



ADMINISTRATIVE SERVICES COMMITTEE

Agenda

Wednesday, September 4, 2013
3:30 pm

Madison Avenue Meeting Room
500 SW Madison

- | | |
|------------------------------------|--|
| Discussion/ Possible Action | I. Council Policy Review and Recommendation: 91-3.02, "City Compensation Policy" (Attachment) |
| Discussion/ Possible Action | II. Visit Corvallis Fourth Quarter Report (Attachment) |
| Discussion/ Possible Action | III. Downtown Corvallis Association Fourth Quarter Report – Economic Improvement District (Attachment) |
| Information | IV. Other Business |

Next Scheduled Meeting

Wednesday, September 18, 2013 at 3:30 pm
Madison Avenue Meeting Room, 500 SW Madison Ave

Agenda

LS Networks Franchise Extension
Fourth Quarter Operating Report

MEMO

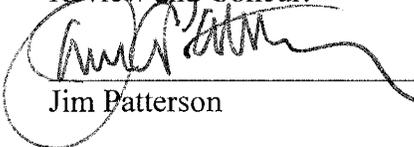


City of Corvallis
Human Resources
541.766.6902

To: Administrative Services Committee
From: Mary Beth Altmann Hughes, Human Resources
Subject: City Compensation Policy
Date: July 29, 2013

Staff has reviewed Council Policy 91-3.02 City Compensation Policy. The policy fits with all internal processes and thus staff is recommending no changes at this time.

Review and Concur:

 7/29/2013
Jim Patterson Date

CITY OF CORVALLIS
COUNCIL POLICY MANUAL

POLICY AREA 3 - PERSONNEL AND ADMINISTRATIVE MATTERS

CP 91-3.02 City Compensation Policy

Adopted April 6, 1987

Revised 1989

Affirmed October 7, 1991

Affirmed 1993

Revised October 16, 1995

Revised October 20, 1997

Affirmed November 1, 1999

Affirmed June 18, 2001

Revised January 5, 2004

Revised September 7, 2004

Revised November, 2006

Revised November 6, 2006

Revised January 5, 2009

Revised October 3, 2011

Affirmed _____

3.02.010 Purpose

3.02.011 This policy provides a basis for establishing total compensation for those directly employed by the City of Corvallis. Council appointed, temporary, or casual employees are not covered by this policy.

3.02.020 Mission

3.02.021 To ensure long term community livability, fiscally sustainable City budgets and social sustainability within the City organization, through administration of compensation policies designed to maximize efficient delivery of City services within the City's ability to pay; while also recognizing the value of work performed by employees.

Council Policy 91-3.02

3.02.030 Goals

3.02.031 The goals for this policy are prioritized as follows:

- a. Ensure the delivery of high quality City services at a level desired by citizens.
- b. Attract and retain highly qualified employees.
- c. Provide the City Council with the flexibility necessary to meet organizational goals.
- d. Maintain positive and effective labor relations.
- e. Ensure compensation equity among employees.

3.02.040 Definitions

3.02.041 Benefits – As defined in State law and generally referring to the portion of total compensation not represented by wages.

3.02.042 Compensation – Total compensation is defined in State law as all rewards and recognition including base wages, other salary and incentive compensation, benefits and perquisites; and specifically all direct or indirect wages and benefits for a specific position which have a material value.

3.02.043 Equity – consisting of three dimensions:

- a. Market Value or External Equity – An external valuation based on analysis of roughly equivalent positions from comparator cities, within a reasonable recruitment area, as defined by State law.
- b. Relative Compensatory Value – Comparison between classifications within the organization based on a system of point values assigned on the basis of five factors: level of responsibility, knowledge, physical requirements, work environment, and interpersonal relations.
- c. Inadequate Compensation Differential/Compression – Comparison between classifications within the organization to ensure appropriate compensation differential between classifications within a particular job family.

Council Policy 91-3.02

- 3.02.044 Fiscally Sustainable City Budget – A City budget where increases in annual expenses are no greater than increases in associated annual revenue.
- 3.02.045 Classification – consisting of individual jobs and job families:
- a. Job Classification - One or more positions sharing a common job description and common job classification system points.
 - b. Job Family Structure – A tool to differentiate classifications within a similar technical area which are distinct enough, based on the point value, to merit a different job classification.
- 3.02.046 Job Factors:
- a. Interpersonal Relations – The importance and difficulty of conducting interpersonal relations for the job including both the level of interpersonal skill required and the scope of interpersonal contacts.
 - b. Knowledge – The total capability required to learn and perform the job competently. Includes both level of knowledge and the application of that knowledge to work situations (challenge) faced in the classification.
 - c. Physical Requirements – The coordinative and manipulative skills as well as the level of exertion required.
 - d. Responsibility – The total magnitude of job responsibility including both the level of responsibility and the degree of job impact.
 - e. Work Environment – The need to perform under less than optimal working circumstances including difficulty, work pressure and workflow, and work location and conditions.
- 3.02.047 Social Sustainability – defined in Council Policy 1.08.053.
- 3.02.048 Stability of Employment – Refers to an individual's duration of employment with a given organization in combination with that individual's perception of that employment situation.
- 3.02.049 Wages – An employee's pay including the base wage and any special pays for certifications, assignments, market conditions, etc.

Council Policy 91-3.02

3.02.050 Policy

3.02.051 Fiscal Constraints

Compensation goals shall be addressed within the following fiscal constraints:

- a. the economic ability of the City to pay
- b. reasonable limits on the cost to provide City services
- c. budgetary restrictions established by the City Council

3.02.052 Administration

The City Manager is authorized to administer this Policy through plans developed in accordance with this Compensation Policy's mission, goals and policies. The City Manager will give particular attention to the City's long term budgetary outlook, the City's ability to pay, the reasonable cost of providing City services as well as any applicable State law.

3.02.053 Total Compensation

Salary range and all other elements of compensation shall be established on the basis of how well the organization's total compensation best meets stated policy goals and constraints.

3.02.054 Recruitment and Retention

To the extent that employee compensation is found to detract from the City's ability to recruit or retain a qualified work force, compensation may be adjusted according to the results of a market value analysis for specifically impacted job classifications.

3.02.055 Collective Bargaining

State law dictates which employees are covered by collective bargaining agreements; and for such employees, compensation is a mandatory subject of bargaining. The application of CP 91-3.02 is, therefore, also subject to the collective bargaining process.

