Wilsonville as an appealing visitor destination through the innovative use of traditional, digital and environmental media.*
- 5.1 Establish a stand-alone Wilsonville tourism website.
 - 5.2 Introduce an internet marketing campaign.
 - 5.3 Develop social media programs relevant to key markets.
 - 5.4 Develop database and email marketing programs.
 - 5.5 Optimize the online use of video.
 - 5.6 Optimize linking strategies.
 - 5.7 Produce a Wilsonville Visitors Guide annually.
 - 5.8 Ensure visitors have ready access to Wilsonville visitor information.
 - 5.9 Assess the effectiveness of digital kiosks to provide visitor information.
 - 5.10 Develop a public-relations program.
 - 5.11 Develop and maintain a library of high-quality images and videos.
 - 5.12 Optimize the use of website and social media analytics.
 - 5.13 Develop an active content management and co-op marketing program.
 - 5.14 Increase public awareness of the benefits of tourism.
 - 5.15 Encourage local residents to discover Wilsonville and surrounding area.
 - 5.16 Conduct ongoing visitor-satisfaction research.
 - 5.17 Conduct visitor research for each major event in Wilsonville.

Methodology

The development of this Tourism Strategy by Total Destination Marketing involved a variety of actions which included:

- A diverse 17-member Task Force composed of a wide range of stakeholders, including representatives of local lodging, dining, entertainment establishments; operators of agri-tourism, golf and sporting-tournament venues; Chamber of Commerce principals; officials with regional tourism agencies; and residents.
- A community survey which was accessible online and publicized by the City of Wilsonville and local media (35 responses).
- A total of 27 in-person interviews with local business and community leaders.
- Three community workshops with residents, businesses and community leaders (17 participants).
- Interviews with City of Wilsonville executives.
- Informal discussions with local businesspeople in contact with visitors.
- Interviews with individuals outside of Wilsonville who have partnership relations with the city in regard to tourism or are experts in fields of interest to Wilsonville tourism.
- On-site assessments of Wilsonville and its adjacent areas to experience the city and surrounding area through the objective and unbiased eyes of a first time visitor.
- A review of relevant past reports and plans relating to Wilsonville from a tourism, economic development, recreation and leisure perspective.
- A review of web sites and brochures relating to Wilsonville businesses and key competitors and partners to Wilsonville.
- A formal public-comment period in March 2014 to receive feedback and suggestions on the *Draft Wilsonville Tourism Development Strategy, March 2014*.
- Report before Wilsonville City Council in April 2014



29799 SW Town Center Loop E
 Wilsonville, Oregon 97070
 (503) 682-1011
 (503) 682-1015 Fax Administration
 (503) 682-7025 Fax Community Development

MEMORANDUM

TO: Honorable Mayor and City Council
 City Manager

FROM: Barbara Jacobson, City Attorney

DATE: March 28, 2016

RE: **Affordable Housing Legislation**

Several housing bills recently passed during the last legislative session in an effort to create more affordable housing options for Oregon. The following is a summary of Senate Bills 1533 and 1582 and House Bill 4143. New developments in the lawsuit against the City of Portland, regarding their limited rent control/no-cause termination ordinance (Code Section 30.01.085), is also summarized.

SB 1533

Senate Bill 1533 permits cities to adopt a mandate that 20% or less of new multifamily structures include affordable housing units through land use regulations, functional plan provisions or imposition of conditions for approval of permits. In doing so, the city must provide one or more incentives to the developer, such as fee waivers, density adjustments, or modification of site requirements. This law only applies to multifamily structures containing 20 or more housing units. A multifamily structure is defined as “a structure that contains 3 or more housing units sharing at least one wall, floor, or ceiling surface in common with another unit within the same structure.”

Cities may also adopt a construction excise tax for new residential structures or remodels that add square footage (up to 1% of permit valuation) and on commercial or industrial improvements (currently an uncapped %, but expected to change). The tax revenue created from the residential construction excise tax must be allocated as follows: 15% to the state homeownership assistance program; 50% to be spent on financial offsets, as would be used in an inclusionary housing program; and 35% for a local affordable housing program.

This bill permits the City of Wilsonville to require more affordable housing units in new multifamily structures to help offset the housing need that currently exists and to impose an excise tax on new residential structures and both residential and commercial additions or remodels, which would generate a new revenue source for housing. Prior to the enrollment of this bill, cities were preempted by state law and unable to mandate affordable housing through inclusionary zoning laws or impose a construction excise tax on new residential structures.

Given the rough estimates on anticipated building permits this year, and looking back over the last ten (10) years, Mark Ottenad has prepared an estimate (attached) of how much the City could raise with a 1% excise tax, keeping in mind even more could be raised with the uncapped amount of



commercial and industrial construction. Again, there is always the other side of the coin in terms of the City being viewed as less affordable by the business community.

SB 1582

Senate Bill 1582 creates the LIFT Program (Local Innovation and Fast Track Housing), which will allow for the creation of State owned low income housing. This new housing will be paid for through \$40 million in State bonds. This program will primarily create new housing in rural and low income areas of the state. Under the LIFT program, the State will be able to acquire, construct, remodel, repair, or furnish property that is or will be owned by the State in order to create new affordable housing options. This law obviously does not apply directly to cities but may provide additional affordable housing citizens can be referred to as the program progresses.

HB 4143

House Bill 4143 prohibits rent increases during the first year of a month-to-month tenancy and requires 90 days' notice to terminate a month-to-month tenancy after the first year. It does not require more than the standard 30 days' notice to terminate rent during the first year of tenancy. Rent may only be increased for week-to-week tenancies with 7 days' notice. Notices under this bill must state the amount of the rent increase, the amount of the new rent, and the date upon which the new rate becomes effective. There is nothing in this bill, however, that requires more than 30 days' notice to terminate a month-to-month tenancy. Such language was initially proposed but dropped through negotiations. Thus, as one of our Councilors noted, even though the landlord cannot raise the rent, the landlord can get around that law by simply terminating the tenancy and finding a new tenant. The Portland Ordinance, on the other hand, does build in the 90-day notice of no cause termination. (See commentary on that Ordinance, below.)

Melcliff Associates v. City of Portland

The City of Portland was recently sued regarding their new landlord-tenant ordinance (Ord. 187380), but not with respect to the requirement of 90 days' notice to terminate a tenancy. Rather, Melcliff Associates contests the rent increase provision, which prohibits landlords from increasing rent more than 5% without giving at least 90 days' advance notice to tenants, and claims that it is a violation of ORS 91.225, which makes rent control "an issue of statewide concern". Melcliff alleges that any rent control legislation by the City of Portland is preempted by that statute and unable to pass any rent control laws under ORS 91.225.

Based on passage of HB 4143, the judge assigned to the case has asked the parties whether the change in law has rendered the case moot and it, therefore, should be dismissed. Attorneys for the City of Portland have advised the judge that they concur with her initial assessment that the case is now, indeed, moot. The attorneys for the Plaintiff, however, disagree with that view and, therefore, the judge has set a briefing schedule on whether the case should or should not be dismissed as moot, with the last briefs due on or about April 15. We are in contact with City of Portland attorneys who will keep us advised.

The most interesting issue is the fact that the current complaint did not challenge the 90-day notice period enacted within the same ordinance. While it is possible that the City of Portland could face another lawsuit for requiring 90 days' notice of termination of a tenancy, there is no current state statute that seems to preempt that action by cities. Recall, that unless the state has taken a clear position through clear legislation that it wishes to preempt an area of law, cities are free to adopt more stringent standards as long as they are not in direct conflict with State law. Our own

Thunderbird case prevailed on that legal argument. Since there is nothing in the new legislation to suggest state law preempts cities from passing stricter notice requirements, Wilsonville could consider passing a law requiring a longer notice period for no-cause terminations, similar to Portland's ordinance. When considering this approach, the City Council will also want to keep in mind that such an ordinance is likely to receive strong push-back from local landlords. Recall that the City has already received a letter from an organization representing landlords and property managers to that effect.

