

AGENDA**REGULAR CITY COUNCIL MEETING****MAY 28, 2024****5:30 p.m.****CITY HALL COUNCIL CHAMBER**
313 COURT STREET & LIVE STREAMED
https://www.thedalles.org/Live_Streaming

To speak online, register with the City Clerk no later than noon the day of the council meeting.

Email amell@ci.the-dalles.or.us Phone (541) 296-5481 ext. 1119

When registering include: your first & last name, city of residence, and the topic you will address.

1. CALL TO ORDER
2. ROLL CALL OF COUNCIL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF AGENDA
5. PRESENTATIONS/PROCLAMATIONS

A. Certificate of Recognition, Rodger Nichols

6. AUDIENCE PARTICIPATION

During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Up to three minutes per person will be allowed. Citizens are encouraged to ask questions with the understanding that the City can either answer the question tonight or refer that question to the appropriate staff member who will get back to you within a reasonable amount of time. If a response by the City is requested, the speaker will be referred to the City Manager for further action. The issue may appear on a future meeting agenda for City Council consideration.

7. CITY MANAGER REPORT
8. CITY COUNCIL REPORTS
9. CONSENT AGENDA

Items of a routine and non-controversial nature are placed on the Consent Agenda to allow the City Council to spend its time and energy on the important items and issues. Any Councilor may request an item be "pulled" from the Consent Agenda and be considered separately. Items pulled from the Consent Agenda will be placed on the Agenda at the end of the "Action Items" section.

CITY OF THE DALLES

"By working together, we will provide services that enhance the vitality of The Dalles."

- A. Approval of the April 22, 2024 Regular City Council Meeting Minutes
- B. Approval of the April 23, 2024 Special City Council Meeting Minutes
- C. Approval of the April 29, 2024 City Council Work Session Meeting Minutes
- D. Resolution No. 24-011 Assessing the Real Property 3223 West 7th Street for the cost of Nuisance Abatement
- E. Surplus of City vehicles
- F. Clarifying Language Regarding the Effective Date for Stipend Increases

10. CONTRACT REVIEW BOARD ACTIONS

- A. Authorization of Expenditures for 2024 City Street Chip Seal Project

11. ACTION ITEMS

- A. 280 Earth Joint Enterprise Zone Tax Abatement Recommendation
- B. KDLS Aircraft Storage LLC Land Lease

12. DISCUSSION ITEMS

- A. Review and Revision of City Council Rules

13. EXECUTIVE SESSION

In accordance with ORS 192.660(2)(h) to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.

- A. Recess Open Session
- B. Reconvene Open Session
- C. Decision, if any

14. ADJOURNMENT

Prepared by/Amie Ell, City Clerk

CITY OF THE DALLES

"By working together, we will provide services that enhance the vitality of The Dalles."



AGENDA STAFF REPORT

AGENDA LOCATION: Item #9 A-F

MEETING DATE: May 28, 2024

TO: Honorable Mayor and City Council

FROM: Amie Ell, City Clerk

ISSUE: Approving items on the Consent Agenda and authorizing City staff to sign contract documents.

- A. **ITEM:** Approval of the April 22, 2024 Regular City Council meeting minutes.
- B. **ITEM:** Approval of the April 23, 2024 Special City Council meeting minutes.
- C. **ITEM:** Approval of the April 29, 2024 City Council Work Session meeting minutes.

BUDGET IMPLICATIONS: None.

SYNOPSIS: The minutes of the April 22, 2024 Regular City Council, April 23, 2024 Special Council, and April 29, 2024 City Council Work Session meetings have been prepared and are submitted for review and approval.

RECOMMENDATION: City Council review and approve the minutes of the April 22, 2024 Regular City Council, April 23, 2024 Special Council, and April 29, 2024 City Council Work Session meetings minutes.

- D. **ITEM:** Resolution No. 24-011 Assessing the Real Property 3223 West 7th Street for the cost of Nuisance Abatement

BUDGET IMPLICATIONS: None. Any funds received reimburse the City for

the cost of abatements.

SYNOPSIS: The Codes Enforcement Officer properly noticed the abatements. The City Clerk sent the cost of abatement notice. The property owner did not pay the assessment within the required time limit.

RECOMMENDATION: Approve Resolution No. 24-011 Assessing Real Property for the Cost of Abatement.

E. **ITEM:** Surplus of City vehicles.

BUDGET IMPLICATIONS: Revenue received from the sale of property shall be deposited into the appropriate Airport fund and General fund.

SYNOPSIS: The following is a list of vehicles recommended to be declared surplus as the items listed are no longer useful to the City and still retain value. The items listed are planned to be disposed of through a local public auction or as noted for trade in.

Airport Fund Vehicle

1. 2003 Dodge Durango SUV VIN#1D4HS48Z53F577599

General Fund Vehicle

1. 2005 Ford F150 extended cab pickup VIN#1FTRX14W55FA94680
2. 2017 Dodge Ram 2500 4x4 VIN: 3C6UR5HJ9HG670551 (FOR TRADE IN)

RECOMMENDATION: Approve surplus of City vehicles as described.

F. **ITEM:** Clarifying Language Regarding the Effective Date for Stipend Increases.

BUDGET IMPLICATIONS: As directed, Staff will budget for these increases in the FY 2024-2025 in order to ensure adequate resources as available should a successor begin their term.

SYNOPSIS: Prior approval of City Council stipend increases did not specify an effective date. To clarify, starting July 1, 2024, the approved increases to the Mayor and Councilor stipends shall take effect for their successors-in-office on the first day of their respective successor's term.

RECOMMENDATION: Approve clarifying language for the record regarding the effective date of stipend increases.

MINUTES

CITY COUNCIL MEETING
COUNCIL CHAMBER, CITY HALL
APRIL 22, 2024
5:30 p.m.

VIA ZOOM/ IN PERSON

PRESIDING: Mayor Richard Mays

COUNCIL PRESENT: Darcy Long, Tim McGlothlin, Rod Runyon, Scott Randall, Dan Richardson

COUNCIL ABSENT: None

STAFF PRESENT: City Manager Matthew Klebes, City Attorney Jonathan Kara, City Clerk Amie Ell, Public Works Director Dave Anderson, Police Chief Tom Worthy, Finance Director Angie Wilson, Community Development Director Joshua Chandler, Human Resources Director Daniel Hunter, Library Director Jeff Wavrunek, Executive Assistant Abby Jara

CALL TO ORDER

The meeting was called to order by Mayor Mays at 5:30 p.m.

ROLL CALL OF COUNCIL

Roll Call was conducted by City Clerk Ell. Long, McGlothlin, Runyon, Randall, Richardson present.

PLEDGE OF ALLEGIANCE

Mayor Mays asked Councilor Runyon to lead the Pledge of Allegiance.

Councilor Runyon invited the audience to join in the Pledge of Allegiance.

APPROVAL OF AGENDA

It was moved by Long and seconded by Randall to approve the agenda as submitted. The motion carried 5 to 0, Long, Randall, McGlothlin, Richardson, Runyon voting in favor; none opposed; none absent.

PRESENTATIONS PROCLAMATIONS

The Dalles Areas Chamber of Commerce Yearly Report

The Dalles Area Chamber of Commerce (Chamber) CEO Lisa Farquharson presented highlights of the report.

Mayor Mays asked why the percentage of visitors from the Portland area was 47.9% while the spending amount was only 39.12%.

Farquharson said this is most likely due to the fact that a number of these travelers are commuters coming for work or meetings and also do not stay overnight.

Klebes how long Datify had been in use.

Farquharson said they began using Datify in 2018.

McGlothlin clarified airport data was not included in the Datify report and requested it be added in the future. He also asked who the owner of the Chamber building was.

Farquharson assured the airport could be added. She also responded the Chamber owns the building since 1936.

Mayor Mays asked if the Chamber historically stayed within their budget.

Farquharson said they work hard to avoid going over or under budget; if they go under it remains in the City's general fund; if they go over, the Chamber has to pay for it. She said the only money paid directly to the Chamber from the City were salaries and admin fees, any other covered costs are invoiced then paid from the City directly to the vendor.

Mayor Mays said the presented scope of services was very comprehensive. He asked Klebes to speak on the Request for Qualifications (RFQ) for this work that was mentioned in his previous City Manager report.

Klebes said this was the last year the contract with the Chamber. A discussion item would be brought before Council about Transient Room Tax (TRT) that will revise and narrow down an

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updated scope of work and services provided for TRT funds.

McGlothlin asked for a summary of the Cherry Festival.

Farquharson said it was bigger in every aspect; smooth, less issues, bigger parade, more vendors, and high attendance.

Richardson asked what the small grants program supports.

Farquharson said it funds the TRT marketing grant. The \$30,000 for other organizations who can apply to help market their events. The grants are each \$2000 each given to 15 different recipients. Examples given included; First Fridays, 4th of July music, cruise-in, and more.

Richardson asked what the Chamber's role was in working with the cruise ships.

Farquharson said they were open to working with them. They provide phone help when visitors contact the Chamber. In addition, they have notified the cruise ships of the events posted on the community calendar link on the Chamber website.

Report on Watershed Management Projects & Grants

Public Works Director Dave Anderson presented the staff report.

Long asked if there the plan would include items for reducing wildfire risk.

Anderson stated managing fuel loading and fire risk is part of the management program for the protection of water quality.

Richardson asked who will be writing the plan and what the process is for identifying it.

Anderson responded a consultant, Springboard Forestry, who has worked with other municipalities was being contracted to complete the plan. The contract amount was low enough to allow to sole source as the primary contractor. He said Skookum forestry out of Lyle, Washington would be sub-contracted by Springboard Forestry to do a lot of the local field work and inventory, saving on the cost to the City.

Mayor Mays stated Google will be making \$28,500,000 worth of improvements to the City's infrastructure, including the city's water system in the future.

Anderson said the work was currently underway. Sewer system improvements were nearly complete and two new wells had been drilled. In addition, work had begun on the new pipeline

loop main infrastructure to support them. Expected to be complete in the next several months.

Mayor Mays stated 80% of the City of The Dalles s drinking water supply comes from the watershed and asked Anderson to detail where the other 20% came from.

Anderson responded it comes from the wells the city currently has.

Mayor asked for confirmation that 0% comes from the Columbia River.

Anderson confirmed the City does not utilize the Columbia River for the City’s drinking water supply.

Councilor Richardson asked for a time frame on when the aquifer storage would be ready.

Anderson said one of the two new wells had already been drilled and they were starting to build the needed infrastructure around the first ASR (Aqua Storage & Recovery). He said the first recharge season would be next winter.

AUDIENCE PARTICIPATION

Bob Kenyon asked Council to consider bringing the Transit Center back to the center of The Dalles instead of having it on the far west side of town. He shared that he had recently missed a bus to Portland as the schedule for the bus from The Dalles to Hood River brought him to Hood River too late to catch the bus to Portland (see attached)

Councilor Long asked if Kenyon had spoken with the Transit Advisory Board.

Kenyon said he had spoken to the Transit Board’s and the response was, “they’re working on it.”

Councilor Long asked if the Transit Advisory Board suggested Kenyon dial in to be picked up and dropped off at the Transit Center.

Kenyon said they can do Dial-A-Ride but would like to see the fixed route locations adjusted to avoid the problems for all.

CITY MANAGER REPORT

City Manager Matthew Klebes reported;

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- For firework sales and bans staff will remain in contact with Mid-Columbia Fire & Rescue (MCFR) and the County as well as continue to observe drought and heat conditions. If any action is needed it will be brought back to council.
- Waldron Drug/Gitchell Building ghost sign project installation is underway coordinated by the RARE. There will be a Mid-May launch event.
- Facilities Supervisor position has been filled by Mike Kassinger. Kadinger will be working to assess what action is needed for safe accessibility of the Gitchell building.
- The short-term rental moratorium currently in place expires on November 26th, 2024. Planning department will develop potential options for council consideration.
- Holiday decorations in partnership with the North Wasco County Parks and Recreation are nearly completed. Chamber of Commerce will now be taking down the string lights from downtown street lights in coordination with daylight savings time changes.
- A survey has been posted seeking community input on the future development of the Tony's building site.
- A rescheduled work session for the water master plan will occur April 29th at 9am. A second joint work session with the Planning Commission was scheduled for May 2nd at 5:30pm for housing production strategies.

CITY COUNCIL REPORTS

Runyon had nothing to report.

Richardson reported;

- Attended the Gloria Center open house on April 9th.
- Meeting with City Manager about several city projects.
- Attended an Urban Renewal meeting, discussed several projects and budget.
- Attended Traffic Safety.
- Attended houselessness meeting with Mayor Mays, McGlothlin, and city staff.

Randall reported;

- Rode with Mayor Mays and McGlothlin in the Cherry Festival Parade.

Long reported;

- Met with City Manager.
- Attended the Urban Renewal Budget Committee meeting.
- Attended Cherry Festival.

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- Attending upcoming League of Oregon Cities (LOC) Conference in Klamath Falls.

McGlothlin reported;

- Met with Tim Urness to discuss potential SDC charges for the airport.
- Attended homelessness meeting.
- Airport meeting.
- Participated in the Cherry Festival with Mayor Mays and Randall.
- Directed St. Mary's to the Planning Commission for questions regarding new fencing.
- Attended the Gloria Center Opening.
- Will be attending LOC Conference.

CONSENT AGENDA

Richardson requested Item 9C be pulled from the consent agenda to be discussed.

Mayor Mays asked for consensus to move Item 9C to become Item 11C for later discussion

It was moved by Richardson and seconded by Long to approve the Consent Agenda as amended. The motion carried 5 to 0, Richardson, Long, Randall, Runyon, McGlothlin voting in favor; none opposed; none absent.

Items approved on the consent agenda were: 1) The minutes of the April 8, 2024 Regular City Council Meeting. 2) A Resolution Concurring with The Mayor's Appointments to the Traffic Safety Commission. 3) Proposed Exempt/Non-Union Cost of Living Adjustment.

CONTRACT REVIEW BOARD

Authorization to Replace Wastewater Treatment Plant UV Disinfection System

Public Works Director, Dave Anderson presented the staff report.

Mayor Mays asked if there was anyone present who would like to speak in support, opposition, or having any comment relating to the proposal. There were none.

Councilor McGlothlin asked the life expectancy of the new system and how long the new system been in place.

Anderson said it had been in place for 20 years which is the expected lifespan. The new one is expected to be similar.

It was moved by McGlothlin and seconded by Richardson to adopt the Proposed Findings presented herein and approve the exemption from competition for the award of a procurement

contract with William H. Reilly and Company for the purchase and installation of a new UV disinfection system in an amount not to exceed \$377,400. The motion carried 5 to 0; McGlothlin, Richardson, Runyon, Randall, Long voting in favor; none opposed; none absent.

ACTION ITEMS

Adopting Special Ordinance No. 24-600, A Special Ordinance Accepting the Dedication of Real Property on Laughlin Street and Quitclaiming Real Property Between East 7th Street and East 8th Street

Community Development Director Joshua Chandler presented the staff report.

Mayor Mays commented when looking at the survey he was confused because the map was labeled East 7th street while it should say East 8th street.

Chandler said it will be correct before recording.

City Clerk, Amie Ell read Special Ordinance No. 24-600 by title.

It was moved by Long and seconded by Randall to adopt Special Ordinance No. 24-600, a special ordinance accepting the dedication of real property on Laughlin Street and quitclaiming real property between East 7th Street and East 8th Street, by title only, as presented. The motion carried 5 to 0, Long, Randall, Richardson, Runyon, McGlothlin voting in favor; none opposed; none absent.

Intergovernmental Agreement Library

City Manager Matthew Klebes presented the Library Intergovernmental Agreement (IGA) staff report.

Corliss Marsh, Library Board thanked Klebes and Angie Wilson, Finance Director for their work on the agreement. She said the Library Board still has some concerns but they were moving forward with this agreement.

Councilor McGlothlin asked what their concerns were.

Marsh said the concern was the administrative transfer. She said the Library District was treated as a department of the city when it is a separate district. She said they had concerns but were willing to go forward with the agreement.

Klebes clarified the agreement was a negotiated collective effort. Both sides had given on particular pieces and landed on a place of agreement.

McGlothlin asked if the agreement would allow for the replacement of The Dalles Library HVAC system.

Klebes said part of the efforts with the new Facility Supervisor position creation along with the development of a more robust capital improvement plan was to improve a planning tool to ensure the City allocates needed funds accordingly and communicates to partners the funding they will have to allocate as well.

Councilor McGlothlin said has been here for 13 years and its been on the agenda every year. He would like to see a new Library HVAC system.

Klebes said there were two errors that would need to be fixed in the agreement. One was the year written was 2023 and that would need to be changed to 2024 as well as changes to a provision of the City's code that would need to be amended as it currently specifically mentions the third IGA.

Mayor Mays asked the Finance Director Angie Wilson to give more detail on the administrative charges.

Wilson explained the general fund budget will be split between the general, street, water, airport, and library funds. An audit will calculate the amount of City provided services used. For example, for the Finance Department they would determine the number of accounts payable, receivable, and payroll while for the Human Resources department the number of staff on the payroll. She said the Fire District pays the City for services by an hourly wage.

Klebes noted the Fire District services contract was for financial services only.

It was moved by McGlothlin and seconded by Richardson to approve the Fourth Intergovernmental Agreement for Library Services with the Wasco County Library Service District contingent upon approval from the Wasco County Board of Commissioners. The motion carried 5 to 0, McGlothlin, Richardson, Runyon, Randall, Long voting in favor; none opposed; none absent.

Mayor & Councilor Stipend Increase

Councilor Richardson reviewed the proposal was to increase the City Council's monthly stipend from \$100 to \$400 and the Mayor's to \$500, intended to start the new fiscal year. He shared a list of pros and cons.

Pro:

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- Modest financial impact
- The Council puts many hours in meetings and preparing for meetings
- Potentially it would help diversify City Council by removing some financial barriers

Con:

- Since this is a public service, some might argue it requires sacrifice
- Someone running for council should know what they are getting into and should not be compensated

Richardson stated it makes sense to increase the monthly stipend. He said the reason he asked to pull this topic from the consent agenda was to ensure transparency.

Long said she had spoken with someone in her thirties with two small children who was interested in running for city council. The increase in stipend might help this person with childcare and other things making it more accessible for her to be on city council. Long said it would be beneficial to have more diversity of age and other factors on council.

McGlothlin said there are a number of personal expenses encumbered as a councilor that are not compensated and this would be a way to reimburse for those expenses.

It was moved by Richardson and seconded by Randall to approve the proposed increase stipends as outlined. The motion carried 5 to 0, Richardson, Randall, McGlothlin, Runyon, Long voting in favor; none opposed; none absent.

Councilor Runyon said he did not know this was being voted on a council level, he thought it was an item for the budget committee.

Klebes clarified this will be included in the budget proposal in May. This item required approval by Council before going to the Budget Committee as Council sets compensation.

Richardson clarified the Budget Committee had the authority to determine not to allow the stipend increase but first Council must approve the change in compensation before the possibility could be brought to the Budget Committee.

EXECUTIVE SESSION

In accordance with ORS 192.660(2)(h) to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.

Mayor Mays recessed Open Session at 7:25pm

Mayor Mays reconvene Open Session at 8:08 pm

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ADJOURNMENT

Being no further business, the meeting adjourned at 8:09 p.m.

Submitted by/
Amie Ell, City Clerk

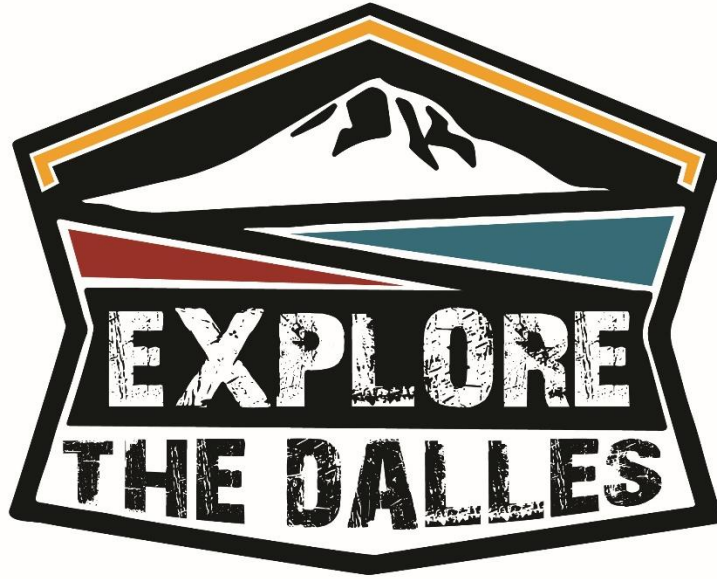
SIGNED:

Richard A. Mays, Mayor

ATTEST:

Amie Ell, City Clerk

DRAFT



2023 - 2024 Tourism

Annual Report

as of April 22, 2024



404 W 2nd St ♦ The Dalles OR ♦ 541-296-2231

Community Marketing Work Plan

2022-2023

At the heart of our approach will be the consistent message of “Explore The Dalles” tourism branding in a way that builds intimacy and powerful personal relationships between our visitors and The Dalles. Our marketing messages and advertisements need to leverage this relationship with the tourism brand and create a sense of excitement to play, eat, and stay in The Dalles.



The Dalles Area Chamber of Commerce
404 W 2nd St
The Dalles, OR 97058
541-296-2231

1. Introduction

2. Marketing Objectives

3. Targeted Audience

4. Marketing Avenues

5. Campaign Overview

6. Marketing Plan Elements

7. Work Plan Overview

8. Goals & Objectives

9. Personnel

10. Budget



1. Introduction

This document provides the detailed outline of our annual promotional objectives and marketing avenues. The Dalles Area Chamber of Commerce is charged with designing a marketing strategy under this plan which will identify strategies, partnerships, and advertising platforms for tourism promotion.

2. Marketing Objectives

Our marketing objectives are:

- Increased visitor spending combined with longer stays in the City of The Dalles
- Targeted Digital Marketing to attract NW Visitors
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors to come to The Dalles who are already coming to Oregon and give them an East Gorge experience
- Cross promotions of The Dalles area businesses
- To provide excellent visitor information and service
- Increased collaboration with tourism partners (i.e. CGTA, Travel Oregon, Travel Portland, etc.)
- Focus in the Portland, Seattle, Central Oregon, Eastern Oregon, Tri-Cities, and Spokane markets
- Support and enhance shoulder season tourism events

3. Targeted Audience

Our targeted audiences are:

Active:

- Motivated by new and unique experiences
- Outdoor/extreme recreation enthusiasts
- Drawn to organized physical sports
- Stewards of local environment and giving back
- Among highest spenders when presented with unique experience

Functional:

- Independent of mind and are the least likely to worry about what others might think
- One of the highest rates for taking vacations
- Outdoor Recreation Experience is the number one reason for vacationing

Traditional:

- Strong orientation towards traditional values
- Value individual attention and service
- Self-reliant
- Likes many options

Urban:

- Strong, active, confident
- High spenders
- Style/brand important, but as an expression of their self-made identity
- Looking for new challenges, new experiences, globetrotters
- Favor city destinations as well as scenic locations



3. Targeted Audience Continued

Our targeted geographical areas of focus are:

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- Eastern Oregon & Washington (Hermiston/Pendleton, LaGrande, Tri-Cities, Yakima Valley, Spokane)

4. Utilize NEW Data Tool

Targeting our REAL Time Audience:

- A revolutionary way for communities to understand their visitation and create targeted marketing campaigns to reach their audiences.
- Cultivate mobile and smartphone user data to help communities better understand visitor demographics create more targeted marketing campaigns to reach our preferred audiences.
- Creating geofences around target businesses, attractions, cultural entities, lodging partners and food and beverage locations in our region.
- Ability to retrieve accurate and meaningful demographic data about visitors that reach The Dalles and their habits while here.
- Data retrieved would provide a powerful set of tools from which we and our partners could make better informed decisions about future marketing initiatives and programming plans to responsibly grow our tourism economy by targeting strategic geographic regions and individuals to inspire overnight visits.

5. Marketing Avenues

Our marketing avenues are:

- Print marketing materials utilizing “Explore The Dalles,” with tagline ‘Sunsational The Dalles’ branding
- Print advertising of The Dalles for targeted advertising campaign
- Social promotion via Pay-Per-Click targeted advertising
- Video syndication via branded Youtube channel, regional Hood-Gorge, Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercials and episode feature (The Dalles) on smaller Outdoor Television shows across the U.S.
- Radio Ads for outdoor recreation airing on 100+ stations across the US on a weekly basis / 12 months

6. Advertising Campaign Overview

Our advertising campaigns will:

- Be designed to meet objectives and reach targeted audiences outlined in this marketing plan
- Give visitors a visual experience to create a relationship with the “Explore The Dalles” brand and create a sense of urgency to visit and stay in The Dalles
- Campaign for “Explore The Dalles” with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)
- Partner with small dish type networks for commercials and feature episodes



7. Marketing Plan Elements

2022-2023 Tourism Marketing Strategy Development:

- Targeted media and advertising campaign development
- Enhance visitor information & services, tourism and events
- Printed media development: Historical Walking Tour / Charm Trail / Cycle The Dalles
- Tourism events identification, assistance with planning, distribute to Northwest Calendars
- Increase the [ExploreTheDalles.com](https://www.exploredalles.com) pages with more info, itineraries, pictures, and video
- Work with Community partners to build tourism events during shoulder season
- Targeted Digital Campaigns (12 months of the year)
- East Gorge Food Trail / Working with Travel Oregon & CGTA to promote East End of the Gorge
- Provide 15 grants of \$2000.00 to entities that are putting on events for the 22-23 tourism year

8. Work Plan Overview

Visitor Services

- **Fully staff** and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office / Monday thru Friday, July 2021 - June 2022 [*2.0 FTE, with 4 staff consisting of part time, full time*]
- **Continually** update and distribute visitor information to hotels, restaurants and other businesses.
- **Work** with Travel Oregon and CGTA (Columbia Gorge Tourism Alliance) and the committees, formed within the CGTA, for representation of The Dalles in all the materials and events
- **Update** and provide map and materials for self-guided walking tours
- **Respond** to visitor information requests received via phone, email, social media and website
- **Coordinate** welcome bags and greeters for groups, sports events, conferences, and conventions

Community Marketing

- **Work** with design and development companies to assist with campaigns and distribution of information to increase awareness of our region, events, and the promotion of our businesses.
- **Work** with Regional and National publications for the coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our previous FAM tours for possible new stories or continued promotion..
- **Participate** as an exhibitor in the Tradeshows of targeted audiences; i.e. outdoor recreation, fishing, antiques, cyclists, and regional travel tradeshows with tourism partners (CGTA, RDMO, Travel Portland) 2022
- **Continue** to enhance the website to be even more user-friendly, increase tourism information to targeted audiences, increase videos and photo library, and provide advertisement opportunities for a greater exposure for our local businesses
- **Continue** to promote community events and happenings on event calendars in printed publications and travel websites (currently posting 30+ digital Calendar in the NW and looking for new media options to promote events and happenings)
- **Continue** to expand and enhance “social media” presence (Facebook, Instagram, YouTube, TripAdvisor, Twitter, along with any new platforms that are beneficial to the community)
- **Utilize Datafy** to connect and promote to our identified real time target audience digitally.
- **Distribute *Explore The Dalles*** brochures to Convention & Visitor Bureaus, state travel information centers, State Welcome Centers, Sister Chambers, and other tourism information outlets across the state; continue to provide visitor information packets to individuals or groups attending out-of-town meetings and businesses or organizations who are hosting events in The Dalles area.



8. Work Plan Overview Continued

- **Continue** to maintain and enhance 'Sunsational Charm Trail' to encourage foot traffic from tourists into our local businesses

Advertising

- **Place** printed and online ads in the following available partners: Oregon's 1859 Magazine, Sunset, Oregon Events Calendar, True West, AAA (VIA), The Reel News, NW Sportsman, Oregon Sport-fishing Regulations, Alaska Sporting Journal, Salmon and Steelhead Journal, NW Fly Fishing, Columbia Gorge To Mt. Hood, NW Travel, Portland Guide, and NW Outdoorsman TV.
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and provide The Dalles brochures as part of their travel trade activities
- **Provide** marketing TRT grants for organizations producing events that generate overnight stays

Partnerships

Maintain and maximize key partnerships ...

- Travel Oregon
- Travel Portland
- Oregon Tour & Travel Alliance
- Columbia Gorge Arts & Culture Alliance
- Oregon Festivals & Events Association
- Oregon Travel Information Council
- Mt. Hood-Columbia Gorge Regional Destination Marketing Organizations (RDMO)
- Oregon Destination Marketing Organizations (ODMO)
- Columbia Gorge Tourism Alliance (CGTA)
- City of The Dalles
- Wasco County
- Columbia Gorge Discovery Center & Museum
- The Dalles Dam / U.S. Army Corps of Engineers
- Port of The Dalles
- Northern Wasco County Parks & Recreation District
- Columbia Gorge Community College
- Wasco County Historic Landmarks
- The Dalles Main Street Program
- Downtown The Dalles
- Eastern Oregon Visitors Association
- Northwest Regional Chambers / Visitor Centers.

Continually looking for new opportunities and partnerships

Evaluation

Will be provided by Chamber Board Directors review, quarterly and annual reports to the City, and monthly financial reports from the City to the Chamber.



9. Goals & Objectives

VISITOR SERVICES

Objective...

To capture more visitors in person, phone, and online coming to Oregon and the Gorge, to come and explore The Dalles.

Task...

Increase information, partner links, and photo library for Activities, Events, and Community Calendar

Measurable Outcome...

Track information of visitors to include state of origin, reason for their visit, and how they heard of The Dalles through website analytics and use lodging reports to gauge increased number of overnight stays.

COMMUNITY MARKETING

Objective...

Increase exposure that encourages visitors to come to our community through website and social media platforms.

Task...

Enhance platforms with information, video, links to community partners with content for recreation and attractions. Using Google analytics for each aspect to aid in future targeted marketing.

Measurable Outcome...

Utilizing analytics on each platform to identify future target market (as this changes annually) and report location of web visitor, ages, and gender to City Council (quarterly and annually).

ADVERTISING

Objective...

Increased overnight stays, also longer stays in The Dalles. The average overnight guest spends an average of \$293.00 per day in our community [Dean Runyan Associates, 2020]

Task...

Supply local hotels with 'Explore The Dalles' brochure and city maps for their guests (groups, conference or events attendees will be given welcome bags promoting our local businesses and attractions)

Measurable Outcome...

Use Datafy to track number of visitors to attractions/hotels/events. Report data to City Council (quarterly / annually). This allows us to target our advertising dollars and spend only were effective.



9. Personnel

Visitor Services

- Staff Visitor Center
 - Hours of Operation: M-F 9am - 4:00pm / Regular
- Track information for visitor statistics
- Maintain Local Community Event Calendar
- Submit local events to the 30+ Digital Calendars in the Northwest
- Fulfill Visitor Requests (phone, mail, web, email, and in person)
- Coordinate with all visitor centers, Travel Oregon, and community partners for brochure fulfillments and distribution
- Market events on all social media platforms
- Update web site for events / information / activities
- Maintain and utilize newly created TOKEN WALL of wooden coupons to local businesses
- Send e-blasts / tip sheets by email to targeted groups
- Assist with marketing options for targeted audiences
- Provide welcome bags showcasing and promoting local attractions, events, and businesses for group/convention visits to our community
- Provide information for meeting venues, dining, lodging, and applicable services for group/convention visits to our community

Marketing & Promotions

- Develop Marketing Strategy Plan
- Determine Marketing Publications
- Determine / Design Ads for Advertising
- Continue to update Web Site for determined and targeted tourism audience while adding features including Blog, better photo albums, and a better video capacity and storage
- Digital Promotion by email, web, social media platforms, and partners
- Works with Community Partners for Branding Message
- Meet with tourism related businesses to help better promote to our visitors
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Plan, coordinate, and attend FAM events
- Create and implement new campaign with business partners to draw the visitor to our community
- Working with partner for a targeted digital marketing campaign to the northwest to help provide a call to action to Explore The Dalles

Administration

- Supervisor/Administrator for Tourism Staff
- ODMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Manage Datafy and reporting
- Budget, Strategic Planning for Tourism, and Community Marketing Plan
- Deliver reports to City Council



10. Budget

The Dalles Area Chamber of Commerce

2022-2023 Tourism Budget

Proposed

		2019-2020	2020-2021	2021-2022	2022-2023	NOTES
Personnel						
076-7600-750.31-10	Salaries & Benefits	\$ 152,867.02	\$ 93,000.00	\$ 117,000.00	\$ 175,000.00	*
				\$ 30,000.00		additional funding after contract
Facilities						
076-7600-750.43-10	Utilities	\$ 4,200.00	\$ 4,000.00	\$ 4,000.00	\$ 5,500.00	
076-7600-750.43-40	Equipment Maintenance & Repair	\$ 3,900.00	\$ 1,800.00	\$ 2,500.00	\$ 3,000.00	
076-7600-750.44-10	Rent	\$ 8,702.40	\$ 8,702.00	\$ 8,702.00	\$ 8,702.00	\$725.00 per month
Operations						
076-7600-750.39-00	Administration	\$ 11,000.00	\$ 5,000.00	\$ 10,000.00	\$ 12,000.00	
076-7600-750.53-20	Postage	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,000.00	
076-7600-750.53-30	Communications	\$ 2,800.00	\$ 2,200.00	\$ 2,500.00	\$ 3,000.00	
076-7600-750.58-10	Travel & Mileage	\$ 4,500.00	\$ 2,500.00	\$ 4,000.00	\$ 6,000.00	
076-7600-750.58-50	Professional Development	\$ 2,500.00	\$ 500.00	\$ 1,000.00	\$ 2,500.00	
076-7600-750.58-70	Dues & Subscriptions	\$ 1,530.58	\$ 500.00	\$ 750.00	\$ 2,000.00	
076-7600-750.60-10	Office Supplies	\$ 2,500.00	\$ 750.00	\$ 2,000.00	\$ 5,000.00	
	Datafy Data Software	\$ -	\$ -	\$ -	\$ 20,000.00	
Marketing						
076-7600-750.37-10	Marketing	\$ 66,500.00	\$ 38,233.00	\$ 69,548.00	\$ 125,000.00	
076-7600-750.37-20	Public Relations	\$ 15,000.00	\$ 5,000.00	\$ 10,000.00	\$ 18,000.00	Digital Marketing Partner
076-7600-750.37-30	Billboard	\$ 11,000.00	\$ 14,315.00	\$ -	\$ -	
076-7600-750.37-30G	Grants	\$ 30,000.00		\$ 7,500.00	\$ 30,000.00	15 grants of \$2000.00
076-7600-750.55-00	Printing & Binding	\$ 7,500.00	\$ 3,000.00	\$ 5,000.00	\$ 10,000.00	
		\$ 325,000.00	\$ 180,000.00	\$ 275,000.00	\$ 426,702.00	

*Reflects the National cost of living increase for each year through 2019

**Reports to Partners for planning of events, recruitment, and development

Visitor Information Report



THE DALLES AREA
CHAMBER OF COMMERCE
"This Chamber Means Business"



July 2023 – March 2024



Tourism Lobby Statistics 2 2023/2024

		Walk-ins	Phone	Relocation	Welcome	Cruise Boat	Tourism	Postage	Walk-In Visitor's Country	Walk-In Visitor's State
				Packets	Packets	Charm Trail	Packets	(tourism)	(Top 5)	(Top 5)
2023	July	360	221	1	7		3	\$24.86	Germany,	TX, OK, MN, WA, CO, RS,
	August	285	229	0	2		0	\$0.00		PA, WI, UT, NV, WD
	September	364	217	0	0		3	\$39.65	Australia, Netherlands, France,	MO, WI, CA, ME, TX, NE, OK, PA, NY, TN, CO, MT, ID
	October	320	313				3	\$143.12		OR, WA, CA
	November	290	241		2		3	\$93.21		OR, WA, CA
	December	122	116	0	0			\$0.00		OR, WA, CA
2024	January	170	172	3			2	\$12.45		OR
	February	230	221	1			1	\$0.88		OR
	March	305	300	2	3		2	\$20.75		OR, WA
	April									
	May									
	June									
Totals		2446	2030	7	14	0	17	\$334.92		

	Walk-ins	Phone	Tourism Mailed	Reloc Pkts	Welome Explore TD	Cruise Ships	Postage
2012/2013	5232	5594	2384	63	990	0	\$ 1,866.23
2013/2014	5632	6186	1831	40	2879	1916	\$ 838.30
2014/2015	5527	5682	956	59	3417	4712	\$ 835.38
2015/2016	4837	4500	1550	62	7761	5713	\$ 679.38
2016/2017	4536	3678	2775	80	12075	3948	\$ 546.69
2017/2018	4477	4153	820	44	N/A	N/A	\$ 517.81
2018/2019	4536	3678	2775	80	12075	8000	\$ 546.69
2019/2020	1819	2024	24	26	142	6000	\$ 382.59
2020/2021	2619	2816	28	19	12	-	\$ 75.30
2021/2022	2913	3236	28	7	91	-	\$ 1,042.41
2022/2023	3479	3234	16	79	150	-	\$ 961.09

Lodging Report



July 2023 – February 2024

Data Provided by*



Lodging Occupancy Report

July 2023 - February 2024

Month	Wasco County / Percentage of Occupancy				Pacific NW	United States
	2023 /2024	2022 /2023	2021 /2022	% of change	2023/2024	2023/2024
July	77.2	78.8	86.8	-2.0%	75.6	69.6
August	71.8	80.2	79.8	-10.5%	71.9	66.0
September	74.2	74.7	77.8	-0.7%	71.2	66.2
October	58.8	62.6	71.7	-6.1%	68.8	65.8
November	46.9	46.3	57.2	1.3%	60.9	58.4
December	37.2	40.0	45.7	-7.0%	56.2	52.6
January	40.7	42.3	47.8	-3.8%	56.1	51.9
February	49.2	52.6	54.4	-6.5%	62.4	58.9
March		61.0	62.7			
April		62.4	66.7			
May		68.6	70.9			
June		79.2	77.0			

Media Coverage Highlights



July 2023 – April 2024

Willamette LIVING MAGAZINE

DAY Tripper Article / May-June 2023 publication

We brought out two people for a Day Tripper Article (FAM tour). The purpose of this article was to familiarize them with the many different attributes of our community for a published article. The article was FUN and highlighted so many different businesses in The Dalles. They enjoyed their trip and learned so many things and couldn't visit all on the list we created for them, so they want to come back and write another story. This story was written in May of last year and published for May-June.

They have 5000 digital subscribers and a readership of 50,000. They print only 8 issues per year and are highly regarded. They feature communities and the best places to go in Oregon.

This is a prime example of what a FAM tour can do for our community. These articles bring exposure, awareness, and visitors to The Dalles. BECAUSE these two visitors felt they had a VIP experience and now have a relationship with me all our ads were discounted 30% this past fiscal year!



The Historic Sunshine Mill

Getaway to The Dalles

Words & Photos, Elaine Rea

The Dalles is the gateway to the Columbia Gorge National Scenic Area. Human civilization has continuously populated the area for 15,000 years and today's residents love their independent, self-sufficient, small city and are rewarded with stellar Gorge views from anywhere in town. Steeped in regional history, The Dalles is rich in museums and offers self-guided walk-

ing tours of historic buildings as well as over 30 murals (thedallesartcenter.org/all-together-the-dalles). It has been a long-time Mecca for sports fishermen and April welcomes the Northwest Cherry Festival. Explore The Dalles' website has great itinerary suggestions for visitors to the area any time of year (exploredalles.com).

More 



Country Cousins Inn

Places to Stay

The Dalles Inn

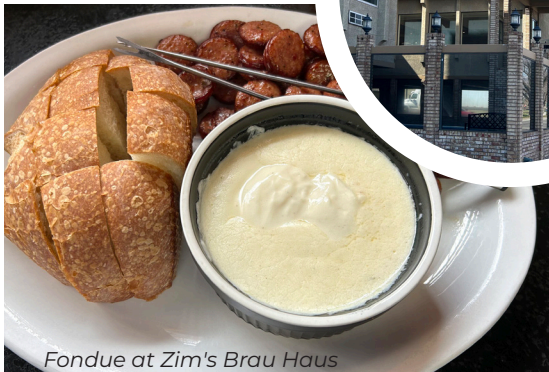
Conveniently located in the heart of downtown, The Dalles Inn is the perfect home base to shop, dine, and explore. The staff is friendly and helpful and they offer a grab 'n go breakfast in the lobby each morning. 112 W 2nd Street thedallesinn.com



The Dalles Inn

Country Cousins Inn

Just off Interstate 84, Country Cousins Inn has a long-favored, family restaurant on site serving homestyle food from 6:00am to 10:00pm, seven days a week. The Inn has pet-friendly rooms and a full range of amenities. Be sure to grab a free, family-recipe cookie at check-in, and a bonus for Tesla drivers are the 5 superchargers on the property. 2114 W 6th Street cousinscountryinn.com



Fondue at Zim's Brau Haus



Ice Cream at Scooper McQuades

Do Not Miss!

Historic Sunshine Mill

It is not every town that can boast a surviving, 130-year-old flour mill and the Historic Sunshine Mill (former home of the Cheez-It) is exceptional in many ways. Restorations have left many of the former mill fixtures and machinery intact and have created a magical atmosphere for wine tasting and dining from the small-plates menu. They also project movies on the building's exterior for patrons to enjoy from their cars, while sipping wine and snacking on movie treats. 901 E 2nd Street www.sunshinemill.com

Scooper McQuades

Just opened in 2022, Scooper McQuades is fast becoming a town attraction where families can enjoy arcade games, espresso drinks, and ice cream. The menu is expanding to include lunch sandwiches and soup and their calendar has BINGO every Sunday afternoon. Try their 'flight' of three scoops of ice cream, or like us, the Ice Cream Nachos. YUM! 215 E 2nd Street facebook.com/profile.php?id=100084414443206



Burgers at Big Jim's



Kainos Bacon & Chive Pinwheels



Bargeway Pub



Avocado Toast at the Riv Cafe

Places to Eat

Kainos Coffee

Kainos Coffee is locally-owned and dedicated to supporting community non-profits. They roast their beans and make their baked goods in-house. Featured on the East Gorge Food Trail, the very popular wood-fired pizza came highly-recommended as did the pinwheels, with sweet and savory options rotating daily.
418 E 2nd Street
kainos.coffee

The Riv Café

The Riv Café resides in a former stone church, built 120-years ago, and is known for outstanding espresso drinks, in-house baked goods, and farm-to-table ingredients. Also on the East Gorge Food Trail (eastgorgefoodtrail.com), we went with the top customer pick, Chicken and Waffles, and they were delicious! Open for breakfast and lunch, indoor diners enjoy the airy former sanctuary space while outdoor diners are surrounded by greenery

on their patio.
401 E 10th Street
therivcafevents.com

Big Jim's Drive In

Big Jim's was originally a 1966 walk-up burger stand. On the same property, today Big Jim's is a sit-down restaurant still serving up classic burgers, milkshakes, and fries. Their chili is made on-site as are their fry and tartar sauces, and the menu includes seasonal specials like "Sea Fest Baskets." Rumor has it that they can whip up over 3 million unique shake flavors! We were encouraged to order the onion rings with our Jim Dandy Burger, and that was wise advice!
2938 E 2nd Street
bigjimsdrivein.com

Bargeway Pub

In an unrivaled spot along the banks of the Columbia River, Bargeway Pub attracts locals and visitors alike with live en-

tertainment, their family-friendly menu, and a full-service bar with 30-taps. The pub has been owned and operated by a young family since 2018. The rehabbed grain silo and outdoor dining and music venue, make this the place-to-be on summer evenings.
1535 Bargeway Road
bargewaypub.com

Zim's Brau Haus Restaurant

Zim's is a restaurant and sports bar in downtown The Dalles. Open for breakfast, lunch, and dinner, the menu has German favorites like Wiener Schnitzel, a variety of steaks and entrees, and fresh soups and salads. Families are welcome and their homemade bread pudding, served warm with raisins and cinnamon, is not to be missed!
604 E 2nd Street
zimsbrauhaus.com

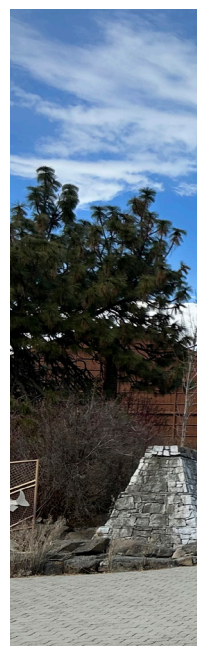
The Mighty Columbia River



Adolfo at Tierra Del Lobos



The Neon Sign Museum



Things to See and Do

Columbia Gorge Discovery Center and Museum

Open for 25 years, the Discovery Center is a wonderful place for families to enjoy interactive exhibits educating visitors about the natural history of the Columbia River Gorge. The center has raptor demonstrations and a native plant walking tour. Their beautiful facility has become a popular wedding venue. 5000 Discovery Drive gorgediscovery.org

National Neon Sign Museum

Located in the restored Elks Club building, built in 1910, in the center of downtown The Dalles. The museum is the passion project of David Benko, 50-year collector of advertising history and electric signs. It opened in 2018, and the museum already has an international following of fans of neon. New exhibits and expansion plans are ongoing. The space is also available for event hosting. 200 E 3rd Street nationalneonsignmuseum.org

Fort Dalles Museum

Fort Dalles was active from 1853-1867, installed to support the US Army in westward expansion and conflicts with First Na-

tion people in Walla Walla and Yakima. The Museum, open since 1905, is housed in the last surviving support building, the surgeon's quarters. Exhibits feature Celilo Falls, located 12 miles upriver from The Dalles but flooded after the damming of the Columbia River in 1957. Also on the property are a collection of antique wagons and Anderson House, a Swedish, square-log construction cabin from 1895. The museum staff and volunteers are a font of enthusiasm and knowledge about the rich history of the area.

500 W 15th and Garrison Streets fordallesmuseum.org

Tierra del Lobos Winery

Vintner Adolfo Mollinedo grows grapes in Klickitat County, Washington and opened this waterfront tasting room in 2018. Visitors can enjoy glorious river views from the indoor and outdoor seating areas. Try Lobo Noble, their signature red blend of Cabernet Sauvignon, Syrah, Cabernet Franc, Malbec, and Merlot and join the Wine Club for special offers. 201 Osprey Lane W tierradelobos.com



The Discovery Center



Fort Dalles

Sweeney Todd
 THE DEMON BARBER OF FLEET STREET:
 A MUSICAL THRILLER

Presented by
THE MAJESTIC THEATRE

April 28
 through
May 21

New Morning Bakery | **BESPOKEN COFFEE ROASTERS** | **block BREWING CO.** | **2 TOWNS CIDERHOUSE** | **PARKS & RECREATION City of Corvallis** | **THE MAJESTIC THEATRE**

CREATE SOME BACKYARD ENVY

APRIL 27TH - MAY 10TH & MAY 18TH - 24TH
10% OFF CASTELLE SPECIAL ORDERS

MAY 18TH - MAY 24TH
ALL PATIO FURNITURE 20% OFF
ALL OUTDOOR POTTERY 25% OFF

ALS
 garden • home
 EST. 1948
 75 YEARS

WOODBURN • SHERWOOD • GRESHAM • WILSONVILLE | ALS-GARDENCENTER.COM

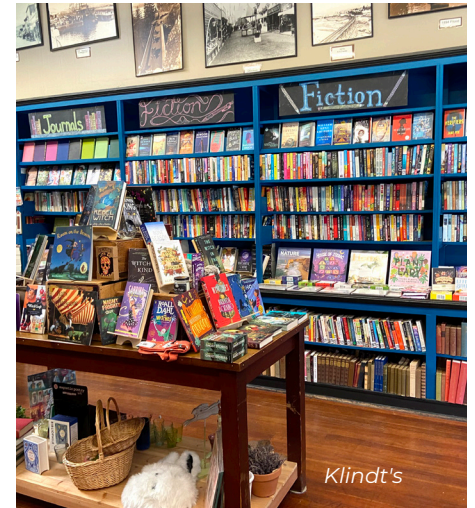
DAY TRIPPER: THE DALLES



Emma's Bowtique



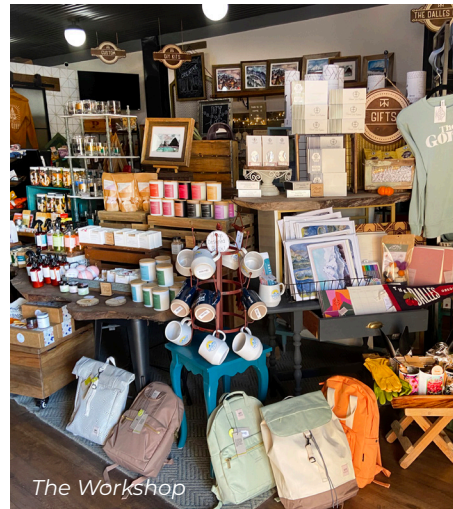
House of A La Mode



Klindt's



Sigman's



The Workshop

Just so you know...
"The meaning of DALLES is the rapids in a river confined between walls of a canyon or gorge."
- Wikipedia



Places to Shop

House of Ala Mode Yarn

The House of Ala Mode has a popular online shop and a worldwide following on Instagram so getting to visit their store in The Dalles is a real treat. Their specialty is yarn dyed in-house and they are featuring a newly released line of colors celebrating Pacific Northwest wildflowers. They can do custom colors and source yarns worldwide.

