



ADMINISTRATIVE SERVICES COMMITTEE

Agenda

Wednesday, May 22, 2013

3:30 pm

Madison Avenue Meeting Room
500 SW Madison

- | | |
|------------------------------------|--|
| Discussion/ Possible Action | I. Visit Corvallis Third Quarter Report
(Attachment) |
| Discussion/ Possible Action | II. Downtown Corvallis Association Third Quarter Report –
Economic Improvement District
(Attachment) |
| Discussion/ Possible Action | III. Municipal Code Chapter 8.14, "Single-Use Plastic
Carryout Bags" Follow-up
(Attachment) |
| Information | IV. Other Business |

Next Scheduled Meeting

Wednesday, June 5, 2013 at 3:30 pm

Madison Avenue Meeting Room, 500 SW Madison Ave

Agenda

Third Quarter Operating Report

MEMORANDUM

DATE: May 9, 2013
TO: Administrative Services Committee
FROM: Ken Gibb, Community Development Director 
SUBJECT: Visit Corvallis Third Quarter FY 12-13 Program Review

I. Issue

Review and acceptance of Visit Corvallis third quarter report for Fiscal Year 2012-2013.

II. Background

Visit Corvallis funding total for FY 12-13 is \$371,290. This represents the dedicated 30% of the Transient Occupancy Tax (TOT) received by the City in calendar year 2011. The agency received \$92,820 in the 3rd quarter and \$278,460 year to date. The City's contract with Visit Corvallis requires the agency to submit quarterly reports on its activities.

Attached is the third quarter report submitted by Visit Corvallis (Attachment A). Financial statements submitted by Visit Corvallis were reviewed by Finance Office staff and found to be in compliance with their agreement. A copy of the Finance staff review is attached (Attachment B).

Visit Corvallis has been provided with a copy of this report and invited to attend and address the Committee.

IV. Action Requested

That the Administrative Services Committee consider this report and recommend City Council approve acceptance of the third quarter report.

REVIEW AND CONCUR:



Nancy Brewer, Finance Director

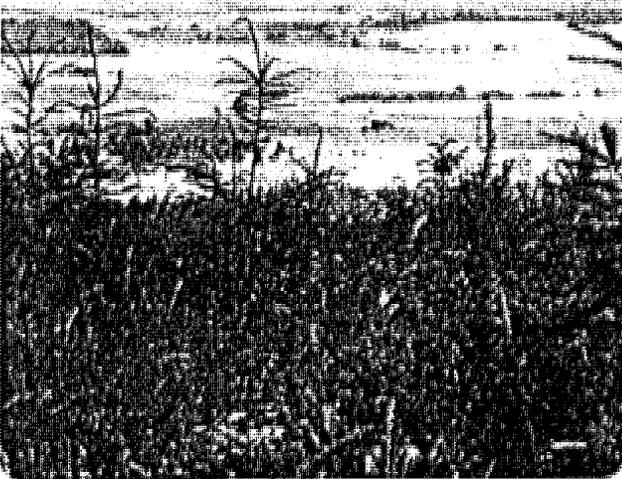
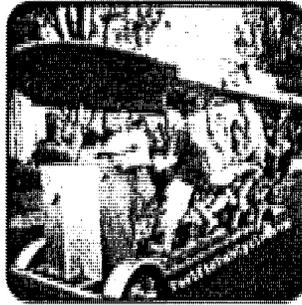
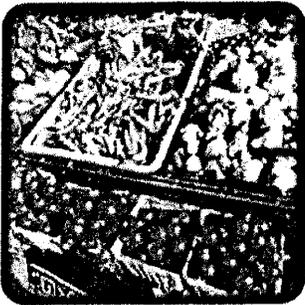
REVIEW AND CONCUR:



James A. Patterson, City Manager

VISIT CORVALLIS

Quarterly Community Report - January, February, March 2013



Executive Director's Report

Corvallis experienced a small decrease in occupancy in both January and February of 2013 over the same time period as last year. Average occupancy was down - 1.4% from January and February 2012. The good news is that both average daily rate and revenue per available room continue to be up this year over last year.

The three major things we have been working on are creating a sports grant program and putting together a sport grant advisory committee, a major revision on the Visitor Guide, and our physical move into the Chamber building.

Creating a sports grant program involved doing research of many destination marketing organizations from all over the state. We're creating a program modeled on this information, with roughly the same percentage of the budget dedicated to bringing sports groups into Corvallis and an emphasis on increasing overnight stays in our hotels. The program was rolled out in March. The grants are awarded on a first-come, first-serve basis and scored on how many room nights the group anticipates bringing to town, among other criteria. Applications can be accessed from our website and so far we have received three requests.

The revision of the Visitor Guide involved shifting our editorial emphasis to become more user-friendly, adding new editorials and adding many more photographs that showcase Corvallis amenities and activities, as well as the surrounding beautiful countryside. The guides are now available.

The third major project involved moving into the Corvallis Chamber of Commerce building. After ten years in one location, we created a new visitor center, recycled and donated quite a few items, secured a storage space for brochures, painted, arranged for signage and made the physical move on March 23rd.

