



APPROVED: December 28, 2016

**CITY OF ALBANY
TLT AD HOC ADVISORY COMMITTEE
City Hall, Santiam Room
Wednesday, November 9, 2016
3:00 p.m.**

MINUTES

CALL TO ORDER

Chair Scott Pierson called the meeting to order at 3:00 p.m.

ROLL CALL

Committee Members present: Scott Pierson, Julie Jackson, Chuck Leland, Mike Martin, Betsy Penson, Steve Reynolds

Committee Members absent: Mitch Langjahr (excused)

APPROVAL OF MINUTES

October 19, 2016

A correction was requested under Business from the Public, the first line - change Association to Corporation.

MOTION: Committee Member Julie Jackson moved to approve the minutes as corrected. Committee Member Chuck Leland seconded the motion, and it passed 6-0.

SCHEDULED BUSINESS

Business from the Public

Peggy Burris, Executive Director of the Albany Downtown Association (ADA), said that her organization will have increased costs for additional flags, flower baskets, and street banners associated with the upcoming downtown streetscape project. If the City Council decides that Albany will become a Flag City as proposed, flagpoles will be placed every ten feet on Lyon and Ellsworth Streets, requiring an additional 1,110 flags at a cost of about \$46,000. She will try to sell sponsorships for the flags, and she will need to find storage. The streetscape plan will also include additional flower baskets and the associated payroll. She will price out these items and provide information regarding the additional costs.

The Committee discussed whether the streetscape project elements would be funded by the City or CARA, or whether there should be a Collaborative Tourism Promotion (CTP) fund or other mechanism to help organizations with these types of activities. It was noted that the City Council will make the ultimate decisions on these activities and funding sources.

TLT Ad Hoc Advisory Committee discussion

Pierson noted that the Committee previously discussed whether the Albany Visitors Association (AVA) would be open to supporting a marketing/sales position. Jimmie Lucht, Executive Director of the AVA, stated that the AVA Board voted in support of having the organization house the sales position.

Pierson referred to previous Committee discussion related to a potential TLT participant collaborative committee; he has since wondered whether the Albany-Millersburg Economic Development Corporation (AMEDC) would be a good fit given the confidential nature of some of its work. John Pascone with AMEDC said that he believes the organization could contribute to the collaborative committee and that he would be able to provide limited information about confidential projects without identifying the name of the company.

The Committee reviewed the TLT Policy to determine whether it captures the sample budget previously drafted by the Committee, and made recommended changes. Discussion included the following:

- Under Section I, Policy Statement, the last sentence of the third paragraph should be revised to read: The goal of this policy is to focus expenditures on those activities that promote tourism, economic development, recreational activities, investments in programs that beautify our community for residents and visitors, and increase TLT revenue. (It was noted that staff will need to monitor and ensure that the appropriate amount is being used for tourism-related purposes).
- Under Section II, Item 2, the first paragraph should be revised to read: The TLT Advisory Committee will meet annually starting the first week of October to review actual transient room tax revenues and any implications to the allocation methodology described in this policy and may recommend changes to the allocation methodology or this policy to the City Council. (The timeframe was added to ensure that the Budget Committee receives the TLT recommendations prior to the budget process).
- In the Committee's previous discussions and sample budget, it was recommended that Parks & Recreation would be allocated a percentage of TLT revenue for activities to be decided by the Director, potentially to include the Northwest Art and Air Festival (NWAAF), the Trolley, and Sports Fields; and that Police and Fire Departments would be allocated a percentage of TLT revenue from which they could choose to fund Equipment Replacement. There was general agreement to remove Equipment Replacement, City Trolley and NWAAF from the Program Types.
- Under Section III, Program Types should be revised as follows: Outside Agencies (ADA, ADA Main Street Program, AVA); Economic Development (AMEDC, City of Albany Economic Development); City Services (Public Works Streets, Albany Police Department, Albany Fire Department, Albany Airport, Monteith House Museum, City Administrative Expenses); Events (Veterans' Day Parade); Linn County Expo Center; Parks & Recreation Department; Collaborative Tourism & Promotion.
- The items under Section IV, Methodology for Allocation, should be revised to match those in Section III.
- Under Section IV, it should be clarified that any funds transferred to the County for projects at the Expo Center shall be for capital projects. It should also be clarified that Monteith House Museum may use TLT funds for capital improvements, operating expenses, or events.
- It was noted that the Committee previously discussed the need for better communication and collaboration between the TLT participants. There was general agreement that Section IV, Item 3, should refer to a new committee, the Collaborative Tourism Promotion Committee, which would include representatives from TLT collectors and each recipient. The CTPC would meet monthly and collaborate to generate sales leads as a requirement for future funding. The TLT Advisory Committee would receive the CTPC's monthly minutes in preparation for its annual review.
- There was discussion about the need for a common calendar for community events. It was noted that the AVA's website currently includes a calendar of events that are open to the public. There was general agreement that maintaining a comprehensive master calendar of community events could be a function of the new CTPC.
- The Committee discussed whether there should be an automatic three percent increase for recipients or whether that should be considered by the TLT Advisory Committee on an annual basis. There was some agreement that the three percent increase is intended to be a cost-of-living

adjustment, that the recipient organizations need assurance that these costs will be covered, and that having an automatic increase would prevent the need for lengthy annual processes. There was general agreement to recommend the three percent annual increase if there is an adequate increase in revenue.

- Under Section IV, Item 3 should be revised to indicate that, if funds are available after the previous items have been funded, then Collaborative Tourism & Promotion shall receive a portion of the balance, up to \$21,000 annually, and the Collaborative Tourism Promotion Committee will make recommendations on how those funds are spent.
- References to Transient Room Tax should be changed to Transient Lodging Tax throughout the policy.
- The Committee will review and define metrics at the next meeting.

Possible next meeting dates

Following discussion, it was agreed that the next meeting would be scheduled for November 16, 2016, at 3:00 p.m. Martin stated that he would not be able to attend. Leland stated that he may not be able to attend.

Staff updates and issues

None.

BUSINESS FROM THE COMMITTEE

There was no further business.

NEXT MEETING DATE

Wednesday, November 16, 2016; 3:00-5:00 p.m., Santiam Room.

ADJOURNMENT

Hearing no further business, Chair Pierson adjourned the meeting at 5:00 p.m.

Submitted by,

Reviewed by,

Signature on File

Signature on File

Teresa Nix
Recorder

Jorge Salinas
Assistant City Manager/ Chief Information Officer
Interim Economic Development Director