



ADMINISTRATIVE SERVICES COMMITTEE

Agenda

Wednesday, October 7, 2015
1:00 pm

Madison Avenue Meeting Room
500 SW Madison Avenue

An opportunity for public comment will be provided at this meeting

- | | |
|------------------------------------|--|
| Discussion/ Possible Action | I. Visit Corvallis Fourth Quarter Report (Attachment) |
| Discussion/ Possible Action | II. Council Policy Review and Recommendation: 2.02, "Council Process" (<i>includes one-year review of PPTF recommendations on advisory board and commission changes, such as annual reports and sunset reviews</i>) (Attachment) |
| Discussion/ Possible Action | III. Council Policy Review and Recommendation: 3.02, "City Compensation Policy" (Attachment) |
| Discussion/ Possible Action | IV. Fourth Quarter Operating Report (Attachment) |
| Information | V. Other Business |

Next Scheduled Meeting

Wednesday, October 21, 2015 at 1:00 pm
Madison Avenue Meeting Room, 500 SW Madison Avenue

Agenda

- Majestic Theatre Fourth Quarter Financial Report
- Council Policy Review and Recommendation: 1.01, "Charges for Copying of City Material"
- Council Policy Review and Recommendation: 3.01, "Appointment of Acting City Manager"
- Livability Code

TO: Administrative Services Committee for October 7, 2015
FROM: Tom Nelson, Economic Development Manager
DATE: August 10, 2015
THROUGH: Mark W. Shepard, P.E., City Manager
SUBJECT: Visit Corvallis - FY 2015 4th Quarter Report



Action Requested:

Staff recommends the Administrative Services Committee review and recommend the City Council accept the Visit Corvallis Fiscal Year 2015 4th Quarter Report.

Discussion:

The City of Corvallis budgeted \$428,330 for Visit Corvallis for FY 2015. The City provided 11 monthly payments of \$35,694, and a final payment of \$35,696. The City funded \$107,082 in the fourth quarter. The City's contract with Visit Corvallis requires the agency to submit quarterly reports of its activities.

Attached is the fourth quarter report submitted by Visit Corvallis (Attachment A). The Visit Corvallis Financial Statements (Attachment B) were reviewed by the City's Finance staff and found to be in compliance with their agreement with the City (Attachment C).

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

Budget Impact:

None



Quarterly Community Report April, May, June 2015

Executive Director's Report

We are very pleased to report that both Occupancy and Average Daily Rate were up in April, May and June of this year. Occupancy went up by 3.9% in April, 2.5% in May and 6.3% in June of this year. Average Daily Rate (ADR) went up 7.5% in April, 4.6% in May and 5.9 in June.

Fourth Quarter Highlights

After careful consideration and many meetings it was decided that we could not pull off a Summer Solstice Event due to lack of funding. The idea was to promote all the wonderful outdoor activities happening in and around Corvallis that Saturday and host a street party on First Street from 5 p.m. to 9 p.m., with local vendors. It became apparent that more corporate sponsors were needed to have the event succeed. Visit Corvallis had committed a small grant to the group because participants of the outdoor events planned to spend the night in town, and the event could be further promoted to draw in visitors from more than 50 miles away. It is not in our purview to actually hold events, however, and too few sponsors had been brought in to fund the event sufficiently.

I have been working with a small group from the Arts Advisory Committee to see if we can create a Willamette Valley Cultural Corridor. I brought several members of that committee to the Willamette Valley Visitors Association Board Meeting in May.

My group of colleagues were all supportive of this idea. The idea is to have a place and the resources to keep young artisans in the community, instead of losing them to other communities after they graduate from OSU. We are still exploring ways to bring this idea to fruition, so we have been meeting with several other organizations to brainstorm on who we should have at the table.

I attended the Western Cascades Council of Government meeting. They were rolling out a strategic plan for various clusters in the three-county region. I was the only person in the room from the tourism cluster, so I was able to inform them of what our State Tourism Organization is already doing, so they wouldn't have to reinvent the wheel on several of their strategies.

Because I am the point person for Feast Portland (a huge foodie event) for the Willamette Valley Visitors Association, I have been working with the Oregon Wine Board and Travel Oregon to create an ad campaign for Alaska Airlines Magazine in August & September. We want to offer a weekend getaway to Oregon Wine Country. This also supports the "Oregon Wine Flies Free" program on Alaska Air.

Visit Corvallis is donating dinner, the Heart Of Willamette Winery Association is offering free tastings and we have secured a two night stay at a local B&B. The package also

includes airline tickets. We are also working on collaboration at the actual feast event. Kimber Hoang from Magenta will be Corvallis' chef at the Grand Tasting Evet at Pioneer Plaza.

I was asked to sit in on the finalist candidate interviews for the Chamber of Commerce executive Director and am happy to report that they have hired the candidate I like the best.

Last but not least I was interviewed by The Oregonian on weekend getaways to Corvallis.

Visitor Information Report

During the months of April, May and June, 2015, we greeted 835 walk-in visitors. We distributed 875 visitor guides, and 1,050 maps to Corvallis lodging properties, OSU and various other Corvallis businesses upon request.

Lead requests received for our visitor guide through VisitCorvallis.com, OregonWineCountry.org and leads received in response to online and print advertisement placed by Visit Corvallis and/or the Willamette Valley Visitors Association totaled 5,548. Relocation packet requests received through VisitCorvallis.com totaled 31 for the quarter.

We placed 880 table tents promoting Corvallis and Benton County events occurring during the months of May through August, 2015 were distributed to local restaurants and other various businesses in the city and county.

Social and Digital Media Report

VisitCorvallis.com had 60,535 sessions this quarter, up 14% over last year. We had 47,153 users, up 16% from last year.

Our top five traffic-referring sites this quarter were, in order from most to least, mobile Facebook, CorvallisOregon.gov, OregonState.edu, Facebook's apps and our Tumblr blog.

Our most popular pages, not including our home page, were the events calendar, Things To Do, our Wine Trails blog post, our Bike Safari blog post, and Lodging.

We sent 10,914 outclicks to our members and area businesses this quarter, with another 12,300 outclicks from Bitly links. Some of our most popular outclicks include the Corvallis Comfort Suites, the Hilton Garden Inn, the SAGE Concert Series and the Corvallis Knights.

Our Facebook Page's post reach averaged about 15,000 users this quarter. Post engagement remains good as well, particularly on video posts and paid posts.

Twitter Analytics report that our tweets have had 89.6K impressions this quarter, sending 462 clicks back to our website and other shared sites, with an average engagement rate of 1.3%.

Other social media sites currently lack meaningful metrics.

Attachment B



Fourth Quarter Report

(April through June, 2015)

3:12 PM
07/31/15
Accrual Basis

Visit Corvallis
Balance Sheet
As of June 30, 2015

	<u>Jun 30, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking - OSUFCU	60,553.99
Money Market-OSUFCU	20,521.71
Paypal Checking	1,642.96
Savings - OSUFCU	5.00
Total Checking/Savings	<u>82,723.66</u>
Accounts Receivable	
Accounts Receivable	1,066.17
Total Accounts Receivable	<u>1,066.17</u>
Other Current Assets	
Petty Cash	40.00
Total Other Current Assets	<u>40.00</u>
Total Current Assets	83,829.83
Fixed Assets	
Accumulated Depreciation	-1,997.98
Office Equipment & Furniture	12,147.30
Total Fixed Assets	<u>10,149.32</u>
Other Assets	
Rent Deposit	1,700.00
Total Other Assets	<u>1,700.00</u>
TOTAL ASSETS	<u>95,679.15</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
OSU Fed Visa	3,358.22
Total Credit Cards	<u>3,358.22</u>
Other Current Liabilities	
Bounty of Benton Co Ticket Sale	-120.00
Corvallis Book Sales	643.80
HWW Ticket Sales	190.00
Payroll Liabilities	-35.00
Payroll liabilities - Other	5,234.21
Payroll tax liabilities	5,883.27
Summer Solstice	27.00
Total Other Current Liabilities	<u>11,823.28</u>
Total Current Liabilities	<u>15,181.50</u>
Total Liabilities	15,181.50
Equity	
Net Assets	85,089.38
Temp Restricted Net Assets	1,000.00
Net Income	-5,591.73
Total Equity	<u>80,497.65</u>
TOTAL LIABILITIES & EQUITY	<u>95,679.15</u>

3:12 PM
 07/31/15
 Accrual Basis

Visit Corvallis
Profit & Loss
 April through June 2015

	<u>Apr - Jun 15</u>
Ordinary Income/Expense	
Income	
City of Corvallis	107,084.00
Interest Income	5.10
Membership	29.16
Relocation Packets	279.00
Total Income	<u>107,397.26</u>
Expense	
Administration	10,753.31
Conferences/Education	1,679.29
Marketing/Advertising	22,441.20
Marketing/Branding	3,152.80
Marketing/Community Relations	216.00
Marketing/Contract Services	2,600.00
Marketing/Entertainment	110.82
Marketing/Festivals	250.00
Marketing/Internet	1,961.16
Marketing/Postage-Shipping	6,065.90
Marketing/Printing	112.50
Marketing/Promotions	1,286.18
Marketing/Public Relations	40.90
Marketing/Sales Trips	186.00
Marketing/Sports Grants	850.00
Marketing/Telephone	169.59
Marketing/Visitor Services	1,895.50
Payroll Expenses	38.40
Personnel	51,769.73
Total Expense	<u>105,579.28</u>
Net Ordinary Income	<u>1,817.98</u>
Net Income	<u><u>1,817.98</u></u>

3:13 PM

Visit Corvallis

07/31/15

Profit & Loss Prev Year Comparison

Accrual Basis

April through June 2015

	<u>Apr - Jun 15</u>	<u>Apr - Jun 14</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/Expense				
Income				
City of Corvallis	107,084.00	97,092.00	9,992.00	10.3%
Income/Misc	0.00	1,825.45	-1,825.45	-100.0%
Interest Income	5.10	3.42	1.68	49.1%
Membership	29.16	0.00	29.16	100.0%
Relocation Packets	279.00	36.00	243.00	675.0%
Souvenir Income	0.00	20.00	-20.00	-100.0%
Total Income	107,397.26	98,976.87	8,420.39	8.5%
Expense				
Administration	10,753.31	13,053.14	-2,299.83	-17.6%
Ask MPP	0.00	253.34	-253.34	-100.0%
Conferences/Education	1,679.29	2,206.83	-527.54	-23.9%
Marketing/Advertising	22,441.20	28,508.78	-6,067.58	-21.3%
Marketing/Branding	3,152.80	0.00	3,152.80	100.0%
Marketing/Community Relations	216.00	430.07	-214.07	-49.8%
Marketing/Contract Services	2,600.00	1,950.00	650.00	33.3%
Marketing/Entertainment	110.82	23.60	87.22	369.6%
Marketing/Festivals	250.00	1,255.58	-1,005.58	-80.1%
Marketing/Internet	1,961.16	1,702.42	258.74	15.2%
Marketing/Media Relations	0.00	120.00	-120.00	-100.0%
Marketing/Postage-Shipping	6,065.90	9,768.55	-3,702.65	-37.9%
Marketing/Printing	112.50	112.50	0.00	0.0%
Marketing/Promotions	1,286.18	-6.14	1,292.32	21,047.6%
Marketing/Public Relations	40.90	0.00	40.90	100.0%
Marketing/Research	0.00	1,312.50	-1,312.50	-100.0%
Marketing/Sales Trips	186.00	911.17	-725.17	-79.6%
Marketing/Sports Grants	850.00	850.00	0.00	0.0%
Marketing/Telephone	169.59	125.52	44.07	35.1%
Marketing/Tours	0.00	35.00	-35.00	-100.0%
Marketing/Visitor Services	1,895.50	740.40	1,155.10	156.0%
Payroll Expenses	38.40	34.80	3.60	10.3%
Personnel	51,769.73	51,272.24	497.49	1.0%
Total Expense	105,579.28	114,660.30	-9,081.02	-7.9%
Net Ordinary Income	1,817.98	-15,683.43	17,501.41	111.6%
Net Income	1,817.98	-15,683.43	17,501.41	111.6%



Attachment C

Finance Department

500 SW Madison Avenue

Corvallis, OR 97333

541-766-6990

541-754-1729

MEMORANDUM

9/10/2015

TO: Tom Nelson, Economic Development

FROM: Tom Johnston, Accountant *TJ*
9/16/2015

SUBJECT: Visit Corvallis Financial Report – Fourth Quarter, FY 14/15

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 2014/2015, Visit Corvallis reported revenues of \$107,397 and expenditures of \$105,579, resulting in net income of \$1,818. Visit Corvallis maintains a strong cash position with current assets totaling \$83,830 and current liabilities of \$15,182.

The City of Corvallis budgeted \$428,330 for Visit Corvallis for fiscal year 2014/2015 in monthly payments of \$35,694 with a final payment of \$35,696. The City has funded a total of \$107,084 in the fourth quarter which has been accurately accounted for on the Visit Corvallis report. The City funding represents over 99% of all revenue for the quarter.

Acceptance of the Visit Corvallis quarterly report is recommended.

TO: Administrative Services Committee for October 7, 2015
 FROM: Mary Beth Altmann Hughes, Human Resources Director
 DATE: September 25, 2015
 THROUGH: Mark W. Shepard, P.E., City Manager
 SUBJECT: **One-Year Review of PPTF Recommendations**



Action Requested:

Staff recommends the Administrative Services Committee provide a recommendation to the City Council to adopt amendments to Municipal Code Chapter 1.16 Boards and Commissions and to City Council Policy 2.02 Council Processes.

Discussion:

A year ago the City Council implemented the first set of recommendations from the Public Participation Task Force (PPTF). The changes included adding definitions to CMC 1.16 Boards and Commissions for Advisory Board, Commissions, and Task Forces, renaming various bodies so that the names aligned with the new definitions, and sunseting two bodies, one of which was changed to a Department Advisory Committee (Civic Beautification and Urban Forestry) and one of which had its responsibilities assumed by the Arts and Culture Advisory Board (Public Art Selection Commission). In addition, Council Policy 2.02 Council Process was revised to modify the reporting alignment of Advisory Boards and Commissions (B/C) with the Council's Standing Committees, and to add an annual report to be completed by each Board and Commission.

Over the course of the past year, B/Cs were asked to weigh in on whether their work still consisted of advising the City Council on policy, or if their work was more technical in nature, advising staff. The Transit Advisory Board and Capital Improvement Advisory Board both agreed that their work was more technical in nature, and have transitioned to become Department Advisory Committees (DAC).

This one-year review includes some staff recommendations on additional changes the City Council may wish to consider in both CMC 1.16 and in Council Policies. Summarized, staff offers/requests Council consideration of the following:

CMC 1.16 Boards and Commissions

- Staff recommends adding language to the Task Force definition to include an evaluation at the end of the task force's work, as discussed at a City Council meeting, with that evaluation filed with the City Council.
- Staff also recommends adding language in 1.16.020 Scope that any advisory board or commission may create subcommittees to work on specific tasks. This language has been included in some, but not all, of the charge statements. If the additional language is accepted, staff recommends deleting this specific item in the various B/C charge statements where it currently exists.
- Staff recommends some housekeeping changes to delete language about "original appointments" since these bodies have moved past that phase-in period. The language was already included in 1.16.500 Initial Appointment.
- Staff recommends deleting the language in CMC 1.16 sections 400, 410, 420, 425, and 435 about sunset reviews. Since the annual report process has been implemented, the standing committees have heard from the B/C on its work for the past year and plans for the coming year. As a result, the sunset review seems redundant. If there was a need or desire to sunset an advisory board or commission the B/C City Council could take that action during the annual report process.

- Staff recommends moving language in CMC 1.16 section 500 Initial Appointment to be included in section .030 Appointment. Initial Appointment language prescribes staggering member terms when a new Advisory Board or Commission is formed. It is currently located at the end of Chapter 1.16 as its own section and staff believes it is more logical to include the information with the Appointment language at the beginning of the Chapter where other introductory information is provided.

CP 2.02 Council Process

- This Council Policy has been revised to the new format, with some housekeeping changes recommended, including deleting two Advisory Boards that were moved to Department Advisory Committees during 2015.
- Added language to the Annual Report template to ask how the process worked for the B/C to capture the Council's recommendation from August 13, 2015 work session.

Recommendation:

Review the staff recommendations, discuss, amend the recommendations if desired, and recommend the City Council adopt an ordinance amending Chapter 1.16 Boards and Commissions and adopt an updated Council Policy 2.02 Council Process.

Budget Impact:

There is no budget impact from these actions.

Attachments:

- 1) Redline/Strike-out CMC Chapter 1.16 Boards and Commissions
- 2) Redline/Strike-out Council Policy 2.02 Council Process and revised Annual Report Form
- 3) Draft Ordinance CMC 1.16 Boards and Commissions

ATTACHMENT 1

Chapter 1.16 - BOARDS AND COMMISSIONS

Sections:

Section 1.16.010 - Title.

This Chapter shall be known as the Boards and Commissions Chapter.

(Ord. 81-99 § 1, 1981)

Section 1.16.020 - Scope.

This Chapter establishes boards and commission to advise Council on its respective areas of municipal policy.

1. Advisory Boards shall be established by the City Council by ordinance and the Board's charge shall be codified in this Chapter of the Corvallis Municipal Code. Advisory Boards serve in an advisory capacity to the Mayor, City Council, and staff.
2. Commissions shall be established by the City Council by ordinance and the Commission's charge shall be codified in the Chapter of the Corvallis Municipal Code. Commissions have been delegated decision making authority by the City Council.
3. Task Forces shall be established by the City Council via resolution which includes the Task Force's charge, the term of the committee, the timeline for the project, and other direction as needed. Task Forces are created for specific purposes where another Advisory Board or Commission does not already exist to assign a project to, and serves for a short period to complete the tasks identified by the City Council. When the work is completed, the Task Force completes an evaluation of its work, shares evaluation comments with the City Council, then is disbanded.
4. Any Advisory Board, Commission, or Task Force may create sub-committees, task forces, or stakeholders groups to complete their assigned work. The sub-committee shall, at a minimum, provide public notice of the sub-committee meetings and keep action minutes for review and acceptance by the Advisory Board, Commission or Task Force.
5. The initial term of a new board or commission shall be staggered, with one-third of the members appointed for one year, one-third two years, and one-third for three years

(Ord. 2014-16 § 1, 11/17/2014; Ord. 81-99 § 2, 1981)

Section 1.16.030 - Appointment.

1. All commissions and boards shall be established by Council and, unless otherwise provided by ordinance, all commission and board members shall be appointed by the Mayor, subject to the advice and consent of Council. The Mayor shall announce all vacancies to Council at least two weeks prior to making an appointment. Councilors may recommend proposed nominees to the Mayor. Proposed appointees shall be presented to the Councilors not less than two weeks prior to Council confirmation.

