

City of Hood River
City Council Work Session
June 28, 2021

Council: Mayor Kate McBride, Mark Zanmiller, Megan Saunders, Tim Counihan, Jessica Metta, Erick Haynie, Gladys Rivera

Staff: City Manager Rachael Fuller, City Attorney Dan Kearns, Fire Chief Leonard Damian, Police Chief Neal Holste, Public Works Director Mark Janeck, City Engineer Wade Seaborn, City Recorder Jennifer Gray, GIS Analyst Jonathan Skloven-Gill

Absent:

I CALL TO ORDER – Cell Phone Reminder – 6:01 p.m.

Land Acknowledgement Statement and Pledge of Allegiance

II BUSINESS FROM THE AUDIENCE

Jody Behr – express her gratitude to City Manager Rachael Fuller for her leadership to the City, Behr did not get the opportunity to work with Fuller directly, but she knows people throughout the City and the most importantly the people that actually work for the City. Everyone she has spoken to has only had very good things to say about Fuller and the support she gave them. That is the most important quality of any leader. She wanted to thank Fuller for her gratitude and appreciation from all the citizens of Hood River. Fuller has made big changes in the time she was here, that everyone will benefit from. One specific thank you is for hiring Public Works Director Mark Janeck. She recently met him and was very impressed. She wished Fuller the best of luck on her next adventure.

III PRESENTATIONS

1. Visit Hood River Strategic Plan, Katie Kadlub

Katie Kadlub from Visit Hood River, Executive Director and Alana Hughson Visit Hood River independent contractor, from Intrepid Communications presented to City Council regarding Visit Hood River's strategic planning. The PowerPoint presentation has been added to the record and is included in the meeting packet.

Councilor Rivera asked what the target audience is when advertising.

Hughson stated the primary target market is within an eight-hour drive of Hood River. Next, they move out from the Pacific Northwest to the western states reaching down to California with messaging. Beyond that, at the national level is where they bring in the PR resources to reach farther away markets that are more effectively served with public relations, rather than media. The Chamber and community work would be more focused on marketing locals. Kadlub stated there is a goal to have a balance between the marketing of tourism, as well as the programs and projects they put in place with local partners and stakeholders. She is working with local partners on messaging on how

to be safe, and how to be a tourist in the area. Her goal is to build partnerships with the local agencies to build a sustainable tourism programs that do not take away from residence, enhance the economic vitality, and why everyone wants to live here.

Councilor Rivera expressed she does not see diversity in the plan. She asked how they are telling the story of Hood River. She asked how they can celebrate the cultures that are here locally. She only sees this being "tailored to a rich white crowd."

Kadlub stated Councilor Rivera brings up good points. Part of her job and goals will be to build those relationships within the community to start to tell the story that has not yet been told.

Councilor Metta stated what is being presented is the marketing plan that was developed with the goal to get more "heads in beds" and continue to grow the transient merchant tax funds.

Council Zanmiller stated what he sees before them is a traditional plan on how to get outside people to come to Hood River, spend their money and stay in hotel rooms.

Councilor Rivera thinks they have unique opportunity to create something more. She asked how they can help create a brand that really captures the rich diversity in Hood River that is being marketed to other communities outside of the Gorge.

Kadlub stated this is great feedback and she is open to any connections.

Mayor McBride stated one of the things that started right before COVID was Locals Wednesdays. It was to get locals to go downtown. She is not sure if that is something that will be started again, but that would be a different aspect of a possibility.

Kadlub has spoken to the Downtown Business Association about bringing back Locals Wednesdays. The DBA would like to bring it back. She believes there is a lot of work that can be done, specifically on the local Chamber side to unite different areas of Hood River. There is a robust story to tell within each individual neighborhood. They have a lot of work to do but the time is right.

Councilor Saunders noted the contract as she recalls it, says the 25% of Transient Room Tax (TRT) the City gives to the Chamber and Visit Hood River, requires it to be spent within the legal limits that is stated in the statute. There was nothing specifically stating the goal is to continuously increase visitation and increase TRT, on an ongoing cycle. That would not be her goal for the money given the amount of tourism the area has now, and the impacts it has on the community. She is interested in a longer conversation. She would like to see the nice words that were said in the presentation about quality of life, sustainability, and livability. How that is being incorporated in a meaningful way. She added that does not mean a change in the direction of what has been planned.

Councilor Metta stated she has been a part of the conversation saying they were hoping the Chamber and Visit Hood River could continue ways to help the tourism work with the community. She supports it and wants to state that tourism is an industry in the region. Although it has its challenges of very low wages, she agrees that keeping the tourism message fresh is important to continue having people come visit, especially for the City's own budget. She sees there is interest in continuing the conversation with the Chamber about the contract.