On the positive side, requiring that landlords provide 90 days' notice before increasing rent or terminating a tenancy would help protect elderly persons and families that have month-to-month leases from being evicted or having their rent increased without adequate notice or time to find new housing. Such a time requirement is also consistent with the idea that tenants cannot have their rent raised without at least 90 days' prior written notice. As noted above, as one of our Councilors pointed out, what good is a short term rent freeze if the tenancy can still be terminated, without cause, with just 30 days' notice?

Metro Equitable Housing Planning and Development Grants

Metro has developed a grant program with \$500,000 in available funds in 2016 to support local planning and help create equitable housing. The grant program is open to applications from cities and counties within the Portland regional urban growth boundary (and can be done in partnership with other government entities, nonprofit organizations, or businesses). The minimum grant request is \$50,000 and the maximum request is \$100,000. The city/county is required to match 10% of the grant as a direct contribution or in-kind.

Two types of projects are eligible to receive grants under this program. The first is opportunity site identification and analysis, which involves conducting predevelopment work on potential affordable or mixed-income housing development sites in centers and corridors. The second is policy evaluation and implementation, which includes conducting an evaluation and developing tools to support modification of local code, zoning, or permitting processes or creating incentives that eliminate barriers to equitable housing development. Applications that show a high potential of bringing about on the ground development results will be prioritized.

The following is the application timeline:

- May 13, 2016 Pre-application meeting to provide information to applicants
- June 8, 2016 Final deadline to submit letters of interest
- July 1, 2016 Invitation for eligible projects to submit applications
- August 12, 2016 Deadline to submit applications
- November 2016 Metro Council awards grant funding

We have the full application packet, which Planning staff can evaluate and complete, if there is an interest.

Also attached is a memo from Jon Gail regarding some affordable housing options. Jon has worked for many with the Affordable Housing community and is an excellent resource should the City Council wish to look at some programs.

Jacobson, Barbara

From: Ottenad, Mark
Sent: Monday, March 28, 2016 2:00 PM
To: Jacobson, Barbara
Subject: 10-Year ALL Construction Valuation, 2006-15

Based on the 10-year running average, the City could reasonably anticipate that a 1% CET on new residential construction would generate at least \$295,000.

10-Year ALL Construction Valuation, 2006-15

Year	Single-Family Residential	Multi-Family Residential	New Commercial/Industrial	Commercial/Industrial/Multi-Family Alterations	TOTAL Valuation
2015	79.3	4.9	8.9	21.3	114.4
2014	52.2	9	2.9	15	79.1
2013	42.8	0	4.8	2.7	50.3
2012	22.5	26.2	19.1	28.9	96.7
2011	15.9	36.1	61.4	14.5	127.9
2010	6.7	0	11.1	8.1	25.9
2009	6.5	14.6	7.6	13.2	41.9
2008	12.2	2.3	7.7	16.3	38.5
2007	21.2	2.6	29.2	14.9	67.9
2006	36.1	25.6	5.1	11	77.8
Total	\$295.4	\$121.3	\$157.8	\$145.9	\$720.4
10-Year Average	29.5	12.1	15.8	14.6	72.0

All values in millions

Thank you.

- Mark

Mark C. Ottenad
Public/Government Affairs Director
City of Wilsonville
29799 SW Town Center Loop East
Wilsonville, OR 97070
General: 503-682-1011
Direct: 503-570-1505
Fax: 503-682-1015
Email: ottenad@ci.wilsonville.or.us
Web: www.ci.wilsonville.or.us

DISCLOSURE NOTICE: Messages to and from this E-mail address may be subject to the Oregon Public Records Law.

**MEMO**

TO Members of City Council
 FROM Jon Gail, Community Relations Coordinator
 DATE 3/28/2016
 RE **Homeownership Programs**

At the December 7, 2015 work session, City Council requested more information about various homeownership strategies and partners to promote homeownership in Wilsonville as a response to helping more renters who desire to own a home of their own. In particular the City Council is exploring the use of urban renewal proceeds as homeownership assistance.

There are many different homeownership assistance programs and existing partners that are available to assist Wilsonville renters become homeowners. In my prior professional positions with the City of Portland, Portland Development Commission and the State of Oregon I managed and marketed these types of programs so I have extensive experience with them.

According to Fannie Mae's 2013 National Housing Survey, "Fifty-one percent of renters think owning makes more sense than renting when comparing both the financial and lifestyle benefits of each housing choice." The survey finds that among renters who want to own a home the following are the most common reasons the renters feel they are not be able to buy a home:

- 67% Have less than \$10K in assets
- 65% Think it would be difficult to get a mortgage
- 64% Do not feel they have sufficient savings
- 36% Are stressed about paying off debt

The main barriers for first-time homebuyers to buying a home are lack of down payment/savings, concern about getting a mortgage and concern about paying off debt. Most renters are unfamiliar with the special first-time homebuyer programs and housing counseling services that are available to them and therefore do not realize they actually may be able to buy a home now or in the future.

Urban Renewal for Homeownership Assistance

In particular the City Council expressed interested in exploring how urban renewal proceeds could be used for homeownership assistance. Urban renewal funds may be used to fund homeownership assistance programs provided the funds are reinvested in homes within the urban renewal Area where the funds were originally generated. So urban renewal proceeds from the sale of the Tooze Road property need to be used to fund homeownership opportunities within the West Side Urban Renewal Area. Essentially that means that the funds could be used to fund homeownership assistance to buy homes in the Villebois neighborhood.

Villebois homebuilder, Polygon Northwest, is now selling homes that are priced on the lower end between \$250,000 and \$325,000 which could be affordable to a segment of the renting households earning \$65,000 and up. While there are no inherent eligibility requirements that

come with using urban renewal funds, common program requirements include first-time homebuyer status, household income limits and residency requirements to name a few.

Community Land Trust

Urban Renewal funds may also be used to fund permanent subsidies in homes through a community land trust. In this alternative model, ownership of the land and the home are split so that the homebuyer purchases the home, but not the land. The land is held in trust by the non-profit land trust and leased back to the homebuyer for a nominal charge typically as little as \$40 a month. Future sale of the home is limited to other income-eligible households and the homeowner's potential to gain equity on the sale of the home is limited in order to ensure on-going affordability for the subsequent homebuyers.

In the Portland region, Proud Ground is the primary community land trust provider. Proud Ground and a few specific lenders are able to offer homebuyers financing to purchase a community land trust home, but options are limited. The availability of land trust homes is also limited because the per house subsidy is often a \$100,000 or more. The land trust model could be potentially paired with new homes for sale in the Villebois neighborhood from Polygon or other active homebuilders, but given the high prices and HOA fees, the required subsidy would be quite large and the number of households to benefit will be small. Generally Proud Ground serves low-income households who would otherwise not be able to buy a home of their own. For more information visit www.ProudGround.org.

Down Payment and Closing Cost Assistance

Urban renewal funds may be used to fund down payment assistance loan programs to help homebuyers cover the closing costs and down payment to purchase a home that is located within the urban renewal area. Typically the assistance is in the form of a 0% second mortgage that does not require monthly payments to be made. In some cases the second mortgage loans are forgiven over the term of the loan to reward long-term ownership. When the home is sold, the down payment assistance loan is repaid out of equity in the home. Since no payments are typically collected, servicing the loan is limited to processing payoffs. The loans are typically non-recourse loans so that if the lender must foreclose on the borrower the borrower has no additional repayment obligations. This is typically done to satisfy first mortgage lender and other mortgage insurance requirements. These types of programs can generally serve a larger number of people given that each loan is relatively small.