(Ord. 81-99 § 3, 1981)

2. For initial appointments, one-third of the members of each board or commission shall have terms expiring one year after appointment, one-third shall expire two years after appointment, and one-third shall expire three years after appointment. The appointing authority shall designate when the term of each member shall expire.

(Ord. 98-32 § 3, 09/08/1998; Ord. 95-31 § 1, 1995; Ord. 81-99 § 101, 1981)

Section 1.16.040 - Council representative.

The Mayor shall appoint a Councilor to serve as a nonvoting observer and liaison between Council and each Board, ~~or Commission, or Task Force.~~

(Ord. 81-99 § 4, 1981)

Section 1.16.050 - Limitation on term.

No appointee shall serve for more than three consecutive full terms on the same commission or board.

(Ord. 81-99 § 5, 1981)

Section 1.16.060 - Ethics and compensation.

- 1) Members of boards and commissions shall comply with the provisions of the State code of ethics found in ORS 244.040.
- 2) No member of any board or commission shall receive any compensation for his or her services as a member of said board or commission.

(Ord. 81-99 § 6, 1981)

Section 1.16.070 - Vacancy.

Any vacancy which may occur on any board or commission shall be filled for the unexpired term by the appointing authority. Such a vacancy shall be deemed to exist upon the incumbent's death, incompetence, conviction of a felony, resignation, failure to maintain the qualifications of office, or failure to attend four consecutive meetings or participate in board or commission activities for 60 days without the consent of the chair of the board or commission. All vacancies shall be filled within 60 days of the vacancy. If said vacancy is not filled within 60 days by the appointing authority, Council shall appoint by a majority vote someone to fill the vacancy.

(Ord. 81-99 § 7, 1981)

Section 1.16.080 - Officers and meetings.

Each board or commission shall, at its first meeting of each fiscal year, elect a chair and vice chair who shall hold office for the fiscal year. Each board or commission shall adopt rules necessary for the conduct of its affairs and shall keep minutes of its proceedings. Meetings of each board or commission shall be held at the call of the chair, three members of the board or commission, or at such other times as the board or commission may determine.

(Ord. 81-99 § 8, 1981)

Section 1.16.090 - Residency.

Except as otherwise provided in this Chapter by ordinance, all members of a board or commission shall meet one of the following qualifications at their appointment and shall retain such status during their term of office: At least two-thirds of any board or commission shall be composed of persons who reside in the territorial limits of the City. The appointing authority may also appoint persons who are employed or self-employed full time in the City or who reside in the Urban Growth Boundary.

(Ord. 81-99 § 9, 1981)

Section 1.16.100 - Term.

Members of the board or commission shall serve for a term of three years except for the initial appointment as hereinafter provided. All members shall retain their positions at the expiration of their terms until a replacement is named or for 60 days, whichever comes first.

(Ord. 81-99 § 10, 1981)

Section 1.16.110 - Quorum.

A quorum exists when there shall be present at any lawfully called meeting at least 50 percent of the voting membership.

(Ord. 81-99 § 11, 1981)

Section 1.16.200 - Airport Advisory Board.

- 1) An Airport Advisory Board is hereby created consisting of eight persons.
- 2) The Airport Advisory Board shall advise Council and City Manager concerning:
 - a) The management, care, and control of the Municipal Airport of the City; required rules and regulations in connection therewith; and the expenditure of such funds as shall be appropriated by Council therefore.
 - b) The planning of the Airport Industrial Park located generally north of Airport Road and east of Ingalls Street; and potential impacts of such plans upon the Airport.
 - c) The expenditure of such funds as shall be received through leasing or sales of Airport or Industrial Park land.
 - d) The review and recommendations of long range facility plans (i.e., plans to address the issues related to the City hangar) and Airport Fund business plan.
- ~~3) The functions of the Advisory Board may be accomplished using subcommittees, task forces, or stakeholder committees.~~

(Ord. 2014-16 § 2, 11/17/2014; Ord. 2010-09 § 1, 03/15/10; Ord. 2002-28 § 1, 08/19/02; Ord. 2002-22 § 1, 07/01/02; Ord. 89-36 § 1, 1989; Ord. 81-99 § 50, 1981)

Section 1.16.205 - Housing and Community Development Advisory Board.

- 1) There is hereby created a Housing and Community Development Advisory Board for the City.

- 2) This Advisory Board shall consist of nine voting members. One member shall be appointed who possesses knowledge, qualifications, or experience in the housing construction industry; one member shall be appointed who possesses knowledge, qualifications, or experience in the real estate marketing or development industry; one member shall be appointed who possesses knowledge, qualifications, or experience in financial institutions; one member shall be a citizen who is or has been a recipient of housing assistance; one member shall be a past or current recipient, or a guardian of a past or current recipient, of social services targeted to low income or special needs clients; three members shall be from the general public; and one member shall be a member of the Planning Commission. The Mayor shall endeavor to ensure low and moderate income persons and minorities substantial representation on the Commission.
- 3) The Housing and Community Development Advisory Board shall:
 - a) In cooperation with other City boards and commissions, formulate and recommend policy to the Planning Commission and City Council on housing affordability and community revitalization issues.
 - b) Recommend policies to the Planning Commission and City Council to provide for and conserve very low, low and moderate income housing in the City.
 - c) Review and make recommendations regarding City applications requesting Federal and State Housing and Community Development funds and other funds relating to community development which may become available.
 - d) Monitor and evaluate planning, programming, and implementation of housing and community development activities.
 - e) Act as a review and appeals board for the Housing loan program policies.
 - f) Represent the affordable housing interests of very low, low and moderate income citizens and citizens with special housing needs.

(Ord. 2014-16 § 3, 11/17/2014; Ord. 2001-17 § 1, 10/15/2001; Ord. 96-40 § 1, 1996; Ord. 84-40 § 1, 1984; Ord. 81-99 § 53, 1981)

Section 1.16.210 - Bicycle and Pedestrian Advisory Board.

- 1) A Bicycle and Pedestrian Advisory Board is hereby created.
- 2) The Advisory Board shall consist of seven members, with membership balanced to capably represent various bicycling and pedestrian issues.
- 3) The Advisory Board shall advise Council on all matters relating to bicycle use, operation, pedestrian transportation, recreation, routing, and safety in the City limits.

(Ord. 2014-16 § 4, 11/17/2014; Ord. 96-30 § 1, 1996; Ord. 81-99 § 54, 1981)

Section 1.16.220 - Library Advisory Board.

- 1) A Corvallis Benton County Library Advisory Board is hereby created.
- 2) The Advisory Board shall consist of ten voting members. Five shall be appointed by the Mayor. The Benton County Board of Commissioners shall appoint six members to the Advisory Board, one of which shall be a non-voting liaison high school student from Benton County.
- 3) The Advisory Board shall advise Council on all matters pertaining to the operation, expansion, and level of service provided by the Library. In addition, the Advisory Board shall have all of the powers and duties authorized by State and City laws.

- 4) This Chapter shall not be construed to prevent those members of the Advisory Board appointed by the Board of Commissioners of Benton County, Oregon, from acting simultaneously as the County Library Board under State law.
- 5) The Advisory Board shall advise the City Council on all matters related to allocating annual Library Improvement Reserve funds.

(Ord. 2015-11 § 2, 06/15/2015; Ord. 2014-16 § 6, 11/17/2014; Ord. 2011-08 § 1, 04/18/2011; Ord. 2009-12 § 2, 10/19/2009; Ord. 81-99 § 56, 1981)

Section 1.16.230 - Watershed Management Advisory Board.

- 1) A Watershed Management Advisory Board is hereby created for the City.
- 2) This Advisory Board shall consist of seven members, at least three of whom shall possess qualifications by experience or training in watershed or forest management.
- 3) The Advisory Board shall advise Council concerning all matters related to the management of the watershed including, but not limited to, the following:
 - a) Consulting with the City and Forest Service personnel, Oregon State University School of Forestry staff, and others;
 - b) Recommending future action be taken on the watershed based on economic and other considerations, both existing and anticipated; and
 - c) Analyzing Forest Service procedures, standards, controls and costs incurred in the management of City lands.

(Ord. 2014-16 § 7, 11/17/2014; Ord. 86-29, 1986; Ord. 81-99 § 59, 1981)

Section 1.16.235 - Planning Commission.

- 1) Hereby is created a City Planning Commission for the City of Corvallis, Oregon. The Planning Commission is created pursuant to ORS 227.020.
- 2) The City Planning Commission shall consist of nine members to be appointed by Council. No more than two voting members of the Commission may be engaged principally in the buying, selling, or developing of real estate for profit as individuals or be members of any partnership or officers or employees of any corporation that engages principally in the buying, selling, or developing of real estate for profit. In the interest of ensuring a balanced, community-wide perspective on the Planning Commission, no more than two members shall be engaged in the same kind of occupation, business, trade, or profession.
- 3) Upon expiration of a term or vacancy, a public announcement of the opening will be announced in a newspaper of general circulation in the City. The notice shall contain the qualifications for appointment in subsection 2) and a list of the occupations of existing commissioners. After receiving applications Council may conduct interviews. If more than one application is submitted, Council shall hold a ballot vote conducted by the City Recorder. Any person receiving a majority vote shall be appointed to the Planning Commission. If no person receives a majority vote, the two receiving the most votes shall be voted upon again. The one then receiving the majority vote shall be appointed to the Planning Commission.
- 4) Five members of the City Planning Commission shall constitute a quorum. If a quorum cannot be obtained because five (5) or more members have a conflict of interest, the quorum requirement shall be reduced to three (3) for that issue only.

- 5) A member of the Planning Commission shall not participate in any Commission proceeding or action in which any of the following has a direct or substantial financial interest: the member or his or her spouse, brother, sister, child, parent, father-in-law, mother-in-law, any business in which she or he is then serving or has served within the previous two (2) years, or any business with which she or he is negotiating for or has an arrangement or understanding concerning prospective partnership or employment. Any actual or potential interest shall be disclosed at the meeting of the Commission where the action is being taken. Examples of conflict of interest include:
 - a) The member owns property within the area entitled to receive notice of the public hearing;
 - b) The member has a direct private interest in the proposal; and
 - c) For any other valid reason, the member has determined that participation in the hearing and decision cannot be in an impartial manner.
- 6) The Commission shall have the authority which is now or may hereafter be assigned to it by Charter, ordinances, or resolutions of the City and ORS 227.090, and other State laws.

The Planning Commission shall function primarily as a comprehensive planning body proposing policy and legislation to Council related to the coordination of the growth and development of the community. The functions of the Planning Commission shall include, but not be limited to, the following:

- a) Review the Comprehensive Plan and make recommendations to Council concerning Plan amendments which it has determined are necessary based on further study or changed concepts, circumstances, or conditions.
- b) Formulate and recommend legislation to implement the Comprehensive Plan.
- c) Review and recommend detailed plans including functional plans which relate to public facilities and services, and subarea plans which relate to specific areas of the community to implement the Comprehensive Plan.
- d) Assist in the formulation of the Capital Investment Plan [Capital Improvement Program] and submit periodic reports and recommendations relating to the integration and conformance of the plan with the Comprehensive Plan.
- e) Review and make recommendations concerning any proposed annexation.
- f) Conduct hearings, prepare findings of fact, and take such actions concerning specific land development proposals as required by the Land Development Code.
- g) Advance cooperative and harmonious relationships with other planning commissions, public and semi-public agencies and officials, and civic and private organizations to encourage the coordination of public and private planning and development activities affecting the City and its environs.
- h) Study and propose, in general, such measures regarding land development as may be advisable for promotion of the public interest, health, safety, comfort, convenience, and welfare.

(Ord. 98-45 § 3, 11/11/1998; Ord. 82-6 §§ 2, 3, 1982; Ord. 81-99 § 60, 1981)

Section 1.16.240 - Budget Commission.

- 1) A Budget Commission is hereby created consisting of eighteen (18) members. Each Councilor shall be a member of the Budget Commission. Nine electors of the City shall also be appointed to the Commission. The appointive members shall not be officers, agents, employees or a spouse of an officer, agent, or employee of the municipal corporation.
- 2) The Budget Commission shall have the powers and duties established by State law and act in accordance with State law, City laws, and Council policies. The Commission shall serve as an oversight body and advise Council as to:

- a) Compliance of the budget and capital improvement program with the City's financial policies and Council budget priorities and directives; and
 - b) Responsiveness of the budget and capital improvement program to community needs.
- 3) The Budget Commission shall also serve to champion the budget and capital improvement program through its adoption and implementation.

(Ord. 90-42, 1990; Ord. 81-99 § 61, 1981)

Section 1.16.245 - Board of Appeals.

- 1) A Board of Appeals is hereby established, in compliance with ORS 455, which shall consist of six members.
- 2) The Board of Appeals shall have the powers specified in Chapter 7.08 (Uniform Fire Code), Chapter 9.01 (Building Code), and Chapter 9.02 (Housing Code), and such other duties as Council shall from time to time delegate.
- 3) In exercising its powers, the Board of Appeals may, so long as such action conforms with the terms therein, reverse or affirm, wholly or partly, or may modify the order, requirement, decision, or determination appealed from and may make such order, requirement, decision, or determination as ought to be made, and to that end shall have powers of the official from whom the appeal is taken.
- ~~4) The initial term of the board shall be two members for one year, two members for two years, and two members for three years.~~

(Ord. 2014-16 § 8, 11/17/2014; Ord. 2002-24 § 1, 07/15/2002; Ord. 87-5 § 1, 1987; Ord. 82-89 § 1, 1982; Ord. 82-38 §§ 1, 2, 1982)

Section 1.16.260 - King Legacy Advisory Board.

- 1) A King Legacy Advisory Board, is hereby created.
- 2) The Advisory Board shall be composed of ten members, with one member nominated by the Benton County Commissioners, one by 509J, and one by either Oregon State University or Linn-Benton Community College. All other members shall be appointed by the Mayor in accordance with Section 1.16.030 herein.
- 3) The Advisory Board exists to celebrate and promote the principles and legacy of Dr. Martin Luther King, Jr. with the goal of helping Corvallis to become a more inclusive and just community. This work includes:
 - a) Promote inclusion of diverse people and communities within Corvallis.
 - b) Pursue nonviolent solutions to economic and social injustices in Corvallis.
 - c) Be a strong advocate to build a strong and diverse community of Corvallis residents.

(Ord. 2014-20 § 1, 12/01/2014; Ord. 2014-16 § 9, 11/17/2014; Ord. 2008-08 § 1, 04/21/2008; Ord. 2001-07 § 1, 6/18/2001; Ord. 90-50, 1990; Ord. 90-48, 1990; Ord. 86-27 § 2, 1986)

Section 1.16.265 - Parks, Natural Areas and Recreation Advisory Board.

- 1) A Parks, Natural Areas and Recreation Advisory Board is hereby created for the City.

- 2) This Advisory Board shall consist of 11 voting members. In addition, a member of the School Board or School District staff shall serve as a non-voting, liaison participant. Appointments to the Advisory Board should be selected to typify the functions of the broad services and activities of the Department, in order to represent the diverse nature of the community.
- ~~3) The functions of the Advisory Board may be accomplished using subcommittees, task forces, or stakeholder committees.~~
- 3) The Advisory Board shall advise the Council and the Department in all matters pertaining to recreation, parks, natural areas and other services and activities of the Department. Such matters shall include, but not be limited to, the following:
 - a) Recommend policies regarding Department services for approval by the City Council.
 - b) Advise and propose strategies to the City Council on acquisition, protection, maintenance, and enhancement,
 - c) Cooperate with other governmental agencies, volunteer organizations, nonprofit, for-profit and City-related organizations in the advancement of Department planning and programming.
 - d) Advise on development of recreation facilities, programs, and improved Department services.
 - e) Recommend the adoption of standards on areas, facilities, programs, and financial support.
 - f) Recommend and support financing alternatives and resources for all activities related to Department activities.
 - g) Interpret and communicate the policies and functions of the Parks and Recreation Department to the public.
 - h) Oversee the development and implementation of management plans and best management practices.
 - i) Promote outreach to and solicit involvement of the community to inform and engage residents.
 - j) Develop a comprehensive vision and strategic plan for the City's network of parks and natural areas and their role in the regional environment.
 - k) Advise Department regarding dogs in parks, natural areas, and other facilities.

(Ord. 2015-08 § 1, 4/20/2015; Ord. 2014-16 § 10, 11/17/2014; Ord. 2011-10 § 1, 06/20/2011; Ord. 2007-21 § 2, 08/06/2007)

Section 1.16.325 - Historic Resources Commission.

- 1) A Historic Resources Commission (HRC) is hereby created for the City.
- 2) This Commission shall consist of nine members as described in "3.a" through "3.d" below, in the context of fulfilling at least one of the following three Primary Attributes for all Commission members:
 - a) A demonstrated positive interest, competence, or knowledge in historic preservation;
 - b) Prior experience in a quasi-judicial decision-making capacity; and/or
 - c) A community-wide perspective on balancing multiple objectives associated with community planning.
- 3) An individual appointed to the Commission may represent both "a" and up to one of the other categories in "b" through "d" below. However, an individual appointed to the Commission may not be counted to satisfy representation for both "d" below and either "b" or "c." In addition, a member of the Planning Commission shall serve as an ex officio member of the Commission with all the rights and privileges attendant thereto except the right to vote.

