

**HUMAN SERVICES COMMITTEE
MINUTES
July 16, 2013**

Present

Penny York, Chair
Bruce Sorte

Absent

Mike Beilstein (excused)

Visitors

Shelley Curtis, Public Art Selection
Commission
Rebecca Landis, Corvallis-Albany Farmers'
Markets
Joe Raia, Corvallis TidBits

Staff

Jim Patterson, City Manager
Stephen DeGhetto, Assistant Parks and
Recreation Director
Sharon Bogdanovic, Senior Center
Supervisor
Jude Geist, Parks Operations Supervisor
Emely Day, City Manager's Office

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Held for Further Review	Recommendations
I. Council Policy Review and Recommendation: CP 98-4.12, "Guidelines for Public Art Selection"	Yes		Returned to Public Art Selection Commission for further review
II. Council Policy Review and Recommendation: CP 07-4.15, "Use of Computer Lab Equipment and Public Internet Access at Senior Center"			Amend Policy
III. Corvallis Farmers' Market Annual Report			Accept Report
IV. Other Business A. Tobacco Coalition B. Upcoming Meetings	Yes Yes		

CONTENT OF DISCUSSION

Councilor York called the meeting to order at 2:00 pm.

Councilor York announced that she would like to add to the Committee's meeting agenda a discussion of the July 15 tobacco coalition meeting.

I. Council Policy Review and Recommendation: CP 98-4.12, "Guidelines for Public Art Selection"

Assistant Parks and Recreation Director DeGhetto explained that this was the scheduled review of the Policy. The Public Art Selection Commission (PASC) administered the Policy and recommended several amendments during its recent review.

- Site appropriateness – Some sites were more appropriate (or less appropriate) for certain types of art.
- Security of artwork – Some sculptures were stolen from parks, prompting concerns about securing artwork on site for public viewing.
- Artwork or images provided in review process – The Policy stated that slides must be provided, and the PASC suggested updating the requirement to current technology of digital images.
- Artist biography and résumé provided in review process – This provides information regarding artists.
- Maintenance provisions and reserve account – Policy Section 4.12.050, Notification and Award, provided for a Public Art account for maintenance of public art. Since a Public Art account had not been created in many years, it did not seem reasonable to ask an artist to deposit funds for maintenance. If the funds were included in the General Fund, it would be difficult to carry them to successive fiscal years. The PASC suggested that the Friends of Parks and Recreation or another non-profit organization might be able to administer the art maintenance funds. The City did not have a Public Art account, so the PASC suggested deleting the Policy provision.
- Use of digital images – This suggested amendment pertained to technological changes.
- Complete description of proposed art in review process – The PASC desired more information with art proposals.

In response to Councilor Sorte's inquiries, Mr. DeGhetto said the Policy specified reviews every three years. If a Policy provision, such as the maintenance account, was problematic, the Policy could be reviewed prior to a scheduled review to address that issue. Staff often, when developing or reviewing policies, checked with other communities about their similar policies; staff did not check with other communities in this case, as the Policy review was under the auspices of the PASC.

Councilor Sorte suggested that staff always check with other communities when reviewing policies. He noted that other Oregon communities (e.g., Joseph and Redmond) had extensive public art and addressed many related issues in developing their policies. He considered three years a long time between reviews.

Councilor Sorte recommended that staff make a reasonable effort to contact an artist to determine whether a donated or commissioned art piece should be returned when the City wanted to remove the art. Most of the local public art was created by known artists. He suggested that the PASC consider a procedure of contacting the artist before removing art.

Mr. DeGhetto said staff attempted to contact artists before moving or removing art pieces.

Councilor York opined that notifying the artist about potential removal of an art installation would be courteous and appropriate. However, she would be uncomfortable specifying the process in the Policy. She did not want the process to become onerous for staff.

City Manager Patterson suggested that staff could take action when art was donated regarding possible later removal of the artwork. He did not want staff committed to spending extensive time fulfilling a Policy requirement to contact an artist, when that may not be possible.

Mr. DeGhetto said artwork donations were considered unrestricted gifts to the City. Policy Section 4.12.042, Donations of Art - Acceptance Criteria, specified, "The City will handle all gifts in a respectful manner and may return a gift to the original donor, or estate of the donor, if no other action more advantageous to the City is available." Gifts would be considered unrestricted, but it would be a courtesy for staff to obtain contact information, in case the City decided to remove the art installation.

Councilor Sorte said art donations were beneficial to the City and the artists. He was concerned about the term "advantageous" in the Policy provision. He wanted to recognize that art pieces were gifts. He concurred with Mr. Patterson's suggestion that contact information be obtained when the gift was received.

Mr. DeGhetto said the PASC did not recommend an amendment to this Policy provision. The Committee could return the Policy to the PASC for additional review.