Larger Down Payment Assistance Loans

Larger down payment programs of as much as 20% of the purchase price are also an option, but due to the larger per household subsidy fewer people are assisted. Large down payment programs that exceed 20% of the purchase price are most effective in promoting affordability since there is no mortgage insurance required on loans that are 80% or less of the value of the home. The terms and eligibility for this type of program are determined by the funder of the program.

Down payment assistance loan programs do take considerable staff time to administer, but the City may be able to contract with a qualified non-profit housing agency to provide this service.

Other Homeownership Solutions/Partners

In addition to urban renewal-funded programs there are many existing homeownership programs that are available to prospective first-time homebuyers in Wilsonville and or throughout the Portland Area. The following are some of the more common programs that are available to income-eligible homebuyers in Oregon and Clackamas County.

Oregon Bond Loan

The State of Oregon's housing finance agency, Oregon Housing and Community Services, offers two below-market fixed rate loan programs in partnership with participating lenders. Currently the RateAdvantage program offers a 30-year fixed rate of 3.25% for first-time homebuyers who have not owned in the past three years. The agency also offers a CashAdvantage option which offers a 3% closing costs assistance grant and a 30-year fixed rate of 3.75%. To qualify, one and two person households must earn less than \$83,280 annually and three or more person households must earn \$97,160 annually or less. Owners must occupy the home as their primary residence and must refinance the home before converting it to be a rental. For more information visit www.OregonBond.us.

USDA Guaranteed Rural Housing Loan

In the southern portion of Wilsonville, south of Boeckman Road, the United States Department of Agriculture's (USDA) Rural Housing Service and participating lenders offer "Guaranteed" loans that are exceptional because they are 100% financing without monthly mortgage insurance premiums. There is an upfront mortgage insurance premium that is financed. The income limit for households of four people or less is \$84,550 and the household income limit for households of five or more is \$111,600. The loan can be paired with the below-market rate Oregon Bond Loan to get a 100% financing, no monthly mortgage insurance along with a below-market rate. This combination is available to use in the Villebois neighborhood addressing both affordability and also down payment barriers for first-time homebuyers. For more information visit www.rd.usda.gov/programs-services/single-family-housing-guaranteed-loan-program or also visit www.OregonBond.us and search for participating lenders who offers the "rural" loan program.

Clackamas Homebuyer Assistance Program (CHAP)

Clackamas County offers the CHAP Program which is a homeownership loan program that provides low-income first-time homebuyers up to \$14,000 to cover the down payment and closing costs when buying an eligible home in Clackamas County. A CHAP loan is a 0% interest deferred-payment loan. To qualify, the households must be low-income which is adjusted for size as follows: 1 person-\$41,200; 2 person-\$47,050; 3 person-\$52,950; 4 - \$58,800; 5 person - \$63,550; 6 - \$68,250; 7 - \$68,850; and 8 - \$73,300. The sales price of an existing home may not exceed \$276,000 and for new construction the purchase price limit is \$281,000. Given the

purchase price limits there are a limited number of homes in Wilsonville that qualify for the program. The CHAP program can be paired with the Oregon Bond Loan or other first-time homebuyer loan programs to serve lower-income households. For more information visit www.clackamas.us/communitydevelopment/homebuyers.html.

Homebuyer Education and Counseling

Many first-time homebuyers are not aware of the programs and/or have issues regarding credit and savings they must first address before they are ready to buy a home. To advise prospective first-time homebuyers, there are a number of HUD-approved housing counseling agencies located throughout the Portland-area that offer home buyer classes, one-on-one counseling and various forms of financial assistance. These organizations include

- African American Alliance for Homeownership www.AAAH.org
- Hacienda Community Development Corporation www.HaciendaCDC.org
- Native American Youth and Family Center www.NAYApdx.org
- Open Door Counseling Center www.opendoorcc.net
- Portland Housing Center www.PortlandHousingCenter.org

Wilsonville could partner with one or more of the above organizations to host an event, orientation or classes.

Individual Development Account (IDAs)

Oregon is a leader in offering Individual Development Accounts (IDA) which are matched savings plans to help low-income households save to buy a home, start a business, pursue secondary education, or save for emergency home repairs. Over a three year period the participants can save up to \$3,000 and the program matches the amount saved at a rate of \$3 to \$1 up to \$9,000 in order to accumulate a total of as much as \$12,000 for a down payment on a home or for one of the other approved uses. Many of the housing counseling agencies listed above offer the IDA program. For more information visit www.oregonidainitiative.org.

Homebuyer Fairs

One common way of reaching prospective first-time homebuyers are homebuyer fairs. These events are typically free and include a wide variety of program providers and professionals who staff tables and speak to prospective first-time homebuyers. The events also often include related classes and service offerings. The City could host such a fair, inviting the organizations listed in this memo, as well as, other private sector partners who serve Wilsonville.

Habitat for Humanity

Habitat for Humanity is one of the best known homeownership programs in the country serving very-low income households. With hundreds of chapters throughout the U.S., the organization helps people who are not otherwise be able to buy a home do so by providing them the opportunity to build a home with the help of other volunteers and substantial donations from

churches, corporations and individuals. Once the home is constructed, the homebuyers get a 0% loan from the local Habitat for Humanity chapter. While there is not a chapter in Wilsonville, there are numerous local Habitat for Humanity chapters which are based nearby and serve the following areas:

- Forest Grove
- Hillsboro (Washington County)
- Portland (Multnomah County)
- Newberg
- McMinnville
- Salem

For more information visit www.HabitatOregon.org.

Other Financing Programs

Mortgage lenders also offer a wide variety of other loan programs that are constantly evolving to meet the needs of first-time homebuyers. The secondary market that purchases mortgage loans, such as Fannie Mae and Freddie Mac, are gradually returning to offer more low-down payment loan programs to borrowers with less than perfect credit scores. Other innovations such as lender paid mortgage insurance also are important for first-time homebuyers to learn about and consider.

Council Considerations

The different homeownership assistance programs described in this memo can likely help Wilsonville's renters purchase a home of their own either in Wilsonville or in one of the more affordable surrounding communities. However, it is not likely that renters are aware of these opportunities and that with them they may actually be able to buy a home.

A potential first step for the City could be to promote the various programs through social media, the Boones Ferry Messenger perhaps also by hosting a homebuyer fair, homebuyer workshops and/or homebuyer orientations.

Using urban renewal proceeds from the West Side Urban Renewal Area to fund a down payment assistance loan program to buy homes being built in the current area is possible, but it is uncertain as to how many people would qualify and desire to use such a program to buy their first home in Villebois. Current conditions require households to earn approximately \$65,000 or more to be able to buy a home in Villebois and unfortunately the number of affordable homes in the area under a \$300,000 sales price is quite limited. However it may be worth meeting with Polygon NW to learn more about the lower cost homes they are planning to build and sell in order to gain a better understand if an opportunity exists to partner with them on such a program. It is however, important to note that offering such a program requires some level of staffing to administer the program.

Using urban renewal funds to provide a deep and permanent per unit subsidy by partnering with a non-profit community land trust such as Proud Ground is also a potential option to explore, but given the types and costs of the homes in the area doing so would require a deep subsidy and

therefore is only able to help a limited number of households. If this is Council's desire a meeting with Proud Ground is also a potential next step.

Currently in Wilsonville there are 21 homes under \$300,000 that are listed on the Regional Multiple Listing Service (RMLS) most of which are town homes located in other parts of Wilsonville. There are only a couple are single-family detached homes in the price range in Wilsonville. Many first-time homebuyers prefer to purchase detached single family homes, but there are very few such homes for sale in Wilsonville under \$300,000.