Councilor Counihan stated they need to find the correct balance, but they do not have that defined yet or understand what it is. He agrees with Councilor Saunders point. Having more and more

tourism is not sustainable. It has a real effect on the community, and it impacts the quality of life for residence. Having that conversation and understanding what the balance is will be important.

Mayor McBride stated the Chamber and Visit Hood River has gone through large changes in the past year. Having Kadlub here to listen to Council's concerns is good and to incorporate some of the things Councilor Saunders mentioned into reality. It would be good to get an update from Kadlub in 3-4 months after taking Council's input.

Kadlub spoke about the launch of the Visit Hood River Community Matching Grant. This program is to design to help nonprofit and private sector stakeholders to meet the needs of the growing and challenging destination community. The grant will utilize tried and tested guidelines developed by Travel Oregon and other destination grant programs, to ensure the process is equitable, accountable, and measurable. The investment grants are intended to ensure the grant recipients receive the support designed to help Hood River remain economically sound, sustainable, and driving.

WORK SESSION

- IV OPEN WORK SESSION – 6:43 p.m.**
- V AGENDA ADDITIONS OR CORRECTIONS**
- VI DISCUSSION ITEMS**
- VII ADJOURN WORK SESSION – 6:43 p.m.**

REGULAR COUNCIL MEETING

- I OPEN REGULAR COUNCIL MEETING – 6:44 p.m.**
- II AGENDA ADDITIONS OR CORRECTIONS**
Fuller noted after Regular Business Items, she has several updates to give Council.
- III CONSENT AGENDA**
 - 1. Purchase of Police Department Vehicle, N. Holste
 - 2. Supplemental Budget, M. Morris

Motion: To approve the Consent Agenda
First: Saunders
Second: Metta
Discussion: None
Vote: Motion passed (roll called)
Ayes: McBride, Zanmiller, Saunders, Counihan, Metta, Haynie, Rivera
Nays: None
Abstentions: None
Excused: None
- IV REGULAR BUSINESS ITEMS**

1. ODOT Rand/Cascade Resolution 2021-08, W. Seaborn

In July 2017, the City entered into an Intergovernmental Agreement (IGA) with the Oregon Department of Transportation (ODOT) for the design and construction of Cascade and Rand intersection improvements. This project is an important component of the City's planned transportation capital improvements. It will realign the Rand/Cascade intersection, provide a true pedestrian crossing, and signalize the intersection. The City is funding its portion of the project through the Road SDC Fund – Capital Outlay.

On October 13, 2020, City Council approved the signing of Resolution 2020-17 authorizing ODOT to use the power of eminent domain, if necessary, to acquire certain parcels of land at the intersection of Cascade Avenue and Rand Road on behalf of the City. Eminent domain exists to protect both the property owner and the Agency. It is only exercised upon the failure to reach an agreement through all other negotiations. Eminent domain, or condemnation, ensures the property is transferred at a fair market value.

Exhibit A to Resolution 2020-17 included legal descriptions and sketches of the land required to be obtained for construction of the project. During the appraisal process, errors were discovered in the right-of-way centerline requiring the legal descriptions to be revised. The revised legal descriptions, along with sketches depicting the areas, are included as Exhibit A to Resolution 2021-08. The purchases include fee title, permanent easements and temporary construction easements.

The purpose of Resolution 2021-08 is to replace Resolution 2020-17 with corrected legal descriptions, reauthorizing ODOT to use the power of eminent domain, if necessary, to acquire the parcels of land described in Exhibit A to Resolution 2021- 08 on behalf of the City.

The revised legal descriptions reflect relatively minor changes in the areas of the parcels required to be purchased. The attached "Right of Way Description Update Summary" prepared by the Consultant, Quincy Engineering, tabulates both the original and the revised areas. One notable exception to the "minor" area changes is the temporary construction easement on the Walmart property. The temporary construction easement changed from 5,689 square feet to 18,234 square feet. This was due to an error in which the original temporary easement did not encompass the permanent easements, as is standard practice.

The passage of Resolution 2021-08 is needed in order for ODOT to continue the process of property appraisals and negotiating purchase prices with the property owners. While ODOT has had preliminary contact with all affected property owners, they cannot begin the negotiation process without first being authorized to use the power of eminent domain, if necessary, through the passage of Resolution 2021-08.

The project is anticipated to be advertised for construction bids in October 2022.

Motion: I move we approve Resolution 2021-08, authorizing ODOT to use the power of eminent domain for the certain properties described in Exhibit A to Resolution 2021-08 on behalf of the City, if necessary.