- a) To the extent that they are available in the community and fulfill at least one of the Primary Attributes outlined in "2" above, at least five members fulfilling one or more of the Federal Historic Preservation Professional Qualification Standards listed in 1-12 below. If a reasonable effort has been made to fill these five positions, the positions may be filled by persons fulfilling the qualifications in "b" through "d" below.
- 1) Archaeology: (a) Prehistoric Archaeology - Graduate degree in Anthropology or Prehistoric Archaeology, plus 2.5 years full-time professional experience; or (b) Historic Archaeology - Graduate degree in Anthropology or Historic Archaeology, plus 2.5 years full-time professional experience;
 - 2) Architectural History: (a) Graduate degree in Architectural History or a closely related field, plus 2 years full-time professional experience; or (b) an undergraduate degree in Architectural History or a closely related field, plus 4 years full-time professional experience;
 - 3) Conservation: (a) Graduate degree in Conservation or a closely related field, plus 3 years full-time professional experience; or (b) an undergraduate degree in Conservation or a closely related field, plus 3 years full-time apprenticeship in the field;
 - 4) Cultural Anthropology: (a) Graduate degree in Anthropology with specialization in Applied Cultural Anthropology, plus 2 years full-time professional experience; or (b) an undergraduate degree in anthropology with specialization in applied cultural anthropology, plus 4 years full-time professional experience;
 - 5) Curation: (a) Graduate degree in Museum Studies or a closely related field, plus 2 years full-time professional experience; or (b) an undergraduate degree in Museum Studies or a closely related field, plus 4 years full-time professional experience;
 - 6) Engineering: (a) State Government-recognized license to practice Civil or Structural Engineering plus 2 years full-time professional experience; or (b) a Masters of Civil Engineering degree with course work in Historic Preservation or a closely related field, plus 2 years full-time professional experience; or (c) a Bachelor's of Civil Engineering degree with one year of graduate study in Historic Preservation or a closely related field, plus 2 years full-time professional experience;
 - 7) Folklore: (a) Graduate degree in Folklore or a closely related field, plus 2 years full-time professional experience; or (b) an undergraduate degree in Folklore or a closely related field, plus 4 years full-time professional experience;
 - 8) Historic Architecture: (a) State Government-recognized license to practice Architecture plus 2 years full-time professional experience; or (b) a Masters of Architecture degree with course work in Historic Preservation or a closely related field, plus 2 years full-time professional experience; or (c) a Bachelor's of Architecture with one year of graduate study in Historic Preservation or a closely related field plus 2 years full-time professional experience;
 - 9) Historic Landscape Architecture: (a) a State Government-recognized license to practice Landscape Architecture plus 2 years full-time professional experience; or (b) a Masters degree in Landscape Architecture with course work in Historic Preservation or a closely related field, plus 2 years full-time professional experience; or (c) a four or five year Bachelor's degree in Landscape Architecture plus 3 years full-time professional experience;
 - 10) Historic Preservation Planning: (a) State Government-recognized certification or license in Land Use Planning, plus 2 years full-time professional experience; or (b) a graduate degree in Planning with course work in Historic Preservation or a closely related field, plus 2 years full-time professional experience; or (c) an undergraduate degree in Planning with course work in Historic Preservation or a closely related field, plus 4 years full-time professional experience;

- 11) Historic Preservation: (a) Graduate degree in Historic Preservation or a closely related field, plus 2 years full-time professional experience; or (b) an undergraduate degree in Historic Preservation or a closely related field, plus 4 years full-time professional experience; or
 - 12) History: (a) Graduate degree in History or a closely related field, plus 2 years full-time professional experience; or (b) an undergraduate degree in History or a closely related field, plus 4 years full-time professional experience.
- b) To the extent that they are available in the community and fulfill at least one of the Primary Attributes outlined in "2" above, at least one member from each established Historic District. These Historic District representatives must be property owners and residents of the Historic District that they represent;
 - c) To the extent that they are available in the community and fulfill at least one of the Primary Attributes outlined in "2" above, at least one member that is a representative of Oregon State University. If an Oregon State University Historic District is eventually established, this member requirement will no longer be needed, as an OSU representative would already exist through "b" above; and
 - d) To the extent that they fulfill at least one of the Primary Attributes outlined in "2" above, additional members representing the general public, as needed, to fill the Commission's nine positions.
- 4) The Commission shall be a quasi-judicial decision-maker for matters that include the following:
 - a) District Change decisions regarding the application or removal of a Historic Preservation Overlay in cases where a public hearing is required by Land Development Code Chapter 2.2 - Development District Changes;
 - b) HRC-level Historic Preservation Permit decisions; and
 - c) Appeals of Director-level Historic Preservation Permit decisions.
 - 5) The Commission shall advise and assist Council, the Planning Commission, and the Community Development Director in matters pertaining to historic and cultural resource preservation. Such matters shall include:
 - a) Recommendations concerning amendments to sections of the Land Development Code pertaining to historic preservation.
 - b) Recommendations concerning the nominations of sites or structures for the National Register of Historic Places.
 - c) Recommendations concerning additional inventories and/or surveys of Corvallis' historic sites and structures.
 - d) Coordination of public information or educational programs pertaining to historic and cultural resources.
 - 6) Upon expiration of a term or vacancy, a public announcement of the opening will be announced in a newspaper of general circulation in the City. The notice shall contain the qualifications for appointment in subsections 2) and 3) and a list of the qualifications of existing Commissioners. After receiving applications, Council shall conduct interviews. If more than one application is submitted, Council shall hold a ballot vote conducted by the City Recorder. Any person receiving a majority vote shall be appointed to the Historic Resources Commission. If no person receives a majority vote, the two receiving the most votes shall be voted upon again. The one then receiving the majority vote shall be appointed to the Historic Resources Commission.

(Ord. 2014-16, § 15, 11/17/2014; Ord. 2006-15 § 2, 06/05/2006)

Section 1.16.330 - Community Police Review Advisory Board.

- 1) There is hereby created a Community Police Review Advisory Board for the City.
- 2) This Board shall consist of seven (7) voting members, all appointed by the Mayor.
 - a) Initial appointments will be three (3) members appointed to a three (3) year term; two (2) members appointed to a two (2) year term; and two (2) members appointed to a one (1) year term.
 - b) Board members may be appointed for two additional consecutive terms of three (3) years.
- 3) The objective of the Community Police Review Advisory Board is to:
 - a) Provide the community with an objective, unbiased, citizen-based, accessible process for the review of complaints against the Police Department and Police Officers.
 - b) Provide the community with information regarding the accountability of its Police Department in a way that builds trust and enhances communication between the Police and all members of the community.
- 4) Duties of the Board may include:
 - a) Reviewing unresolved complaints against sworn members of the Police Department.
 - b) Holding public meetings to conduct Requests for Review.
 - c) Taking testimony.
 - d) Reviewing and discussing confidential information in executive session.
 - e) Taking minutes at Board meetings.
 - f) Making written findings regarding Requests for Review.
 - g) Reviewing and making recommendations on Council, Administrative, and Police Department policies and procedures.
 - h) Reviewing and analyzing complaint summaries and trends of the Police Department.
 - i) Referring issues to the Chief of Police.
 - j) Conducting public outreach to educate the public on the mission of the Board including direct outreach to the Community Policing Forum.
 - k) Requesting additional training on civil rights, legislation, community concerns, diversity and cultural issues.
- 5) The Board shall meet at least quarterly, or more frequently if necessary.

(Ord. 2014-16, § 16, 11/17/2014; Ord. 2007-08 § 1, 04/16/2007)

Section 1.16.335 - Downtown Advisory Board.

- 1) A Downtown Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of 11 voting members appointed by the Mayor.
- 3) Membership of the Advisory Board shall be as follows:
 - a) One Downtown Corvallis Association Board representative.
 - b) One resident of Downtown Corvallis or adjacent neighborhoods.
 - c) Two downtown business persons.

- d) Two downtown property owners.
- e) The balance of the Advisory Board shall represent a cross-section of the community, including considering the following interests:
 - Historic preservation
 - Downtown employee
 - Housing
 - Oregon State University Alternative transportation modes
 - General community
 - Parks
 - Parking
 - Real estate/development/construction/design
 - Cultural resources/arts

In addition, a City Council member shall serve as a permanent non-voting liaison to the Advisory Board. Liaisons from other City advisory commissions may be added to assist the Advisory Board on specific projects or activities.

- 4) ~~The Advisory Board members shall be appointed for three year terms. Initial appointments shall be staggered as follows: 2 members for a one year term; 3 members for a two year term; and 6 members for a three year term.~~
- 5) The Advisory Board shall advise the City Council and staff on matters concerning the downtown Corvallis area including:
 - a) Areas that are zoned Central Business District, Central Business District fringe, or Riverfront.
 - b) Other geographic areas that may be included in a downtown urban renewal district.
 - c) Activities in adjacent neighborhoods that may impact the downtown area.
- 6) The areas of Advisory Board responsibility include but are not limited to:
 - a) Implementation of community plans for the downtown area, including the Downtown Strategic Plan.
 - b) Implementation of an urban renewal program if created by the City.
 - c) Public infrastructure activities such as streetscape projects.
 - d) Redevelopment projects.
 - e) Land use matters such as recommending development code revisions.
 - f) Public parking policies and projects.
 - g) Other community matters that may affect downtown Corvallis.
- 7) A Parking Committee of the Downtown Advisory Board shall be established. This Committee shall consist of 5 members, 2 of which are Downtown Advisory Board members as assigned by the Advisory Board. The other 3 members of the Parking Committee shall be appointed by the Mayor and represent a range of downtown and community interests.
- 8) The Parking Committee shall be responsible for day-to-day downtown parking matters and advise the Downtown Advisory Board and/or City Council on parking issues.
- 9) ~~The functions of the Advisory Board may be accomplished using subcommittees, task forces or stakeholder committees.~~

(Ord. 2014-16, § 17, 11/17/2014; Ord. 2008-09 § 1, 05/05/2008)

Section 1.16.336 - Arts and Culture Advisory Board.

- 1) An Arts and Culture Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of nine voting members appointed by the Mayor. Appointments to the Advisory Board should be selected to represent the diverse nature of the community. Membership will be selected from the following fourteen categories, recognizing that members may represent multiple categories:
 - a) Literary arts.
 - b) Visual arts.
 - c) Performing arts.
 - d) Patrons of the arts.
 - e) Venues.
 - f) Cultural heritage.
 - g) Art education.
 - h) General cultural interests.
 - i) General citizens-at-large.
 - j) Fairs and festivals.
 - k) Emerging artists.
 - l) Oregon State University.
 - m) Cultural expression of diversity.
 - n) Business/economic vitality.
- 3) The Advisory Board shall advise the Council in all matters pertaining to Arts and Culture, ensuring that Arts and Culture are a civic priority. Such matters shall include, but not be limited to, the following:
 - a) Recommend policies and advise and propose strategies regarding Arts and Culture for approval by the City Council.
 - b) Promote outreach to and solicit involvement of the community to advocate, to inform and engage citizenry, and to demonstrate the economic impact of Arts and Culture.
 - c) Collaborate with other governmental agencies, volunteer organizations, nonprofit, for-profit and City-related organizations in the advancement of Arts and Culture planning and programming to build capacity, enhance educational opportunities and ensure comprehensive communications.
 - d) Advise on development of Art and Culture facilities, programs and improved City services.
 - e) Develop a comprehensive Arts and Culture vision and strategic plan for the City.
 - f) Recommend and support financing alternatives and resources for Arts and Culture.
 - g) Public art selection in compliance with City Council Policy 98-4.12 "Public Art Selection Guidelines."
- 4) ~~The functions of the Advisory Board may be accomplished using subcommittees, task forces, or stakeholder committees.~~

~~5) Initial appointment. Advisory Board members shall serve the following terms: one year for 3 members, two years for 3 members, and three years for 3 members.~~

(Ord. 2014-16, § 18, 11/17/2014; Ord. 2010-02 § 1, 02/01/2010)

Section 1.16.337 - Economic Development Advisory Board.

- 1) An Economic Development Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of nine voting members. Six shall be appointed by the Mayor and three by the Benton County Board of Commissioners. Appointments to the Advisory Board should reflect expertise and experience in business, technology, strategic planning and public policy development.
- 3) Membership will be selected from the following areas, recognizing that members may represent multiple interests:
 - a) Emerging technology;
 - b) Manufacturing;
 - c) Financial Services;
 - d) Professional Services;
 - e) General Business;
 - f) Higher Education;
 - g) Health Care;
 - h) Agribusiness;
 - i) Retail;
 - j) Real Estate and Construction;
 - k) Green/ Sustainable Business;
 - l) Community-at-large.
- 4) In addition, the Mayor shall appoint a City Councilor and the Benton County Commissioners shall appoint one County Commissioner to serve as non-voting liaisons to the Advisory Board.
- 5) The Advisory Board shall advise the Council in all matters pertaining to Economic Development, ensuring that Economic Development is a civic priority. Such matters shall include, but not be limited to, the following:
 - a) Recommend general policies, strategies and programs regarding economic development for approval to the City Council.
 - b) Develop a strategic plan to implement the Council's Economic Development Policy.
 - c) Collaborate with other governmental agencies, non-profit, and for-profit organizations in the advancement of economic development programs and projects.
 - d) Recommend funding strategies to support an ongoing Economic Development Program.
 - e) Recommend funding strategies to support economic development projects.
- ~~6) The functions of the Advisory Board may be accomplished using subcommittees, task forces, or stakeholder committees.~~
- 7) Advisory Board members shall serve three year terms. Each year the Mayor shall appoint two members and the Benton County Commissioners shall appoint one member.

(Ord. 2015-10 § 1, 05/18/2015; Ord. 2014-16, § 19, 11/17/2014; Ord. 2010-28, 12/06/2010)

Section 1.16.338 - Community Involvement and Diversity Advisory Board.

- 1) A Community Involvement and Diversity Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of nine voting members appointed by the Mayor in compliance with Section 1.16.030.
- 3) The Advisory Board is charged with engaging Corvallis' diverse community to increase involvement and representation reflective of our community in all opportunities within the City. This work includes:
 - a) Promote strong public participation with the full inclusion of diverse people and communities in Corvallis.
 - b) Propose methods for access to information for residents, members of appointed bodies, and neighborhood groups.
 - c) Facilitate the involvement of residents in all phases of land use planning and decision making in accordance with Statewide Land Use Goal #1.
 - d) Facilitate implementation of Registered Neighborhood Groups.

(Ord. 2014-20 § 2, 12/01/2014)

Section 1.16.339 - Community Relations Advisory Board (also known as the Community Relations Advisory Group).

- 1) A Community Relations Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of fifteen voting members appointed jointly by the Mayor and Oregon State University President in compliance with Section 1.16.030. The Advisory Board will be co-chaired by one representative of the City and one representative of Oregon State University. Membership shall include:
 - a) OSU Office of Corvallis Community Relations.
 - b) Center for Fraternity and Sorority Life.
 - c) OSU Student Health Services.
 - d) OSU Faculty Senate.
 - e) Panhellenic Council (OSU Student).
 - f) Associated Students, Oregon State University (OSU Student).
 - g) Interfraternity Council (OSU Student).
 - h) Monroe Avenue Business Representative.
 - i) Corvallis Police Department.
 - j) Corvallis Rental Property Management Group.
 - k) Corvallis neighborhood representative.
 - l) Corvallis neighborhood representative.
 - m) Corvallis neighborhood representative.
 - n) Corvallis City Council.

- o) Linn-Benton Community College.
- 3) Partners engaged in matters associated with neighborhood livability will occasionally attend meetings and provide reports to the Advisory Board as needed. Examples of such partners include:
 - a) Corvallis Housing and Neighborhood Division.
 - b) OSU Student Conduct and Community Standards.
 - c) OSU Counseling Center.
 - d) Benton County Health Department.
- 4) The Community Relations Advisory Board is established by the City of Corvallis and Oregon State University for the purpose of growing and sustaining community engagement and neighborhood livability efforts. The advisory group will:
 - a) consider community livability issues and opportunities in the nearby campus neighborhoods and, by working with city, university, community residents, neighborhood organizations, OSU students, community businesses and non-profit organizations, will recommend strategies to improve and sustain livability;
 - b) Establish measures of livability and monitor the progress of work undertaken to implement neighborhood livability policies; and
 - c) routinely inform the Human Services Committee of progress related to achieving these recommendations, as well as the broad activities of the city and the university related to improved community relations.

(Ord. 2014-21 § 1, 12/15/2014)

Section 1.16.400 – Review of Advisory Boards and Commissions.

- 1) ~~All boards and commissions established herein, with the exception of the Budget Commission, Planning Commission, and Board of Appeals, are automatically repealed in the event that Council does not expressly authorize their continuance as provided, according to the schedules outlined in sections 1.16.410 through 1.16.440.~~
- 2) ~~At least six months prior to its termination date, the Mayor shall refer review of a board or commission to an appropriate Council Committee. The Committee shall review the board or commission and determine whether there is a continuing public need for the board or commission. The Committee shall render its report to the full Council.~~
- 3) ~~The Council may re-establish a board or commission for a period of four years, at the end of which period the board or commission shall be reviewed again pursuant to this section.~~
- 4) ~~New boards or commissions which are created hereafter shall be scheduled for review in accordance with the schedule outlined in sections 1.16.410 through 1.16.440.~~

(Ord. 2014-16 § 20, 11/17/2014)

Section 1.16.410 – June 30, 2016.

~~Downtown Advisory Board, Housing and Community Development Advisory Board, Watershed Management Advisory Board.~~

(Ord. 2014-16 § 21, 11/17/2014; Ord. 2012-08 § 1, 06/18/2012; Ord. 2008-12 § 1, 07/07/2008; Ord. 2008-09 § 2, 05/05/2008; Ord. 2004-06 § 1, 06/21/2004; Ord. 2001-08 § 1-06/18/2001; Ord. 98-39, 10/19/1998)

~~Section 1.16.420 – June 30, 2017.~~

~~Library Advisory Board, King Legacy Advisory Board, Community Involvement and Diversity Advisory Board, and Capital Improvements Program Advisory Board.~~

~~(Ord. 2014-20 § 2, 12/01/2014; Ord. 2014-16 § 22, 11/17/2014; Ord. 2013-11 § 2, 06/17/2013; Ord. 2009-12 § 3, 10/29/2009; Ord. 2009-10 § 2, 06/15/2009; Ord. 2007-21 § 3, 08/06/07; Ord. 2005-09 § 3, 06/20/2005; Ord. 2001-08, 6/18/2001; Ord. 97-21, 11/03/1997)~~

~~Section 1.16.425 – June 30, 2018.~~

~~Airport Advisory Board, Arts and Culture Advisory Board, Community Relations Advisory Board, and Economic Development Advisory Board.~~

~~(Ord. 2014-21 § 2, 12/15/2014; Ord. 2014-16 § 23, 11/17/2014; Ord. No. 2014-07 § 2, 07/07/14; Ord. 2010-13 § 1, 06/21/2010; Ord. 2008-09 § 4, 05/05/2008; Ord. 2006-17 § 2, 06/19/06; Ord. 2002-22 § 2, 07/01/02; Ord. 2002-05 § 3, 03/04/02)~~

~~Section 1.16.435 – June 30, 2019.~~

~~Bicycle and Pedestrian Advisory Board; Community Police Review Advisory Board; and Parks, Natural Areas, and Recreation Advisory Board.~~

~~(Ord. 2015-11 § 3, 06/15/2015; Ord. 2014-16 § 25, 11/17/2014; Ord. 2011-10 § 2, 06/20/2011; Ord. 2007-21 § 3, 08/06/2007; Ord. 2007-12 § 1, 06/18/2007; Ord. 2007-08 § 1, 04/16/2007; Ord. 2003-24 § 2, 07/21/2003; Ord. 2003-19 § 2, 06/16/2003)~~

~~Section 1.16.500 – 1.16.035 Initial appointment. (Moved to Section 1.16.030)~~

~~One-third of the members of each board or commission shall have terms expiring one year after appointment, one third shall expire two years after appointment, and one third shall expire three years after appointment. The appointing authority shall designate when the term of each member shall expire.~~

~~(Ord. 98-32 § 3, 09/08/1998; Ord. 95-31 § 1, 1995; Ord. 81-99 § 101, 1981)~~

~~Section 1.16.600 - Repeal.~~

~~All other advisory boards or commissions established by previous ordinances are hereby abolished.~~

~~(Ord. 95-31 § 1, 1995; Ord. 81-99 § 101, 1981)~~

ATTACHMENT 2



City of Corvallis
City Council Policy – Council Procedures
Policy # 2.02
Council Process



Policy: It is the policy of the City Council to ensure full, complete, and orderly participation at all public ~~hearings-meetings~~ and to ensure participation is done in a fair and succinct manner for all concerned.