**Proclamation
Wilsonville Wildcats Week
April 3-9, 2016**

WHEREAS, The residents of Wilsonville honor the students, faculty, and administration of Wilsonville High School for their commitment to emphasize academics in the classroom, and skill and respect for their opponents on the court or on the field, and;

WHEREAS, The success of the Wilsonville Wildcats Boys Varsity Basketball team is indicative of Wilsonville High School's overall commitment to athletic and academic excellence, and emphasis on sportsmanship, and;

WHEREAS, The Wildcats Boys Varsity Basketball team displayed outstanding academic achievement by placing 2nd in the 5A Boys Basketball Academic All-State Awards with an average GPA of 3.64, and;

WHEREAS, The 2015-16 Wildcats Boys Varsity Basketball team finished the season as Northwest Oregon Conference Champions with a conference record of 15-1, and an overall record of 25-3, and;

WHEREAS, On Saturday, March 12, 2016, the Wilsonville High School Boys Varsity Basketball team under the leadership of head coach, Chris Roche, earned the title of State Champions by defeating Liberty High School 47-31 at Gill Coliseum in Corvallis, and;

WHEREAS, Wildcat Players Zach Reichle and Harrison Steiger were named to the 2016 OSAA 5A Boys Basketball First Team All-Tournament, and;

WHEREAS, Tyler Hieb and Zach Reichle were named to the 2016 First Team All-Northwest Oregon Conference, and;

WHEREAS Sam Bullock and Harrison Steiger were named to the Second and Third All Conference Teams respectively, and;

WHEREAS, Coach Chris Roche was selected as the Northwest Oregon Conference Coach of the Year, and;

WHEREAS, The 2015-16 Wildcats Boys Varsity Basketball team showed courage, commitment, determination, and competitive drive throughout the season. Their success on the floor and in the classroom brought positive exposure to our city, created a high-level of community pride, and served as an inspiration to all of Wilsonville.

NOW, THEREFORE, the Wilsonville City Council does hereby proclaim April 3 - 9, 2016, as:

“WILSONVILLE WILDCATS WEEK”

The Wilsonville City Council commends the passion, enthusiastic support, and sportsmanship demonstrated by Wilsonville High School students, parents, and community members; and, we congratulate the members of the 2015-16 Wildcats Boys Varsity Basketball team for winning the State Championship.

IN WITNESS WHEREOF, We hereunto set our hands and cause the seal of the City of Wilsonville to be affixed this 4th day of April, 2016.

Mayor Tim Knapp

Council President Scott Starr

Councilor Julie Fitzgerald

Councilor Susie Stevens

Councilor Charlotte Lehan

PROCLAMATION DECLARING APRIL PARKINSON'S AWARENESS MONTH

WHEREAS, Parkinson's disease is a progressive neurological movement disorder of the central nervous system, which has a unique impact on each patient; and

WHEREAS, there is no objective test or biomarker for Parkinson's disease and the symptoms of the disease vary from person to person resulting in a high rate of misdiagnosis; and

WHEREAS, although new medicines and therapies may enhance life for some time for people with Parkinson's, more work is needed for a cure; and

WHEREAS, there is no therapy or drug to slow or halt the progression of the disease and increased education and research is needed to find more effective treatments and ultimately a cure for Parkinson's disease; and

WHEREAS, a multidisciplinary approach to Parkinson's disease care includes local wellness, support, and caregiver groups; and

WHEREAS, local, regional and state volunteers, researchers and medical professionals are working to improve the quality of life of persons living with Parkinson's disease and their families;

NOW THEREFORE I, Tim Knapp, Mayor of the City of Wilsonville do hereby proclaim April 2016 as

Parkinson's Awareness Month.

Tim Knapp, Mayor

Signed this 4th day of April 2016

**CITY OF WILSONVILLE
2016 ARBOR DAY PROCLAMATION**

WHEREAS, in 1872, J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees, and

WHEREAS, this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, and Arbor Day is now observed throughout the nation and the world, and

WHEREAS, trees reduce the erosion of our precious topsoil by wind and water, cut heating and cooling costs, moderate the temperature, clean the air, produce oxygen and provide habitat for wildlife, and

WHEREAS, trees are a renewable resource giving us paper, wood for our homes, fuel for our fires and countless other wood products, and

WHEREAS, trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, and

WHEREAS, trees, wherever they are planted, are a source of joy and spiritual renewal, and

WHEREAS, Wilsonville has been recognized as a Tree City USA by the National Arbor Day Foundation and desires to continue its tree-planting practices.

NOW, THEREFORE, I, Tim Knapp, Mayor of the City of Wilsonville, urge all citizens to celebrate Arbor Day and to support efforts to protect our trees and woodlands, and

Further, I encourage all citizens to plant trees to gladden the heart and promote the well-being of this and future generations.

Dated this 4th day of April 2016

Tim Knapp, Mayor

CITY OF WILSONVILLE

**Proclamation Declaring the Month of April 2016 As
Volunteer Appreciation Month**

WHEREAS, the month of April is recognized as the time to appreciate the hard work, dedication, and passion of volunteers throughout our nation; and

WHEREAS, government alone cannot meet all of our nation's needs, so we partner with businesses, faith-based organizations, non-profit organizations and individuals to make a difference; and

WHEREAS, citizens who volunteer their time provide assistance which cannot be measured in terms of dollars; volunteers provide a spirit of helping that multiplies in value when each citizen reaches out to assist another; and

WHEREAS, volunteers throughout the City of Wilsonville donate their time to a wide variety of human service programs such as literacy, delivering meals to homebound seniors, teaching our children, planting trees, tending gardens, caring for others; and

WHEREAS, citizens also donate their time in helping the City of Wilsonville through their service on City Council, Planning Commission, Development Review Boards, Library Board, Parks and Recreation Advisory Board, and Budget Committee as well as task forces; and

WHEREAS, by volunteering and recognizing those who serve, we can promote partnership, understanding and compassion in our community.

NOW THEREFORE, I, Tim Knapp, Mayor of the City of Wilsonville hereby do proclaim April as

VOLUNTEER APPRECIATION MONTH

In the City of Wilsonville and urge my fellow citizens to volunteer in the community in the coming year.

Tim Knapp, Mayor
Dated: April 4, 2016

CITY COUNCIL ROLLING SCHEDULE**Board and Commission Meetings 2016****Items known as of 03/29/16****APRIL**

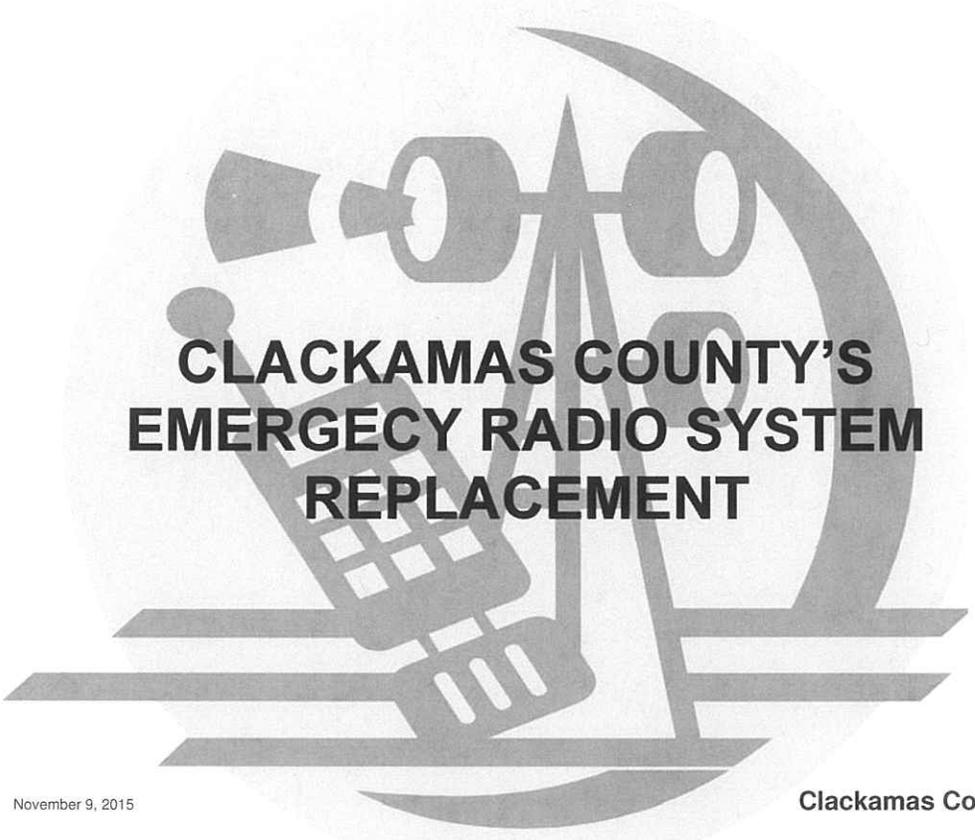
DATE	DAY	TIME	EVENT	LOCATION
4/4	Monday	7 p.m.	City Council Meeting	Council Chambers
4/11	Monday	6:30 p.m.	DRB Panel A	Council Chambers
4/13	Wednesday	6 p.m.	Wilsonville Community Seniors Inc.	Community Center
4/13	Wednesday	6 p.m.	Planning Commission	Council Chambers
4/14	Thursday	4:30 p.m.	Parks and Recreation Advisory Board	Council Chambers
4/18	Monday	7 p.m.	City Council Meeting	Council Chambers
4/25	Monday	6:30 p.m.	DRB Panel B	Council Chambers
4/27	Wednesday	6:30 p.m.	Library Board	Library