Council Policy 91-3.02

3.02.056 Survey of Comparable Cities

Surveys of comparable cities, as defined by State law, regarding compensation for specified positions as well as the overall compensation structure are a standard implementation tool in analyzing appropriate employee compensation levels. Compensation survey results will be reported to Council in a timely manner.

3.02.057 Exceptional Service

The City has long desired a means to reward employees, work groups and teams for exceptional service. The Council supports the development and implementation of creative programs and incentives, both monetary and non-monetary, to recognize exceptional service by employees leading to the enhancement of community livability.

3.02.060 Compensation Equity

3.02.061 External Relationships

To be competitive in the employment market, the external value of individual job classifications will be determined by comparing City total compensation rates with those of comparator cities within a reasonable recruitment area, as defined by State law and with the mean of such comparators as a benchmark. In setting compensation, external equity is the primary factor, with relative compensatory value and compression as secondary factors.

3.02.062 Relative Compensatory Value

Relative compensatory value will be a consideration in determining appropriate total compensation. Determining the relative value of job classifications within the organization includes analysis of similarities and differences between them using the following factors:

- a. Level of Responsibility
- b. Knowledge
- c. Physical Requirements
- d. Work Environment
- e. Interpersonal Relations

Council Policy 91-3.02

3.02.063 Compression

Proper analysis of job family structure is an important implementation tool with respect to the preservation of vertical compensation equity and the avoidance of serious compensation compression issues.

3.02.070 Review and Update

This Policy shall be reviewed at least every two years in October by the City Manager for recommendation to the Council on appropriate revisions.

MEMORANDUM

DATE: August 20, 2013
TO: Administrative Services Committee
FROM: Ken Gibb, Community Development Director 
SUBJECT: Visit Corvallis Fourth Quarter FY 12-13 Program Review

I. Issue

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

II. Background

Visit Corvallis funding total for FY 12-13 was \$371,290. This represents the dedicated 30% of the Transient Occupancy Tax (TOT) received by the City in calendar year 2011. The agency received \$92,830 in the 4th quarter. 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 - April, May, June 2013

Executive Director's Report

Corvallis experienced a mixed bag with occupancy rates this period. April was down less than 1 percent, May was up 1.3 percent and June was down by 1.3 percent. The positive news is that average daily rate (ADR) and revenue per available rooms (REVPAR) both continue to be up this year over last year.

Some highlights from this quarter included attending the Governor's Conference on Tourism in April, working with the MG Club of Oregon on bringing their national club to Corvallis, co-hosting a Business After Hours with the Chamber of Commerce, and creating two new commercials/videos for the spring and early summer. We are also working with OSU on bringing a color run to Corvallis in the fall, and created the first Benton County Back Roads Trail which is now on our website. The trails feature farms and other unique venues on a self-guided tour.

On an administrative note Shanane Lebre from 4 Spirits Distillery joined our Board of Directors and we interviewed and now hired a Travel Trade Conference Services Manager. She will focus on bringing meetings and groups to Corvallis.

Visitors Information Report

During the 4th quarter of fiscal year 2012-2013, we assisted 576 guests.

We distributed 13,610 Corvallis visitor guides and 2,700 maps of Corvallis and the surrounding area to the Corvallis lodging properties. We distributed 6,466 WVVA guides in response to requests from our website, emails and print advertising. 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 440 table tents promoting local events to 41 Corvallis sites, and 69 hotel rooms were booked through our website.

Social and Digital Media Report

VisitCorvallis.com had 43,858 visitors between April and June, 33,403 of which were unique visitors. This is up almost 16% from last quarter and down about 20% from last year. We had 134,975 page views in the fourth quarter, up 6.23% from this time last year, and the average visitor viewed 3 pages per visit, up almost 36% from last year. Our bounce rate (visits in which the person left the site after viewing a single page) is down almost 25% 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 engaging 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, for a second quarter in a row, Bing. Our most popular pages after our home page were Things to Do, the Events Calendar, the Events landing page, the Dining page, and the Lodging page.

We sent 12,641 outclicks to our members and area businesses this quarter, with the top five receivers of traffic being PacificPubCycle.com, the DCA's Red White & Blue Riverfront Festival page, Corvallis-Lodging.com, the Mid-Valley Sip Trip.pdf and DaVinciDays.org.

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 about 5,000 a month and spiked to 10,000 in early April, corresponding to our participation in a WVVA sweepstakes campaign. Twitter comes in second, sending almost 900 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, generating impressions and reach on platform, but not clicks from the platform to our site. We continue to participate in visual platforms like Instagram and Pinterest for brand awareness efforts, but since it's not generating conversions, we put most of our effort into Facebook and Twitter.

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	April	May	June	Total	Last YR Total
Internet Brand Awareness					
Visit Corvallis Unique Visitors	8,639	12,489	14,228	141,837	158,235
Corvallis Blog Unique Visitors	125	232	309	2,570	8,826
WVVA OR Attractions ebrochure	0	0	1,322	5,980	5,245
WVVA Madden ebrochure	0	0	0	1,663	4,302
Visit Corvallis ebrochure		346	252	598	0
WVVA Internet	312	162	220	2,834	2,514
Google Ad Video Campaign	334	6,293	6,708	13,335	0
Go-Oregon.net	56	100	76	795	839
Web site Orders	65	75	53	718	484
New Facebook Likes - Unliked	12	5	21	5,533	3,835
New E-News Subscribers	-50	-17	-9	131	4,438
New Twitter Followers	48	59	30	643	10,399
New YouTube Subscribers	0	1	3	6	24
Ad Brand Awareness					
Madden Preprint Insert	0	0	0	100	2,403
WVVA Madden	0	0	179	2,429	417
WVVA Sunset	0	0	0	165	3,893
Sunset Magazine	0	0	0	45	352
Better Homes and Gardens	79	126	10	965	210
Audubon	0	0	0	39	115
Good Housekeeping	67	69	22	1,945	0
Visit Corvallis Toll Free	6	7	1	74	124
Relocation	6	5	5	61	49
WVVA Press Release	10	5	5	104	104
WVVA National Geographic	455	249	526	2,999	54
WVVA OR Attractions	0	430	0	4,692	5
WVVA TORP	1,140	728	721	7,150	4
Total Brand Awareness	11,304	21,364	24,682	197,411	197,511
Engagement					
Facebook Daily Page Engaged Users*	6,198	4,992	6,049	22,731	0
Facebook PTAT	0	0	0	25,124	7,833
You Tube Views	388	114	6,567	7,930	239
Twitter Sent Messages	179	248	198	2,542	280
Twitter Clicks	38	306	873	8,319	0
Twitter Re-Tweets	19	37	26	380	0
Twitter Messages Received	39	33	35	551	0
Twitter @Mentions	39	33	35	539	0
E-Newsletter Opens	3,222	2,326	3,112	32,462	0
E-Newsletter Clicks	535	479	1,303	6,055	0
Total Engagement	10,657	8,568	18,198	106,633	8,352
Conversion					
Visitor Center Visitation	165	187	211	6,876	11,351
Hotel Room Nights Booked	30	20	19	128	0
Total Events Outbound to Members**	3,256	4,731	5,089	52,370	0
Total Conversions	3,451	4,938	5,319	59,374	11,351
Total Factor**	25,412	34,870	48,199	363,418	217,214

