



Approved: January 10, 2010

NOTICE OF PUBLIC MEETING

TRANSIENT ROOM TAX TASK FORCE
City Hall
Willamette Room
Monday, December 13, 2010

MINUTES

CALL TO ORDER

Mayor Sharon Konopa called the meeting to order at 2:05 p.m.

Task Force Members in Attendance: Mayor Sharon Konopa, Ralph Reid, Jr., Oscar Hult, Randy Porter, Jimmie Lucht, Wes Hare

Task Force Members Absent: Steve Terjeson

Staff: Ed Hodney, Parks & Recreation Director; Stewart Taylor, Finance Director

APPROVAL OF MINUTES

MOTION: Jimmie Lucht made a motion to approve the November 15, 2010, minutes with corrections; Ralph Reid seconded. All approved.

SCHEDULED BUSINESS

Northwest Art & Air Festival Expense Reports

Ed Hodney discussed the reports. Konopa said that in 2009 there was \$35,000 that was not recovered. Hodney said that the difference is showing in parenthesis and that the NWAAF was subsidized by Parks & Recreation (P&R) for that amount. Hodney said that P&R usually has to subsidize the NWAAF with \$30,000-\$60,000.

Proposed Transient Room Tax Allocations

Stewart Taylor said that the spreadsheet (page ten of the agenda packet) represents programs that have been identified so far. He said that the 2010-2011 revenue estimate is \$564,200.

Konopa said that the Task Force can change the numbers in the 2011-2012 requested budget. Konopa discussed the items listed.

Taylor said that the proposed column is the one that we can fill in. He said that the room tax revenues are difficult to estimate. Discussion followed.

Randy Porter asked if the collaborative promotion dollars would be used for new events or existing events. Taylor said that his understanding is that it could be used for marketing both between the Linn County Expo, AVA, ADA, and P&R.

Lucht said that one of the things that had been discussed was marketing the Expo to attract new events and attractions, and he would like to see a portion of these funds used for that purpose.

Reid asked what the personnel services are for. Konopa said that it is to fund the Urban Renewal Manager position. Taylor said that the amount is transferred from CARA to this fund and that it can be done differently. Reid said that he is not comfortable with this (TRT) being an Economic Development Fund. He said that he would like to separate the TRT from the Economic Development Fund.

Konopa asked how AMEDC would be handled as it is paid out of TRT dollars.

Reid said that it is disturbing to see that starting in 2012-2013 personnel services, etc., are going up and that all of the new items go down in amounts. Reid said that he thought percentages were going to be used.

Taylor said that Scenario #1 shows the allocation by percentages and dollar amounts. Hare said that these figures are a starting point. If the Task Force wanted to, you could zero out the amounts and start over with new amounts.

Hare said that the new items listed are all related to tourism. He said that at least 42 percent needs to be used for tourism.

Reid said that considering where the money came from, none of it has gone back to the airport. He said that, so far, the airport hasn't received anything from the investment.

Reid said that \$113,000 per year should go to the airport. Konopa asked how long should the \$113,000 come out of the TRT fund. Reid said that two million dollars is what was on the books when the property was given to Linn County.

Porter said that the business generated at the Expo has helped generate TRT dollars. Reid said that we haven't received any money to help fund the airport from TRT dollars. Lucht said that if we allocate \$113,000 to the airport, what will it buy. Hare said that there are facilities at the airport that need work. He said that we are not receiving enough revenue to cover the costs of operating the airport. Reid said that revenue can be generated by leasing hangars at the airport.

Konopa said that we still have available land for more hangars on the east and west side. Reid said that there is a little more space for hangars. Konopa asked how many of the hangars are used by local folks. Reid said that most of the hangars are leased by local folks. Konopa said that the Expo has brought in more dollars over the years. She said that she doesn't think that there would have been as many dollars brought in if this land wasn't used for the Expo.

Reid said that he would like to see \$60,000 per year go to the Airport Capital Reserve.

Hare said that we are currently giving \$3,000 to the Veterans' Day parade and we can continue with that same amount. Konopa asked if AVA gives the parade any dollars. Lucht said that they don't.

Hare asked how the trolley is currently being paid for. Hodney said that it comes out of the P&R Fund. Reid said that the amount for the trolley is a bit high. Hodney said that amount is for operation and maintenance of the trolley. Hult said that the ADA rarely uses the trolley because they can't afford it. Reid said that he thinks \$8,000 would be more appropriate.

The NWAAF amount is to cover the shortfall amount. Reid suggested that the amount be changed to \$35,000.

Taylor said that we should keep 5-15 percent in the contingency fund based on guidelines. Konopa asked if \$50,000 would be good for a contingency. Taylor said that would be an appropriate amount.

Konopa asked Taylor to prepare and e-mail an updated spreadsheet showing the new amounts and percentages discussed.

Process for Public Comment

Konopa said that once we agree on the proposed amounts/percentages, we will open the meeting up for public comment. She said that we will encourage as much public input as possible.

BUSINESS FROM THE TASK FORCE

None.

NEXT MEETING DATE: January 10, 2011, at 2:00 p.m.

ADJOURNMENT

The meeting adjourned at 3:35 p.m.

Respectfully submitted,

Signature on file.

Diana Eilers
Administrative Assistant I

Reviewed by,

Signature on file.

Stewart Taylor
Finance Director