215 Court Street
houseofalamode.com

Klindt's Booksellers & Stationers

Klindt's is the oldest bookshop in Oregon (and 6th oldest in the country). Situated downtown, the store has unmatched bookseller atmosphere, and besides being a community landmark, is home to book clubs, broad conversation, and fiercely-loyal book lovers. They also sell journals, eclectic cards, and stationery.

315 E 2nd Street
www.klindtsbooks.com

Sigman's Flowers & Gifts

Flowers have been sold from this lovely, corner spot for 80 years and under the current owner since 1980. Besides fresh flowers, the shop is stocked with plants, home décor, seasonal displays, and giftware. They also have a candy counter featuring chocolates from Moonstruck and Spokandy... the perfect accompaniments to a bouquet or arrangement.

200 E 2nd Street
www.instagram.com/sigmansflowers

The Workshop

Billed as "a gift shop for the creative and adventurous," The Workshop sells apparel, art kits, and gifts of their own, creative design. They partner with artists, sell items from Oregon and Washington makers, offer craft classes, and host events. They sell DIY kits and finished products with seasonal, local, and regional influences from their website.

116 E 2nd Street
<https://www.thedallesworkshop.com/>

Emma's Bowtique

Open 12 years ago by a mother/daughter team, this shop strives to offer good quality baby and children's clothing at affordable prices. In addition, Emma's carries new and gently-used maternity wear and new infant and children's toys.

305 E 2nd Street
<https://www.facebook.com/profile.php?id=100063699454991>

Easy trip to the Dalles by car from:

Portland: 1 hr 30 mins
Salem: 2 hr 30 mins
Albany: 2 hr 48 mins
Eugene: 3 hr 22 mins

The BEST adventures can be created in

The Dalles

exploredalles.com • (800) 255-3385



What a day!! @ Sorosis Park



New best friend!



Tucker loves the water!



Riverfront bike ride!!



Friendships forged by firelight



The Dalles is awarded TOP 10 True Western Towns by True West Magazine



January 2024

We were given #7 in the top 10 List of True Western Towns. This award process has a committee for True West Magazine. They review the applicants and consideration is given to History Preservation, Western Heritage being demonstrated, and History and story being actively told and shared (Museums).

We have been awarded the spot of #10 in the past 8 years but this year we were recognized and received #7. This is a Nationwide publication.

This is truly an honor to be recognized, our community story is shared in this highly read and wanted publication that comes out every year to their readership. A big thank you to our Columbia Gorge Discovery Center and the Fort Dalles Museum for the preservation of our history and continuing to share our heritage to all that come to The Dalles.

This special edition reaches 260,000 readers in one month. The story and ad that ran for this special award follows:

BY STUART ROSEBROOK AND THE EDITORS OF TRUE WEST



TIME TO MOTOR WEST

ENJOY WELCOMING WESTERN HOSPITALITY WHEN YOU STAY AND EXPLORE THE REGION'S BEST TOWNS.

Whether you grew up in a small town or a big city, in the American West or overseas, there is no better way to discover the true meaning of hospitality than a week-long stay in one of America's best Western towns.

True West's 2024 Top Ten Towns celebrates the best communities of the West—and the men and women who work year round to preserve, promote and celebrate their Western history and heritage. Our favorite Western communities offer historic sites and museums, and fully restored century-old (or more) hotels, restaurants and saloons—perfect places to make your headquarters during an extended holiday exploring the town and the surrounding region.

The editors of *True West* invite you to pack your bags and motor West to stay and immerse yourself in the unique heritage and history of the best Western towns. But watch out, you might just discover yourself planning to come back next year—or even buying a second home and making it more permanent than just a one-time adventure out West.





Cody, Wyoming

Cody Stampede Rodeo
Cody, Wyoming
Courtesy Wyoming Tourism



From near and far, across the United States and around the world, Cody, Wyoming, is synonymous with the West.

William F. “Buffalo Bill” Cody lent his name to the town, which was founded as a land venture to attract the railroad near the east entrance of Yellowstone.

As a preeminent Western destination and eastern gateway to Yellowstone, Cody is a city that can be returned to year after year—in all seasons—to explore the magnificent natural wonders, historic sites and world-class museums.

From the Historic Irma Hotel founded by Buffalo Bill Cody in downtown Cody to nearby guest ranches and lodges with trail riding and fly fishing, the Wyoming city of 10,000 is the perfect place to immerse yourself in the West. Enjoy the Western atmosphere while walking the historic downtown district, which is filled with fun boutiques, coffee shops, restaurants and saloons, including the famous Victorian bar at the Irma Hotel.

The Buffalo Bill Center of the West is the most significant museum complex in the United States outside of the Smithsonian in Washington, D.C. Admission includes entrance to the center’s five museums: Buffalo Bill, Plains Indian, Cody Firearms, Draper Natural History and Whitney Western Art. The McCracken Research Library is also open to visitors, but an appointment must be made to view archival materials.

If you are a summer visitor, the 1890s Old Trail Town is open from May 15 to

September 30 in 2024. The outdoor park has the largest collection of frontier structures in one place in Wyoming and includes a mountain man memorial and the gravesite of John “Liver Eatin” Johnson.

Western art lovers flock to Cody year round, but especially in September for the Rendezvous Royale and the prestigious Buffalo Bill Art Show & Sale, which in 2024 will be held September 21-24.

If you think Cody is all about museums and natural wonders, think again. The

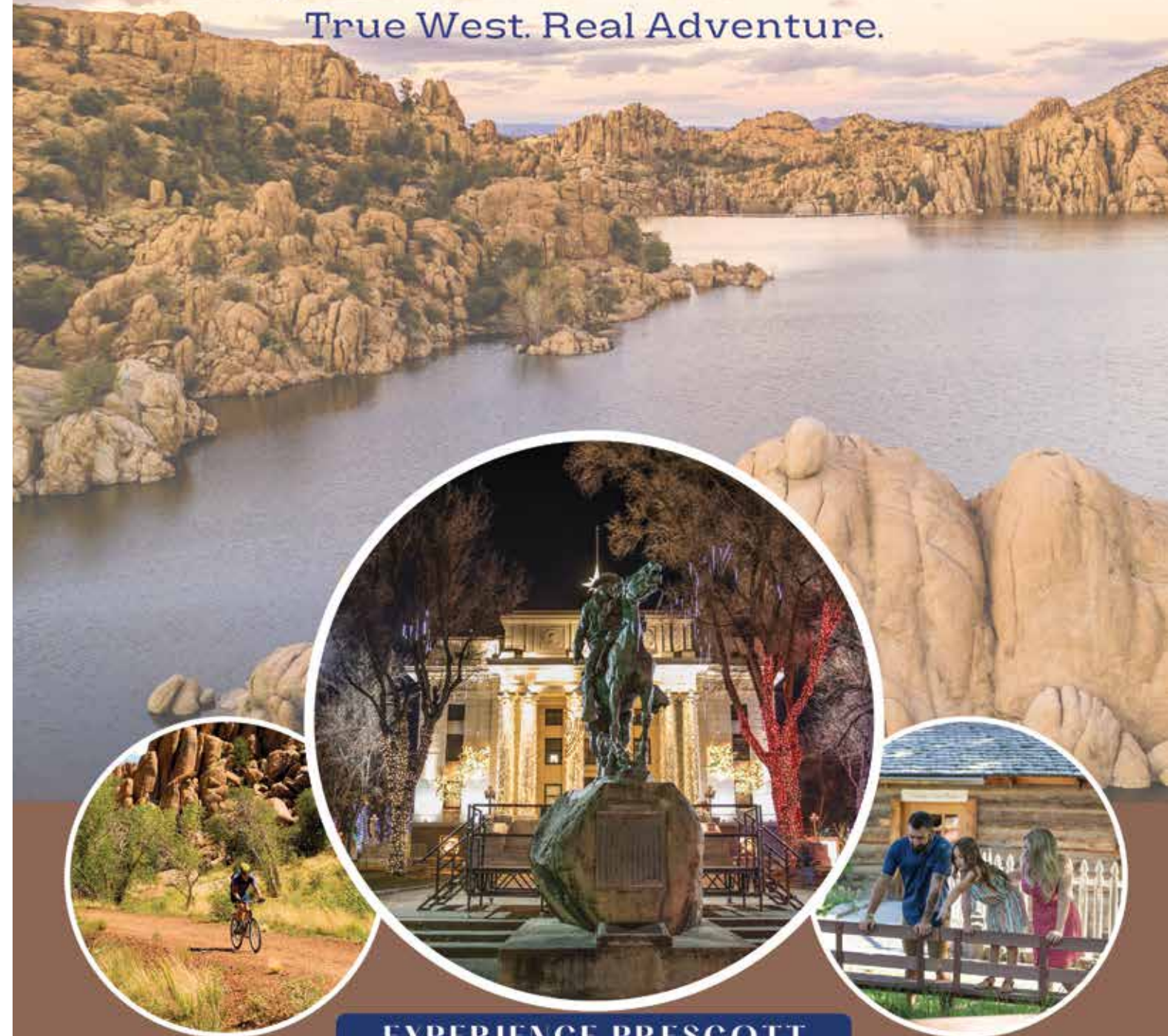
Cody Stampede Rodeo and Cody Nite Rodeo make the northwestern Wyoming town one of the rodeo capitals of America. In 2024, the annual Stampede will celebrate its 105th anniversary June 30-July 4, and the 86th Night Rodeo is held every remaining summer night, June-August.

All these reasons and more are why Cody is our number one True Western Town for 2024.

codyyellowstone.org

Experience Prescott

True West. Real Adventure.



EXPERIENCE PRESCOTT

One of Arizona’s Most Beautiful & Historic Destinations. Prescott’s perfect weather provides an average temperature of 70 degrees, with four beautiful and distinct seasons, breathtaking landscapes complete with granite mountains, lakes, streams, and rolling meadows filled with wildlife. Visit experienceprescott.com for more details.

ARIZONA
THE GRAND CANYON STATE



Prescott, Arizona

The original territorial capital of Arizona is well known as “everyone’s home-town” and has rightfully earned that nickname. The historic and picturesque mile-high town in Yavapai County is the perfect place to take a walk through the state’s history.

Start at Sharlot Hall Museum, a living history center that has one of the finest collections of territorial buildings in the state, including the Territorial Governor’s Home, the Sharlot Hall Building and Fort Misery. The Lawler Exhibit Center’s “Prehistory of the Central Highlands” provides visitors with an insightful understanding of the natural and cultural history of the area before the arrival of Europeans.

From Sharlot Hall, walk east on Gurley Street to the historic Yavapai County Courthouse Plaza and Prescott’s historic downtown district. Solon Borglum’s *Rough Rider* bronze, also known as the Buckey O’Neill Monument, was dedicated in 1907 and is one of the most recognized landmarks in the city and the state.

The historic district around the plaza is a mecca of antique shops, boutiques, restaurants, historic hotels and classic historic bars, including The Birdcage, Matt’s Saloon and the Palace Restaurant and Saloon. The Palace is the oldest operating bar in the state and offers up great food and entertainment in a historic, Old West museum atmosphere.

While in Prescott, schedule time to visit Prescott’s Western Heritage Center



(just down the street from the Palace), the Indigenous People’s Museum and the Phippen Museum, which houses one of the finest Western art collections in the state.

Prescott hosts public festivals and parades on the plaza year round, including the popular, annual Courthouse Lighting held the first Saturday of every December.

Since 1888, the city’s biggest annual event, the World’s Oldest Rodeo, has been held every Fourth of July. In 2024, Prescott Frontier Days will celebrate its 136th anniversary with eight shows July 1-7, 2024. The annual Prescott Frontier Days Parade will be held on Saturday morning, July 6.

prescott.org

Yavapai County Courthouse Plaza
Prescott, Arizona

Courtesy Prescott Tourism



The Prescott Frontier Days
World’s Oldest Rodeo Parade
Prescott, Arizona

Courtesy Art Markham



DOUGLAS & GLENROCK

RAILROAD Adventure!

DOUGLAS RAILROAD MUSEUM & VISITOR CENTER

The Douglas Railroad Museum & Visitor Center is housed in the historic FE & MV Railroad Passenger Depot.

Visitors to the museum are invited to go inside many of the rail cars, including a day coach, a dining car and a sleeper, as well as a little red caboose! And ask to see the model train on display in the back room. *The Jackalope Junction Gift Shop is located inside the depot.*

121 Brownfield Rd. • Douglas
307-358-2950

Wyoming PIONEER MUSEUM

Located on the Wyoming State Fairgrounds in Douglas, the Wyoming Pioneer Museum is a must see for western history enthusiasts.



400 W. Center
307-358-9288

Scan to Discover More!

WYOMING
CONVERSECOUNTYTOURISM.COM



Fort Smith, Arkansas

In 1817, Fort Smith was founded as an outpost of a youthful nation growing westward. Over two centuries later, Fort Smith is still a crossroads of history, but today the history can be discovered in its local and national museums.

Fort Smith was built on the bluffs of the Arkansas River and has remained an important and vital economic center for the tri-state region of Arkansas, Oklahoma and Missouri.

While Missouri's St. Louis, Independence and St. Joseph receive more attention in the history books, Fort Smith's role in the development and

centers of a historic 19th-century federal post west of the Mississippi. Tours should begin at the visitors center in the fort's former barracks/courthouse/prison.

Fort Smith may have been best known as the court of Judge Isaac Parker, "The Hanging Judge," but it is also becoming famous for the service of hundreds of deputy U.S. marshals, including Bass Reeves.

Visitors can see the 37-acre grounds of Fort Smith on a 1.5-mile self-guided tour of all the key historic structures and sites, including the Trail of Tears National Historic Trail Overlook.

In the city, visitors should enjoy walking the Fort Smith Belle Grove Historic District, a 22-block area of homes dating back 130 years. Four of the homes are open to the public.

The newest museum to open in Fort Smith is the United States Marshals Museum. The state-of-the-art facility opened its doors in July 2023 and is one of the most significant historical centers to open in the country in the past five years.

fortsmith.org



settlement of the Western territories, must be considered.

The National Park Service's Fort Smith National Historic Site is one of the largest, best-preserved interpretive

Fort Smith National Historic Site
Fort Smith, Arkansas

Courtesy NPS.gov



WHERE THE WEST IS FUN

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Tombstone, Arizona

In the annals of Old West history in the United States, few towns are as iconic and internationally famous as Tombstone.

“The town too tough to die” is the Grand Canyon State’s most infamous mining camp and is known world-wide as a destination for those who want to walk the streets of the Earps and Clantons with hopes of discovering the

truth about the notorious gunfight behind the O.K. Corral.

Visitors have many choices for lodging when planning a visit to the historic mining camp. Tombstone Monument Ranch is a historic working cattle ranch where guests can stay in rooms and buildings rebuilt to look like Old Tombstone in the 1880s. They can even work cattle and learn the basics of cowboying. Also popular are local motels and bed and breakfasts, including the Larian Motel, The Tombstone Grand Hotel, Trail Rider’s Inn and Virgil’s Corner Bed & Breakfast.

When booking a vacation to Tombstone consider staying at least a long weekend to visit all the local attractions. Plan a longer stay if you are attending one of the popular annual festivals which kick off every March with the Annual Tombstone Wild West Days, followed by Wyatt Earp Days in May and Doc Holliday in August. The annual Old West festivals culminate with the oldest and

most prestigious, Helldorado Days, which is held the third weekend of every October.

A trip to Tombstone would not be complete without touring Big Nose Kate’s Saloon, the Crystal Palace, C.S. Fly’s, O.K. Corral, the Bird Cage Saloon, Rose Tree Museum, Good Enough Underground Mine Tour, Gunfighter Hall of Fame and The Tombstone Epitaph Museum.

tombstonechamber.com



Tombstone Courthouse State Historic Park
Tombstone, Arizona
Courtesy Cochise County Tourism



San Angelo, Texas

For many who travel the West, the first place they stop when they enter a new town is the local bookstore. For those who love a good bookshop—and the West—the Cactus Book Shop in San Angelo is the place to start your visit to this wonderful West Texas town, which the great Western writer Elmer Kelton called home.

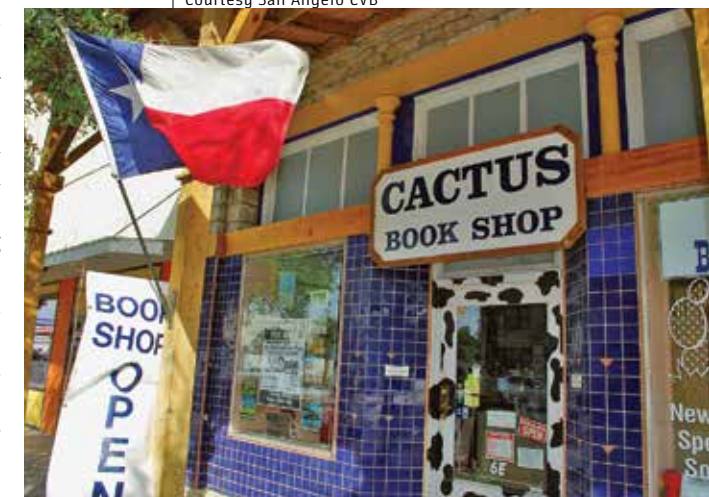
The Cactus was Kelton’s favorite bookseller in the area, and if you love

his books and Western reads of all kinds, then this is the place for you. Once inside its lovely confines, you are sure to discover a handful of good books on local history and maybe a couple of Kelton’s novels to enjoy during your road trip.

San Angelo was founded in 1867 adjacent to the newly constructed Fort Concho near the Concho River. The post-Civil War era was a time of expansion in West Texas, and the fort and town were strategically placed at a key frontier crossroads. Fort Concho served its purpose effectively until it was closed in 1889.

Today, San Angelo is still a vital economic center for the region’s agriculture and oil industries, with nearly 120,000 residents living in the metro area. The city is home to Angelo State University, the San Angelo

Cactus Book Shop, San Angelo, Texas
Courtesy San Angelo CVB



Museum of Fine Arts, San Angelo State Park and San Angelo Nature Center.

The city owns and operates historic Fort Concho, an active living history center with a museum. Twenty-three buildings at the landmark have been preserved and are great examples of frontier Army architecture. Two big events held every year are Buffalo Soldier Heritage Day in February and Fort Concho Frontier Day in April.

Winter in Wyoming

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Start planning your outdoor escape!

If you didn't know already, nothing small happens in West Texas, and the San Angelo Rodeo and Stock Show is no exception. Founded in 1932, the Stock Show in 2024 is officially February 1-18, but livestock events start on January 24 and culminate during the rodeo with the final Premium Sale on April 20. The San Angelo Rodeo at the Foster Communications Coliseum is April 5-21 with the Rodeo Parade on April 6. And if that's not enough rodeo for you, in October, the Cinch Roping Fiesta is a popular three-day event.

discoversanangelo.com



Deadwood, South Dakota

Walking down Deadwood's Main Street is like walking back in time. On the National Register of Historic Places, the city is one of the most significant Western boomtowns in Old West history.

Deadwood earned its reputation as a Wild West town honestly. Founded in 1876 after gold was illegally discovered on the Sioux Nation, Deadwood quickly gained notoriety as a 24-hour den of iniquity with dozens of saloons, gambling halls and houses of prostitution.

Visitors to the Black Hills of South Dakota will discover quickly that a week is not enough time to enjoy all the historic sites and natural wonders of the region. Deadwood is a great place to call home while touring the Hills with easy access north and south on scenic

mountain roads to Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park and Wind Caves National Park. Hiking, fishing, off-roading and horseback riding are all fun outdoor activities available when staying in Deadwood.

The city's boosters host a series of popular festivals every year including Wild Bill Days, June 13-15, 2024, and Days of '76, July 21-27, 2024. The PRCA has named The Days of '76 Rodeo the best rodeo 19 times. As they say "Best Rodeo. No Bull."

Book a room in the historic Bullock Hotel and you will be in walking distance of all that Deadwood has to offer by day and night, including most of its museums. Stop at the visitors center at the historic train station and pick up directions to The Adams Museum, Historic Adams House, Days of '76 Museum, The Brothel and the Homestake Adams Research and Cultural Center.

And don't forget to visit Mt. Moriah Cemetery high above the town. The views are spectacular, the walks through the historic memorial grounds are peaceful and reflective and a stop at James Butler "Wild Bill" Hickok and Martha "Calamity Jane" Canary's gravesites provide a gravitas to a visit to Deadwood that will not soon be forgotten.

deadwood.com



Deadwood Alive Reenactors
Deadwood, South Dakota

Chad Coppess, Courtesy South Dakota Tourism



The Dalles, Oregon

Originally founded as the terminus of the Oregon Trail, The Dalles has played a key role in Oregon's history ever since.

Long before the first European explorers traveled up the Columbia River Gorge, the Dalles was a tribal fishing center and crossroads of Northwestern Native culture. With the advent of the Oregon Trail, the Dalles developed as a launching point for emigrant rafting parties down the river to the Willamette River Valley. While an alternate overland route was built over the Blue Mountains and around Mount Hood to Oregon City, the Dalles remained an important economic and transportation hub. Today, the city is home to a little more than 16,000 residents and is a hub of activity for enthusiasts of the Columbia River Gorge National Scenic Area.

If you plan on exploring the history and natural wonders of the Columbia River Gorge region for a long weekend or more, The Dalles is a wonderful city to make your headquarters. The Dalles Main Street District downtown is home to over 100 businesses, including bakeries and coffee bistros, brew pubs and wineries, eclectic and unique shops such as Klindt's Booksellers and Gorge Community Music, and convenient places to stay like the Columbia Windrider Inn and The Dalles Inn.

The Columbia Gorge Discovery Center & Museum is one of the state's most significant museums and a perfect

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The Dalles Skyline and Mount Hood
The Dalles, Oregon
Courtesy Explore The Dalles

destination where all ages can learn about Oregon and Northwest history and culture. The museum's exhibits detail the history of the local American Indian tribes, early European and American exploration and the Oregon Trail.

Territorial and pioneer history is also on display at one of Oregon's oldest museums, the historic Fort Dalles Museum and Anderson Homestead. While Lewis and Clark encamped at the location in 1805, the first permanent building at Fort Dalles was constructed in 1838. Today's museum exhibits are housed in the Surgeon's Home, which was built in 1856. The Anderson Homestead is a grand collection of Swedish pioneer farm buildings relocated and restored on the campus. A tour illuminates day-to-day family life on an Oregon homestead.

exploredalles.com



Abilene, Kansas

Illinois cattle dealer Joe McCoy did not know what he was starting when in 1867 he advertised his new Abilene stockyards and Drovers Cottage in Texas newspapers, but he might as well have been launching a mini-revolution with his entrepreneurial investment in the Kansas-Pacific Railroad town.

Today, Abilene is a modern eastern Kansas city of about 6,500 residents. The Dickinson County Seat is nestled in the state's Smoky Hills region and has been an important economic center for the region since the first

Experience Cowboy Culture

Bandera, TX: The self-proclaimed "Cowboy Capital of the World" in Texas Hill Country is the perfect place to immerse yourself in everything cowboy. The Bandera Pro Rodeo is held every Labor Day weekend.

Casper, WY: Rodeo is king in Wyoming, and Casper is annually home to the College National Finals Rodeo, Central Wyoming Fair & Rodeo and the Tribute to the American Cowboy Rodeo.

Cave Creek, AZ: World headquarters for *True West* magazine, the city is famous for its Western art, entertainment and restaurant district. Cave Creek Rodeo Days are held every March.

Cheyenne, WY: The state's capital city is home to "The Daddy of 'em All," Cheyenne Frontier Days. The 127th annual rodeo extravaganza will be held July 19-28 in 2024. Don't miss a visit to the Cowgirls of the West Museum.

Elko, NV: In the heart of Buckaroo Country in Nevada's Great Basin, Elko is home to the world-famous National Cowboy Poetry Gathering hosted by the Western Folklife Center.

Fort Pierre, SD: The Casey Tibbs South Dakota Rodeo Museum in the multipurpose center has a museum dedicated to nine-time world champion Tibbs and South Dakota rodeo. The Annual Casey Tibbs Match of Champions is held in the Casey Tibbs Arena every June.

Ruidoso, NM: Ruidoso Downs Race Track hosts the annual Renegade Roughstock Challenge, the All-American Cowboy Fest and the Mescalero Apache Ceremonial Dances and Rodeo.

Scottsbluff/Gering, NE: The historic twin cities on the North Platte River are home to Scotts Bluff National Monument, Legacy of the Plains Museum and Oregon Trail Days, which will hold its 103rd annual celebration in July.

Sheridan, WY: Every July, the Sheridan WYO Rodeo is a weeklong celebration of the cowboy way of life. Downtown, visitors should not miss King's Saddlery, the Don King Museum, the Sheridan Inn and the historic Mint Bar.

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Chisholm Trail Days
Abilene, Kansas
Courtesy Abilene, Kansas, CVB

Smoky Valley Railroad and Old Abilene Town are fun for all ages and offer many enjoyable activities throughout the summer season, including Chisholm Trail Days held every Labor Day Weekend. The local Heritage Center of Dickinson County should also be toured to learn about the local history and heritage.

Downtown Abilene is great for walking and has plenty of entertainment and eating establishments for all ages and interests, including antiques and specialty store shopping.

Looking for some great photo ops? Don't miss a photo in front of the World's Largest Belt Buckle and the Big Spur before a ride on the C.W. Parker Carousel, the oldest of its kind still in operation.

abilenekansas.org

cattle arrived in the town via the trails from Texas over 150 years ago.

The city was important enough that a future president's parents settled there in 1898. Future West Point graduate and World War II Army leader Dwight D. Eisenhower spent his most formative years in Abilene, and today it is home to the Dwight D. Eisenhower Presidential Library, Museum and Boyhood Home.

Award-winning Boot Hill Museum is considered one of the eight wonders of Kansas. A first-class repository of Old West artifacts and exhibits, the popular museum expanded its exhibit space in 2020. Visitors should not miss the Long Branch Saloon and fan favorite Front Street gunfighter reenactments.

Two other Old West attractions should not be missed: the Abilene and



Lubbock, Texas

Famously known as "Hub City" because all roads in West Texas lead to Lubbock, the Southern Plains city is definitely the economic center for the vast region of the Lone Star State.

With Texas Tech University and a vibrant downtown working in tandem to elevate the quality of life in the bustling city, visitors will quickly discover they will need three to five days to enjoy everything Lubbock has to offer. The recently opened Cotton Court Hotel

near downtown is a perfect place to stay while relaxing in Lubbock.

Museums are a staple in Lubbock. If you love Western ranch and agricultural history, start at the National Ranching Heritage Center and then schedule time at the American Windmill Museum and FiberMax Center for Discovery. Local art and music history fans should not miss tours of the Buddy Holly Center, Museum of Texas Tech University and the Caviel Museum of African American History.

And if you are a researcher of Western history, book some extra time in the university's libraries and archives.

Every September, Lubbock hosts its second-largest event after Texas Tech football. The National Cowboy Symposium and Celebration is held at the Lubbock Memorial Civic Center and includes chuck wagon cookoffs, American Indian dance demonstrations and the always popular Saturday morning Annual Parade of Horses.

If you love regional wine, you will want to book a ticket on the Lubbock

The National Ranching Heritage Center
Lubbock, Texas

Courtesy Lubbock CVB



Shuttle for a Sunday Brunch Wine Tour or go on a walking wine tour in downtown, where you can sample vintages at McPherson Cellars and Burkle Hill Vineyards.

And what about Red Raiders athletics? Well, if you love college football, I'd put a game in Jones AT&T Stadium on your bucket list. You just might find yourself coming back every fall to the Hub City for some great entertainment, gourmet food, local wine and a Texas Tech tailgate. Guns Up!

lubbockchamber.com

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Where History is Happening Now

Bozeman, MT: Home to Montana State University, the town also boasts a historic dining and entertainment district that is legendary, as are its local museums, including the Museum of the Rockies and the Gallatin History Museum.

Buffalo, WY: Stay in the historic Occidental Hotel and enjoy walking, dining, shopping and visiting the Jim Gatchell Memorial Museum in the downtown district. Longmire Days is held every July.

Coffeyville, KS: The Condon Bank Building, home to the area's chamber of commerce, is the centerpiece of historic downtown Coffeyville. Walking tours are a great way to learn about the Dalton Gang's infamous failed bank robbery.

Grapevine, TX: Take a step back from the hustle and bustle of Dallas and Fort Worth and spend some quality time in Grapevine's historic district and take a ride on the Grapevine Vintage Railroad.

Laramie, WY: Laramie is home to the University of Wyoming and American Heritage Center. Don't miss a tour of the Wyoming Territorial Prison State Historic Site.

Pendleton, OR: The town is world famous for the Pendleton Round-Up, and visitors will also enjoy touring the Pendleton Woolen Mills and Hamley's & Co. saddle shop and steakhouse.

Reno, NV: Nevada's second-largest city is a gateway to the natural wonders of the Sierra Nevada and one of the state's centers of culture and art museums.

Santa Fe, NM: An internationally acclaimed destination for history and art lovers, Santa Fe, established in 1607, is a UNESCO-designated City of Craft and Folk Art.

Trinidad, CO: If you love history, book a long weekend in downtown Trinidad and enjoy visiting the local history museum, the A.R. Mitchell Museum and the historic district.

Williams, AZ: "The Gateway to the Grand Canyon" lives up to its moniker with a fun-filled historic downtown that honors the town's railroad and Route 66 history. Book well in advance your round-trip ride to the South Rim on the ever-popular Grand Canyon Railway.



Miles City, Montana

Located at the confluence of the Yellowstone and Tongue rivers, Miles City was founded in 1877 and named after Col. Nelson Miles, the commander of nearby Fort Keogh.

Today, nearly 150 years later, Miles City is one of the Big Sky state's most important economic hubs for ranching and farming in the plains region of southeastern Montana. The Custer County Seat is home to nearly 8,500 residents and is located conveniently off Interstate 94 and Montana Highway 59. Outdoor recreation is also popular at Woodruff Park, Spotted Eagle Recreation Area, Strawberry Hills, Signal Butte, Mile Dam, the Tongue River and Pirogue Island State Park. Don't miss a tour of the city's historic downtown district. Ranching and local cowboy history can be experienced firsthand at the Miles City Saddlery, which has been in business at 808 Main Street in Miles City since 1910. Walking downtown is sure to make you thirsty and hungry, so schedule time to visit the historic Montana Bar.

If you love museums, Miles City has two not to miss: The Range Rider Museum and WaterWorks Art Museum. If you love the Old West, schedule a few hours to tour The Range Rider, which has become the primary museum for exhibiting the history of southeastern Montana.

Every May, rodeo fans and promoters from around the world attend the World Famous Miles City Bucking Horse Sale to compete and see the next great generation of bucking horses. The annual Miles City Ranch Rodeo Parade is one of the most popular events in the southeastern Montana community. If

you love county fairs, the Eastern Montana Fair is held every August. Events include 4H and animal exhibits, demolition derby, carnival, concerts and a PRCA rodeo.

So what are you waiting for? Time to cowboy up and head to Miles City!

mileschamber.com



Bucking Horse Sale
Miles City, Montana

Courtesy Visit Southeastern Montana

Where History Lives

Amarillo, TX: Pull on your hat and boots and get Western in this Texas Panhandle city famous for the American Quarter Horse Hall of Fame & Museum and the Big Texan restaurant.

Andrews, TX: Founded in 1908, the West Texas town's rich history of cattle, cotton and oil can be discovered at the Legacy Park Museum.

Bartlesville, OK: Don't miss a tour of the Woolaroc Museum when visiting this historic, northeastern Oklahoma town.

Bodie, CA: Visitors to the state historic park will discover the real West in the 170 buildings that remain preserved in one of California's most notorious mining camps.

Clifton, AZ: Located on scenic U.S. Highway 191, the Greenlee County copper town is a gateway to exploring the historic communities and natural wonders of southeastern Arizona and southwestern New Mexico.

De Smet, SD: Known as "The Little Town on the Prairie," the South Dakota town is home to the Laura Ingalls Wilder Memorial Society. The famous author's parents settled the family in the area in 1879.

Douglas, WY: Discover the rich history of the Oregon Trail community at the city's Wyoming Pioneer Memorial Museum Oregon.

Durango, CO: Book a room at the historic Strater Hotel, take a ride into history on the Durango and Silverton Railroad and discover the wonder of the beautiful San Juan Mountains.

Grass Valley, CA: Stay downtown in the Holbrooke Hotel founded in 1851 and take a tour of the Empire Mine State Historic Park in this town located in the Sierra Nevada foothills.

Kingman, AZ: Get your kicks in the historic Route 66 and Santa Fe Railway town located at the crossroads of Interstate 40 and U.S. 93. Don't miss a tour of the Mohave Museum of History and Arts.

Muskogee, OK: If you love Western museums and hometown hospitality, book a long weekend in the town made internationally famous by Merle Haggard's classic song "Okie from Muskogee."

Ogallala, NE: At this crossroads of the Oregon Trail, the Pony Express Trail and the Western Trail, take time to visit Boot Hill and the always popular Old West Front Street.

Placerville, CA: The El Dorado County gold rush town on the California Trail was originally known as Hangtown. Visitors should not miss exploring the historic downtown.

Rawlins, WY: Make the historic Union Pacific Railroad town your headquarters for discovering the natural wonders and historic sites of Carbon County.

St. Joseph, MO: Stay in the historic district and tour the town's world-class Pony Express Museum and Patee House Museum and Jesse James Home.

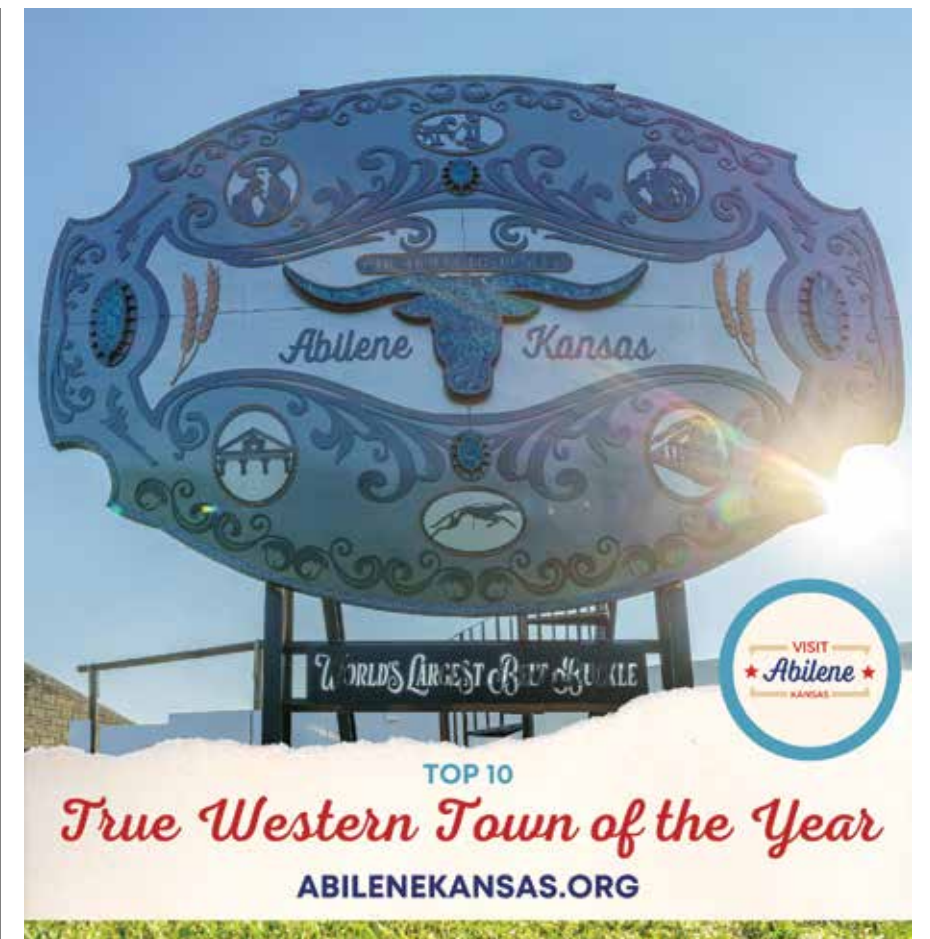
Santa Clarita/Newhall, CA: Santa Clarita and Newhall were originally famous for cattle, cowboys and citrus. Today, Melody Ranch Motion Picture Studio keeps the West alive there on its 22-acre back lot.

Sidney, NE: Don't miss the historic downtown district here, in what was originally a Union Pacific railroad town in western Nebraska.

Taos, NM: The historic New Mexico community is home to the Kit Carson House & Museum and the Taos Art Museum at Fechin House.

Virginia City, NV: The Comstock Lode town is a virtual Victorian-era heritage center, with historic sites, museums and buildings.

Wallace, ID: Here, in the richest silver district in American history, start your walking tour of the Wallace Historic District at the Wallace District Mining Museum.



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The Dalles Chamber of Commerce / KATU 2023-24 Partnership

<u>Organization</u>	<u>Segment Date</u>	<u>Avg. Segment Impressions</u>	<u>15-Second Promos</u>	<u>Impressions</u>
Last Stop Saloon	9-Oct-23	20,400	12x	56,400
Route 30 Bottles n Brews	16-Oct-23	20,400	11x	47,800
Bargeway Pub	23-Oct-23	20,400	10x	48,000
Gorge Academy	6-Nov-23	20,400	10x	44,000
The Workshop	20-Nov-23	20,400	10x	45,200
Gorge Winery	4-Dec-23	20,400	10x	44,600
AM Northwest Full Show Takeover	2-Jan-24	20,400	15x	49,700
Historic Granada Theatre	12-Feb-24	20,400	11x	48,100
Knotty Buns	19-Feb-24	20,400	12x	53,400
Tierra de Lobos	26-Feb-24	20,400	12x	55,000
TOTALS	10x	204,000	113x	492,200

Total Impressions for all exposure: **696,200**

Cost of Each 'Explore Local' Segment:	\$	2,333.34		
Contribution from each business:	\$	200.00		
Our Cost for each 'Explore Local' Segment:	\$	2,133.33	x9	\$ 19,199.97
FULL AM Northwest Segment of all 9 episodes / Jan 2	\$	8,500.00	x1	\$ 8,500.00
				\$ 27,699.97

Promotion Commercials for the episodes that aired each week:

<https://www.youtube.com/watch?v=d1o9D3EWaMY>

Granada Feature on KATU Explore Local Campaign with KATU

<https://katu.com/amnw/am-northwest-lifestyle-health/explore-the-dalles-granada-theater>



FAMiliarization tours with HoodGorge Regional Tourism

Many FAM tours have taken place in our region since last July (2023), but the following have touched, featured, or took place in The Dalles. These are being funded by our Region and Travel Oregon but we help, guide, or host for some so that the author experiences our wonderful community:

Julia Duin, ***Seattle Times*** (story slated to appear this summer)

Michael Fagin, ***Northwest Travel & Life***

Becky Garrison, freelance writer for ***SIP magazine, Oregon Wine Press, Northwest Travel & Life***

Elizabeth Hansen, ***Ranch & Coast***

Ben Davidson, ***Mercury News***

Craig Outhier, ***Phoenix Mag***

Barbara Barielle, freelance for ***Northwest Travel & Life, AARP, Napa Valley Register, Fodor's Travel, Today's Parent, The East Hampton Star, TravelAwaits, Wine Industry Advisor***

Megan and Chris Lim, ***Style Magazine***

Kristen Richard, ***Wine Enthusiast***

Amber Gibson, freelance writer for ***Artful Living, Hemispheres, Yahoo, MSN***

Margot Seeto, freelance writer for ***Diablo, San Francisco Chronicle, Thrillist***

Ruksana Hussain, freelance writer for ***Traveler and Tourist, Business Insider, Flipboard, EdWeek Market Brief, Apartment Therapy, Stanford Social Innovation Review, Tinybeans, Good Nature***

Mountain Reporters – PR (Journalist and photographer)

Australia/Canada Travel Trade FAM – (5 product managers)

German Media FAM – PR (5 Journalists) – starts May 1

Datafy Report



2023

Visitation to The Dalles

January 1, 2023 -

December 31, 2023 **



DATAFY



Visitation to The Dalles

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,643 mi

Dates: 1/1/23 - 12/31/23

↔ Compare Dates: 1/1/22 - 12/31/22

Cluster: County & Cities Included

POI: Downtown The Dalles Included

📍 Geo Data

↔ Compare Dates



Total Trips

215,229 Trips

↑ 20.4%



Visitor Days

630,585 Days

↑ 20.7%



Average Length of Stay

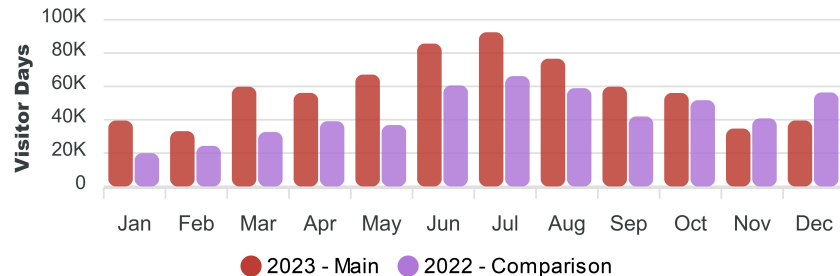
2.9 Days

- 0 Days

Monthly Volume by Visitor Days

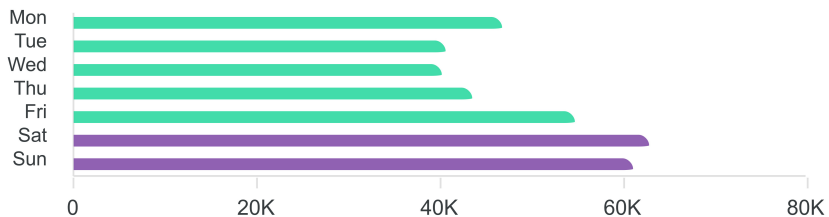
📍 Geo Data

↔ Compare Dates



Visitors by Day

📍 Geo Data



Number of Visitor Days

Visitor Days by Length of Stay

📍 Geo Data

↔ Compare Dates



Visitation to The Dalles

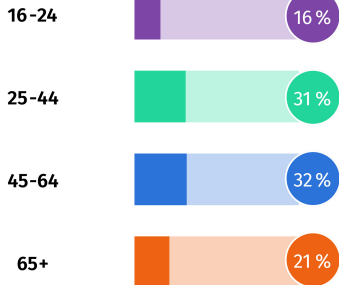
Global Filters In-State Out-of-State Distance: 50 mi - 3,643 mi Dates: 1/1/23 - 12/31/23 [↔ Compare Dates: 1/1/22 - 12/31/22](#) Cluster: County & Cities Included

POI: Downtown The Dalles Included

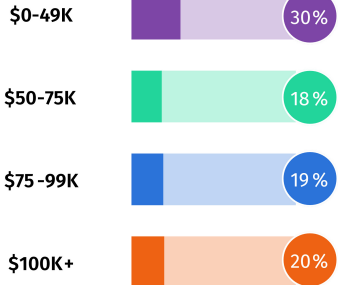
Demographics

[🔍 Demographics](#)

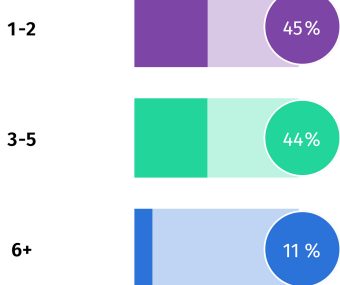
Age



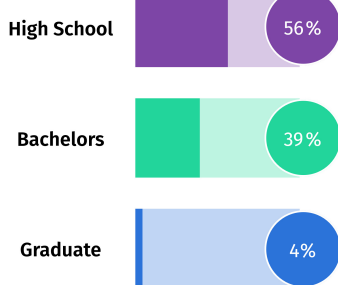
Income



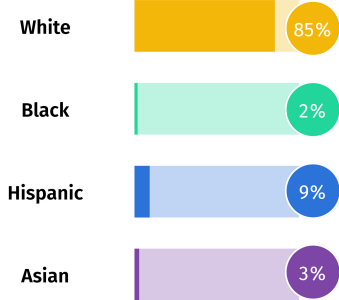
Household



Education Level



Ethnicity



Visitation to The Dalles

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,643 mi

Dates: 1/1/23 - 12/31/23

↔ Compare Dates: 1/1/22 - 12/31/22

Cluster: County & Cities Included

POI: Downtown The Dalles Included

Top Geolocation Markets

for 1/01/23 - 12/31/23 % ↑ / ↓ 1/01/22 - 12/31/22

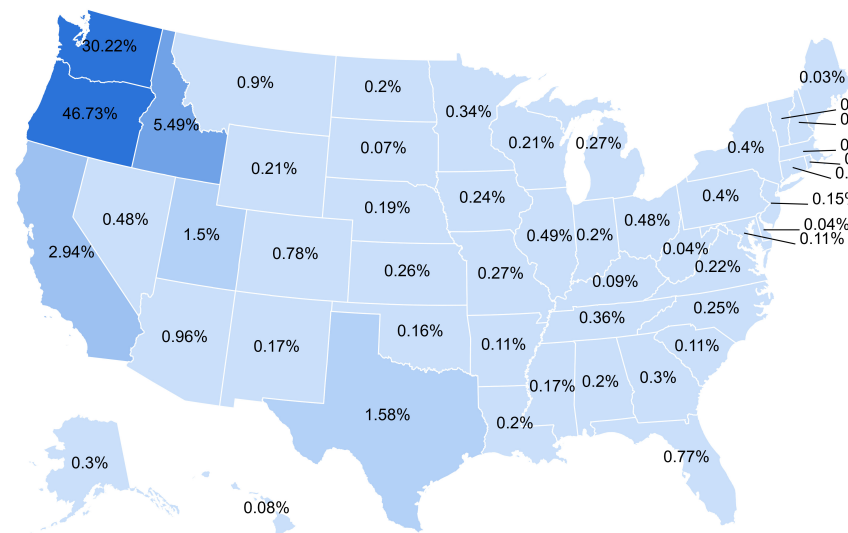
📍 Geo Data

↔ Compare Dates

DMA	% Trip Share	Total Trips	% Change in Trips
Portland- OR	47.9 %	114,663	↑ 19.4 %
Yakima-Pasco-RchInd-Ki	12.9 %	30,853	↑ 57.5 %
Seattle-Tacoma	6.4 %	15,397	↑ 96.2 %
Spokane	6.2 %	14,801	↑ 80.7 %
Boise	3.1 %	7,485	↑ 114.8 %
Eugene	2.5 %	5,949	↑ 110.1 %
Bend- OR	2.4 %	5,679	↑ 78.6 %
Salt Lake City	1.6 %	3,889	↑ 238.2 %
Medford-Klamath Falls	1.3 %	3,175	↑ 96.7 %
Los Angeles	0.8 %	1,899	—

Share of Trips by State

📍 Geo Data



Visitation to The Dalles

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,643 mi

Dates: 1/1/23 - 12/31/23

↔ Compare Dates: 1/1/22 - 12/31/22

Cluster: County & Cities Included

POI: Downtown The Dalles Included

DMA Visitation

📍 Geo Data ↔ Compare Dates

DMA	Visitor Days	% ↗ ↘
Portland- OR	277,858	↗ 29.7 %
Yakima-Pasco-Rchl	68,407	↗ 61.1 %
Seattle-Tacoma	46,119	↗ 100.4 %
Spokane	40,503	↗ 53.4 %
Bend- OR	21,256	↗ 152.7 %
Boise	20,513	↗ 79.5 %
Eugene	17,217	↗ 87.9 %
Medford-Klamath I	13,385	↗ 56.7 %
Salt Lake City	10,607	↗ 127.5 %
Los Angeles	10,048	↗ 219.6 %
Phoenix -Prescott	8,684	↗ 215.5 %

Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Trips
Los Angeles	5.3 Days	0.79 %
Phoenix -Prescott	5.1 Days	0.72 %
Medford-Klamath Falls	4.2 Days	1.33 %
Omaha	4 Days	0.42 %
San Francisco-Oak-San Jose	3.9 Days	0.46 %
Bend- OR	3.7 Days	2.37 %
Denver	3.2 Days	0.65 %
Missoula	3.2 Days	0.54 %

Spending by DMA

📊 Spend Data

DMA	Share of Spending for 1/23 - 12/23
Portland- OR	39.12 %
Yakima-Pasco-Rchlnd-Knnwck	12.36 %
Spokane	8.15 %
Seattle-Tacoma	7.54 %
Eugene	3.2 %
Boise	2.9 %
Bend- OR	2.19 %
Los Angeles	1.28 %

Visitation to The Dalles

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,643 mi

Dates: 1/1/23 - 12/31/23

↔ Compare Dates: 1/1/22 - 12/31/22

Cluster: County & Cities Included

POI: Downtown The Dalles Included

Spend Data



TOP SPEND DMA

Portland- OR

39.12 % of Spend



2ND TOP SPEND DMA

Yakima-Pasco-Rchld-Knnwck

12.36 % of Spend



3RD TOP SPEND DMA

Spokane

8.15 % of Spend



4TH TOP SPEND DMA

Seattle-Tacoma

7.54 % of Spend



5TH TOP SPEND DMA

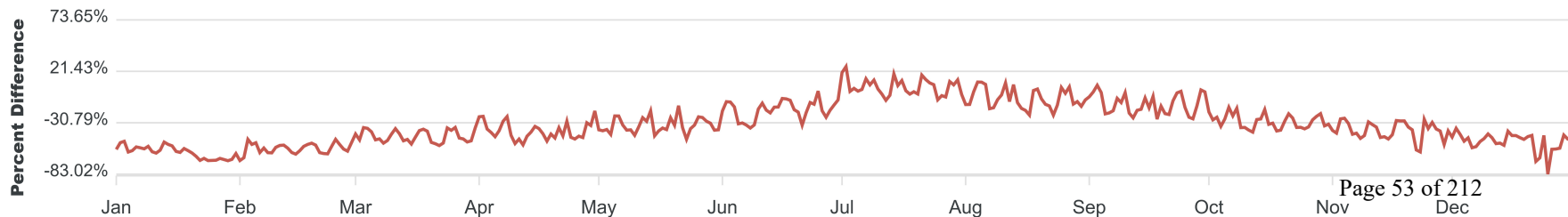
Eugene

3.2% of Spend

Spending by Year

Percent Difference relative to 2018 Average

Spend Data



Visitation to The Dalles

Global Filters In-State Out-of-State Distance: 50 mi - 3,643 mi Dates: 1/1/23 - 12/31/23 [↔ Compare Dates: 1/1/22 - 12/31/22](#) Cluster: County & Cities Included

POI: Downtown The Dalles Included

STR Monthly Averages for 1/23 - 12/23

☆ STR Data [↔ Compare Dates](#) STR Area: Wasco County Included

ADR
\$121
↗ 0.8% vs Compare Date

OCCUPANCY
62.8%
↘ 8.9% vs Compare Date

REVPAR
\$79
↘ 7.1% vs Compare Date

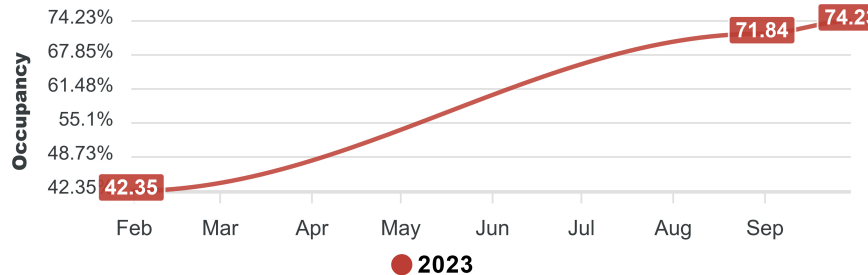
REVENUE
\$1,921,945
↘ 10% vs Compare Date

SUPPLY
24,662
↘ 1.9% vs Compare Date

DEMAND
15,346
↘ 11.5% vs Compare Date

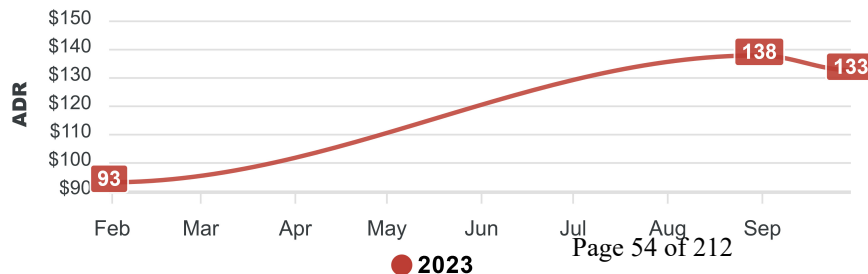
STR Trends - Occupancy

☆ STR Data STR Area: Wasco County Included



STR Trends - ADR

☆ STR Data STR Area: Wasco County Included



Glossary

General Definitions

Distance Filter: Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Unique Visitors, Visitor Days, and Trips based on the distance between the home location, and the POI. The distance filter is calculated as flight distance, not driving distance.