First: Saunders

Second: Metta

Discussion: None

Vote: Motion passed (roll called)

Ayes: McBride, Zanmiller, Saunders, Counihan, Metta, Haynie, Rivera

Nays: None

Abstentions: None

Excused: None

2. Enterprise Zone Resolution 2021-09, Alice zaWitt

The City of Hood River joined with the City of Cascade Locks and Hood River County to sponsor an Enterprise Zone in 2003. Enterprise Zones provide property owners with a property tax exemption as an inducement to develop within geographically defined zones. There are seventy-four (74) active enterprise zones in Oregon. The current iteration of the Cascade Locks – Hood River Enterprise Zone expires on June 30th, 2021.

The City Council initially discussed redesignation of the Enterprise Zone on December 14th. The City Council voted at that meeting to initiate the redesignation process. A second Discussion Item on the topic was held on May 10th where the City Council directed staff to align with decisions by Hood River County and the City of Cascade Locks by removing Hotels/Resorts as eligible businesses. The Council also directed staff to retain the existing zone areas to the extent possible under state rules. The Enterprise Zone Manager, Mid- Columbia Economic Development District, later held a virtual Public Hearing on the zone designation on May 12th where no testimony was received.

The Resolution 2021-09 redesignates the Cascade Lock – Hood River Enterprise Zone. The resolution removes future hotels and resorts as eligible businesses for enterprise zone tax abatements. The redesignation retains as much of the prior existing geography as possible. The excluded areas are noted on the Exhibit A of Resolution 2021-09 with black diagonal lines.

Staff Recommendation: Adopt Resolution 2021-09 joining Cascade Locks and Hood River County in the redesignation of the local Enterprise Zone.

Fiscal Impact: Eligible developments receive property tax abatements for 3-5 years for qualifying new businesses or business expansions. The fiscal impact to the City is positive where these businesses would have otherwise not expended or chosen to locate in a different community.

Motion: I move to adopt Resolution 2021-09, redesignating the Cascade Locks – Hood River Enterprise Zone.

First: Saunders

Second: Counihan

Discussion: None

Vote: Motion passed (roll called)

Ayes: McBride, Zanmiller, Saunders, Counihan, Haynie, Rivera

Nays: None

Abstentions: Metta

Excused: None

Added Agenda Items by City Manager:

Fuller announced there will a 4th of July parade. She thanked Gray for her help processing the permits.

Fuller stated the City had requested funding from legislature for Rand Road in the amount of \$3.8 million. The City did not get the money but Fuller thanked Mayor McBride for reaching out to Representative Williams to ask if additional housing or infrastructure money is going to be made available, and to find out how the City could have been more complete in the affordable housing project.

The City was awarded \$2.6 million in funds that is coming out of the American Rescue Plan, for the stormwater fix at the Waterfront.

The staff will be planning for no restrictions at the next City Council meeting. The Governor is lifting all restrictions on Wednesday. The public will be able to attend the meeting in-person or join virtually.

V MAYOR

1. Energy Innovation Act and Citizens Climate Lobby

Mayor explained she learned about the Citizens Climate Lobby while she attended CGCAN a few years ago. Previous Mayor Paul Blackburn contacted McBride about this and asked if she would support it as the Mayor, not as representing the City. She has signed it. She wanted to bring it to Council and see if Council has interest in signing on as a City. There was discussion and Council agreed they would like to see the legislative for it, before agreeing to sign. Mayor McBride will get more information to Council.

Mayor McBride spoke about the fire danger concerns. Chief Leonard Damian shared what he and other Hood River County Fire Chiefs have been discussing. He said the City of Bend has decided to ban all personal fireworks and the City of The Dalles is looking at doing the same. He would like to do something together with the County, so it is consistent. He likes how the City of Bend has approached this concern.

Fuller added if Council decides to ban fireworks, an emergency declaration would be approved and put into place by the City Manager. Council agreed to have an emergency declaration put into place restricting the use of personal fireworks, but still allow the preplanned Lion Club fireworks show since they have safety precautions in place, that have been approved by the State Fire Marshall.

Mayor McBride thanked Fuller for all of the work she has done in the time she has been with the City. She reviewed the list of projects that Fuller accomplished. Fuller is very well liked by the staff. She listens to people and works well with everyone. She is going to be missed. Mayor McBride is glad Fuller came to Hood River. Hood River is a better place for having Fuller.

Fuller thanked everyone for the opportunity to work for the City. It has been an enormous team effort. From the Mayors leadership to the incredible staff, she has never been prouder of a group of people. It has been a pleasure.

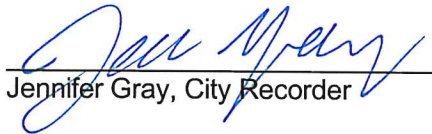
VI COUNCIL CALL

Councilors expressed their application to Fuller.

VII ADJOURN – Adjourned by unanimous consent at 7:27 p.m.



Kate McBride, Mayor



Jennifer Gray, City Recorder

Approved by City Council on July 26, 2021