VISIT
CORVALLIS

Fourth Quarter Report

(April through June, 2013)

Visit Corvallis
Balance Sheet
As of June 30, 2013

	<u>Jun 30, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking - OSUFCU	88,105.41
Money Market-OSUFCU	20,421.67
Paypal Checking	463.45
Savings - OSUFCU	5.00
Total Checking/Savings	<u>108,995.53</u>
Accounts Receivable	
Accounts Receivable	3,782.70
Total Accounts Receivable	<u>3,782.70</u>
Other Current Assets	
Petty Cash	40.00
Total Other Current Assets	<u>40.00</u>
Total Current Assets	<u>112,818.23</u>
Fixed Assets	
Accumulated Depreciation	-30,555.98
Office Equipment & Furniture	36,060.30
Total Fixed Assets	<u>5,504.32</u>
TOTAL ASSETS	<u><u>118,322.55</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
OSU Fed Visa	2,272.62
Total Credit Cards	<u>2,272.62</u>
Other Current Liabilities	
HWW Ticket Sales	40.00
Payroll liabilities - Other	1,703.14
Payroll tax liabilities	3,235.34
Total Other Current Liabilities	<u>4,978.48</u>
Total Current Liabilities	<u>7,251.10</u>
Total Liabilities	7,251.10
Equity	
Net Assets	60,514.26
Net Income	50,557.19
Total Equity	<u>111,071.45</u>
TOTAL LIABILITIES & EQUITY	<u><u>118,322.55</u></u>

Visit Corvallis
Profit & Loss
April through June 2013

	<u>Apr - Jun 13</u>
Ordinary Income/Expense	
Income	
City of Corvallis	92,830.00
Co-op Advertising Revenues	1,802.50
Co-op Promotions Income	100.00
Income/Misc	373.81
Membership	131.25
Relocation Packets	9.00
Total Income	<u>95,246.56</u>
Expense	
Administration	16,046.05
Conferences/Education	1,527.61
Marketing/Advertising	14,101.53
Marketing/Community Relations	661.95
Marketing/Contract Services	3,700.00
Marketing/Entertainment	218.03
Marketing/Festivals	1,231.62
Marketing/Internet	3,521.69
Marketing/Postage-Shipping	2,066.66
Marketing/Printing	306.95
Marketing/Promotions	1,164.97
Marketing/Sales Trips	-450.00
Marketing/Sports Grants	2,616.23
Marketing/Telephone	169.14
Marketing/Visitor Services	2,148.04
Payroll Expenses	26.10
Personnel	39,142.55
Total Expense	<u>88,199.12</u>
Net Ordinary Income	<u>7,047.44</u>
Net Income	<u><u>7,047.44</u></u>

5:07 PM

07/31/13

Accrual Basis

Visit Corvallis

Profit & Loss Prev Year Comparison

April through June 2013

	<u>Apr - Jun 13</u>	<u>Apr - Jun 12</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/Expense				
Income				
City of Corvallis	92,830.00	83,864.00	8,966.00	10.7%
Co-op Advertising Revenues	1,802.50	1,145.20	657.30	57.4%
Co-op Promotions Income	100.00	0.00	100.00	100.0%
Income/Misc	373.81	0.00	373.81	100.0%
Interest Income	0.00	7.94	-7.94	-100.0%
Membership	131.25	0.00	131.25	100.0%
Relocation Packets	9.00	9.00	0.00	0.0%
Souvenir Income	0.00	246.00	-246.00	-100.0%
Total Income	95,246.56	85,272.14	9,974.42	11.7%
Expense				
Administration	16,046.05	13,083.46	2,962.59	22.6%
Bad Debt	0.00	2,339.95	-2,339.95	-100.0%
Conferences/Education	1,527.61	389.42	1,138.19	292.3%
Marketing/Advertising	14,101.53	49,406.83	-35,305.30	-71.5%
Marketing/Community Relations	661.95	70.00	591.95	845.6%
Marketing/Contract Services	3,700.00	7,678.00	-3,978.00	-51.8%
Marketing/Dues	0.00	400.00	-400.00	-100.0%
Marketing/Entertainment	218.03	50.45	167.58	332.2%
Marketing/Festivals	1,231.62	10,473.58	-9,241.96	-88.2%
Marketing/Internet	3,521.69	2,834.85	686.84	24.2%
Marketing/Postage-Shipping	2,066.66	6,234.09	-4,167.43	-66.9%
Marketing/Printing	306.95	2,447.90	-2,140.95	-87.5%
Marketing/Promotions	1,164.97	950.40	214.57	22.6%
Marketing/Public Relations	0.00	19.00	-19.00	-100.0%
Marketing/Sales Trips	-450.00	0.00	-450.00	-100.0%
Marketing/Sports Grants	2,616.23	0.00	2,616.23	100.0%
Marketing/Telephone	169.14	58.35	110.79	189.9%
Marketing/Visitor Services	2,148.04	2,820.28	-672.24	-23.8%
Payroll Expenses	26.10	23.20	2.90	12.5%
Personnel	39,142.55	38,484.78	657.77	1.7%
Total Expense	88,199.12	137,764.54	-49,565.42	-36.0%
Net Ordinary Income	7,047.44	-52,492.40	59,539.84	113.4%
Other Income/Expense				
Other Expense				
Suspense	0.00	-33.26	33.26	100.0%
Total Other Expense	0.00	-33.26	33.26	100.0%
Net Other Income	0.00	33.26	-33.26	-100.0%
Net Income	7,047.44	-52,459.14	59,506.58	113.4%



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

MEMORANDUM

8/12/13

TO: Ken Gibb, Community Development
FROM: Jeanna Yeager, Accountant
SUBJECT: Visit Corvallis Financial Report – Fourth 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 fourth quarter of fiscal year 2012/2013, Visit Corvallis reported revenues of \$95,246 and expenditures of \$88,199, resulting in net income of \$7,047. Visit Corvallis maintains a strong cash position, with current assets totaling \$112,818 and current liabilities of only \$7,251.