Home Zip Code: The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior and our process is capable of determining when someone moves to a new zip code.

Percent Change: Percent change is the percentage difference between two values, representing the relative increase or decrease. A positive percent change indicates an increase, while a negative percent change indicates a decrease. This calculation is used on a variety of comparable metrics, such as Percent Change of Trips, Percent Change of Unique Visitors, and Percent Change of Visitor Days. For example, if a destination saw an increase from 100 trips to 125 trips, then the Percent Change in Trips would result in a 20% increase.

Geolocation Data Definitions

Point of Interest (POI): A physical boundary drawn on a map and utilized to capture mobile device activity with the boundary.

Cluster: A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

Locals vs. Visitors: An estimate of the number of unique visitors to a given POI or cluster of POIs that factors a customizable distance split. 'Locals' are typically measured within a radius of 0 miles - 50 miles or a custom maximum distance point set by the user. All devices that consistently originate from within the defined radius will be displayed as a local within the data. Those non-locals tracked outside of this radius will be considered 'Visitors'.

Repeat vs One-Time Visitor: Based on observations of unique devices and then our estimate algorithm is applied. Once a device is observed a second time at any of the selected devices across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a visitor visits in March 2020, they would contribute to the visitors within the date range covering March 2020. If that visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that visitor shifts from a one-time visitor to a repeat visitor for all of the observations. Therefore, now this visitor would contribute to the numbers in both March and September and any subsequent visits.

Glossary

Share of Trips: The relative presence of a particular market represented by a percentage which takes its individual trips compared to the total number of trips. For example if a specific location tracked 20 unique visitors out of a total of 80 trips, then that location witnessed a 25% share of trips.

Share of Unique Visitors: The relative presence of a particular market represented by a percentage which takes its individual unique visitors compared to the total number of unique visitors. For example if a specific location tracked 20 unique visitors out of a total of 80 unique visitors, then that location witnessed a 25% share of unique visitors.

Share of Visitor Days: The relative presence of a particular market represented by a percentage which takes its individual visitor days compared to the total number of visitor days. For example if a specific location tracked 20 visitor days out of a total of 80 visitor days, then that location witnessed a 25% share of visitor days.

Trips: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Trip Length: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device: A unique mobile device determined by unique identifiers.

Unique Visitor: An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Glossary

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.

Demographics Definitions

Education Levels: Education levels have been divided into three categories due to the limitations of the household level aggregation. We are able to provide estimates for Highschool Degrees, Bachelor's Degrees, and Graduate Degrees which include master's, doctoral, and technical college degrees.

Age Categories: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15% in the 65+ age category, that should be interpreted as 15% of the visitors having someone 65+ in their household.

Ethnicity: Race and Ethnicity has been classified based on definitions provided by the US Census Bureau.

Households with Children: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.

Census Demographics: Calculated using the Home Zip Code of the device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

STR Data Definitions

Average Daily Rate (ADR): A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$

Demand: The number of rooms sold in a specified time period (excludes complimentary rooms). Refer to Data Reporting Guidelines for a more specific application.

Occupancy: Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by the rooms available. $Occupancy = \text{Rooms Sold} / \text{Rooms Available}$

Glossary

Revenue: Total room revenue generated from the guest room rentals or sales. Refer to Data Reporting Guidelines for a more specific application.

Revenue Per Available Room (RevPAR): Total room revenue divided by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$

Supply: Number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period. Example: 100 rooms in the subject hotel x 31 days in the month = Room Supply of 3,100 for the month. See rooms available.

Spending Data Definitions

Spend Index: An index provided by Mastercard that displays a change in spend up or down proportional to dollars spent based on a selected index point.

Spend Percent: Percentage of spending by source location, as provided by Mastercard.

Spending Categories: Spending categories are based on the North American Industry Classification System (NAICS). NAICS are numeric codes used to classify companies into specific industries. Companies often self-classify themselves. As such, categories may not be completely representative of their name. Datafy uses the following 6 code categories as provided by Mastercard: Accommodations; Arts, Entertainment, and Recreation; Automotive Fuel; Eating Places; Grocery and Food Stores; Total Retail.

Accommodations: Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only; while others provide meals, laundry, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue. The type of complementary services provided varies from establishment to establishment.

Glossary

Arts, Entertainment, and Recreation: The Arts, Entertainment, and Recreation sector include a wide range of establishments that operate facilities or provide services to meet the varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests. Some establishments that provide cultural, entertainment, or recreational facilities and services are classified in other sectors. Excluded from this sector are: (1) establishments that provide both accommodations and recreational facilities, such as hunting and fishing camps and resort and casino hotels, are classified in Subsector 721 , Accommodation; (2) restaurants and night clubs that provide live entertainment in addition to the sale of food and beverages are classified in Subsector 722 , Food Services and Drinking Places; (3) motion picture theaters, libraries and archives, and publishers of newspapers, magazines, books, periodicals, and computer software are classified in Sector 51 , Information; and (4) establishments using transportation equipment to provide recreational and entertainment services, such as those operating sightseeing buses, dinner cruises, or helicopter rides, are classified in Subsector 487 , Scenic and Sightseeing Transportation.

Automotive Fuel: This industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline, alternative fuels) or (2) retailing these fuels in combination with activities, such as providing repair services; selling automotive oils, replacement parts, and accessories; and/or providing food services.

Eating Places: Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages for customer orders for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only, while others provide various combinations of seating space, waiter/waitress services, and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are Special Food Services, such as food service contractors, caterers, and mobile food services; Drinking Places (Alcoholic Beverages); and Restaurants and Other Eating Places. Food and beverage services at hotels and motels, amusement parks, theaters, casinos, country clubs, similar recreational facilities, and civic and social organizations are included in this subsector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

Grocery and Food Stores: This industry group comprises establishments primarily engaged in retailing a general line of food products. This industry group also includes vending machine operators.

Glossary

Total Retail: This category represents a combination of the Retail Trade sector combined with the other 5 spending categories. The Retail Trade sector comprises establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

2023 Spring Test Campaign

04/20/23 to 04/21/24

Advertising Performance Summary

Prepared by

DATAFY



Campaign Overview

Goals

Destination Attribution:

Hotel Attribution:

Report Period Spend

\$4,981.26

Campaign Details

The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

Spend per Visitor

\$208

Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius

Attribution

Destination

Total Trips / Visits

7,749

Est. Campaign Impact

\$1,611,792.00

Lodging

Est. Room Nights

656

Est. Campaign Impact

\$65,612.84

Outdoor

Total Trips / Visits

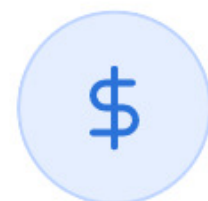
126

Est. Campaign Impact

\$26,208.00

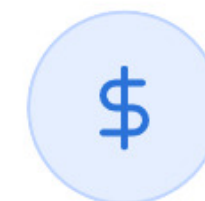
Attribution reflects visitation between

2023-04-27 - 2024-04-06



Est. Campaign Impact

\$1,611,792



Est. ROAS

\$323.57 : \$1



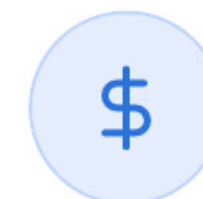
Total Impressions

636,718



Total Clicks

1,351



Total Spend

\$4,981.26

The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

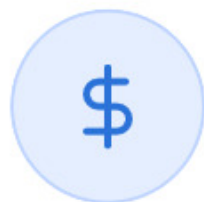
Spend per Visitor

\$208

Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius



Est. ROAS
\$323.57 : \$1



Cost / Visitor Day
\$0.31

Based on Destination Attribution. Average Spend per Visitor provided by Travel Oregon and ADR inputs are customized for this report based on August 2023 ADR. Campaign Impact estimates ROAS and Average Cost metrics based on Datafy digital ad commitment.

Destination



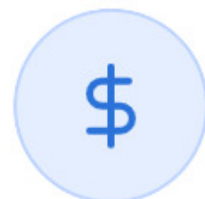
Total Trips/Visits
7,749



Total Visitor Days
Observed
15,978



Est. Average Length of
Visit
2.1 Days



Est. Campaign Impact
\$1,611,792

Lodging



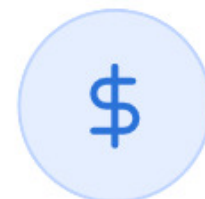
Total Trips/Visits
250



Est. Room Nights
Observed
656

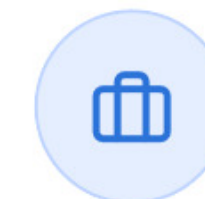


Est. Average Length of
Visit
2.6 Days



Est. Campaign Impact
\$65,612.84

Outdoor



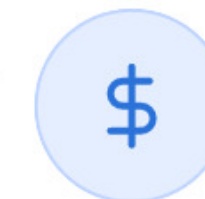
Total Trips/Visits
126



Total Visitor Days
Observed
261



Est. Average Length of
Visit
2.1 Days



Est. Campaign Impact
\$26,208

Attribution reflects visitation between 04.27.23 - 04.06.24

The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

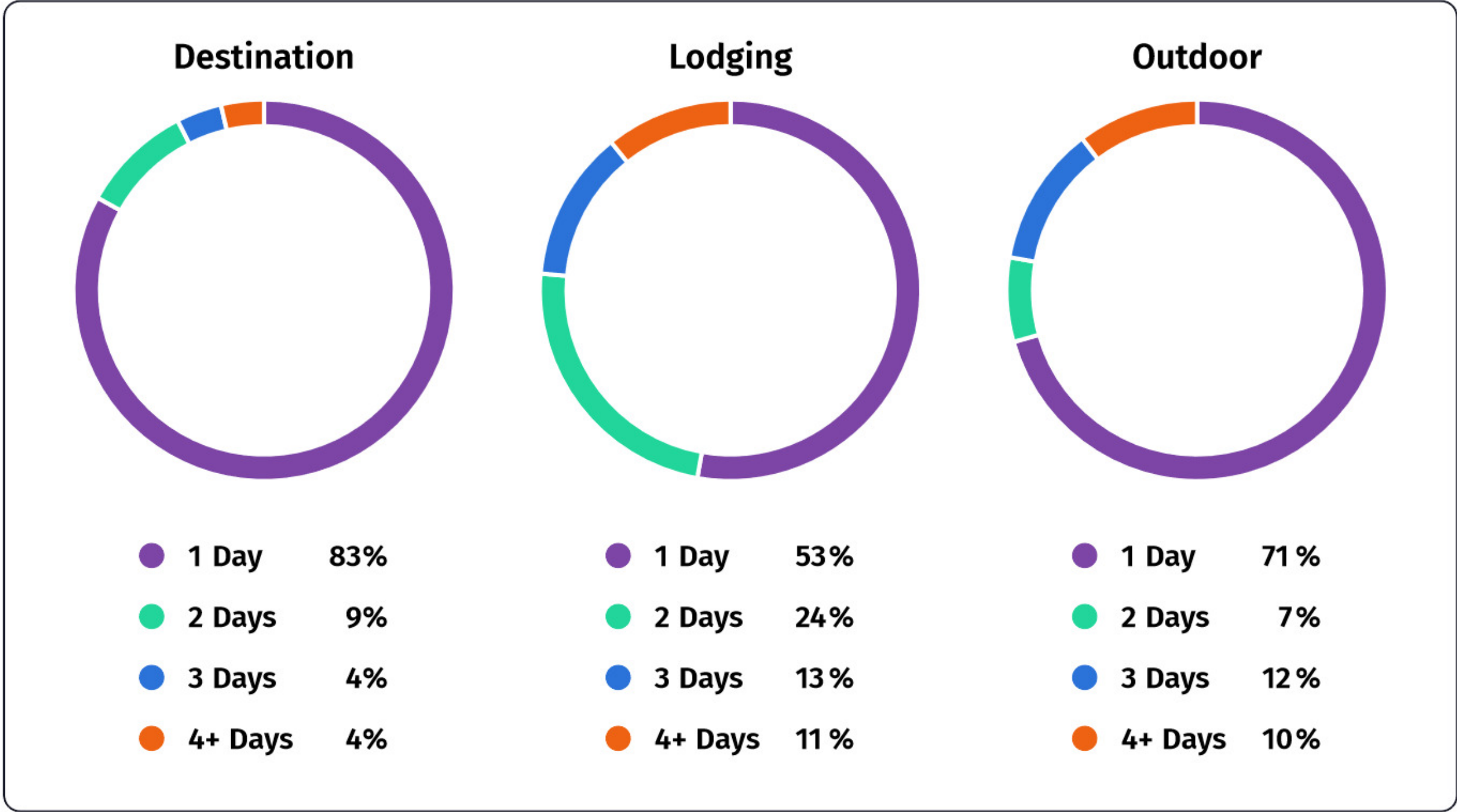
Spend per Visitor

\$208

Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius



The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

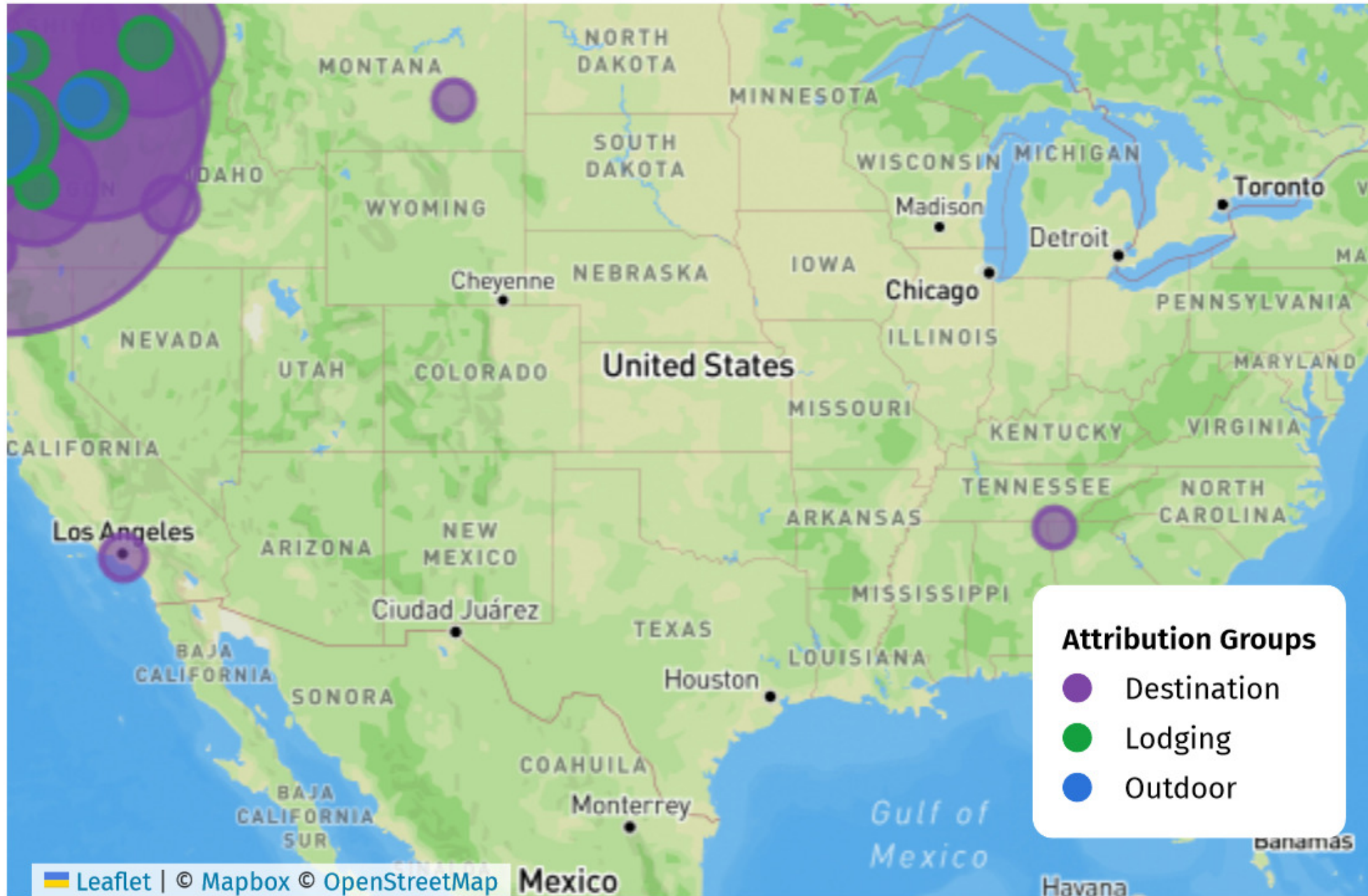
Spend per Visitor

\$208

Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius



Destination Visitor Markets

Top DMAs	Share	Avg Length of Stay
Portland- OR	61 %	2.0 days
Yakima-Pasco-Rchlnl-Knnwck	15 %	2.1 days
Seattle-Tacoma	12 %	2.0 days
Spokane	5 %	1.8 days
Bend- OR	3 %	1.9 days
Eugene	1 %	1.5 days

The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

Spend per Visitor

\$208

Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius

Top Visitor DMAs

DMA



DMAs	Destination	Lodging	Outdoor	Destination Attribution Rate	Visitors Also Observed in Lodging	Visitors Also Observed in Outdoor
Portland- OR	4,713	146	92	7.17 %	3.1 %	1.95 %
Yakima-Pasco-RchInd-Knnwck	1,198	45	18	1.82 %	3.76 %	1.5 %
Seattle-Tacoma	958	18	9	1.46 %	1.88 %	0.94 %
Spokane	383	27	7	0.58 %	7.05 %	1.83 %
Bend- OR	234	13	-	0.36 %	5.56 %	-
Eugene	61	-	-	0.09 %	-	-
.	...			-----		

The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

Spend per Visitor

\$208

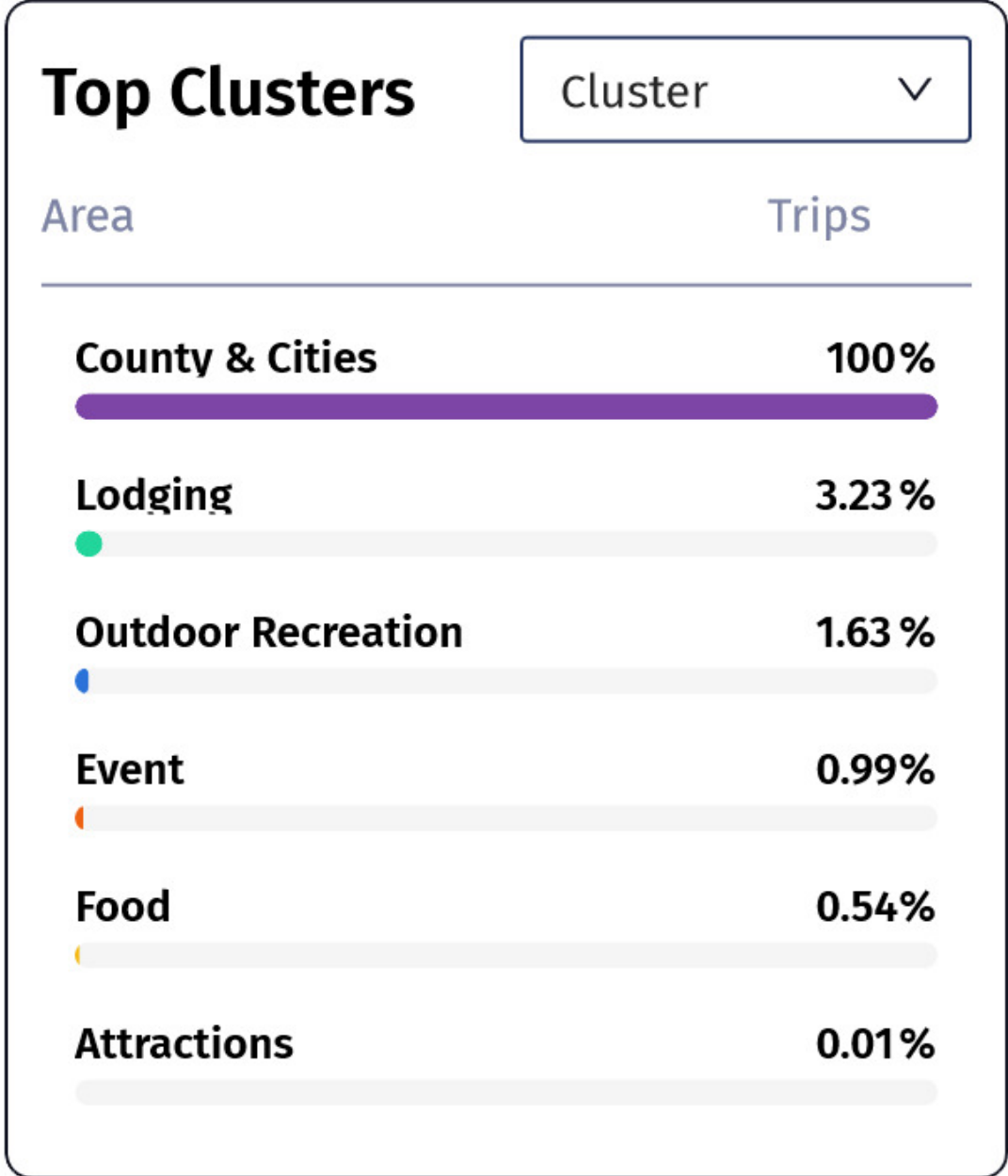
Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius

Audience Analysis

Attributable visitors were also observed in the following areas:

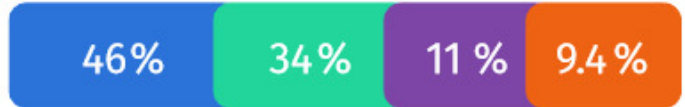


Top Age Group

45-64

- 16-24
- 25-44
- 45-64
- 65+

Destination



Lodging



Outdoor

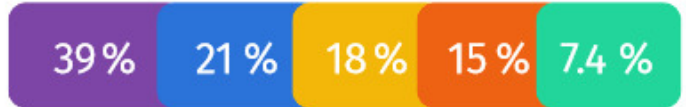


Top Income

\$75k+

- \$0-\$50k
- \$50-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+

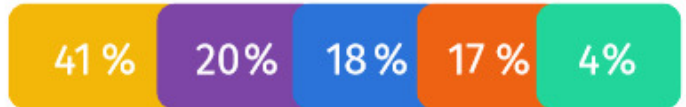
Destination



Lodging



Outdoor



Top Household Group

3-5 in HH

- 1-2
- 3-5
- 6+

Destination



Lodging



Outdoor



The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

Spend per Visitor

\$208

Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius



Total Impressions

636,718



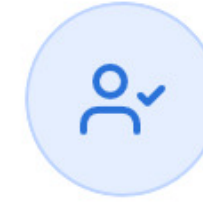
Total Clicks

1,351



Total Spend

\$4,981.26



Unique Reach

65,702



Avg Display CTR

0.21%

Benchmark: 0.12 -0.18 %

0.09% ↑ compared to benchmark



Avg Display CPM

\$7.82

Benchmark: \$6-9

- **\$1.18** ↓ compared to benchmark

The Dalles OR - 2023 Spring Test Campaign

ADR

\$100

Spend per Visitor

\$208

Campaign Run Dates: 04.20.23 - 06.10.23

Report Period 04.20.23 - 04.21.24

Attribution Mileage 50 - 3643 mile radius

Line Item Performance - Display - page 1 / 1

Line Item	Impressions	Average Frequency	Clicks	CTR	VCR/ACR	Total Spend
Total	636,718	9.69	1,351	0.21%	-	\$4,981.26
Prospecting Display	636,718	9.69	1,351	0.21 %	-	\$4,981.26

Thank You

DATAFY



Glossary

Attribution: A measurement of people who were served the Datafy advertising campaign (also referred to as ad-aware) who then visited the Destination and/or a tracked hotel in the destination. Attribution is an estimate of visitation to destination linked to your advertising campaign.

Attribution Window: For initial wrap reports, we provide reporting for visitation from one week after a campaign started through the end of the campaign. For many campaigns and audiences, we don't expect that impacted visitation only occurs while the ads are live, so we provide follow up attribution window reporting at 2, 3, 6, 9, and/or 12 months after a campaign ends that will reflect additional impacted/attributionable visitation.

Benchmark: The baseline/standard to which you can compare your advertisement's performance. Our benchmarks are listed for you to compare your performance to our typical target ranges for each tactic.

Campaign Impact: A calculation of financial impact using reliable sources of spend data along with your attribution reporting.

CTR: Click Through Rate. The total number of clicks divided by the total impressions. Industry benchmark is .08% for programmatic display.

CTV or OTT: Connected TV and Over the Top are video placements served to streaming video apps, gaming consoles, set top boxes, smart TVs, etc.

Digital Audio: Digital audio ads are like radio commercials. They are served to streaming music and podcast apps.

Display or Banner Ads: Digital image or animated image ads that are created as sets to serve in different sizes (rectangle, full screen, sidebar, header, etc). The most common digital ad.

Impressions: The total number of times your ad was shown to someone in your audience.

Look-a-like Audiences: Look-a-like audiences are created in a geographical region using specific demographic, psychographic, and behavioral targeting to create audiences that look like your destination's high-value visitor (for example, people who stay in hotels from a specific market).

Glossary

Native Advertising: A dynamic, content-driven ad type that displays as related content or an article link with a combination of the following elements: headline, description, call to action, photo, logo.

Online Video: Video advertisements served programmatically as pre-roll, interstitial, in-banner video, and more. These are served preferably to non-skippable placements and placements that do not turn sound off automatically for high viewability.

Past Visitor Re-Engagement: Past Visitor Re-Engagement audiences are developed using your Datafy data dashboard. To create these, we pull past visitors to your destination as a whole and/or to any specific point of interest or group of points of interest in your community (for example, an outdoor area, an event location, hotels, etc).

ROAS: Return on Ad Spend. Total campaign impact divided by Datafy ad spend.

Social Amplification: An advertisement served similar to display, but that looks like a social post. These click to a landing page of your choosing OR to your social media account(s).

Unique Visitor: An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

VCR: Video Completion Rate. Total number of 100% video completions divided by the total number of impressions. Industry averages typically hover around 80% for online video placements.

Visitor: A person connected to a single observable device. Also referenced as 'Unique Visitor'.

Visitor Days: The total number of days a unique visitor was observed in the market.

Community Marketing Work Plan

2024-2025

At the heart of our approach will be the consistent message of “Explore The Dalles” tourism branding in a way that builds intimacy and powerful personal relationships between our visitors and The Dalles. Our marketing messages and advertisements need to leverage this relationship with the tourism brand and create a sense of excitement to play, eat, and stay in The Dalles.



The Dalles Area Chamber of Commerce

404 W 2nd St

The Dalles, OR 97058

541-296-2231

1. Introduction

2. Marketing Objectives

3. Targeted Audience

4. Datafy Tools

5. Marketing Avenues

6. Campaign Overview

7. Marketing Plan Elements

8. Work Plan Overview

9. Goals & Objectives

10. Personnel

11. Budget



1. Introduction

This document provides the detailed outline of our promotional objectives and marketing avenues for our 3 year contract. The Dalles Area Chamber of Commerce is charged with designing a marketing strategy under this plan which will identify strategies, partnerships, and advertising platforms for tourism promotion.

2. Marketing Objectives

Our marketing objectives are:

- Increased visitor spending combined with longer stays in the City of The Dalles
- Targeted Digital Marketing to attract NW Visitors
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors to come to The Dalles who are already coming to Oregon and give them an East Gorge experience
- Cross promotions of The Dalles area businesses
- To provide excellent visitor information and service
- Increased collaboration with tourism partners (i.e. CGTA, Travel Oregon, Travel Portland, etc.)
- Focus in the Portland, Seattle, Central Oregon, Eastern Oregon, Tri-Cities, and Spokane markets
- Support and enhance shoulder season tourism events

3. Targeted Audience

Our targeted audiences are:

Active:

- Motivated by new and unique experiences
- Outdoor/extreme recreation enthusiasts
- Drawn to organized physical sports
- Stewards of local environment and giving back
- Among highest spenders when presented with unique experience

Functional:

- Independent of mind and are the least likely to worry about what others might think
- One of the highest rates for taking vacations
- Outdoor Recreation Experience is the number one reason for vacationing

Traditional:

- Strong orientation towards traditional values
- Value individual attention and service
- Self-reliant
- Likes many options

Urban:

- Strong, active, confident
- High spenders
- Style/brand important, but as an expression of their self-made identity
- Looking for new challenges, new experiences, globetrotters
- Favor city destinations as well as scenic locations



3. Targeted Audience Continued

Our targeted geographical areas of focus are:

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- Eastern Oregon & Washington (Hermiston/Pendleton, LaGrande, Tri-Cities, Yakima Valley, Spokane)

4. Utilize DATAFY Tools

Targeting our REAL Time Audience:

- A revolutionary way for communities to understand their visitation and create targeted marketing campaigns to reach their audiences.
- Cultivate mobile and smartphone user data to help communities better understand visitor demographics create more targeted marketing campaigns to reach our preferred audiences.
- Creating geofences around target businesses, attractions, cultural entities, lodging partners and food and beverage locations in our region.
- Ability to retrieve accurate and meaningful demographic data about visitors that reach The Dalles and their habits while here.
- Data retrieved provides a powerful set of tools from which we and our partners are able to make better informed decisions about future marketing initiatives and programming plans to responsibly grow our tourism economy by targeting strategic geographic regions and individuals to inspire overnight visits.

5. Marketing Avenues

Our marketing avenues are:

- Utilizing market analysis to deliver digital target advertising with DATAFY
- Print marketing materials utilizing “Explore The Dalles,” with tagline ‘Sunsational The Dalles’ branding
- Print advertising of The Dalles for targeted advertising campaign
- Social promotion via Pay-Per-Click targeted advertising
- Video syndication via branded Youtube channel, regional Hood-Gorge, Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercials and episode feature (The Dalles) on smaller Outdoor Television shows across the U.S.
- Radio Ads for outdoor recreation airing on 100+ stations across the US on a weekly basis / 12 months

6. Advertising Campaign Overview

Our advertising campaigns will:

- Be designed to meet objectives and reach targeted audiences outlined in this marketing plan
- Give visitors a visual experience to create a relationship with the “Explore The Dalles” brand and create a sense of urgency to visit and stay in The Dalles
- Campaign for “Explore The Dalles” with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)
- Partner with small dish type networks for commercials and feature episodes



7. Marketing Plan Elements

2024-2025 Tourism Marketing Strategy Development:

- Targeted media and advertising campaign development utilizing DATAFY
- Enhance visitor information & services, tourism and events
- Printed media development: Visitor Guide / Charm Trail / Cycle The Dalles
- Tourism events identification, assistance with planning, distribute to Northwest Calendars
- Increase the [ExploreTheDalles.com](https://www.exploredalles.com) pages with more info, itineraries, pictures, and video
- Work with Community partners to build tourism events during shoulder season
- Targeted Digital Campaigns (12 months of the year)
- East Gorge Food Trail / Working with Travel Oregon & CGTA to promote East End of the Gorge
- Provide 15 grants of \$2000.00 to entities that are putting on community events for the 24-25 tourism year

8. Work Plan Overview

Visitor Services

- **Fully staff** and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office / Monday thru Friday, July 2024 - June 2025
- **Continually** update and distribute visitor information to hospitality businesses.
- **Work** with Travel Oregon, Hood Gorge, and CGTA and the committees for representation of The Dalles in all the materials and events
- **Update** and provide map and materials for self-guided walking tours
- **Respond** to visitor information requests received via phone, email, social media and website
- **Coordinate** welcome bags and greeters for groups, sports events, conferences, and conventions

Community Marketing

- **Work** with design and development companies to assist with campaigns and distribution of information to increase awareness of our region, events, and the promotion of our businesses.
- **Work** with Regional and National publications for the coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our previous FAM tours for possible new stories or continued promotion..
- **Continue** to enhance the website to be even more user-friendly, increase tourism information to targeted audiences, increase videos and photo library, and provide advertisement opportunities for a greater exposure for our local businesses
- **Continue** to promote community events and happenings on event calendars in printed publications and travel websites (currently posting 25+ digital Calendar in the NW and looking for new media options to promote events and happenings)
- **Continue** to expand and enhance “social media” presence (Facebook, Instagram, YouTube, TripAdvisor, along with any new platforms that are beneficial to the community)
- **Utilize Datafy** to connect and promote to our identified real time target audience digitally.
- **Distribute *Explore The Dalles*** brochures to Convention & Visitor Bureaus, travel information centers, State Welcome Centers, Sister Chambers, and other tourism information outlets across the state; continue to provide visitor information packets to individuals or groups attending out-of-town meetings and businesses or organizations who are hosting events in The Dalles area.



8. Work Plan Overview Continued

- **Continue** to maintain and enhance 'Sunsational Charm Trail' to encourage foot traffic from tourists into our local businesses
- **Contract** with new partner to create 30, 60, 90 second video assets in the areas of outdoor recreation, history and attractions, and food / beverage / wine / beer / spirits over the next 2 years for commercials, web site promotion, and social media. These will be shared with community businesses and organizations to utilize too.

Advertising

- **Place** printed and online ads in the following available partners: KATU TV, USA Today, Sunset, Oregon Events Calendars, True West, AAA (VIA), The Reel News, NW Sportsman, Oregon Sportfishing Regulations, Alaska Sporting Journal, Salmon and Steelhead Journal, NW Fly Fishing, Columbia Gorge To Mt. Hood, NW Travel, Portland Guide, Willamette Living, Travel Oregon guide, Harrods Cookhouse, Harrod Outdoors, American Bass Association, Explore NW, APEX, Everyday Northwest, Road Runner, and NW Outdoorsman TV.
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and provide The Dalles brochures as part of their travel trade activities
- **Provide** marketing TRT grants for organizations producing events, with a priority given to events that generate overnight stays

Partnerships

Maintain and maximize key partnerships ...

- Travel Oregon
- Gorge Ride
- Oregon Tour & Travel Alliance
- Columbia Gorge Arts & Culture Alliance
- Oregon Festivals & Events Association
- Cycle Oregon
- Mt. Hood-Columbia Gorge Regional Destination Marketing Organizations (RDMO)
- Oregon Destination Marketing Organizations (ODMO)
- Columbia Gorge Tourism Alliance (CGTA)
- City of The Dalles / Wasco County / Port of The Dalles
- Columbia Gorge Discovery Center & Museum
- The Dalles Dam / U.S. Army Corps of Engineers
- Northern Wasco County Parks & Recreation District
- Wasco County Historic Landmarks
- The Dalles Main Street Program
- Downtown The Dalles
- Northwest Regional Chambers / Visitor Centers.

Continually looking for new opportunities and partnerships

Evaluation

Will be provided by Chamber Board Directors review, annual reports to the City, and regular communications with City Manager.



9. Goals & Objectives

VISITOR SERVICES

Objective...

To capture more visitors in person, phone, and online coming to Oregon and the Gorge, to come and explore The Dalles.

Task...

Increase information, partner links, and photo library for Activities, Events, and Community Calendar

Measurable Outcome...

Track information of visitors to include state of origin, reason for their visit, and how they heard of The Dalles through website analytics and use lodging reports to gauge increased number of overnight stays.

COMMUNITY MARKETING

Objective...

Increase exposure that encourages visitors to come to our community through website and social media platforms.

Task...

Enhance platforms with information, video, links to community partners with content for recreation and attractions. Using Datafy analytics for each aspect to aid in future targeted marketing.

Measurable Outcome...

Utilizing analytics on each platform to identify future target market (as this changes annually) and report findings to City Council (annually).

ADVERTISING

Objective...

Increased overnight stays, also longer stays in The Dalles. The average overnight guest spends an average of \$259.00 per day in our community [*Travel Oregon 2022*]

Task...

Supply local hotels with 'Explore The Dalles' brochure and city maps for their guests (groups, conference or events attendees will be given welcome bags promoting our local businesses and attractions)

Measurable Outcome...

Use Datafy to track number of visitors to attractions/hotels/events. Report data to City Council (quarterly / annually). This allows us to target our advertising dollars and spend only were effective.



10. Personnel

Visitor Services

- Staff Visitor Center
 - Hours of Operation: M-F 9am - 4:00pm / Regular
- Track information for visitor statistics
- Maintain Local Community Event Calendar
- Submit local events to the 25+ Digital Calendars in the Northwest
- Fulfill Visitor Requests (phone, mail, web, email, and in person)
- Coordinate with all visitor centers, Travel Oregon, and community partners for brochure fulfillments and distribution
- Market events on all social media platforms
- Update web site for events / information / activities
- Continue to utilize (and maintain) TOKEN WALL of wooden coupons to local businesses
- Send quarterly e-NEWS by email to emails acquired from Trade Shows and website for the purpose of promotion of The Dalles
- Assist with marketing options for targeted audiences
- Provide welcome bags showcasing and promoting local attractions, events, and businesses for group/convention visits to our community
- Provide information for meeting venues, dining, lodging, and applicable services for group/convention visits to our community

Marketing & Promotions

- Develop Marketing Strategy Plan
- Determine Marketing Publications and negotiate contracts for advertising
- Determine / Design Ads for Advertising
- Continue to update Web Site for determined and targeted tourism audience while adding features including Blog, better photo albums, and a better video capacity and storage
- Digital Promotion by email, web, social media platforms, and partners
- Works with Community Partners for Branding Message
- Meet with tourism related businesses to help better promote to our visitors
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Plan, coordinate, and attend FAM events
- Create and implement new campaign with business partners to draw the visitor to our community
- Working with partner for a targeted digital marketing campaign to the northwest to help provide a call to action to Explore The Dalles

Administration

- Supervisor/Administrator for Tourism Staff
- DMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Manage Datafy and reporting
- Budget, Strategic Planning for Tourism, and Community Marketing Plan
- Deliver reports to City Council



11. Budget

The Dalles Area Chamber of Commerce 2024-2025 Tourism Budget

Proposed

		2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Personnel							
076-7600-750.31-10	Salaries & Benefits	\$ 152,867.02	\$ 93,000.00	\$ 147,000.00	\$ 175,000.00	\$ 182,000.00	\$ 187,460.00 *
Facilities							
076-7600-750.43-10	Utilities	\$ 4,200.00	\$ 4,000.00	\$ 4,000.00	\$ 5,500.00	\$ 5,720.00	\$ 5,891.60 *
076-7600-750.43-40	Equipment Maint & Repair	\$ 3,900.00	\$ 1,800.00	\$ 2,500.00	\$ 3,000.00	\$ 3,120.00	\$ 3,213.60 *
076-7600-750.44-10	Rent	\$ 8,702.40	\$ 8,702.00	\$ 8,702.00	\$ 8,702.00	\$ 9,050.08	\$ 9,321.00 *
Operations							
076-7600-750.39-00	Administration	\$ 11,000.00	\$ 5,000.00	\$ 10,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
076-7600-750.53-20	Postage	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
076-7600-750.53-30	Communications	\$ 2,800.00	\$ 2,200.00	\$ 2,500.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
076-7600-750.58-10	Travel & Mileage	\$ 4,500.00	\$ 2,500.00	\$ 4,000.00	\$ 6,000.00	\$ 6,240.00	\$ 6,427.20 *
076-7600-750.58-50	Professional Development	\$ 2,500.00	\$ 500.00	\$ 1,000.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
076-7600-750.58-70	Dues & Subscriptions	\$ 1,530.58	\$ 500.00	\$ 750.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
076-7600-750.60-10	Office Supplies	\$ 2,500.00	\$ 750.00	\$ 2,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
	Datafy Data Software	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Marketing							
076-7600-750.37-10	Marketing	\$ 66,500.00	\$ 38,233.00	\$ 69,548.00	\$ 125,000.00	\$ 130,000.00	\$ 136,500.00 **
076-7600-750.37-20	Public Relations	\$ 15,000.00	\$ 5,000.00	\$ 10,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
076-7600-750.37-30	Billboard	\$ 11,000.00	\$ 14,315.00	\$ -	\$ -	\$ -	\$ -
076-7600-750.37-30G	Grants	\$ 30,000.00		\$ 7,500.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00
076-7600-750.55-00	Printing & Binding	\$ 7,500.00	\$ 3,000.00	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
		\$ 325,000.00	\$ 180,000.00	\$ 275,000.00	\$ 426,702.00	\$ 439,630.08	\$ 452,313.40

*Oregon Wages have increased by 4.5% from 12 months ago while the national inflation rate is 3.1%. The cost of advertising is expected to increase by 10% for 2024. The Chamber has increased the marketing line item by 5%.The Chamber has added a 3% increase to Salaries, Utilities, Equipment, Rent, and Travel. We feel this is conservative but yet necessary increase or we will be operating on a budget that won't be able to do what we did just this last year. The chamber uses resources, advertisers, and works with organizations across the US and have already seen the increase in costs of doing business.

*increased by 3%
**increased by 5%

MINUTES

CITY COUNCIL MEETING
COUNCIL CHAMBER, CITY HALL
APRIL 23, 2024
5:30 p.m.

PRESIDING: Mayor Richard Mays

COUNCIL PRESENT: Darcy Long, Tim McGlothlin, Rod Runyon, Scott Randall, Dan Richardson

COUNCIL ABSENT: None

STAFF PRESENT: City Clerk Amie Ell

CALL TO ORDER

The meeting was called to order by Mayor Mays at 5:30 p.m.

ROLL CALL OF COUNCIL

Roll Call was conducted by City Clerk Ell. Long, McGlothlin, Runyon, Randall, Richardson, Mays present.

EXECUTIVE SESSION

In accordance with ORS 192.660(2)(h) to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.

Mayor Mays recessed Open Session at 5:35 pm

Mayor Mays reconvene Open Session at 8:00 pm

Discussion & Decision:

Mayor Mays explained wage adjustments made to salaries of the City Manager and City Attorney as well as other exempt non-union employees in fiscal year 2023-2024. He broke down the salary increases by Cost of Living Adjustment (COLA), yearly step increases for those who were not already at the top of their pay scales, and merit increases. He said that last year all

groups had received a 7% COLA, 3% step increase if they were not already topped out on their salary schedules, and a 2.5% merit increase totaling a 12.5% change. He then notified Council the COLA for this coming fiscal year would be 3.3% and step increase would remain at 3% for those who qualified for them. He said there was no merit increase included for the coming year.

Mayor Mays said both had received sterling evaluations and Council should consider and discuss a merit increase for this reason.

McGlothlin said when comparing the salaries of The Dalles City Manager and City Attorney to other researched Oregon municipalities it appears The Dalles is in the middle. Pendleton was lower, Canby higher, Hood River higher. He said the City Attorney salary was higher in The Dalles compared to the others researched.

Randall said given the good performance evaluations, they should not give zero for merit. He suggested giving a 0.7% increase to bring the total up to 7% including COLA and step increase.

Richardson asked if the step increases was automatic.

Mayor Mays said that it depends on the evaluation. A bad evaluation would not get the step increase, but this was not the norm.

McGlothlin said The Dalles wants to be competitive, fair, and reward merit.

Richardson said replacement costs would be hard to gauge and it is difficult to hire currently in nearly all professions. He said high performing staff are currently running this organization and that needs to be recognized.

Mayor Mays said the quality of the evaluations and the competition in the employment market should drive the decision. He suggested a 1.5% merit increase in salary.

Randall said 0.7% seemed like a small increase for merit and 1.5% was acceptable to him.

Long said she was thinking of the people paying taxes who were not getting the same salary increases.

McGlothlin said he agreed with Long but it was important to remain competitive. He said incremental merit pay of 1.5% was fair and avoiding catching up with large increases was preferable.

Mays said citizens of the community were not used to getting 12.5% raises. He said the reason why the large increase occurred last year was to reorganize and become more competitive.

MINUTES
Special City Council Meeting
April 23, 2024
Page 3

McGlothlin said all three employees the judge, city attorney, and city manager were exemplary people and he wanted to keep them working for the City. He said 1.5% was a fair amount for merit increase.

Long asked Council to consider what the other exempt non-union employees were getting for merit.

Mayor Mays said that would mean a 0% merit increase as the exempt non-union did not receive this.

McGlothlin asked if there was a possibility merit pay would be discussed during the budget committee meetings.

Richardson said there had been a complete salary evaluation last year that had bumped almost all of them upward. He said the city offered good jobs, good salary, and good benefits. Council was to evaluate the City Manager and City Attorney not the other employees.

Long said that even though Council was not responsible for evaluating other staff, that did not mean they were not deserving of merit pay increases as well.

Mayor Mays said to remember nearly half of the staff already at the top of the salary schedule will not receive the 3% step increase, only the 3.3% COLA. He said there could be a compromise of giving a 1.0% merit.

Richardson asked if there was confirmation that others were not receiving a merit increase.

Randall said there should be a merit increase for the City Manager and City Attorney who they were responsible for evaluating.

McGlothlin said all councilors would be at the budget committee meeting and they would have the opportunity to make a merit increase a priority for other staff then.

Runyon said 6.3% was a good increase.

It was moved by Long to give a merit increase equal to the other exempt employees to the City Manager and City Attorney. There was no second.

Richardson clarified the merit increase decision being made at this meeting was based on the performance evaluations of the two employees.

Mayor Mays recessed.

Mayor Mays returned and notified Council after speaking with the City Manager there was no merit increase for exempt non-union employees. However, some employees receive stipends, for example Spanish speaking or other special skills. He says it is in the City Manager’s contract that he is eligible for a merit increase.

Richardson asked if other exempt employees ever received a merit increase.

Mayor Mays said last year a 2.5% merit increase was given to exempt employees.