Purpose: To establish a policy regarding Council's public hearings and rules of order, and standing committees.

Scope: This policy applies to the Mayor and City Councilors

Guidelines: Public Hearings

As each public hearing item is announced, a specific time limit may be established by the Mayor. The Mayor shall determine the number of speakers and allocate the time accordingly. The time limit may vary according to the complexity and/or controversial nature of the hearing matter, but equal time will be provided to both proponents and opponents. The time limit will not include answers to questions or staff reports. Rebuttal time will be allocated if requested.

If, as the public hearing develops, more time is necessary, by majority vote of the Council, the time limit for both sides may be extended.

Should either the original or extended time limit expire and parties have not had an opportunity to speak, the hearing may be continued until the next regular Council meeting, and the process may be repeated for the continued hearing at that meeting.

Copies of this Council Policy shall be made available to the general public.

Standing Committees

Formation

There shall be three standing committees with three City Councilors serving on each Committee:

- Administrative Services Committee;
- Human Services Committee; and
- Urban Services Committee.

Areas of Responsibility

- a. Administrative Services Committee

General Areas of Policy Review and Oversight

Cable TV issues
Financial policies
Fiscal impact review
Capital Improvement Program fiscal strategy
Risk management/litigation issues
Personnel/labor relations issues
Council appointee evaluation
Legal administration
Budget strategies
Franchise renewal/rates
Audit services
Associated advisory board recommendations
Utility rates
Intergovernmental agreements
Economic development

Associated Boards and Commissions

City: Budget Commission
Economic Development Advisory Board

External: Economic Vitality Partnership
Oregon Cascades West Council of Governments
Willamette Criminal Justice Council
Appropriate Economic Development funded agencies

b. Human Services Committee

General Areas of Policy Review and Oversight

Internet issues
Social services
Park master plan
Law enforcement issues
Open space
Library service issues
Intergovernmental agreements
Recreation service issues
Library master plan
Arts and cultural issues
Housing issues
Associated advisory board recommendations

Associated Boards and Commissions

City: Arts and Culture Advisory Board
Community Involvement and Diversity Advisory Board
Community Police Review Advisory Board
Community Relations Advisory Group
Housing and Community Development Advisory Board
Library Advisory Board
King Legacy Advisory Board
Parks, Natural Areas, and Recreation Advisory Board

External: Art Center Board of Directors
 Community Alliance for Diversity
 Community Policing Forum
 Visit Corvallis
 Madison Avenue Task Force
 Majestic Theatre
 United Way of Benton and Lincoln Counties

c. Urban Services Committee

General Areas of Policy Review and Oversight

Annexations
 Board of Appeals
 Planning Commission recommendations
 Watershed issues
 Airport development
 Structural Code enforcement
 Hazardous materials
 Water quality
 Street construction/maintenance
 Fire master plan
 Capital Improvement Program
 Facility/systems planning
 Infrastructure issues
 Intergovernmental agreements
 Associated advisory board recommendations

Associated Boards and Commissions

City: Airport Advisory Board
 Bicycle and Pedestrian Advisory Board
 Capital Improvement Program Advisory Board
 Downtown Advisory Board
 Historic Resources Commission
 Planning Commission
 Transit Advisory Board
 Watershed Management Advisory Board

External: Benton County Solid Waste Advisory Board
 Willamette Neighborhood Housing Services
 Downtown Corvallis Association
 Traffic Committee, OSU
 Transit Committee, Linn-Benton

Annual Report

- a. Each Advisory Board and Commission shall complete an annual report once each year, providing information included as Attachment A to this Council Policy.
 - 1. The **Prior Year Report** sections (Activities and Work Completed and Activities and Work in Progress) are to address the significant

recommendations, actions, reports, projects, or major issues the Board or Commission worked on in the past year.

2. The **Next Year Proposed Work Plan** sections are to note a list of tasks, projects and/or goals and address pertinent information such as the expected timeline and the expected results for the proposed work plan.
 3. The prior year **Resources** section is to provide the corresponding Standing Committee with feedback about whether the Advisory Board or Commission felt there has been adequate staff, volunteer, and financial resources to complete the work and why.
 4. The needed for the next year **Resources** section should identify whether the Advisory Board or Commission believes that different resources (time, volunteers, financial) will be needed to complete the work identified in the **Next Year Proposed Work Plan** section. If additional resources are needed, the Advisory Board or Commission should identify what is proposed.
- b. Each *ad hoc* task force shall file a report at the end of its work, following the format included as Attachment A (and summarized above) to this Council Policy, except that the future work plans section will not require any information.

Review/Update: The City Recorder will prepare this Council Policy for review every five years for Council approval.

Rev #	Name	Change Date	Character of Change
0		10-07-1991	Adopted
1		11-04-1996	Amended
2		03-05-2001	Amended
3		10-15-2003	Amended
4		12-18-2006	Amended
5		11-07-2011	Amended
6		07-07-2014	Amended
7	Brewer	11-17-2014	Amended
8	Brewer	12-15-2014	Amended – included annual reports
9	***	**_**-2015	***

ANNUAL REPORT OF THE

[Month Day, Year]

Members:

Staff:

Council Liaison:

Purpose/Mission summary (Paste CMC Section below):

Prior Year Report:

Activities and work completed:

Activities and work in progress:

Next Year Proposed Work Plan:

Regular activities and work (ongoing or annual):

Special activities and work for the year:

Resources:

Prior Year:

Needed for the next year:

Feedback about the Annual Report Process:

ATTACHMENT 3

ORDINANCE 2015-___**AN ORDINANCE RELATING TO ADVISORY BOARD AND COMMISSIONS, AMENDING MUNICIPAL CODE CHAPTER 1.16, "BOARDS AND COMMISSIONS" AS AMENDED**

THE CITY OF CORVALLIS ORDAINS AS FOLLOWS:

Section 1. Municipal Code Section 1.16.020 - Scope is hereby amended as follows:

This Chapter establishes boards and commission to advise Council on its respective areas of municipal policy.

1. Advisory Boards shall be established by the City Council by ordinance and the Board's charge shall be codified in this Chapter of the Corvallis Municipal Code. Advisory Boards serve in an advisory capacity to the Mayor, City Council, and staff.
2. Commissions shall be established by the City Council by ordinance and the Commission's charge shall be codified in the Chapter of the Corvallis Municipal Code. Commissions have been delegated decision making authority by the City Council.
3. Task Forces shall be established by the City Council via resolution which includes the Task Force's charge, the term of the committee, the timeline for the project, and other direction as needed. Task Forces are created for specific purposes where another Advisory Board or Commission does not already exist to assign a project to, and serves for a short period to complete the tasks identified by the City Council. When the work is completed, the Task Force completes an evaluation of its work, shares evaluation comments with the City Council, then is disbanded.
4. Any Advisory Board, Commission, or Task Force may create sub-committees, task forces, or stakeholders groups to complete their assigned work. The sub-committee shall, at a minimum, provide public notice of the sub-committee meetings and keep action minutes for review and acceptance by the Advisory Board, Commission or Task Force.
5. The initial term of a new board or commission shall be staggered, with one-third of the members appointed for one year, one-third two years, and one-third for three years

(Ord. 2015- __ §1, 10/19/2015; 2014-16 § 1, 11/17/2014; Ord. 81-99 § 2, 1981)Section 2. Municipal Code Section 1.16.030 - Appointment is hereby amended as follows:

1. All commissions and boards shall be established by Council and, unless otherwise provided by ordinance, all commission and board members shall be appointed by the Mayor, subject to the advice and consent of Council. The Mayor shall announce all vacancies to Council at least two weeks prior to making an appointment. Councilors may recommend proposed nominees to the Mayor. Proposed appointees shall be presented to the Councilors not less than two weeks prior to Council confirmation.
2. For initial appointments, one-third of the members of each board or commission shall have terms expiring one year after appointment, one-third shall expire two years after appointment, and one-third shall expire three years after appointment. The appointing authority shall designate when the term of each member shall expire.

(Ord. 2015-__ § 2, 10/19/2015; Ord. 81-99 § 3, 1981; Ord. 98-32 § 3, 09/08/1998; Ord. 95-31 § 1, 1995; Ord. 81-99 § 101, 1981;)

Section 3. Municipal Code Section 1.16.040 - Council representative is hereby amended as follows:

The Mayor shall appoint a Councilor to serve as a nonvoting observer and liaison between Council and each Board, Commission, or Task Force.

(Ord. 2015-__ § 3, 10/19/2015; 81-99 § 4, 1981)

Section 4. Municipal Code section 1.16.090 – Residency shall be amended as follows:

Except as otherwise provided in this Chapter, all members of a board or commission shall meet one of the following qualifications at their appointment and shall retain such status during their term of office: At least two-thirds of any board or commission shall be composed of persons who reside in the territorial limits of the City. The appointing authority may also appoint persons who are employed or self-employed full time in the City or who reside in the Urban Growth Boundary.

(Ord. 2015-__ § 4, 10/19/2015; 81-99 § 9, 1981)

Section 5. Municipal Code Section 1.16.200 - Airport Advisory Board shall be amended as follows:

- 1) An Airport Advisory Board is hereby created consisting of eight persons.
- 2) The Airport Advisory Board shall advise Council and City Manager concerning:
 - a) The management, care, and control of the Municipal Airport of the City; required rules and regulations in connection therewith; and the expenditure of such funds as shall be appropriated by Council therefore.
 - b) The planning of the Airport Industrial Park located generally north of Airport Road and east of Ingalls Street; and potential impacts of such plans upon the Airport.
 - c) The expenditure of such funds as shall be received through leasing or sales of Airport or Industrial Park land.
 - d) The review and recommendations of long range facility plans (i.e., plans to address the issues related to the City hangar) and Airport Fund business plan.

(Ord. 2015-__ § 5, 10/19/2015; 2014-16 § 2, 11/17/2014; Ord. 2010-09 § 1, 03/15/10; Ord. 2002-28 § 1, 08/19/02; Ord. 2002-22 § 1, 07/01/02; Ord. 89-36 § 1, 1989; Ord. 81-99 § 50, 1981)

Section 6. Municipal Code Section 1.16.245 - Board of Appeals shall be amended as follows:

- 1) A Board of Appeals is hereby established, in compliance with ORS 455, which shall consist of six members.
- 2) The Board of Appeals shall have the powers specified in Chapter 7.08 (Uniform Fire Code), Chapter 9.01 (Building Code), and Chapter 9.02 (Housing Code), and such other duties as Council shall from time to time delegate.

- 3) In exercising its powers, the Board of Appeals may, so long as such action conforms with the terms therein, reverse or affirm, wholly or partly, or may modify the order, requirement, decision, or determination appealed from and may make such order, requirement, decision, or determination as ought to be made, and to that end shall have powers of the official from whom the appeal is taken.

(Ord. 2015-__ § 6, 10/19/2015; 2014-16 § 8, 11/17/2014; Ord. 2002-24 § 1, 07/15/2002; Ord. 87-5 § 1, 1987; Ord. 82-89 § 1, 1982; Ord. 82-38 §§ 1, 2, 1982)

Section 7. Municipal Code Section 1.16.265 - Parks, Natural Areas and Recreation Advisory Board shall be amended as follows:

- 1) A Parks, Natural Areas and Recreation Advisory Board is hereby created for the City.
- 2) This Advisory Board shall consist of 11 voting members. In addition, a member of the School Board or School District staff shall serve as a non-voting, liaison participant. Appointments to the Advisory Board should be selected to typify the functions of the broad services and activities of the Department, in order to represent the diverse nature of the community.
- 3) The Advisory Board shall advise the Council and the Department in all matters pertaining to recreation, parks, natural areas and other services and activities of the Department. Such matters shall include, but not be limited to, the following:
 - a) Recommend policies regarding Department services for approval by the City Council.
 - b) Advise and propose strategies to the City Council on acquisition, protection, maintenance, and enhancement,
 - c) Cooperate with other governmental agencies, volunteer organizations, nonprofit, for-profit and City-related organizations in the advancement of Department planning and programming.
 - d) Advise on development of recreation facilities, programs, and improved Department services.
 - e) Recommend the adoption of standards on areas, facilities, programs, and financial support.
 - f) Recommend and support financing alternatives and resources for all activities related to Department activities.
 - g) Interpret and communicate the policies and functions of the Parks and Recreation Department to the public.
 - h) Oversee the development and implementation of management plans and best management practices.
 - i) Promote outreach to and solicit involvement of the community to inform and engage residents.
 - j) Develop a comprehensive vision and strategic plan for the City's network of parks and natural areas and their role in the regional environment.
 - k) Advise Department regarding dogs in parks, natural areas, and other facilities.

(Ord. 2015-__ § 7, 10/19/2015; 2015-08 § 1, 4/20/2015; Ord. 2014-16 § 10, 11/17/2014; Ord. 2011-10 § 1, 06/20/2011; Ord. 2007-21 § 2, 08/06/2007)

Section 8. Municipal Code Section 1.16.335 - Downtown Advisory Board shall be amended as follows:

- 1) A Downtown Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of 11 voting members appointed by the Mayor.
- 3) Membership of the Advisory Board shall be as follows:
 - a) One Downtown Corvallis Association Board representative.
 - b) One resident of Downtown Corvallis or adjacent neighborhoods.
 - c) Two downtown business persons.
 - d) Two downtown property owners.
 - e) The balance of the Advisory Board shall represent a cross-section of the community, including considering the following interests:
 - Historic preservation
 - Downtown employee
 - Housing
 - Oregon State University Alternative transportation modes
 - General community
 - Parks
 - Parking
 - Real estate/development/construction/design
 - Cultural resources/arts

In addition, a City Council member shall serve as a permanent non-voting liaison to the Advisory Board. Liaisons from other City advisory commissions may be added to assist the Advisory Board on specific projects or activities.

- 4) The Advisory Board members shall be appointed for three year terms.
- 5) The Advisory Board shall advise the City Council and staff on matters concerning the downtown Corvallis area including:
 - a) Areas that are zoned Central Business District, Central Business District fringe, or Riverfront.
 - b) Other geographic areas that may be included in a downtown urban renewal district.
 - c) Activities in adjacent neighborhoods that may impact the downtown area.
- 6) The areas of Advisory Board responsibility include but are not limited to:
 - a) Implementation of community plans for the downtown area, including the Downtown Strategic Plan.

- b) Implementation of an urban renewal program if created by the City.
 - c) Public infrastructure activities such as streetscape projects.
 - d) Redevelopment projects.
 - e) Land use matters such as recommending development code revisions.
 - f) Public parking policies and projects.
 - g) Other community matters that may affect downtown Corvallis.
- 7) A Parking Committee of the Downtown Advisory Board shall be established. This Committee shall consist of 5 members, 2 of which are Downtown Advisory Board members as assigned by the Advisory Board. The other 3 members of the Parking Committee shall be appointed by the Mayor and represent a range of downtown and community interests.
- 8) The Parking Committee shall be responsible for day-to-day downtown parking matters and advise the Downtown Advisory Board and/or City Council on parking issues.

(Ord. 2015-__ § 8, 10/19/2015; 2014-16, § 17, 11/17/2014; Ord. 2008-09 § 1, 05/05/2008)

Section 9. Municipal Code Section 1.16.336 - Arts and Culture Advisory Board shall be amended as follows:

- 1) An Arts and Culture Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of nine voting members appointed by the Mayor. Appointments to the Advisory Board should be selected to represent the diverse nature of the community. Membership will be selected from the following fourteen categories, recognizing that members may represent multiple categories:
 - a) Literary arts.
 - b) Visual arts.
 - c) Performing arts.
 - d) Patrons of the arts.
 - e) Venues.
 - f) Cultural heritage.
 - g) Art education.
 - h) General cultural interests.
 - i) General citizens-at-large.
 - j) Fairs and festivals.
 - k) Emerging artists.
 - l) Oregon State University.
 - m) Cultural expression of diversity.
 - n) Business/economic vitality.

- 3) The Advisory Board shall advise the Council in all matters pertaining to Arts and Culture, ensuring that Arts and Culture are a civic priority. Such matters shall include, but not be limited to, the following:
 - a) Recommend policies and advise and propose strategies regarding Arts and Culture for approval by the City Council.
 - b) Promote outreach to and solicit involvement of the community to advocate, to inform and engage citizenry, and to demonstrate the economic impact of Arts and Culture.
 - c) Collaborate with other governmental agencies, volunteer organizations, nonprofit, for-profit and City-related organizations in the advancement of Arts and Culture planning and programming to build capacity, enhance educational opportunities and ensure comprehensive communications.
 - d) Advise on development of Art and Culture facilities, programs and improved City services.
 - e) Develop a comprehensive Arts and Culture vision and strategic plan for the City.
 - f) Recommend and support financing alternatives and resources for Arts and Culture.
 - g) Public art selection in compliance with City Council Policy 98-4.12 "Public Art Selection Guidelines."

(Ord. 2015-__, § 9, 10/19/2015; 2014-16, § 18, 11/17/2014; Ord. 2010-02 § 1, 02/01/2010)

Section 10. Municipal Code Section 1.16.337 - Economic Development Advisory Board shall be amended as follows:

- 1) An Economic Development Advisory Board is hereby created for the City.
- 2) The Advisory Board shall consist of nine voting members. Six shall be appointed by the Mayor and three by the Benton County Board of Commissioners. Appointments to the Advisory Board should reflect expertise and experience in business, technology, strategic planning and public policy development.
- 3) Membership will be selected from the following areas, recognizing that members may represent multiple interests:
 - a) Emerging technology;
 - b) Manufacturing;
 - c) Financial Services;
 - d) Professional Services;
 - e) General Business;
 - f) Higher Education;
 - g) Health Care;
 - h) Agribusiness;
 - i) Retail;

- j) Real Estate and Construction;
 - k) Green/ Sustainable Business;
 - l) Community-at-large.
- 4) In addition, the Mayor shall appoint a City Councilor and the Benton County Commissioners shall appoint one County Commissioner to serve as non-voting liaisons to the Advisory Board.
- 5) The Advisory Board shall advise the Council in all matters pertaining to Economic Development, ensuring that Economic Development is a civic priority. Such matters shall include, but not be limited to, the following:
- a) Recommend general policies, strategies and programs regarding economic development for approval to the City Council.
 - b) Develop a strategic plan to implement the Council's Economic Development Policy.
 - c) Collaborate with other governmental agencies, non-profit, and for-profit organizations in the advancement of economic development programs and projects.
 - d) Recommend funding strategies to support an ongoing Economic Development Program.
 - e) Recommend funding strategies to support economic development projects.
- 7) Advisory Board members shall serve three year terms. Each year the Mayor shall appoint two members and the Benton County Commissioners shall appoint one member.