The City of Corvallis has budgeted \$371,290 for Visit Corvallis for fiscal year 2012/2013 in monthly payments of \$30,940 with a final payment of \$30,950. The City has funded a total of \$92,830 in the fourth quarter, which has been accurately accounted for on the Visit Corvallis report. This represents over 97% of all revenue for the quarter.

Acceptance of the Visit Corvallis quarterly report is recommended.

MEMORANDUM

DATE: August 20, 2013
TO: Administrative Services Committee
FROM: Ken Gibb, Community Development Director 
SUBJECT: Downtown Corvallis Association Fourth Quarter FY 12-13
EID Program Review

I. Issue

Review and acceptance of Downtown Corvallis Association's Economic Improvement District Program fourth 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). Revenue received in FY 12-13 was \$74,714.56 with \$8,274 in unpaid assessments added to the lien docket.

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 include 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 fourth 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 fourth quarter report.

REVIEW AND CONCUR:


Nancy Brewer, Finance Director

REVIEW AND CONCUR:


James A. Patterson, City Manager



A Main Street Community

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Board Members

Liz Coulombe, President
Citizens Bank
Fred Edwards, Vice-President
Knight Vision Security
Steve Hessel, Treasurer
Downtown Property Owner
John Coleman, Secretary
Coleman Jewelers
Liban Abdi,
Holiday Inn Express
Luisa Arreola,
Footwise
Elizabeth Foster,
Town & Country Realty
Randy Joss,
KEZI9
Jennifer Moreland
Zooeys/The Vue
John Semadeni
Corvallis Cyclery
Lindsay Spencer
S&S Expo Events

Joan Wessell,
Executive Director
joan@downtowncorvallis.org

Ex-Officio

City Council
Corvallis Police Dept.
Corvallis Tourism
City Planning
Corvallis Chamber
Corvallis Econ. Dev. Manager

To: City of Corvallis – Planning Department
From: Joan Wessell, Executive Director
Date: 5 August 2013
Subject: 2012-2013 Quarterlies

The Downtown Corvallis Association hosted nearly 4,000 visitors and Downtown shoppers on July 3 and 4 at the 19th annual Red White & Blue Riverfront Festival. Attendees enjoyed 1½ days of Festival merrymaking, and while they were Downtown, many folks stopped by retail shops for some “retail therapy” before heading home! Red White & Blue Riverfront Festival is clearly a “shot in the arm” for Downtown economic development, an enjoyable event for members of the community and a draw for visitors from throughout Oregon!

The next DCA-sponsored economic development event for Downtown Corvallis will be on September 21, when the DCA will draw over 2,000 wine enthusiasts to the 21st “Rhapsody in the Vineyard” Downtown Wine Walk. Attendees, along with their friends and family will come Downtown to celebrate Oregon’s wine industry while visiting nearly 30 locally owned, Downtown Corvallis businesses for the 3 ½ hours of, camaraderie, appetizers and wine-sampling. Guests remain Downtown long after the Wine Walk ends, visiting and dining at Downtown Corvallis’ wonderful restaurants. Rhapsody in the Vineyard is excellent Economic Development for Downtown Corvallis, the Community, and the City of Corvallis!

The DCA continues offering economic development services to enhance Downtown and the Community through: business recruitment, educational workshops, business advocacy/assistance, promotional events and activities to increase foot traffic & provide business exposure as well as Downtown business community-strengthening (monthly: DCA Membership meetings, Downtown After Hours, Downtown Red Carpet Welcomes), to name just a few. Businesses appreciate that the DCA offers vital economic development and business support.

Examples of events/activities which the Downtown Corvallis Association has hosted/sponsored/presented since the previous Quarterly report was submitted include: The 19th annual Red White & Blue Riverfront Festival, Crazy Days Sidewalk Sale, 3 Downtown After Hours networking socials, 3 Membership Meetings, 7 Downtown Red Carpet Welcomes, and 3 Corvallis Science Pubs.

Economic Improvement District collections, Membership dues and DCA fundraisers provide support for the Downtown Corvallis Association to continue offering these services to the community while keeping Downtown a strong **economic engine** for Corvallis!

DOWNTOWN CORVALLIS ASSOCIATION
BALANCE SHEET
 June 30, 2013

ASSETS

Checking and Savings accounts	261,177.00
Other Current Assets	790.76
Fixed Assets	8,735.46
Façade Improvements loans	4,399.26
UF Residential loans	0.00
Interior Development Loans	31,157.16
TOTAL ASSETS	<u><u>306,259.64</u></u>

LIABILITIES & EQUITY

Accounts Payable	0.00
Other Current Liabilities	10,220.03
Total Equity	296,039.61
TOTAL LIABILITIES & EQUITY	<u><u>306,259.64</u></u>

PROFIT AND LOSS
 June 30, 2013

	Month	Year-to- Date	Budget 2012-2013	Remaining Budget
INCOME				
General Revenue	10,956.68	139,495.94	119,505.00	(19,990.94)
Program Revenue	155.00	4,530.62	4,075.00	(455.62)
Red, White & Blues	0.00	33,105.59	30,000.00	(3,105.59)
Rhapsody	120.00	33,511.00	46,000.00	12,489.00
Promotions	0.00	200.00	4,000.00	3,800.00
TOTAL INCOME	<u><u>11,231.68</u></u>	<u><u>210,843.15</u></u>	<u><u>203,580.00</u></u>	<u><u>(7,263.15)</u></u>
EXPENSE				
Personnel	7,709.18	96,402.15	103,210.00	6,807.85
Services and supplies	2,156.78	22,597.84	29,110.00	6,512.16
Programs	54.51	8,255.00	13,100.00	4,845.00
Red, White & Blues	0.00	16,519.93	17,000.00	480.07
Rhapsody	0.00	25,394.44	26,000.00	605.56
Promotions/OSU	0.00	1,603.33	1,700.00	96.67
City Economic Development	0.00	3,378.16	0.00	(3,378.16)
TOTAL EXPENSE	<u><u>9,920.47</u></u>	<u><u>174,150.85</u></u>	<u><u>190,120.00</u></u>	<u><u>15,969.15</u></u>
NET INCOME	<u><u>1,311.21</u></u>	<u><u>36,692.30</u></u>	<u><u>13,460.00</u></u>	<u><u>(23,232.30)</u></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><u>169,364.31</u></u>
Net Excess (deficit) budgeted for 2012-2013	<u><u>182,824.31</u></u>

Downtown Corvallis Association, Inc.

