



MARCH 30, 2009, CITY COUNCIL MEETING NOTES

CITY OF ALBANY
JOINT WORK SESSION
of
LINN COUNTY COMMISSIONERS
and
ALBANY CITY COUNCIL

Albany Public Library Meeting Room
2450 14th Avenue SE
4:00 p.m.

AGENDA

1. CALL TO ORDER
Mayor Konopa and Linn County Commissioner John Lindsey were absent.
2. PLEDGE OF ALLEGIANCE
3. INTRODUCTIONS
 - a. Board Members
 - b. City Council Members
4. BUSINESS FROM THE PUBLIC
5. REPORTS
 - a. PepsiCo/Gatorade update
Action: Discussion.
 - b. Funding for Fair/Expo marketing position
Action: Discussion.
 - c. Animal Control Task Force
Action: Discussion.
 - d. County budget outlook
Action: Discussion.
 - e. Linn County ten-year plan to end homelessness
Action: Discussion.
6. BUSINESS FROM THE COUNCIL AND THE BOARD
Action: Discussion regarding road improvements to Oak Street. Discussion regarding the Linn County Extension District tax rate.
7. ADJOURNMENT

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City of Albany Web site: www.cityofalbany.net

The location of the meeting/hearing is accessible to the disabled. If special accommodations to attend or participate in the meeting/hearing are needed, advance notice is requested by notifying the Human Resources Director at 917-7500.



JOINT WORK SESSION
of
LINN COUNTY COMMISSIONERS
and
ALBANY CITY COUNCIL
Albany Public Library Meeting Room
2450 14th Avenue SE
Monday, March 30, 2009
4:00 p.m.



AGENDA

- A. CALL TO ORDER** – Sharon Konopa, Mayor
- B. PLEDGE OF ALLEGIANCE**
- C. INTRODUCTIONS**
- 1) Introduction of Board Members – Roger Nyquist, Board Chair
 - 2) Introduction of City Council Members – Sharon Konopa, Mayor
- D. BUSINESS FROM THE PUBLIC**
- E. REPORTS**
- 1) PepsiCo/Gatorade update – Wes Hare, City Manager
 - 2) Funding for Fair/Expo marketing position – Will Tucker
 - 3) Animal Control Task Force – Wes Hare, Will Tucker
 - 4) County budget outlook – Roger Nyquist
 - 5) Linn County ten-year plan to end homelessness – Roger Nyquist, Sharon Konopa
- F. BUSINESS FROM THE COUNCIL AND THE BOARD**
- G. ADJOURNMENT**

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\$ 63,000
14,500
31,500

\$ 109,500

\$ 100,000 City of Aub
TRANSIT ROOM TAX

Will Tucker
Linn County Commissioner
Linn County Courthouse

Dear Will,

On behalf of the Linn County Fair & Expo Center, I would like to give you some facts and figures on our facility marketing. I understand you are looking at about 75% of wages and benefits of our Marketing Manager's position to be covered with room tax dollars. That current amount would be \$63,000. Additional staff overhead totals \$14,500 for marketing support. Marketing budget is \$31,500.

The two hotels adjacent to the facility were built because of the events held at the Expo Center. If you look at the list of events held here and the hotels reporting, you will find that approximately 50% of their business is directly related to events held here annually. The restaurants, Cascade Grill, Denny's, Yaquina Bay, Novaks, and many more report they are swamped by some of the more than 10 huge events that are here. These large events include, Mid Winter Square Dance Festival, Family Motor Coach Association, Veterinary Services Inc., Federation of Fly Tyers, Chintimini Kennel Club, Linn County Kennel Club, NW Horse Fair and Expo, Oregon Pinto Breeders, Willamette Valley Home Show, the Linn County Fair. We make them aware of the schedule in advance so they will prepare.

I am sure if you look at the Heritage Mall numbers and other large and small businesses in Albany and neighboring towns, you will see that their businesses are largely supported by our services. Let me know if you need more information.

Sincerely,

Randy Porter
Fair & Expo Manager

LINN COUNTY CLASSIFICATION

TITLE: FAIR & EXPO CENTER MARKETING, EVENTS & SALES MANAGER

NUMBER: 572

APPROVAL ORDER

PAY RANGE: 17

NUMBER: 2005-649

CATEGORY: MANAGEMENT/EXEMPT

DATE: November 30, 2005

GENERAL STATEMENT OF DUTIES/JOB OBJECTIVES: Develop, implement and manage marketing, advertising and public relations activities for the Linn County Fair and Expo Center. Supervise scheduling and support coordination for all events, to include the annual County Fair. This position will frequently involve working on weekends as well as evening hours during the week, and may require some travel.