It was moved by Randall and seconded by Richardson to give a merit increase of 1.5% to the City Manager and City Attorney. Seconded by Richardson. The motion carried 3 to 2; Randall, Richardson, McGlothlin voting in favor; Long, Runyon opposed; none absent.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:32 pm

Submitted by/ Amie Ell, City Clerk

SIGNED: _____

Richard A. Mays, Mayor

ATTEST: _____

Amie Ell, City Clerk

MINUTES

CITY COUNCIL WORK SESSION
COUNCIL CHAMBER, CITY HALL
APRIL 29, 2024
9:00 am

PRESIDING: Mayor Richard Mays

COUNCIL PRESENT: Darcy Long, Tim McGlothlin, Rod Runyon, Scott Randall, Dan Richardson

COUNCIL ABSENT: None

STAFF PRESENT: City Manager Matthew Klebes, City Attorney Jonathan Kara, City Clerk Amie Ell, Public Works Director Dave Anderson, Community Development Director Joshua Chandler, Deputy Public Works Director Eric Hanson, Water Distribution Manager Jerry Anderson

CALL TO ORDER

The meeting was called to order by Mayor Mays at 9:00 am.

ROLL CALL OF COUNCIL

Roll Call was conducted by City Clerk Ell. Long, Runyon, Randall, Richardson, Mays present. McGlothlin absent.

PLEDGE OF ALLEGIANCE

Mayor Mays invited the audience to join in the Pledge of Allegiance.

APPROVAL OF AGENDA

It was moved by Randall and seconded by Long to approve the agenda as submitted. The motion carried 4 to 0, Randall, Long, Richardson, Runyon voting in favor; none opposed; McGlothlin absent.

DISCUSSION

Water Utility Financial Analysis Presentation and Discussion

Director of Public Works Dave Anderson introduced the work session to council. He explained work was being done to update the City's 20-year Water System Master Plan (WSMP) which will; project future water supplies and demand, evaluate existing infrastructure, develop a capital improvement plan to maintain the existing system and develop new systems to meet future water demands, all while complying with new and anticipated drinking water regulations. The master plan will include a financial plan to meet the operational and capital needs of the water utility.

Anderson stated they would be seeking direction from Council which concepts would be supported and which should not be pursued further. The team will go back and draft financial scenarios using this direction. These will be presented to Council at the next scheduled Water Master Plan work session.

Anderson introduced presenters Brian Ginter and Emily Flock from Consor Engineering, hired by the City to update the Water Master Plan and Deb Galardi who would be responsible for developing the financial plan.

Ginter presented an overview of the presentation using slides (see attached).

Ginter explained the reason why a WSMP was being updated; it is required by the State of Oregon, it identifies short- and long-term needs, and improves a level of services to customers. While an update is required every 20 years, it is more typical for communities to update every 10 years. He shared the 4 parts that would be included in a WSMP; plan foundation, system analysis, capital improvement plan, financial analysis and WSMP report.

Flock gave an overview of the City's current surface water supply system, the groundwater supply, and distribution system. She noted in addition to the five current reservoirs and three pump stations there were two additional proposed reservoirs and an additional proposed pump station. There were about 90 miles of pipeline in the current system and over 90% of this pipe consisted of cast iron or ductile iron. She showed the age and locations of piping in the City.

Mayor Mays noted there appeared to be unknown age pipes presumably in the older parts of the City.

Anderson confirmed these unknown pipes were often in the oldest areas of the City.

Flock then reviewed historical and projected annual demand by residential and non-residential consumption. She said the projections were created using PSU (Portland State University) population projections along with commercial and industrial information.

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City Council Work Session

April 29, 2024

Page 3

Anderson noted the projections from 2006 almost hit the actual demand recorded today. He said when they were creating a water master plan in 2006, they had not known what type of industries would be coming into to develop on the port. They had used an estimated industry allowance to make predictions as well as a weather allowance for projected increased use of water due to hotter summers. He said they would be using the best information available to make to the water demand projects for the next 20 years.

Ginter noted there were both 20- and 50-year forecasts. The requirement was to have a 20-year plan, but there were benefits to also preparing for the longer 50-year term.

Ginter continued presenting the analysis components for the master plan which will include reviews of the source of supply, treatment systems, hydraulic capacity, storage volumes, pumping capacity, physical conditions, and climatic/seismic resilience. He highlighted the most critical items for The Dalles were renewing aging infrastructure and continued supporting of community growth.

Ginter explained there currently were four options for expansion of supply that will be reviewed. These included; expanded raw water storage, Aquifer Storage Recovery (ASR) systems, Columbia River water rights, and deep groundwater. He noted it is likely the recommendation would be to use a combination of more than one of the options to meet the projected needs.

Mayor Mays asked if the two new Riverside wells being created in the port area were going to change the ratio of supply that currently is 80 to 20.

Anderson said once the wells were complete the 20% number of water supply from wells would increase. He clarified all of the analysis being done for the 20-year plan included the two new wells.

Richardson asked if ASR was also a factor in the analysis or if it was still an unknown for the City.

Anderson said, yes ASR is an option in the plan. One of the two new Riverside wells is an ASR well that will most likely go online this winter.

Ginter said any work that is dealing with groundwater can not be an absolute given. Uncertainties exist that can only be known once the well is complete and water is being pulled from and put back into the aquifer. These unknowns include; how much water is in the aquifer, if the water is at the location being drilled, at what rate the water can be taken without drawing it down too much, is there an ability to recharge the aquifer at the location.

Richardson asked if the water master plan would be completed before the ASR is tested and feasibility is confirmed.

Anderson said the first steps of completing the feasibility studies had been done and the next steps for the Riverside ASR were to finish drilling the well then see how the aquifer responds. The best information says it will be successful. He said testing would be done on the well and wells surrounding to see the effects. He said at least two or three seasons of using the ASR would need to be completed before there is certainty.

Flock noted other parts of an ASR system to consider include the supply of water used to recharge the well and the treatment of that water. The capacity for treatment at the current Wicks water treatment plant would be included in the plan. The tendency for the area to experience fluctuations in run-off amounts would also be considered in the plan as ASR systems typically work better with more consistent water flow coming in.

Klebes asked if the rate at which an ASR well can be recharged was a constraint as well.

Flock confirmed the rate of recharge would be a constraint. The time for water to spread out within the aquifer as well as how fast the water can be treated limits the recharge rate.

Ginter said the Wicks Water Treatment Plant had been well run but it was beyond the typical service life of a water treatment plant and there was a lot of infrastructure in need of replacement. The projected increase in demand and possible use of an ASR would require a treatment plant of greater capacity. More modern technologies would also be included in the plan to address extreme low water temperatures and variations in summer usage.

Ginter explained there was a need for replacing infrastructure and a the plan would be based on addressing the greatest vulnerabilities and taking advantage of opportunities.

Mayor Mays asked if advancements in materials would mean less leakage in the future.

Ginter said cast iron created under varying conditions in different decades had held up differently throughout the years. The pipes from the early 1900's had proven to be some of the most reliable, while 1950's cast iron failed at a high rate. Since the use of ductile iron pipe in the 1980's much had been learned to reduce corrosion and other failure mechanisms. Modern ductile iron pipe systems installed correctly could last 75 years.

Anderson said the current standards for the distribution system within the City only allowed the use of ductile iron pipes for the mains. There had been no use of PVC or other materials. Transmission lines such as those in the Dog River Pipeline would be assessed at the time of replacement to determine the material that would be most feasible.

Runyon asked if breaks and repairs were built into the master plan budget.

Anderson said the response to breaks would be built into the annual operations budget while the scheduled and planned replacement of major sections of the most vulnerable pipe would be included in the plan. The goal was to create a reliable backbone that would be resilient to things like earthquakes, age, and extreme temperature.

Klebes asked if there was anything that comes into play when choosing the material for the pipe if it was pre or post treatment plant.

Ginter said water quality was not a factor in choosing pipe material. What would drive decisions about materials would be installation conditions, type of joint systems, and pressure conditions.

Deb Galardi of Galardi-Rothstein Group reviewed the scope of the financial analysis framework for the master plan. Work on the financial plan would evaluate if there would be adequate revenue at any point in time. The goal would be to ensure alignment of cash flows with the timing of the plan in terms of capital improvements as well as the demand curves. Systems Development Charges (SDCs) would need evaluation to determine if they will meet some of the cost of the capital improvements. There will be a focus on ensuring equity in cost recovery. Flexibility in Oregon State statues in relation to setting rates and SDCs would allow the City to integrate local policy objectives and priorities.

Galardi described the process for creating the long-term financial plan. This would be a 20-year cash flow analysis looking at sources of funds, operating expenses, capital funding, and operating & capital reserves. Sources of funding would include cash reserves, SDCs, private development contributions, user rates, and other interest or income. The private development contributions would be mainly for capital improvements. Expenses would include all capital projects as well as operating costs including personnel, electricity, chemicals, maintenance, and contract services. Capital funding would look at how much future capital would be Pay as You Go (PAYG) capital, equipment replacement, and debt service. Reserves would be an important part of the plan to be prepared for balancing cash flow needs. Reserves would be for emergency needs and to use for minimizing the amount of debt that would have to be issued or to minimize the need for increasing rates.

Galardi reviewed the relationship between the City's current operating revenues and expenses. She noted inflation had consumed more of the rates for operating expenses and left less for capital improvements. The growth in demand was projected to increase leading to an increase in revenues. The question to consider was if rate of growth will align with increases in operating costs. SDCs were currently being used to cover some of the operating costs. The rule-of-thumb and what most lenders require was that revenue from rates cover all operating costs as well as

fund routine capital replacement. SDCs were normally saved for larger capital projects.

Anderson noted three years ago in 2021, \$2.3 million from revenue was going into reserves. For fiscal year 2024-25 \$380 thousand was budgeted for this transfer. This decline was due to increases in operating costs due to inflation combined with the fact that revenues had declined slightly. From 1994 to 2006 no rate adjustment was made, reserves were used to cover operating expenses, no capital projects were done and the City was still digging out of a backlog of projects from that time. He said it was prudent for council have enough information to avoid that happening again. In the drafted budget proposal for fiscal year 24-25 no rate adjustment was proposed. This was because this master plan to help council make informed decisions along with the through technical analysis of financial needs was not yet available. Also noted was SDCs had not changed since 2007.

Runyon said with the knowledge of substantial sums of money that would be coming in over the next few years from the Google projects he was not in favor of jumping to increases in rates or SDCs before discussions of how that money would be used.

Anderson said some of those funding opportunities would be discussed during the planning process as well.

Klebes stated growth as a revenue source also involved construction of additional infrastructure that would become a liability that had to be taken care of. He asked for an explanation of how this would be considered in the approach to the modeling.

Anderson said the water master plan would look at potential future water needs inside the Urban Growth Boundary (UGB) area not just the existing city limits.

Galardi said some of the infrastructure to be built by developers later on would become the City's responsibility to operate, maintain and eventually replace. Work would be done on financial planning to determine costs projections for local lines that would be the backbone of the infrastructure. Costs typically would remain fairly fixed and would not change as much as revenues.

Klebes asked if there would be a time in the projections where growth trend lines would level out as capacity is met within the UGB.

Galardi said yes, from a financial plan perspective it would be more conservative to plan for less growth, while other parts of the plan it would be best to plan for greater growth.

Galardi described factors that would be looked at when creating the cost service analysis including; service types, land use types, specific services and their costs, cost factors that would be common to all, and public fire protection needs.

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Galardi said she was requesting council feedback on what types of options they would like considered for rate structures. She reviewed the current rate structure for residential and commercial costs and the outside-city surcharge. Compared to other municipalities in Oregon, for a typical use of 5,000 gallons in a month, The Dalles ranked 10 out of 20. When compared for a use of 10,000 gallons in a month The Dalles shifted to 16 out of 20.

Runyon asked how many people in the City were using 10,000 gallons in a month.

Galardi showed a graph of Residential Account Water Use Distribution by month (see attached slide 22). The monthly mean was 8,000 gallons, median was 6,500 gallons. Approximately 70% of accounts used less than the current minimum of 10,000 gallons based on the monthly average. She said the trends in other cities had been to reduce the fixed minimum amounts as water supplies had become more expensive. When securing state or federal funding, one thing agencies looked at was the rate structure to determine if the City was encouraging efficient use of water.

Anderson said there were three points on the 10K Gallon Residential Water Bill Comparison Graph (see attached slide 25). One, it was very unusual for a fixed rate to have that high of a fixed amount but past councils had chosen to encourage green lawns and watering by having the higher base rate. Second, water rates were very important when trying to secure state and federal funding, this had made negotiating terms for the Dog River Pipeline difficult, it took months of talks as they were wanting minimum fixed amounts of 7500 gallons or less for better terms with a loan rate of 1%. Initially before the challenging talks, the rate for the loan was 2.65% for a 20-year period because of the high minimum fixed rate of 10,000 gallons. Third, customers ask why they pay so much water when they do not use that amount.

Richardson said it may be useful to see what changes in the rate system would look like for the customers especially if there would be greater fluctuation with increased usage in the summer months.

Anderson said it was currently recognizable in the trends of usage changes with the current system. In May bills often were higher as it become warmer and more water was used. Then in June there was a drop as customers adjust water usage to be more efficient.

Galardi said there were many factors that might impact individual customer bill; overall revenue needs, how costs shift between residential and non-residential, and shifts within classes. It would be important to isolate the impacts and to explain them fully to help inform council's decisions.

Richardson asked at what point council and staff would discuss philosophies for rate structure, and if it was correct over the last 10 years the non-residential growth had made up for the flat rate of change in residential customers. He would like to see where possible the industrial

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customers shoulder the heaviest portion of the load.

Galardi said they would like direction from council on what types of options to bring back for rate change options.

Anderson said an important part of this financial analysis was to ensure equity amongst customers.

Richardson said he wanted to push back on that and suggest Google subsidize the costs.

Anderson noted all rates adopted would have to apply to all within a class. It could not be different for one user; all industrial users would have to be the same.

Runyon said Google had just provided the City with a well that was going to help the community substantially.

Anderson said that Google was in the process of making \$28.5 million worth of water and sewer improvements.

Galardi said feedback and questions from council were going to help to determine what type of information and models would be included as options for rates in the plan.

Anderson said it would be helpful to have direction from council on whether they wanted to keep the 10,000-gallon minimum quantity or to look at the possibility of changing that.

Mayor Mays asked how confident they were that 10,000-gallons represented an accurate assessment of the current fixed cost. He stated he was open-minded but would like there to be caution for creating great changes in customer bills.

Anderson said he was not confident in saying that quantity reflects the cost of service. He said historically the City was at 15,000-gallons before going down to 10,000 for residential in 2006 or 2007. At that time commercial was also dropped from 10,000 to 5,000. The City used to impose water use restrictions before meters were installed. Since the system had become metered and there had been a consumption component to billing, there had been no need for restrictions.

Randall asked if the voluntary bill balancing service the City offers that averages throughout the year to avoid high spikes in months of greater use would be impacted by dropping the minimum base amount to 5,000-gallons per month.

Anderson said any new rate structure would still allow for this bill equalization as well as subsidization for low-income that currently exists.

Long asked to also remember recently the City had made landlords responsible for water bills if the tenant did not pay. In addition, tenants paying the water bill of a rental home may not have control over automated sprinkler systems. These types of things needed to be considered for how to create equity for residents.

Anderson said the opportunity with rates is to motivate and incentivize conserving with more control over bills. He understood the challenges of renters need to be considered.

City Attorney Jonathan Kara asked if there were other state methodologies for water rates that could be shared for council review similar to the Oregon SDC Study.

Galardi said there was a national survey done every other year by American Waterworks Association that looked at rate structures, rate levels, reserves, different practices, and different size of utilities at different parts of the country. League of Oregon Cities completed a water rate study that included data and examples of structure rates including inclining blocks, uniform volume rates, and minimum charges. She said a memo could be created to provide information from these reports to council.

Kara asked for information to include the most commonly used structures for determining water rates and a list of pros and cons for the average citizen as well as the average city government.

Galardi said there were requirements under Oregon Law when implementing new SDCs or changing the methodology. The project list would need to include costs of each project, timing, and how much was related to future growth expansion versus rehabilitation or replacement of existing infrastructure. The methodology would be a framework for determination of the share of growth costs in aggregate and by land use type.

Galardi said when determining SDCs the things that should be considered are; improvements for future capital costs; reimbursement for value of prior facilities; and compliance costs for recovering costs of methodology development, master planning, and SDC accounting.

Galardi noted the City's SDCs had not increased since 2007. She said when compared to a sample of other Oregon cities The Dalles SDCs were the lowest and they were dominated by the Parks and Rec. The current water SDC is about half the state average. Typically, it is around \$5000 per residential unit, the City's is about \$2300. Developers do not care about the breakdown of SDCs only the total, both of which are lowest compared to other cities. There are some cities that do not charge any SDCs as well.

Galardi said the plan would include what could be charged but ultimately the council would make the final decisions. The financial plan would require assumptions about how much revenue

would come from rates and SDCs. Direction was needed to determine the design of the SDCs; charges for accessory dwelling units or smaller housing types, charging based on meter size, requirements for non-residential users' higher demand and capacity fire protection requirements.

Anderson said SDCs could be adjusted yearly with CPI to adjust for inflations, this had not been done since 2007. The fees existing now were far below what was justifiable even in 2007. He fully expected coming to council with an analysis saying the City could charge up to an amount. Policy decisions would be made by council to determine if any changes would be made and if annual adjustments for inflation should be included. He said the concerns heard about cost of SDCs came primarily from local developers, those coming from out of town were happy with the lower than state average rates. If developers were not paying their fair share, the costs would go to the rate payers. Home prices are set at market price, a savings in SDCs would not lower the sale prices of homes.

Mayor Mays asked to see more SDCs from cities similar in size and situation to The Dalles.

Kara confirmed they would only be looking at water SDCs.

Runyon stated he supported looking at increasing SDCs first before looking at adjusting rates. He wanted discussion of supplementing funds for major projects using money that would soon be coming to the City in place of increasing rates or SDCs.

Klebes said three different topics would be woven together this year; the water master plan, housing production strategy, and works sessions with Wasco County around planning for strategic investment program and enterprise zone money.

Anderson said other sources of revenue would be considered in this plan as direction comes from Council while working on these three topics.

Long said she was glad to know they would be looking at all the different ways these would be interacting.

Richardson said compared to other sources of revenue, changing SDCs may not have a big impact. He hoped focus would be on the bigger sources of revenue.

Anderson said the methodology for water SDCs would be reviewed. An example of SDCs charged under the current system was a large industrial site who paid \$200,000 for water SDCs based on the meter size while the sewer SDCs were charged by actual volumes to be generated and that cost was in the millions of dollars. The methodology for the sewer SDCs captured significantly larger fees from larger users and was a more appropriate when considering the demands that would be placed on the system. These methodologies would be reviewed for both

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rates and SDCs

Mayor Mays asked if Galardi had ever done a financial plan that lowered rates.

Galardi said no.

ADJOURNMENT

Being no further business, the meeting adjourned at 8:32 pm

Submitted by/ Amie Ell, City Clerk

SIGNED:

Richard A. Mays, Mayor

ATTEST:

Amie Ell, City Clerk

CITY OF THE DALLES – CITY COUNCIL WORK SESSION

Water System Master Plan and Financial Analysis

Project Overview

Presented by:

Brian Ginter, P.E.

Emily Flock, P.E.

Deb Galardi

April 29, 2024



Agenda

Introductions

Why Master Plan?

Plan Elements

- Existing System

- Water Demand Forecast

- Analysis Introduction – Opportunities/Challenges

Financial Analysis Introduction and Policy Discussion

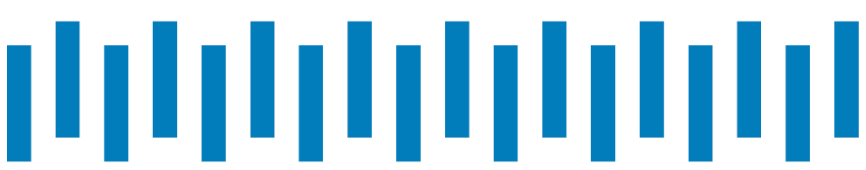
Current Status and Next Steps

Discussion/Q&A



Why Master Plan?

- **Required by the State of Oregon – DHS, Drinking Water Program**
- **Identify short- and long-term needs**
 - Capital improvements
 - Policy updates
 - Financial strategy
- **Improve level of service to customers**
 - Economic development support
 - Reliability
 - Seismic resilience
 - Capacity expansion
 - Capital maintenance prioritization
 - Developer standards identification
- **Develop short- and long-term roadmap for system improvements**
- **WSMP update required every 20 years; typical to update every 10 years**



Plan Elements

Plan Foundation

- System Inventory
- Water Demand Forecast
- Performance Criteria

System Analysis

- Hydraulic Model Development, Calibration and Analysis
- Supply and Treatment Needs
- Storage and Pumping Needs
- Seismic Resiliency

Capital Improvement Plan

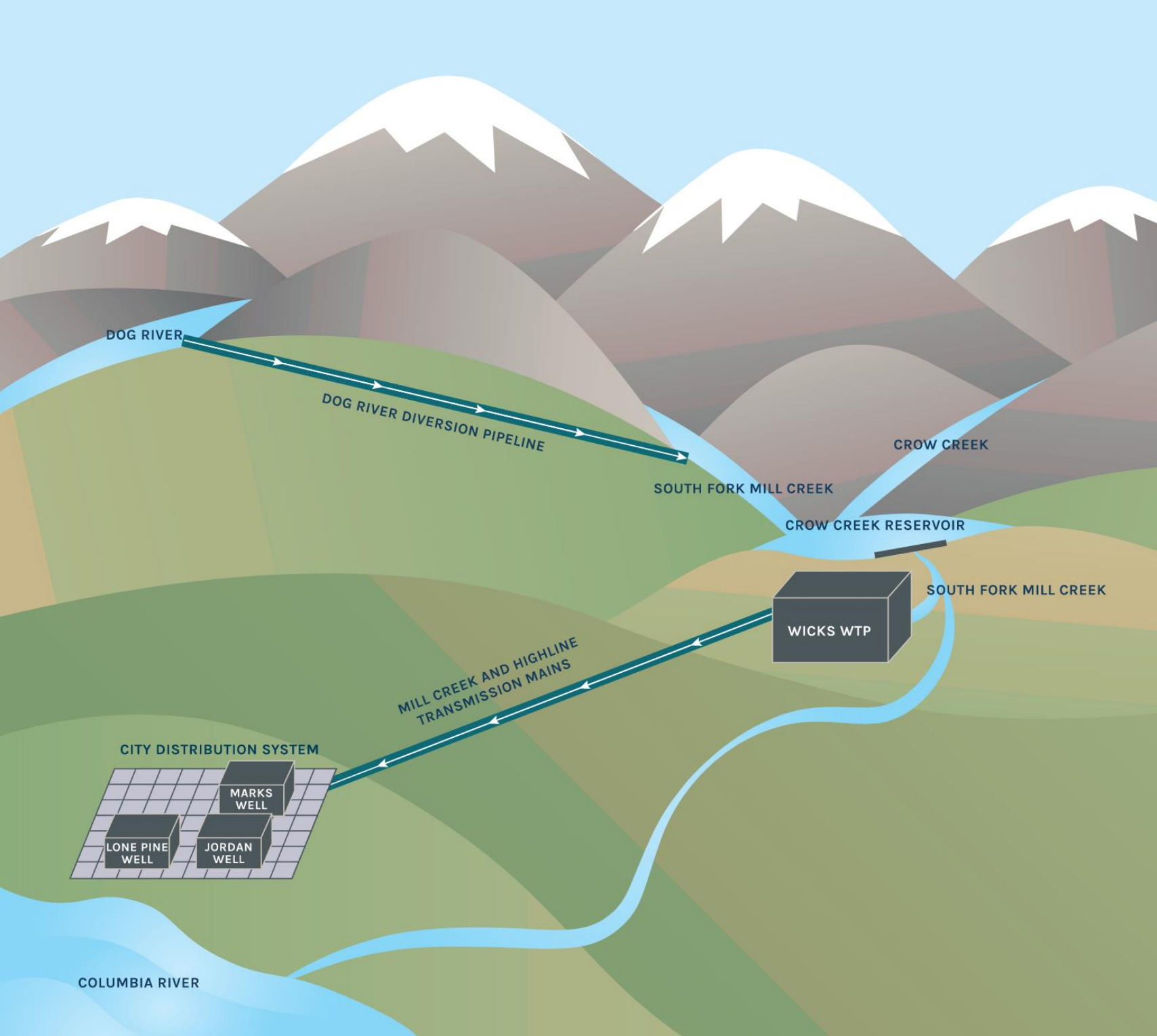
- Capital Improvements
Capacity, Reliability, Resilience, Maintenance

Financial Analysis and WSMP Report

- Utility Rate Structure
- System Development Charges
- WSMP - City Council Approval, Regulatory Approval



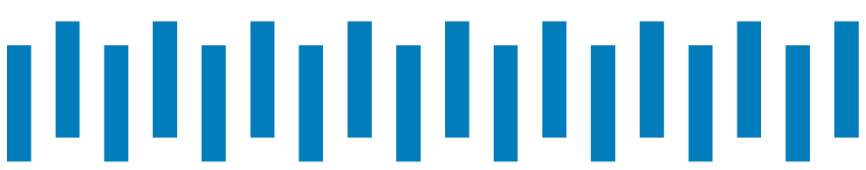
Surface Water Supply System



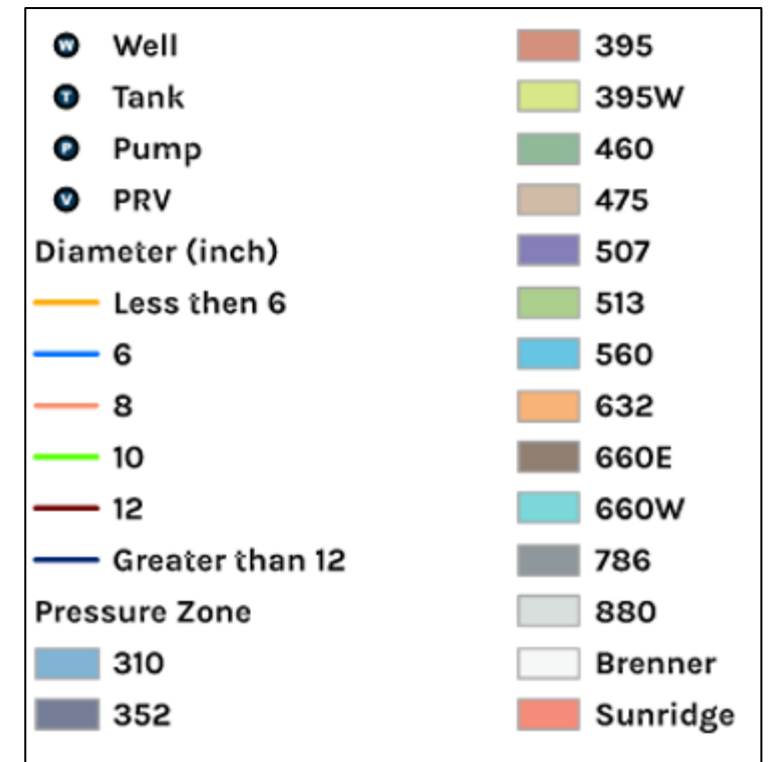
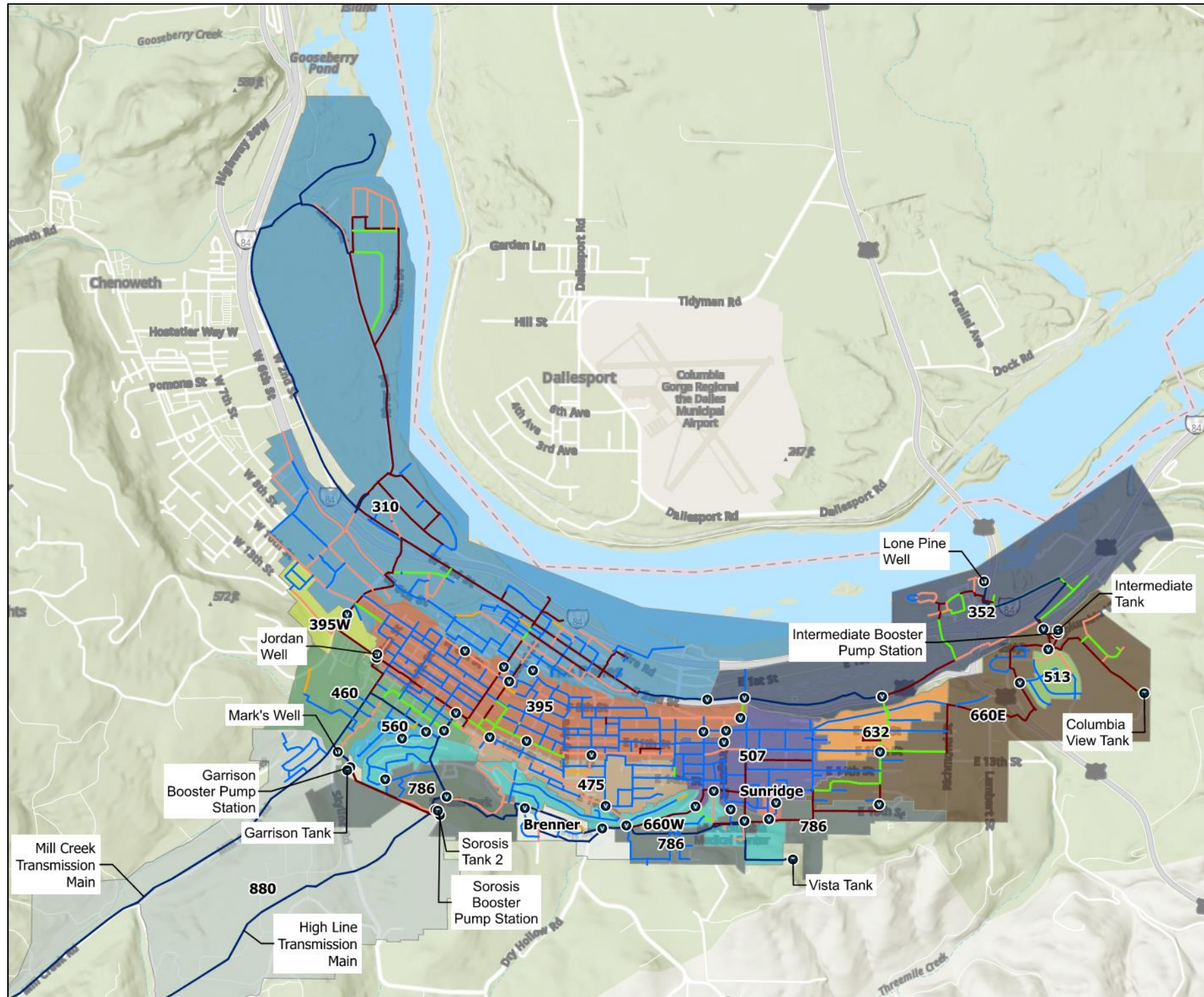


Groundwater Supply

- Lone Pine Well
- Marks Well
- Jordan Well
- Currently under construction - Riverside Wells 1 and 2



Distribution System

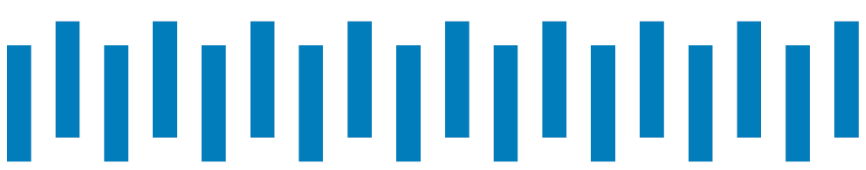




Reservoir and Pump Station Inventory

Reservoir	Base Elevation (ft)	Diameter (ft)	Volume (MG)	Pressure Zone Served
Columbia View	602	130	3.0	660E, 513, and 632
Garrison	408	140	6.0	460, 395, 395W, and 310
Intermediate	325	80	1.0	352 and 310
Sorosis	631	135	3.0	660W, 560, and 475
Vista	750	116	3.0	786, 660W, 507, Brenner, and Sunridge
Riverside 1 (Proposed)	TBD	TBD	1.28	310
Riverside 2 (Proposed)	TBD	TBD	1.28	310

Pump Station	Design Capacity (gpm)	Pumps From	Pumps To
Garrison	1,200	Garrison Reservoir	Sorosis Reservoir
Intermediate	3,500	Intermediate Reservoir	Columbia View Reservoir
Sorosis	1,000	Sorosis Reservoir	Vista Reservoir
Riverside (Proposed)	TBD	Riverside Wells (proposed)	310 Zone



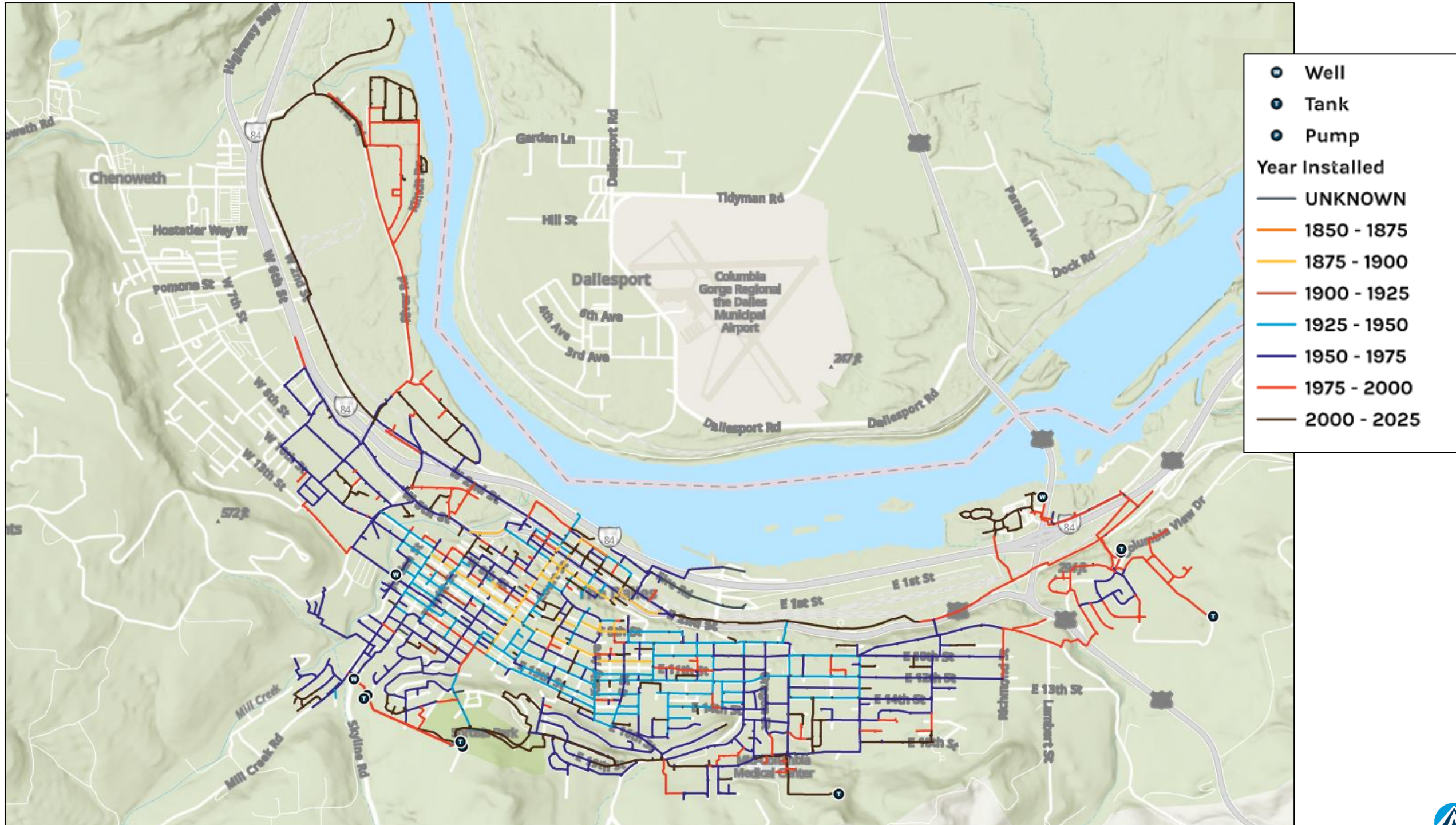
Pipe Inventory (miles) – by Diameter and Age

Pipe Diameter (in)	Age (years)							Length per Diameter
	0-25	25-50	50-75	75-100	100-125	125-150	Unknown	
4 and smaller	1.1	0.7	1.1	0.3	0.6	0.3	0.7	4.9
6	6.5	4.6	23.4	4.1	0.4	1.3	0.8	40.9
8	3.2	2.1	5.4	1.8	0.6	0.2	<0.1	13.4
10	0.4	2.9	2.3	0.9	0.1			6.4
12	2.5	6.2	5.6	0.6	0.5			15.3
14	<0.1	0.5	1.0	0.4				1.9
16	2.1	1.0	0.7				<0.1	3.8
18	4.0							4.0
24		<0.1						0.0
30	0.1							0.1
36	<0.1							0.0
Length (miles)	19.8	18.0	39.5	8.1	2.2	1.8	1.5	90.8

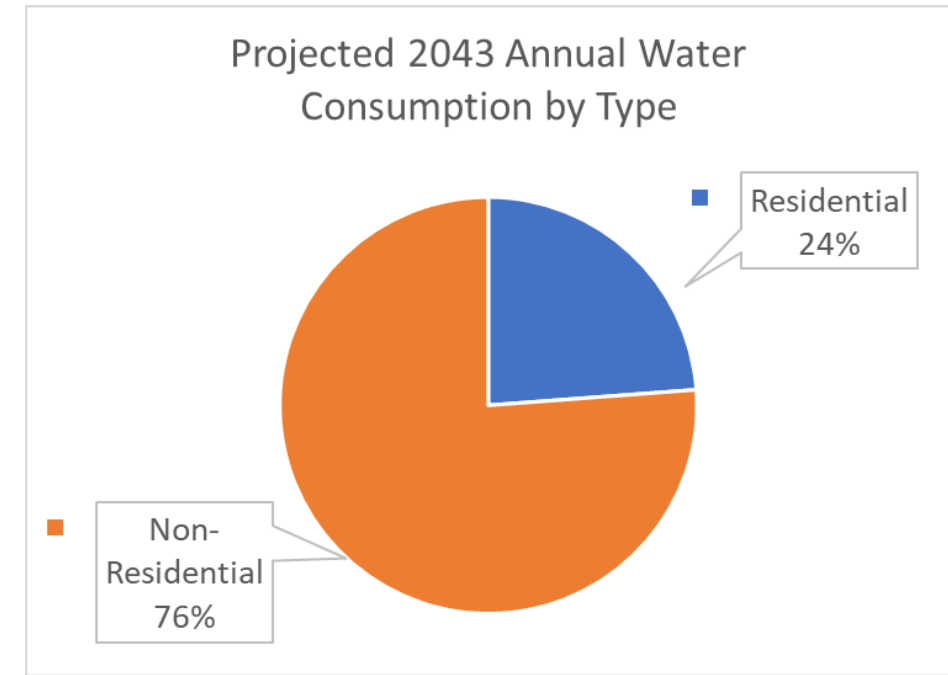
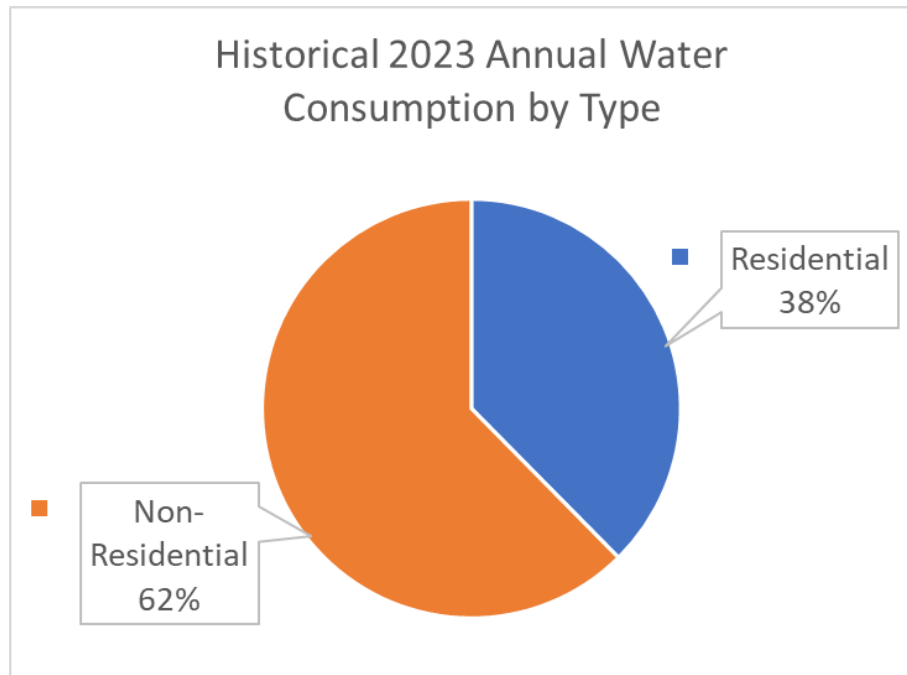
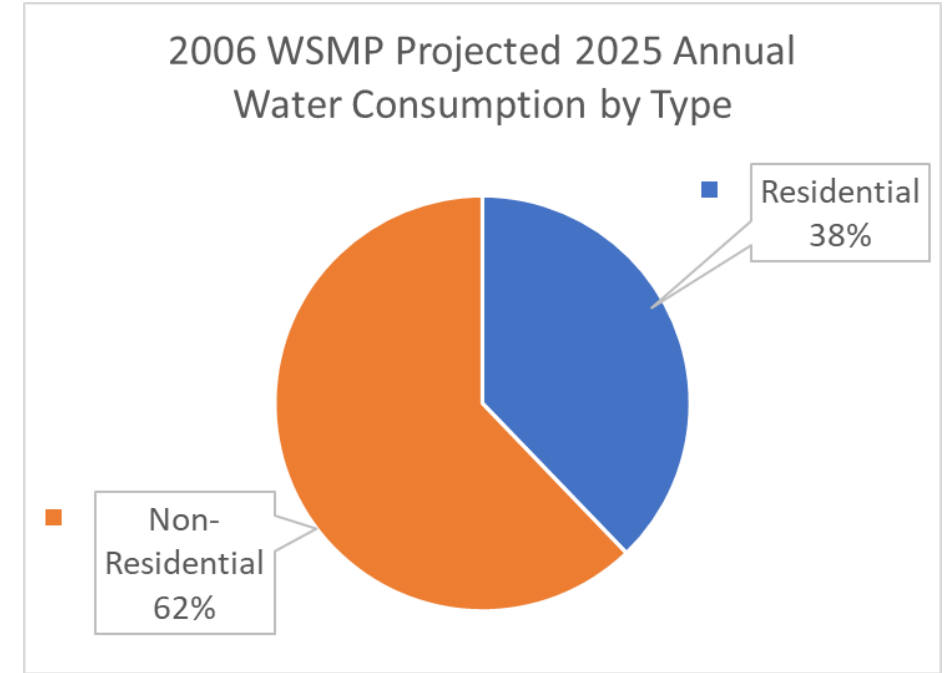
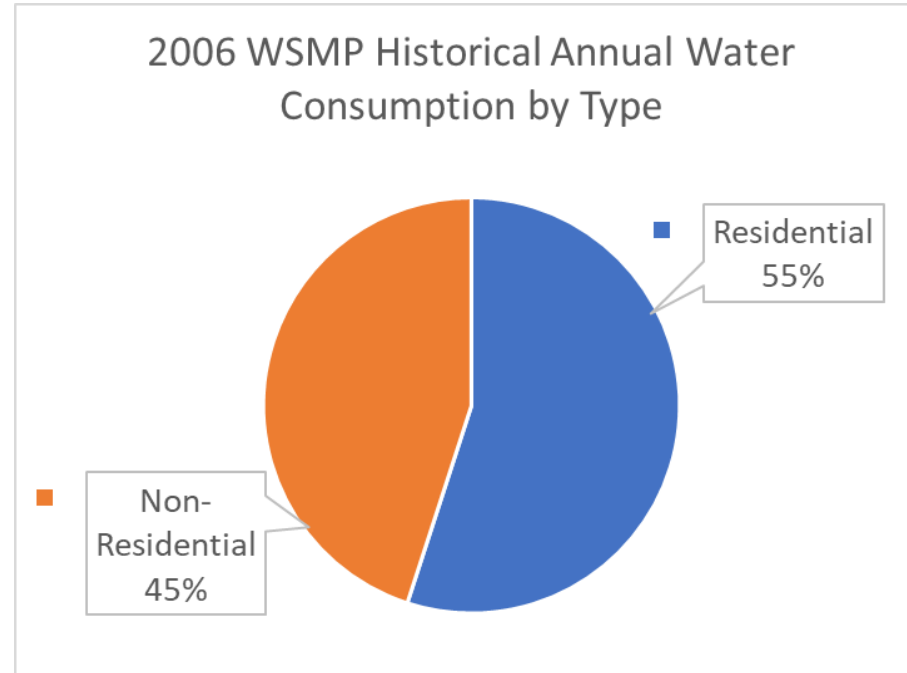
Over 90% of total pipe length is cast iron or ductile iron.