Budget Comparison As of June 30, 2013

Month Of June	7/1/12 Through June 2013	7/1/11 Through June 2012	Annual Budget	Percent Annual Budget
Income				
General Revenue				
EID Receipts	10,018.48	94,446.83	101,082.19	77,000.00 122.7%
EID Contributions	0.00	1,500.00	0.00	0.00 0.0%
Membership Dues	412.50	38,235.11	35,538.90	36,000.00 106.2%
Interest Income	12.65	210.95	339.37	5.00 4219.0%
Rental Income - Sublet	210.00	4,700.00	4,824.06	5,000.00 94.0%
Miscellaneous	303.05	403.05	315.75	1,500.00 26.9%
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	10,956.68	139,495.94	142,100.27	119,505.00 116.7%
Program Revenue				
Membership Workshops	0.00	0.00	345.00	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	0.00	2,385.12	3,663.09	4,000.00 59.6%
Fund Raiser - DT After Hours	155.00	2,133.00	624.00	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	155.00	37,636.21	43,722.54	34,075.00 110.5%
Promotions Revenue				
Promotions	0.00	200.00	700.50	4,000.00 5.0%
Rhapsody in the Vineyard	120.00	33,511.00	38,994.59	46,000.00 72.9%
Total Promotions Revenue	120.00	33,711.00	39,695.09	50,000.00 67.4%
TOTAL INCOME	11,231.68	210,843.15	225,517.90	203,580.00 103.6%

Expense

Administration - Personnel

Personnel	6,455.00	79,815.51	88,264.28	75,500.00	105.7%
Director - Medical Benefit	429.00	3,792.50	3,949.80	4,000.00	94.8%
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	27.26	1,686.85	3,960.96	5,000.00	33.7%
Staff Development	35.00	1,040.16	161.42	2,500.00	41.6%
Payroll taxes	570.81	7,212.94	7,783.79	7,600.00	94.9%
Workers Compensation	3.31	314.31	76.40	310.00	101.4%
IRA Expense	188.80	2,265.64	2,323.92	2,300.00	98.5%
Total Personnel	7,709.18	96,402.15	106,580.83	103,210.00	93.4%

Administration - Services & Supplies

Accounting	192.00	2,676.00	3,218.61	3,300.00	81.1%
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	18.00	94.26	10.00	180.0%
Subscriptions	0.00	372.80	342.00	350.00	106.5%
Insurance	628.00	628.00	661.00	1,200.00	52.3%
Equipment Replacement	0.00	0.00	0.00	1,800.00	0.0%
Equipment Lease	228.88	2,830.21	2,670.64	2,000.00	141.5%
Office Supplies	15.00	640.16	2,142.47	2,000.00	32.0%
Permits & Fees	45.00	621.00	573.00	600.00	103.5%
Postage	0.00	292.20	491.01	650.00	45.0%
Rent	810.00	9,720.00	9,968.00	9,600.00	101.3%
Utilities	62.35	832.89	841.07	800.00	104.1%
Miscellaneous	4.25	127.25	154.53	200.00	63.6%
Repair & Service Equipment	0.00	158.31	223.52	1,000.00	15.8%
Telephone/Cell	165.30	3,681.02	3,445.41	3,300.00	111.5%
Depreciation	0.00	0.00	0.00	0.00	0.0%
Total Services & Supplies	2,156.78	22,597.84	27,100.52	29,110.00	77.6%

Programs

Membership Drive	0.00	304.35	608.00	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	0.00	1,203.89	3,177.39	4,000.00	30.1%
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%
Mainstreet Expenses	35.00	593.79	1,325.86	1,000.00	59.4%
Mainstreet Dues	0.00	583.77	250.00	300.00	194.6%
EID Expense	0.00	270.88	7,374.00	0.00	0.0%
EID Task Force Expense	0.00	36.95	593.95	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%
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%
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%
Fund Raiser	0.00	1,583.75	1,366.88	500.00	316.8%
Economic/Image Enhancement	19.51	62.64	0.00	500.00	12.5%
Total Programs	54.51	8,255.00	15,438.41	13,600.00	60.7%

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	0.00	25,394.44	26,267.46	26,000.00	97.7%
OSU Promotions	0.00	0.00	126.00	200.00	0.0%
Total Promotions	0.00	43,517.70	51,911.33	44,700.00	97.4%
City Economic Development					
Economic Enhancement	0.00	1,244.38	4,182.42	0.00	0.0%
Image Enhancement	0.00	2,133.78	3,370.73	0.00	0.0%
Total City Economic Development	0.00	3,378.16	7,553.15	0.00	0.0%
Total expense	9,920.47	174,150.85	208,584.24	190,620.00	91.4%
Excess (deficit) income over expense	1,311.21	36,692.30	16,933.66	12,960.00	
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				182,324.31	

08/12/13

Downtown Corvallis Association, Inc.
Balance Sheet
As of June 30, 2013

	Jun 30, 13
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash - Umpqua Bank	9,539.93
1015 · MMF - Umpqua Bank	196,408.80
1050 · Cash - US Bank-EID	7,182.79
1104 · MMF-Citizens-Design Committee	2,648.60
1106 · Cash-Citizens-RW&B	9,440.73
1109 · MMF-Citizens-Facade/Upper Floor	
1109-1 · Designated City Funds	35,743.58
1109-2 · Undesignated Funds	212.57
Total 1109 · MMF-Citizens-Facade/Upper Floor	35,956.15
Total Checking/Savings	261,177.00
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	261,967.76
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	1,949.23
1551 · Les & Barbara Boudreaux - 2012	2,450.00
Total 1500 · Facade improvement loans	4,399.26
1800 · Interior Development Loans	
1801 · Terzo	-0.27
1802 · Chris Martel Downtown Dental	-2.00
1803 · Mod Pod	159.08
1804 · Many Hands	0.05
1805 · Oregon Coffee	-0.02
1806 · Flat Tail	9,000.21
1807 · Brew BQ	5,666.73
1808 · Ron & Garnetta Day	5,333.38
1809 · Aqua	11,000.00
Total 1800 · Interior Development Loans	31,157.16
Total Other Assets	35,556.42
TOTAL ASSETS	306,259.64
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2111 · Pass-thru money	747.70
2113 · Deferred RW&Blue	
2113-1 · Revenue	
2113-13 · Sponsors	3,350.00
2113-14 · Vendor	4,150.00
Total 2113-1 · Revenue	7,500.00
2113-2 · Expenses	
2113-24 · Miscellaneous	-850.00
2113-27 · Gate Expense	-944.75