(Ord. 2015-__ § 10, 10/19/2015; 2015-10 § 1, 05/18/2015; Ord. 2014-16, § 19, 11/17/2014; Ord. 2010-28, 12/06/2010)

Section 11. Municipal Code Section 1.16.400 Review of Advisory Boards and Commissions is hereby repealed.

(Ord. 2015-__ § 11, 10/19/2015)

Section 12. Municipal Code Section 1.16.410 June 30, 2016 is hereby repealed.

(Ord. 2015-__ § 12, 10/19/2015)

Section 13. Municipal Code Section 1.16.420 June 30, 2017 is hereby repealed.

(Ord. 2015-__ § 13, 10/19/2015)

Section 14. Municipal Code Section 1.16.425 June 30, 2018 is hereby repealed.

(Ord. 2015-__ § 14, 10/19/2015)

Section 15. Municipal Code Section 1.16.435 June 30, 2019 is hereby repealed.

(Ord. 2015-__ § 15, 10/19/2015)

Section 16. Municipal Code Section 1.16.500 Initial Appointment is hereby moved to Section 1.16.030 Appointment

(Ord. 2015-__ § 16, Ord. 98-32 § 3, 09/08/1998; Ord. 95-31 § 1, 1995; Ord. 81-99 § 101, 1981)

Section 17. Municipal Code Section 1.16.600 Repeal is hereby amended as follows:

All other advisory boards or commissions established by previous ordinances are hereby abolished.

(Ord. 2015-__ § 17, 10/19/201595-31 § 1, 1995; Ord. 81-99 § 101, 1981)

PASSED by the City Council this _____ day of _____, 2015.

APPROVED by the Mayor this _____ day of _____, 2015.

EFFECTIVE this _____ day of _____, 2015.

Mayor

ATTEST:

City Recorder

TO: Administrative Services Committee for October 7, 2015
FROM: Mary Beth Altmann Hughes, Human Resources Director *MBA*
DATE: September 30, 2015
THROUGH: Mark W. Shepard, P.E., City Manager *MWS*
SUBJECT: City Compensation Policy 91-3.02



Action Requested:

Staff has reviewed Council Policy 91-3.02 City Compensation Policy. The policy fits with all internal processes.

Staff requests that the Administrative Services Committee recommends Council affirm the policy.

Budget Impact:

None

	<p>City of Corvallis</p> <p>City Council Policy – Human Resources and Administrative Matters</p> <p>Policy # 3.02</p> <p>City Compensation Policy</p>	
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Purpose: 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.

Mission: 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.

Scope: This Policy applies to all City of Corvallis employees.

Goals: 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.

Policy: **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

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.

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.

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.

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 Council Policy 3.02 is, therefore, also subject to the collective bargaining process.

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.

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.

Compensation Equity

a. 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.

b. 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:

1. Level of Responsibility
2. Knowledge
3. Physical Requirements
4. Work Environment
5. Interpersonal Relations

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.

Definitions:

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

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.

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.

Equity: consisting of three dimensions:

- a. **Inadequate Compensation Differential/Compression:** Comparison between classifications within the organization to ensure appropriate compensation differential between classifications within a particular job family.
- b. **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.
- c. **Relative Compensatory Value:** Comparison between classifications within the organization based on a system of point values assigned on the basis of

Council Policy # 3.02

five factors: level of responsibility, knowledge, physical requirements, work environment, and interpersonal relations.

Fiscally Sustainable City Budget: A City budget where increases in annual expenses are no greater than increases in associated annual revenue.

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.

Social Sustainability: defined in Council Policy 1.08.

Stability of Employment: Refers to an individual's duration of employment with a given organization in combination with that individuals perception of that employment situation.

Wages: An employee's pay, including the base wage and any special pays for certifications, assignments, market conditions, etc.

Review/Update: The City Manager will prepare this Council Policy for review every two years during October for Council approval.

Rev #	Name	Change Date	Character of Change
0		04-06-1987	Adopted
1		1989	Amended
2		10-07-1991	Affirmed
3		1993	Affirmed
4		10-16-1995	Amended
5		10-20-1997	Amended
6		11-01-1999	Affirmed
7		06-18-2001	Affirmed
8		01-05-2004	Amended
9		09-07-2004	Amended
10		11-06-2006	Amended

11		11-06-2006	Amended
12		01-05-2009	Amended
13		10-03-2011	Amended
14		09-16-2013	Affirmed
15	M. Altmann Hughes	11-02-2015	Amended: new Policy format

TO: Administrative Services Committee for October 7, 2015
 FROM: Nancy Brewer, Finance Director NB
 DATE: August 21, 2015
 THROUGH: Mark W. Shepard, P.E., City Manager
 SUBJECT: Fourth Quarterly Operating Report – FY 14-15 MWS



Action Requested

Staff requests the Administrative Services Committee recommend the City Council accept the FY 14-15 Fourth Quarterly Operating Report and the Annual Investment Compliance report.

Discussion

Data for this report is provided as soon as possible after June 30 to give City Council and the community information about the City's financial status. Year-end accounting entries will continue to be made through October, adjusting both revenues and expenditures. As a result some of the numbers are expected to change slightly between this report and the Comprehensive Annual Financial Report in December.

The Fourth Quarterly Operating Report (QOR) is available for review on the City's website, with the first five pages provided as Attachment A. Overall, fourth quarter results were generally in line with expectations.

Total revenues were about 92% of budget for the year ended FY 14-15. Operating revenues are nearly \$8 million higher in FY 14-15 than in FY 13-14. This situation was partly due to the \$1.4 million refund for the Hewlett-Packard appeal made in FY 13-14; in FY 14-15 about \$2.5 million more in property tax revenue was received due to the 4.5% valuation increase and the new local operating levy, and \$3.3 million more was received in system development charges.

Operating expenditures across departments are generally below target at about 91% of the amended budget. Although additional entries remain to be made to close out the fiscal year, all funds are expected to end with positive balances as required by law. Highlights for ASC's interest include:

- The Community Development Revolving Fund (CDRF) ended the year with a very small positive fund balance, though still a negative cash position (which is permitted, due to the City's organizationally pooled cash approach). The \$300,000 one-time infusion of General Fund resources in FY 14-15 as well as a projected need for a \$100,000 transfer in FY 15-16, was approved by Council as part of the FY 15-16 budget process, and served to bolster the CDRF. This 2-year support will allow time for work to be done on Council Goals related to both the Sustainable Budget and Housing Development.
- Risk Management – The fund's draw on contingencies for payments of insurance premiums and deductibles was not fully utilized, and workers compensation ended up coming in under budget, so the reduction to the catastrophic reserve will be less than anticipated. Additionally, final resolution on claims related to the Timberhill Fire was achieved just after fiscal year end, and the City was able to recoup over \$121,000 of the costs incurred to extinguish the fire. A final report will be part of the Council packet in coming weeks once all of the data has been compiled by the Risk Manager.
- 9-1-1 Emergency Fund – Only a portion of contingencies ended up being needed for this fund, and revenues came in slightly higher than projected; nevertheless, the FY 14-15 fund balance is expected to end down nearly \$30,000 from revised levels. This fund is a focus for the Sustainable Budget Task Force (SBTF) and consideration may be given to new funding models in future years.
- At \$63.4 million on June 30th, the City's total portfolio of cash and investments was roughly \$16 million higher than the same time last year. This growth was due in part to more property

tax revenue from the City's local operating levy, as well as improvements in the local economy leading to increased system development charges and other economically influenced revenues. As stated last quarter, staff has proceeded to increase the Core Portfolio of investments with a plan to reach \$30 million over the next few months as market opportunities present themselves to optimize the portfolio's risk/return balance. The annual investment compliance memo is attached, as required by policy.

An income statement for each fund and the Council Goals update as of June 30, 2015 are linked to the full 16-page online quarterly operating report, to provide readers more information.

The Capital Project budget is about 35% expended at the end of the fourth quarter. It is typical for capital project spending to come in significantly under budget based on delays from design time or project savings over initial estimates. The following projects were substantially completed as of the end of the fourth quarter: the Willamette Community Garden construction including an irrigation system, garden shed, and fencing; the Fire Training Facility, which had its grand opening on June 4th; various Pedestrian Crossing safety improvements along 9th St. and Walnut Blvd.; and FY 14-15 sanitary sewer rehabilitation design.

Budget Impact

None, other than staff time to prepare and post the report.



4th Quarter Financial Summary FY 2014-15

This report provides summary information on the City's financial status as of the end of June, 2015; more detailed comparative income statement format data is available on-line at this [link](#).

PERFORMANCE AT A GLANCE (YEAR TO DATE)		COMMENTS
GENERAL FUND		
General Fund Expenditure vs. Revenue	WATCH	With year-end revenues almost \$500,000 higher than revised estimates and expenditures more than \$500,000 lower, FY 14-15 results appear better than anticipated. However, not all adjustments, such as reserve contributions, have been processed yet. Long-term fiscal health in the General Fund remains a concern following news after fiscal year end close that the State lost the HP appeal, as well as PERS rate increases in July 2017.
Property Tax Revenue	POSITIVE	The 2014 tax certification of 4.3% AV growth resulted in revenues higher than Adopted budget, but with discounts/adjustments, final receipts were less than Revised estimates.
Transient Room Tax	POSITIVE	FY14-15 total receipts came in approximately 12% over budget and about 13% over FY13-14 actuals. The increase stems from good summer weather and higher OSU enrollment; a Special Olympics event in March also added to greater revenues this year.
Franchise Fees	POSITIVE	Despite no utility rate increases in 2015, franchise fees exceeded budget by nearly 5%, and FY 13-14 actual results by almost 3%.
State Shared Revenue	POSITIVE	Receipts by year-end exceeded budget by nearly 7% and were higher than last year. However, the League of Oregon Cities continues to predict lower cigarette/alcohol demand which will result in less State revenue available for local government distribution.
Fines & Forfeitures	WATCH	FY14-15 saw lower traffic fine revenue receipts due to significant CPD vacancies and absences, as well as the learning curve with e-citation and e-ticketing implementation.
General Fund Expenditures vs. Budget	WATCH	General Fund expenditures came in under budget; some vacancy-related personnel service savings was used on delayed projects during FY 14-15. The rest of the savings will be set aside in reserves to be budgeted in FY 16-17 to begin addressing deferred maintenance.
SPECIAL REVENUE FUNDS		
9-1-1 Emergency Services	WATCH	Declining fund balance; Council approved contingencies were not fully used which left the fund slightly better than expected, however, user charges and other future year revenues may be insufficient to maintain service levels.
Community Development Revolving	NEGATIVE	Due to reduced federal grant funding availability and ineligible administrative costs, Council approved \$400,000 in one-time funds transfer from the General Fund to ensure positive fund balances while the Sustainable Budget and Affordable Housing task forces deliberate on possible funding alternatives to continue support of this Fund's programs.
Development Services	POSITIVE	Permit revenues exceeded last fiscal year and overall revenues exceeded budget due to significant growth in volume and valuation of development projects.
Parking	WATCH	Revenues are marginally higher than prior year, but lagging budget and fund balance has declined. Parking citation revenue should improve with Parking Enforcement Officers hired.
Street	WATCH	Declining fund balance; future revenues may not be adequate to maintain service levels.
Transit	POSITIVE	Current revenues are lower than last fiscal year, yet expenditures remain stable; FY13-14 net revenues contributed to a higher ending fund balance.
ENTERPRISE FUNDS		
Airport	POSITIVE	Revenues and expenditures are stable and sufficient to maintain current operations.
Storm Water	POSITIVE	Increased metered revenues and stable expenditures maintain current levels of service.
Wastewater	POSITIVE	Increased metered revenues and stable expenditures maintain current levels of service.
Water	POSITIVE	Metered usage, new rate structure, stable expenditures maintain current service levels.
INTERNAL SERVICE FUNDS		
Risk Management	WATCH	Council approved use of contingencies on over-target self-insurance spending. Loss recovery revenue from the Timberhill fire and an ambulance chassis replacement, as well as workers compensation reimbursements resulted in higher revenues to partly offset the higher costs, and reduced the impact on the catastrophic reserve of contingency use.

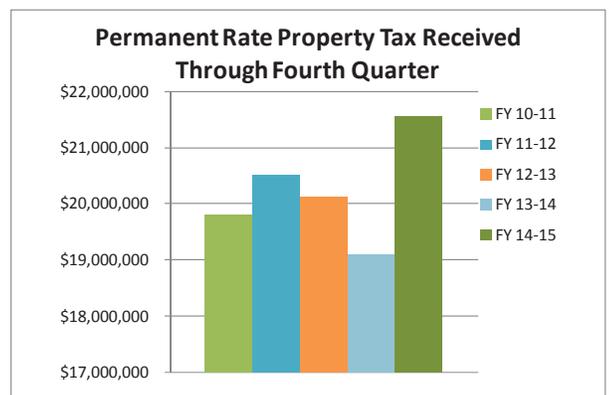
What the ratings mean: **Positive** – Current revenues and City Council-adopted use of reserves are sufficient to support the current level of service. Fund balances appear stable over a three-year forecast. No significant negative issues are identified.
Watch – Various stressors may cause current revenues to be flat or decline and impact the fund's capacity to support the current level of service. Factors exist that may contribute to higher than anticipated expenditure levels in more than one category over the next 6-12 months.
Negative – Current expenditures exceed or revenues are significantly behind forecast assumptions. Fund balance is unstable. Immediate action to balance fund is likely required.

REVENUE	AMENDED BUDGET	4th Quarter FY 13-14	Y-T-D FY 13-14	FY 13-14 % REC/EXPEND	AMENDED BUDGET	4th Quarter FY 14-15	YTD FY 14-15	FY 14-15 % REC/EXPEND
Budgeted Beg. Fund Balance (incl reserves)	6,265,564				\$6,451,158			
Property Taxes	\$20,617,620	\$730,720	\$19,153,218	92.90%	\$24,447,050	\$912,492	\$24,935,602	102.00%
Other Tax	1,372,600	527,347	1,424,997	103.82%	1,427,600	585,720	1,604,370	112.38%
Licenses/Permits	5,925,060	1,814,312	5,889,568	99.40%	5,741,280	1,989,970	6,025,880	104.96%
Charges for Service	5,889,850	1,282,620	6,114,839	103.82%	5,892,810	1,442,818	6,468,356	109.77%
Intergovernmental	4,227,760	570,681	4,005,722	94.75%	3,907,120	619,250	3,943,615	100.93%
Fines/Forfeitures	771,390	212,740	747,489	96.90%	759,660	159,025	706,510	93.00%
Miscellaneous	1,307,680	145,758	1,144,677	87.53%	652,660	205,162	682,578	104.58%
Other Financing Sources	7,075,308	304,721	6,394,046	90.37%	1,223,330	237,988	1,145,273	93.62%
TOTAL CURRENT REVENUE	\$47,187,268	\$5,588,899	\$44,874,556	95.10%	\$44,051,510	\$6,152,425	\$45,512,184	103.32%
EXPENDITURE BY DEPARTMENT								
City Manager's Office	\$326,250	\$93,418	\$320,760	98.32%	\$293,300	\$70,337	\$293,156	99.95%
Community Development	1,309,840	354,930	1,236,566	94.41%	1,498,870	458,954	1,405,383	93.76%
Finance	646,770	153,555	615,548	95.17%	647,260	132,155	568,759	87.87%
Fire	10,485,960	2,872,873	10,441,729	99.58%	11,397,090	2,848,087	11,095,984	97.36%
Library	6,524,140	1,583,426	6,476,062	99.26%	6,151,640	1,487,850	5,841,918	94.97%
Parks & Recreation	6,295,130	1,775,566	6,189,511	98.32%	6,367,630	1,790,197	6,272,447	98.51%
Police	10,688,290	2,952,245	10,580,791	98.99%	11,293,220	3,115,036	11,209,367	99.26%
Public Works	1,026,260	317,726	864,228	84.21%	991,940	297,168	894,745	90.20%
Non-Departmental	1,480,870	378,839	1,296,680	87.56%	994,420	224,740	854,523	85.93%
TOTAL OPERATING EXPENDITURES	38,457,260	10,482,578	38,021,875	98.87%	\$39,635,370	\$10,424,524	\$38,436,282	96.97%
Debt Service	\$243,180	\$0	\$243,174	100.00%	\$837,160	\$0	\$279,053	33.33%
Transfers / Other Financing Uses	7,085,818	773,878	6,434,774	90.81%	3,665,640	1,007,613	3,490,692	95.23%
Contingencies/Reserves	597,200	0	0	0.00%	330,000	0	0	0.00%
TOTAL ALL EXPENDITURES	\$46,383,458	\$11,256,456	\$44,699,823	96.37%	\$44,468,170	\$11,432,137	\$42,206,027	94.91%
CURRENT REVENUE LESS TOTAL EXPENDITURES		(\$5,667,558)	\$174,733		(\$416,660)	(\$5,279,712)	\$3,306,157	

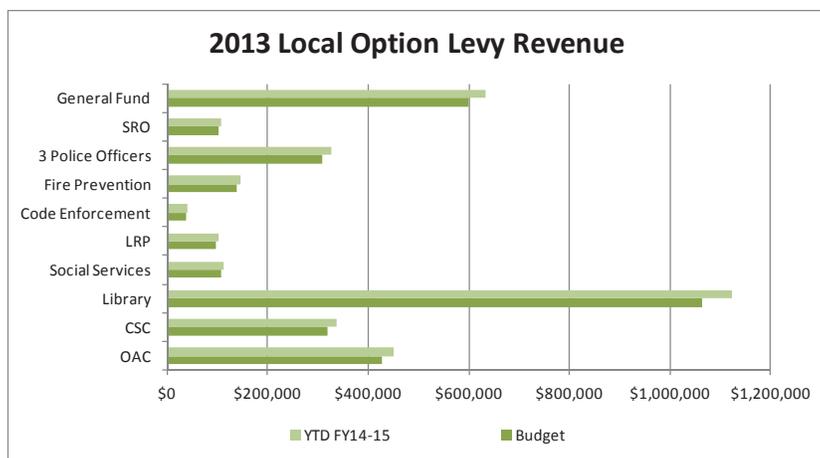
* General Fund Combined includes component reserve funds effective FY 14/15

The General Fund Income Statement format above illustrates that the Fund did better in FY 14-15 than FY 13-14, including exceeding budget and previous year revenues as well as underexpending the operating budget.

