



NOTICE OF PUBLIC MEETING

CITY OF ALBANY
CITY COUNCIL WORK SESSION
City Hall, Municipal Court Room
333 Broadalbin Street SW
Monday, March 7, 2011
4:00 p.m.

AGENDA

- 4:00 p.m. **CALL TO ORDER**
- 4:00 p.m. **ROLL CALL**
- 4:00 p.m. **BUSINESS FROM THE PUBLIC**
- 4:05 p.m. **PROPERTY TAXES 101: CARA and COMPRESSION** – Mark Noakes
Action Requested: Information, discussion.
- 4:30 p.m. **LINN, BENTON, LINCOLN 211** – Greg Roe
Action Requested: Information, discussion, direction.
- 4:50 p.m. **TRANSIENT ROOM TAX TASK FORCE REPORT** – Mayor Sharon Konopa
Action Requested: Information, discussion, direction.
- 5:35 p.m. **COUNCILOR COMMENTS**
- 5:50 p.m. **CITY MANAGER REPORT**
- 6:00 p.m. **ADJOURNMENT**

City of Albany Web site: www.cityofalbany.net

The location of the meeting/hearing is accessible to the disabled. If you have a disability that requires accommodation, advance notice is requested by notifying the Human Resources Director at 917-7500.



I. POLICY STATEMENT

The Transient Lodging Tax (TLT) Policy is established to allocate transient lodging tax dollars in compliance with ORS Sections 320.300 to 320.350 and Albany Municipal Code Chapter 3.14 and in consideration of new and ongoing programs.

II. COMMITTEE

1. A seven-member Transient Lodging Tax Committee is hereby formed. Representation on the committee will include: the Mayor and one other member of the Albany City Council, the Albany City Manager, the Albany Visitors Association Director, the Albany Downtown Association Director, the Linn County Fair and Expo Director, and the Albany Parks & Recreation Director.
2. The TLT Committee will meet every six months to review this policy and recommend changes to the City Council.

III. EXISTING PROGRAMS

Existing programs include: Personnel Services; Other; Albany Downtown Association (ADA); Albany Visitors Association (AVA); Albany-Millersburg Economic Development Corporation (AMEDC); and Albany Airport Capital Reserve.

IV. NEW PROGRAMS

1. New programs include: Collaborative Tourism Promotion; Albany Main Street Program Development; Northwest Art & Air Festival; Public Safety Reimbursement; Veterans' Day Parade/Public Works Reimbursement; Monteith House Museum Capital Reserve; and City Trolley Maintenance & Operations.
2. The purposes of the new programs are established as follows:
 - a. Collaborative Tourism Promotion: This fund is jointly managed by the Albany Visitors Association, Albany Downtown Association, Linn County Fair & Expo, and the City of Albany Parks & Recreation Department. Funding requests may come from or through any of the four partners. Funding requests must be supported by a majority of the partners. Funds are used for modest matching grants for event start-up costs to outside agencies, new marketing campaigns, or expanded advertising for a new element of an existing event; travel expenses to submit proposals to host events, conferences, and trade shows. The funds shall not be used for wages or benefits.
 - b. Albany Main Street Program Development: Funds are used for the Albany Downtown Association's Main Street Program in the areas of design, promotions, economic development, and organization as defined by the National Main Street Program — a downtown marketing program, targeted business recruitment, interpretive historic signage, technical improvements for the website, computers and software, event development, a downtown maintenance program, seminars, speakers, and educational opportunities for downtown business owners.

- c. Northwest Art & Air Festival: Funds are used for reimbursement to the Albany Parks & Recreation Department for expenditures not recovered from event sponsors.
- d. Public Safety Reimbursement: Funds are used for reimbursement to the Albany Police and Fire Departments for personnel costs associated with support for community events.
- e. Veterans' Day Parade/Public Works Reimbursement: Funds are used for continued funding for the parade at \$3,000 and future reimbursement to the Albany Public Works Department for costs associated with the parade and other events.
- f. Monteith House Museum Capital Reserve: The Monteith Historical Society will use funds to make capital improvements to the Monteith House Museum for building maintenance, exhibit development, ADA improvements, preservation materials, and artifact acquisition. Ending balances will be carried forward from one budget year to the next.
- g. City Trolley Maintenance & Operations: Funds are used for ongoing maintenance, operations, and capital needs in support of tourism-related events of the Albany Visitors' Association, Albany Downtown Association, Linn County Fair and Expo, and Albany Parks & Recreation Department.

V. GUIDELINES FOR RESERVE ACCOUNT

1. A reserve account will be established and maintained at a target balance of \$100,000. The reserve account will only be used to offset actual fluctuations in TLT revenues and is not a contingency account for unforeseen changes in individual programs.
2. Existing programs will maintain current funding levels or will grow at a maximum three percent (3%) each year.
3. Decreases in revenues will be offset from the reserve account.
4. If the decrease in revenues is greater than the funds in the reserve account, then all new programs will be decreased proportionately in order to keep existing programs fully funded.
5. Decreased revenues for more than one year will be reviewed by the TLT Committee before the next budget cycle in order to establish a plan to replenish the reserve account.
6. Increased revenues will be directed first to existing programs, secondly to the reserve account, and thirdly to new programs on a proportionate basis.

Supersedes:	Created/Amended by/date:	Effective Date:
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Maintain existing programs and allocate remaining dollars to new programs.
(Include airport capital reserve with existing programs)

211 Economic Development

11 City Manager/City Council

1101 Economic Development Activities

	Current			Estimated 2012-2013
	Budget 2010-2011	Requested 2011-2012	Proposed 2011-2012	
Revenues				
40105 Transient Room Tax	507,800		592,250	610,018
48010 Interest	2,500		2,575	2,652
49025 From CARA Program	103,900		107,017	110,228
49905 Beginning Balance	(50,000)		128,358	100,000
Total Revenues	564,200		830,200	822,898

Expenditures					
Personnel Services	116,800		116,800	3.0%	120,304
Other	46,000		46,000	3.0%	47,380
60304 Albany Downtown Association	38,400		38,400	3.0%	39,552
60310 Albany Visitors Association	320,300		320,300	3.0%	329,909
60311 AMEDC	42,700		42,700	3.0%	43,981
Albany Airport Capital Reserve			60,000	3.0%	61,800
Total	564,200		624,200		642,926
Collaborative Tourism Promotion		30,000	20,000	18.9%	15,091
Albany Main Street Program Development		39,500	20,000	18.9%	15,091
NWAAF		50,000	30,000	28.3%	22,632
Public Safety Reimbursement		30,000	20,000	18.9%	15,091
Veterans' Day Parade/Public Works Reimbursement		3,000	3,000	2.8%	2,263
Monteith House Museum Capital Reserve		5,000	5,000	4.7%	3,775
City Trolley Maintenance & Operations		10,000	8,000	7.6%	6,038
Total		167,500	106,000		79,981
Reserve		40,000	100,000		100,000
Total Expenditures	564,200	207,500	830,200		822,907

Revenues - Expenditures*	-		-		(9)
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*Negative balance is due to rounding.