



APPROVED: February 23, 2011

TRANSIENT ROOM TAX TASK FORCE
City Hall
Willamette Room
Monday, February 7, 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, Wes Hare

Task Force Members Absent: Steve Terjeson

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

APPROVAL OF MINUTES

MOTION: Ralph Reid made a motion to approve the January 24, 2011, minutes; Oscar Hult seconded. Approved 6-0.

SCHEDULED BUSINESS

Finalizing Policy Statements and Allocations

Konopa said that the Transient Lodging Tax Committee will have seven members and will include the Mayor and one other member of the City Council, the 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. Reid said that it will work for him. Konopa went over the proposed policy.

- 2a. Collaborative Tourism Promotion – Konopa said that she met with the hotel group and they had questions about this program. She said that they were concerned with the marketing aspect. She said that they would like to see more promotions done and more events held at the Linn County Fair and Expo.

Jimmie Lucht said that he would like to see the line about matching grants for startup costs be more specific. He suggested changing the wording “to outside agencies” to “for events.” Konopa said that this change will be reflected in the policy.

- 2b. Albany Main Street Program – No revisions made.
- 2c. Northwest Art & Air Festival – No revisions made.
- 2d. Public Safety Reimbursement – No revisions made.
- 2e. Veterans' Day Parade/Public Works Reimbursement – City Manager Wes Hare said that the amount of reimbursement that would be generated for Public Works would be small. He said that the impact to the Veterans' Day group would be more. Lucht asked what the expenses are for Public Works. Hare said that it includes things like barricades, bleachers, and labor. Reid said that this is similar to the expenses for public safety for parades and other events. Reid said that he thinks that Public Works should be pulled out of this program and should be a separate program. Discussion followed. The wording will remain the same with the addition of reimbursing the Public Works Department for costs associated with the parade “and other events.”

- 2f. Monteith House Museum Capital Reserve – No revisions made.
- 2g. City Trolley Maintenance & Operations – Konopa said that the hotel folks were very interested in using the trolley for events to bring customers downtown. She said that the squaredancers really liked using the trolley. Reid said that it would be prudent to have it all go through P&R since they own the trolley. Hodney said that would be fine and he works with Jimmie, Randy, and Oscar to get the trolley scheduled.

Konopa discussed the guidelines for the reserve account. Lucht asked if changes could be made if revenue increases for the next several years. Konopa said that it would be appropriate at the six-month review to look at that.

Todd Davidson said that the task force has done a nice job of defining their policy. He said that this year, Oregon has seen an increase of transient lodging tax dollars. He said that there are programs and events that will help Albany increase the amount of dollars being brought in. He urged the group to continue with those events and look for other similar events that will attract people to Albany.

Davidson said that the only thing missing from the policy is what the transient lodging tax dollars floor is as of 2003. He said that the City needs to make sure that amount is being maintained. He said that the City needs to be in compliance with the ORS. Taylor said that he doesn't think the dollar amount of the floor needs to be included in the policy as it is not clear what amount that is. Davidson said that to be in compliance the City needs to be in consensus of what that floor is from 2003.

Konopa said that the Task Force can get clarification from City Attorney Jim Delapoer. Davidson said that 70 percent of the dollars that were used to pay for the Linn County Fair and Expo Center needs to go to tourism-related activities. Taylor said that this is where there is a difference of opinion.

Lucht said that he thinks the Veterans' Day Parade/Public Works Reimbursement program needs clarification. He asked if Public Works could be combined with the Public Safety Reimbursement. Reid said that he didn't think that would be appropriate. Hult said that it may be best to remove Public Works from the Parade item after hearing Wes's comments. Reid said that he thinks there should be a separate line item for Public Works. Konopa agreed that it may be cleaner to have it be a separate line item and have it not be funded the first year. Reid said that it didn't make sense to have it be unfunded. Konopa suggested leaving the program as is for now and reviewing it in the next six months.

John Pascone said that Albany-Millersburg Economic Development Corporation (AMEDC) has a big stake in what happens to these dollars, and no one is representing AMEDC or the Airport. Konopa said that this task force was just to define the policy. She said that the future committee will just be following the policy. Pascone said that he thinks that AMEDC should be represented on the committee. Konopa asked Davidson if AMEDC and the airport fall under tourism. Davidson said that he would need more information about what the two groups do before giving an answer.

Konopa said that at the next meeting we will have the information about the ORS. Randy Porter suggested having the hotels represented on the committee if more members will be added to the committee. Konopa said that she told the hotel group that she wants their input and that they are always welcome to meet with members of this task force. Konopa said that she will ask the Council if they want to make the grouper larger.

BUSINESS FROM THE TASK FORCE

None.

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NEXT MEETING DATE: Wednesday, February 23, 2011, 2:00 p.m., Willamette Room

ADJOURNMENT

The meeting adjourned at 3:26 p.m.

Respectfully submitted,

Reviewed by,

Diana Eilers
Administrative Assistant I

Stewart Taylor
Finance Director