COMMUNITY EVENTSSPA Day at the Community Center

April 16 – 10 a.m.

Wilsonville Leadership Academy

April 21 – City Hall



CLACKAMAS COUNTY'S EMERGENCY RADIO SYSTEM REPLACEMENT

November 9, 2015

Clackamas County, Oregon

1

WHAT?

The replacement of the public safety emergency radio system which serves Clackamas County first responders

WHY?

- ✓ Clackamas County's emergency radio system is out of date and prone to failure.
- ✓ This project is the responsible way to fix the problem.
- ✓ Creating an efficient, dependable radio system that works in all parts of Clackamas County.

HOW?

Voter approval of a 15-year General Obligation Bond – County Based

WHEN?

Voter approval in May 2016

Targeting a project completion date of January 2019

WHO?

Clackamas 800 Radio Group (C800), an ORS 190, comprised of most of the public safety providers within Clackamas County. C800 owns and operates the emergency radio communication systems serving Clackamas County.

2

WHOSE ISSUE IS THIS?

- ❖ This is not solely a police issue or a fire issue
- ❖ This isn't a City or a County issue
- ❖ **This is a public safety issue for all the citizens**
- ❖ This is about one system, one system that works, one system that works every time!
- ❖ It works regardless of where you are in Clackamas County, regardless of whether you are at home or at work or at play or travelling the roads
- ❖ The public safety radio system is at the core of a strong, unified public safety response system – it's the link between 9-1-1 and the first responder

**When disaster is at its worst,
communications must be at its best!**

3

System Replacement Goals

- ✓ Improve emergency radio system performance
- ✓ Dramatically reduce the risk of any single point of failure causing a catastrophic system failure
- ✓ Implement a Standards Based/Open Source Communications system
- ✓ Insure interoperable communications with adjacent agencies -
Based on findings from the 9/11 Commission the Federal Government has set standards for interoperable communications between all governmental agencies nationwide.
- ✓ Fiscal Responsibility - Appoint a citizen oversight committee charged with reviewing the expenditures, progress, and outcomes of the project
- ✓ Operations and maintenance to be funded through user fees

4

Radio System Replacement Drivers

- ❖ Age and/or Technological Obsolescence
- ❖ While the current system, installed in 1992, has worked for many years, manufacturers no longer make the parts to support the system and finding quality used parts has become increasingly difficult.
- ❖ System technology has changed over the past 20 years and system components are becoming obsolete. **Is your cell phone 20 years old?**
- ❖ The emergency communications system is often described by responders as the “lifeline” they use for communicating with other responders, requesting backup, or getting aid for victims. Maintaining this lifeline in a reliable manner helps provide safe and effective emergency response.
- ❖ In response to an ever-increasing demand for more radio spectrum the Federal Government has revised Public Safety to digital.

5

Regional Partnerships

- C800 and WCCCA (Washington County Consolidated Communications Agency) jointly operate a shared combined emergency radio system.
- C800 / WCCCA law enforcement, fire, and EMS personnel are dependent upon overlapping coverage from like systems within the adjoining counties. This regularly supports joint operations in Washington, Clark, Clackamas, and Multnomah counties.

Grant Opportunities

We have taken advantage of over \$5.4Million in grants over the years to build out and solidify the infrastructure of the system (along with numerous individual agencies who have taken advantage of grants to fund radio purchases) and we will continue to seek those opportunities.

Options:

The C800 Board of Directors requested that a series of options be prepared to analyze the best solution for the project. These ranged in cost from \$80,311,371 to \$34,983,133.

6

Proposed Solution:

A new P25 digital radio system, including the associated microwave transport system that maintains existing coverage and expands coverage: a) to improve in-building usage; b) additional coverage to serve areas underserved as outlined by user surveys and population growth. Includes 50% of subscriber radios with the remaining 50% an agency responsibility.

Definition: The addition of eight new sites to enhance existing coverage including in buildings. The addition of six new sites for expanded coverage at Mt Hood and the Clackamas drainage in South County. (total of fourteen added sites).

Pros: Provides a system to meet the current and future needs (10-15 years) of first responders. Provides the expanded coverage, particularly in south Clackamas County, as outlined in radio user surveys. Provides in building radio coverage improvements within all designated urban reserve boundaries.

Alternatives Added to the Above:

SMART phone application to allow access to the system:

Definition: An application that can be added to a SMART phone to allow the phone to access and utilize the C800 radio system. Though not recommended for mission critical use due to the availability and reliability of the cell networks.

7

Replace Current Paging System:

Definition: The user agencies (primarily fire) utilize a variety of paging systems to notify personnel of routine and emergency matters. Most of the equipment is outdated and no longer supportable.

Post Warranty support:

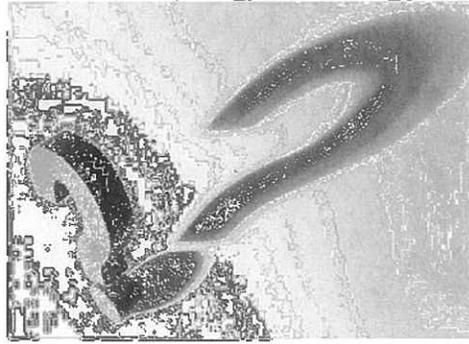
Definition: This is a one-time upfront payment for extension of manufacture technical support for the radio system for ten years.

System refresh – Equipment and Software Upgrades:

Definition: As with all electronics there is a constant need to periodically upgrade equipment and keep software current. The service provides for equipment and software upgrades every 2 years for a 10-year period.

Total Cost As Proposed: \$58,592,500 //
10¢ per \$1,000 of assessed valuation for 15 years

8



For More Information Contact:

C800 – John Hartsock – (503) 780-4806
john.hartsock@c800.org





CITY COUNCIL MEETING STAFF REPORT

Meeting Date: April 4, 2016	Subject: Resolution No. 2579 Interagency Agreement – City and URA to lend and repay up to \$2.0 million Staff Member: Susan Cole Department: Finance	
Action Required <input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda	Advisory Board/Commission Recommendation <input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable Comments: Action provides resources to fund Urban Renewal projects underway in FY 2015-16 and continuing into FY 2016-17.	
Staff Recommendation: Staff recommends adoption of Resolution No. 2579.		
Recommended Language for Motion: I move to approve Resolution No. 2579		
PROJECT / ISSUE RELATES TO: <i>[Identify which goal(s), master plans(s) issue relates to.]</i>		
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s)	<input type="checkbox"/> Not Applicable

ISSUE BEFORE COUNCIL: Council action is needed to approve an intergovernmental agreement between the City and the Urban Renewal Agency that will provide up to \$2.0 million on a short term basis.

