



## NOTICE OF PUBLIC MEETING

### TRANSIENT ROOM TAX TASK FORCE

City Hall  
Willamette Room  
Monday, February 7, 2011  
2:00 p.m.

### AGENDA

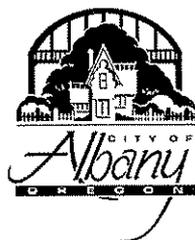
1. CALL TO ORDER (Mayor Sharon Konopa)
2. ROLL CALL
3. APPROVAL OF MINUTES
  - January 24, 2011. [Pages 1-5]  
Action: \_\_\_\_\_
4. SCHEDULED BUSINESS
  - a. Finalizing policy statements and allocations. [Pages 6-8]  
Action: \_\_\_\_\_
5. BUSINESS FROM THE TASK FORCE
6. NEXT MEETING DATE: *TBA*
7. ADJOURNMENT

City of Albany Web site: [www.cityofalbany.net](http://www.cityofalbany.net)

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*The location of the meeting/hearing is accessible to the disabled. If you need special accommodations to attend or participate, please notify the Human Resources Department in advance by calling (541) 917-7500.*

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## 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, Randy Porter, 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. All approved.

#### 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,

Diana Eilers  
Administrative Assistant I

Reviewed by,

Stewart Taylor  
Finance Director

Business development is only one of the many things that Albany Downtown Association (ADA) does. Our Main Street program focus on creating a vital district that is appealing to residents and visitors alike. The Downtown Historic District is the center of the ADA's Main Street Program, and offers residents and tourists the opportunity to learn about the past through its tourist sites, as well as the opportunity to enjoy fine restaurants and shop in unique stores.

Originally formed to administer the Main Street program in 1982. The ADA continued to use an abbreviated version of the Main Street model even after the Oregon program was terminated. When the Oregon program was revived in 2009, Albany was accepted in the first round of selections, at the highest level, as a "Performing Main Street" The Main Street program is dedicated to revitalizing the historic downtown area.

There is no extra funding that comes with the recognition of a Main Street community, and the ADA has been diligently creating the needed committees, filing the required reports and sending staff to training. The line item ADA Business/Tourism Development really should be labeled "Albany Main Street Program development".

Through the efforts of our Main Street committees; Design, Promotions, Economic Development and Organization, the ADA's Main Street Program is offering the downtown area the opportunity to return to the days when the downtown was the true heart of the city. We invite people to visit downtown Albany, and by keeping businesses healthy, and amenities clean, we present a positive first impression to visitors. Our program is an essential element of making the community inviting to tourists.

One of ADA's ongoing priorities is to bring more people downtown. While much progress has been made, particularly with the addition of the Wine Walk and other special events, much still needs to happen to improve downtown's image, and promote downtown businesses. ADA will continue focus on what have become its signature events, which have brought residents and visitors downtown: Up Stairs Downtown Loft Tour and Wine Walk, Movies by Moonlight our seven week long Classic Film Series, and the Victorian Christmas Celebration to name a few.

ADA is also looking into strengthening its partnership with the Albany Arts Commission by promoting the arts, and creating a series of temporary galleries downtown.

ADA Main Street aims to help property owners with resources and knowledge to improve their downtown buildings in ways that enhance the look of downtown while preserving its architectural and historic qualities. As part of this effort, ADA Main Street's Design Committee plans to develop a Storefront improvement team, and is currently working on design concept for way-finding signage in Downtown to help tourists find the things they need quickly and efficiently.

To help downtown become stronger and more vibrant, the ADA' Economic Development Committee asked CARA to fund a downtown market study that ADA and CARA will use to encourage businesses to start, relocate, and expand in downtown Albany, particularly in vacant and underused spaces. With recruiting efforts, and marketing materials, ADA Main Street plans to spur business development that will bring with it things that will add to the enjoyment and shopping choices of downtown visitors.

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.

Oscar B. Hult  
Executive Director  
Albany Downtown Association  
Albany Main Street Program  
Albany Park Wise Program  
541-928-2469

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		
<b>Revenues</b>					
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
<b>Total Revenues</b>	<b>564,200</b>		<b>830,200</b>		<b>822,898</b>
<b>Expenditures</b>					
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
<b>Total</b>	<b>564,200</b>		<b>624,200</b>		<b>642,926</b>
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
<b>Total</b>		<b>167,500</b>	<b>106,000</b>		<b>79,981</b>
Reserve		40,000	100,000		100,000
<b>Total Expenditures</b>	<b>564,200</b>	<b>207,500</b>	<b>830,200</b>		<b>822,907</b>
<b>Revenues - Expenditures*</b>					<b>(9)</b>

\*Negative balance is due to rounding.



**City of Albany**  
Finance Policy  
Policy #: F-12-11-001  
Title: Transient Lodging Tax

Draft

## **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 six-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 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.
  - a. 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.

- b. Northwest Art & Air Festival: Funds are used for reimbursement to the Albany Parks & Recreation Department for expenditures not recovered from event sponsors.
- c. Public Safety Reimbursement: Funds are used for reimbursement to the Albany Police and Fire Departments for personnel costs associated with support for community events.
- d. 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.
- e. 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.
- f. 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 and/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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