Pipe Age

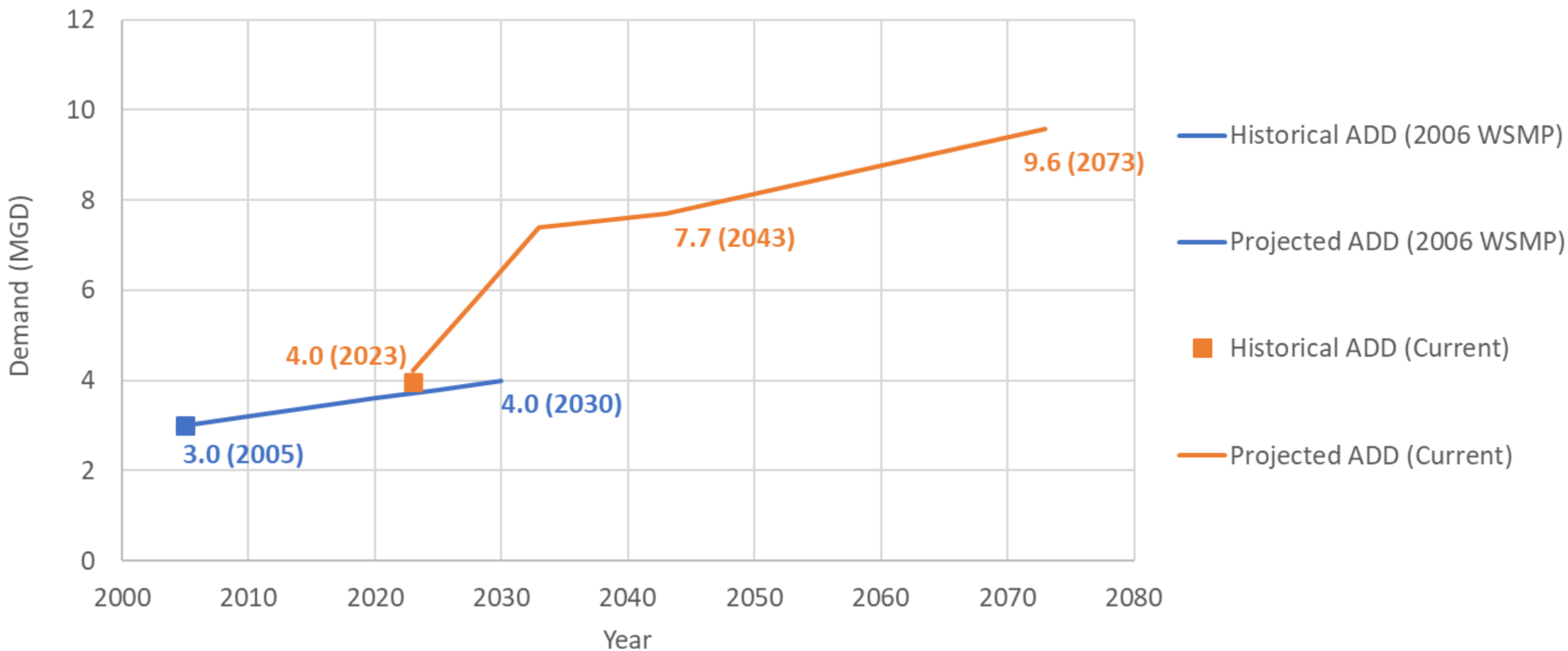


Historical and Projected Annual Demand by Type



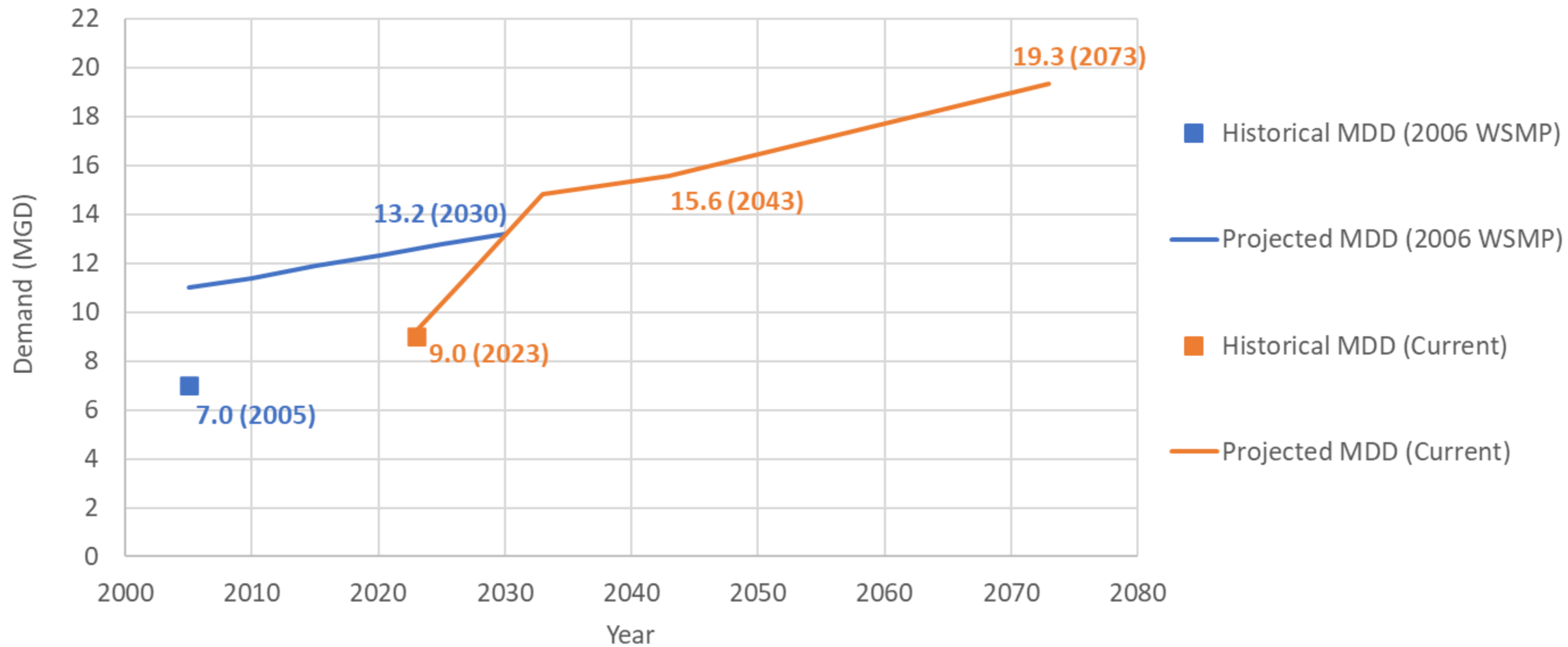


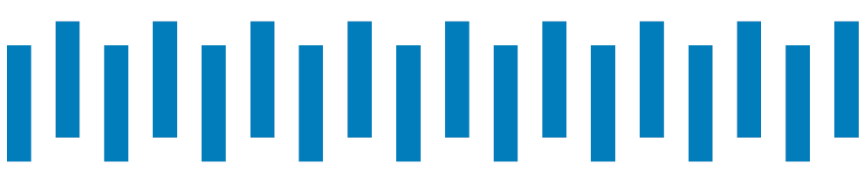
Historical and Projected ADD (2006 WSMP and Current)





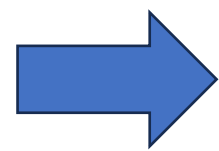
Historical and Projected MDD (2006 WSMP and Current)



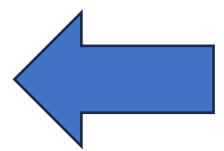


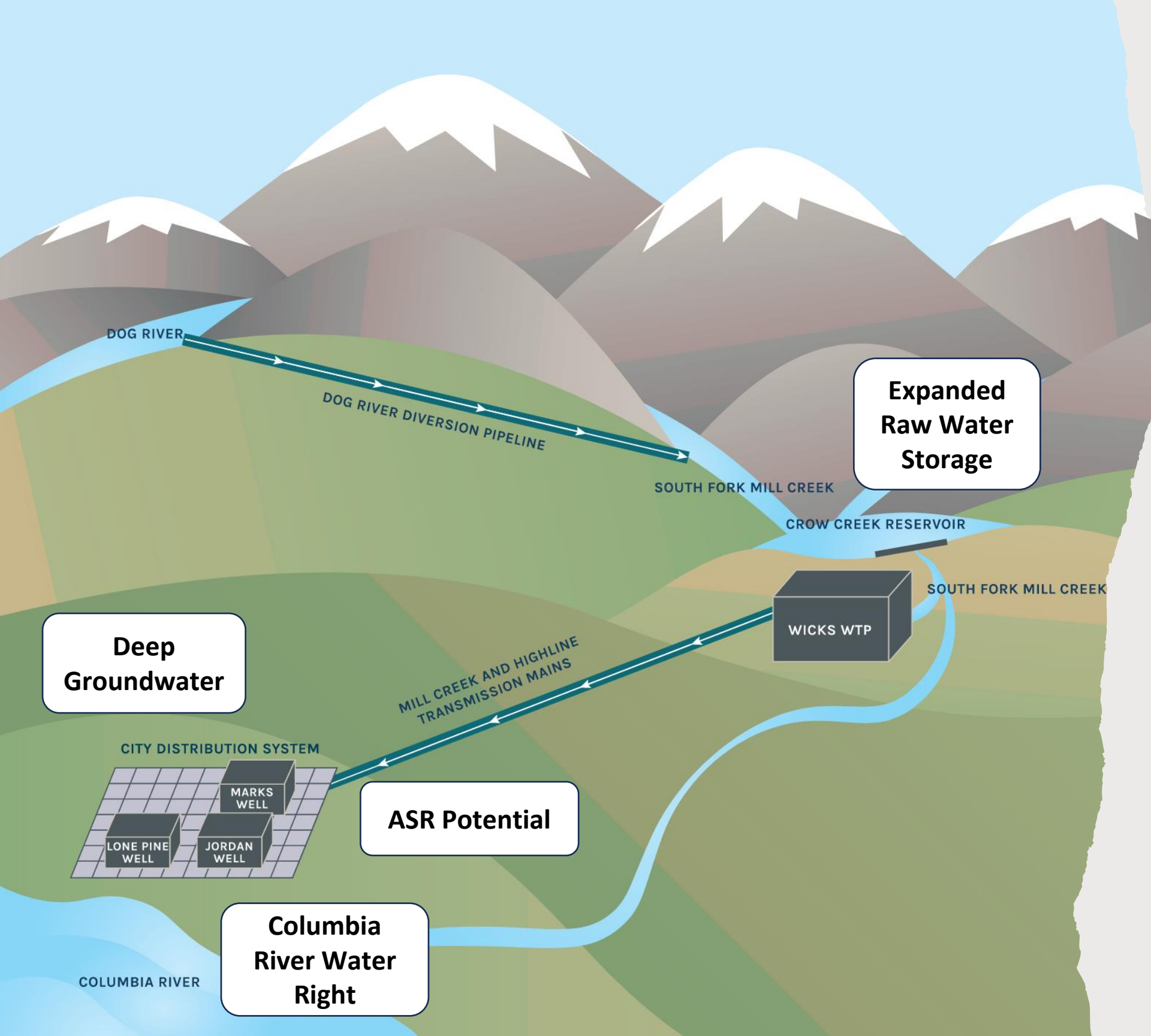
Analysis Components

- Source of supply
- Treatment system
- Hydraulic capacity
- Storage volumes
- Pumping capacity
- Physical condition
- Resilience (climate/seismic)



**Critical items for The Dalles – renewing aging infrastructure
and continued support of community growth.**

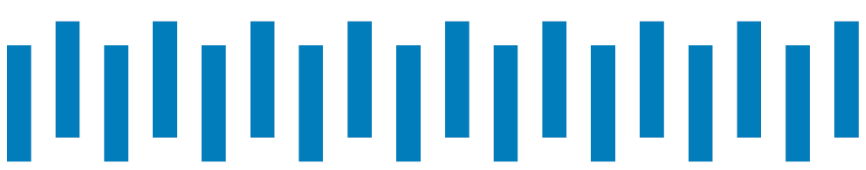




Supply Expansion Options

Challenges/ Opportunities Wicks WTP

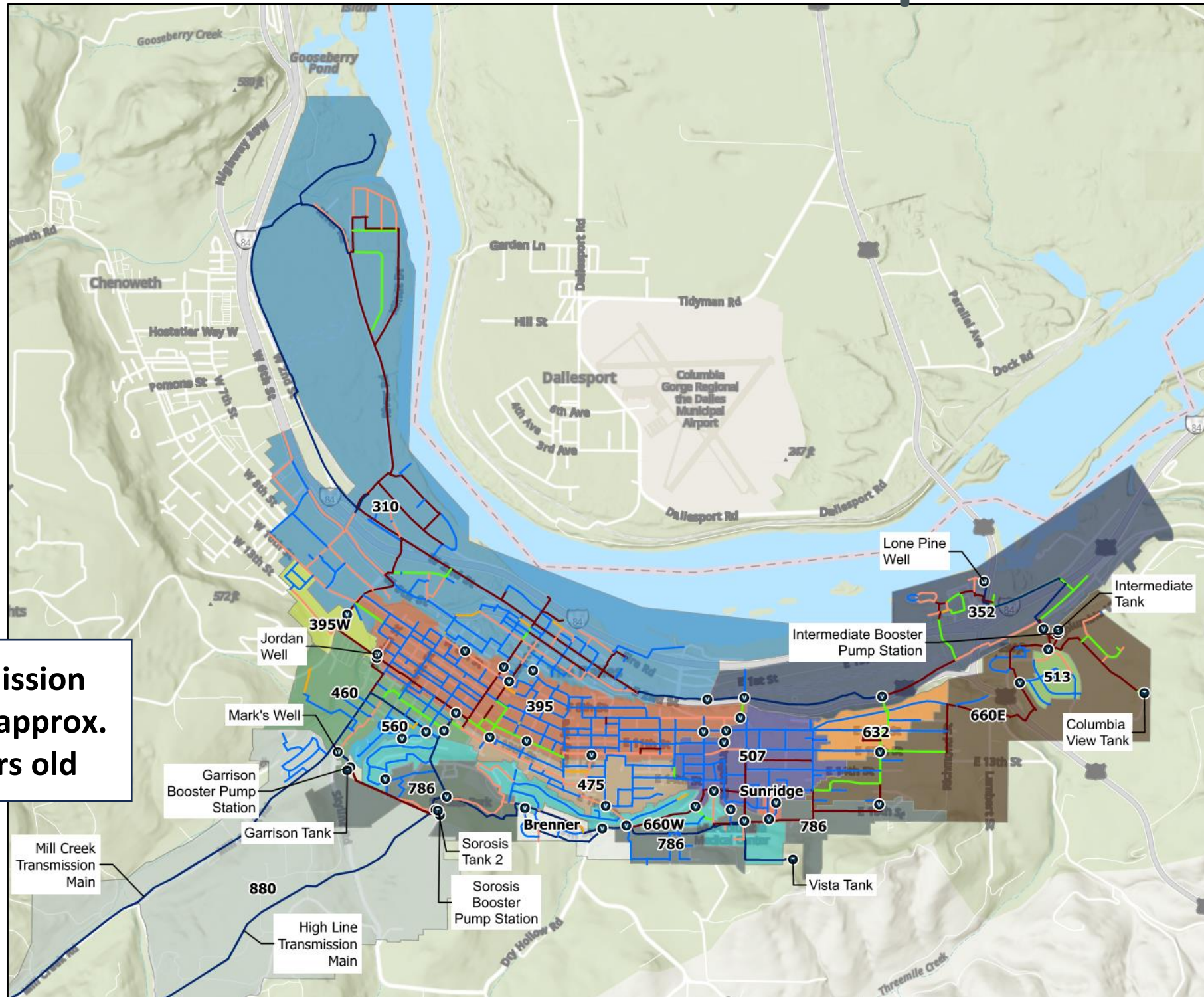




Replacement & Renewal

Ongoing investments in infrastructure

Transmission Mains – approx. 80 years old



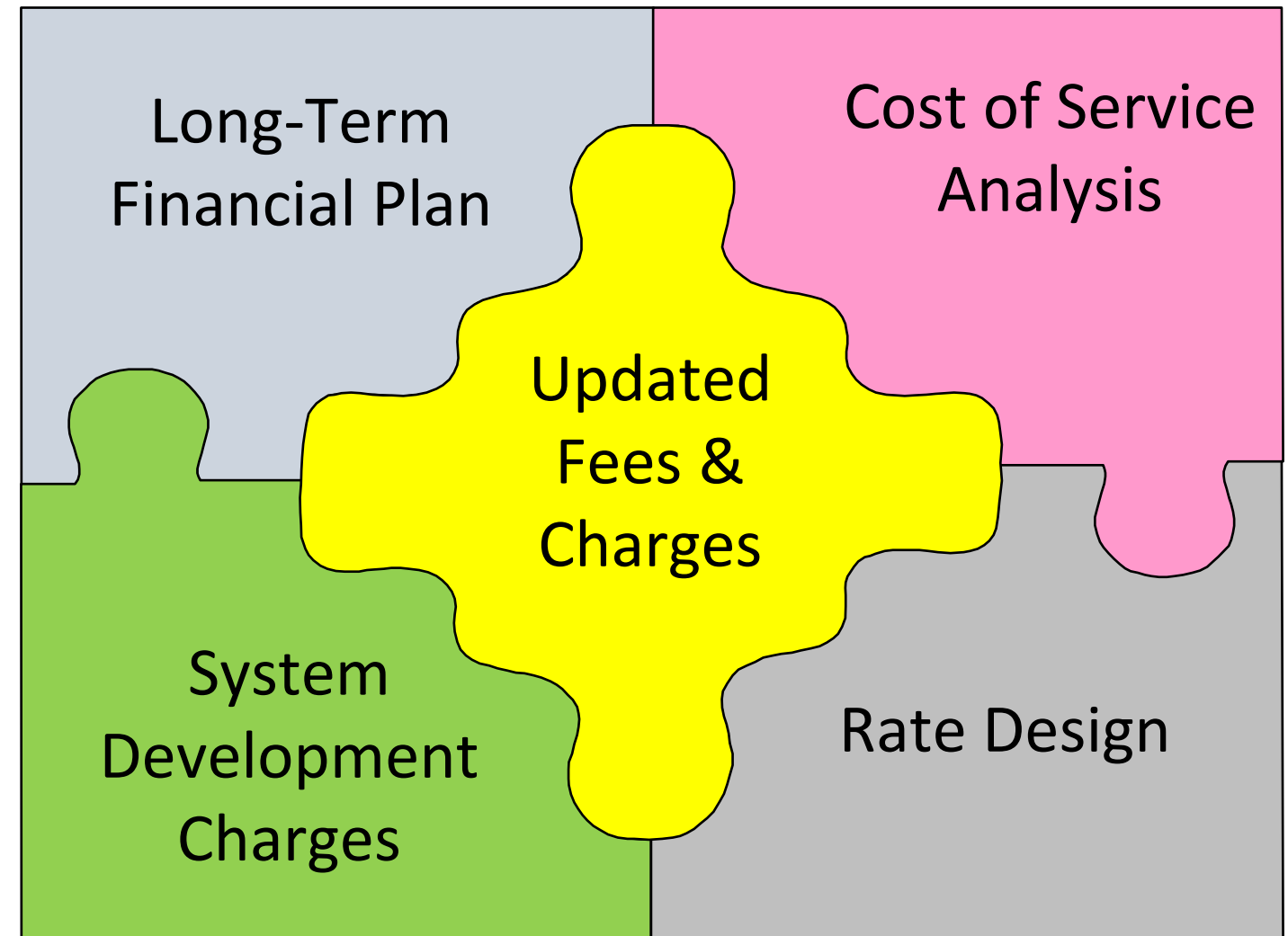


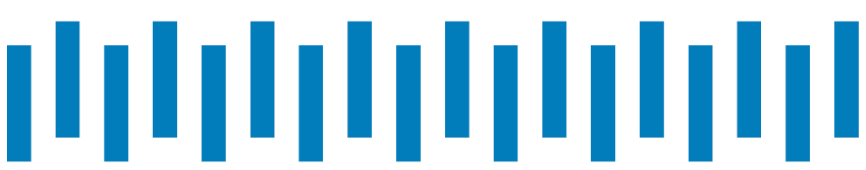
Financial Analysis

Financial Analysis Framework

Typical Objectives:

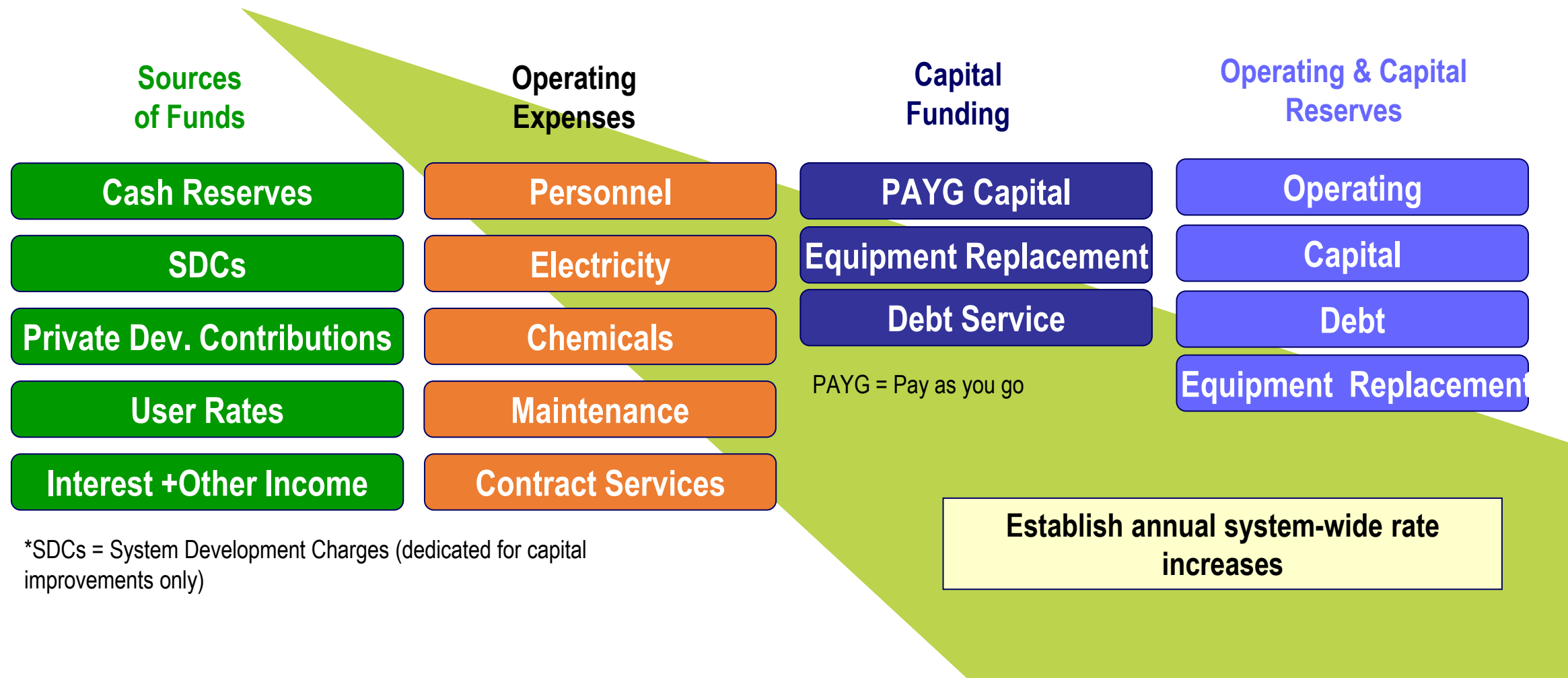
- Adequate revenue
- Equitable cost recovery
 - Existing vs future development
 - Customer type (residential, commercial, industrial)
- Other considerations
 - Water conservation/grant & loan eligibility
 - Affordability/competitiveness
 - Revenue/rate stability





Long-Term Financial Planning

20-year cash flow forecast

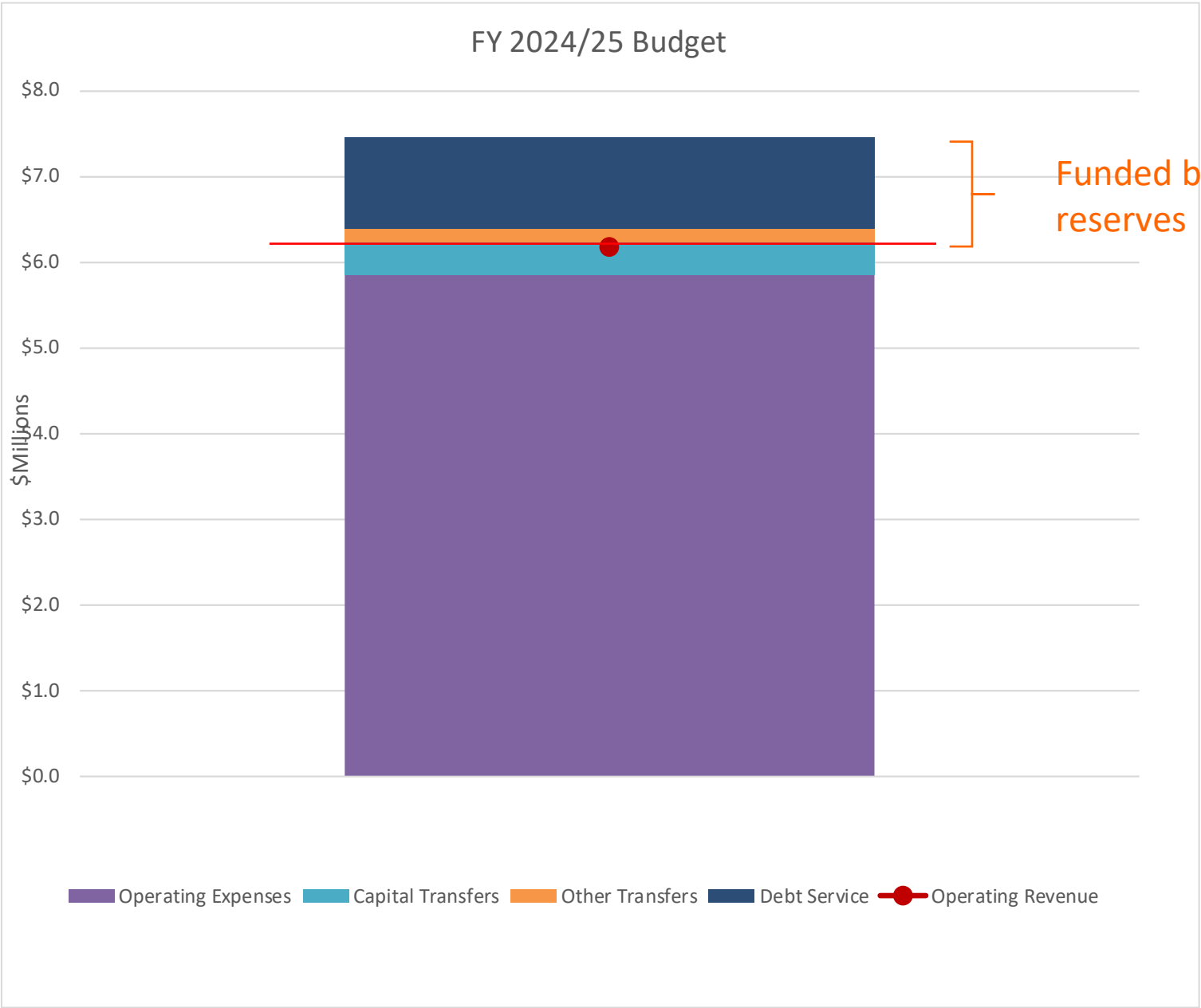


*SDCs = System Development Charges (dedicated for capital improvements only)

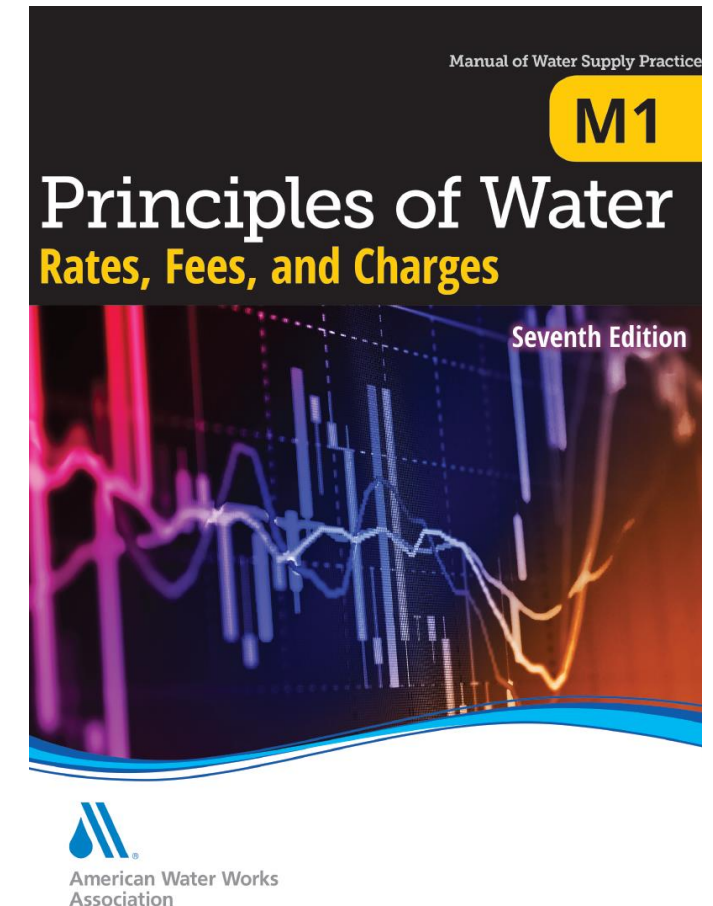
FY2024/25 Operating Revenues vs. Expenses

Gap between current revenues and expenses to be addressed by future industrial growth & potential rate increases.

- Budgeted capital transfer = \$380K (declined about \$2M since 2021)
- Debt service includes new loan (\$290K)
- Op Revenue = User Fees (\$6M +0.2M other fees & charges)



- Define customer classes
 - Service type (regular vs. irrigation)
 - Land use type (e.g., residential, commercial, industrial)
- Evaluate functions/services provided to each class
 - Specific services/costs
 - “Common to all” cost factors
 - Proportionate allocation of costs based on total demand, peak demand (irrigation, cooling, etc.)
 - Public fire protection needs



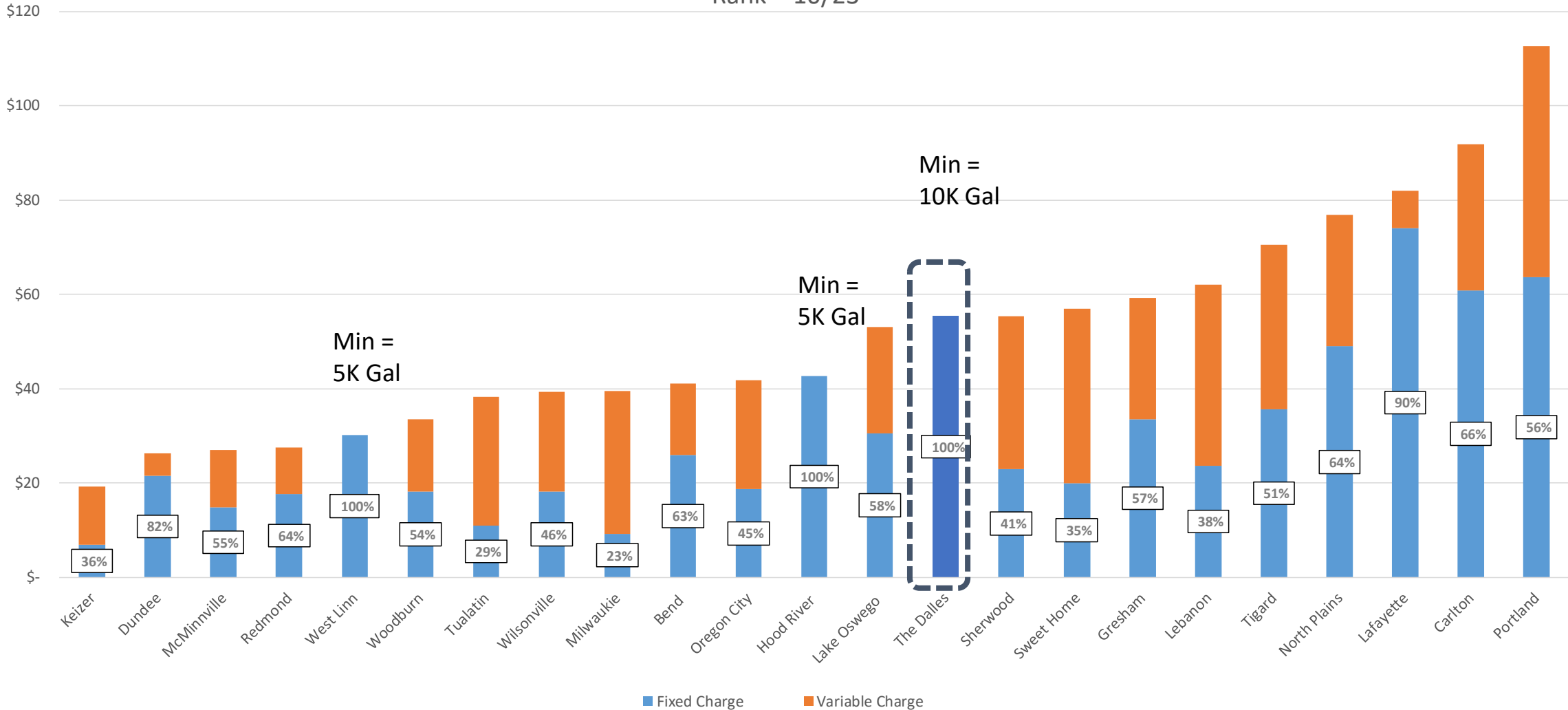
Current Rate Structure

CLASS	FIXED (\$/MONTH)	MIN QTY/ MONTH (GALLONS)	VOLUME (\$/1,000 GAL > MIN QTY)
Residential	\$55.30 (3/4"-1" meter) includes min qty.	10,000	\$1.68
Commercial	Varies by meter size (\$45-\$1,057); includes min qty.	5,000	\$3.61
Outside-city surcharge = 50%			

*Rates in effect since 2014

Typical Residential Water Bill Comparison

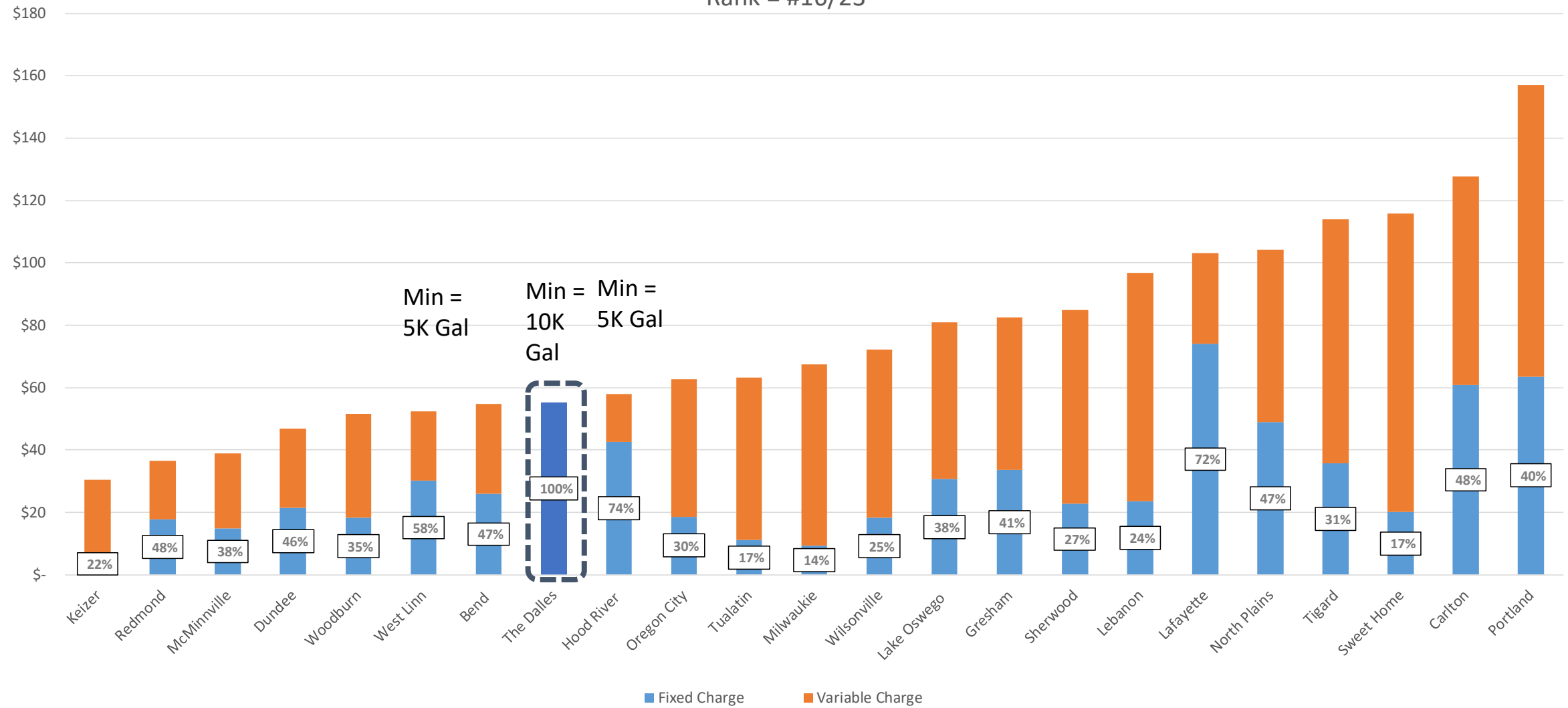
Single-Family Residential Water Bill Comparison
 700 cubic feet (approx 5,000 gallons)/month
 Rank = 10/23



Fixed charge % of monthly bill

10K Gallon Residential Water Bill Comparison

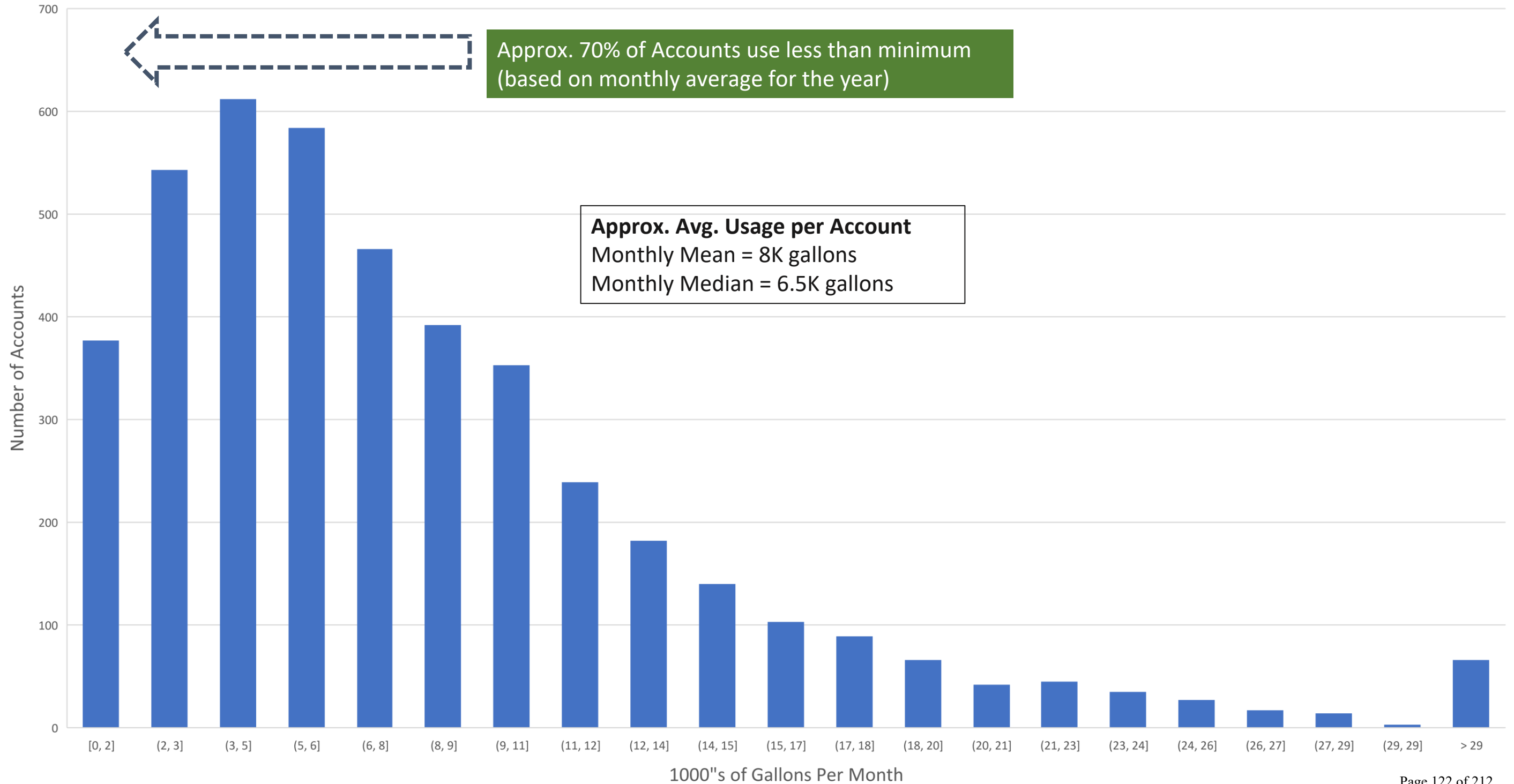
Single-Family Residential Water Bill Comparison
 10,000 gallons/month
 Rank = #16/23



Fixed charge % of monthly bill

Residential Account Water Use Distribution

Residential (excluding duplex, triplex, quadplex)



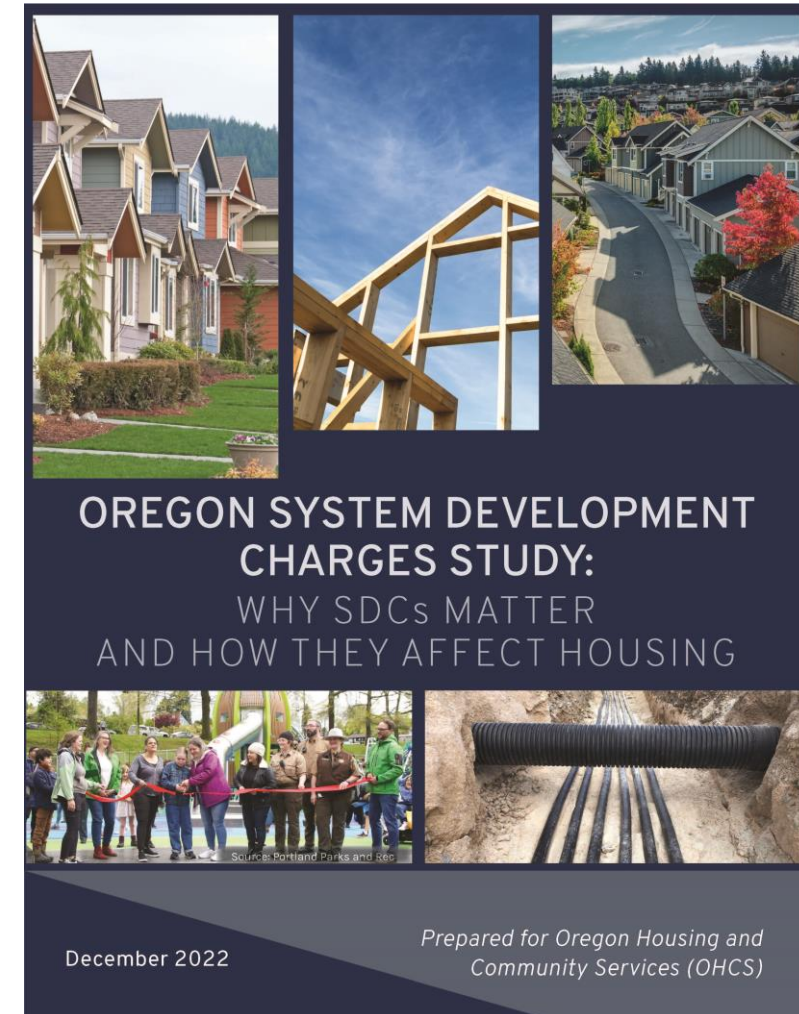
Key Rate Policy Issues



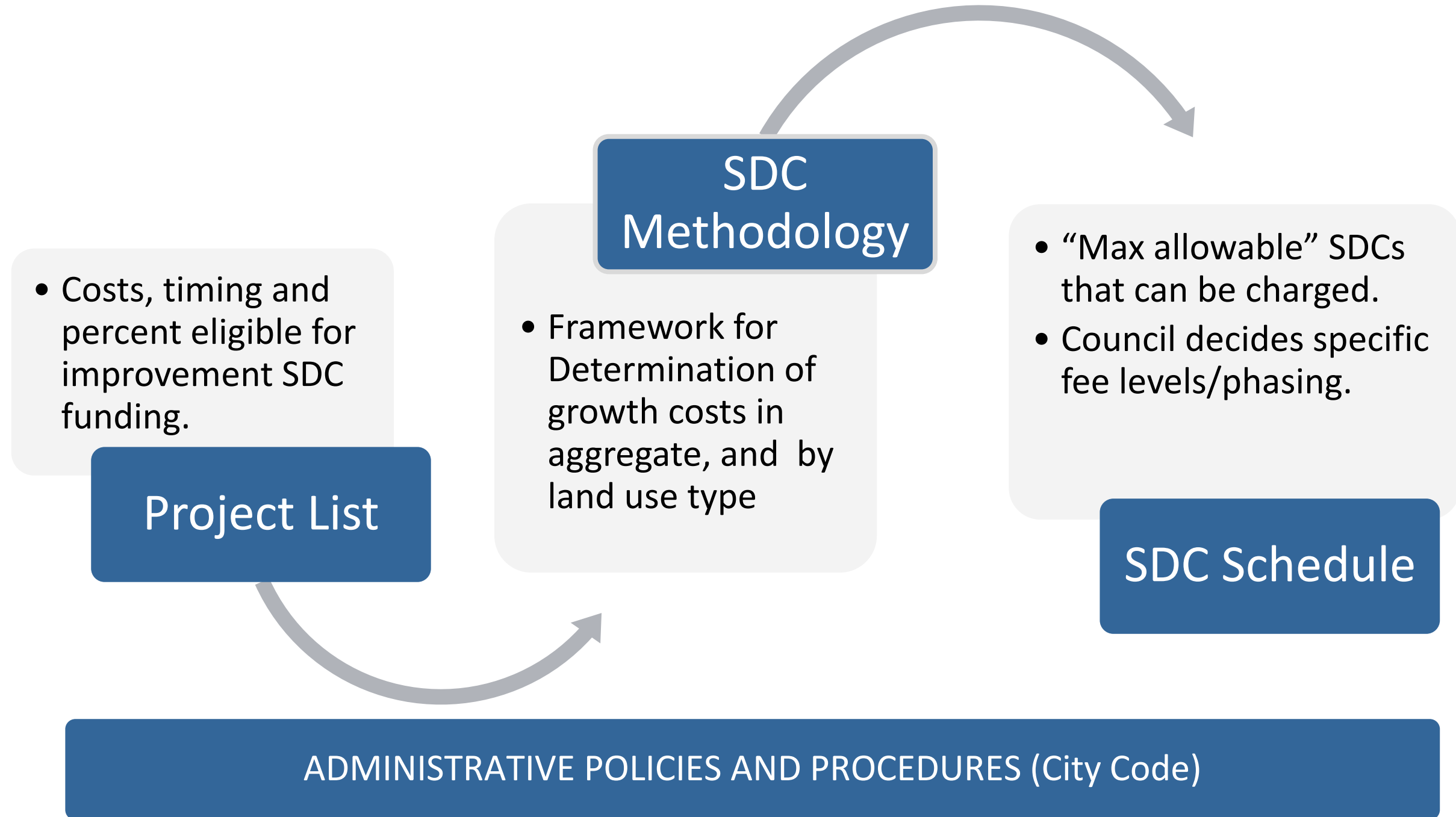
- Financial Planning
 - CIP phasing/funding
 - Annual rate changes
- Cost-of-Service/Rate Design
 - Customer classes
 - Minimum charge quantity

System Development Charges

- System Development Charges (SDCs) are one-time charges on new development.
- Recover system capital investments to serve future growth.
- Flexibility for local governments to balance various funding objectives:
 - User fee affordability
 - Impacts on housing and other development



SDC Program Elements



Growth Cost Components

Improvement

- Future projects included on an adopted list/plan.
- Related to capacity for growth
- SDCs help “growth pay for growth” rather than user fees.

Reimbursement

- Value of prior facilities constructed by the agency.
- Related to available capacity for growth
- Help pay for system replacements; taking pressure off user fees

Compliance

- SDC methodology development
- Master planning
- SDC accounting, etc.
- Allow SDC program to be self supporting.

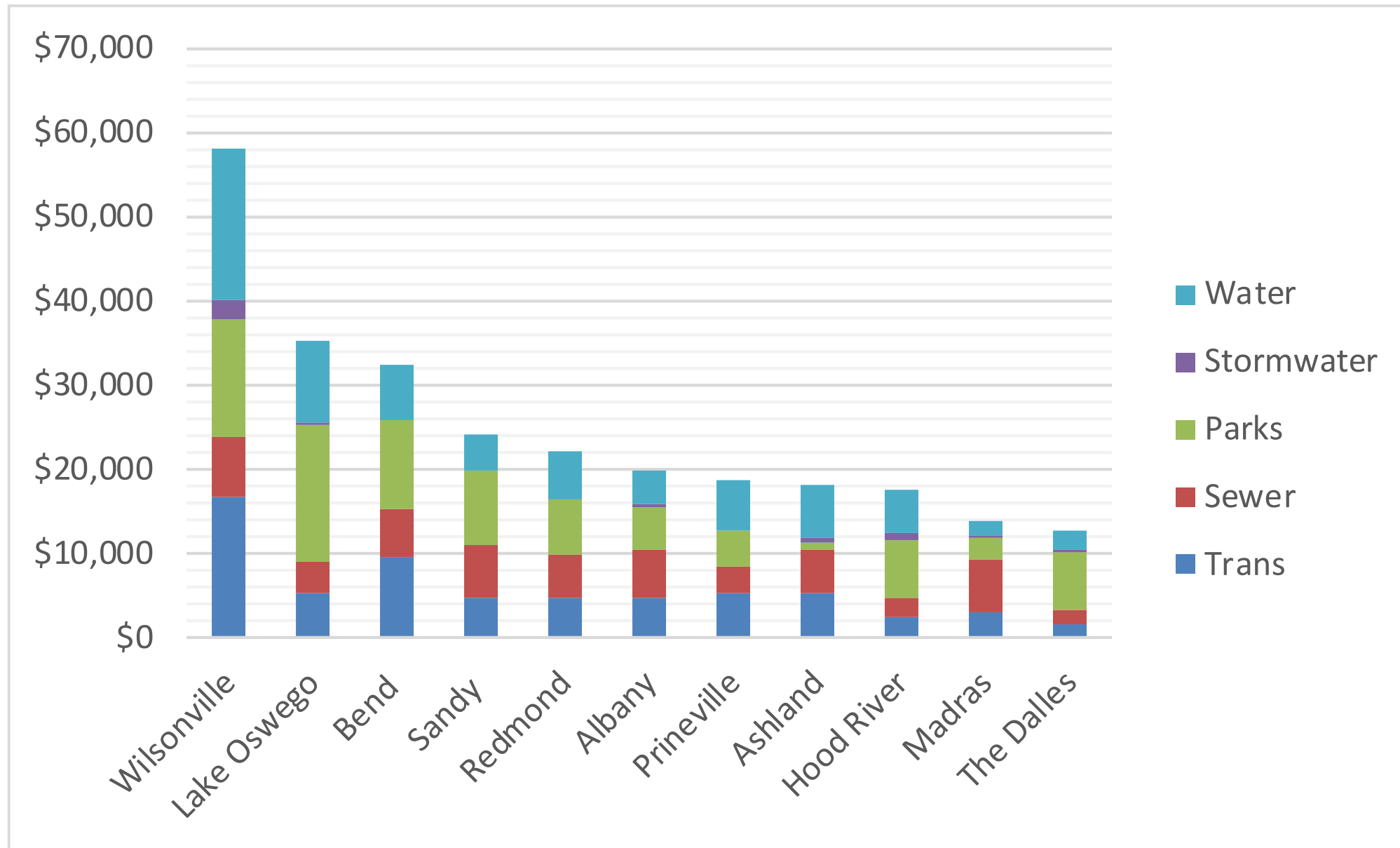
SDCs charged based on estimated impact

- Infrastructure costs
- Development scale (water meter size)
- Current SDC = \$2,317 per unit (3/4" base meter)



SDC Comparison

- Current water SDC not increased since 2007
- Average water SDC per unit = approximately \$5,000 statewide



Rates:

- Financial Planning
 - CIP phasing/funding
 - Annual rate changes
- Cost-of-Service/Rate Design
 - Customer classes
 - Minimum charge quantity

SDCs

- Rate Affordability/Competitiveness
 - Maximum allowable vs. phase-in or lower charges
- SDC Design
 - Nonresidential charge basis (industrial, fire, etc.)
 - Considerations for ADUs and middle housing types

- Technical analysis
 - Cash flow analysis
 - Customer class usage requirements
 - Rate/SDC scenario development
- August 19 Council Meeting





Overall Status and Next Steps





Q&A

THANK YOU

RESOLUTION NO. 24-011

**A RESOLUTION ASSESSING THE REAL PROPOERTY LOCATED
AT 3223 WEST 7th STREET THE COST OF NUISANCE ABATEMENT**

the City Code Enforcement Officer posted a Notice to Abate Nuisance upon the following listed properties on the dates shown below:

<u>Property</u>	<u>Assessor's Map No.</u>	<u>Date of Posting</u>
3223 West 7 th Street	2N 13E 29 DC 8000	February 2, 2024

WHEREAS, according to Wasco County real property records, the following persons are the owners of record for tax purposes of the following listed property:

<u>Property</u>	<u>Owner</u>
3223 West 7 th Street	Sara Watson

WHEREAS, the Notice to Abate Nuisance required the removal of noxious vegetation and/or junk from the listed property pursuant to the provisions of Section 5.24.040 of The Dalles Municipal Code;

WHEREAS, the Notice to Abate Nuisance further provided if the nuisance conditions were not abated the City would hire a contractor to abate the nuisance conditions, and the costs of the abatement would be charged to the owner of the property, and become a lien upon the property;

WHEREAS, as a result of the owners' failure to abate the nuisance conditions on the property, the City hired the following listed contractor, who abated the nuisance conditions on the dates listed below, for the costs listed below:

<u>Property</u>	<u>Contractor</u>	<u>Date of Abatement</u>	<u>Cost</u>
3223 West 7 th Street	G.V.V. Landscaping	March 11, 2024	\$900.00

WHEREAS, pursuant to Section 5.24.070 of The Dalles Municipal Code, on April 22, 2024, the City Clerk sent a Notice of Assessment by certified mail to Sara Watson advising them the total cost of the assessment for the property was \$900.00, and the listed sum would become a lien upon the property if the amount was not paid by May 7, 2024, or the assessment was not protested by April 27, 2024 by Sara Watson;

WHEREAS, Sara Watson failed to file any objection by the stated deadline and failed to pay the balance of the assessment by the deadline listed in the Notices of Assessment, and the City Council finds the statement of the amount of the proposed assessments is correct and no reason

exists to justify any delay in proceeding with the imposition of a lien upon the properties for the cost of the assessments.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF THE DALLES RESOLVES AS FOLLOWS:

Section 1. Assessment. The cost of the abatements of the nuisance conditions for the following property:

<u>Name/Address</u>	<u>Description</u>	<u>Final Assessment</u>
Sara Watson	2N 13E 29 DC 8000	\$900.00

The legal description for the properties is shown in the list of descriptions attached to and made part of this Resolution as Exhibit "A".