We are also currently assisting da Vinci Days with marketing arrangements and other items. I attended the Agri-Tourism Summit held at OSU and was impressed with the passion of the area's small farmers and awed at the challenges they face with land use and other restrictions as they struggle to augment their incomes with ancillary activities on their properties.

On an administrative note, Scottie Jones, from Leaping Lamb Farm Stay, has joined our Board of Directors. She will be representing lodging and agri-tourism interests on the board.

Visitors Information Report

During the 3rd quarter of fiscal year 2012-2013, we assisted 1,373 walk-in visitors compared to 2,371 in fiscal year 2011-2012.

We distributed 780 Corvallis visitor guides and 400 maps of Corvallis and the surrounding area to the Corvallis lodging properties. Lead fulfillment is up slightly this year in comparison to last year. In the 3rd quarter of 2013, we fulfilled 4,985 requests for our visitor guide compared to 3,969 last year. Lead requests were from visitors who visited our website or responded directly to our print advertising and the Willamette Valley Visitors Association marketing efforts.

We also distributed 840 table tents promoting local events to 41 Corvallis sites.

Social and Digital Media Report

VisitCorvallis.com had 37,410 visitors between January and March, 27,641 of which were unique visitors. This is up 4.5% from last quarter and down 18% from last year. We had 115,316 page views in the third quarter, up 6.24% from this time last year, and the average visitor viewed 3 pages per visit, up 30% from last year. Our bounce rate (visits in which the person left the site after viewing a single page) is down almost 30% from last year.

This indicates that our web visitors are continuing to find our content more useful and more engaging, evidenced by the longer visit time and visitors viewing more pages on the site. That implies that our new SEO and SEM tactics are succeeding in better targeting our desired audience and that we're providing more informative and more entertaining content than previously.

Our top five traffic referrals this quarter were organic Google searches, visitors who came directly to our site, Facebook, CorvallisOregon.gov and - in a surprise move - Bing.com overtook OregonState.edu for 5th place. (We may want to look into advertising on Bing if this trend continues.) Our most popular pages after our home page were Things to Do, the Events Calendar, the Events landing page, the Culinary Week landing page, and Lodging.

We sent almost 16,662 outclicks to our members and area businesses this quarter, with the top five receivers of traffic being I-Love-Luc.com, DelMarRestaurant.com, AquaCorvallis.com, 101BigRiver.com and CloudAndKellys.com. Restaurants won the day thanks to our Culinary Week efforts.

Facebook is far and away our most successful social network, with a PTAT that averages around 1,000 a month and a reach that averaged 5,000 to 6,000 and spiked to 16,000 for Culinary Week. Twitter comes in second, sending about 500 outclicks out from tweeted links over the quarter, as well as generating a high rate of retweets and mentions.

We continue to perform well on visual social media platforms, too. Our Pinterest account generates a lot of repins and likes, and our brand new Instagram account is garnering a lot of interest, as well. Pinterest very recently rolled out site analytics for individual accounts, so we hope to be able to quantify our results there soon. As of yet, there are no analytics available for Instagram.

Raw Data Reports

What follows is an appendix detailing the raw data we collect, including our Facebook, Twitter and Google Analytics statistics, as well as real-world numbers gathered from the Visitors Center and advertising. If there are any questions about the raw data, please email Visit Corvallis at info@visitcorvallis.com.

** HPR has changed its measurement of Facebook Engagement from PTATS to Daily Engaged Users as a more accurate assessment of engagement.*

*** Total Events Outbound to Members: VC uses Total Events as opposed to Unique Events in this category due to its nature. It is likely for many members to have people return many times to their site to check on changes and specials.*