Councilor Sorte noted that the Committee could review the Policy at any time. The Committee could forward the routine Policy review to the Council now, the PASC could consider the issue of returning art pieces, and the Committee could review the Policy again.

Councilor York said she would prefer that the PASC review the issue now and refer the Policy to the Committee, before it was referred to the Council.

Mr. DeGhetto said the PASC could review the Policy provision at its July 18 meeting.

Councilor York referenced Policy Section 4.12.070, Review and Update, and asked whether the City Manager or the Council reviewed the Policy every three years.

Mr. Patterson suggested that the Policy provision could indicate that the City Manager and Human Services Committee would review the Policy.

Councilor Sorte opined that it was important for the Policy to specify the review process, so people who had an issue would know whom to contact.

Mr. DeGhetto said he would review the Corvallis Municipal Code regarding who reviewed Council Policies.

II. Council Policy Review and Recommendation: CP 07-4.15, "Use of Computer Lab Equipment and Public Internet Access at Senior Center"

Senior Center Supervisor Bogdanovic explained that the Center had a computer lab with eight computers. The lab was used by Center patrons, classes, and programs. Use of the computers was not restricted to senior citizens. The Council adopted the Parks and Recreation Department's cost-recovery model, and the Center established a Gold Pass (GP) membership plan – patrons must have a GP membership to participate in Center programs. The cost-recovery model and GP plan helped the Center recover the higher costs associated with the computer lab. Previously, lab users were allowed ten pages of printed material at no cost; they were now charged ten cents per page – the same as photocopy charges. To ensure that only GP members used the lab, they must check in at the Center's front desk to obtain a computer password, which changed frequently.

Noting that GP memberships were required to use the computer lab, Councilor Sorte asked when the GP membership fee would be increased. He said it appeared that the Center could not cover computer lab costs without charging a fee for services or requiring a GP membership. He questioned when the GP membership fee would be increased to cover the computer lab fees. He visited the computer lab this morning and saw a few patrons, all of whom appeared to be under 50 years of age. He did not oppose fees, if patrons had the resources to pay the fees. Referencing the Council's recent discussions regarding a Local Option Levy to support the Center, he said he wanted to see general benefits at the Center in return for taxpayers' increased property tax assessments.

Councilor Sorte said fees must be well justified, but he did not see the justification in the staff report. He asked how the GP membership was required for use of the computer lab, how the rest of the property tax fees were used, and how the fees fit with the GP membership and the computer lab fees.

Ms. Bogdanovic explained that the GP membership was required for all Center programs and was developed during the cost-recovery model, based upon the amount of revenue being generated by the Center. It became apparent that the Center needed to generate revenue, prompting the GP plan. Many Center programs and services were retained because their costs were paid through GP membership fees.

Councilor Sorte opined that property taxes were based upon a cost-recovery principle and should provide taxpayers a base level of services. He wanted to understand the Center's base level of services available to all Center patrons. All of the programs he observed had a fee of a few dollars. He was concerned about someone too proud to ask for financial assistance or barely able to pay an additional fee to participate in a program. He opined that costs, such as movie watching, should be based upon the marginal costs for the service. As a comparison, he noted that all Library services were available without additional fees. To support the proposed Policy amendments, he would need to know how much extra the computer lab cost, beyond the financial support provided by the budget. He noted that Center patrons who only used the computer lab were now required to

purchase a GP membership, which meant more members supporting the Center, thereby generating revenue for the Center. He asked why passwords were needed to use the computers.

Ms. Bogdanovic said the passwords were a means of ensuring that computer lab users had GP memberships, as anyone in the Center could enter the computer lab.

Councilor Sorte suggested that the Center could post a sign in the computer lab that computer users may be asked to show their GP membership card, thereby eliminating the cost of issuing a password and possible confusion for computer users. He noted that the Center provided important interaction for senior citizens.

Ms. Bogdanovic responded that the computer lab was often busy, especially when volunteers were present to assist lab users.

Councilor Sorte said he did not object to fees covering activities on a short-term basis until the activity was operational. On a long-term basis, fees should be closely aligned with service costs. He was worried about senior citizens with low incomes and no available funds for additional fees.

Ms. Bogdanovic said Center staff made patrons aware of two scholarship programs available to assist low-income senior citizens: the Family Assistance Program through the Parks and Recreation Department and a program through the Senior Foundation of Benton County. Both programs were highly used. The Center supported many senior citizens to keep them active. Scholarship funds could be used for GP membership fees.

Councilor Sorte suggested that the computer lab could have a donation box for patrons to support the lab, rather than requiring a fee.

Ms. Bogdanovic said, during the cost recovery discussions, staff considered a donation system; however, Center patrons preferred an annual fee.