Property Tax –The chart to the right shows only the permanent rate property taxes (including delinquent accounts) received over the past five years through the fourth quarter of each fiscal year and illustrates how an increase in assessed value (AV) has positively impacted receipts in FY 14-15, and also how the Hewlett-Packard (HP) refund in FY 13-14 resulted in a significant reduction in revenues in that year. At least 3% growth in AV is anticipated again in FY 15-16, with real-market values continuing to rise with economic improvement; the City continues to have little to no compression in most properties' AV. New development in multi-family and commercial units should serve to offset industrial depreciation for the most part in FY 15-16.

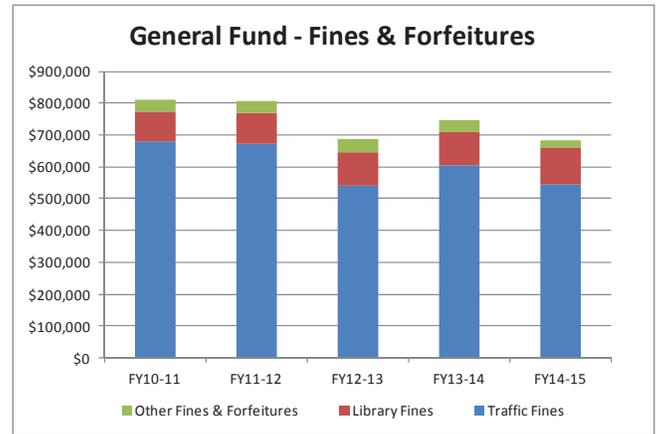


The 4.5% increase in the FY 14-15 AV also had an impact on the 2013 local option levy (LOL). As seen in the graph below, all LOL funded services received more than what was originally budgeted for FY 14-15;

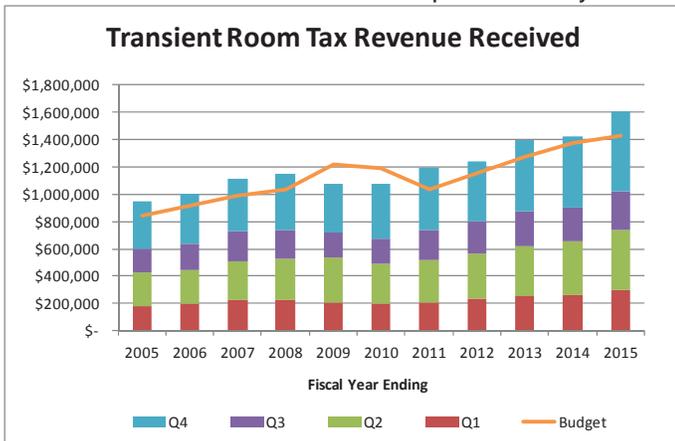


budgeted for FY 14-15; expenditures will be monitored closely to ensure that available LOL funds are spent in the following fiscal years on the use for which they are restricted. This is key to planning for spending over a five-year LOL, since in years where the anticipated 3% growth is not achieved, having funds reserved from higher year growth will also be critical to maintaining committed service levels. The volatility of these growth patterns can also be impacted by events such as the final August 2015 Supreme Court ruling on the State's appeal of HP's contest of its 2008-2010 valuation levels. With a decision in HP's favor, the City's share of the interest to be refunded to HP will be in the range of \$100,000 to be netted against the November 2015 tax turnover. Fortunately the County has deferred billings for both HP and Comcast, so remaining refunds on future appeals should have a minimal revenue impact.

Fine & Forfeiture Revenues – At less than 2% of total revenues, fines and forfeitures are not one of the larger sources of General Fund support. However, at over half a million dollars total, the volatility shown can have a noticeable impact on the fund balance. In particular, traffic fines are heavily impacted each year by both the Police department and court clerk vacancies or prolonged absences. When fine rates are increased, it may cause total revenue to go up substantially, or conversely it may go down based on improved behavior to avoid the higher fines, and/or due to more bad debts turned over to collections. An uptick occurred in fine revenue in FY 10-11 and FY 11-12 due to improved collection efforts by the City; but, when this effort had run its course and was compounded by more staff vacancies, it led to a decline again in FY 12-13. Traffic fine revenues increased marginally in FY 13-14 by year-end, but then decreased in FY 14-15, again due to vacancies. Library fine revenues are at the highest level in five years, due in part to increased rates in recent years.

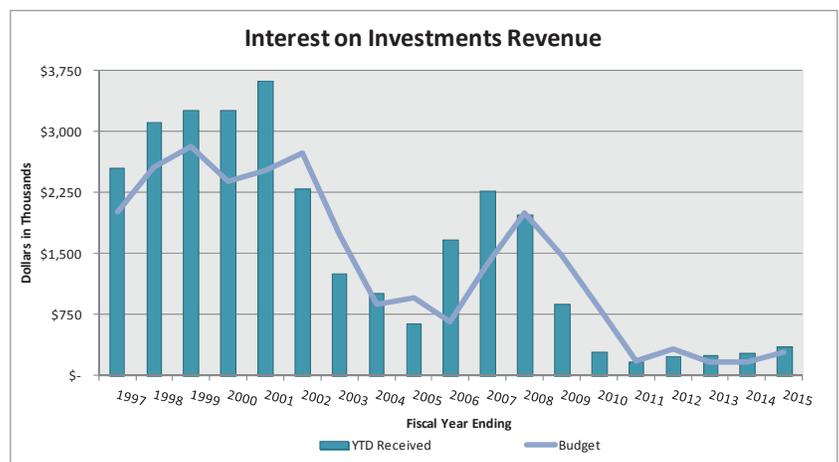


Transient Room Tax – The TRT represents only about 3% of total General Fund revenue, but is one of the larger non-dedicated sources, bringing in over \$1 million annually. After experiencing a significant slump back in FY 08-09 and FY 09-10 due to the poor economy, hotel stays have increased, along with related tax revenues, in the past several years. Because of dependency on economic factors, it is difficult to forecast TRT levels, as seen in FY 08-09 and 09-10 in the adjacent graph, where the trend was heavily impacted by the economy. As such, budgeting has typically erred on the conservative side. Local businesses may determine the number of special events or conferences held in Corvallis; enrollment at Oregon State University may influence the number of family members coming to visit students; hotels have control over raising or lowering room rates; and gas prices may dictate travel plans. All of these elements impact how much TRT is collected and paid to the City. FY 14-15



finished nearly 13% higher than last year. With renewed focus on growing online hotel sales, and construction of a new hotel about to begin, City staff is optimistic that FY 15-16 projected room tax revenues of \$1,511,830 may be surpassed.

Interest on Investments – Investment interest earnings on the City’s portfolio reflect the current low market rates for governmental investments. The graph depicts this revenue source as quite volatile in nature, due to its direct relationship with economic factors. From the late 1990’s to the early 2000’s, this revenue source, which is allocated among all City funds based upon the proportionate share of total average cash balances, generated as much as \$3 million annually. Since then, a combination of depleted cash reserves and significantly decreased interest rates led to earnings falling to about \$200K per year. With the assistance of an investment advisor over the last four years, cash balances have been better deployed, using a laddered investment strategy, to bolster what interest earning capacity the City has. Growing reserves, a higher influx of property taxes from the new local operating levy, plus increased system development charge revenues from new development have also provided more funds to invest. While still significantly lower than 10-15 years ago, interest earnings have stabilized and are steadily increasing; at the end of FY 14-15, total interest earnings exceeded \$300K, with the General Fund earning over a third of that, which is the highest amount earned since FY 08-09.



GENERAL FUND					
BUDGETARY BASIS	AUDITED FY 13-14	AMENDED FY 14-15	REVISED FY 14-15	Year-To-Date FY 14-15	% of Budget Year-to-Date
RECURRING					
NON DEDICATED REVENUE					
Property Taxes - Permanent Rate	\$18,632,793	\$20,808,660	\$21,283,510	\$21,048,894	98.90%
Local Op Levy 2013 - HP Replacement/Social Services Funding	0	706,340	773,920	745,536	96.33%
Prior Year Delinquent Tax Revenue	451,986	438,280	452,000	508,655	112.53%
Transient Room Tax	1,424,997	1,427,600	1,481,270	1,604,370	108.31%
Franchise Fees	5,486,499	5,374,000	5,436,900	5,635,615	103.65%
State Revenue Sharing	537,106	531,160	553,240	563,487	101.85%
Alcohol/Cigarette Tax	847,782	826,580	866,430	883,334	101.95%
Pass-Throughs	618,750	1,215,130	1,215,130	1,144,768	94.21%
Miscellaneous Other Revenues	1,194,000	103,690	691,650	687,136	99.35%
TOTAL NON-DEDICATED RECURRING REVENUE	\$29,193,914	\$31,431,440	\$32,754,050	\$32,821,795	100.21%
DEDICATED REVENUE					
Property Tax - Local Option Levy	\$1,910,761	\$2,493,770	\$2,732,720	\$2,632,517	96.33%
City Manager's Office	121,176	121,000	121,000	122,690	101.40%
Community Development	140,902	117,590	114,590	225,962	197.19%
Finance	133	625,200	200	314	156.81%
Fire	3,602,373	3,618,080	3,618,080	3,982,060	110.06%
Library	2,523,642	2,785,260	2,835,280	2,797,337	98.66%
Parks & Recreation	1,930,571	1,730,190	1,730,190	1,776,529	102.68%
Police	378,095	378,730	378,730	386,493	102.05%
Public Works	145,282	0	3,730	5,938	159.19%
TOTAL DEDICATED RECURRING REVENUE	\$10,752,934	\$11,869,820	\$11,534,520	\$11,929,838	103.43%
TOTAL RECURRING REVENUE	39,946,848	\$43,301,260	\$44,288,570	\$44,751,634	101.05%
EXPENDITURES					
City Manager's Office	\$320,760	\$293,300	\$293,300	\$293,156	99.95%
Community Development	1,304,740	1,498,870	1,436,870	1,405,383	97.81%
Finance	629,758	647,260	647,260	568,759	87.87%
Fire	10,896,499	10,697,090	10,567,090	10,445,803	98.85%
Library	5,990,215	6,068,140	6,051,140	5,794,957	95.77%
Parks & Recreation	6,202,251	5,817,320	5,798,120	5,894,610	101.66%
Police	10,638,622	11,123,210	11,123,210	11,042,032	99.27%
Public Works	860,955	703,940	703,940	651,438	92.54%
Non-Departmental	1,296,680	822,420	710,440	772,855	108.79%
Debt Service	243,174	837,160	279,060	279,053	100.00%
Pension Obligation Bond Debt - Transfers	1,870,950	1,931,790	1,931,790	1,931,790	100.00%
Pass-Throughs	597,869	1,215,130	1,215,130	1,135,702	93.46%
Contribution to Fund Balance Reserve/Contingencies	945,000	1,645,630	1,969,720	1,969,720	100.00%
Contributions/Adjustments to Other Reserves	128,856	0	256,380	256,380	100.00%
TOTAL RECURRING EXPENDITURES	\$41,926,330	\$43,301,260	\$42,983,450	\$42,441,638	98.74%
RECURRING REVENUE EXCESS (SHORTFALL) OVER EXPENDITURES	(\$1,979,482)	\$0	\$1,305,120	\$2,309,996	
POTENTIAL BEGINNING BUDGETARY FUND BALANCE					
<i>Net Recurring Revenue/Expenditure</i>	915,434	269,750	269,750	269,750	
<i>Net Non-Recurring Revenue/Expenditure</i>	(1,979,482)	-	1,305,120	2,309,996	
<i>Net Non-Recurring Revenue/Expenditure</i>	1,333,799	(269,750)	(553,130)	(404,813)	
ENDING BUDGETARY FUND BALANCE	\$269,750	\$0	\$1,021,740	2,174,933	
Ending Reserve Balance by Type					
RESTRICTED	\$761,935	\$377,160	\$896,455	\$934,228	
COMMITTED	\$1,172,107	\$1,018,258	\$1,124,507	\$1,137,331	
ASSIGNED	\$1,474,498	\$448,875	\$696,518	\$803,812	
FUND BALANCE	\$2,850,489	\$4,190,204	\$4,820,209	\$4,820,209	
	\$6,259,030	\$6,034,498	\$7,537,690	\$7,695,579	

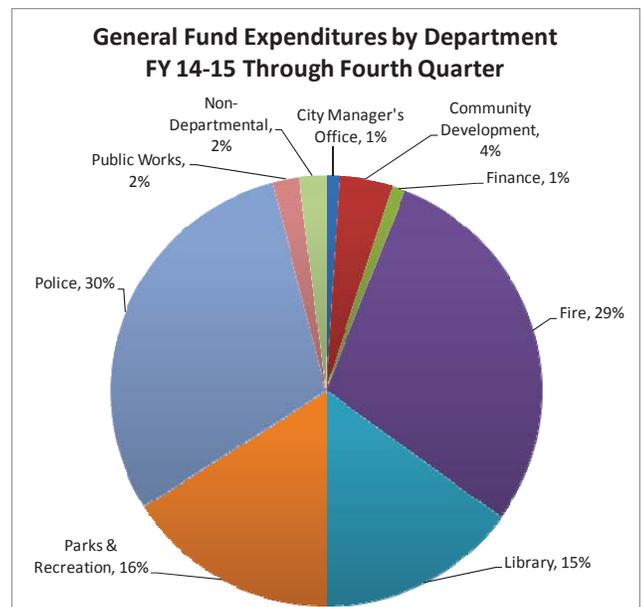
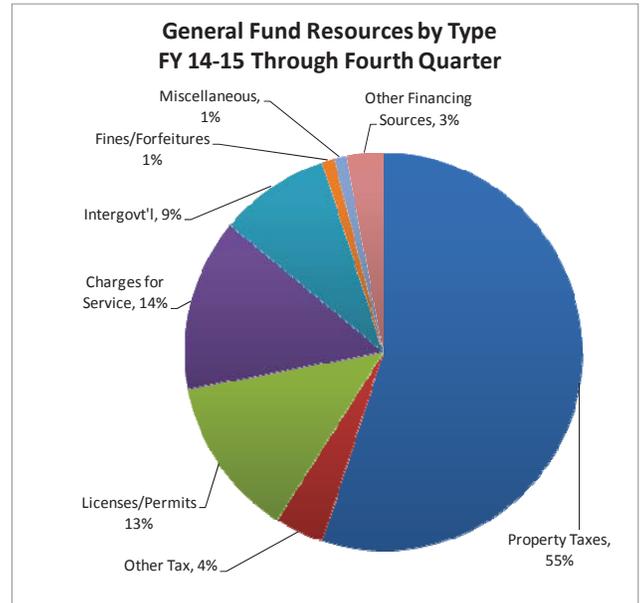
The General Fund Financial Plan update provided on the previous page shows the unaudited, estimated status of the “green and yellow lines” at the end of the fourth quarter, prior to transfers to move unused department appropriations to vehicle and equipment reserves. The sustainable green line, the ending budgetary fund balance (yellow line), and the ending reserve balances may continue to change as other year-end audit-related entries are made through October, although most revenue accruals and final expenditure amounts have been built in as of the date of this report. Once the reserve transfers are made, the General Fund is expected to end FY 14-15 with a balance of approximately \$1.6 million which is still greater than the yellow line value in the Adopted FY 15-16 Budget document of \$1,021,740, due to even better revenue results than Revised estimates anticipated. It should be noted that the yellow line balance above also includes the one-time monies which the Budget Commission and Council approved to appropriate in FY 15-16 for various one-time projects.

The **resources** pie chart, to the right, graphically illustrates the YTD proportions of all resources supporting General Fund services. Property taxes are on target at approximately 55% of the total resources received YTD, though this may change slightly as year-end accounting entries continue to take place as part of the FY 14-15 audit process.

The **expenditures** pie chart shows the distribution of General Fund expenditures by department through the fourth quarter. The public safety departments (Fire and Police) account for nearly 59% of fund operating expenditures; while other operations such as library, parks, recreation, economic development, planning, code enforcement, and municipal court make up the remaining 41% of expenditures.

Comparing year-to-year expenditures in this Fund (table on page 2) demonstrates that FY14-15 operational spending is lower than in FY13-14, and lower as a percentage of budget in FY14-15. Some notable highlights by department include:

- The Economic Development division in the City Manager's Office spent all but \$144 of its budget. The division's spending for its 2.0 FTE makes up almost 80% of its total FY 14-15 budget, and internal service charges another 6%, so other non-personnel service costs were extremely closely monitored throughout the year;
- Community Development's personnel services were higher than last year due to vacancies now filled, as well as hiring positions funded by the 2013 LOL;
- Fire purchased a new aerial-equipped engine, and experienced increased personnel service costs due to retirement cashouts and use of over-time for conflagrations;
- Library's personnel services are trending higher due to restoration of Sunday hours, funded by the 2013 LOL; however, spending is lower overall and as a percent of budget compared to FY 13-14 because of staff turnover hired at lower pay steps, and because of the Fenner property purchase in FY 13-14;
- Police's total expenditures are up nearly 5% from last year due to implementation of a contractual 2% COLA, hiring new levy supported positions, and overtime running higher than it has in recent years to back-fill for vacancies; and
- Contributions to reserves will be recorded in September as part of year-end audit processes.



TO: Administrative Services Committee for Sept. 9, 2015 meeting
FROM: Nancy Brewer, Finance Director NB
DATE: August 19, 2015
THROUGH: Mark W. Shepard, P.E., City Manager MWS
SUBJECT: Annual City Investment Portfolio Compliance Memo



Action Requested:

For information only, no action required.

Discussion:

Investment Administrative Procedures 5.03 requires the submission of an Annual Statement indicating if the City has been in compliance with Council approved investment policies during the previous fiscal year. The policy requires that such a statement be filed as soon as practical after each year end, but no later than August 31st per Council Policy 10.08 Investments.

Pursuant to that requirement, this memo, which is also attached to the July Treasury report to meet the August 31st deadline, is to advise the ASC that the City complied with all provisions of the Investment Policies during the fiscal year 2014-2015, with the exception of:

- There was a temporary overage in the State-regulated maximum (\$46,801,588) for the City's Local Government Investment Pool (LGIP) balance as of November month end, and in the first week of December. This event was reported to ASC in both the November and December monthly treasury reports, and was not subject to any sanction or penalties from the State, nor was it considered to have incurred any risk/security of funds issues due to the temporary nature of the overage, and the small dollar amount relative to the State's total LGIP holdings.



VISIT
CORVALLIS
press play

2014-2015 Annual Report

Mission Statement

Visit Corvallis' mission is to strengthen Corvallis and Benton County economies by marketing the area as a desirable destination for meetings, conventions and corporate travel, as well as leisure travel, through collaboration and partnerships, resulting in increased occupancy tax and revenue.

Visit Corvallis is the recognized destination marketing organization for the city of Corvallis. Our goal is to create long-term demand for Corvallis and Benton County as a destination through collaborative partnerships, outreach marketing and comprehensive product knowledge.