Section 2. Docket Entry. Upon passage of this Resolution and its approval by the Mayor, the following information shall be entered into the City Electronic Lien Docket:

- a. The foregoing legal description of the property assessed.
- b. The names of the owners or a statement the owners are unknown.
- c. The sum assessed upon each lot or tract of land.
- d. The date of the docket entry.

Section 3. Notices/Collection of Assessment. The City Clerk is directed to proceed with notice and collection of the assessment in accordance with the procedures prescribed by Oregon law for enforcement of liens and collection of assessments.

Section 4. Effective Date. This Resolution shall be effective upon adoption.

PASSED AND ADOPTED THIS 28TH DAY OF MAY, 2024.

Voting Yes	Councilors:	_____
Voting No	Councilors:	_____
Abstaining	Councilors:	_____
Absent	Councilors:	_____

AND APPROVED BY THE MAYOR THIS 28TH DAY OF MAY, 2024.

ATTEST:

Richard A. Mays, Mayor

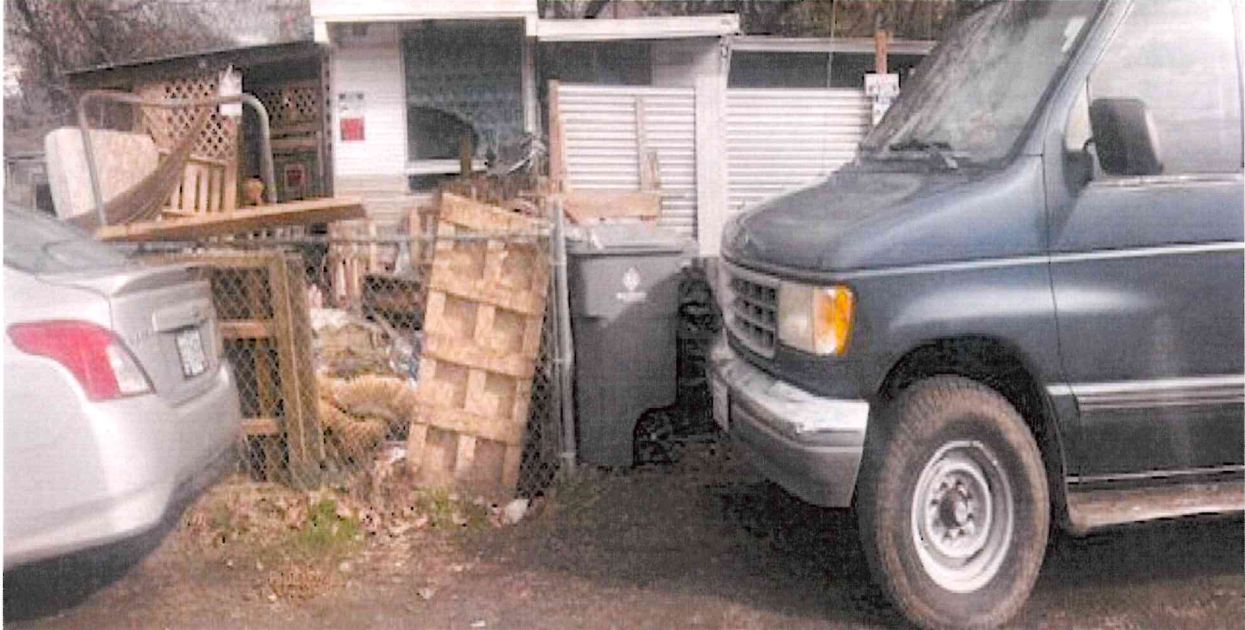
Amie Ell, City Clerk

Exhibit “A”

LEGAL DESCRIPTION OF 3223 WEST 7TH STREET

The West 75 feet of the North 91 feet 8½ inches of the South 183 feet 5 inches, EXCEPTING the West 5 feet, in Lot 13, SNIPES ACRES, Wasco County, State of Oregon.







AGENDA STAFF REPORT

AGENDA LOCATION: Item # 10A

MEETING DATE: May 28, 2024

TO: Honorable Mayor and City Council

FROM: Dave Anderson, Public Works Director

ISSUE: Authorization of expenditures for 2024 City Street Chip Seal
Project

BACKGROUND: In recent years, the Public Works Department has utilized a lot of chip seal treatments to preserve pavement surfaces on City streets. This is an effective and relatively low-cost treatment that can be used on streets that still have fairly good street surface conditions, and it does not trigger ADA requirements for adjacent sidewalks. The cracks in the streets are filled before they are chip sealed. It is now also the City's practice to apply a fog seal coat of oil over new chip seals to better lock in the chip rock and extend the life of the chip seal.

The 2024 chip seal effort, as in past years, will be undertaken in partnership with Wasco County Public Works since they have the equipment needed to apply chip seals which the City does not; the County only charges the City for the cost of its labor on these projects. The City has gone together with Wasco County for the purchase of the chip seal oil to get the best pricing available. This year's project will include 32 street sections throughout the City totaling 3.5 miles of streets to be chip sealed; the list of streets to be chip sealed can be viewed on the Public Works Transportation Division page of the City's website.

New for this year's project is the inclusion of a contracted street sweeping service for both before and after the chip seal application. This addition aims to expedite the removal of loose rock from the streets promptly. The contractor possesses the capability to efficiently deposit the street sweepings directly into an on-site dump truck. Subsequently, these materials will be transported back to Public Works for recycling, intending to repurpose the chip seal rock for winter sanding rock in the upcoming season. This approach not only ensures a more seamless cleanup process but also underscores our commitment to sustainability by maximizing resource utilization.

The anticipated expenditures for the 2024 Chip Seal Project are as follows:

Item	Quantity	Unit cost	Total cost
Chip seal oil	111 ton	\$653.08/ton	\$72,492.00
Chip rock	1,087 ton	\$17.25/ton	\$18,750.75
Wasco Co labor			\$46,800.00
Sweeping	2 vehicles	\$9,587.50/ea.	\$19,175.00
Towing	4 vehicles	\$1,500.00/ea.	\$6,000.00
Fog seal oil	35 ton	\$336.29/ton	\$11,770.00
Total			\$174,987.75

In advance of the planned work, the Public Works Department will inform residents using press releases and door hangers. Streets will be posted as No Parking at least a day in advance. Occasionally, there is a need to tow inoperative vehicles from the project area and those costs have been anticipated in the project estimate.

BUDGET ALLOCATION: The adopted FY2023-24 budget includes \$202,000 in line 005-0500-000.60-87 of the Street Fund allocated for chip seal projects. With an estimated project cost of \$174,987.75, there are adequate funds available for this contract.

ALTERNATIVES:

- A. **Staff Recommendation:** *Move to authorize the expenditures for the 2024 Chip Seal Project in an amount not to exceed \$174,987.75.*
- B. Deny authorization of the expenditures for the 2024 Chip Seal Project and provide additional direction to staff on how to proceed.



AGENDA STAFF REPORT

AGENDA LOCATION: Item #11A

MEETING DATE: May 28, 2024

TO: Honorable Mayor and City Council

FROM: Dan Spatz, Economic Development Officer

ISSUE: 280 Earth Joint Enterprise Zone Tax Abatement Recommendation

BACKGROUND:

The City of The Dalles, Wasco County and Port of The Dalles sponsor a Joint Enterprise Zone created in accordance with Oregon Revised Statute 285. Enterprise Zones encourage business recruitment by abating taxes on improvements made to underlying property, contingent upon employment growth and other requirements. Abatements do not apply to land value. The Enterprise Zone has been used for a variety of businesses over several decades.

Abatements may be for Standard Three, Extended Four or Five, or Long-term Seven to Fifteen years. Three-year abatements may be granted outright by Enterprise Zone administrators, conferring a 100 percent tax break on property improvements. Prior direction provided by City and County for extended abatements has been to require a community service fee of 50% in the fourth year and 75% in the fifth year. In other words, the tax abatement provided in Year Four is 50% and 25% in Year Five. The community service fee is paid to zone sponsors. Wasco County Assessor Jill Amery and the City's Economic Development Officer (EDO), Dan Spatz, are responsible for conferring three-year abatements and for recommending extended abatements within the City limits, taking into account findings from a pre-application conference with applicants and other research. (See Attachment #1, Pre-application conference report)

280 Earth (aka Climate GM LLC) is a carbon sequestration company based at Port of The Dalles. The company uses proprietary technology to remove carbon dioxide from the atmosphere, converting it to liquid form for transport to long-term underground storage. The business model relies in part upon revenue from sale of carbon credits. 280 Earth's pilot facility, designed to validate the technology, is located at 4375 River Trail Way at Port of The Dalles, a 2.79-acre site 280 Earth purchased from the Port in June 2023 for

\$1,425,000. The company constructed a 500-ton capacity test facility there in 2023-24 (Phase I). The company plans to construct a 5,000-ton production module (Phase II) on the same parcel, and is seeking a tax abatement for that module. City of The Dalles granted land use approval on April 24, 2024 (SPR 543-24). Contingent upon property acquisition from Port of The Dalles, the company plans to construct three more 5,000-ton modules on an adjoining parcel (Phase III). Ultimate plans call for a million-ton facility, which would not be possible at the port because of limited land availability.

280 Earth had requested an abatement on Phase I, the estimated value of which is \$20 million. Enterprise Zone management rejected this abatement because site preparation had preceded the request and thus did not meet a statutory requirement for tax abatement. 280 Earth will thus be paying taxes on full value of Phase I improvements and land once these are appraised by the State of Oregon effective Jan. 1, 2025.

The Enterprise Zone pre-application conference for Phase II occurred March 12, 2024. Based upon this meeting and other information, the Assessor and EDO are recommending to the City, County and Port a five-year abatement on Phase II.

280 Earth estimates five to seven new jobs would be created through Phase II. Five jobs have been created through proof-of-concept Phase I, which began production in April 2024, demonstrating viability of the technology.

280 Earth requests an abatement for two reasons: First, to help offset the cost of rail transport to Wyoming, required in order for underground sequestration at a Class VI injection well certified by the U.S. Environmental Protection Agency. There are no Class VI wells in the Pacific Northwest. 280 Earth recently entered conceptual discussions with NW Natural, which shares an interest in carbon sequestration and has identified a prospective long-term storage location in the Pacific Northwest. These two companies are exploring feasibility with other potential partners.

Second, the company is building its investor base and seeks assurance of long-term community support in The Dalles in order to provide that assurance to its investors. While 280 Earth developed its technology at Google X Labs and Google is a minority investor, 280 Earth is an independent company. 280 Earth pays Google for access to technical support. In addition, Phase II will use waste heat from the Taylor Lakes data center as an energy source for carbon sequestration. This will increase efficiency of the data center, which will reduce its water consumption. Water will be produced as a by-product of sequestration, at an approximate ratio of two tons of water produced for every ton of carbon dioxide sequestered.

Enterprise Zone managers recognize their authority to grant a three-year abatement outright. They are recommending the five-year extended abatement in order to encourage expansion and retention of 280 Earth in The Dalles and Wasco County, or potentially at Columbia Gorge Regional Airport industrial park. The recommendation aligns with Council's "Fiscal Sustainability" goal, in that the sponsors will receive a share of the fourth and fifth year distributions from this tax abatement. These "Community service fees" of 50% in Year Four and 75% in Year Five follow prior direction from the City and County. There would be no immediate fiscal return on a three-year abatement. There will

be long-term tax return should 280 Earth continue its presence at Port of The Dalles.

Wasco County Commissioners on April 17, 2024, accepted the five-year abatement recommendation. Port of The Dalles Commissioners deferred a decision in April, pending additional information from staff. Port commissioners accepted the recommendation on May 8, 2024, with one abstention. The five-year abatement recommendation will be presented to The Dalles City Council on May 28. A report on the pre-application conference, including additional background, is attached to this report.

BUDGET IMPLICATIONS:

Phase I: While this staff report concerns Enterprise Zone recommendation on Phase II, staff offer Phase I fiscal impact background for reference since Phase I and Phase II are both located on the same lot, 4375 River Trail Way. Wasco County Assessor's Office property account summary indicated an assessed property value of \$284,000 for 2022 and the preceding three years. However, 4375 River Trail Way was previously owned by Port of The Dalles, the property only became taxable in 2023 upon sale to 280 Earth. Prior to that it generated no property taxes. The amount of taxes on a given parcel typically varies from year to year, making projections problematic. At current tax rates and valuations, 280 Earth would pay approximately \$360,000 this tax year on recent improvements. This will not be the actual amount, however, since that can only be calculated by the state based upon all improvements made as of Jan. 1, 2025.

Phase II: Council is being asked tonight for a decision on Phase II extended tax abatement. Taxable value will be determined as of Jan. 1, 2025, once full development of 4375 River Trail Way has occurred, comprising the 500-ton test facility (Phase I, already fully taxed as described above) and the first of four 5,000-ton production modules (Phase II).

Phase III: 280 Earth also intends to construct three additional production modules, using 4325 River Trail Way at Port of The Dalles, which adjoins 4375 River Trail Way to the south. This is Phase III, and is contingent upon the port approving sale of that parcel. Phase III may be the subject of a later Enterprise Zone or Strategic Investment Program request but that topic is not before Council tonight.

Combined value of all three phases, sequestering in excess of 20,000 tons of carbon dioxide annually through all four production modules and the pilot facility, is estimated by the company at \$130 million. The company estimates overall economic impact at \$195 million. Details are included in the pre-application report in Council's packet.

COUNCIL ALTERNATIVES:

1. **Staff recommendation: *Move to approve a five-year Extended Enterprise Zone tax abatement for 280 Earth as detailed contingent upon approval from Wasco County and Port of The Dalles.***
2. Decline approval
3. Provide alternative direction to staff

Pre-Application Report: 280 Earth (Climate GM)

Meeting date: March 12, 2024

Attending:

- Darren Bonnstetter -- 280 Earth co-founder
- Hannah Darst -- Permitting lead, geologist
- Christopher Cameron -- Business development specialist
- Darrin Eckman -- Civil engineer, AKS Engineering
- Jill Amery -- Wasco County Assessor
- Dan Spatz -- City of The Dalles EDO

Overview: 280 Earth

280 Earth (aka Climate GM), based in Palo Alto, Calif., is completing a prototype scale carbon sequestration facility on a site it purchased from Port of The Dalles (4375 River Trail Way). 280 Earth has requested an option to purchase a larger, adjoining parcel for expansion by early 2026 should the prototype demonstrate proof of concept. Port of The Dalles has not yet granted this option. Initial test run is anticipated April 2024. The technology is referred to as “Direct Air Capture.” The company derives its name from 280 parts of carbon dioxide per million parts of atmosphere (PPM), a level selected by the National Oceanic and Atmospheric Administration (NOAA) as representative of the pre-industrial atmosphere. Atmospheric carbon dioxide, now exceeding 420 PPM (Source: NASA) is recognized as a major contributor to climate change.

Contingent on proof of technical and economic concept, expansion is envisioned in several phases. Direct investment levels are noted below, concluding with overall economic impact as estimated by 280 Earth (see also Exhibits, page 8):

- **Phase I:** The prototype facility now nearing completion. Capacity: 500 tons of carbon capture annually. Investment: \$20 million. Initial test run anticipated April 2024.
- **Phase II:** The first of four production modules. Capacity: 5,000 tons. Investment: Approximately \$40 million. Construction: 2025. Employment: 5-8 fulltime employees. Request: Three-to five-year Enterprise Zone abatement. Various factors (Future carbon credit sales, rail connection, waste heat integration) will influence Phase II deployment.
- **Phase III:** Three additional production models of 5,000-ton capacity each for combined 15,000-ton capacity. Investment: \$90 million. Construction: 2025-26. Request: Strategic Investment Program. 280 Earth expresses the desire to expand to this level but is not yet prepared to make that commitment.
- **Total investment from phases II and III:** Approximately \$130 million. The company estimates overall economic impact of \$195 million.

Long-term: 280 Earth’s long-term goal is the construction of one or several large production facilities of one-million-ton capacity each. Because of limited acreage available at Port of The Dalles this cannot occur at the current location.

Background

280 Earth’s initial investment in the demonstration model will be approximately \$20 million, with \$13 million committed as of March 2024. Since construction of this phase began in 2023 prior to Enterprise Zone application and thus did not meet Business Oregon criteria, Enterprise Zone managers denied the requested abatement.

280 Earth’s technology was developed over five years at Google X Labs and spun off in 2022. Although Google has an approximate one-third ownership stake in the company*, 280 Earth is a separate company with majority of investment coming from other sources. 280 Earth continues to contract with Google X for scientific and engineering expertise, the cost of which is borne by 280 Earth. One goal of 280 Earth is to use waste heat from the Google data centers in The Dalles to offset the energy required for carbon sequestration. This is one of the conditions that need to be met in order for 280 Earth to proceed with Phases II and III expansion. Waste heat can also come from other sources – basically any industrial or other heat source. In The Dalles, once 280 Earth reaches full production following the demonstration phase, heated water from the data center’s cooling processes would be routed through a heat exchanger at the 280 Earth production site. The cooler water would then be returned to the data center, potentially increasing efficiency and thereby reducing the amount of water needed by the data center. 280 Earth contends that up to 80 percent of the system’s thermal requirement can be recovered from waste heat. (The demonstration model is not designed for this aspect of the process, however, so no coolant water is transferred from the data center to the demonstration model. That would come with later, full production modules.)

280 Earth uses a proprietary “adsorbent” material to capture carbon dioxide (CO₂) from the atmosphere, sequestering it in the form of liquid CO₂, which is then stored temporarily on-site. (This process also captures water vapor from the atmosphere, producing liquid water as a byproduct. The ratio is one ton of sequestered CO₂ generates two tons of water.) Bench-scale testing and a nine-ton prototype validated the adsorbent material at Google X labs. If the process further proves itself in terms of technology and business model, at production scale liquified CO₂ would be transferred via refrigerated rail tankers to Texas, Illinois, or other locations outside of the Pacific Northwest having access to Class VI injection wells.

280 Earth’s business model requires the use of Class VI injection wells in order to qualify for federal tax credits (IRS Section 45Q).

**Google’s ownership share is being diluted through Series B bond sales.*

Injection wells

Class VI wells are certified by the U.S. Environmental Protection Agency's Underground Injection Control (UIC) program, as authorized by the Safe Drinking Water Act. As described on the EPA website: *"This program regulates the injection of fluids (such as water, wastewater, brines from oil and gas production, and CO₂) into the subsurface for the purposes of storage or disposal. The main goal of the UIC Program is the protection of Underground Sources of Drinking Water."* There are multiple classes of injection wells for different injected materials; Class VI was established in 2010 specific to CO₂ sequestration, providing minimum technical criteria to protect drinking water from CO₂ storage.

Injection wells located in the Midwest would maintain CO₂ in liquified form, capped by overlying geologic layers. As such, these are seen as an interim measure by 280 Earth. A long-term goal described by the company is a different form of storage, where Class VI wells would be used to inject CO₂ into basalt geologic layers, such as are found extensively in Eastern Oregon and Washington State. Should this prove feasible, the CO₂ would bind chemically with silicates in the basalt to form a chemically stable compound; [tests conducted in Iceland](#) demonstrate such compounds are formed within two years of injection.

Another test occurred at Wallula in Eastern Washington State, conducted by the US Department of Energy's National Energy Technology Laboratory under a Class V Experimental authorization. As with the Iceland test, this demonstrated technical feasibility of basalt sequestration:

Fluid samples collected from reservoir depth showed strongly elevated concentrations of calcium (Ca), magnesium (Mg), iron (Fe), and manganese (Mn), as well as isotopic shifts consistent with rapid reaction of the basalt with the injected CO₂. (Source: [Wallula](#) report, US Department of Energy.)

At present, there are no Class VI injection wells in Oregon or Washington, and no locations are currently under review, according to a program officer with EPA Region 10 (Source: Email exchange March 14, 2024). (There is no separate EPA certification process for basalt mineralization through Class VI wells; the same process applies to all Class VI wells).

The demonstration model now nearing completion is designed to produce 500 tons of CO₂ annually. If indicated by proof of concept and economic feasibility, 280 Earth would next build the first of four 5,000-ton rated modules (Phase II) on the parcel now occupied by the demonstration model. The other three would follow on the separate, adjoining parcel (Phase III). Neither the demonstration model nor subsequent production modules are expected to be profitable, but rather to serve as preliminary stages toward 280 Earth scaling to full production through the development of one-million-ton production facilities. 280 Earth makes no commitment regarding

the location of these later facilities. A total of five acres is required for 20,000-ton total production.

Estimated value of each 5,000-ton production module is \$40 million, for a total investment of \$90 million at 20,000-ton capacity. (Shared roads and other components reduce the cost per module). Full production at this level is anticipated in 2025-26. Expansion to one-million-ton capacity, as envisioned by 280 Earth, would require a different, larger location than is available at Port of The Dalles.

280 Earth justifies its request for tax abatement partly as a means of off-setting the anticipated cost of rail shipment from The Dalles to Class VI injection wells in the Midwest. There is no rail spur to the River Trail Way location, so this must also be constructed if 280 Earth proceeds with production scale modules. Should the EPA certify Class VI injection wells in Oregon or Washington and should such wells be developed, 280 Earth would explore using these wells for CO₂ basalt injection, reducing the cost of rail transport. The company does not commit to developing these wells. *No injection is proposed for local basalts.*

Carbon credits, carbon offsets and Direct Air Capture

These are related but distinct models designed to allow companies that produce carbon dioxide to compensate for that production. Long-term carbon sequestration results in any of several forms of carbon offsets. Carbon credits are one form of carbon offset. Credits may be regulated by any of several recognized authorities (examples: California Cap and Trade Program, American Carbon Registry) and sold on a formal carbon market. One credit equals one ton of CO₂ produced by the purchasing company, and there may be significant monetary value attached to that credit. 280 Earth will generate and sell carbon credits through its form of Direct Air Capture technology.

Atmospheric carbon dioxide can be reduced, removed or avoided. “Reduction” means transitioning from more polluting to less-polluting technologies. “Removal” means eliminating CO₂ from the atmosphere. “Avoiding” means not producing CO₂. Different technologies and models have been developed for each of these strategies. Direct Air Capture is carbon removal.

There are in turn two prevailing models for carbon removal: Natural and mechanical. Natural carbon removal recognizes carbon credits achieved through forestry or other nature-based practices, for instance where forest harvest is avoided entirely or trees are intentionally planted to sequester carbon. There is controversy surrounding nature-based carbon credits, given the challenges of accurately measuring the rates and duration of successful sequestration. (See “[The Great Cash for Carbon Hustle](#),” *The New Yorker*, Oct. 16, 2023.) Instead, mechanical carbon credits rely upon technological applications; at least in theory, these should lead to precise measures of carbon removal, since CO₂ can be weighed at multiple points, from sequestration through interim

storage, shipping and underground injection. 280 Earth uses a mechanical model of carbon removal.

Enterprise Zone analysis

Unlike many Enterprise Zone applicants, 280 Earth is not part of a well-established industry. Carbon sequestration is still in its relative infancy in terms of technological advances and economic viability. 280 Earth readily acknowledges that the project phase it is completing now in The Dalles is a proof of concept, destined to lose money in the short term. The company expresses strong interest in expanding in The Dalles, but recognizes the economic challenges it must overcome in order to justify such expansion. Thus, it emphasizes it cannot provide assurance of a long-term presence here.

According to the *Carbon Herald*, a weekly industry newsletter, [there are at least 20 companies](#) currently engaged in Direct Air Capture, most of which are at the research and development level. 280 Earth is not among the top 20 companies listed on the *Carbon Herald* [website](#). When asked about this, one of the pre-application conference attendees, Dr. Christopher Cameron, noted the report dates from 2023, before 280 Earth began selling carbon credits.

On the other hand, 280 Earth is an offshoot of Google X, and Google is one of four major investors (the other three are Bayshore Global Management, Yu Capital, and Builders VC). In a world where climate change arguably presents an existential challenge to large regions of the planet through rising sea levels, drought and other climate extremes, it is evident that any technology aimed at reducing atmospheric CO₂ should, if proven technically and economically feasible, be in a favorable position for growth.

Three questions must then be addressed in this analysis:

- *Is 280 Earth's proprietary technology feasible?*

Answer: We'll know within a matter of weeks. The first test run is scheduled for April 2024. The proprietary adsorbent has already been validated at Google X labs.

- *If feasible, is the business model viable and competitive in a marketplace where other companies are proliferating?*

Answer: It's too soon to tell. The situation recalls the wind energy sector in the 2010s, when there was similar proliferation of start-ups, often deploying cutting-edge yet unproven technologies, leading to subsequent failures, mergers and acquisitions. It took years for the wind energy industry to settle down into today's major players, and mergers still occur. This, with a technology much older than carbon sequestration. 280 Earth's current model requires rail transport to points east of the Rockies, which will significantly affect operating margins. This is the company's major arguments in favor of tax abatement. Long-term viability will depend in

large part upon the EPA certifying Class VI injection wells in Oregon or Washington and the development of such wells. 280 Earth's current investment level supports development of only the first 5,000-ton production module (Phase II). Financing will be required for the other three production modules (Phase III).

- *This all leads to the third (two-part) question: Should The Dalles – Wasco County Joint Enterprise Zone take a chance on 280 Earth being one of the sequestration survivors, and if 280 Earth should prosper, will it stay in our region?*

Answer: Good question. As noted earlier, there is sufficient industrial property at 280 Earth's current and optioned sites (five acres) to produce 20,000 tons of CO₂ annually. The company's goal of one million tons annually would require a 250-acre site; additional one-million-ton facilities would require even more acreage. Port of The Dalles has no such property available. Google's financial stake in 280 Earth demonstrates access to investment capital likely not available to many other sequestration start-ups. The Oregon Growth Board, of which Oregon State Treasurer Tobias Read is a member, is another 280 Earth investor. In a December 2023 telephone interview, Read's chief of staff (and former staff to Sen. Jeff Merkley), Dmitri Palmateer, noted the company's potential role "at the nexus of state policy issues" such as reduced use of cooling water by server farms, and suggested the state could help influence relevant federal policies. For instance, Oregon could seek to transfer administrative jurisdiction of Class VI well certification from EPA to DOGAMI (Oregon's Department of Geology and Mineral Industries) or another state agency. Palmateer also noted 280 Earth's proximity to BPA transmission capacity and the state's basalt formations as factors being considered for additional Oregon Growth Board investment. Given such factors, Palmateer suggested The Dalles could become a "poster child" for carbon sequestration. (It should be noted Oregon Growth Board is separate from the Oregon State Treasury, where investment focus is on pension funds.) If the technology proves itself, these plus other financing the company is pursuing should be sufficient to build out the 20,000 annual ton production target. This is described by the company as a "line of sight" goal.

To push this analysis beyond that point would be speculative.

But ... let's indulge in a little speculation anyway. Should 280 Earth's business model prove feasible, certain factors argue in favor of continued local expansion, not at Port of The Dalles but elsewhere in Wasco County or perhaps even Columbia Gorge Regional Airport industrial park. Former industrial sites at Tygh Valley and Maupin, for instance, might be considered. And, while not in Oregon, the airport would have sufficient room for a one-million-ton production facility. It has rail transport and proximity to BPA transmission lines. Solar power, if required, can be developed there. Finally, as noted earlier, 280 Earth's sequestration produces water as a by-product. A one-million-ton CO₂ capture facility would produce an estimated 480 million gallons of water annually, which could be used to offset the airport's water requirements. Airport land

may not be purchased. Long-term lease revenues, shared with Klickitat County, could be used for continuing airport improvements and to reduce the City's current subsidy to the airport.

Determination

Enterprise Zone Managers determine that 280 Earth's request for abatement meets Business Oregon requirements, having completed the requirement checklist in pre-application conference taking place March 13, 2024.

However, we are postponing three-year authorization pending Enterprise Zone partners' consideration of a five-year or other extended abatement as described below.

Recommendation

Enterprise Zone Managers recommend that The Dalles City Council, Wasco County Board of Commissioners and Port of The Dalles consider a five-year abatement for 280 Earth's Phase II development, constituting one 5,000-ton production module, to support 280 Earth's goal of expanding at the Port of The Dalles. We note that demonstration of technological feasibility will occur as early as April 2024.

In making this recommendation, we seek to encourage 280 Earth's continued local presence and expansion to full production level, should its technology and economic model be validated. Carbon sequestration will become a major industrial sector, driven by the imperative of climate change. The Dalles and our immediate region could become a research and production hub for this nascent technology, with the potential added benefit of creating a new water resource. In our opinion, this justifies consideration of additional abatement options.

280earth

Exhibit 2: Assets Under Construction (500-tpa)		
	Total	Equipment Total
1561 Plant Equipment**	\$8,852,483	\$8,852,483
1562 Site Services	\$264,984	
1563 Civil	\$1,696,275	Services Total
1564 Electrical & Plumbing	\$375,555	\$3,624,045
1565 Mechanical	\$1,233,710	5-8 Full-time positions
1566 Buildings	\$53,521	
1567 Vendor Mgmt Fee - Plant Equipment	\$198,052	
Total 1560 Assets Under Construction	\$12,674,581	20 - 30 FTE Construction jobs
Estimated Economic Impact	\$19,011,871	

Exhibit 3: Estimated Budget for 5K, 15K, and Combined (20K-tpa)			
	5K-tpa Total	15K-tpa Total	Combined (20K-tpa) Total
Buildings			
Building, steel frame, piping, electrical	\$7,500,000	\$16,875,000	\$24,375,000
Phase 2 Site Prep, garding, trenching, foundation	\$2,500,000	\$5,625,000	\$8,125,000
Buildings total	\$10,000,000	\$22,500,000	\$32,500,000
Equipment			
Adsorber system	\$2,500,000	\$5,625,000	\$8,125,000
Desorber system	\$3,500,000	\$7,875,000	\$11,375,000
CO2 Compressor system	\$2,500,000	\$5,625,000	\$8,125,000
CO2 Storage system	\$2,000,000	\$4,500,000	\$6,500,000
Vacuum Skid system	\$3,000,000	\$6,750,000	\$9,750,000
Air Filtration system	\$2,000,000	\$4,500,000	\$6,500,000
Conveyance system	\$3,500,000	\$7,875,000	\$11,375,000
Pipe Spools	\$2,500,000	\$5,625,000	\$8,125,000
Electrical	\$6,000,000	\$13,500,000	\$19,500,000
Chiller	\$1,000,000	\$2,250,000	\$3,250,000
Chutes and Hoppers	\$1,500,000	\$3,375,000	\$4,875,000
Equipment Total	\$30,000,000	\$67,500,000	\$97,500,000
Equipment Grand Total	\$40,000,000	\$90,000,000	\$130,000,000
Economic Impact Grand Total	\$60,000,000	\$135,000,000	\$195,000,000



AGENDA STAFF REPORT

AGENDA LOCATION: Item # 11B

MEETING DATE: 5/27/2024

TO: Honorable Mayor and City Council

FROM: **Jeff Renard, Airport Manager**

ISSUE: KDLS Aircraft Storage LLC Land Lease

BACKGROUND: KDLS Aircraft Storage LLC is a Washington Limited Liability Corporation. Josh Coombs and Rob Gilchrist, the members of the LLC are both pilots with a presence at our airport. They have requested to construct a 60 x 120-foot aircraft hangar adjacent to one of the new taxiways that were built with our FAA project.

This hangar will consist of two 60x60 halves for private aircraft storage for each of the respective parties. The site that they desire is one of the sites designated for private developers to build on. The developers have met all application requirements of the airport and are now working with Klickitat County Planning for their approvals.

Staff is seeking to have the attached 20-year lease with the option for 2 ten-year extensions approved. Also, as per the airport policy the airport and its sponsors have the first right of refusal on the sale of any developments on the airport, these developments also are part of the 40-year reversionary clause associated with our Federal grant assurances.

The Airport Board recommended the approval of the land lease with KDLS Aircraft Storage LLC during the March 29th board meeting.

BUDGET IMPLICATIONS: Per our established land lease rates of .20 cents per square foot for aviation lots, the land lease rate for the 7200 sq. ft will be \$1440.00 per year. As per our airport lease agreements the land leases are subject to annual CPI increases of 2.6%

COUNCIL ALTERNATIVES:

1. **Staff recommendation:** *Move to authorize the City Manager to enter into the lease with KDLS Aircraft Storage LLC as presented, contingent upon approval from Klickitat County*
2. Direct staff to address specific aspects of the lease with the potential tenant.
3. Decline to approve the land lease.

GROUND LEASE
between
CITY OF THE DALLES & KLICKITAT COUNTY
and
KDLS Airport Storage, LLC

WHEREAS, the City of The Dalles, an Oregon municipal corporation (**City**), and Klickitat County, Washington municipal corporation (**County**), jointly own and operate (together, **Landlord**) the Columbia Gorge Regional Airport (**Airport**) located in Dallesport, Washington;

WHEREAS, KDLS Aircraft Storage, LLC, a Washington limited liability company (**Tenant**), desires to enter into an agreement with Landlord for the lease of property located on the Airport, upon which Tenant proposes to construct a hangar for aircraft storage and other miscellaneous uses at the Tenant's sole cost and expense; and

WHEREAS, the Parties intend this ground lease (**Lease**) to memorialize their complete intent with respect to Tenant's lease from Landlord and Landlord's lease to Tenant as described.

NOW, THEREFORE, in consideration of the provisions set forth herein, the Parties mutually agree:

SECTION 1. LEASE AND PREMISES. For and in consideration of the rent and faithful performance by Tenant of the terms and conditions and the mutual covenants hereof, Landlord does hereby lease to Tenant, and Tenant hereby leases from Landlord, subject to all easements and encumbrances of record, the property described in Exhibit A (**Premises**) and accepts the Premises as-is, finding it suitable for Tenant's intended use of constructing an aircraft hangar. The Parties expressly agree this Lease shall be interpreted to preserve the Airport's compliance with Federal Aviation Administration (**FAA**) and other federal obligations and Tenant understands and accepts all rights conferred to it through this Lease are—at all times and in all ways—subordinate to the Airport's federal obligations.

SECTION 2. TERM. This lease shall be for a term of twenty (20) years, and shall commence July 1, 2024 (**Commencement Date**), and shall end at midnight on June 30, 2044, unless (a) sooner terminated as provided in this Lease or (b) the term is renewed as provided in this Section. This Lease may be renewed by the Tenant for two (2) additional terms of ten (10) years each. All of the provisions in the Lease for the initial twenty (20) year term shall apply to the additional ten (10) year renewal terms, including the provision for rental increases as set forth in Section 3. To exercise any Lease renewal, Tenant must (a) not be in default at the time any notice contemplated by this Section is given and (b) provide written notice to Landlord of its desire to renew by the later of the following dates:

- (a) by no later than one (1) year prior to the expiration of the initial twenty (20) year term, or by no later than six (6) months after the Landlord has given written notice to Tenant the Lease will expire unless it has been renewed for an additional ten (10) year term; and
- (b) by no later than one (1) year prior to the expiration of the first additional ten (10) year term, or by no later than six (6) months after the Landlord has given written notice to Tenant the Lease will expire unless it has been renewed for a second additional ten (10) year term.

SECTION 3. RENT. Tenant shall pay Landlord a yearly rent for use of the Premises during the term of this Lease. For the period from the Commencement Date until this Lease expires or is otherwise sooner terminated, the Tenant shall pay an annual base rent of one thousand four hundred forty dollars (**\$1,440.00/year**) per year during the Lease term, with the first payment to be made on the Commencement Date and with a like payment to be made annually each July 1 thereafter during the Lease term. Tenant's annual rent may be increased by no more than three percent (3%) each year during the Lease term effective each July 1 during the Lease Term. Nothing in this Section precludes Landlord's potential adjustment of Tenant's rent (at any time) consistent with direction Landlord receives from the FAA connected with the fair market value of Airport property, revenue, and this Lease, and Tenant expressly assents to any adjustment so directed.

SECTION 4. USE.

4.1 Authorized Use. Tenant must use the Premises for the purpose of construct a hangar for aircraft storage and other miscellaneous uses only. All of Tenant's use qualifications, restrictions, and obligations to use the Premises inures to all subtenants and licensees.

4.2 Use Restrictions. Tenant shall conform to all applicable laws and regulations of any public authority impacting the Premises and the use, including the Airport and its rules and regulations as amended.

4.3 Environmental Impacts and Hazardous Materials. Tenant shall not cause or permit any hazardous substance to be spilled, leaked, disposed of, or otherwise released on or under the Premises or into the stormwater system at the Airport. Tenants may use or otherwise handle on the Premises only the hazardous substances typically used or sold in the customary, prudent, and safe authorized use of the Premises. Tenants may store such hazardous substances on the Premises only in quantities necessary to satisfy Tenant's reasonably anticipated needs. Tenants shall comply with all environmental laws and exercise the highest degree of care in the use, handling, and storage of hazardous substances and shall take all practicable measures to minimize the quantity and toxicity of hazardous substances used, handled, or stored on the Premises. Upon the expiration or sooner termination of this Lease, Tenant shall remove all hazardous substances from the Premises. For purposes of this subsection, the term *environmental law* shall mean any federal, state, or local statute, regulation, or ordinance, or any judicial or other governmental order pertaining to the protection of health, safety, or the environment. The term *hazardous substances* shall mean any hazardous, toxic, infectious, or radioactive substance, waste, and material as defined or listed by any environmental law and shall include, without limitation, petroleum oil and its fractions. Tenants shall maintain for the duration of the Lease term "Material Safety Data Sheets" for all hazardous substances used or stored on the Premises in a place known and accessible to the Landlord and the Airport Manager.

SECTION 5. REPAIRS, MAINTENANCE, INSPECTION, AND IMPROVEMENTS.

5.1 Repairs and Maintenance. Tenant shall have the total responsibility for all repairs and maintenance required to keep the Premises in good repair.

5.2 Inspection of Premises. Landlord shall have the right to inspect the Premises at any reasonable time or times.

Ground Lease

KDLS Aircraft Storage, LLC

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SECTION 6. ALTERATIONS AND ADDITIONS. Tenant shall not make any material external alterations to or erect any additional structures or make any material improvements on the Premises without prior written consent of the Landlord, which consent shall not be unreasonably withheld. Any external alteration or addition approved by Landlord shall be constructed at the sole expense of Tenant. Upon approval by Landlord of any such alteration or addition, Landlord shall notify Tenant whether such alterations made shall remain on the Premises and be acquired by Landlord or be removed from the Premises by Tenant at its sole cost and expense upon expiration or earlier termination of this Lease. If Landlord elects to require Tenant to remove any alterations, Tenant at its sole cost shall remove such alterations and restore the Premises to the conditions existing immediately prior to the addition of such alteration (reasonable wear and tear excepted) on or before the last day of the Lease term.

SECTION 7. INSURANCE.

7.1 Fire Insurance. Tenant shall keep the Premises and all improvements thereon insured at Tenant's expense against fire and other risks covered by a standard fire insurance policy with an endorsement for extended coverage. Insurance shall be on a replacement-cost basis to the full insurable value of the improvement. Neither Party shall be liable to the other for any loss or damage caused by fire or any of the risks enumerated in a standard fire insurance policy with an extended endorsement if such insurance was obtainable at the time of such loss or damage.

7.2 Liability Insurance. Before taking possession of the Premises, Tenant shall procure and shall continue during the Lease term public liability and property damage insurance which shall cover all risks arising directly or indirectly out of its activities on or any condition of the Premises whether or not related to an occurrence caused or contributed to by Landlord's negligence. The policy limits shall not be less than \$2,000,000 on a combined single limit basis. The *City of The Dalles, Klickitat County*, and the *Columbia Gorge Regional Airport Board* shall be named as additional insureds on said policy. Certificates evidencing such insurance and bearing endorsements requiring thirty (30) days written notice to Landlord prior to any change or cancellation shall be furnished to Landlord prior to Tenant's occupancy of the Premises. Tenant's failure to maintain an approved insurance policy shall constitute a default under this Lease.

7.3 Insurance Review. On each fifth (5th) anniversary date of the Commencement Date during the Lease term, including the two (2) additional terms of ten (10) years each if the Lease is renewed, Landlord and Tenant shall review the amount of coverage for public liability and property damage insurance to be maintained by Tenant, to ensure the amount of coverage is equivalent in value to \$2,000,000. If Tenant fails to provide proof of increased coverage in an amount which Landlord and Tenant have mutually agreed is necessary, Landlord may terminate this Lease under the provisions of Section 12.

7.4 Sublease Insurance. Any subleases of the Premises entered into by Tenant with a subtenant shall contain a provision indicating liability insurance policies obtained by the subtenants must name the *City of The Dalles, Klickitat County*, and the *Columbia Gorge Regional Airport Board* as additional insureds under the policies.

SECTION 8. TAXES AND UTILITIES.

8.1 Taxes. Tenant shall pay as due all taxes, personal and property, assessments, license fees, and other charges which are levied and assessed upon Tenant's interests in the Premises,

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by any legally authorized governmental authority. Tenant is responsible for real property taxes imposed by Klickitat County upon the Premises which reflect the property's pro rata share of the real property taxes imposed by Klickitat County upon the Airport.

8.2 Utility Charges. Tenant shall pay when due all charges for services and utilities incurred in connection with the use, occupancy, operation, and maintenance of the Premises, including, but not limited to water, gas, electricity, internet, telephone, and sewage disposal.

8.3 Utility Installation. Tenant shall be responsible for the costs of connecting all necessary utilities from the location to which the utilities are currently stubbed in order to provide services to the Premises, all connections and utility infrastructure being installed pursuant to applicable law. Tenant shall also be responsible for the costs of any required relocation of the utilities during the Lease term.

SECTION 9. INDEMNIFICATION. Tenant shall indemnify, defend, save, protect, and hold harmless the Landlord, its officers, agents, and employees from any claim, loss or liability, including reasonable attorney fees, arising out of or related to any activity of Tenant on the Premises or any condition of the Premises in the possession or under the control of Tenant. Landlord shall have no liability to Tenant for any injury to Tenant for any injury, loss, or damage caused by third parties or by any condition of the Premises, except to the extent caused by Landlord's sole negligence or breach of duty under this Lease.

SECTION 10. ASSIGNMENT. Tenant shall not assign, sell, or transfer its interest in this Lease without having first obtained the express written consent of the Landlord, which consent shall not be unreasonably withheld by Landlord; provided, however, as conditions to any consent to any assignment, sale, or transfer, Landlord may require the following: (a) financial statements, credit reports, or other such information about an assignee as Landlord may deem reasonably necessary to ascertain transferee's ability to satisfy its financial and other obligations under this Lease; (b) that Tenant and transferee enter into Landlord's then-current form of ground lease or an amendment to this Lease; (c) an environmental assessment of the Premises, at Tenant's expense; and/or (d) that any agreement between Tenant and the transferee does not include any payment or compensation to Tenant other than transferee's agreement to pay the then-current rental rate due and perform all obligations of Tenant required under this Lease. Landlord's consent to an assignment of this Lease shall not be construed to release or discharge Tenant of its obligations and liabilities under this Lease. In the event Tenant shall attempt to assign, sell, or transfer its interest in this Lease or any part hereof, without having first obtained the express written consent of Landlord, this Lease shall be null and void and Landlord shall have an immediate right of entry.

SECTION 11. DEFAULT. The following shall be events of default:

11.1 Default in Rent. Tenant's failure to pay any rent or other charge within ten (10) days after it is due.

11.2 Default in Other Covenants. Tenant's failure to comply with any term or condition or fulfill any obligation of the Lease (other than the payment of rent or other charges) within twenty (20) days after written notice by Landlord.

11.3 Insolvency of Tenant. Assignment by Tenant for the benefit of creditors, filing by Tenant of a voluntary petition in bankruptcy, adjudication that Tenant is bankrupt or the appointment of

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a receiver of the properties of Tenant, Tenant's failure to secure dismissal of an involuntary petition of bankruptcy within thirty (30) days after filing, and/or attachment or levying of execution on Tenant's leasehold interest.

SECTION 12. REMEDIES ON DEFAULT.

12.1 Termination. In the event of default, the Lease may be terminated by Landlord upon written notice to Tenant. Whether the Lease is terminated by the election of Landlord or otherwise, Landlord shall be entitled to recover damages from Tenant for the default. Landlord may reenter and/or take possession of the Premises and remove any persons or property by legal action or by self-help with the use of reasonable force and without liability for damages and without having accepted a surrender.

12.2 Disposition of Tenant's Personal Property. Upon the sooner termination, for any reason, of this Lease, the surrender provisions of Section 13 apply with respect to Tenant's leftover personal property.

12.3 Re-letting. Following reentry or abandonment, Landlord may re-let the Premises and may make any suitable alterations and/or refurbish the Premises. Landlords may re-let the Premises for a term longer or shorter than the term of this Lease, upon any reasonable terms and conditions, including the granting of some rent-free occupancy or other rent concessions.

12.4 Damages. In the event of termination or retaking of possession following default, Landlord shall be entitled to recover immediately, without waiting until the due date, of any future rent or until the date fixed for expiration of the Lease term, the following damages:

12.4.1 The loss of rental from the date of default until a new tenant is, or with the exercise of reasonable efforts could have been, secured and paying out.

12.4.2 The reasonable costs of reentry and re-letting, including without limitation the cost of any cleanup, refurbishing, removal of Tenant's property and fixtures, remodeling or repairs costs, attorney fees, court costs, recording costs, broker commissions, and advertising costs.

12.5 Late Fee. In the event Landlord fails to receive rent, or any other payment required by this Lease, within ten (10) days after the due date, Tenant shall pay to Landlord a late charge of five percent (5%) of the payment amount. Tenants shall pay the late charge upon demand by the Landlord. Landlords may levy and collect a late charge in addition to all other remedies available for Tenant's default, and collection of a late charge shall not waive the breach caused by the late payment.

12.6 Remedies Cumulative. The foregoing remedies shall be in addition to and shall not exclude any other remedy available to the Landlord under applicable law.

SECTION 13. SURRENDER. Upon expiration or the sooner termination (for any reason) of this Lease, Tenant must terminate any subleases and remove all personal property leftover on the Premises; provided, however, the Parties may agree to transfer ownership of any and all such personal property to Landlord.

13.1 Tenant's Personal Property. Title to personal property belonging to Tenant shall at all times during the Lease term, or any extension thereof, remain in Tenant, and Tenant shall have

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the right at any time to remove any or all personal property of every kind and nature whatsoever which Tenant may have placed, affixed, or installed upon the Premises; provided, however, upon Tenant's removal of such personal property Tenant also restores the Premises to its original condition. Tenant shall have the right to remove said personal property; provided, however, upon any such removal Tenant shall repair, at its own expense, any damages resulting therefrom and leave the Premises in a reasonably clean and neat condition, with all other improvements in place.

13.3 Holdover. In the event Tenant shall remain in possession of the Premises after the expiration, cancellation, or earlier termination of this Lease, such holding over shall not be deemed to operate as renewal or extension of this Lease, but shall only create a tenancy from month-to-month which may be terminated at any time by Landlord on thirty (30) days written notice. The amount of monthly rent paid during any holdover tenancy shall be increased by ten percent (10%) over the monthly amount Tenant was paying prior to creation of the holdover tenancy.

SECTION 14. MISCELLANEOUS.