EXECUTIVE SUMMARY: The Year 2000 Plan district has capital projects that are under construction. Short-term borrowing is necessary to complete these projects. The district has sufficient cash balances in its debt service fund to allow for repayment of borrowing on a short term basis – short term being defined as “over-night.”

Previously, the Urban Renewal Agency would enter into an agreement with a financial institution for these types of transactions. The City’s general fund has the capacity to loan the funds on a short term basis. The Urban Renewal Agency is now able to borrow from the City’s

General Fund provided both the City and Agency agree to the terms of the borrowing and it serves a public purpose. The terms of the borrowing are as follows:

- City lends to Agency \$2,000,000 at 1.5 percent (1.5%).
- The Agency repays the amount from tax increment funds on hand the day after receipt of the loan.
- Total interest to the General Fund, therefore, will be approximately \$82.
- The borrowing is subordinate to outstanding senior lien debt.

By borrowing from City funds the Agency is able to avoid loan origination fees and legal costs associated with borrowing from a financial institution, estimated to be more than \$10,000 for this type of financing. The public purpose is to fund projects authorized in the urban renewal plans for the district.

EXPECTED RESULTS: Authorizing the IGA by the respective Resolution of the City and the Agency will provide cash resources of \$2.0 million to pay for costs associated with the East-West Connector Project (aka Old Town Escape) and the Town Center Concept Planning Project, within the Year 2000 Plan district.

TIMELINE: Borrowing and repayment will occur within the month of April 2016.

CURRENT YEAR BUDGET IMPACTS: The capital projects have been budgeted, and this interfund loan was anticipated in the FY 2015-16 budget.

FINANCIAL REVIEW / COMMENTS:

Reviewed by: SCole Date: 3/28/16

LEGAL REVIEW / COMMENT:

Reviewed by: _____ Date: _____

The form of the Resolutions and IGA are approved. The City is a home rule city and as such under its Charter it has the authority to act in ways that are necessary and convenient under the laws and Constitution of the State of Oregon. The Oregon Constitution, Article XI, Section 9 limits the powers of cities to loan its credit to private corporations. The Agency is not a private corporation, but is a unit of local government as is the City. Specifically, the laws in ORS Chapter 190 provide for intergovernmental agreements between units of local governments to provide for functions or activities which they are authorized to do (building road projects are such functions or activities) and to provide for apportioning the responsibility for providing funds to pay for the expenses incurred in the performance of the functions or activities, which is what is occurring in this IGA.

COMMUNITY INVOLVEMENT PROCESS: There has been no specific community outreach or involvement pertaining to this borrowing.

POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY (businesses, neighborhoods, protected and other groups): The borrowing will not directly impact local businesses or neighborhoods, however, the construction projects to be funded will have

significant positive impact on both.

ALTERNATIVES: Engage in borrowing from a financial institution. Using this process would take more time and cost the Urban Renewal Agency significantly more money.

CITY MANAGER COMMENT:

ATTACHMENTS

- A. Resolution No. 2579
- B. Intergovernmental Agreement between the City and the Urban Renewal Agency.

RESOLUTION NO. 2579

A RESOLUTION AUTHORIZING AN INTERGOVERNMENTAL AGREEMENT WITH THE URBAN RENEWAL AGENCY OF THE CITY OF WILSONVILLE PERTAINING TO SHORT TERM SUBORDINATE URBAN RENEWAL DEBT FOR THE YEAR 2000 PLAN DISTRICT.

WHEREAS, the City of Wilsonville finds it desirable to authorize an intergovernmental agreement with the Urban Renewal Agency (the “Agency”) of the City of Wilsonville, Oregon which is to lend money to the Agency on a short term basis in an amount of not more than \$2,000,000 for the Agency’s Year 2000 Plan district; and,

WHEREAS, ORS 190.010 provides legal authority for the two entities to enter into a binding intergovernmental agreement (the “Agreement”); and,

WHEREAS, the use of an Agreement is efficient and less costly than other means of obtaining financing for the Agency; and,

WHEREAS, ORS 294.468 allows a city to loan money from one fund to another fund of the municipal corporation provided the loan is authorized by official resolution and states the terms of the loan; and,

WHEREAS, the Year 2000 Plan district debt service fund has sufficient cash balances to allow for repayment of the amounts borrowed without violation of terms of outstanding senior debt liens.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF WILSONVILLE HEREBY RESOLVES AS FOLLOWS:

1. To enter into the Agreement with the Urban Renewal Agency of the City of Wilsonville to lend from the City’s General Fund to the Agency’s capital project funds and receive repayment from the Agency back into the General Fund of up to \$2,000,000 together with interest of 1.5 percent per annum on a 365 day year basis in accordance with the terms specified in the Agreement.
2. To authorize the City Manager, or designee, to negotiate any and all documents to complete the Agreement and transactions related to the borrowing and repayment.

3. Effective Date of this Resolution shall be immediately upon its adoption.

ADOPTED by the City of Wilsonville at a regular meeting thereof this 4th day of April, 2016 and filed with Wilsonville City Recorder this same date.

Tim Knapp, Mayor

ATTEST:

Sandra C. King, MMC, City Recorder

SUMMARY OF VOTES:

Mayor Knapp
Councilor Starr
Councilor Fitzgerald
Councilor Stevens
Councilor Lehan

INTERGOVERNMENTAL LOAN AGREEMENT, IN AN AMOUNT NOT TO EXCEED \$2,000,000, FROM THE CITY OF WILSONVILLE TO THE URBAN RENEWAL AGENCY OF THE CITY OF WILSONVILLE FOR THE PURPOSE OF FUNDING APPROVED PROJECTS IN THE YEAR 2000 PLAN DISTRICT

THIS INTERGOVERNMENT AGREEMENT entered into between the City of Wilsonville, an Oregon municipal corporation (the City), and the Urban Renewal Agency of the City of Wilsonville, Oregon, Oregon quasi-municipal corporation (the Agency),

RECITALS

WHEREAS, the Agency is a public body, corporate and politic, duly activated by the City, exercising its powers to engage in urban renewal activity as authorized by ORS Chapter 457; and

WHEREAS, the Year 2000 Plan district (the “District“) was duly established on May 4, 1992, and the Year 2000 Plan (the “Plan“) was adopted on August 29, 1990, setting out goals, objectives and projects (the “Projects“) for the Area; and

WHEREAS, the West Side district (the “District“) was duly established on November 3, 2003, and the West Side Plan (the “Plan“) was adopted on November 3, 2003, setting out goals, objectives and projects (the “Projects“) for the Area; and

WHEREAS, the Board of the Urban Renewal Agency has determined that a need exists to borrow funds for the Projects, to be repaid with tax increment financing; and

WHEREAS, Oregon Revised Statutes 457 and Oregon Constitution Article IX, Section 1(c) authorizes the Urban Renewal Agency to incur debt for the purpose of financing projects of an urban renewal plan, and to repay the debt and related costs with tax increment revenue; and

WHEREAS, the City of Wilsonville has approved a maximum indebtedness for the Year 2000 Plan District of \$92,687,423. The Agency has previously issued \$79,385,000 of long and short term indebtedness that is subject to the maximum indebtedness limitation, and there is no other indebtedness outstanding for the District to which the maximum indebtedness limitation applies. As a result the Agency has \$13,302,423 of capacity (before issuance of the referenced borrowing of this Agreement) to incur indebtedness for the District, and

WHEREAS, ORS 294.468 authorizes a municipality to lend unrestricted money from its general fund to other funds of the municipal corporation if authorized by resolution of the governing body, and

WHEREAS, the City and Agency have determined that financing the Projects through an intergovernmental agreement as allowed by ORS 190.010, is more cost efficient than external financing methods, is financially feasible, and is in the best interest of both parties.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

Section 1: Term and Termination. This agreement shall become effective upon the date of the last signature hereon, and shall continue in full force and effect until the loan is paid in full.