08/12/13

Downtown Corvallis Association, Inc.
Balance Sheet
As of June 30, 2013

	Jun 30, 13
Total 2113-2 · Expenses	<u>-1,794.75</u>
Total 2113 · Deferred RW&Blue	5,705.25
2115 · Gift certificates o/s	864.44
2142 · Federal/FICA/Medicare	2,058.62
2143 · State Withholding	371.00
2144 · Federal Unemployment	3.99
2145 · State Unemployment	450.68
2146 · Workers Compensation	18.35
Total Other Current Liabilities	<u>10,220.03</u>
Total Current Liabilities	<u>10,220.03</u>
Total Liabilities	10,220.03
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	<u>36,692.30</u>
Total Equity	<u>296,039.61</u>
TOTAL LIABILITIES & EQUITY	<u><u>306,259.64</u></u>

DOWNTOWN CORVALLIS ASSOCIATION
BALANCE SHEET
 July 31, 2013

ASSETS

Checking and Savings accounts	259,336.42
Other Current Assets	790.76
Fixed Assets	8,735.46
Façade Improvements loans	4,034.16
UF Residential loans	0.00
Interior Development Loans	29,334.76
TOTAL ASSETS	<u>302,231.56</u>

LIABILITIES & EQUITY

Accounts Payable	0.00
Other Current Liabilities	4,507.35
Total Equity	297,724.21
TOTAL LIABILITIES & EQUITY	<u>302,231.56</u>

PROFIT AND LOSS
 July 31, 2013

	Month	Year-to- Date	Budget 2013-2014	Remaining Budget
INCOME				
General Revenue	2,120.89	2,120.89		(2,120.89)
Program Revenue	102.50	102.50		(102.50)
Red, White & Blues	27,456.27	27,456.27		(27,456.27)
Rhapsody	490.00	490.00		(490.00)
Promotions	0.00	0.00		0.00
TOTAL INCOME	<u>30,169.66</u>	<u>30,169.66</u>	0.00	<u>(30,169.66)</u>
EXPENSE				
Personnel	8,875.39	8,875.39		(8,875.39)
Services and supplies	1,875.58	1,875.58		(1,875.58)
Programs	344.23	344.23		(344.23)
Red, White & Blues	17,360.18	17,360.18		(17,360.18)
Rhapsody	29.68	29.68		(29.68)
Promotions/OSU	0.00	0.00		0.00
City Economic Development	0.00	0.00		0.00
TOTAL EXPENSE	<u>28,485.06</u>	<u>28,485.06</u>	0.00	<u>(28,485.06)</u>
NET INCOME	<u>1,684.60</u>	<u>1,684.60</u>	0.00	<u>(1,684.60)</u>

Plus: Beginning unrestricted cash balance
 Checking/Money Market
 Held in reserve - Contingency Fund
 Total beginning cash

0.00

Net Excess (deficit) budgeted for 2013-2014

0.00

Downtown Corvallis Association, Inc.

Budget Comparison As of July 31, 2013

Month Of July	7/1/13 Through July 2013	7/1/12 Through July 2012	Annual Budget	Percent Annual Budget
Income				
General Revenue				
EID Receipts	1,609.10	1,609.10	2,377.16	0.0%
EID Contributions	0.00	0.00	0.00	0.0%
Membership Dues	87.50	87.50	375.00	0.0%
Interest Income	14.29	14.29	22.88	0.0%
Rental Income - Sublet	410.00	410.00	410.00	0.0%
Miscellaneous	0.00	0.00	0.00	0.0%
Reimbursed Expenses	0.00	0.00	0.00	0.0%
Program Fees	0.00	0.00	0.00	0.0%
Total General Revenue	2,120.89	2,120.89	3,185.04	0.00
Program Revenue				
Membership Workshops	0.00	0.00	0.00	0.0%
Christmas Lights	0.00	0.00	0.00	0.0%
Newsletter advertising	0.00	0.00	0.00	0.0%
Group advertising	0.00	0.00	0.00	0.0%
Website/Directory advertising	0.00	0.00	0.00	0.0%
Fund Raiser	0.00	0.00	30.00	0.0%
Fund Raiser - DT After Hours	102.50	102.50	192.00	0.0%
Design Aesthetics	0.00	0.00	0.00	0.0%
Red, White & Blue	27,456.27	27,456.27	33,105.59	0.0%
Total Program Revenue	27,558.77	27,558.77	33,327.59	0.00
Promotions Revenue				
Promotions	0.00	0.00	60.00	0.0%
Rhapsody in the Vineyard	490.00	490.00	275.00	0.0%
Total Promotions Revenue	490.00	490.00	335.00	0.00
TOTAL INCOME	30,169.66	30,169.66	36,847.63	0.00

Expense

Administration - Personnel

Personnel	7,461.00	7,461.00	7,519.25	0.0%
Director - Medical Benefit	314.70	314.70	289.20	0.0%
Director - Expense	0.00	0.00	32.50	0.0%
Contract Labor	0.00	0.00	0.00	0.0%
Staff Expenses	0.00	0.00	0.00	0.0%
Volunteer - Expense	245.43	245.43	371.07	0.0%
Staff Development	77.15	77.15	0.00	0.0%
Payroll taxes	576.01	576.01	586.86	0.0%
Workers Compensation	12.30	12.30	38.99	0.0%
IRA Expense	188.80	188.80	188.80	0.0%
Total Personnel	8,875.39	8,875.39	9,026.67	0.0%

Administration - Services & Supplies

Accounting	189.00	189.00	243.00	0.0%
Accounting Review	0.00	0.00	0.00	0.0%
Bad Debt	0.00	0.00	0.00	0.0%
Bank Charges	0.00	0.00	0.00	0.0%
Subscriptions	0.00	0.00	0.00	0.0%
Insurance	0.00	0.00	0.00	0.0%
Equipment Replacement	0.00	0.00	0.00	0.0%
Equipment Lease	228.88	228.88	224.94	0.0%
Office Supplies	53.32	53.32	0.00	0.0%
Permits & Fees	95.00	95.00	90.00	0.0%
Postage	17.33	17.33	0.00	0.0%
Rent	810.00	810.00	810.00	0.0%
Utilities	62.50	62.50	72.26	0.0%
Miscellaneous	0.00	0.00	28.00	0.0%
Repair & Service Equipment	0.00	0.00	0.00	0.0%
Telephone/Cell	419.55	419.55	270.88	0.0%
Depreciation	0.00	0.00	0.00	0.0%
Total Services & Supplies	1,875.58	1,875.58	1,739.08	0.0%