14.1 Non-waiver. Waiver by either Party of strict performance of any provision of this Lease shall not be a waiver of or prejudice the Party's right to require strict performance of the same provision in the future or of any other provision.

14.2 Attorney Fees. Each Party shall be responsible for the cost of their attorney fees in the event any action is initiated in connection with any controversy arising out of this Lease, including attorney fees at trial or on appeal, unless otherwise more specifically provided elsewhere in this Lease.

14.3 Notices. All notices or other communications required or permitted under this Lease shall be in writing and shall be: (a) personally delivered (including by means of professional messenger service), which notices and communications shall be deemed received on receipt at the office of the addressee; (b) sent by registered or certified mail, postage prepaid, return receipt requested, which notices and communications shall be deemed received three (3) days after deposit in the United States mail; or (c) electronically mailed pursuant to Section 18.

14.4 Interest on Rent and Other Charges. Any rent or other payments required of Tenant by this Lease shall, if not paid within ten (10) days after it is due, bear interest at the rate of twelve percent (12%) per annum (but not in any event at a rate greater than the maximum rate of interest permitted by law) from the due date until paid. This is in addition to the five percent (5%) "late fee."

14.5 Time of Essence. Time is of the essence of the performance of each of Tenant's obligations under this Lease.

14.6 Damage or Destruction by Fire or Other Casualty. If structures or personal property on or upon the Premises are damaged or destroyed and Tenant elects to repair, then Tenant shall promptly do whatever is necessary to repair, rebuild, or restore the Premises to the condition allowed under this Lease. Any insurance proceeds must be used to restore the Premises, including any improvements, at Landlord's election. If the Premises are not repaired, then Tenant shall promptly remove whatever is left of the structures or personal property and other

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improvements and all debris and shall restore the Premises to Landlord's reasonable satisfaction.

14.7 Aircraft Use and Development. Landlord reserves the right to further develop or improve the landing area of the Airport as it sees fit, regardless of the desires of Tenant and without interference. Landlord reserves the right, but shall not be obligated to Tenant, to maintain and keep in repair the landing area of the Airport and all publicly-owned facilities of the Airport, together with the right to direct and control all activities of Tenant in this regard. This Lease shall be subordinate to the provisions and requirements of any existing or future Lease between the Landlord and the United States, relative to the development, operation, and maintenance of the Airport.

There is hereby reserved to the Landlord, and its successors and assigns, for the use and benefit of the public, a right of flight for the passage of aircraft in the airspace above the surface of the Premises. This public right of flight shall include the right to cause in said airspace any noise inherent in the operation of any aircraft used for navigation or flight through said airspace or landing at, taking off from, or operation on the Airport.

Any physical taking of the Premises for use by the Landlord, other than as provided herein, shall be considered a taking pursuant to the governmental power of eminent domain.

Tenant agrees to comply with the notification and review requirements covered in Part 77 of the Federal Aviation Regulation in the event future construction of a building is planned for the Premises, or in the event of any planned modification or alteration of any present or future building or structure located upon the Premises. Tenant agrees it will not erect or permit the erection of any structure or object, nor permit the growth of any tree on the Premises to exceed the established height contours. In the event of a breach of the foregoing covenants, Landlord reserves the right to enter upon the Premises and remove the offending structure or object and cut the offending tree, all of which shall be at the expense of Tenant.

Tenant agrees it will not make use of the Premises in any manner which might interfere with the landing and taking off of aircraft from the Airport or otherwise constitute a hazard. In the event of a breach of the foregoing covenant, Landlord reserves the right to enter on the Premises and cause the abatement of such interference at the Tenant's expense.

It is understood and agreed nothing contained herein shall be construed to grant or authorize the granting of an exclusive right within the meaning of Section 308(a) of the Federal Aviation Act of 1958 (49 U.S.C. 1349a). This Lease and all provisions hereof shall be subject to whatever right the United States Government now has or in the future may have or acquire, affecting the control, operation, regulation, and taking over of the Airport by the United States during the time of war or national emergency.

14.8 Mechanic's and Materialman's Liens. Neither Landlord or Tenant shall permit any mechanic's, materialman's, or other lien against the Premises or the property of which the Premises forms a part in connection with any labor, materials, or services furnished or claimed to have been furnished. If any such lien shall be filed against the Premises or property of which the Premises forms a part, the Party charged with causing the lien will cause the same to be discharged; provided, however, that either Party may contest any such lien, so long as the enforcement thereof is stayed.

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14.9 Savings Clause. In the event any part of this Lease or application thereof shall be determined to be invalid by a court of competent jurisdiction, such findings shall have no effect on the remaining portions of this Lease.

14.10 Written Lease. Neither Party has relied upon any promise or representation not contained in this Lease. All previous conversations, negotiations, and understandings are of no further force or effect. This Lease may be modified only in writing signed by both Parties.

14.11 Parties Bound. The covenants herein contained shall, subject to the provisions as to assignment and transfer, apply to and bind the heirs, successors, executors, administrators, and assigns of all of the Parties hereto; and all of the Parties hereto shall be jointly and severally liable hereunder.

14.12 Subleases and Licenses. Tenant shall ensure all subtenants and licensees use the Premises consistent with Section 4; Tenant's failure to prohibit subtenant and licensee use of the Premises consistent with Section 4 shall be a default of this Lease subject to the provisions of Section 12.

14.13 Section Captions. The captions appearing before the section number designations of this Lease are for convenience only and are not a part of this Lease and do not in any way limit or amplify the terms and provisions of this Lease.

SECTION 15. NON-DISCRIMINATION.

Tenant for itself, its heirs, successors, and assigns, as part of the consideration hereof, does hereby covenant and agree that in the event facilities are constructed, maintained, or otherwise operated on the Premises for a purpose for which a United States Department of Transportation (DOT) program or activity is extended or for another purpose involving the provision of similar services or benefits, Tenant shall maintain and operate such facilities and services in compliance with all other requirements imposed pursuant to Title 49, Code of Federal Regulations, DOT, Sub-Title A, Office of the Secretary, Part 21, Non-discrimination in Federally Assisted Programs of the Department of Transportation, Effectuation of Title VI of the Civil Rights Act of 1964, and as said Regulations may be amended.

The Tenant, for itself, its heirs, successors and assigns, as part of the consideration hereof, does covenant and agree that: (1) no person on the grounds of race, color, sex, or national origin shall be excluded from participation in, denied the benefits of, or be otherwise subjected to, discrimination in the use of said facilities; (2) that in the construction of any improvements on, over, or under the Premises and the furnishing of services thereon, no person on the grounds of race, color, sex or national origin shall be excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination; and (3) that the Tenant shall use the Premises in compliance with all other requirements imposed by or pursuant to Title 49, Code of Federal Regulations, DOT, Sub-Title A, Office of the Secretary, Part 21, Non-discrimination in Federally Assisted Programs of the Department of Transportation, Effectuation of Title VI of the Civil Rights Act of 1964, and as said Regulations may be amended.

In the event of a breach of any of the above non-discrimination covenants, Landlord shall have the right to terminate this Lease and re-enter and repossess said Premises and the facilities thereon, and hold the same as if said Lease had never been made. This provision does not

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become effective until the procedures of 49 CFR Part 21 are followed and completed, including expiration of appeal rights.

SECTION 16. GOVERNING LAW.

This Lease shall be construed in accordance with the laws of the State of Washington, and any litigation arising from the Lease shall be filed in Klickitat County; provided, however, laws applicable to governmental entities under Oregon law, including but not limited to the Oregon Tort Claims Act and Article IX, Sections 5, 7, and 10 of the Oregon Constitution, shall apply to the City. Further, Tenant shall comply with all federal, state, and local laws applicable to the Airport, and to the Tenant's use and occupancy of the Premises, including rules adopted by the Board and Klickitat County's land use regulations.

SECTION 17. PAYMENTS. Tenant shall make payment checks to the *City of The Dalles* and mail Lease payments to:

Finance Department
City of The Dalles
313 Court Street
The Dalles, Oregon 97058

SECTION 18. NOTICES AND COMMUNICATIONS. All notices must comply with Section 14.3 and addressed to:

Landlord:

City Manager
City of The Dalles
313 Court Street
The Dalles, Oregon 97058
mklebes@ci.the-dalles.or.us

Chair, Board of County Commissioners
Klickitat County
115 West Court Street, Mail Stop 201
Goldendale, WA 98620

Tenant:

Rob Gilchrist
KDLS Aircraft Storage, LLC
41 May Road
White Salmon, WA 98672
robgilchrist@gmail.com

Continues on next.

Ground Lease

KDLS Aircraft Storage, LLC
Page 9 of 10

IN WITNESS WHEREOF, the Parties bind themselves to this Ground Lease effective upon the Commencement Date.

LANDLORD
City of The Dalles, an
Oregon municipal corporation

TENANT
KDLS Aircraft Storage, LLC

Matthew B. Klebes, City Manager

Rob Gilchrist, Manager

Date: _____

Date: _____

ATTEST:

Amie Ell, City Clerk

Approved as to form:

Jonathan Kara, City Attorney

BOARD OF COUNTY COMMISSIONERS
Klickitat County, a Washington municipal corporation

Chair

Commissioner

Commissioner

Date: _____

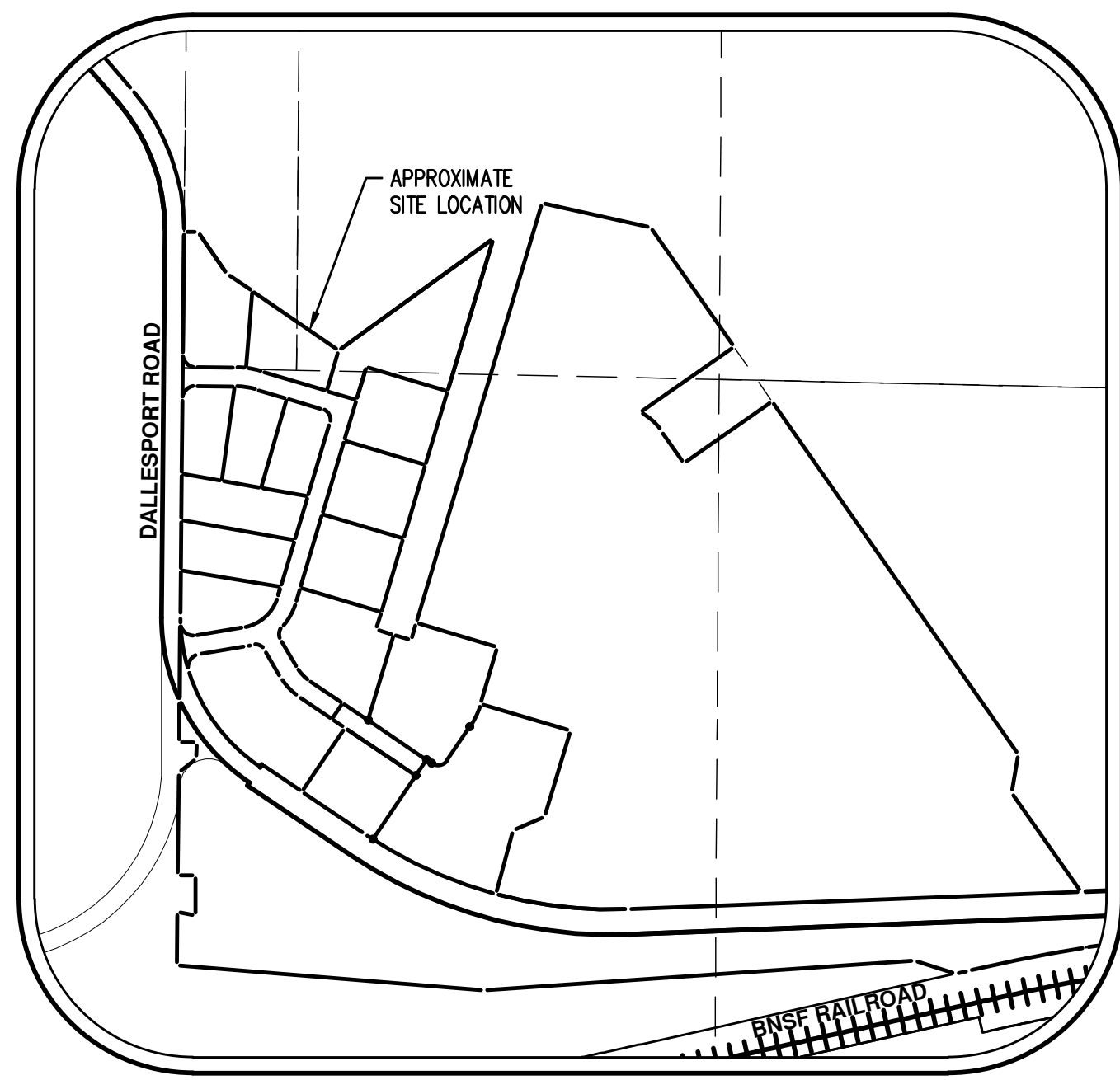
ATTEST:

Clerk of the Board

Approved as to form:

Prosecuting Attorney

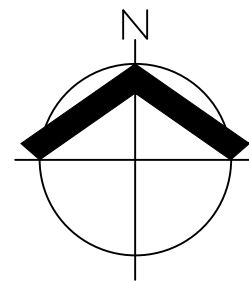
Ground Lease
KDLS Aircraft Storage, LLC
Page **10** of **10**



VICINITY MAP

N.T.S.

EXISTING LEGEND	
RIGHT-OF-WAY LINE	---
BOUNDARY LINE	—
PROPERTY LINE	---
CENTERLINE	---
DITCH	—>
EDGE OF PAVEMENT	- - - - -
EASEMENT	---
JOINT UTILITY	—JUT—JUT—JUT—JUT—
GRAVEL EDGE	---
STORM DRAIN LINE	--- STM --- STM ---
SANITARY SEWER LINE	--- SAN --- SAN ---
WATER LINE	--- WAT --- WAT ---



APPLICANT

JOSH COOMBS
269 NW LINCOLN STREET
WHITE SALMON, WA 98672
PH: 206.852.7475
EMAIL: JCOOMBS2@GMAIL.COM

ENGINEERING CONTACT

AKS ENGINEERING & FORESTRY, LLC.
CONTACT: DARRIN ECKMAN
3775 CRATES WAY
THE DALLES, OR 97058
PH: 541.296.9177
E-MAIL: ECKMAND@AKS-ENG.COM

**AIRPORT DEVELOPMENT
ZONE STANDARDS**

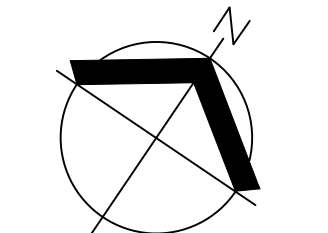
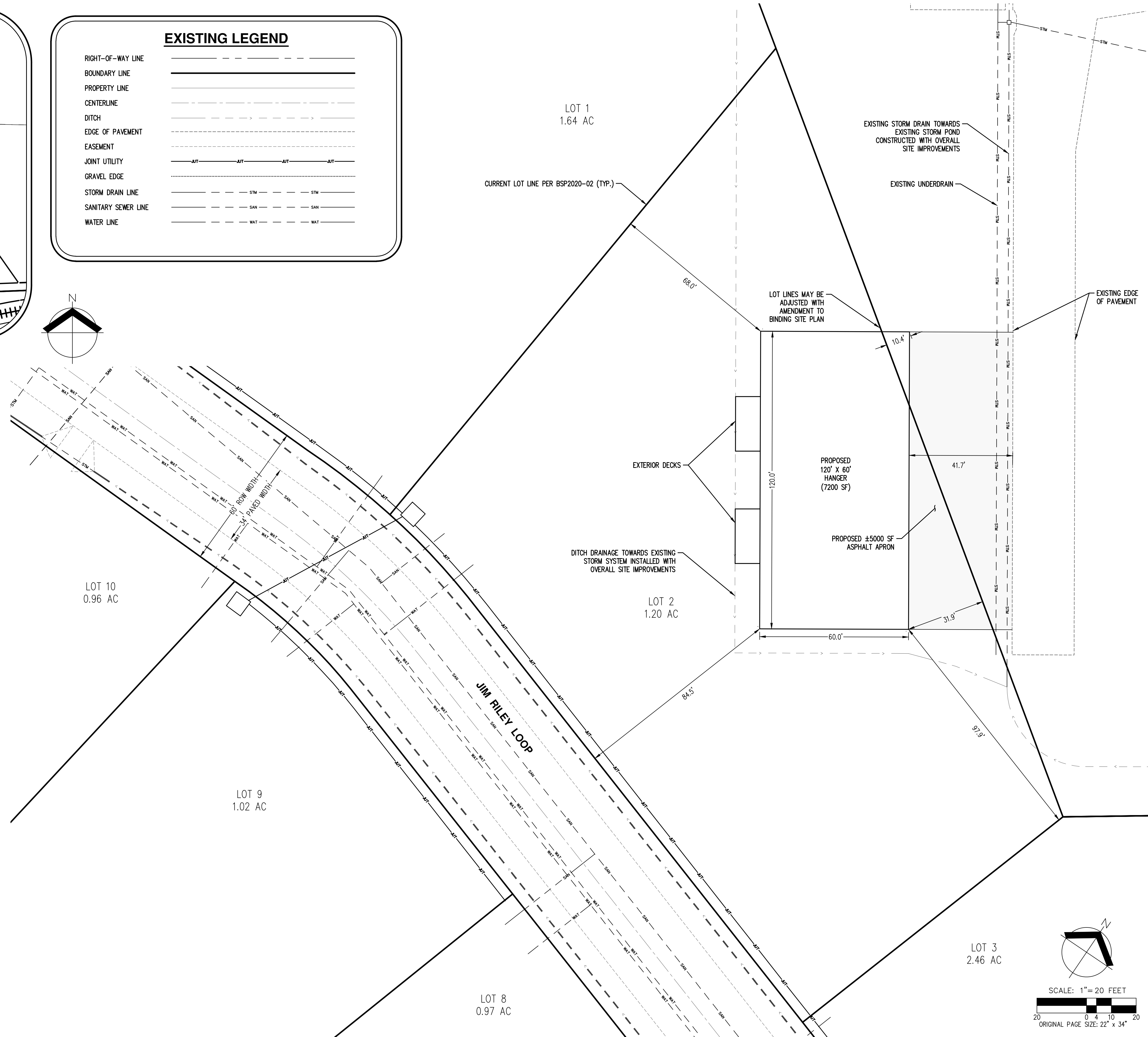
Klickitat County Zoning Ordinance No. 62678 2.29
MINIMUM LOT AREA: NONE
MAXIMUM HEIGHT: 35 FEET

PROJECT PURPOSE

CONSTRUCTION OF A NEW 7200 SF HANGER BUILDING.

GENERAL NOTES

1. ALL PROPERTY IS PART OF THE COLUMBIA GORGE REGIONAL AIRPORT, OWNED AND CONTROLLED BY KLICKITAT COUNTY AND THE CITY OF THE DALLES.
2. LAND WILL BE LEASED TO APPLICANT AND LEASED AREA WILL ENSURE A MINIMUM 20-FOOT SETBACK FROM THE ROAD RIGHT-OF-WAY, LOT 1 AND 3 COMMON LINES, AND 30 FEET TO A COMMON LINE WITH OTHER STRUCTURES.
3. LINework FOR SITE IMPROVEMENTS WITHIN EXISTING TAXILANE AREA PROVIDED BY PRECISION APPROACH ENGINEERING (PAE) DRAWING DATED MAY 2024. (PAE PROJECT NO. DAL008)
4. GRADING, DRAINAGE AND APRON DESIGN TO BE SUBMITTED AT A LATER DATE, POSSIBLY BY OTHERS.



SCALE: 1" = 20 FEET

0 4 10 20

ORIGINAL PAGE SIZE: 22" x 34"



AGENDA STAFF REPORT

AGENDA LOCATION: Item #12A

MEETING DATE: May 28, 2024

TO: Honorable Mayor and City Council

FROM: City Attorney Jonathan Kara
City Clerk Amie Ell

ISSUE: Review and Revision of City Council Rules

BACKGROUND: At its June 12, 2023, regular meeting, Council directed Staff to commence the process of revising the City Council Rules and Code of Conduct Policy (**Rules**) by reviewing the current Rules (last updated January 2020) for legal sufficiency and updating them consistent with governance best practices. Copies of both the current and proposed Rules are included in your Agenda Packet.

The City Attorney and City Clerk collaborated to perform a comprehensive review of the current Rules with an eye towards spotting opportunities for improvement in a few ways—first (and foremost) we focused on ensuring the Rules were consistent with the Charter, applicable Oregon and federal law, The Dalles Municipal Code, and LOC-recommended best practices. Second, we drew upon our actual experiences utilizing the current Rules to identify areas where they have previously hindered or had the potential to restrict Council’s procedural flexibility in attending to the City’s business. Third, we aimed to modernize the Rules reflecting changes in technology and public meetings since 2020.

Rule 2 (*Charter Requirements*) of the proposed Rules entirely comprises Charter-mandated requirements connected with Council and Council meetings, and are included in the proposed Rules for Councilor reference and enhanced public transparency—with that said, the Charter is a baseline framework for governance (and mandates Council to adopt additional rules governing its business). Nearly every other proposed Rule is eligible for Council modification through this process and we would appreciate your direction and feedback.

One of the most common ways to indicate changes or proposed changes to a document is to create a redline comparison clearly indicating additions and deletions to the original; in this case, our proposed changes included such significant reformatting and restructuring to the current Rules that a traditional redline would not be meaningfully helpful for Council's review (we are happy to provide it via email upon request). Instead, the attached copy of the current Rules includes notations in the margins of each section cross-referencing the appropriate new section where that provision can be found.

To focus Council's discussion tonight, we would like to particularly provide Council a few key points (highlighted yellow throughout the proposed Rules) to assist and inform its consideration here. 4 specific areas requiring Council attention or direction here:

1. **Rule III(G)(12)(c)** (*Ordinance Adoption*, page 3)

The Charter requires proposed ordinances be available to the public at least 1 week before the first meeting Council considers it for adoption. The Charter also requires any substantive amendment to a proposed and noticed ordinance be read aloud or otherwise made available in writing to the public before Council adopts the ordinance.

We are hoping for Council direction to determine whether to add an enhanced layer of public protection to Council's ordinance adoption as highlighted in **Rule III(G)(12)(c)**—if Council makes amendments to a proposed ordinance to such a degree that the publicly noticed version would not reasonably describe the City's ultimately adopted version, ***we would appreciate Council's direction on whether it should be restricted from adopting it until Council considers those amendments at a future noticed Council meeting.*** Oregon land use law already applies that standard for the City's LUDO amendments but no other Oregon law similarly restricts the City's home-rule legislative authority.

2. **Rule III(C)(1)** (*Regular Meeting Notice*, page 5)

The current Rules require the City Clerk's Office to notice and distribute the Agenda Packet for regular meetings 10 days before the scheduled meeting. In contrast, Oregon law only requires the Agenda be noticed 24 hours before the meeting. A primary consideration for noticing Agendas and Agenda Packets early is to provide Councilors and the public an opportunity to review ahead of the meeting.

While 24 hours before the meeting seems to be an inadequate amount of time to address that concern, the 10-day timeline the City currently operates on has its own challenges—because Council's regular meetings are effectively 13 days apart (not 14 days apart since noticing 24 hours before the meeting is the Oregon law cutoff), the 10-day timeline only gives Staff ***less than 72 hours*** after a Council meeting to research, prepare, and provide to the City Clerk an Agenda Item and Agenda Staff Report if Staff or Council would like to consider that Item at its next meeting.

To balance those competing interests of public information and governmental efficiency, the highlighted area here proposes to maximize City flexibility while demonstrating a commitment to public transparency by encouraging the City Clerk's Office to notice Agendas 7 days before Council's regular meetings but mandating notice at least 24 hours before that meeting. ***We would appreciate Council's direction on this approach.***

3. **Rule III(G)(6)** (*Public Comment*, page 7)

We have included updated public comment rules after a serious review of Oregon and federal constitutional law updates and LOC-recommended best practices. Councilors may notice those proposed changes include setting a limit on the total time allowed for public comment, prohibiting the Mayor or Councilors from responding in any way to comments during the public comment portion of a meeting, and including regulations on public comment sign-up to reflect the City's current practices brought on by Zoom-bombings.

According to LOC's former General Counsel and current Executive Director Patti Mulvihill, neither the public nor Council should expect a back-and-forth dialog during public comment and best practices are (without exception) for any questions to be referred to the City Manager for private response—the City Manager can always update Council on the status or outcome of a particular matter raised during public comment. A compromise we noticed in some other Oregon jurisdictions' council rules involved allowing the mayor or councilors to ask clarifying questions, but it does not appear to be LOC's recommended best practice. ***We would appreciate Council's direction with respect to these proposed public comment changes.***

4. **Rule VIII(B)** (*Evaluation Process*, page 18)

Council has expressed its desire to reflect on current practices connected with its evaluation of the City Manager, City Attorney, and Municipal Judge. The Rules would be an excellent instrument to document that process. ***We would appreciate Council direction on whether to include that process as part of these Rules and (if so) what form of evaluation it would like to see for those appointed employees.***

BUDGET IMPLICATIONS: None.

COUNCIL ALTERNATIVES: Since this is a Discussion Item, we are hoping for Council direction on any changes to the proposed Rules for us to bring back as an Action Item for Council's consideration at a future meeting.



CITY OF THE DALLES

CITY COUNCIL RULES AND CODE OF CONDUCT POLICY

Effective July 1, 2024

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**CITY COUNCIL RULES
CODE OF CONDUCT POLICY**
Effective July 1, 2024

I. AUTHORITY

- A. Council.** Except as specifically prescribed by the 2020 City of The Dalles Charter (**Charter**) and the Oregon constitution, all powers of the City are vested in the City Council (**Council**). Council comprises 5 Councilors; provided, however, in cases of unfilled Council vacancies, Council comprises only those Councilors whose offices are not vacant. Regardless of any vacancies, and notwithstanding any other provision of this Policy, the term **Council-majority** means 3 Councilors.
- B. Rules Authorized.** Section 11 of the Charter requires Council to prescribe rules governing its meetings and proceedings by resolution—accordingly, the provisions of this Policy binds the Mayor, Councilors, and Staff and their respective successors and assigns until it is duly replaced or amended. This Policy is adopted pursuant to Resolution No. 24-XXXX (which Council intends to satisfy that Charter requirement) and may be referred to as the **Council Rules**.
- C. Control.** Nothing in this Policy is intended to supersede or contravene the Charter or other applicable and controlling law (collectively, **Applicable Law**), including the provisions of the Oregon Public Meetings Law (ORS 192.610 *et seq.*). The City Attorney shall decide all questions of interpretations of this Policy or Applicable Law. If the provisions of this Policy appear inconsistent with Applicable Law, the City Attorney shall attempt to reconcile those apparently inconsistent provisions so as to harmonize them; if the City Attorney determines they are unable to be harmonized, then the provisions of Applicable Law control.
- D. Effective Date.** This Policy is effective and shall govern all Council conduct and meetings held commencing July 1, 2024, until Council duly adopts a new Policy by resolution.
- E. Robert’s Rules.** Unless otherwise provided by this Policy or Applicable Law, the procedure for Council meetings shall be guided (i.e., not governed) by the most recent edition of *Robert’s Rules of Order*; provided, however, Councilors are encouraged to avoid invoking the finer points of parliamentary procedure found with *Robert’s Rules of Order* when such points obscure the issues before Council or have a reasonable likelihood of confusing members of the public. The City Attorney shall be Council’s parliamentarian.
- F. Waiver.** At any time during an open meeting, any Councilor may move to waive any provision of this Policy for a specific situation; if seconded and affirmatively approved by a Council-majority, that provision shall be waived for purposes of that situation; provided, however, Council may not so waive any provision of Applicable Law, **Rule I** (*Authority*), or **Rule II** (*Charter Requirements*).



II. CHARTER REQUIREMENTS

A. Council Meetings. The following provisions applicable to Council meetings are governed by the Charter and may not be waived by Council:

1. **Oath**. Before assuming City office, a Councilor-elect shall take an oath affirming they will faithfully perform the duties of the office and support the constitution and laws of the United States, the State of Oregon, and City ordinances. See **Rule III(B)** (*Oath of Office*).
2. **Term Commencement**. The term of office of a Councilor elected at a general election begins at the first Council meeting of the next calendar year immediately after the election and continues until the successor to the office assumes their office.
3. **Regular Meetings**. Unless otherwise noticed, Council shall meet regularly at a time and place designated by this Policy and may meet at other times in accordance with this Policy. See **Rule III(C)(1)** (*Regular Meetings*).
4. **Mayoral Powers and Duties**. When present at Council meetings, the Mayor shall be the Presiding Officer and preside over Council's deliberations, preserve order, enforce this Policy, and determine the order of business. The Mayor has no veto power and shall sign all ordinances and resolutions passed by Council within 3 days after passage; provided, however, the Mayor may vote on any question before Council to resolve tie votes from the Councilors present at a meeting.
5. **Council President Powers and Duties**. The Council shall appoint a Council President at its first meeting of each odd-numbered year. When the Mayor is absent from a Council meeting or is otherwise unable to function as the Mayor, the Council President shall function as the Mayor (e.g., as Presiding Officer, signing resolutions or ordinances approved at such meetings, etc.); provided, however, the Council President may still vote on questions before Council in such cases.
6. **Minutes**. The City Clerk's Office is responsible for recording the minutes of all Council meetings consistent with the provisions of the Oregon Public Meetings Law and Council is responsible for authenticating such minutes at a regular meeting.

B. Formal Action. The following provisions applicable to Council actions are governed by the Charter and may not be waived by Council:

1. **Quorum and Vote Required**. 3 Councilors constitutes a quorum for its business and the *express concurrence of a majority of the Councilors present and constituting a quorum* is necessary to decide affirmatively a question before Council; provided, however, if Council has 2 vacancies, a quorum requires 2 Councilors, but—in all cases—no resolution, ordinance, or motion shall be passed except upon a favorable vote of at least 3 Councilors.
2. **Ordinances**.
 - a. **Single Meeting**. Council may adopt an ordinance by title only and at a single meeting by unanimous vote if the proposed ordinance is available to the public at



least 1 week before that meeting, a copy of the ordinance is provided for each Councilor, and notice of ordinance availability is given by written notice posted at City Hall, 2 other public places in the City, and (in the City Clerk's discretion) via social media.

- b. Two Meetings. Unless the requirements of a single-meeting adoption are met, adoption of an ordinance requires approval by a Council-majority at two meetings.
 - c. Substantive Amendments. Any substantive amendment to the proposed ordinance must be read aloud or made available in writing to the public before Council adopts an amended proposed ordinance at that meeting. **See Rule III(G)(12)(c)**.
 - d. Immediate Effect. Emergency ordinances (i.e., ordinances necessary to have immediate effect for the preservation of the peace, health, or safety of the City) may take effect upon adoption if it states the reasons for the emergency in a separate section and if approved by an affirmative vote of at least a Council-majority. Non-emergency ordinances are effective 30 days after adoption unless Council prescribes a later day in the ordinance.
- C. Vacancy and Appointment. The following provisions applicable to vacancies and appointments are governed by the Charter and may not be waived by Council:
1. **Vacancies**.
 - a. Occurrence. A Councilor vacates their office upon that Councilor's death, adjudicated incompetence, recall from the office, or resignation. The Council may also declare a vacancy of a Councilor's office if an elected or appointed Councilor fails to qualify for the office within 10 days after the time their term commences, if a Councilor is absent from the City for 30 days without Council's consent or from all Council meetings within a 60-day period, if a Councilor ceases to reside in the City, if a Councilor ceases to be a qualified elector under Oregon law, or if a Councilor is convicted of a public offense punishable by loss of liberty.
 - b. Filling. Vacancies in the office of the Mayor or a Council position shall be filled by a Council-majority appointment; such appointees must meet the Charter's qualification requirements and their terms of office shall run from the time of their qualifying for the office after appointment until expiration of the term of their predecessor.
 - c. Temporary Vacancy. A Council-majority may appoint a person meeting the Charter's qualification requirements as Councilor pro tem to fill a vacancy resulting from a Councilor's disability to serve on Council or during a Councilor's absence from the City.
 2. **Mayoral Appointments**. The Mayor shall appoint (subject to Council confirmation) members of committees and commissions established by City ordinance or created or otherwise required by Council (collectively, **Subcommittees**).



3. ***Appointive Offices.*** A Council-majority shall appoint and may remove the City Manager, City Attorney, and Municipal Court Judge. A Council-majority may also create, abolish, and combine additional appointive offices and (except as a Council-majority prescribes otherwise) fill such offices by appointment and vacate them by removal.

a. *City Manager.*

(i) *Appointment.* Council's appointment of the City Manager shall be without regard to political considerations and be based solely on the basis of administrative qualifications. The City Manager shall be appointed for an indefinite term and may be removed by Council at its pleasure. If the City Manager's Office remains vacant for 6 consecutive months, Council shall appoint a person meeting the Charter's qualification requirements to fill the vacancy. When the City Manager is absent from the City or disabled from acting as manager, or when the City Manager's Office becomes vacant, Council shall appoint a City Manager pro tem having all the powers and duties of the City Manager except their appointment and removal of Staff requires Council approval; provided, however, no person is authorized to serve as City Manager pro tem more than 6 consecutive months.

(ii) *Influence.* Except during a Council meeting, no Councilor may directly or indirectly, by suggestion or otherwise, influence the City Manager or a candidate for the City Manager's Office with respect to Staff appointment, discipline, or removal or in decisions regarding City property or contracts. Any Councilor who violates that prohibition may be removed from office by a court of competent jurisdiction. During a Council meeting, Councilors may discuss with or suggest to the City Manager anything pertinent to City affairs.

b. *City Attorney.* The duties of the City Attorney's Office may be assigned by contract.

c. *Municipal Judge.* Council may authorize the Municipal Judge to appoint Municipal Judges pro tem for terms of office set by the Municipal Judge or Council. Council may transfer some or all of the functions of the Municipal court to an appropriate State court.



III. COUNCIL MEETINGS

- A. General. All Council meetings shall be held in accordance with the provisions of this Policy and Applicable Law. Council should strive to keep meetings focused with the intent of adjourning within 3 hours from commencement and no Council action shall be deemed invalid solely on the basis that it occurred after 3 hours into a meeting.
- B. Oath of Office. The City Clerk (if they are a notary public or otherwise meet the requirements of ORS 44.320, otherwise such person designated by the City Manager and qualified pursuant to that law) shall administer oaths of office for Councilors- and Mayors-elect. If Council's first regular meeting in a given calendar year after an election is cancelled, the City will privately organize an oath ceremony with and for Councilors- and Mayor-elects to ensure they have taken their oaths prior to (or at) such first meeting.
- C. Meeting Types. A Council **meeting** is the convening of Council for which a quorum is required to make a decision or deliberate toward a decision on any matter, but does not include Council's on-site inspection of any project or program or Councilor attendance at any national, regional, or state association to which the City or Councilors belong. All meetings are public meetings generally classified either by their purpose or notice requirements:
1. **Regular Meetings**. Regular meetings are consistently held meetings required by the Charter and intended for Council's consideration of the City's regular business. Unless otherwise noticed, regular meetings shall be held on the second and fourth Mondays of each month at 5:30 p.m. Pacific Prevailing Time in Council Chambers on the Second Floor of City Hall. For a regular meeting, the City Clerk's Office should strive to notice the agenda 7 days before a given meeting and shall notice the agenda at least 24 hours before that meeting.
 2. **Special Meetings**. Special meetings are all meetings other than regular meetings and are intended for Council's consideration of specific issues. The Mayor, a Council-majority, the City Manager, City Attorney, or City Clerk may timely notice special meetings. For special meetings, the City Clerk's Office should strive to notice the agenda as soon as reasonably practicable before a given meeting and shall notice the agenda at least 24 hours before that meeting.
 3. **Emergency Meetings**. Emergency meetings are a type of special meeting called on less than 24 hours' notice and are only authorized in cases of actual emergencies—specifically, an emergency meeting's minutes must describe the emergency justifying less than 24 hours' notice. Any claimed actual emergency must relate to the matter discussed at the emergency meeting (i.e., Councilor unavailability or inconvenience is not sufficient grounds for an emergency meeting). A Council-majority may call for an emergency meeting after City Attorney approval, unless the expected time for such legal sufficiency approval reasonably frustrates the purpose of the emergency meeting. For emergency meetings, the City Clerk's Office shall notice emergency meetings as is appropriate to the circumstances, including contacting the media and other interested persons to inform them of the meeting using any practicable means (including by telephone or email).



4. **Work Sessions.** Work sessions are a type of special meeting and are intended to provide Council background information as a preliminary discussion on future Council items. Work sessions typically answer Council's questions and provide information to facilitate Council's informed direction to Staff on a particular issue. While Council typically does not take public comment at work sessions, community member groups and committees may make presentations. By their nature, work sessions do not usually include Council's formal action. For work sessions, the City Clerk's Office should strive to notice the agenda as soon as reasonably practicable before a given meeting and shall notice the agenda at least 24 hours before that meeting.
 5. **Executive Sessions.** Executive sessions are a type of meeting (or part of a meeting) closed to certain persons for Council's deliberations on certain matters. The permissible purposes of an executive session are limited to those codified as ORS 192.660(2). The City Clerk's Office shall notice executive sessions with the notice for the meeting at which the executive session will be held, except Council may always add an executive session to an otherwise noticed meeting's agenda so long as Council's deliberations are limited to the topics authorized in the specific authorizing statute. The authorized person calling or convening the meeting shall ensure the City Attorney authorizes the specific authorizing statute serving as the basis for all executive sessions.
- D. **Virtual/Electronic Meetings.** For all meetings except executive sessions, Council (through the City Manager) shall provide to the public an opportunity to access and attend the meeting by telephone, video, or other virtual/electronic means to the extent reasonably possible. In such cases, the City Manager shall make available to the public at least one place where (or at least one electronic means by which) the public can listen to the communication at the time it occurs, and such place may be a place where no Councilor is present. In the alternative, the City Manager shall provide the public with an access code or other means to attend the meeting using virtual/electronic means. If public comment or testimony would have been allowed but for a person's virtual/electronic attendance, the City shall provide an opportunity for such virtual/electronic attendees to offer public comment or testimony by virtual/electronic means consistent with **Rule IV** (*Public Participation*).
- E. **Recess and Holidays.** Council is in recess during the month of August unless the City determines a special meeting is in the City's best interests. If a regular meeting coincides with a holiday recognized by the City, that meeting will either be cancelled or rescheduled.
- F. **Notice.** The City Clerk's Office is responsible for timely noticing the time and place of all Council meetings to each Councilor, appropriate Staff, interested persons (including news media) who have requested notice, and the public, and shall do so in a manner reasonably calculated to give actual notice and providing a list of the principal subjects anticipated to be considered by Council at each meeting (**Agenda**). Other items may be placed on the Agenda after it is noticed if the Mayor, a Councilor, City Manager, City Attorney, or City Clerk explain the necessity and the City Clerk timely notices the supplemental item as soon as practicable.



G. Regular Agendas. The Agenda for regular meetings shall be substantively as follows; provided, however, the Presiding Officer or a Council-majority may modify the order of any Agenda Items as convenient:

1. **CALL TO ORDER**. The Presiding Officer shall call the meeting to order.
2. **ROLL CALL OF COUNCIL**. The City Clerk or designee shall take Council's and the Mayor's attendance by roll call and shall note any Councilor's absence (and the times of any Councilor's or the Mayor's subsequent presence and absence during the meeting) in the meeting's minutes. If the Presiding Officer or City Attorney determines no quorum is present for a meeting, the Councilors present shall not take any final action at that meeting unless and until a sufficient number of Councilors are present at the meeting to constitute a quorum.
3. **PLEDGE OF ALLEGIANCE**. The Presiding Officer shall lead Council in reciting the Pledge of Allegiance. The City is prohibited from compelling any person to salute the flag, remove their hats during, or stand for or recite the Pledge of Allegiance.
4. **APPROVAL OF AGENDA**. The Presiding Officer shall call for Council's approval of the Agenda. Any corrections or additions to the Agenda should be addressed prior to Agenda approval. **Note**: Any Councilor intending to remove items noticed on the Consent Agenda for placement elsewhere on the Agenda for a given meeting should vocalize that intent prior to Agenda approval.
5. **PROCLAMATIONS/PRESENTATIONS**. For *Proclamations*, the Presiding Officer shall provide the City's formal recognition of a particular matter and all such matters must be sponsored by the Mayor or at least one Councilor. For *Presentations*, the Presiding Officer shall recognize a prearranged speaker to present information to Council.
6. **PUBLIC COMMENT**. The Presiding Officer shall open the floor to public comment on any topic not appearing on that meeting's Agenda for a maximum of **15 minutes**. To conserve meeting time and ensure all have an opportunity to speak, the Presiding Officer shall uniformly allow each commenter at a given meeting no more than 3 minutes of comment, depending on the number of registered commenters at that meeting. If a response from the City is requested, the Presiding Officer shall refer the matter to the City Manager for further action. **The Mayor and Councilors are prohibited from responding in any way to any public comment during this portion of a meeting. Commenters are advised not to expect a back-and-forth dialog with the Mayor or Council; if the Mayor or a Councilor decides they would like to privately respond to a commenter, they may do so after the meeting by any means.** All commenters intending to appear before Council personally must sign the attendance sheet provided at the entrance to Council Chambers **before** the Presiding Officer calls the meeting to order. All commenters intending to appear before Council virtually/electronically must contact the City Clerk's Office **by noon on the meeting day** to be provided the opportunity to offer virtual comment. All commenters intending to submit written comment to Council must either email or provide at least 9 printed copies of their written comment to the City Clerk **before** the Presiding Officer calls the meeting to order.



7. **CITY MANAGER’S REPORT.** The City Manager shall provide Council general information on their and the City’s notable or current activities. The City Manager may solicit and Council may offer direction (as appropriate) during this Agenda Item.
8. **COUNCILOR REPORTS.** The Presiding Officer shall offer each Councilor the opportunity to report on their City-related activities. Councilors should report on both the substance of and their attendance at any recent City Subcommittee meeting or on any other of their activities relevant to the City’s affairs during this Agenda Item.
9. **CONSENT AGENDA.** Items are placed on the Consent Agenda when they are of a routine and non-controversial nature. Before Council approves the Agenda, any Councilor may remove a noticed Consent Agenda item for separate consideration; however, after the Agenda is approved, such removal from the Consent Agenda requires Council-majority approval. **Note:** Councilors who were absent from a previous meeting should abstain from voting on approval of the Consent Agenda—which typically includes an Item approving the previous meetings’ minutes—unless they watched a recording of that meeting prior to voting. **Examples:** *meeting minutes approval, property surplusage, abatement assessments, cost-of-living adjustments.*
10. **PUBLIC HEARINGS.** Public hearings are governed by Oregon law and follow unique rules depending on the nature of the hearing—most hearing types involve offering the public an opportunity to testify in favor of, in opposition to, or in any way relating to the subject matter of the particular hearing; provided, however, the Presiding Officer may restrict any irrelevant or repetitious testimony offered by the public. The City Attorney shall provide (and the Presiding Officer shall follow) a legally sufficient hearing script with detailed rules and any applicable criteria for all public hearings. Public hearings required by Applicable Law shall have higher priority than other scheduled Agenda Items.
 - a. Quasi-Judicial Hearings. Council is the City’s final decision-maker on particular questions between particular parties—specifically, Council must apply preexisting criteria to concrete facts and must then make an impartial decision after giving involved parties an opportunity to be heard and present and rebut evidence. Oregon law requires Councilor disqualification from voting on certain quasi-judicial hearings due to impartiality, bias, or ex parte communications, and disqualification requires a two-thirds Council vote. Oregon law also restricts a Councilor’s ability to participate in any deliberations or decision regarding certain quasi-judicial matters if that Councilor was absent for the evidentiary portion of the hearing unless the Councilor reviewed all presented evidence and submitted testimony. The City Clerk’s Office shall develop and maintain a record and written findings adequate to permit judicial review of Council’s quasi-judicial hearing and decision. **Examples:** *land use appeals, economic improvement or reimbursement district appeals, liquor license appeals.*
 - b. Legislative Hearings. Council is the City’s policy-maker when it adopts ordinances of broad applicability throughout the City. The Presiding Officer shall allow public testimony on certain proposed ordinances that are subject to legislative hearing requirements by Applicable Law. The City Attorney is responsible for determining whether proposed ordinances require Council to hold a legislative hearing prior to adoption. **Examples:** *annexations, supplemental*



budget changes over 10%, establishing new or revising existing truck routes, land use and development ordinance adoption.

11. **CONTRACT REVIEW BOARD ACTIONS.** Council is the City's Local Contract Review Board (**LCRB**) when it authorizes procurements consistent with the provisions of the City's LCRB Rules. **Examples:** *awarding procurements having contract prices exceeding the City Manager's spending authority, sole-source determinations.*
12. **ACTION ITEMS.** Council's final decision-making after considering Staff's recommended approvals and authorizations relating to the City's business and not otherwise falling under a more specific Agenda Item. Action Items include:
 - a. **Other Authorizations.** Council approves Staff-proposed action or authorizes the appropriate Staff to enter an agreement exempt from the City's LCRB Rules. **Examples:** *leases, intergovernmental agreements, pay table adjustments.*
 - b. **Resolutions.** Resolution adoption is the primary manner Council implements its executive power and Resolutions typically address matters of a special or temporary nature to reflect the City's formal and written expression of its position, opinion, or policy. Functionally, Resolutions carry the same municipal force as a Council-majority vote. **Examples:** *mayoral appointments, forming reimbursement or local improvement districts, annual fee schedule adoption, special assessments for economic development districts.*
 - c. **Ordinances.** Ordinance adoption is the primary manner Council implements its legislative power and is an exclusive function of the Charter and Applicable Law. The City Attorney shall prepare all Ordinances for Council's consideration. **If Council makes amendments to a proposed ordinance to such a degree that the publicly noticed version would not reasonably describe the City's ultimately adopted version, that proposed ordinance shall not be adopted without further consideration of the changes at a future Council meeting.** Council may adopt 3 types of Ordinances:
 - (1) **General Ordinances.** General Ordinances are local laws of general applicability equally throughout the City's corporate limits and become effective at least 30 days after adoption. General Ordinances either create new or amend existing provisions of The Dalles Municipal Code.
 - (2) **Special Ordinances.** Special Ordinances are local laws of specific applicability to distinct parties, areas of the City, or parcels of land located within the City's corporate limits and become effective at least 30 days after adoption. **Examples:** *annexations, dedications, vacations, franchises, creating and continuing special reserve funds, authorizing revenue bonds, accepting real property for dedication.*
 - (3) **Emergency Ordinances.** Emergency Ordinances are local laws necessary to have immediate effect for the preservation of the peace, health, or safety of the City and are effective upon adoption. Council shall ensure the City



Attorney confirms all legal requirements are satisfied prior to Council's adoption of an Emergency Ordinance.

13. **DISCUSSION ITEMS.** Staff presents Agenda Items not requiring or requesting Council's immediate final action (i.e., not an Action Item) but generally requesting Council direction before Staff commits additional resources to a particular matter. While Discussion Items are intended to provide the City an opportunity to explore and evaluate different approaches to resolving a matter at a future meeting, Council is not strictly prohibited from making a final action during this Agenda Item (as appropriate).
 14. **EXECUTIVE SESSION.** Council recesses the open session portion of the meeting to enter executive session, which is a portion of the meeting closed to certain persons other than the Mayor, Councilors, City Manager, City Attorney, City Clerk or designee, designated Staff or consultants, and news media representatives authorized by applicable law. News media representatives intending on attending an executive session must attend in-person and the City will not provide virtual/electronic access to executive sessions for news media representatives unless compelled by Applicable Law as determined by the City Attorney. Council is prohibited from taking any final action in executive session; provided, however, Council may provide Staff direction and even take informal votes in executive session with the understanding official or required Council final decisions and action are only made when it returns to an open session available for public attendance.
 15. **ADJOURNMENT.** The Presiding Officer shall adjourn the meeting; provided, however, a Council-majority may overrule the Presiding Officer's call for adjournment to continue discussing City-related business.
- H. Special Agendas. Agendas for special meetings are typically focused on a single or limited Items and do not necessarily follow an established ordering of Items; provided, however, the Presiding Officer or a Council-majority may modify the order of any Agenda Items as convenient.
- I. Staffing. The City Manager shall attend all meetings unless excused and shall have the right to take part in all Council discussions and may make recommendations to Council, but shall have no vote. The City Attorney shall attend all regular meetings unless excused and shall provide a legal opinion upon Council's request on any matter relating to the City's business. The City Clerk or designee shall attend all meetings to keep minutes and perform such other duties as assigned or needed for the orderly conduct of meetings. Department Managers shall attend all meetings upon the City Manager's direction.