Section 2: Delegation. The Designated Representatives, or a person(s) assigned by the Designated Representatives, may, on behalf of the City or Agency, act without further action by the Council, to establish the final principal amounts.

Section 3: Duties of the City. The City shall authorize all actions and execute all documents necessary or desirable to loan up to \$2,000,000 from the City's General Fund to the Agency's capital project funds as delineated in Section 5, and comply with the laws of the State of Oregon, including the terms and conditions contained within this Agreement. The Agency shall reimburse the City for its expenses incurred in the performance of this Agreement.

Section 4: Duties of the Agency. The Agency shall authorize all actions and execute all documents necessary or desirable to accept the loan, authorize repayment of the loan under the terms and conditions stated herein, and comply with the laws of the State of Oregon, applicable Urban Renewal Plans. The Agency shall be responsible for its expenses incurred in the performance of this agreement and of its activities contemplated herein.

Section 5: Loan Terms. The Loan shall be made from the City's General Fund to the Agency's Year 2000 Plan Capital Improvement Fund in the principal amount as noted below. The City shall transfer up to \$2,000,000 in aggregate on or before April 18, 2016, as follows:

Year 2000 Plan Capital Improvement Fund	\$2,000,000
Total	\$2,000,000

Interest on the loan, at a rate of 1.50 percent (1.5%) shall begin to accrue on the date of transfer and the corresponding loan plus accrued interest shall be repaid by each District not later than April 19, 2016.

Section 6: Consideration. In consideration of the terms and conditions set forth herein, the City agrees to loan up to \$2,000,000 in exchange for the Agency's obligation to repay the loan solely from the tax increment revenues of the corresponding urban renewal Districts. The lien of this pledge shall be subordinate to the lien of any currently outstanding senior lien bonds and to any requirement to fund or maintain debt service funds, reserve funds or similar funds or as part of minimum balances or similar requirements for those senior lien bonds.

Section 7: Indemnification. Subject to the limitations in the Oregon Constitution and the Oregon Tort Claims Act, the parties agree to defend, indemnify and hold each other, its officers, agents and employees harmless from all claims, suits, or actions of whatsoever kind, which arise out of or result from the transfer of funds.

Section 8: Modification. This agreement may not be altered, modified, supplemented or amended in any manner whatsoever except by mutual agreement of the parties in writing. Any such alteration, modification, supplementation, or amendment, if made, shall be effective only in the specific instance and for the specific purpose given, and shall be valid and binding only if signed by the parties.

Section 9: Waiver. No provision of the agreement may be waived except in writing by the party waiving compliance. No waiver of any provision of the Agreement shall constitute waiver of any other provision, whether similar or not, nor shall any one waiver constitute a continuing waiver. Failure to enforce any provision of this Agreement shall not operate as a waiver of such provision or of any other provision.

Section 10: Severability. The parties agree that if any term or provision of the Agreement is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and provisions shall not be affected, and the rights and obligations of the

parties shall be construed and enforced as if the Agreement did not contain the particular term and provision held to be invalid.

Section 11: Designated Representative. The City authorizes the City Manager or the City Manager's designee to act on behalf of the City under this agreement. The Agency authorizes the Executive Director of the Agency or the Executive Director's designee to act on behalf of the Agency under this Agreement.

IN WITNESS WHEREOF, the execution of which having been first duly authorized according to law.

CITY OF WILSONVILLE

Bryan Cosgrove
City Manager of the City of Wilsonville, Oregon

Date

URBAN RENEWAL AGENCY OF THE CITY OF WILSONVILLE, OREGON

Bryan Cosgrove
Executive Director of the Urban Renewal
Agency of the City of Wilsonville, Oregon

Date

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, March 21, 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 - Excused
 Councilor Stevens
 Councilor Lehan

Staff present included:

Bryan Cosgrove, City Manager
 Jeanna Troha, Assistant City Manager
 Barbara Jacobson, City Attorney
 Sandra King, City Recorder
 Cathy Rodocker, Assistant Finance Director
 Nancy Kraushaar, Community Development Director
 Miranda Bateschell, Long Range Planner
 Susan Cole, Finance Director
 Jon Gail, Community Liaison Coordinator

Motion to approve the order of the agenda.

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

Vote: Motion carried 4-0.

MAYOR'S BUSINESS

The appointment of Arthur Park to the Budget Committee to fill an unexpired term beginning 3/21/16 and ending 12/31/17.

Mayor Knapp introduced Mr. Park, and invited him to provide a little background information.

Mr. Park shared that he has been a resident of Villebois since 2010 and he has had a successful career in the banking industry the past fifteen years. Mr. Park is looking forward to this opportunity to give back to the community.

Motion: Councilor Lehan moved to appoint Arthur Park to the Budget Committee to fill an unexpired term beginning 3/21/16 and ending 12/31/17. Councilor Starr seconded the motion.

Vote: Motion carried 4-0.

Upcoming meetings were announced by the Mayor, as well as the regional meetings he attended on behalf of the City.

CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS – There was none.

**CITY OF WILSONVILLE
CITY COUNCIL MEETING MINUTES**

COUNCILOR COMMENTS, LIAISON REPORTS & MEETING ANNOUNCEMENTS

Council President Starr – (Park & Recreation Advisory Board Liaison) reported on the activities of the Parks and Recreation Advisory Board and announced events that will be taking place in the community during the next few weeks, including the annual Easter Egg Hunt on March 26, and Spa Day at the Community Center. He noted the improvements recently made to the community garden, and that reservations are being taken for local park facilities. The Councilor announced the Chamber of Commerce will be hosting a candidate forum for the County Commissioner elections at Holiday Inn on Thursday March 23rd starting at 3:30 p.m. He said he took part in an interesting tour of the old Blue Heron paper plant in Oregon City.

Councilor Stevens – (Library Board and Wilsonville Seniors Liaison) said she attended the French Prairie Forum which received a public safety presentation from Marion County. She noted the Wilsonville Community Seniors received a good response from their first fund raising letter, and that the numbers of volunteers at the Center have increased. Councilor Stevens reported the Library Board will be meeting this Wednesday.

Councilor Lehan– (Planning Commission and CCI Liaison) reported the Planning Commission will meet on April 13th. At their last meeting the Commission held a work session on the city’s TSP and will hold a public hearing on the Transportation Systems Plan April 13th. A work session on The Frog Pond Master Plan is also scheduled for April 13th, and public input is welcome. The councilor announced the volunteer tree care event being set for April 2nd in Tranquil Park.

CONSENT AGENDA

- A. **Resolution No. 2572**
A Resolution Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For **Autumn Park** Apartments, A Low-Income Apartment Development Owned And Operated By Northwest Housing Alternatives, Inc.
- B. **Resolution No. 2573**
A Resolution Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For **Charleston Apartments**, A Low-Income Apartment Development Owned And Operated By Northwest Housing Alternatives, Inc.
- C. **Resolution No. 2574**
A Resolution Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For **Creekside Woods LP**, A Low-Income Apartment Development Owned And Operated By Northwest Housing Alternatives, Inc.
- D. **Resolution No. 2575**
A Resolution Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For **Rain Garden** Limited Partnership, A Low-Income Apartment Development Owned And Operated By Caritas Community Housing Corporation.
- E. **Resolution No. 2576**
A Resolution Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For **Wiedemann Park**, A Low-Income Apartment Development Owned And Operated By Accessible Living, Inc.