Table of Contents

Marketing & Advertising	4
Visitor Services	6
Group Sales	8
2014-2015 Lodging Industry Performance	8
Benton County Travel Impacts	9
Benton County Visitor Spending and Visitor Volume	9
2014 County Overnight Visitor Volume	9
2014-2015 Response Report	10
Financial Results for Fiscal Year 2014-2015	12
Board of Directors	13
Membership	14
Appendix: Advertising and Media	16



A Message from the President

Corvallis is the place to go for business and fun, for visitors who value creativity, connectivity, technology and innovation. Home to Oregon State University, everything Corvallis does, from software engineering to beer brewing, is innovative and sets a national standard. Technology extends to not only software development, university research and education, agriculture, sustainability, and farming, but also food manufacturing, brewing, wine making, cooking and dining, bicycling, and farmers markets. We are ranked in the top ten in many national polls for our livability, sustainability, entrepreneurship and innovation, influenced by the fact we are a university town.

Hotel occupancy continues to rise with our combined efforts to bring visitors here. This means more money is spent at our local businesses and more room tax revenue is raised for Visit Corvallis, economic development, and better city services for our residents.

This has been a great year for Visit Corvallis and the excitement of our success continues to grow. Our Executive Director Mary Pat Parker and her staff have done their job by showcasing Corvallis nationally as a destination through exciting promotional videos, a new website, expanded social media and the creation of packaged Corvallis adventures. Our Board of Directors includes many talented local business owners who are all dedicated to looking for more creative ways to put "heads in our beds," and building community/OSU partnerships.

This year, we developed an impressive new brand – we were able to identify the unique combination of technology and innovation and natural beauty (our mountains, parks and rivers) and combine them in a way that connects all together with a new logo and tagline. I personally invite you to have one of our custom brewed beers and -- Visit Corvallis. Press Play.

Marti Staprans Barlow

President, HospitalityVision

Visit Corvallis Board of Directors

A Message from the Executive Director

Once again 2014- 2015 was an action packed year.

We finished up the Seven Wonders campaign last October and it was a highly successful marketing campaign for Corvallis and Benton County. We shot eight videos which aired on YouTube and television and proved successful in drawing visitors into our Visitor Center to find out how they could get to these places. We ended up printing a special brochure with GPS coordinates to the outlying wonders and directing people to different websites, including ours, to get people out and about to these locations.

On the earned media front we did have an article appear in the Gazette-Times about the Wonders. We hosted food and travel writers on a pre-Feast trip, and a writer from the Seattle Times. In addition, we hosted the Public Relation Team from Travel Oregon and representatives from Wieden & Kennedy for a craft brew float trip on the Willamette River and a Segway tour through town.

Last fall, the Board of Directors gathered with a facilitator to re-brand Visit Corvallis. From that meeting we now have a brand manifesto and a brand logo and tag line thanks to Hospitality Vision & Concierge To Go.

On an administrative note we lost Tish Losure as our Travel Trade/Conference Services Manager and were lucky enough to bring Jennifer Johnson on as her replacement. Jennifer has over fifteen years of experience in tourism and has already made great strides in strengthening the relationship with OSU Conference Services and area hotels.

Last but not least is occupancy rates, and average daily rates were up in every single month this past year, with one exception. That was in October and while occupancy remained up, the average daily rate decreased by less than .01 percent over October of the previous year.

It is our pleasure to submit the 2014-2015 Annual Report for your review. We are looking forward to another productive year. We have exciting initiatives and campaign ideas for this coming year and we are looking forward to working on those for the community.

Respectfully submitted,

Mary Pat Parker, Executive Director

Highlights from the year July 2014 through June 2015

- Hosted travel writers Jenny Block, Kelly Egan and Terry Richard from the Oregonian
- Had two chefs from Block 15 participate in Feast Portland, Oregon's biggest foodie event. We received excellent coverage on Portland TV stations and had the opportunity to talk to national media as well. We also hosted a group on national travel writers at Gathering Together Farm for a meal on their way to Feast.
- The Gazette Times ran an article on our Seven Wonders campaign
- Hired Jennifer Johnson
- Rebrand!
- Hosted the new mayor and city councilors on a Historic Homes Trolley Tour
- Produced a new video series called "My Favorite Places."
- Working with the former mayor and staff from OSU on creating the Willamette Valley Cultural Corridor.
- Added new editorial to the Visitor Guide
- Did a social media campaign with Madden Media. They produced three blog articles for us, pushing those stories out via their channels: Food & Wine, CNN, Sunset, Seattle Times, real Simple and Outside Magazine. We received 4,000,000 impressions.

Occupancy & Average Daily Rate

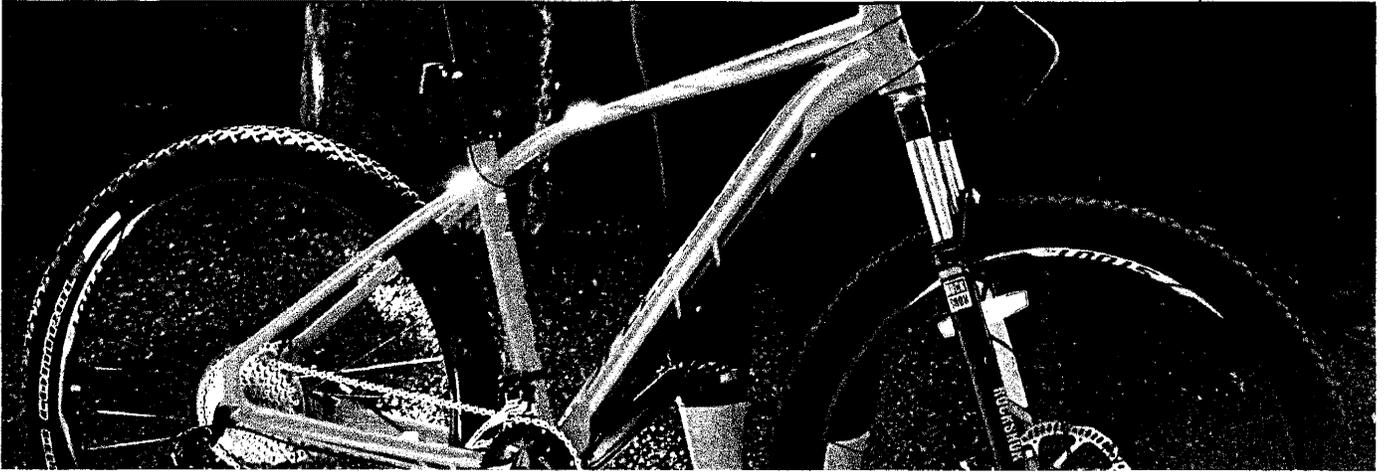
Month	Occupancy % Over 2013	ADR % Over 2013
July 2014	Up 9%	Up 5%
August 2014	Up 6.2%	Up 6.2%
September 2014	Up 4.6%	Up 3.2%
October 2014	Up 13.6%	Down .2%
November 2014	Up 6.3%	Up 11.2%
December 2014	Up 6.7%	Up 1.2%
January 2015	Up 14.9%	Up 2.2%
February 2015	Up 15.7%	Up 1.9%
March 2015	Up 15.9%	Up 3.8%
April 2015	Up 3.9%	Up 7.5%
May 2015	Up 2.5%	Up 4.6%
June 2015	Up 6.3%	Up 5.9%

Marketing and Advertising

Other marketing campaigns focused on Co- the Maker's Faire, hosted at OSU.

In June we ran a "Golf the Four Gems of Corvallis & Benton County" campaign and tied it to an "Enter to Win" contest. The campaign ran for one month. We had 715 entries, 46 clicks from Google Adwords, 487 from Facebook ads, 819 views from Facebook posts and 2,073 blog post unique views on our website.

We also ran a social media campaign with Madden Media, featuring three articles on wine, three articles on cycling and three articles on craft beer. They pushed those stories out via their social media channels, including Food & Wine, CNN, Real Simple, Seattle Times, Outside Magazine, Sunset and Canadian Living.



The following tables shows the results of our Golf Giveaway contest, our Mountain Bike Giveaway Contest, and the blog posts from Madden Media.

Golf Giveaway Contest

Facebook Ads:	\$577.00	Google Ads:	\$653.00
Total Paid Impressions on Landing Page:			4,192
Total Contest Entries:			715
Conversion Rate:	17.06%		

Mountain Bike Giveaway Contest

Facebook Ads:	\$826.86	Google Ads:	\$2,274.94
Total Paid Impressions on Landing Page:			4,045
Total Contest Entries:			181
Conversion Rate:	4.5%		

Madden Media Campaign Summary

Total Clicks:	5,749	Targeted Locations:	
Total Impressions:	4,222,896	Oregon, Washington State, British Columbia, Idaho	
Total Click-Through Rate:	0.14%		
Article: Treasures of the Corvallis Wine Trail			
Impressions:	1,748,534	Clicks:	3,191
		CTR:	0.18%
Article: Mountain Bike Safari: A Two-Wheeled Corvallis Adventure			
Impressions:	1,541,994	Clicks:	1,929
		CTR:	0.13%
Article: Exploring Downtown Corvallis and Craft Brew Scene			
Impressions:	932,368	Clicks:	629
		CTR:	0.07%

Visitor Services Department

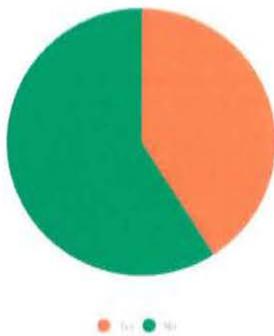
The Visitor Services Department welcomed 3,029 visitors during fiscal year 2014-2015. This represents a 23% increase in the number of people who came in during that same time period in 2013-2014. This is still significantly lower than at our previous location on Harrison Blvd.

The Visitor Center is staffed by a Visitor Services Director and one volunteer. It's open Monday through Friday year round, and on Saturdays from July through September.

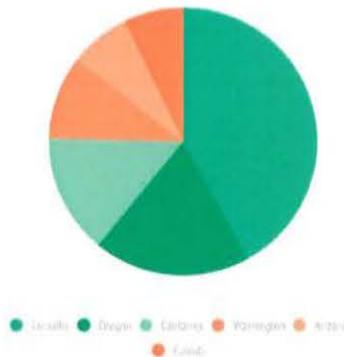
In addition to serving in-person visitors, the Visitor Center is responsible for the following activities:

- Bi-weekly distribution of guides and maps to the local community
- Conduct visitor geo-analysis
- Fulfilled almost 35,000 Visitor Guide requests from print and advertising online, along with 5,800 maps distributed to lodging properties and 2,600 table tents to area restaurants.
- Creating event tent cards and distributing those to restaurants and local businesses
- Monthly event listings to all hotels
- Tickets sales for HOWW's Barrel Tour and Summer Wine Passport

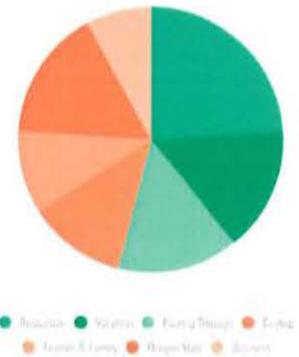
"Are You Staying At A Hotel?"



"Where Are You From?"



"Why are you here?"



Are You Staying At A Hotel?

Yes 41%
No 59%

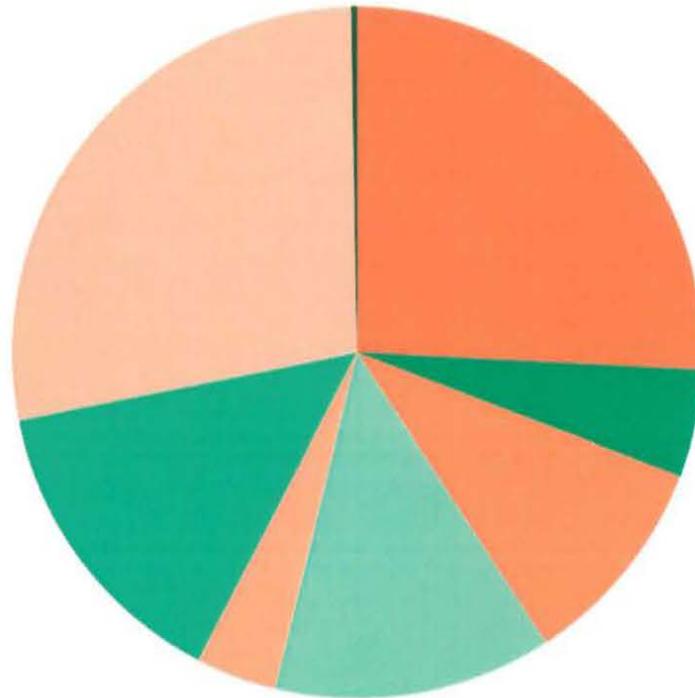
Where Are You From?

Corvallis 29%
Oregon 13%
California 10%
Washington 7%
Arizona 5%
Canada 5%

Why Are You Here?

Relocation 24%
Vacation 15%
Passing Through 15%
Daytrip 12%
Friends & Family 10%
Oregon State 16%
Business 8%

Visitor Guide Distribution



- Oregon Welcome Centers, Visitor Centers & Chambers of Commerce
- Conferences and Events ● Visitor Center ● Miscellaneous
- OSU ● Lodging Properties
- Visit Corvallis and Willamette Valley Visitors Association advertising lead fulfillment, response to website guide requests, phone orders
- Relocation

Visitor Guide Distribution

- Oregon Welcome Centers, Visitor Centers & Chambers of Commerce: 8,060
- Conferences and Events: 1,560
- Visitor Center: 3,120
- Miscellaneous: 4,080
- OSU: 1,170
- Lodging Properties: 4,450
- Visit Corvallis and Willamette Valley Visitors Association advertising lead fulfillment, response to website guide requests, phone orders: 8,705
- Relocation: 88
- Total: 34,933

Group Sales

In November of 2014, Visit Corvallis welcomed our new Travel trade/Conference Services manager to actively recruit group tour leisure, meetings and conferences, and sports group business to our area. She has attended trade shows such as the National Tour Association, Small Meetings Markets, Go west Summit and area association meetings. She has developed new itineraries and updated our profile sheet for the various National trade Shows that she attends.

Meeting and Events that we have worked with this past year include:

- Lifeway Christian Resources Convention 2016
- GOSGMP Conference 2016
- Women's Tandem Bike Annual Event
- Sodexo Conference
- COG State of the Region Summit
- OSAM Conference 2015 will be coming to Corvallis
- Aviation Conference
- OSU Baseball Alumni Meeting and Social Event
- JBO
- Special Olympics

2014-2015 Lodging Industry Performance

Current Month: July 2014 vs July 2015										
Occ%		ADR		RevPAR		Percent Change from YTD 2014				
2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail
75.4	70.9	116.84	110.30	88.11	78.24	6.3	5.9	12.6	12.6	-0.1

BENTON COUNTY TRAVEL IMPACTS AND VISITOR VOLUME

Travel Indicators

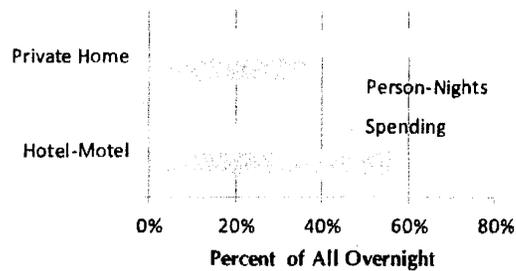
Visitor Spending Impacts (2014p)	
Amount of Visitor Spending that supports 1 Job	\$68,560
Employee Earnings generated by \$100 Visitor Spending	\$28
Local & State Tax Revenues generated by \$100 Visitor Spending	\$5.00
Visitor Volume (2014p)	
Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,092
Additional employment if each resident household encouraged one additional overnight visitor	60
Visitor Shares	
Travel Share of Total Employment (2013)*	3.0%
Overnight Visitor Day Share of Resident Population (2014p)**	4.3%

*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.

**Annual Overnight Visitor Days divided by (Resident Population)*365.

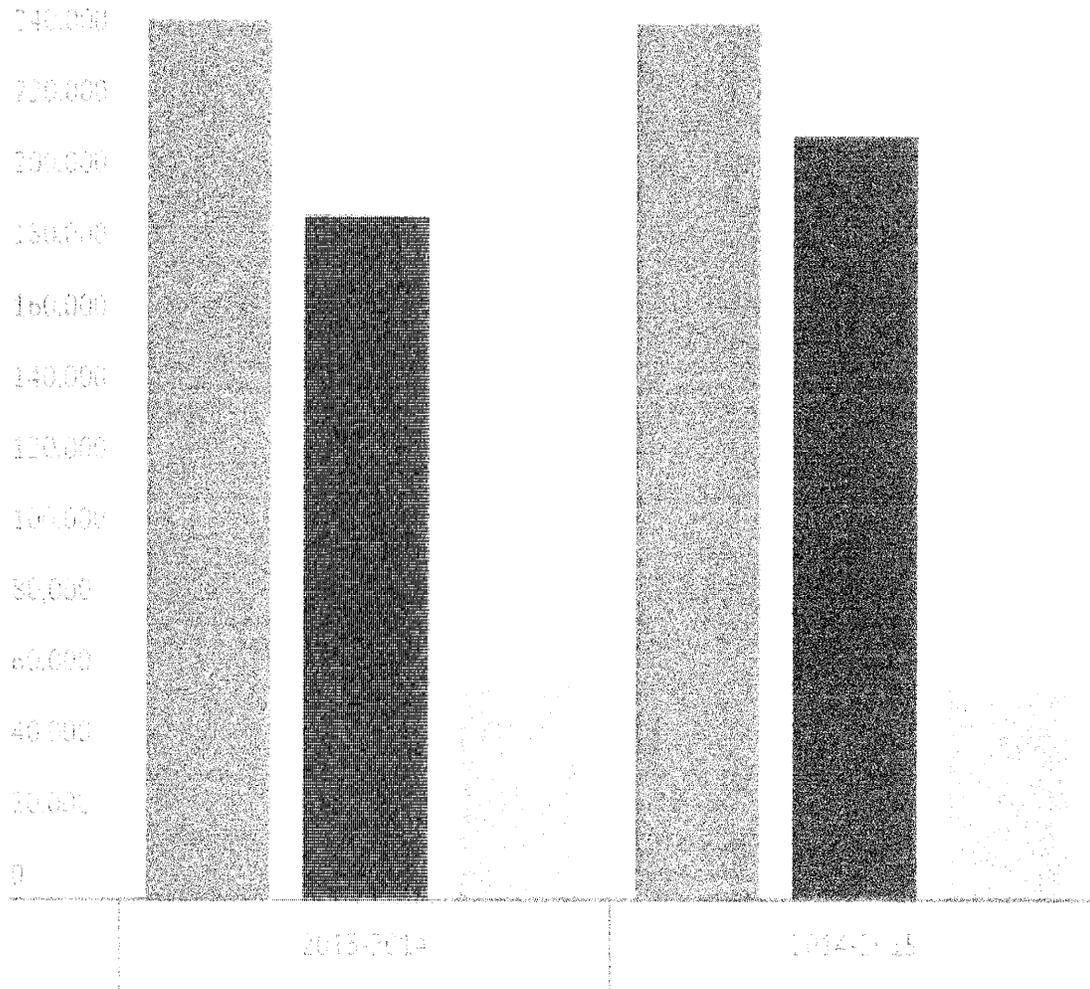
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