Brand Awareness	Jan	Feb	Mar	Last YTD	This YTD	Last YR Total
Internet Brand Awareness						
Visit Corvallis Unique Visitors	11,326	9,125	8,932	98,306	106,481	158235
Corvallis Blog Unique Visitors	0	0	0	3,860	1904	8826
WVVA OR Attractions ebrochure	0	0	0	1666	4,658	5245
WVVA Madden ebrochure	0	0	0	3174	1663	4302
WVVA Internet	211	485	308	1615	2,140	2514
Go-Oregon.net	84	59	87	432	563	839
Web site Orders	68	60	70	301	525	484
New Facebook Likes - Unliked	418	193	6	418	5,495	3835
New E-News Subscribers	-27	-42	308	0	207	4438
New Twitter Followers	57	43	33	0	506	1039
New YouTube Subscribers	0	0	0	0	2	24
Ad Brand Awareness						
Madden Preprint Insert	0	0	0	2195	100	2403
WVVA Madden	679	605	280	5	2,250	417
WVVA Sunset	0	0	0	2489	165	3893
Sunset Magazine	0	0	0	262	45	352
Better Homes and Gardens	0	41	448	0	750	210
Audubon	0	0	0	0	39	115
Good Housekeeping	157	90	67	0	1,787	0
Visit Corvallis Toll Free	5	6	5	0	60	124
Relocation	3	5	3	27	45	49
WVVA Press Release	18	8	6	19	84	104
WVVA National Geographic	505	102	580	0	1,769	54
WVVA OR Attractions	0	0	0	0	4,262	5
WVVA TORP	650	133	586	0	4,561	4
Total Brand Awareness	14154	10913	11719	114769	140061	197511
Engagement						
Facebook Daily Page Engaged Users*						
Facebook PTAT	1996	2367	5492	1894	30,616	7833
You Tube Views	78	45		93	809	239
Twitter Sent Messages	145	158	230	0	1,917	280
Twitter Clicks	290	5	2000	0	7,102	
Twitter Re-Tweets	35	26	27	0	298	
Twitter Messages Received	46	30	50	101	444	
Twitter @Mentions	45	30	49	0	432	
E-Newsletter Opens	2211	2830	3608	13789	23,802	25354
E-Newsletter Clicks	597	830	826	0	3,738	
Total Engagement	5443	5491	12282	15877	66,843	33706
Conversion						
Visitor Center Visitation	432	416	525	8061	6313	11351
Hotel Room Nights Booked	11	9	18	0	59	
Text Permissions	0	0	0	0	0	
Total Events Outbound to Members**	8948	4135	3539	0	39294	
Total Conversions	9391	4560	4082	8061	53727	11351
Total Factor**	28988	20964	28083	138707	391277	242,568
Google Adword Spend	\$447				\$4,507.05	
Google Ad Clicks	679				8742	
Facebook Ad Spend	\$621.71				\$3,084.50	
Facebook Ad Clicks	1924				12710	

**VISIT
CORVALLIS**

Third Quarter Report

(January through March, 2013)

Visit Corvallis
Balance Sheet
As of March 31, 2013

	<u>Mar 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking - OSUFCU	85,117.55
Money Market-OSUFCU	20,421.67
Paypal Checking	463.45
Savings - OSUFCU	5.00
Total Checking/Savings	<u>106,007.67</u>
Accounts Receivable	
Accounts Receivable	1,456.40
Total Accounts Receivable	<u>1,456.40</u>
Other Current Assets	
Petty Cash	40.00
Total Other Current Assets	<u>40.00</u>
Total Current Assets	107,504.07
Fixed Assets	
Accumulated Depreciation	-30,555.98
Office Equipment & Furniture	36,060.30
Total Fixed Assets	<u>5,504.32</u>
TOTAL ASSETS	<u>113,008.39</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
OSU Fed Visa	1,696.40
Total Credit Cards	<u>1,696.40</u>
Other Current Liabilities	
Corvallis Book Sales	1,234.33
Payroll Liabilities	7,790.10
Payroll liabilities - Other	1,703.14
Payroll tax liabilities	7,664.29
Total Other Current Liabilities	<u>18,391.86</u>
Total Current Liabilities	<u>20,088.26</u>
Total Liabilities	20,088.26
Equity	
Net Assets	60,514.26
Net Income	32,405.87
Total Equity	<u>92,920.13</u>
TOTAL LIABILITIES & EQUITY	<u>113,008.39</u>

Visit Corvallis
Profit & Loss
January through March 2013

	<u>Jan - Mar 13</u>
Ordinary Income/Expense	
Income	
City of Corvallis	92,820.00
Membership	175.00
Relocation Packets	14.05
Souvenir Income	7.01
Total Income	<u>93,016.06</u>
Expense	
Administration	21,885.62
Conferences/Education	455.00
Marketing/Advertising	7,966.73
Marketing/Contract Services	1,100.00
Marketing/Dues	350.00
Marketing/Entertainment	14.40
Marketing/Internet	1,150.50
Marketing/Postage-Shipping	3,201.41
Marketing/Printing	112.50
Marketing/Promotions	265.53
Marketing/Sales Trips	1,111.00
Marketing/Telephone	136.06
Marketing/Tours	26.00
Marketing/Visitor Services	295.00
Payroll Expenses	26.10
Personnel	47,563.60
Uncategorized Expenses	364.96
Total Expense	<u>86,024.41</u>
Net Ordinary Income	<u>6,991.65</u>
Net Income	<u><u>6,991.65</u></u>