**CITY OF WILSONVILLE
CITY COUNCIL MEETING MINUTES**

F. Resolution No. 2577

A Wilsonville City Council Resolution Directing The City Manager To Sign An Inter-Governmental Agreement Between Wilsonville And Metro For The Wilsonville Town Center Master Plan Project.

G. Minutes of the February 18, 2016 and March 7, 2016 Council Meetings.

Ms. Jacobson read the Consent Agenda items into the record by title only.

Motion: Councilor Stevens moved to approve the Consent Agenda. Councilor Lehan seconded the motion.

Vote: Motion carried 4-0.

PUBLIC HEARING

A. Resolution No. 2578

A Resolution Authorizing A Supplemental Budget Adjustment For Fiscal Year 2015-16

Ms. Jacobson read Resolution No. 2578 into the record by title.

Mayor Knapp opened the public hearing at 7:36 p.m. and read the hearing protocol.

The staff report was presented by Cathy Rodocker. Oregon's Local Budget Law allows the Council to amend the adopted budget for an occurrence or condition that was not known at the time the budget was adopted. A transfer resolution moves expenditures from one category to another within a specific fund and does not increase the overall budget that was approved during the annual budget process. A supplemental budget adjustment will impact the budget by increasing revenues and/or expenditures. The supplemental adjustment can also recognize expenditures that exceed 10% of the adopted budget expenditures or 15% of the funds' adopted contingency.

The budget adjustment will provide the needed budget authority for a number of capital projects.

- Annual CD Dept. Support for Misc. Water Projects-\$14,000
- Willamette River Water Supply-\$75,000
- Water Treatment Master Plan Update-\$37,955
- Pedestrian Enhancements-\$112,725
- I-5 Landscaping-\$6,750
- Wilsonville Rd Median Improvements (General Fund funded)-\$57,075

The budget adjustment includes increases to non-CIP related expenses for a number of programs. The expenses will be funded by contingency.

- Information Services: Fiber Business Plan-\$75,000
- Information Services: IT Strategic Plan-\$28,000
- Parks Maintenance: Water Expense-\$14,000
- Transit: CNG Upgrade-\$50,643
- Building: Additional software maintenance Fees-\$5,000
- CD Administration and Finance: CD Fund Review-\$15,000
- Planning: Coffee Creek Industrial Area Form Based Code-\$33,000
- Water Treatment Plant: Transformer Rebuild-\$46,000

**CITY OF WILSONVILLE
CITY COUNCIL MEETING MINUTES**

- Water Treatment Plant: Di-electronics-\$65,000
- Street Lights: Electricity-\$30,500
- Street Lights: Infrastructure Maintenance-\$10,000

The budget adjustment includes increases to material and services that will be offset by an increase in user fees.

- Parks and Recreation: Instructor Fees and Bank Charges-\$29,500

Lastly, the budget adjustment includes a number of CIP projects that will result in a zero dollar adjustment where the excess budget of one project is used to fund the increase in another project.

Wilsonville Rd Median Improvements (SDC Funded)	\$ 47,550
Tooze Rd-110th to Grahams Ferry (Street SDC Funded)	(47,550)
Tooze Rd-110th to Grahams Ferry (Stormwater Funded)	34,650
Annual-City Wide Storm Sewer Pipe Replacements	(31,050)
Annual- CIP Closeouts from Prior Years	(3,600)
Annual-CD Dept Support for Misc Projects	21,000
Annual-Early Planning Future Stormwater Projects	(7,000)
Gesselschaft Channel Restoration	(5,000)
Willametter River Outfalls	(9,000)
WWTP Outfall Repair/Replacements	115,140
WWTP Outfall Repair/Replacements	86,860
Town Center Pump Stations Improvements	(115,140)
UD1 Kinsman Parallel 12" Main	(86,860)
Basalt Creek Planning	10,000
Citywide Signage/Way finding	(10,000)

As required by Local Budget Law, a notice for the public hearing has been published in the Wilsonville Spokesman. The notice was published on Wednesday, March 16, 2016. Adoption of the Supplemental Budget Adjustment is required prior to the end of the fiscal year, June 30, 2016.

Current Year Budget Impacts:

Resources:		Expenditures:	
Increase Project Management Fees	\$ 143,671	Capital Projects	\$ 335,971
Charges for service	34,500	Material and Services	351,000
		Capital Outlay	50,643
		Contingencies	(559,443)
Total Resources	<u>\$ 178,171</u>	Total Expenditures	<u>\$ 178,171</u>

Councilor Starr asked about the status of the landscaping replanting along the I-5 sound wall area. Ms. Rodocker indicated the project stalled during an ownership change; however, it should now be completed.

Mayor Knapp confirmed that a supplemental budget was necessary when an existing appropriation is exceeded by 10%. Ms. Rodocker indicated he was correct.

Mayor Knapp invited public testimony, hearing none; he closed the hearing at 7:42 p.m.

Motion: Councilor Lehan moved to approve Resolution No. 2578. Councilor Stevens seconded the motion.

**CITY OF WILSONVILLE
CITY COUNCIL MEETING MINUTES**

Vote: Motion carried 4-0.

CONTINUING BUSINESS

- A. **Ordinance No. 787** – second reading
An Ordinance Of The City Of Wilsonville Annexing Approximately 1 Acre At 11700 SW Tooze Road Into The City Limits Of The City Of Wilsonville, Oregon; The Land Is More Particularly Described As Tax Lot 1203 Of Section 15 T3S-R1W, Clackamas County, Oregon, Jay And Theresa Nims, Petitioners.

Ordinance No. 787 was read into the record by the City Attorney by title only on second reading.

Motion: Councilor Stevens moved to adopt Ordinance No. 787 on second reading. Councilor Lehan seconded the motion.

Vote: Motion carried 4-0.
Mayor Knapp - yes
Councilor Starr - yes
Councilor Fitzgerald – excused
Councilor Stevens - yes
Councilor Lehan - yes

- B. **Ordinance No. 788** – second reading
An Ordinance Of The City Of Wilsonville Approving A Zone Map Amendment From The Clackamas County Rural Residential Farm Forest 5 (RRFF5) Zone To The Village (V) Zone On Approximately 1 Acre At 11700 SW Tooze Road. Comprising Tax Lot 1203 Of Section 15, T3S, R1W, Clackamas County, Oregon, Polygon WLH LLC, Applicant.

Ordinance No. 788 was read into the record by the City Attorney by title only on second reading.

Motion: Councilor Stevens moved to adopt Ordinance No. 788 on second reading. Councilor Lehan seconded the motion.

Vote: Motion carried 4-0.
Mayor Knapp - yes
Councilor Starr - yes
Councilor Fitzgerald – excused
Councilor Stevens - yes
Councilor Lehan - yes

- C. **Ordinance No. 776** – *to be continued*
An Ordinance Of The City Of Wilsonville Amending Wilsonville Code Chapter 3, Right-Of-Way And Public Easement Management Section, By Amending Section 3.410, Franchise Required, And Adding A New Section 3.415, Franchise Fees.

Ordinance No. 776 was read into the record by the City Attorney by title only with the instructions to continue the matter until the May 16th Council meeting.

Motion: Councilor Lehan moved to continue Ordinance No. 776 to date certain of May 16, 2016. Councilor Stevens seconded the motion.

**CITY OF WILSONVILLE
CITY COUNCIL MEETING MINUTES**

Vote: Motion carried 4-0.

CITY MANAGER’S BUSINESS – No report.

LEGAL BUSINESS – No report.

ADJOURN

Mayor Knapp adjourned the meeting at 7:45 p.m.

Respectfully submitted,

Sandra C. King, MMC, City Recorder

ATTEST:

Tim Knapp, Mayor