Programs

Membership Drive	0.00	0.00	13.45	0.0%
Red Carpet Welcome	17.33	17.33	0.00	0.0%
Downtown Updates	0.00	0.00	0.00	0.0%
Website Updates	0.00	0.00	0.00	0.0%
Meetings & Public Relations	307.39	307.39	97.71	0.0%
Design Committee	0.00	0.00	0.00	0.0%
Design Committee-Awards	0.00	0.00	0.00	0.0%
Mainstreet Expenses	0.00	0.00	0.00	0.0%
Mainstreet Dues	0.00	0.00	0.00	0.0%
EID Expense	0.00	0.00	0.00	0.0%
EID Task Force Expense	0.00	0.00	0.00	0.0%
EID Expense-City Collection Fee	0.00	0.00	0.00	0.0%
Annual Reports, proposal	0.00	0.00	0.00	0.0%
Misc. Printing	0.00	0.00	0.00	0.0%
Directory Printing	0.00	0.00	0.00	0.0%
OSU Relations	0.00	0.00	0.00	0.0%
Christmas Lights	0.00	0.00	0.00	0.0%
Flower Baskets	0.00	0.00	0.00	0.0%
Design Aesthetics	0.00	0.00	0.00	0.0%
Design Aesthetics-Reimbursement	0.00	0.00	0.00	0.0%
Fund Raiser	0.00	0.00	0.00	0.0%
Economic/Image Enhancement	19.51	19.51	0.00	0.0%
Total Programs	344.23	344.23	111.16	0.0%

Promotions					
Red, White & Blue	17,360.18	17,360.18	15,181.23		0.0%
Promotions	0.00	0.00	0.00		0.0%
Rhapsody in the Vineyard	29.68	29.68	0.00		0.0%
OSU Promotions	0.00	0.00	0.00		0.0%
Total Promotions	17,389.86	17,389.86	15,181.23	0.00	0.0%
City Economic Development					
Economic Enhancement	0.00	0.00	154.94	0.00	0.0%
Image Enhancement	0.00	0.00	0.00	0.00	0.0%
Total City Economic Development	0.00	0.00	154.94	0.00	0.0%
Total expense	28,485.06	28,485.06	26,213.08	0.00	0.0%
Excess (deficit) income over expense	1,684.60	1,684.60	10,634.55	0.00	

Plus: Beginning restricted/unrestricted cash balance

Checking/Money Market
Held in reserve-Contingency Fund
Total beginning cash

0.00

Net Excess (deficit) budgeted for 2013-2014

0.00



Board Retreat

July 14, 2013 * 8:30 a.m. – 1:30 p.m. * Glenridge House

Mission: "To improve and promote the economic, aesthetic and cultural vitality of Downtown Corvallis as a regional center."

Notes

BOARD MEMBERS PRESENT	ALSO PRESENT	BOARD MEMBERS ABSENT
Liz Coulombe Fred Edwards John Coleman Elizabeth Foster Randy Joss John Semadeni	Joan Wessell, Executive Director Megan Braunsten, OR Main St. Consultant - Facilitator	Luisa Arreola Steve Hessel Lindsay Spencer Jennifer Moreland Liban Abdi

Below, please find the notes from the annual Board Retreat for Downtown Corvallis Association, Inc. Also included, please find post-retreat notes and recommendations from Megan Braunsten, the Facilitator.

Orientation

The day began with New Board Member Orientation, which included a brief overview of the Main Street Approach® and DCA's Board Handbook. Two Board Members were present:

1. Fred Edwards
2. John Semadeni

Once the entire group assembled, Megan broke them into two teams for an icebreaker trivia game, which included trivia about Corvallis, about DCA, and about the Main Street Approach®.

Board Business

Because one of the six Board members present wouldn't be able to stay the entire time, Board business occurred early in the agenda to ensure a quorum. The business discussed included:

- It was decided to keep the regularly scheduled Board meeting schedule.
- Office elections were held and the following were elected:
 - o President: Liz Coulombe, Citizens Bank Main Branch
 - o Vice-President: Fred Edwards, Knight Vision Security
 - o Treasurer: Steve Hessel, Downtown Property Owner/Clodfelter's
 - o Secretary: John Coleman, Coleman Jewelers/Downtown Property Owner

Fiscal Year 2012-2013 in Review

Next, Megan lead the group through thinking about all activities of the previous fiscal year, in the context of the 4-Points and the 2012 retreat recommendations. Activities included:

FY 12-13 in Review - Design Committee

- Facade, Upper Floor, Interior Loan Program (4 applications this year)
- Business owner education regarding tree well responsibility
- Downtown Cleanup Day
- Attention to downtown homeless/panhandlers "threatening behavior"
- Downtown Design Awards
- Mosaics on trash receptacles
- Graffiti removal kits available in office
- Members of the Downtown Flower Basket Commission
- Funding research for:
 - o Downtown directories/Historic walking maps
- Planning:
 - o Historic tours with Mary Gallagher

FY 12-13 in Review - Economic Enhancement Committee

- Brown Bag Workshop Series
- Survey of downtown businesses regarding current and future atmosphere of downtown
- Recruit appropriate new businesses/property owners
- Provide technical resources to businesses and property owners
- Maintain current vacancy list on website and in office

FY 12-13 in Review - Organization (Board + Staff)

- Monthly Board Meetings
- Annual Board Retreat
- Monthly Membership Meetings
- Monthly Board President & Executive Director Meetings
- Rhapsody in the Vineyard (2 times per year)
- Red, White and Blue Festival
- EID (Economic Improvement District):
 - o Reduced the Boundaries
 - o Got the new one passed
 - o Began annual collection
- Collected membership dues
- Membership recruitment
- Volunteer management

FY 12-13 in Review - Promotion Committee

- Cash Mob
- Fundraising for holiday snowflakes
- Best holiday window display contest
- Crazy Days Sidewalk Sale / Fall Festival Sidewalk Sale

- Summer Children's Reading Event
- Downtown Trick or Treat / Costume Contest
- Work with other organization events at the holidays (Assistance League, Lions)
- Put out Downtown Update weekly
- Maintain Facebook pages
- Science Pub
- Currently Researching:
 - o Garage Sale Fundraiser
 - o Golf Tournament (for Breast Cancer Awareness)
 - o Beavers (or ceramic animals) on parade)

Fiscal Year 2013-2014 Planning

Next, the group began planning for the new fiscal year. They started by identifying issues and opportunities affecting downtown within the context of the 4-Points, followed by a discussion of what they wanted to do about them, i.e. identifying project lists for this year.