2:46 PM
 04/15/13
 Accrual Basis

Visit Corvallis
Profit & Loss Prev Year Comparison
 January through March 2013

	Jan - Mar 13	Jan - Mar 12	\$ Change	% Change
Ordinary Income/Expense				
Income				
City of Corvallis	92,820.00	83,862.00	8,958.00	10.7%
Interest Income	0.00	10.18	-10.18	-100.0%
Membership	175.00	0.00	175.00	100.0%
Relocation Packets	14.05	18.00	-3.95	-21.9%
Souvenir Income	7.01	73.00	-65.99	-90.4%
Total Income	93,016.06	83,963.18	9,052.88	10.8%
Expense				
Administration	21,885.62	12,571.07	9,314.55	74.1%
Conferences/Education	455.00	164.83	290.17	176.0%
Marketing/Advertising	7,966.73	3,179.94	4,786.79	150.5%
Marketing/Community Relations	0.00	230.00	-230.00	-100.0%
Marketing/Contract Services	1,100.00	0.00	1,100.00	100.0%
Marketing/Dues	350.00	0.00	350.00	100.0%
Marketing/Entertainment	14.40	22.00	-7.60	-34.6%
Marketing/Internet	1,150.50	1,175.75	-25.25	-2.2%
Marketing/Postage-Shipping	3,201.41	1,810.30	1,391.11	76.8%
Marketing/Printing	112.50	225.00	-112.50	-50.0%
Marketing/Promotions	265.53	273.91	-8.38	-3.1%
Marketing/Public Relations	0.00	550.00	-550.00	-100.0%
Marketing/Sales Trips	1,111.00	0.00	1,111.00	100.0%
Marketing/Telephone	136.06	0.00	136.06	100.0%
Marketing/Tours	26.00	0.00	26.00	100.0%
Marketing/Visitor Services	295.00	510.90	-215.90	-42.3%
Payroll Expenses	26.10	21.00	5.10	24.3%
Personnel	47,563.60	40,154.70	7,408.90	18.5%
Uncategorized Expenses	364.96	0.00	364.96	100.0%
Total Expense	86,024.41	60,889.40	25,135.01	41.3%
Net Ordinary Income	6,991.65	23,073.78	-16,082.13	-69.7%
Net Income	6,991.65	23,073.78	-16,082.13	-69.7%



Finance Department
500 SW Madison Avenue
Corvallis, OR 97333
541-766-6990
541-754-1729

MEMORANDUM

April 16, 2013

TO: Ken Gibb, Community Development
FROM: Jeanna Yeager, Accountant
SUBJECT: Visit Corvallis Financial Report – Third Quarter, FY 12/13

This review consists of inquiries and analytical procedures and is very limited in nature. The financial statements have not been reviewed by a Certified Public Accountant and are the representation of the management of Visit Corvallis. Visit Corvallis uses the accrual method of accounting.

During the third quarter of fiscal year 2012/2013, Visit Corvallis reported revenues of \$93,016 and expenditures of \$86,024, resulting in net income of \$6,992. Visit Corvallis maintains a strong cash position, with current assets totaling \$107,504 and current liabilities of only \$20,088.

The City of Corvallis has budgeted \$371,290 for Visit Corvallis for fiscal year 2012/2013 in monthly payments of \$30,940. The City has funded a total of \$92,820 in the third quarter, which has been accurately accounted for on the Visit Corvallis report. This represents virtually all revenue for the quarter.

Acceptance of the Visit Corvallis quarterly report is recommended.

MEMORANDUM

DATE: May 9, 2013
TO: Administrative Services Committee
FROM: Ken Gibb, Community Development Director 
SUBJECT: Downtown Corvallis Association Third Quarter FY 12-13
EID Program Review

I. Issue

Review and acceptance of Downtown Corvallis Association's Economic Improvement District Program third quarter report for FY 12-13.

II. Background

The City Council, on July 16, 2012, approved Ordinance 2012-14, amending Municipal Code Chapter 10.07 (Economic Improvement District), establishing a boundary, and imposing assessments on property within the Downtown Voluntary Economic Improvement District (EID). The EID provides specific benefits to the members of the District by promoting commercial activity and public events in the Downtown district through the services provided by the Downtown Corvallis Association (DCA). The anticipated revenue for FY 12-13 is \$82,989.

The Community Development Department administers the invoicing of EID participants, the "pass-through" payment of these program funds to the Downtown Corvallis Association (DCA), as well as the contract with the DCA. In support of these City services, the DCA pays an annual fee of \$3,585. The contract requires that the DCA provide quarterly financial reports to the City that provide at a minimum, 1) a balance sheet as of the last day of the quarter, 2) a comparison of actual revenues and expenses through the quarter and 3) a brief summary of services performed.

Attached is the third quarter report submitted by the DCA (Attachment A). The DCA has been provided with a copy of this report and invited to attend and address the Committee.

IV. Action Requested

That the Administrative Services Committee consider this report and recommend City Council approve acceptance of the Downtown Corvallis Association's FY 12-13 EID Program third quarter report.

REVIEW AND CONCUR:

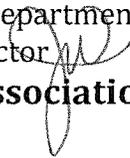


Nancy Brewer, Finance Director

REVIEW AND CONCUR:



James A. Patterson, City Manager

To: City of Corvallis – Planning Department
From: Joan Wessell, Executive Director 
Downtown Corvallis Association

