



## NOTICE OF PUBLIC MEETING

### TRANSIENT ROOM TAX TASK FORCE

City Hall  
Willamette Room  
Monday, January 24, 2011

### MINUTES

#### CALL TO ORDER

Mayor Sharon Konopa called the meeting to order at 2:00 p.m.

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

Task Force Members Absent: Randy Porter (excused)

Staff: Stewart Taylor, Finance Director

#### APPROVAL OF MINUTES

MOTION: Jimmie Lucht made a motion to approve the January 10, 2011, minutes; Ralph Reid seconded. Approved 6-0.

#### SCHEDULED BUSINESS

##### Clarification of One of the Proposed Program Line Items

Konopa said that Oscar Hult would like to change the name of the second item listed in the new line items. Hult discussed the different activities the Albany Downtown Association (ADA) performs. He said that he would like to change the line item labeled "ADA Tourism/Business Development" to "Albany Main Street Program Development." He said that some of the things that this money could provide include: A downtown marketing program, targeted business recruitment, interpretive historic signage, technical improvements for the website, computers and software, event development, a downtown maintenance position, staff insurance benefits, seminars, speakers, and educational opportunities for downtown business owners. [See attachment for full report.]

The task force members agreed to the line item name change from "ADA Tourism/Business Development" to "Albany Main Street Program Development."

##### Public Comment on Task Force's Proposal for Allocation of Transient Room Tax Dollars

Konopa opened the meeting up for public comment at 2:10 p.m.

Will Tucker, Linn County Board of Commissioners – Tucker said that the building of the Linn County Fair and Expo Center has been a hot topic ever since it was being built. He urged the task force members to discuss what drives revenue with the Travel Oregon staff. Tucker said that it is important to invest the TRT dollars in businesses and venues that bring in more dollars.

Rich Catlin, Reece and Associates – Catlin said that he is a downtown resident, ADA board member, and Central Albany Revitalization Area board member. He said that he thinks we are doing a lot of things well in Albany. He said that there are events that bring people into Albany. Catlin said that there are more things that can be done to bring more people into Albany. He suggested business recruitment, keeping the downtown area clean, wayfinding signs, and doing more to help retain the existing businesses. He said that the \$20,000 for the Albany Main Street Development Program would be very helpful.

Larry Johnson – Johnson said that he was concerned after reading the newspaper article. He said that he was a Linn County Commissioner when the Fair and Expo Center discussions were happening. Johnson said that the agreement was that Linn County would handle the marketing of the Fair and Expo Center and that the City would not.

Todd Davidson, Travel Oregon – Davidson said that from 1988-1994 he was the director of the Albany Visitors' Association. He said that the primary concern is the implementation of state law. He said that he is here to be a resource as to how to appropriate the TRT dollars and follow state law. He said that tourism is defined as either tourism promotion or tourism facilities.

Konopa closed the meeting for public comment at 2:23 p.m.

### Program Line Item Definitions

Konopa said that each new program line item needs to be defined.

Hult asked if each agency should e-mail their definition for the program line items. He said that he will come up with a shorter version of the Albany Main Street Program Development line item definition.

Konopa said that she can work with Stewart Taylor to prepare the definitions.

Konopa asked Reid if he wanted to define the Airport Capital Reserve line item. Reid said that the Airport Advisory Board is working on defining what needs to be done at the airport and after that they can add those things to the definition.

Konopa asked if everyone was satisfied with the purpose statement.

Lucht asked if the lost dollars can be put back relating to the existing programs. Hare said that those reductions were made due to lower TRT dollars received.

Taylor said that the TRT dollars received is due to the current economic conditions. He said that reserve funds could be used now, but this would cause the reserve amount to be smaller. Hare suggested leaving the programs the way that they are and they will be built back up as the economy improves. The group decided to leave the accounting as it is and review in six months.

Lucht asked what the next steps will be. Taylor said that the Task Force can take the recommendation to either the Budget Committee or the City Council. Terjeson said that he thinks it should go directly to the City Council; Reid and Bessie Johnson agreed.

Konopa asked if the group wants to meet again or if the information should be sent via e-mail. Hult said that it would be good to meet again.

Lucht asked how this effects our grant budget proposals. He asked if they will need to continue preparing grant applications for those funds. Hare said that he didn't think that the applications will be necessary anymore. Taylor agreed that the applications are no longer necessary.

### BUSINESS FROM THE TASK FORCE

None.

NEXT MEETING DATE: Monday, February 7, 2011, 2:00 p.m., Willamette Room

ADJOURNMENT

The meeting adjourned at 2:50 p.m.

Respectfully submitted,

*Signature on file.*

Diana Eilers  
Administrative Assistant I

Reviewed by,

*Signature on file.*

Stewart Taylor  
Finance Director