Mr. DeGhetto added that, when staff conducted an annual Parks and Recreation Department fee review and decided to pursue cost recovery, it considered price points. The Senior Center and Osborn Aquatic Center were supervised facilities. All of the operational issues had inherent costs. Staff attempted to capture some of the usage costs incurred by different groups using the Senior Center without paying a fee. Staff did not want to deter these groups, but the Center was not meeting its policy of recovering costs.

Councilor York inquired whether Councilor Sorte wanted to review Senior Center fees in relation to the Council Policy. She did not want the Policy to go to the Council now and then return very soon with more fee data.

Councilor Sorte said he did not want to stop the Policy review process. He would like to see fee information and the percentages of revenue supporting various services. He noted

that City property tax revenues supported the Senior Center, and taxpayers should know that they would receive a base level of service for their assessments. It was appropriate to charge fees for additional services not covered by property tax revenues.

Councilor York expressed concern about everyone having access to computers. The Library computers were accessible without fees. She did not object to a ten-cent-per-page charge for printing.

Councilor Sorte suggested that USB ports could be offered for sale, to avoid computer lab patrons needing to print documents.

Based upon a motion moved and seconded by Councilors Sorte and York, respectively, the Committee unanimously recommends that Council amend Council Policy CP 07-4.15, "Use of Computer Lab Equipment and Public Internet Access at Senior center" as recommended by staff.

Mr. Patterson said Council Policies were being reviewed for the first time since he joined City staff and some Councilors joined the Council. He noted that previous City Councils established many of the processes and policies being presented for the current Council's review. He suggested that Councilor Sorte's concerns regarding the cost-recovery model might be better discussed by the full Council to determine if there was majority Council interest in directing staff to further refine the cost-recovery model. That discussion could provide opportunity for determining whether the GP membership fee was appropriate and how the scholarship opportunities could be included in the GP plan with more marketing to reach more potential Senior Center patrons.

Joe Raia was in his fourth year as a volunteer trip leader for the Senior Center, was a Board member of the Senior Foundation of Benton County, and was familiar with the scholarship opportunities. He said four years ago, trips were usually full and were rarely canceled, even for weather conditions. During the past year, most of the trips he was scheduled to lead were canceled because too few participants were registered to meet the cost-recovery model. Many senior citizens told him they did not participate in trips because they could not afford the fees. He offered these people the scholarship opportunities, but many people were reluctant to ask for financial assistance or something for free. He opined that the cost-recovery model impacted the number of people taking trips through the Center and the number of trips conducted by the Center. Other trip leaders had similar experiences. He could accept if participants were charged only for the cost of the trip; however, the incorporation of the cost-recovery model factor negatively impacted senior citizens.

III. Corvallis Farmers' Market Annual Report

Parks Operations Supervisor Geist reported that the 2012 Farmers' Market season extended from mid-April to mid-November, with Markets held Wednesdays and Saturdays. The Markets bolstered economic and community activities by bringing vendors and

customers to the Downtown area. The Markets were held on NW First Street between NW Jackson and NW Monroe Avenues and slightly into Riverfront Commemorative Park. The Markets were very popular aspects of the community. Parks and Recreation Department staff had a good working relationship with the Market and anticipated achieving its 90-percent cost-recovery goal for the Market. The Market paid a \$1,500 lease fee for use of the Park plaza areas and supported the additional cleaning needed for the Park restrooms and removal of additional trash generated by the Market. Staff was reviewing Park and Market activities to better determine the amount of trash generated by Market activities.

Rebecca Landis, Corvallis-Albany Farmers' Markets (CAFM) Director, reported that the Market did not have funding for the Supplemental Nutrition Assistance Program (SNAP) Incentive Program. The Market was working with Ten Rivers Food Web and other organizations to continue providing incentives to SNAP recipients to increase their consumption of healthy, locally grown and/or produced food. The Albany Market partnered with Ten Rivers Food Web to develop a prescription produce program called That's My Farmer Rx. Samaritan Health Services seemed to be supportive of beginning the program at the Corvallis Market, probably next year. Several patients of the Albany InReach Clinic received \$25 in paper script and assistance selecting foods at the Market that could be purchased with the script.

In response to Councilor York's inquiry, Ms. Landis clarified that InReach Clinic patients had medical conditions, modest incomes, and food insecurity issues. The new program made it possible for patients to change their diets to possibly improve their medical conditions. Previously, Ms. Landis purchased tokens for various medical programs. That's My Farmer Rx was a new systematic program with a medical clinic.

Councilor Sorte thanked Ms. Landis for allowing the Market to serve as a site for a City volunteer to conduct a survey about a possible levy.