Date: 10 April 2013

Subject: 2012-2013 Quarterlies

Report on 2012-2017 Economic Improvement District

The Downtown Corvallis Association is pleased to have successfully planned and presented seven (7) FREE heavy-hitting Brown Bag Workshops to members of the Corvallis business community including such topics as: **(1) Social Media**/Information trends/Managing the Electronic Overload w/John Hope Johnstone; **(2) Addressing vandalism**/graffiti/shoplifting prevention/self-awareness & reducing threats to personal safety/homeless panhandling /soliciting/propositioning/Keeping your business & employees safe w/Lt. Ben Harvey, CPD; **(3) Exit strategy**/Succession Planning/Trusts/Wills/Estate Planning w Jeanne Smith; **(4) The impact of OSU on Downtown Corvallis** w/Dan Schwab; **(5) Retail 101**/Customer service/Employee retention w/Kristine Jensen; **(6) Malware**, PC security/Network & wireless security w/PEAK Internet Trainer; and **(7) 4Ds of Organizing**: Paperwork/Time Management/Closet/Desk/Office Organizing w/Kristen Bertilsen. The 8th workshop was to be 2 panelists discussing the Future of Downtown in 2013, however, one of the panelists' spouses was unaware of the workshop and scheduled a trip to visit family. We will reschedule that panel discussion for a later date. The workshops were well attended and attendees were pleased with what they learned. At the request of attendees, we will be inviting 3 of the speakers to return to expand on their presentations.

On March 16, the DCA presented the 20th "Rhapsody in the Vineyard" Downtown Wine Walk, attracting over 2,000 guests to Downtown Corvallis for 3 ½ hours of fun, camaraderie, appetizers and wine-sampling. Guests remained in Downtown long after the Wine Walk ended, visiting and dining at Downtown Corvallis' GREAT restaurants. Rhapsody in the Vineyard is excellent Economic Development for Downtown Corvallis, the Community, & the City of Corvallis!

The DCA continues offering economic development services to enhance the community such as: Business recruitment, educational workshops, business advocacy and assistance, promotional events & activities to increase foot traffic & provide business exposure as well as Downtown business community-strengthening, DCA Membership meetings, Downtown After Hours, Downtown Red Carpet Welcomes, and the like. Businesses appreciate that the DCA is here to offer Economic Development and Business Support services.

Examples of events/activities which the Downtown Corvallis Association has hosted/sponsored/presented since the previous Quarterly report was submitted include: 3 Downtown After Hours networking socials, 3 Membership Meetings, 7 Downtown Red Carpet Welcomes, 3 Corvallis Science Pubs, the 20th Rhapsody in the Vineyard Downtown Wine Walk.

DOWNTOWN CORVALLIS ASSOCIATION
BALANCE SHEET
 March 31, 2013

ASSETS

Checking and Savings accounts	269,184.68
Other Current Assets	790.76
Fixed Assets	8,735.46
Façade Improvements loans	5,494.56
UF Residential loans	0.00
Interior Development Loans	28,662.67
TOTAL ASSETS	<u>312,868.13</u>

LIABILITIES & EQUITY

Accounts Payable	0.00
Other Current Liabilities	6,251.86
Total Equity	306,616.27
TOTAL LIABILITIES & EQUITY	<u>312,868.13</u>

PROFIT AND LOSS
 March 31, 2013

	Month	Year-to- Date	Budget 2012-2013	Remaining Budget
INCOME				
General Revenue	6,576.19	118,772.52	119,505.00	732.48
Program Revenue	168.32	3,898.12	4,075.00	176.88
Red, White & Blues	0.00	33,105.59	30,000.00	(3,105.59)
Rhapsody	15,354.00	32,866.00	46,000.00	13,134.00
Promotions	0.00	200.00	4,000.00	3,800.00
TOTAL INCOME	<u>22,098.51</u>	<u>188,842.23</u>	<u>203,580.00</u>	<u>14,737.77</u>
EXPENSE				
Personnel	8,437.67	72,687.99	103,210.00	30,522.01
Services and supplies	1,848.15	16,920.00	29,110.00	12,190.00
Programs	119.33	7,120.22	13,100.00	5,979.78
Red, White & Blues	0.00	16,519.93	17,000.00	480.07
Rhapsody	7,896.84	23,447.71	26,000.00	2,552.29
Promotions/OSU	0.00	1,603.33	1,700.00	96.67
City Economic Development	46.11	3,274.09	0.00	(3,274.09)
TOTAL EXPENSE	<u>18,348.10</u>	<u>141,573.27</u>	<u>190,120.00</u>	<u>48,546.73</u>
NET INCOME	<u>3,750.41</u>	<u>47,268.96</u>	<u>13,460.00</u>	<u>(33,808.96)</u>

Plus: Beginning unrestricted cash balance	(364.14)
Checking/Money Market	166,728.45
Held in reserve - Contingency Fund	3,000.00
Total beginning cash	<u>169,364.31</u>
Net Excess (deficit) budgeted for 2012-2013	<u>182,824.31</u>

Downtown Corvallis Association, Inc.