SUPERVISION RECEIVED: Works under the direction of the Fair and Expo Center General Manager, who provides guidance, assigns duties and evaluates performance.

SUPERVISION EXERCISED: Exercises supervision over all assigned subordinate personnel, participates in the selection of new personnel; assigns duties, provides training, schedules leaves, resolves grievances, evaluates performance and recommends personnel transactions.

ESSENTIAL FUNCTIONS: A person employed in this classification must possess the capability to perform the following duties to be considered for and to remain in this position. The duties are essential functions requiring the critical skills and expertise needed to meet job objectives. Additional specific details of these essential functions may be provided by the specific office or department job announcement, if applicable.

1. Develop, implement and manage Fair and Expo Center marketing strategies, including direct marketing of the facilities and development of special events and activities. Coordinate events, publicity and advertising for promotion of the Fair and Expo Center and related activities. Arrange for development and placement of all graphics and advertising, to include media coverage. Develop and implement marketing portion of the budget and assist in the development of the Fair and Expo Center Budget.
2. Develop and maintain effective and positive public relations and working relationships with state, county and city public officials and agencies, chambers of commerce, visitors' associations, and other business organizations; agricultural organizations, and other groups in understanding, supporting, promoting and using the activities and services provided by the Fair and Expo Center.
3. Provide information and promote the Center to groups and organizations interested in using it through tours and public presentations in the community. Help to develop client and public informational publications as needed.
4. Work to retain current Fair and Expo Center customers while locating and initiating frequent contact with potential customers at local, state-wide, national and international levels in order to maximize Center sales and financial return. Research market trends and develop and implement sales strategies to attract users from national and international associations and organizations. Work with local and state promotional agencies to increase contracts.

5. Provide or coordinate meeting and event customer service, to include all aspects of meeting and event planning and support. Work with Operations on set up, scheduling and special requirements. Provide, as needed, staffing, placement, scheduling and security recommendations for all events and activities at the Center.
6. Monitor contracts and subcontracts with event vendors, exhibitors and concessionaires. Monitor customer contracts and agreements.
7. Research grant opportunities and develop and submit grant applications as appropriate.
8. Maintain current Center sponsorships and work to procure new sponsors. Procure sponsorships, purchase media, direct all graphic design work and be media liaison for the Linn County Fair, if directed.
9. Monitor and report the economic benefit that the Center's events have on Albany, Linn County and the region.
10. Develop and maintain effective, harmonious and reasonable work relationships with others.
11. Maintain regular and predictable work attendance.

OTHER FUNCTIONS:

12. This classification covers the most significant essential functions performed by an employee in this position, but it does not include other occasional work, which may be similar to, related to, or a logical assignment of this position.

RECRUITING REQUIREMENTS: (Additional specific details may be provided by the specific office or department job announcement, if applicable).

KNOWLEDGE, SKILLS AND ABILITY: Thorough knowledge of marketing and event management techniques, with experience in the fair and exhibition industry desired. Must present a positive image, set and achieve priorities, communicate effectively, both orally and in writing, make decisions independently, use initiative and judgment in completing tasks and responsibilities, develop and maintain strong working relationships and deal effectively with staff, customers, patrons and the public.

EXPERIENCE, EDUCATION AND TRAINING: Bachelor's degree with major course work in marketing, communications/public relations, business administration or a related field. Four years of increasingly responsible marketing and/or event management in business or exposition activities. A satisfactory equivalent combination of experience, education and training that demonstrates the ability to perform the work described. Must be proficient with computer programs and use including word processing, spreadsheets, publishing and graphics.

NECESSARY SPECIAL QUALIFICATIONS: Possession of a valid Oregon Motor Vehicle Operator's License and an acceptable driving record at the time of appointment.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: Work is generally performed indoors in various settings. Work requirements include the ability to sit and move about; talk and hear; drive a motor vehicle; use hands to finger, handle or operate objects or controls; and reach with hands and arms. The work requires the ability to lift or move thirty (30) pounds.