

CITY OF ALBANY  
CITY COUNCIL  
Council Chambers  
Wednesday, December 15, 2010  
7:15 p.m.

**MINUTES**

**CALL TO ORDER**

Mayor Konopa called the meeting to order at 7:15 p.m.

**PLEDGE OF ALLEGIANCE TO THE FLAG**

Konopa led the pledge of allegiance to the flag.

**ROLL CALL**

Councilors present: Jeff Christman, Ralph Reid, Jr., Floyd Collins, Dick Olsen, Bill Coburn, and Bessie Johnson

**SPECIAL PRESENTATION**

Police Chief Ed Boyd presented a plaque to retiring Police Captain Ben Atchley depicting the department coin (copy in agenda file) for people who go above and beyond the call of duty. The presentation was in recognition of his 32 years service to police work.

Historic Albany Recovery Program.

Urban Renewal Manager Kate Porsche introduced Michael Waldock saying he had a community economic concept to present to the Council.

Michael Waldock, 440 East Thornton Lake Drive NW, provided a PowerPoint (in agenda file) regarding creating jobs in Albany through the use of branding. He said that classic marketing strategies could be employed to create jobs, boost tourism, improve schools, and make Albany famous in the process. He said his economic development ideas would capitalize on what Albany could accomplish through his "Historic Albany Recovery Program" (HARP). He said with donations and the hiring of interns from Linn-Benton Community College, around \$68,000 would be needed to jump-start his plan over the course of a year. He wanted to involve the City, the Albany Downtown Association, the Albany Visitors Association, and the Albany Area Chamber of Commerce. He said to be successful; the trick is to do it in little bites.

To draw people to Albany, Waldock suggested acquiring the Jensen Arctic Museum that is planning on moving from the Western Oregon University campus. Also, he suggested selling coffee and made-in-Albany items at the train station on designated "high school band" days. He said during the Christmas holidays, there could be "Magic on First Avenue" entertainment. He suggested the Fire Museum become more visible and when the carousel is finished, the City could encourage carousel conventions in Albany.

A rugby enthusiast, Waldock suggested encouraging Linn Benton Community College and the high schools to adopt the sport for HARP. He outlined how that could morph into national attention and increase the number of jobs in Albany.

Councilor Christman asked, how would the City know if it was succeeding? Waldock said there would be a series of business plans based on experience to date with best guess forecasting. The plans, timelines, investment, income, and actual return on investment would be accumulated and checked against forecasts. HARP would be responsible for these and maintain the focus on employment, consumption, education, and tourism.

Konopa said she thought his ideas were very creative and liked the involvement of the community.

Councilor Johnson said she would support his concepts and that this is what she had in mind for creative ideas for economic development.

Councilor Collins asked what the response has been from other groups he has presented to. Waldock said he has received an enthusiastic response. He would consider it a supportive response.

City Manager Wes Hare said Waldock presents a model similar to what other places have done that have turned themselves around. He gave the city of Ashland with the Shakespeare Festival as an example. He said building and sustaining Waldock's suggestions would be a challenge though.

Christman said he understood the tourist attraction concepts. He asked, but where are the family wage jobs? Waldock gave examples of how his tourist concepts progress from lower paying jobs towards family wage jobs as they build on each other.

Hare commented that he doesn't see it as a tourism strategy. Business flourishes where people want to be. Make Albany a desirable place to live and prosperity will follow.

Councilor Reid gave some history of the Albany Airport and having it incorporated into the concept. Waldock said he agreed and would work hard at making HARP successful.

Collins was uncertain as to how the Council and City government fit into HARP.

Hare believes it would work best as a community partnership, with the Chamber of Commerce, Albany Visitors Association, Albany Downtown Association, or other established community based nonprofits. The City could be a partner, but not the leading money contributor. That would relieve the stigma of it being a government program.

City Attorney Jim Delapoe agreed that a contract with an existing organization would work best and gave examples of how that could be accomplished.

**DIRECTION:** The Council directed staff to follow up and investigate how the City can participate in the Historic Albany Recovery Program (HARP) and bring it back to the Council within the next 30 days.

Mark Azevedo, 1210 Skyline Drive NW, supports Waldock's vision. He mentioned that Oregon State University has a national champion women's rugby team.

#### SCHEDULED BUSINESS

##### Business from the Public

No one wished to speak.

##### Adoption of Consent Calendar

- 1) Approval of Minutes
  - a) November 10, 2010, City Council Regular Session.
  - b) December 1, 2010, City Council Joint Meeting with Greater Albany Public School Board.
- 2) Adopting Financial Policies. RES. NO. 5970

**MOTION:** Coburn moved to adopt the Consent Calendar as presented. Johnson seconded the motion and it passed 6-0.

##### Report

##### HEART report

Captain Atchley provided the Homeless Enrichment and Rehabilitation Team (HEART) report. He reviewed Heartbeat, a HEART sponsored newsletter. He provided examples from the past year of how HEART programs have been successful. He noted that Albany InReach Services was recently named the Governor's Outstanding Volunteer Program for 2010. InReach is a cooperative effort of volunteer medical professionals that provide dental and medical access for children, low-income adults, families without insurance, laid-off workers between jobs, and the elderly. He mentioned the Homeless Persons' Memorial event to be held at 2:00 p.m., on December 21, in the City Hall Plaza. He provided a brochure (in agenda file) regarding the Jackson Street Youth Shelter that will be coming to Albany. He explained the Toto Fund, saying that it assists people with emergency travel or traveler's aid. He provided examples, explaining how they screen people and the follow up procedures involved. He asked the Council to fund the Toto Fund in the next budget process. Atchley said he looks forward to coming back before the Council as a private citizen.

#### BUSINESS FROM THE COUNCIL

Councilor Coburn said he was in attendance at the meeting about the current rash of arsons and received a list of potential targets. He mentioned a property that was on the list that he drove by and it looked like someone was living there. So it wasn't vacant and he was surprised to see it on the list. He asked, how does a property get on the list? Community Development Director Greg Byrne said they received addresses from several sources. They are contacting the property owners and if someone is living there or the vacant property has been secured, they remove them from the list. He will have staff check the property Coburn was referring to.

Management Assistant/Public Information Officer Marilyn Smith provided a copy of the "Help Prevent Arson" flyer (in the agenda file) to the Council.

Hare thanked Captain Atchley for his service to the Albany community and his vision regarding the most successful approach in serving the homeless. Hare mentioned that he has seen a noticeable change in the

Albany City Council Regular Session Minutes  
Wednesday, December 15, 2010

Albany homeless situation since moving here five years ago. He believes this change is due to the good work of people like Atchley, Mayor Konopa, Marilyn Smith, and many others.

Konopa commented on how they changed the approach to homelessness once they were fully educated about it. She thanked Captain Atchley for participating in HEART and for the respect he has achieved with the homeless.

NEXT MEETING DATE

The next Regular Session of the Council is scheduled for Wednesday, January 12, 2011, at 7:15 p.m., in the City Council Chambers, of City Hall.

The next scheduled Work Session, is Monday, January 24, 2011, at 4:00 p.m., in the Albany Municipal Court Room, of City Hall.

ADJOURNMENT

There being no other business, the meeting was adjourned at 8:43 p.m.

Respectfully submitted by,

Reviewed by,

Betty Langwell, MMC  
City Clerk

Stewart Taylor  
Finance Director