Budget Comparison As of March 31, 2013

	Month Of Mar	7/1/12 Through Mar 2013	7/1/11 Through Mar 2012	Annual Budget	Percent Annual Budget
Income					
General Revenue					
EID Receipts	5,036.43	81,217.53	87,765.46	77,000.00	105.5%
EID Contributions	0.00	1,500.00	0.00	0.00	0.0%
Membership Dues	1,112.50	32,122.61	32,728.90	36,000.00	89.2%
City Economic Development Allocations	0.00	0.00	0.00	0.00	0.0%
Downtown Employee Shuttle Program	0.00	0.00	0.00	0.00	0.0%
Interest Income	17.26	162.38	272.30	5.00	3247.6%
Rental Income - Sublet	410.00	3,670.00	3,600.00	5,000.00	73.4%
Miscellaneous	0.00	100.00	23.75	1,500.00	6.7%
Reimbursed Expenses	0.00	0.00	0.00	0.00	0.0%
Program Fees	0.00	0.00	0.00	0.00	0.0%
Total General Revenue	6,576.19	118,772.52	124,390.41	119,505.00	99.4%
Program Revenue					
Membership Workshops	0.00	0.00	0.00	0.00	0.0%
Christmas Lights	0.00	12.50	51.00	25.00	50.0%
Newsletter advertising	0.00	0.00	0.00	0.00	0.0%
Group advertising	0.00	0.00	75.00	0.00	0.0%
Website/Directory advertising	0.00	0.00	0.00	0.00	0.0%
Fund Raiser	158.32	2,385.12	3,502.89	4,000.00	59.6%
Fund Raiser - DT After Hours	10.00	1,500.50	0.00	0.00	0.0%
Downtown Strategic Plan	0.00	0.00	0.00	0.00	0.0%
Design Aesthetics	0.00	0.00	0.00	50.00	0.0%
Red, White & Blue	0.00	33,105.59	38,964.45	30,000.00	110.4%
Total Program Revenue	168.32	37,003.71	42,593.34	34,075.00	108.6%
Promotions Revenue					
Promotions	0.00	200.00	555.50	4,000.00	5.0%
Rhapsody in the Vineyard	15,354.00	32,866.00	37,729.59	46,000.00	71.4%
Total Promotions Revenue	15,354.00	33,066.00	38,285.09	50,000.00	66.1%
TOTAL INCOME	22,098.51	188,842.23	205,268.84	203,580.00	92.8%

Expense

Administration - Personnel

Personnel	6,896.00	60,430.51	66,778.28	75,500.00	80.0%
Director - Medical Benefit	429.00	3,014.80	3,221.60	4,000.00	75.4%
Director - Expense	0.00	274.24	13.29	2,000.00	13.7%
Contract Labor	0.00	0.00	0.00	2,000.00	0.0%
Staff Expenses	0.00	0.00	46.97	2,000.00	0.0%
Volunteer - Expense	103.22	1,434.49	3,226.23	5,000.00	28.7%
Staff Development	0.00	498.20	86.67	2,500.00	19.9%
Payroll taxes	817.61	5,275.32	5,787.71	7,600.00	69.4%
Workers Compensation	3.04	61.19	(178.07)	310.00	19.7%
IRA Expense	188.80	1,699.24	1,757.52	2,300.00	73.9%
Total Personnel	8,437.67	72,687.99	80,740.20	103,210.00	70.4%

Administration - Services & Supplies

Accounting	216.00	2,133.00	2,377.11	3,300.00	64.6%
Accounting Review	0.00	0.00	2,275.00	2,300.00	0.0%
Bad Debt	0.00	0.00	0.00	0.00	0.0%
Bank Charges	6.00	6.00	131.28	10.00	60.0%
Subscriptions	110.00	170.00	137.00	350.00	48.6%
Insurance	0.00	0.00	0.00	1,200.00	0.0%
Equipment Replacement	0.00	0.00	0.00	1,800.00	0.0%
Equipment Lease	228.88	2,143.57	1,995.82	2,000.00	107.2%
Office Supplies	37.40	625.16	1,701.07	2,000.00	31.3%
Permits & Fees	40.00	496.00	453.00	600.00	82.7%
Postage	0.00	293.35	447.01	650.00	45.1%
Rent	810.00	7,290.00	7,173.00	9,600.00	75.9%
Utilities	65.31	645.11	638.40	800.00	80.6%
Miscellaneous	0.00	113.00	123.16	200.00	56.5%
Repair & Service Equipment	0.00	158.31	142.51	1,000.00	15.8%
Telephone/Pager	334.56	2,846.50	2,434.15	3,300.00	86.3%
Depreciation	0.00	0.00	0.00	0.00	0.0%
Total Services & Supplies	1,848.15	16,920.00	20,028.51	29,110.00	58.1%