Issues and Opportunities - Design Committee

- Homeless, including inappropriate behavior with flower pots
- No interest loans
- Continuity (buy in) (ex: holiday decorating, hours of operation)
- Communication
- Monitoring property value set by County

<u>FY 13-14 Projects/Activities - Design Committee</u>
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Continue:

- Facade, Upper Floor, Interior Loan Program (4 applications this year)
- Business owner education regarding tree well responsibility
 - o Add:
 - Have employees pick up garbage around property as they see it
 - Remind them to review what their front door looks like regularly
- Downtown Cleanup Day
- Attention to Downtown homeless/panhandlers
 - o Add:
 - Request regular Threatening Behavior updates from business owners
 - Send them to the City
- Downtown Design Awards
- Graffiti removal kits available in office
- Members of the Downtown Flower Basket Commission
- Funding research for:
 - o Downtown directories/Historic walking maps
- Planning:
 - o Historic tours with Mary Gallagher
- Communicate with business/property owners regarding tree well

Add:

- Review County tax issue

Issues and Opportunities - Economic Enhancement Committee

- Signage ordinances
- Later hours needed
- Bring residents down
- Take advantage of potential customers who come for visiting games

FY 13-14 Projects/Activities - Economic Enhancement Committee

Continue:

- Brown Bag Workshop Series
- Recruit appropriate new businesses/property owners
- Provide technical resources to businesses and property owners
- Maintain current vacancy list on website and in office

Add:

- Work to change the process for how content is chosen for the sign on Harrison. It is currently a lottery. It should be a review of economic impact.
- In partnership with Promotion, review options for extended business hours

Due to time constraints, the group began conversations about the Promotions Committee, but realized **further discussion was needed** and tabled the final activity list for the next fiscal year to the next Board meeting. The discussion that did occur included:

Issues and Opportunities - Promotion Committee

- Budget
- Business hours
- Game days
- Students welcoming activity
- Bringing families downtown
- Revisit Golden Candy Cane/Eggstravaganza ideas
- Partner with Farmers Market more
- Corvallis should be a music hub

FY 13-14 Projects/Activities - Promotion Committee

Continue:

- Fundraising for holiday snowflakes
- Crazy Days Sidewalk Sale / Fall Festival Sidewalk Sale
- Downtown Trick or Treat / Costume Contest
- Work with other organization events at the holidays (Assistance League, Lions)
- Put out Downtown Update weekly
- Maintain Facebook pages
- Science Pub

Add:

- Research one more fundraising event
- Continue researching Beavers on Parade
- Fund an intern to:
 - o Update the website
 - o Blog

- Tweet
- Assist in possibly changing the format of the newsletter
- Implement a Facebook "Like" Campaign
- Committee recruitment, including bringing in business owners from all over the district

Other Promotional Ideas Brought Up for Consideration:

- Partner with OSU groups, sororities, etc. to celebrate game days
- Continue Student Welcome activities
- Partner with College of Business and Department of Marketing in the Athletic Department
- Create a regular music event, similar in impact to the one in Albany
- Welcome visitors coming in for games
- Create a welcome wagon or packet that welcomes new families and students who move to Corvallis
- Create a Holiday Happy Hour
- See if the Farmers Market would like to move to Wednesday evenings

FY 13-14 - Organization Committee

Again, due to time constraints, the group did not do this exercise to include the Organization aspect. It was also **tabled for a future Board Meeting**. Several ideas did come out of other conversations, however:

- Create a Communications Plan
 - City Councilors
 - Attend the Councilor Corner each month
 - Businesses
- Work with high school and scout programs
- Add a Volunteer Thank You in each weekly newsletter
- Create a program that encourages Board members to bring new members
 - Incentives/awards to those who recruit the most
 - Assign sections of town to each
- Create business cards for the Board, or at least name tags

FY 2013-2014 Fundraising Planning

Megan shared the following analysis of the approved budget for FY 13-14. Due to time constraints **the conversation of next steps was tabled** for a future meeting.

MEGAN NOTE: I recommend at a future meeting reviewing the chart below and filling out how much staff time and volunteer time each activity takes before deciding what activities should occur. Joan could also be asked to fill these in before the meeting.

FY 2013-2014 BUDGET REVIEW						
Source	Revenue	Expense	Net	% of Net	Staff Time	Volunteer Time
EID	\$75,000	\$4,500	\$70,500	40.5%		
Rhapsody	\$46,000	\$5,000	\$41,000	23.5%		
Membership	\$35,000	\$1,700	\$33,300	19%		
Red, White & Blue	\$30,000	\$14,000	\$16,000	9%		
Fundraisers & Promotions	\$8,000	\$600	\$7,400	4%		
Rental	\$4,920	\$0	\$4,920	3%		
Other	\$1,535	\$200	\$1,335	1%		

Other

Future Board Meeting Topics

Throughout the day, topics arose that would need to be discussed at a future board meeting. They included:

- Should all DCA events be fundraisers?
 - o MEGAN NOTE: Please note that Main Street Programs host events for four reasons:
 - Image Building (sell the image of downtown) (ex: Historic walking tours)
 - Retail Promotions (ring the cash register that day) (ex: Sidewalk sales)
 - Festivals (bring large numbers of people to see opportunities for future shopping) (ex: Red, White & Blue festival)
 - Fundraising (raising money for DCA) (ex: Rhapsody in the Vineyard)

All four are needed. Sometimes events can meet more than one of these, but it should be agreed on upfront the primary purpose of the event. I therefore do not recommend requiring all events raise money, though all should break even.
- Fundraising
 - o Given limited resources (staff and volunteer time), what activities should occur this year to ensure financial security?
 - MEGAN NOTE: I recommend starting this conversation by filling out the chart above.
- Promotion Committee
 - o Finalize list of activities/projects for FY 13-14
- Organization
 - o Review Issues/Opportunities
 - o Discuss FY 13-14 Projects/Activities
- City's Market Study