IV. PUBLIC PARTICIPATION

A. Communications to Council.

1. **Written Communications.** Any person may address the Mayor and/or Councilors in writing by submitting 9 printed copies of the writing to the City Clerk's Office or by email addressed to the Mayor and/or Councilors. Unsolicited written communications to the Mayor and/or Councilors concerning matters not on an Agenda shall be forwarded to the Mayor and/or Council but shall not be included in the Agenda packet; provided, however, the City Manager or a Council-majority may bring any matter raised by an unsolicited communication before Council for its consideration.
2. **Oral Communications.** Any person may speak on any matter not appearing on the Agenda during a meeting's scheduled public comment section, consistent with **Rule III(G)(6)**.
3. **Private Communications.** The Mayor and Councilors receiving information relevant to the affairs of the City at any time shall timely act to ensure the entire Council is made aware of such information, typically accomplished by contacting and apprising the City Manager or City Attorney, as appropriate.
4. **Forms.** Any person intending on addressing Council during a meeting shall provide the City Clerk or designee with their name and contact information.
5. **Remarks to Council as a Whole.** Generally, the public should address Council as a body rather than directing comments towards a particular Councilor; provided, however, the public may ask questions of a Councilor with the Presiding Officer's permission, subject to **Rule III(G)(6)**. The Mayor and Councilors are prohibited from responding in any way to any public comment during the public comment portion of a meeting.

B. Public Hearings. Any person may testify in favor of, in opposition to, or in any other way relating to the subject matter of a noticed public hearing, consistent with **Rule III(G)(10)**; provided, however, the Presiding Officer may take immediate action to stop any member of the public's testimony if it is or becomes disruptive, irrelevant, or repetitious—in such cases, the Presiding Officer shall first warn the testifier of the pending action and offer the testifier the right to explain why their testimony is not so disruptive, irrelevant, or repetitious; if the Presiding Officer or City Attorney then determines the restriction on such testimony is reasonable in light of the purpose served by the hearing, the Presiding Officer may restrict the testifier from further input during that hearing. Any person who testifies must provide their full name, whether they are testifying on their own or on someone else's behalf, and their mailing address, and the record of the meeting must reflect that information for all persons testifying before Council.

C. Public Attendance. Any person intending to appear personally at a meeting must wear at least a shirt, pants, and shoes. The Presiding Officer or City Manager may determine the public health requires attendees at a given meeting to wear protective face-coverings consistent with Applicable Law.



D. Disruptive Conduct.

1. ***Disruption.*** Disruptive conduct is conduct actually disturbing or impeding a meeting, and typically includes: speaking without being formally recognized by the Presiding Officer, violations of law, damaging or defacing property, making personal attacks or threats (including the use of threatening language or gestures), subjecting participants to reasonable annoyance or alarm (including creating unreasonable noise), using obscene, vulgar, or discriminatory language, or in any way discouraging anyone else from participating in the meeting. The City shall not consider a person's expressed viewpoint on a matter as the basis for determining whether their conduct is disruptive.
2. ***Removal.*** At any time during any meeting, the Presiding Officer may interrupt anyone engaging in disruptive conduct to warn them their conduct qualifies as disruptive pursuant to this Policy. Councilors believing a person's conduct qualifies as disruptive may interrupt any portion of the meeting to ask the Presiding Officer to warn the suspected disrupter. After any such warning, any person who the Presiding Officer or a Council-majority determines is disrupting the meeting may be excluded from the meeting (or muted in a virtual meeting) by order of the Presiding Officer or any City law enforcement officer present if removal is necessary to maintain order, conduct City business efficiently, reasonably allow others to participate, upon that person's commission of a crime subjecting them to arrest or lawful detainment, or otherwise as authorized by Applicable Law.
3. ***Immediate Action.*** While the Presiding Officer is strongly encouraged to first warn any disrupter their continued disruptive conduct may result in their removal from a meeting, the City may stop disruptive conduct immediately (i.e., without warning), especially in cases of health and safety concerns or the use of discriminatory language. Council's intent is to minimize all disruptions by addressing them as efficiently and uniformly as possible.
4. ***Formal Recognition.*** In all cases, any person (including Councilors) intending to speak during a meeting must be recognized by the Presiding Officer. Once recognized, no person shall be interrupted unless the Presiding Officer, City Attorney, or a Council-majority determines a violation of this Policy or Applicable Law is or would occur but for the interruption.



V. COUNCIL PARTICIPATION

- A. Discussions. The Presiding Officer retains the right to manage meeting time but should invite participation by all Councilors and each Councilor is encouraged to participate in all Council discussions. Councilors should review Agenda materials in advance and come to each meeting prepared to make decisions supporting the City's best interests.
- B. Councilor Attendance. Councilors are required to attend all meetings in person unless excused by the Presiding Officer or Council-majority. If a Councilor is unable to personally attend a meeting, Councilors may attend the meeting electronically or virtually (upon reasonable notice to the Mayor, City Manager, and City Clerk) if that Councilor determines their physical absence is in the interest of their health or safety or is due to unforeseen or excused circumstances. Any Councilor unable to attend a meeting will inform the Mayor, City Manager, and/or City Clerk at the earliest practicable opportunity. If the Mayor is unable to attend a meeting, they will inform the Presiding Officer, City Manager, and City Clerk at the earliest practicable opportunity.
- C. Meeting Decorum.
1. **Civility**. Councilors are expected to practice decorum and civility in discussions and debate. The Mayor and Councilors are all subject to this Policy's provisions on disruptive conduct listed in **Rule IV(D)**; provided, however, the Mayor and Councilors are only subject to removal from a meeting for their commission of a crime subjecting them to arrest or lawful detainment or otherwise as authorized by Applicable Law. Difficult questions, tough challenges to a particular point of view, and criticism of ideas and information are legitimate elements of a democracy in action—those do not allow, however, Councilors to make belligerent, personal, slanderous, threatening, abusive, harmful, or disparaging comments.
 2. **Order**. Councilors may not delay or interrupt Council's orderly proceedings, disturb any Councilor while speaking, or refuse to obey the Presiding Officer's or Council-majority's orders at and connected with a meeting.
 3. **Interruptions**. Councilors should not be interrupted when speaking except on a question of order. If a point of order is raised by another Councilor, the Presiding Officer, City Manager, City Attorney, or City Clerk, the then-speaking Councilor should cease speaking until the question of order is determined. A point of order may legitimately be raised if the provisions of this Policy or Applicable Law appear likely to have been or are imminently about to be broken and if the point must be resolved before the meeting's business can continue. The Presiding Officer or City Attorney will rule on the point.
- D. Outside Statements. The Mayor and Councilors shall refrain from disclosing confidential information, publicly expressing an opinion contrary to an official vote or formal position of Council without stating as such, and conducting themselves in a manner so as to bring discredit on the City. When speaking in an official capacity as a City representative before another public body, Subcommittee, community organization, or the news media, the Mayor and Councilors shall only express their personal opinions on a matter if they clarify those statements do not represent the position of Council.



- E. Complaints or Questions. Councilors shall not ask people to appear before Council at a meeting to notice a complaint or raise a question—instead, as a first step, Councilors shall refer such matters to the City Manager or designee or ask that the matter be placed on an Agenda with the appropriate background information. When contacted by citizens about a complaint or question relating to the City’s affairs, Councilors shall encourage such citizens to contact the City Manager’s Office and to put their complaint or question in writing addressed to the Councilor.



VI. COUNCIL RELATIONSHIP WITH STAFF

- A. Mutual Respect. Both Council and Staff are expected to base their relationship on mutual respect of their roles and responsibilities during all meetings. Staff shall acknowledge Council as the City's policymaker and Council shall acknowledge Staff as the administrator of such policies.
- B. Influence. Unless in a meeting, neither the Mayor nor Council (including any Councilor) shall attempt to coerce or influence Staff in appointments, contract awards, consultant selection, development application processing, granting or denying of City licenses and permits, or any other such administrative functions; provided, however, Council may discuss with, or suggest to, the City Manager anything pertinent to City affairs during a meeting.
- C. Interference. Neither the Mayor nor Council (including any Councilor) shall attempt to change or interfere with any City Department's operating rules and practices. Council acknowledges the City Manager as the appropriate authority to designate Staff to conduct the City's (including Council's) business, including handling correspondence, arranging appointments, and making travel arrangements.
- D. Mail. Staff shall open any mail addressed to the Mayor or Council as a whole and shall circulate such mail as soon as practicable after receipt; provided, however, Staff shall not open any such mail labeled "personal", "confidential", or any mail addressed to an individual Councilor.
- E. Staff Direction. The only Staff the Mayor or Council have the authority to direct are the City Manager, City Attorney, and Municipal Judge. Neither the Mayor nor any Councilor shall direct Staff to initiate any action or prepare any report or project requiring reasonably significant City resources or effort without Council-majority approval.
- F. Staff Requests. The Mayor and Council (including any Councilor) may request information from Department Managers directly so long as they also timely inform the City Manager of their request; provided, however, if the request would create or change a work assignment for Staff (excepting the City Attorney), the Mayor or Council (including any Councilor) shall make such request through the City Manager. Staff shall submit to the City Manager all written informational material requested by the Mayor or individual Councilors with a notation indicating which Councilor requested the information (as the case may be), and the City Manager or designee shall forward such information to Council.



VII. COUNCIL SUBCOMMITTEES

- A. Subcommittees.** The City encourages regular rotation of Councilors assigned to Subcommittees consistent with Applicable Law. Depending on the specific Subcommittee, Councilors may be assigned as voting members or as ex officio non-voting liaison members. The Mayor may request assistance from Councilors when making a recommendation for Council's appointment to any Subcommittee. City Subcommittees include (without limitation):
1. City Budget Committee;
 2. Columbia Gateway Urban Renewal Agency Board (and Budget Committee);
 3. Columbia Gorge Regional Airport Board;
 4. Historical Landmarks Commission;
 5. Planning Commission;
 6. Traffic Safety Commission; and
 7. Beautification and Tree Committee.
- B. Limited Service.** To encourage broad participation, service on any City Subcommittee is limited to specific terms and citizens are prohibited from concurrently serving the City or representing the City's interests on more than one Subcommittee; provided, however, citizens may serve on budget committees without violating that limitation so long as that citizen is not the chairperson for both Subcommittees.
- C. Citizen Removal.** The Mayor may remove a citizen from any Subcommittee prior to the expiration of the term of office. Reasons for removal include (without limitation): missing 2 consecutive regular meetings; disruptive behavior prior to, during, or after a meeting prohibiting the Subcommittee from completing its business in a timely manner; and not acting in the City's or its citizens' best interests. When the Mayor is satisfied the City's and Subcommittee's best interests would be served with the removal, a citizen may be removed by the following process:
1. The Mayor shall request the citizen to submit a letter of resignation within 10 days from the Mayor's notification to the citizen and containing the reasons for requesting the resignation. The citizen may submit a letter of response as to why they should remain on the Subcommittee and that letter will be reviewed by Council prior to action on the Mayor's removal request.
 2. The Mayor shall request the item be placed on a regular meeting Agenda for Council's consideration of removal of the citizen from the Subcommittee. The City Clerk's Office shall notify the citizen of the Council meeting date when the issue will be discussed.
 3. If the Council approves the Mayor's request for removal, the Mayor shall send a letter to the citizen informing them they have been removed from the Subcommittee.
- D. Liaison.** The City Manager may assign Staff as City administrative liaisons to any Subcommittee to provide support coordination and guidance consistent with applicable law. The Mayor shall make appointments of Councilors to ex officio non-voting liaison positions on certain Subcommittees. Councilors appointed to liaison positions are not members of those Subcommittees but attend their meetings and participate in their



discussions to both provide Subcommittees with the Councilor's or Council's perspective on and to keep Council apprised of Subcommittee business. Subcommittees with Council liaisons include the Historic Landmark Commission, Traffic Safety Commission, and other Subcommittees pursuant to Applicable Law; provided, however, since land use appeals from the Planning Commission are subject to Council review and Oregon law requires impartial decisionmakers for land use decisions, the Mayor and Councilors shall not serve the Planning Commission in any capacity.

- E. Influence. Councilors have the right to attend all Subcommittee meetings but should refrain from any discussion at such meetings unless they are a liaison member to that Subcommittee, especially to avoid the risk of violating the Oregon Public Meetings Law's prohibitions on serial communications; provided, however, Councilors are discouraged from viewing recordings of or attending certain Planning Commission meetings where quasi-judicial or legislative public hearings occur to remain impartial if/when such hearings could be brought before Council. No Councilor shall attempt to lobby or influence Subcommittees (including Subcommittee members) on any item under or potentially under their consideration to avoid prejudicing or hindering the Councilor's role in reviewing their recommendation as a Councilor.
- F. Oregon Laws Applicable. Subcommittees and Subcommittee members (as the case may be) are subject to and encouraged to review this Policy's **Rule X** (*Oregon Public Records, Meetings, and Ethics Laws*).



VIII. EVALUATIONS

- A. Appointed Evaluations. Council shall regularly evaluate the performance of the City Manager, City Attorney, and Municipal Judge. The Mayor, Councilors, and the City Manager, City Attorney, or Municipal Judge shall determine the evaluation form used for the evaluation. Council shall adopt the standards, criteria, and policy directives used for such evaluations at an open meeting in accordance with Applicable Law.
- B. Process. Council shall determine when the completed evaluations are due and who will collect the relevant documents. Upon request, the Human Resources Director shall provide Council with copies of each employment agreement and all original employment agreements shall be maintained in the City's official records. Any changes to the employment agreement for any appointed Staff shall be prepared by the City Attorney and be slated for Council's consideration and approval at a regular meeting on the Consent Agenda; provided, however, Council is encouraged to retain contracted conflict counsel for reviewing changes to the City Attorney's employment agreement.
- C. Executive Session Default. Council shall hold evaluations for appointed Staff in timely noticed executive sessions if the person whose performance is being reviewed and evaluated does not request an open hearing in accordance with Applicable Law, in which case Council shall conduct the evaluation in open session. During the evaluation, the employee is entitled to a summary of review comments and individual comments by Councilors. The employee retains the option to respond after receiving all comments from Council.



IX. EXPENSES

- A. Reimbursements. The Mayor and Council shall follow the same rules and procedures for reimbursement as those which apply to City employees. The Mayor and Councilors are reminded to review the provisions of **Rule X(C)** (*Government Ethics Law*) whenever discussing adoption of new rules and procedures with the potential to implicate the Mayor's or Councilor finances.
- B. Stipends. Council may authorize reasonable stipends for the Mayor and Councilors to defray the costs associated with their time commitments and other costs of service; provided, however, Council's approval of such stipend increases only become effective for and when their successors assume office after an intervening election.
- C. Conferences and Trainings. The Mayor and Councilors are urged to educate themselves about local government and the City has an interest in an informed governance—to that end, and as funding allows, Councilors are encouraged to attend League of Oregon Cities functions at the City's expense. Requests for the City to pay for the Mayor's or a Councilor's attendance at and expenses from other local government-related conferences, trainings, and meetings shall be approved through the City's budget process or otherwise presented for Council approval.
- D. Other Expenditures. Mayoral and Councilor expenditures for expenses other than reimbursements or budgeted items will follow the same rules and procedures which apply to City employees, including Oregon Local Budget Law and LCRB Rules. The Mayor and Councilors are reminded to review the provisions of **Section X(C)** (*Government Ethics Law*) whenever discussing adoption of new rules and procedures with the potential to implicate the Mayor's or Councilor finances.



X. OREGON PUBLIC RECORDS, PUBLIC MEETINGS, AND ETHICS LAWS

- A. Public Records Law. Under the Oregon Public Records Law (ORS 192.311 *et seq.*), a “public record” is broadly defined to include *any writing containing information relating to the conduct of the public’s business and prepared, owned, used, or retained by the City (including the Mayor and Councilors) and including (without limitation whatsoever) handwritings, typed materials, emails, text messages, photographs, and recordings*—Oregon courts have determined city councilor notes on or about agendas or any other city business and taken and before, during, or after city council meetings are public records subject to disclosure. Council shall follow the same rules and procedures connected with public records which apply to the City, including the City’s Public Records Policy, Oregon Secretary of State administrative rules applicable to records retention, and Oregon Public Records Law. The Mayor and Councilors are responsible for maintaining their own records (including notes taken before, during, or after meetings) and assisting the City Attorney’s Office and City Clerk’s Office in gathering records in response to a public records request. The Mayor or any Councilors with specific questions related to the City’s responsibilities under those authorities are encouraged to contact the City Attorney’s Office.
- B. Public Meetings Law. Communication between Councilors (regardless of format, such as in-person communication, telephone, text message, email, social media, etc.) may constitute a “meeting” under the Oregon Public Meetings Law if it involves discussion of public business and depending on whether the communication involves a Council-majority or if the communication qualifies as a serial communication. Councilors are accordingly discouraged from discussing public business with each other outside of noticed Council meetings (including Subcommittee meetings), except for briefing sessions duly organized by the Mayor, City Manager, or City Attorney.
- C. Government Ethics Law.
1. **General**. The Mayor and Councilors shall review and abide the requirements of the Oregon Government Ethics Law (ORS 224.010 *et seq.*). Most critically: the liabilities imposed by that law are personal to each public office—put another way, the City does not face liability for a public official’s violations of the Oregon Government Ethics Law but the individual themselves faces such liability, which is often (but not always) a financial punishment. The Mayor or any Councilors with general questions relating to government ethics or specific questions related to the City’s role in its public officials’ ethics are encouraged to contact the City Attorney’s Office.
 2. **Financial Gain**. The Oregon Government Ethics Law specifically prohibits the use of public office for private financial gain. Councilors shall give public notice of any actual or potential conflicts of interest and the City Clerk shall record all such disclosures in meeting minutes. Councilors shall timely file Statements of Economic Interest with the Oregon Government Ethics Commission.
 3. **Conflicts of Interest**. Councilors shall not participate in any matter where they have or could reasonably have a financial conflict of interest. Under Oregon law, an *actual conflict of interest* is defined as one that would result in the private financial benefit of the Councilor, a relative, client, or business with which the Councilor, a relative, or client is associated. A *potential conflict of interest* is one that could result in private



financial benefit to those named entities. In cases of actual conflicts of interest, and in addition to publicly disclosing that conflict, Councilors must also refrain from participating in deliberations and voting on the issue unless required by Oregon or Applicable Law. Councilors not participating in deliberations and voting because of a conflict of interest shall leave dais after publicly declaring the conflict.

4. ***Beyond Government Ethics Law.*** In addition to matters of financial interest, the Mayor and Councilors shall maintain the highest standards of ethical conduct and assure fair and equal treatment of all persons, claims, and transactions coming before the Council—that general obligation includes the duty to refrain from:
 - a. disclosing confidential information or making use of special knowledge or information before it is made available to the general public;
 - b. making decisions involving business associates, customers, clients, and competitors;
 - c. violations of this Policy;
 - d. promoting relatives, clients, or employees for Subcommittees;
 - e. requesting preferential treatment for themselves, relatives, associates, clients, coworkers, or friends;
 - f. seeking employment of relatives with the City;
 - g. actions benefiting special interest groups at the expense of the City as a whole;
 - h. expressing an opinion contrary to Council’s official position without so stating; and
 - i. whether at a meeting or elsewhere during the course of official duties, harassing or discriminating against any Staff, Council or other Councilors, the Mayor, a Subcommittee or Subcommittee members, or the public or members of the public.



XI. VIOLATIONS

- A. Enforcement. Council shall enforce this Policy and ensure compliance with Applicable Law. Sanctions for violations of these Rules should be generally geared towards changing problem behaviors rather than punishment and be measured against the severity and frequency of the violations and their impact on the City and/or Council's operations and effectiveness. The Mayor or any Councilors concerned with violations or potential violations of these Rules are encouraged to contact the City Attorney's Office.
- B. Discipline. If a Council-majority determines a Councilor violates these Rules or Applicable Law, Council may take action to protect its integrity and discipline the Councilor with a public reprimand and removal from assigned Subcommittees. Council may meet in executive session noticed pursuant to ORS 192.660(2)(b) to consider disciplining a Councilor or to hear complaints or charges brought against a Councilor, unless the Councilor requests an open hearing—in that case, Council shall meet in a duly noticed open session to so deliberate and the Councilor need not be present, has no right to postpone the hearing to permit an attorney to attend, and has no right to a formal hearing unless Applicable Law provides those rights.



XII. MISCELLANEOUS

- A. Gifts. Council may authorize (on occasion and as funding allows) City funds be spent to purchase a gift or memento for another government, entity, or person. When gifts are presented to the Mayor or Council, the main gift shall be the City's property and individual gifts to the Mayor or Councilors are for their personal use. While the Oregon Government Ethics Law imposes personal liability on any public official for their violations, the Mayor and Councilors are reminded Oregon law defines "gift" as *something of value given to a public official from any single source who could reasonably be known to have a financial interest in the official actions of that public official for which the official does not pay an equal value*, and Oregon law prohibits any public official to receive any gift or gifts with a total value of more than \$50. The Mayor or any Councilors with general questions relating to government ethics (including receiving gifts) are encouraged to contact the City Attorney's Office.
- B. Seating. During regular meetings, the Mayor shall be seated in the center of the dais. The City Manager and City Attorney shall be seated on each side of the Mayor. No other seats are designated and there is no specified seating arrangement for special meetings.
- C. Severability. Any provision of this Policy deemed illegal or unenforceable is severed from this Policy and the other provisions remain in full force and legal effect.
- D. Successors. Within 1 month from the day a successor to the office of the Mayor or any Council position takes office, Council shall require such successor to timely review and agree to the provisions of this Policy. This Policy may be signed in 1 or more counterparts, each of which is an original, and all of which constitute 1 active Policy. All successors must review and sign a copy of this Policy's **Rule XIII (Signatures)**, which will be maintained with and affixed to the original copy of this Policy in the City Clerk's Office.



XIII. SIGNATURES

ADOPTED BY THE COUNCIL OF THE CITY OF THE DALLES AT ITS [DATE] REGULAR MEETING PURSUANT TO THE PROVISIONS OF **RESOLUTION NO. 24-XXXX**.

By my signature below, I indicate I have read and agree to abide this *City Council Rules and Code of Conduct Policy* and understand the consequences of violating this Policy.

Mayor

Name

Date

Councilor Position #1

Name

Date

Councilor Position #2

Name

Date

Councilor Position #3

Name

Date

Councilor Position #4

Name

Date

Councilor Position #5

Name

Date



**CITY OF THE DALLES
CITY COUNCIL RULES
CODE OF CONDUCT POLICY**

Section 1. Authority

- 1.1 As authorized by the City Charter, The Dalles City Council established the following rules for the conduct of its meetings, proceedings and business. These rules shall be in effect from Council adoption until amended or until new rules are made by resolution.

I.A
I.B
I.D

Section 2. Mayor and Council President, Presiding Officer

- 2.1 The Charter provides for the Mayor to preside over Council meetings. In the Mayor's absence, the Council President shall preside.
- 2.2 Whenever the Mayor is unable to perform the functions of the office, the Council President shall act as Mayor.

II.A.4

II.A.5

Other duties assigned to the Council President are to attend committee meetings when another Councilor is unable to attend certain meetings or delegate to ensure a Council representative is in attendance.

- 2.3 In the absence of both the Mayor and the Council President, the City Clerk shall call the Council to order and call the roll of the members. Those members present shall elect, by majority vote, a temporary presiding officer for the meeting.

II.C.1.c

Section 3. Council Meetings

- 3.1 Regular Council meetings will be held on the second and fourth Monday evening of each month for the purpose of conducting business.

III.C.1

Any other special meetings will be limited to two per week including the regular or workshop meetings. Additional meetings will require approval by a majority of the Council.

III.C.2

- 3.2 If possible, only one or two major topics (defined as issues of special interest, controversial, or difficult) will be scheduled per meeting.

- 3.3 Regular Council business meetings will being at 5:30 p.m. Meetings will adjourn

III.C.1
III.A

within three hours of the beginning of the meeting. In order for any meeting to continue past the normal adjournment time, a majority of the Council must agree.

- 3.4 Special meetings will be topic centered. III.C.2
- 3.5 Citizen comments will be scheduled for all regular Council meetings that are open to the public. The Presiding Officer will state the ground rules at the start of each meeting. The Presiding Officer has the flexibility to extend or shorten the time limit on citizen comments. III.G.6
- The Presiding Officer will state the public hearing procedures before each hearing. III.G.10
- 3.6 Staff/consultants will provide brief input and respond to questions.
- 3.7 Citizen and community group sign-in forms will be available at each meeting. III.G.6
- 3.8 The City Clerk will keep an account of all proceedings of the Council in accordance with the statutory requirements constituting the official record of the Council. II.A.6
- Only Councilors or the City Clerk have the authority to make revisions to the minutes subject to a majority vote of the Council. If a citizen wishes to suggest a modification or revision, the request must be made through the Mayor, a Councilor, or the City Clerk. Robert's Rules
- 3.9 Types of Meetings:
- (1) Regular - the Charter provides for regular meetings at least once each month at a location within the City boundaries. III.C.1
- (2) Special - any Council meeting other than the regular Council meeting. Notice shall be given at least 24 hours in advance. A special meeting may be scheduled by the Mayor or at the request of three Councilors. III.C.2
- (3) Emergency - a special meeting that is called with no more than 24 hours notice or less than 3 hours notice. The minutes need to state the nature of the emergency. Emergency meetings may be held by consent of a majority of Councilors. III.C.3
- (4) Executive (closed) - a special session that is closed except to the Council, III.C.5

City Manager, City Attorney, City Clerk, designated staff, and consultants. The media is allowed to attend but may not report, in accordance with the State open meeting law.

Executive Session subjects are limited to hiring the City Manager, City Attorney, or Municipal Court Judge; dismissal or discipline, labor negotiations, real property transactions, exempt public records, trade negotiations, consultation with City Attorney on litigation or potential litigation, City Manager, City Attorney, and Municipal Court Judge evaluations, public investments, and any other topic allowed by State statute.

III.C.5

No final action or decision may be made during an executive session. The Council may discuss, instruct, or reach a consensus; formal approval in public session satisfies legal decision-making requirements.

III.G.14

3.10 Recess and Holidays. The City Council shall be in recess during the month of August, unless it is determined a special meeting is necessary. In the event a regular meeting falls on a holiday recognized by the City, the regular meeting for that week will be cancelled.

III.E

3.11 A regular meeting agenda will contain the following categories listed in order:

III.G

A. CALL TO ORDER. The meeting is called to order by the Mayor or presiding officer.

III.G.1

B. ROLL CALL OF COUNCIL.

III.G.2

C. PLEDGE OF ALLEGIANCE.

III.G.3

D. APPROVAL OF AGENDA.

III.G.4

E. PROCLAMATIONS/PRESENTATIONS. Formal recognition is given by the Mayor or presiding officer. The Mayor will ask if anyone is present to speak on the matter.

III.G.5

F. AUDIENCE PARTICIPATION. Citizens may comment on Consent Agenda items or City related non-agenda issues up to 3 minutes per individual unless extended by the Presiding Officer. If a response by the City is requested, the speaker will be referred to the City Manager for further action. The issue may appear on a future meeting for City Council

III.G.6

consideration.

- G. CITY MANAGER COMMENTS. The City Manager provides information to Council on current activities and issues, and sometimes requests direction. III.G.7
- H. CITY ATTORNEY COMMENTS.
- I. CITY COUNCIL REPORTS. Councilors report on their committee and other City activities. III.G.8
- J. CONSENT AGENDA. Routine purchases, contracts, contract awards, resolutions, and other non-controversial items may be approved by one motion and vote. Any Councilor may have any item removed for consideration under Action Items. III.G.9
- K. PUBLIC HEARINGS. Citizens may testify pro or con, on any item. III.G.10
 - 1. General: Public hearing on resolution or other proposed Council action (one hour maximum per hearing).
 - 2. Legislative: Recommendation from Planning Commission (one hour maximum per hearing: 15 minutes for staff report and questions, 15 minutes for proponent testimony, 15 minutes for opponent testimony and 15 minutes for questions and decision). III.G.10.b
 - 3. Quasi-Judicial: Recommendation from Planning Commission (One hour and 15 minutes per hearing: 10 minutes for staff report and questions, 15 minutes for applicant presentation, 15 minutes for proponent testimony, 15 minutes for opponent testimony, 5 minutes for applicant rebuttal, and 15 minutes for questions and decision). III.G.10.a
 - 4. Appeal from Planning Commission Decision (one hour and 15 minutes per hearing: 10 minutes for staff report and questions, 15 minutes for appellant presentation, 15 minutes for proponent testimony, 15 minutes for opponent testimony, 5 minutes for appellant rebuttal and 15 minutes for questions and decision).
 - 5. The above mentioned time limits may be exceeded by a vote of the Council or Planning Commission if the matter before them is of a

complex nature or requires extensive testimony from staff, the applicant, or opponents.

- L. CONTRACT REVIEW BOARD ACTIONS. III.G.11
- M. ACTION ITEMS. Items for Council action are taken individually. Staff provides information and recommendation. Citizen comments are permitted at the discretion of the Presiding Officer. III.G.12
1. Council Ordinance First Reading. A Council ordinance which is being introduced for the first time is scheduled for first reading. III.G.12.c
 2. Council Ordinance for Enactment. A Council ordinance is enacted when read for the second time and adopted (or only one time if Charter requirements are met). When enacted, an ordinance becomes enforceable as City law in 30 days, unless an emergency is declared. III.G.12.c
 3. Ordinance Adoption by Title. An ordinance may be adopted without being read in full, and read by title only, under the following conditions: a) No Councilor present at the reading requests that the ordinance be read in full; and b) at least two weeks before the reading a copy of the ordinance is provided for each Councilor, three copies of the ordinance are available for public inspection in the office of the custodian of City records, and notice of their availability is given by written notice posted at the City Hall and two other public places in the City. III.G.12.c
 4. Resolution. A Resolution provides for adoption of formal City policy or interpretation of a policy. Resolutions also set specific fees and City requirements and standards. III.G.12.b
 5. Council Measures or Proposals. This item provides a formal opportunity for Councilors to initiate policy items for discussion, decision and direction to staff. If an item warrants further research, Council will direct staff to provide a report.
 6. Council Memoranda. Information to Council from staff or committees on status of projects or activities is presented as Council Memoranda from the City Manager.

N. DISCUSSION ITEMS. III.G.13

O. ADJOURNMENT. The presiding officer adjourns the meeting. III.G.15

Section 4. Agenda.

4.1 The City Clerk's office will prepare an agenda for each Council meeting specifying the time and place of the meeting and a brief general description of each item to be considered by the Council. III.F

4.2 Items may be placed on the Council agenda by any of the following methods:

- a) A majority vote of the Council
- b) Consensus of the Council
- c) By the Mayor, any Councilor advising the Mayor or City Manager
- d) By the City Manager or City Attorney
- e) By Department Managers or designee

Documentation for each agenda item will be received by the City Clerk by 3:00 p.m. on Wednesday, just less than two weeks prior to the Council meeting on a Monday. Agenda materials will be available to the Council, staff, media, and public 10 days prior to the meeting. III.C

4.3 An item may be placed on the Council agenda after the agenda is closed and the notice published, if the Mayor, Councilor, or City Manager explains the necessity. The City Clerk will notify the media and any known interested citizens as soon as possible after receiving information about the proposed agenda addition. III.F

4.4 Sufficient time will be allowed between public hearings and other scheduled items so the public is not kept waiting unduly, and so the Council will have sufficient time to review relevant materials, to hear testimony and to deliberate.

4.5 Legally required and advertised public hearings will have higher priority than other time scheduled agenda items. III.G.10

4.6 Agenda items that are continued from one meeting to another will have preference on the subsequent agenda to the extent possible.

4.7 The Mayor may, with the concurrence of the Council, consider agenda items out of order. III.G

Section 5. Public Hearing Procedural Requirements

5.1 Quasi-judicial hearings require a Council decision by using a certain process which includes criteria, evidence, and specific findings. III.G.10.a

Legislative hearings do not always require a Council decision even though evidence is presented. III.G.10.b

5.2 A Councilor's qualifications may be challenged for bias, prejudgement, personal interest, or other reasons. The challenge may prevail if it shows a Councilor cannot be impartial; the Councilor offers to stand down; or, if necessary by vote of the Council. X.C

A Councilor will not participate in the discussion nor vote when any of the following conditions exist: III.G.10.a

- a) Family financial interests
- b) Ownership of property within noticed area
- c) Direct private interest
- d) Other valid reasons showing a Councilor cannot be impartial

5.3 For quasi-judicial hearings, Councilors will refrain from having pre-hearing or ex-parte contacts relating to any issue of the hearing. If a Councilor has pre-hearing or ex-parte contact prior to any hearing, the Councilor will reveal this contact at the meeting and prior to the hearing. The Councilor also will state whether such contact affects their impartiality or ability to vote on the matter. The Councilor must state whether he or she will participate or abstain. VII.E III.G.10.a

5.4 For quasi-judicial hearings, a Councilor may be disqualified from the hearing by a two-thirds vote of the Council. The Councilor subject to disqualification cannot vote on this motion. III.G.10.a

5.5 For quasi-judicial hearings, a Councilor who was absent during the presentation of evidence cannot participate in any deliberations or decision regarding the matter unless the Councilor has reviewed all the evidence and testimony received. III.G.10.a

Section 6. Council Ordinances.

III.G.12.c

- 6.1 All proposed ordinances will be prepared by the City Attorney.
- 6.2 Council Ordinances will be confined to one subject which shall be clearly stated in the title.
- 6.3 Council Ordinances will be read according to policy set forth in the City Charter.
- 6.4 The City Clerk or designee will number the ordinance, fill in the vote results, and obtain the signature of the Mayor and City Clerk within three days from the date passed. II.A.4
- 6.5 Ordinances become effective 30 days after enactment unless a later date is specified, except ordinances that make appropriations and the annual tax levy, local improvements and assessments, and emergency ordinances. II.B.2.d

Section 7. Council Discussions.

V.C.A

- 7.1 Before speaking, a Councilor will ask the Presiding Officer to be recognized.
- 7.2 Councilors will speak one at a time; allowing one another to finish. All Councilors are encouraged to participate in discussions and deliberations. V.C.2

During decision making, Councilors will voice their position and support the final decision. Councilors will disagree in a way that is instructive and supportive of staff.

- 7.3 During the voting process, Councilors will express ideas (clarify positions), if at all possible, prior to the vote
- 7.4 During public hearings, Councilors will be open to the ideas and input of the citizens and will suspend judgement until reading the packet information and listening to the ideas and opinions of others (Councilors, citizens, and staff). It is appropriate to defer action or refer back to staff, but Councilors will specify what new and/or additional information is needed and determine how long before it will be brought back. The Presiding Officer will seek consensus on the action the Council is to take.
- 7.5 During Council discussion, Councilors will ask questions to clarify information. Councilors will avoid disguising opinions in a question, and will state where they

are unclear, then ask a question. Each member is responsible for facilitating the discussions.

- 7.6 Councilors should refrain from using the “calling for the question” parliamentary procedure for the sole purpose of blocking or stopping discussions.
- 7.7 The City Council, as a body will not provide support or opposition for any political candidate. If a request is received to support or oppose issues that do not have a direct local effect, initiatives, or ballot measures, the following steps will be taken:
- (1) The request must be made in writing and submitted to the City Manager’s Office and must include a specific request for action.
 - (2) The City Manager and City Attorney will review the request and forward to the Mayor with a recommendation to either support, oppose, or take no action.
 - (3) The Mayor will present the information to the City Council and the City Council will determine whether they wish to take action on the request.

If the Council wishes to take an action, it must be by unanimous vote. If approved, a letter will be sent on behalf of the Council, stating their position on the request.

If the Council chooses to take no action, a letter will be sent on behalf of the City Council stating the Council has decided to take no position on the request.

Section 8. Comments and Testimony to Council.

- 8.1 Persons addressing the Council are requested to step to the microphone, give their name and address for the record and unless further time is granted by the Presiding Officer, must limit comments to up to three minutes. All remarks will be addressed to the Council as a body. Any person making personal, impertinent, or slanderous remarks, or who becomes boisterous, threatening, or personally abusive while addressing Council may be requested to leave the meeting. The Presiding Officer reserves the right to limit repetitive testimony. III.G.6
- 8.2 The Presiding Officer has the authority to preserve order at all meetings of the Council, to cause the removal of any person from any meeting for IV.D

disorderly conduct, including lawful assistance.

Section 9. Motions.

Robert's Rules

- 9.1 When a motion is made and seconded, it shall be clearly and concisely stated by its mover. The Presiding Officer will state the name of the Councilor who made the motion and the name of the Councilor who made the second.
- 9.2 When the Council concurs or agrees to an item that does not require a formal motion, the Presiding Officer will summarize the agreement at the conclusion of discussion.
- 9.3 A motion may be withdrawn by the mover at any time prior to debate, without the consent of the Council.
- 9.4 If a motion does not receive a second, it dies unless debate has commenced without a second. Some motions can proceed without a second, including nominations, withdrawal of motion, agenda order, request for roll call vote, and point of order.
- 9.5 A motion to table is not debatable and precludes all amendments or debate of the issue under consideration. If the motion prevails, the matter must be taken from the table at the same meeting.
- 9.6 A motion to postpone to a certain time is debatable and amendable, and may be reconsidered at the date and time designated in the motion.
- 9.7 A motion to postpone indefinitely is debatable and is not amendable, and may be reconsidered at the same meeting only if it received an affirmative vote. The object of this motion is not to postpone, but to reject the question without risking a direct vote when the maker of this motion is in doubt as to the outcome of the question.
- 9.8 A motion to call for the question shall close debate on the main motion and is not debatable.
- 9.9 A motion to amend can be made to a motion that is on the floor and has been seconded. An amendment is made by inserting or adding, striking out and inserting, or substituting words.
- 9.10 Council will discuss a motion only after the motion has been moved and seconded.

9.11 The motion maker, Presiding Officer, or City Clerk should repeat the motion prior to voting.

9.12 The City Clerk will record the vote for all action items.

II.A.6

9.13 At the conclusion of any vote, Presiding Officer will announce such results.

9.14 When a question has been decided, any Councilor who voted in the majority may move for reconsideration, but no motion for the reconsideration of a vote shall be made after the ordinance, resolution or act has gone out of the possession of the Council.

Robert's
Rules

9.15 The City Attorney shall decide all questions of interpretations of these rules and any other questions of a parliamentary nature which may arise at a Council meeting. All cases not provided for in these rules shall be governed by Robert's Rules of Order, Newly Revised.

I.C
I.E

Section 10. Council Attendance at Meetings.

10.1 Councilors will inform the Mayor, City Manager, or City Clerk if they are unable to attend any Council meeting. Lack of notification will constitute an unexcused absence. The Mayor will inform the Council President regarding an absence of the Mayor.

V.B

10.2 Vacancies in Office, and unexcused absences: Rules will be followed according to the City Charter.

II.C

Section 11. Council Seating at Meetings.

XII.B

11.1 During regular Council meetings, the Mayor will be seated in the center with the City Manager and City Attorney seated on each side of the Mayor. No other seats are designated.

11.2 There will be no specified seating arrangement for any other Council meetings.

Section 12. Ethics, Decorum, Outside Statements.

12.1 Each member of the Council shall review and observe the requirements of State ethics law. In addition all members of the Council shall refrain from:

X.C
V.C
V.D

- a) Disclosing confidential information;
- b) Publicly expressing an opinion that is contrary to an official vote or formal position of the City Council without stating as such;
- c) Conducting themselves in a manner so as to bring discredit on the City.

12.2 The Presiding Officer shall preserve decorum during meetings and shall decide all points of order, subject to appeal of the Council. V.C

Members of City staff and all other persons attending meetings shall observe the Council's rules of proceedings and adhere to the same standards of decorum as members of the Council. IV
VI.A

Section 13. Media Representation at Council Meetings.

13.1 All public meetings of the Council and its committees, commissions, and task forces, will be open to the media, freely subject to recording by radio, television, and photographic services at any time, provided that such arrangements do not interfere with the orderly conduct of the meeting. III.F

13.2 Media representatives are allowed to attend most Council executive sessions, except those involving deliberations with persons designated by the Council to carry on labor negotiations, subject to the understanding that issues will not be reported. III.G.14

Section 14. Council Meeting Staffing. III.I

14.1 The City Manager will attend all Council meetings unless excused. The City Manager may make recommendations to the Council and shall have the right to take part in all Council discussions but shall have no vote.

14.2 The City Attorney will attend all regular Council meetings unless excused, and will, upon request, give an opinion, either written or oral, on legal questions. The City Attorney acts as the Council's Parliamentarian.

14.3 The City Clerk, or designee, as assigned by the City Manager will attend all Council meetings and keep the official minutes and perform such other duties as may be needed for the orderly conduct of meetings.

14.4 Department Managers will attend Council meetings upon request of the City Manager.

Section 15. Council Relations With City Staff

- 15.1 There will be mutual respect from both staff and the Council of their respective roles and responsibilities when and if expressing criticism in a public meeting. VI.A
- 15.2 City staff will acknowledge the Council as policy makers, and the Council will acknowledge staff as administering the Council's policies. VI.A
- 15.3 All written informational material requested by individual Councilors or the Mayor will be submitted by staff to the entire Council with a notation indicating which Councilor requested the information. VI.F
- 15.4 Mayor and Councilors will not attempt to coerce or influence staff in the making of appointments, awarding of contracts, selection of consultants, the processing of development applications, granting of city licenses and permits, or other such administrative functions. VI.C
- 15.5 Mayor and Councilors will not attempt to change or interfere with the operating rules and practices of any City department. The City Manager will designate the necessary staff to conduct business for the Councilors, including handling correspondence, arranging appointments, and making travel arrangements. VI.F
- 15.6 Mail that is addressed to the Mayor and Council will be opened and circulated to the Mayor and Council as soon as practical after it arrives. VI.D
- 15.7 At no time will staff open any mail that is marked personal or confidential. VI.D
- 15.8 The Mayor and Councilors will not direct staff to initiate any action or prepare any report that is significant in nature, or initiate any project or study without the approval of a majority of the Council. VI.E
- 15.9 Mayor and Council requests for information can be made directly to staff. If the request would create or change a work assignment for any staff member, the request must be made through the City Manager. VI.F

15.10 Councilors will avoid asking people to appear at a Council meeting to state their complaint or question. Instead, as a first step, the matter will be referred to the City Manager or designee, or ask that the matter be placed on the agenda as a Council Measure with the appropriate background information. When citizens contact Councilors, the Councilors will ask these questions: V.E

- Have you contacted the City Manager? If yes, the Councilor will traceback through the Mayor or City Manager.
- Will you write me a letter?

Section 16. Council Relationship with City Committees, Task Forces, and Commissions; Council Representation to Community Organizations, Other Agencies, and Media

16.1 The Mayor will appoint the committees and commissions of the City, with concurrence of the City Council. The Mayor may request assistance from Councilors in making a recommendation. To encourage broad participation, service on City committees will be limited to specific terms. A citizen may not serve on more than two City committees simultaneously. Any citizen serving on two advisory bodies may not be chairperson of both committees simultaneously. VII.A

16.2 With the consent of the Council, the Mayor may remove a citizen from the City committee or commission prior to the expiration of the term of office. Reasons for removal may include, but are not limited to: missing three consecutive regular meetings of the committee or commission, disruptive or inappropriate behavior prior to, during, or after committee or commission meetings, which prohibit the advisory body from completing its business in a timely manner, or not acting in the best interest of the citizens or City. This includes preventing a committee or commission from carrying out its goals and objectives. VII.C

When the Mayor is satisfied that it would be in the best interest of the City and the committee or commission, a citizen may be removed from an advisory position by the following process:

- (1) The Mayor will request the citizen to submit a letter of resignation within 10 days from the Mayor's notification to committee or commission member. The Mayor's letter will contain the reasons for requesting the resignation. The citizen may submit a letter of response as to why he or she should remain on the committee or commission. This letter will be

reviewed by the Council prior to action on the removal request from the Mayor.

- (2) The Mayor will request the item be placed on a regular Council meeting agenda for consideration for removal of the citizen from the committee or commission. The citizen will be notified of the Council meeting date when the issue will be discussed.
 - (3) If the Council approves the Mayor's request for removal, the Mayor will send a letter to the citizen informing him or her that they have been removed from the committee or commission.
- 16.3 Councilors will have the right to attend meetings but should not become involved in committee, commission, or task force discussions unless they are a liaison member to that body. VII.E
- 16.4 Members of the Council will not attempt to lobby or influence committee, task force, or commission members on any item under their consideration. It is important for the advisory bodies to make objective recommendations to the council on items before them. Councilors that attempt to influence committee, task force, or commission members on an item may prejudice or hinder their role in reviewing the recommendation as a member of the Council. VII.E
- 16.5 The Mayor will make appointments of Councilors to liaison positions on City committees. Rotation of Councilors to committees is encouraged. Councilors should make their committee choices known to the Mayor who will make the final decision. VII.D
- 16.6 If the Mayor or a Councilor represents the City before another governmental agency, before a community organization, or the media, the official should first indicate the majority position of the Council. Personal opinions and comments may be expressed only if the Councilor clarifies that these statements do not represent the position of the Council. It is inappropriate to make derogatory comments about other Council members, their opinions and their actions. Honesty and respect for the dignity of each individual should be reflected in every word and action taken by council members. V.D

Section 17. City Manager/City Attorney Evaluation Process.

- 17.1 The Mayor, Councilors and the City Manager, City Attorney or Municipal Judge will determine the evaluation form used for the evaluation. VIII.A

- 17.2 The standards, criteria, and policy directives used in the evaluation of the City Manager, City Attorney, or Municipal Judge will be adopted at a regular Council meeting in accordance with State law. VIII.A
- 17.3 The Council will determine when the completed evaluations are due and who will collect these documents. Copies of the employee's contract will be provided to the entire Council. The original employment agreement shall be maintained in the City's official records. VIII.B
- 17.4 The evaluation session will be scheduled for executive session. VIII.C
- 17.5 At the evaluation session, the summary comments may be given, as well as individual comments by Councilors. The employee may respond at the conclusion of the Council comments. The employee's contract should be discussed and any recommendation may be concurred to by the Council. VIII.B
- 17.6 Since the evaluation is held in executive session, attendance is usually restricted to the Mayor, Councilors, City Manager and City Attorney.
- 17.7 The last step of the evaluation process is to have the City Attorney prepare amendments, if any, to the employee's contract. This contract normally will be approved as a consent agenda item at the next regular Council meeting. VIII.B

Section 18. Confidentiality.

- 18.1 Councilors will keep all written materials provided to them on matters confidential under law in complete confidence to insure that the City's position is not compromised. No mention of information read or heard should be made to anyone other than other Councilors, the City Manager or City Attorney. X.C.4.a
- 18.2 If the Council, in executive session, provides direction or consensus to staff on proposed terms and conditions for any type of negotiation whether it be related to property acquisition or disposal, pending or likely claim or litigation, or employee negotiations, all contact with the other parties shall be made by designated staff or representatives handling the negotiations or litigation. A Councilor will not have any contact or discussion with any other party or its representative nor communicate any executive session discussion. X.C
- 18.3 All public statements, information, or press releases will be handled by designated staff or a Council spokesperson. V.D

Section 19. Council Expenses.

IX

- 19.1 Council will follow the same rules and procedures for reimbursement as those which apply to City employees, as are set forth in the purchasing procedures.
- 19.2 Councilor expenditures for other than reimbursements will follow purchasing rules which apply city-wide.

Section 20. Public Records.

- 20.1 Public records created or received by Councilors, will be transferred to the City Clerk for retention in accordance with Oregon public records law.

X.A

Section 21. Censure/Removal.

XI

- 21.1 The Council may enforce these rules and ensure compliance with City ordinances, charter and state laws applicable to governing bodies. If a member of Council violates these rules, ordinances, charter or state laws applicable to governing bodies, the Council may take action to protect the integrity of the Council and discipline the member with a public reprimand or removal from assigned committee(s).
- 21.2 The Council may investigate the actions of any member of Council and meet in executive session under ORS 192.660 (2) (b) to discuss any finding that reasonable grounds exist that a violation of these rules, local ordinance, charter or state laws applicable to governing bodies has occurred. Sufficient notice must be given to the affected member to afford them the opportunity to request an open hearing under ORS 192.660 (2) (b).

Section 22. Miscellaneous.

XII

- 22.1 When gifts (Sister City gifts, etc.) are presented to the Mayor and Councilors, the main gift will become the property of the City for display purposes and the individual gifts to the Mayor and Councilors are for their personal use.

Section 23. Suspension and Amendment of Rules.

I.F

- 23.1 Any provision of these rules not governed by State law, City Charter, or Code may be temporarily suspended by a majority vote of the Council.

23.2 These rules may be amended or new rules adopted by a majority vote of the Council.

I.D

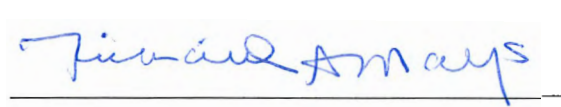
By my signature, I have read and agree with the City Council Rules/Code of Conduct and understand the consequences of violating this policy.

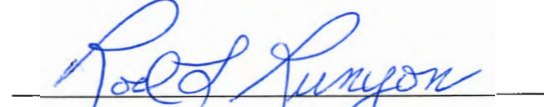
XIII

Dated: January 13, 2020

Richard A. Mays, Mayor

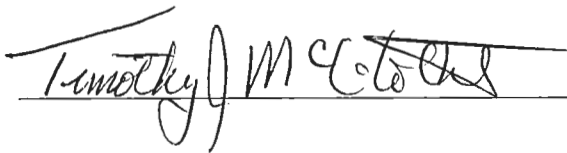
Councilor at Large, Rod Runyon

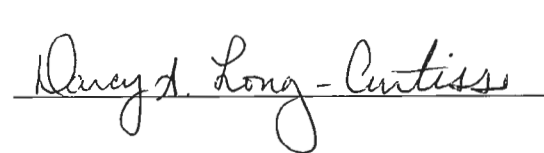




Council Position #1, Tim McGlothlin

Council Position #2, Darcy Long-Curtis





Council Position #3, Russ Brown

Council Position #4, Linda Miller