Programs

Membership Drive	0.00	304.35	391.87	800.00	38.0%
Red Carpet Welcome	0.00	0.00	70.58	500.00	0.0%
Downtown Updates	0.00	0.00	70.58	0.00	0.0%
Website Updates	0.00	0.00	0.00	0.00	0.0%
Meetings & Public Relations	119.33	986.18	2,407.53	4,000.00	24.7%
Design Committee	0.00	0.00	0.00	0.00	0.0%
Design Committee-Awards	0.00	29.98	460.00	900.00	3.3%
ODDA/Mainstreet Expenses	0.00	196.57	1,325.86	1,000.00	19.7%
ODDA/Mainstreet Dues	0.00	250.00	250.00	300.00	83.3%
EID Expense	0.00	147.44	7,374.00	0.00	0.0%
EID Task Force Expense	0.00	36.95	524.95	0.00	0.0%
EID Expense-City Collection Fee	0.00	3,585.00	0.00	4,500.00	79.7%
Annual Reports, proposal	0.00	0.00	0.00	0.00	0.0%
Misc. Printing	0.00	0.00	0.00	0.00	0.0%
Directory Printing	0.00	0.00	0.00	0.00	0.0%
Parking Comm.	0.00	0.00	0.00	0.00	0.0%
Transportation Coordinator	0.00	0.00	0.00	0.00	0.0%
OSU Relations	0.00	0.00	70.58	200.00	0.0%
Christmas Lights	0.00	0.00	0.00	200.00	0.0%
Flower Baskets	0.00	0.00	0.00	200.00	0.0%
Econ Devel Alloc Prop	0.00	0.00	0.00	0.00	0.0%
Downtown Strategic Plan	0.00	0.00	0.00	0.00	0.0%
Design Aesthetics	0.00	0.00	70.59	0.00	0.0%
Design Aesthetics-Reimbursement	0.00	0.00	0.00	0.00	0.0%
Holiday Trolley	0.00	0.00	0.00	0.00	0.0%
Fund Raiser	0.00	1,583.75	1,366.88	500.00	316.8%
Total Programs	119.33	7,120.22	14,383.42	13,100.00	54.4%

Promotions					
Red, White & Blue	0.00	16,519.93	21,808.74	17,000.00	97.2%
Promotions	0.00	1,603.33	3,709.13	1,500.00	106.9%
Rhapsody in the Vineyard	7,896.84	23,447.71	23,750.15	26,000.00	90.2%
OSU Promotions	0.00	0.00	126.00	200.00	0.0%
Total Promotions	7,896.84	41,570.97	49,394.02	44,700.00	93.0%
City Economic Development					
Economic Enhancement	46.11	1,140.31	2,974.07	0.00	0.0%
Image Enhancement	0.00	2,133.78	2,850.61	0.00	0.0%
Downtown Wayfinding Signs	0.00	0.00	0.00	0.00	0.0%
Downtown Tree Lighting Program	0.00	0.00	0.00	0.00	0.0%
Holiday Pole Decorations	0.00	0.00	0.00	0.00	0.0%
Red, White & Blue	0.00	0.00	0.00	0.00	0.0%
Website	0.00	0.00	0.00	0.00	0.0%
Total City Economic Development	46.11	3,274.09	5,824.68	0.00	0.0%
Total expense	18,348.10	141,573.27	170,370.83	190,120.00	74.5%
Excess (deficit) income over expense	3,750.41	47,268.96	34,898.01	13,460.00	
Plus: Beginning restricted/unrestricted cash balance				(364.14)	
Checking/Money Market				166,728.45	
Held in reserve-Contingency Fund				3,000.00	
Total beginning cash				169,364.31	
Net Excess (deficit) budgeted for 2012-2013				182,824.31	

Downtown Corvallis Association, Inc.
Balance Sheet
As of March 31, 2013

	Mar 31, 13
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash - Umpqua Bank	21,402.24
1015 · MMF - Umpqua Bank	196,366.29
1050 · Cash - US Bank-EID	7,182.63
1104 · MMF-Citizens-Design Committee	2,648.27
1106 · Cash-Citizens-RW&B	4,235.19
1109 · MMF-Citizens-Facade/Upper Floor	
1109-1 · Designated City Funds	37,142.77
1109-2 · Undesignated Funds	207.29
Total 1109 · MMF-Citizens-Facade/Upper Floor	37,350.06
Total Checking/Savings	269,184.68
Other Current Assets	
1116 · Prepaid Expenses	
1120 · Rent	790.76
Total 1116 · Prepaid Expenses	790.76
Total Other Current Assets	790.76
Total Current Assets	269,975.44
Fixed Assets	
1258 · Fixed Asset	23,979.78
1259 - Accumulated depreciation	-15,244.32
Total Fixed Assets	8,735.46
Other Assets	
1500 · Facade improvement loans	
1545 · Mod Pod	0.03
1550 · Coleman - 2012	2,519.53
1551 · Les & Barbara Boudreaux - 2012	2,975.00
Total 1500 · Facade improvement loans	5,494.56
1800 · Interior Development Loans	
1801 · Terzo	0.80
1802 · Chris Martel Downtown Dental	5,349.56
1803 · Mod Pod	645.32
1804 · Many Hands	0.05
1805 · Oregon Coffee	-0.02
1806 · Flat Tail	10,000.20
1807 · Brew BQ	6,333.39
1808 · Ron & Garnetta Day	6,333.37
Total 1800 · Interior Development Loans	28,662.67
Total Other Assets	34,157.23
TOTAL ASSETS	312,868.13
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2111 · Pass-thru money	743.00
2113 · Deferred RW&Blue	
2113-1 · Revenue	
2113-13 · Sponsors	200.00
2113-14 · Vendor	1,050.00
Total 2113-1 · Revenue	1,250.00
Total 2113 · Deferred RW&Blue	1,250.00
2115 - Gift certificates o/s	1,268.44
2142 · Federal/FICA/Medicare	1,958.10

