



## NOTICE OF PUBLIC MEETING

### TRANSIENT ROOM TAX TASK FORCE

City Hall

Willamette Room

Wednesday, February 23, 2011

2:00 p.m.

### AGENDA

1. CALL TO ORDER (Mayor Sharon Konopa)
2. ROLL CALL
3. APPROVAL OF MINUTES
  - February 7, 2011. [Pages 1-3]  
Action: \_\_\_\_\_
4. SCHEDULED BUSINESS
  - a. Finalizing policy statement. [Pages 4-5]  
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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## NOTICE OF PUBLIC MEETING

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.

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

ADJOURNMENT

The meeting adjourned at 3:26 p.m.

Respectfully submitted,

Diana Eilers  
Administrative Assistant I

Reviewed by,

Stewart Taylor  
Finance Director



## 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 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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