Ms. Landis explained that the SNAP Incentive was not established with a percentage value factor. SNAP recipients could present their SNAP cards to receive a \$6 incentive. She confirmed that approximately 50 percent of SNAP recipients continued with the incentive program but possibly used less SNAP benefits.

Ms. Landis further explained that she operated the three Markets (one in Albany and two in Corvallis) with a total annual budget of \$76,000. All accountability for Market operations and incentive programs rested with her. Incentive programs must be conducted via tokens with whole dollar values. Percentage applications of benefits to purchases was not practical. Some SNAP Incentive Programs provided dollar-for-dollar benefits to a specific value but added incremental administration costs, making them impractical for the CAFM. She could try to find resources to support a percentage-based incentive program, if it was proven to greatly change SNAP recipients' behavior.

CAFM customers who used debit cards or were Oregon Trail clients went to a Market booth and used a machine to obtain tokens in different increments. The vendors knew what to do with each color of token, that change could only be given for green tokens, and that red and purple tokens could only be used for SNAP-eligible products. A more-complicated system would likely fail. Vendors were reimbursed at 100 percent of their sale prices for redeemed tokens.

In response to Councilor Sorte's suggestion that vendors contribute to the SNAP Incentive Program, Ms. Landis said CAFM was supported 100 percent by vendors' stall fees and memberships. Token reimbursement from a surcharge on token redemption or stall fees was an accounting issue. She opined that it would be poor business practice to disincite vendors from accepting SNAP or incentives by charging a percentage fee for their acceptance. She said a percentage fee could be added to acceptance of debit tokens. Debit customers were charged a fee.

Ms. Landis clarified that there was a tenuous nature to the SNAP Incentive Program. SNAP was continuously funded by the Federal Government. SNAP recipients had access to their funds at farmers' markets. The SNAP Incentive Program was based upon an outside funding source. Without the funding source, the program would be nameless. Vendors were asked to contribute products for special events, such as silent auctions in conjunction with breakfasts. Vendors' stall and membership fees paid for Ms. Landis' efforts to coordinate the Markets. Sponsorships and dining events were a better way to fund the SNAP Incentive Program than asking vendors to transfer funds from one program to another. She believed it was appropriate to ask vendors to participate in establishing a system that would benefit them and their customers.

In response to Councilor Sorte's inquiry, Ms. Landis said CAFM accepted vendors almost exclusively from the Local 6 counties; the Local 6 program was based upon CAFM's policies. She did not have with her information about the percentage of vendors from each county.

In response to Councilor York's inquiry, Ms. Landis confirmed that some CAFM vendors would probably qualify for SNAP benefits. CAFM vendors had more food security than others with similar income levels because of their ability to grow food. CAFM was promoted as a means for small farm operations to begin selling their goods. CAFM charged \$20 for a stall at the Corvallis Saturday market and \$18 for a stall at the Corvallis Wednesday market; these fees were much lower than those of markets in larger communities.

Based upon a motion moved and seconded by Councilors Sorte and York, respectively, the Committee unanimously recommends that Council accept the 2012 Corvallis-Albany Farmers' Markets annual report.

IV. Other Business

- A. Councilor York said she attended, as Council Liaison, the tobacco coalition meeting hosted by the Benton County Health Department. The coalition recommended aligning local tobacco-related laws for easier enforcement. The Council will receive information about potential Corvallis Municipal Code amendments. The County's tobacco prevention coordinator will conduct forums to receive feedback from tobacco retailers and users; the feedback will be presented to Human Services Committee for review and recommendation to the Council. Three main issues were being considered:
1. Changing the definition of retail tobacco stores;
 2. Examining electronic cigarettes, which were not regulated by the State but had consequences similar to other tobacco products; and
 3. Revising the retailer license system.

Councilor Sorte said he was a member of the City Council when it adopted the ordinance to ban smoking in Corvallis restaurants. He cautioned that people were addicted to substances, such as tobacco, for reasons; alternatives to those reasons were rarely suggested to help break the addiction. Health officials and providers did not do well substituting one crutch for another. Discussions such as Councilor York described often did not include the element of what constituted an addiction and why people became addicted.

Councilor York said the coalition's meeting discussion included the recent reduction in people addicted to smoking. However, the number of people addicted to tobacco who also had other significant mental health issues remained fairly constant. More than 40 percent of people addicted to smoking had mental health issues, which made it harder for them to respond to modest behavior modification methods. She will monitor the coalition's discussions for Councilor Sorte's concerns.

- B. The Human Services Committee meeting scheduled for August 6, 2013, was canceled.
- C. The next regular Human Services Committee meeting is scheduled for August 20, 2013, at 2:00 pm, in the Madison Avenue Meeting Room.

Councilor York adjourned the meeting at 3:06 pm.

Respectfully submitted,

Penny York, Chair