04/04/13

Downtown Corvallis Association, Inc.
Income Statement
March 2013

	Mar 13	Jul '12 - Mar 13
Ordinary Income/Expense		
Income		
General Revenue		
4110 - EID Receipts	5,036.43	81,217.53
4111 - EID Contributions	0.00	1,500.00
4120 - Membership dues	1,112.50	32,122.61
4141 - Interest income	17.26	162.38
4160 - Miscellaneous	0.00	100.00
4195 - Rental Income - Sublet	410.00	3,670.00
Total General Revenue	6,576.19	118,772.52
Program Revenue		
4220 - Christmas lights	0.00	12.50
4260 - Fund Raiser	158.32	2,385.12
4265 - Fund Raiser - DT After Hours		
4265-1 - Entry Fees	10.00	1,166.00
4265-2 - Bucket of Bucks	0.00	334.50
Total 4265 - Fund Raiser - DT After Hours	10.00	1,500.50
4310 - Red, White & Blue		
4310-2 - Gate	0.00	19,661.53
4310-3 - Sponsors	0.00	3,925.00
4310-4 - Vendor	0.00	9,429.06
4310-5 - Miscellaneous	0.00	50.00
4310-6 - DCA Booth	0.00	20.00
4310-7 - T-Shirts	0.00	20.00
Total 4310 - Red, White & Blue	0.00	33,105.59
Total Program Revenue	168.32	37,003.71
Promotions Revenue		
4450 - Promotions	0.00	200.00
4460 - Rhapsody in the Vineyard	15,354.00	32,866.00
Total Promotions Revenue	15,354.00	33,066.00
Total Income	22,098.51	188,842.23
Expense		
Administration		
Personnel		
5105 - Personnel	6,896.00	60,430.51
5120 - Director-Medical Benefit	429.00	3,014.80
5130 - Director-Expense	0.00	274.24
5150 - Volunteer expense	103.22	1,434.49
5160 - Staff Development	0.00	498.20
5180 - Payroll Taxes	817.61	5,275.32
5190 - Workers Compensation	3.04	61.19
5195 - IRA Expense	188.80	1,699.24
Total Personnel	8,437.67	72,687.99
Services and supplies		
5410 - Accounting	216.00	2,133.00
5430 - Bank charges	6.00	6.00
5440 - Subscriptions	110.00	170.00
5460 - Office supplies	37.40	625.16
5470 - Permits & fees	40.00	496.00
5480 - Postage	0.00	293.35
5490 - Rent	810.00	7,290.00
5600 - Utilities	65.31	645.11
5610 - Miscellaneous	0.00	113.00
5620 - Repair & service equip.	0.00	158.31
5630 - Telephone/Pager	334.56	2,846.50
5456 - Equipment Lease	228.88	2,143.57
Total Services and supplies	1,848.15	16,920.00

04/04/13

Downtown Corvallis Association, Inc.
Balance Sheet
As of March 31, 2013

	<u>Mar 31, 13</u>
2143 · State Withholding	402.00
2144 · Federal Unemployment	44.45
2145 · State Unemployment	569.35
2146 · Workers Compensation	16.52
Total Other Current Liabilities	<u>6,251.86</u>
Total Current Liabilities	<u>6,251.86</u>
Total Liabilities	6,251.86
Equity	
3312 - Reserved - City loan \$	71,300.00
3318 - Undesignated funds	-3,835.80
3311 - Designated - Christmas	3,471.66
3900 - Retained Earnings	188,411.45
Net Income	47,268.96
Total Equity	<u>306,616.27</u>
TOTAL LIABILITIES & EQUITY	<u><u>312,868.13</u></u>

MEMORANDUM

TO: Administrative Services Committee
FROM: Mary Steckel, Public Works Director 
DATE: May 9, 2013
SUBJECT: Single-Use Plastic Carryout Bags Ordinance follow-up

ISSUE

Testimony during Visitors' Propositions at the May 6, 2013 Council meeting resulted in the Single-Use Plastic Carryout Bags Ordinance being referred back to the Administrative Services Committee (ASC) for evaluation.

BACKGROUND

Citizens raised two issues that they considered potential negative impacts created by the Ordinance as amended:

- 1.) The definition of Barrel Size should be broadened to include 1/8 barrel-sized bags, which are used in the community; and
- 2.) Businesses with large, existing inventories of non-compliant bags should be allowed an exemption from the Ordinance for a period of time in order to avoid extra costs and disposing of the bags in the landfill.

DISCUSSION

Staff is collecting information on how similar issues have been addressed by other communities with similar bag bans and will be prepared to discuss options with ASC.

RECOMMENDATION

Pending a review of information and discussion, staff requests that ASC provide direction on how to address the two identified issues.

Reviewed and concur:


James A. Patterson, City Manager