Overnight Visitor Spending and Volume



2014p	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (Millions)
Hotel, Motel	261	434	\$42.0
Private Home	338	869	\$27.8
Other Overnight	28	84	\$3.3
All Overnight	627	1,387	\$73.1

Brand Awareness, Engagement & Conversion Factors



July

Visit Corvallis Monthly Response Report

Total Total

Brand Awareness

July '15 July '14 Difference % Change Last Year This YTD Difference

Internet Brand Awareness

Visit Corvallis Unique Sessions	21544	16636	4908	30%	170,617	180,994	10,377
Corvallis Blog Unique Sessions	928	2099	-1171	-56%	8,996	19,654	10,658
WVVA OR Attractions Brochure	0	0	0	0%	4,393	680	-3,713
WVVA Madden eBrochure	0	0	0	0%	2,912	582	-2,330
Visit Corvallis eBrochure	333	98	235	240%	1,771	2,562	791
WVVA Internet DG Orders	0	202	-202	-100%	1,912	1,240	-672
Google Ad Video Campaign Views	0	6981	-6981	-100%	30,403	18,530	-11,873
Go-Oregon.net	47	75	-28	-37%	652	841	189
Website DG Orders	121	101	20	20%	809	1,261	452
New Facebook Likes-Unlikes	167	202	-35	-17%	1,058	1,889	831
New E-News Subscribers	45	45	0	0%	840	312	-528
New Twitter Followers	23	58	-35	-60%	555	562	7
New YouTube Subscribers	4	7	-3	0%	63	55	-8
Ad Brand Awareness:							
WVVA Madden Spring	0	1523	-1523	0%	1943	1,719	-224
Good Housekeeping	0	0	0	0%	61	22	-39
Visit Corvallis Toll Free Calls	7	3	4	133%	58	52	-6
Relocation Guide Orders	7	3	4	133%	82	88	6
WVVA Press Release	5	5	0	0%	58	45	-13
WVVA Alaska Airlines	0	0	0	0%	444	251	-193
WVVA TORP	1089	537	552	103%	6742	11,910	5,168
WVVA TOOL	0	105	-105	-100%	2283	1,524	-759
Misc (Travel Guides Free)	459	51	408	800%	9982	1,329	-8,653
Total Brand Awareness	24779	28731	-3952	-14%	246634	246102	-532

Engagement

Facebook Daily Page Engaged Users	12019	13317	-1298	-10%	107322	127,717	20,395
YouTube Views	2225	9094	-6869	-76%	40200	48,907	8,707
Twitter Sent Messages	0	202	-202	-100%	2196	2,105	-91
Twitter Clicks	203	613	-410	-67%	6039	6,592	553
Twitter Re-Tweets	22	33	-11	-33%	301	360	59
Twitter Messages Received	0	48	-48	-100%	481	610	129
Twitter @ Mentions	34	48	-14	-29%	470	659	189
E-Newsletter Opens	2687	1869	818	44%	26236	21,081	-5,155
E-Newsletter Clicks	568	505	63	12%	8226	6,117	-2,109
Total Engagement	17758	25729	-7971	-31%	191471	214148	22,677

Conversion

Visitor Center Visitation	373	518	-145	-28%	2483	3,029	-546
Hotel Room Nights Booked	0	0	0	0%	113	20	-93
Total Events-Outbound to Members	4581	5799	-1218	-21%	59341	56294	-3,047
Total Conversion	4954	6317	-1363	-22%	61937	59343	-2,594

Total Factor

47491	60777	-13286	-22%	500042	519593	-19,551
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2014-2015 Budget

Ordinary Income/Expense	July 2013 - June 2014
Income	
City of Corvallis	428,330.00
Co-Op Advertising Revenues	1,643.30
Interest Income	78.00
Membership	20.47
Refund	9,627.11
Relocation Packets	882.35
Souvenir Income	12.42
Total Income	442,638.61
Expense	
Administration	51,151.51
Conferences/Education	6,717.54
Marketing: Advertising	93,334.26
Marketing: Branding	11,858.44
Marketing: Community Relations	1,155.98
Marketing: Contract Services	8,450.00
Marketing: Dues	7,040.00
Marketing: Entertainment	575.35
Marketing: Festivals	14,315.00
Marketing: Internet	5,704.00
Marketing: Postage & Shipping	15,817.90
Marketing: Printing	1,037.64
Marketing: Promotions	3,156.56
Marketing: Public Relations	40.90
Marketing: Research	2,000.00
Marketing: Sales Trips	12,980.63
Marketing: Sports Grants	2,800.00
Marketing: Telephone	497.65
Marketing: Visitor Services	4,079.44
Payroll Expenses	140.45
Personnel	205,302.09
Total Expense:	448,155.34
Net Ordinary Income	-5,516.73
Net Income	-5,516.73

Visit Corvallis Board of Directors

Officers/Executive Committee

Marti Staprans Barlow, President, Hospitality Vision

PO Box 2300, Corvallis, OR 97339 | 541-760-5996 | marti@hospitalityvision.net | 2009-2015 | Public

Lainey Dyer, Vice President, Lainey Dyer Photography

340 SW 2nd Studio 1 | Corvallis, OR 97333 | 541-231-0198 | info@laineydyer.com | 2012-2015/Arts

David Gerkman, Secretary, Hilton Garden Inn

2500 SW Western Blvd. | Corvallis, OR 97333 | 541-752-5000 | dgerkman@thehotelgroup.com | 2013-2016 | Lodging

Jennifer Humcke, Treasurer, OSU Federal Credit Union

1980 NW 9th St, Corvallis, OR 97330 | 541-714-4261 | JHumcke@osufederal.com | 2012-2015 | Financial

Tom Johns, Past President, Emerson Vineyards

11665 Airlie Rd, Monmouth, OR 97361 | 503-838-0944/503-871-5924 | Tom@Emersonvineyards.com | 2011-2017 | Wineries

Directors

Kavinda Arthenayake, OSU Conference Services

100 LaSells Stewart Center | Corvallis, OR 97331 | 541-737-6442 | Kavinda@oregonstate.edu | 2013-2016 | Conferences

Michael Dalton, da Vinci Days Festival

Corvallis, OR 97333 | 541-757-6363 | Dr.michael.dalton@gmail.com | 2013-2016 | Festivals

Carole Hobrock, Corvallis Country Club

1850 SW Whiteside Dr. | Corvallis, OR 97333 | 541-752-3471 x29 | directorofsales@corvallisccl.com | 2009-2015 | Conf. Facilities

Scottie Jones, Leaping Lamb Farm Stay

20368 Honey Grove Rd. | Alsea, OR 97324 | 541-487-4966 | sjones@leapinglambfarm.com | 2013-2016 | Lodging

Randy Joss, KEZI

PO Box 7009, Eugene, OR 97401 | 541-228-7267 | rjoss@cmc.net | 2006-2015 | Media

Bre Miller, Corvallis Knights Baseball

PO Box 1356, Corvallis, OR 97339 | 541-752-5656 | Bre.Miller@corvallisknights.com | 2012-2015 | Sports

Shanan Le Bre, 4 Spirits Distillery

6040 NE Marcus Harris Ave. | Adair Village, OR 97330 | 541-207-5482 | Shanan@4spiritsdistillery.com | 2013-2016 | Retail

Kate Lynch, Forks and Corks Catering

1324 NW 9th St, Corvallis, OR 97330 | 541-286-4412 | Kate.lynch@forksandcorkscatering.com | 2012-2015 | Catering

Mike Ripley, Mudslinger Events

PO Box 87, Monroe, OR 97456 | 541-225-7946 | mike@mudslingerevents.com | 2012-2015 | Attractions

Linda Van Powell, Civic Outreach, Inc.

5476 NE Hwy 20 | Corvallis, OR 97330 | 541-753-2952 | linda@garlandnursery.com | 2011-2017 | Public

Joan Wessell, Downtown Corvallis Association

PO Box 1536, Corvallis, OR 97339 | 541-754-6624 | joan@downtowncorvallis.org | 2009-2016 | Retail

Lonny Wunder, Benton County Fairgrounds

110 SW 53rd Street | Corvallis, OR 97333 | 541-766-6090 | 2013-2016 | Festivals

Visit Corvallis Board of Directors, Cont.

Ex-Officio Directors

Megan Schneider, Corvallis Chamber Board President, Hurley Financial Group

111 SW 4th Street | Corvallis, OR 97333 | 541-757-2331 | megans@hurleyfinancial.com

Tom Nelson, City of Corvallis

501 SW Madison Ave. | PO Box 1083 | Corvallis, OR 97339 | 541-766-6339 (w), 503-867-5544 (c) | Tom.nelson@corvallisoregon.gov

Melody Oldfield, University Marketing

Oregon State University | 102 Adams Hall, Corvallis, Oregon 97331 | 541-737-8956 | melody.oldfield@oregonstate.edu

City Liason

Joel Hirsch, City of Corvallis Liason

1442 NW Dixon St. | Corvallis, OR 97330 | 917-843-2699 | joelhirsch@gmx.com

Visit Corvallis Membership

Airboat Tours Northwest

Alder Creek Guest Cottage

Applegate Cottage

At Home in Oregon

Benton County Fairgrounds

Best Western Grand Manor

Best Western PLUS Prairie Inn

Big River

Cascadia Expeditions

Comfort Suites Corvallis

Corvallis Budget Inn

Corvallis Chamber of Commerce

Corvallis Country Club

Corvallis Depot Suites

Corvallis Fall Festival

Corvallis Parks and Rec

Corvallis PediCab

Corvallis WestEnd Suite

Corvallis-Albany Farmers' Market

Days Inn

Donovan Guest Houses

Downtown Corvallis Association

Econo Lodge

Elmer's Restaurant

Eugene Airport

Falconer Development/Apex Realty

Fernwood Circle Guest House

First Alternative Coop

Galaxie Motel

Garland Nursery

Gracewinds Music, Inc.

Hanson Country Inn

Heart of Willamette Wineries

Hilton Garden Inn

Holiday Inn Express

Hospitality Vision

KEZI TV

KOA Kampground

Lainey Dyer Photography

Leaping Lamb Farmstay

Lewisburg Guest Suite

Majestic Theatre

Mudslinger Events

OSU Alumni Association

Philomath Frolic & Rodeo

Rodeway Inn

Samaritan Health Services

Sunflower Guest Studio

Super 8 On The River

Sybaris Bistro

The Arts Center

The Carriage House

The Spaghetti Factory

The Thyme Garden

Valley Catering

Van Buren Court

Windermere Willamette Valley

Earned Media

Beekeepers try to keep bees — and livelihoods — from going extinct

Washington Post | August 8, 2015 | wapo.st/1KJheuf

“CORVALLIS, Ore. — On a recent summer morning in a bright green meadow off a winding country road, Devon and Landon Prescott were prying open beehives. They moved quickly among the 1,400 wooden boxes, eyeing each brood and locating its queen.”

Northwest Travel: Unique lodging in wine country

Bend Bulletin | July 19, 2015 | bit.ly/1KJhKs9

The article mentions Donovan House and the Hanson Country Inn as great places to stay in our area.

Peaceful paddles — with beer stops — on Oregon’s Willamette Water Trail

Seattle Times | July 22, 2015 | bit.ly/1KJi0at

“CORVALLIS, Ore. — For most of us, Oregon’s Willamette Valley conjures thoughts of lush berries, intriguing pinot noirs and gently rolling hills. But the Willamette River itself? While it created and still defines the valley, most people don’t give the river much of a second thought.”

Weekend getaway: In the heart of Corvallis

Register-Guard | July 25, 2015 | bit.ly/1KJi5uJ

The article guides visitors from the Eugene area through a weekend visit to Corvallis.

Kid Trips: Corvallis water park offers cool respite

Statesman Journal | August 4, 2015 | stjr.nl/1KJibCP

This article talks up Osborn Aquatic Center as a great reason to bring kids and families to Corvallis.

A Case for Corvallis, Oregon

National Geographic, Digital Nomad Blog | November 24, 2014 | bit.ly/1KJiwW4

“Spread out from the leafy walkway along the Willamette (rhymes with “dammit”), downtown Corvallis is surprisingly big and alive.”

Corvallis’s Beer Offerings are Beckoning

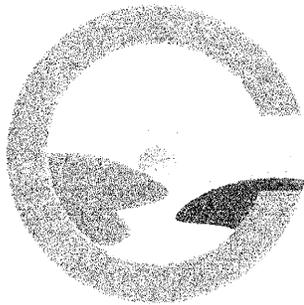
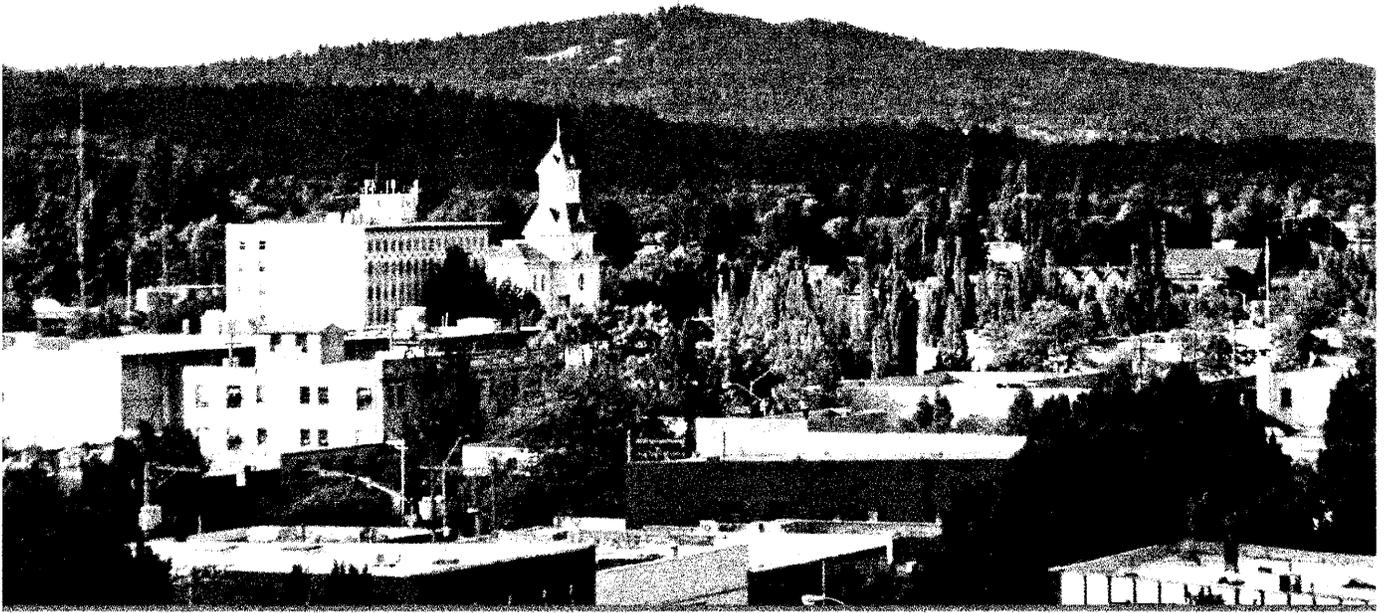
Portland Monthly | September 2, 2014 | bit.ly/1KJiIVe

“We offer a pint-by-pint itinerary for exploring the booming breweries of Benton County’s coolest college town.”

Oregon’s 50 Best Wines 2014

Portland Monthly | September 26, 2014 | bit.ly/1KJiZYh

Tyee Wine Cellars is first on this list. Brigadoon Vineyards is 13th.



VISIT
CORVALLIS
press play

2015-2016 Draft Marketing Plan

Mission Statement

Visit Corvallis' mission is to strengthen Corvallis and Benton County economies by marketing the area as a desirable destination for meetings, conventions and corporate travel, as well as leisure travel, through collaboration and partnerships, resulting in increased occupancy tax and revenue.

Visit Corvallis is the recognized destination marketing organization for the city of Corvallis. Our goal is to create long-term demand for Corvallis and Benton County as a destination through collaborative partnerships, outreach marketing and comprehensive product knowledge.

Table of Contents

A Look Back	4
National Travel and Tourism Outlook	5
Assets	6
Group Business	8
Measuring Our Success	9
Marketing Results	9
2015 - 2016 Budget	11
Board of Directors	12



A Look Back

This last year we launched our own Seven Wonders campaign in response to Travel Oregon's Seven Wonders campaign that completely bypassed the Willamette Valley. The campaign straddled two fiscal years beginning in March of 2015 and ending in October 2015. We ran a television campaign, producing eight 30-second commercials that also ran on our YouTube channel. We pushed the campaign through our other social media channels, and boosted these posts by purchasing Google Adwords and Facebook ads. In response to visitor interest in the campaign we created a special Seven Wonders brochure, so consumers could easily navigate to each location.

In addition we partnered with OSU Sports Properties, focusing primarily on social media, including a one-week Think Social Campaign that ran in March with an "Enter to Win" component. That campaign generated over 26,000 total impressions, 439 unique campaign visitors and 245 total sign-ups for the giveaway and 107 opt-ins to receive information about Corvallis.

Last fall we placed a half-page ad in Food Traveler Magazine, and as a result they ran an editorial provided to them by our staff.

Through our partnership with the Willamette Valley Visitors Association we were able to participate in Feast Portland, the biggest Bounty celebration in the state. We sponsored the Wine Terrace and the first chefs were from Corvallis. We received lots of consumer and media attention, so we are planning on doing this show again later this year.

We have had a change in staff. Our Travel Trade Conference Services manager left Visit Corvallis in July. However, we have been very fortunate to bring on Jennifer Johnson, who has over fifteen years of industry experience. She has been very successful in establishing a strong relationship with OSU's Conference Services. Together they hosted a Meeting Professionals International luncheon and have secured the Oregon Association Management Society conference for later this year.

We also assisted with Special Olympics, JBO, and more.

In late October, the Board of Directors, along with Ashley Lippard Design, began a branding discussion for Visit Corvallis. Several years ago the name of our organization changed from Corvallis Tourism to Visit Corvallis, but no other work was done in developing our brand.

Out of that process, and with Hospitality Vision, we developed a brand manifesto, a new logo, and a tag line that we unveiled in March. (See Appendix I.)



National Travel and Tourism Outlook

According to the U.S. Travel Association, domestic leisure travel is expected to increase 1.6% in 2015, and they're projecting a 1.8% increase in 2016. Corresponding increases of 3.6% and 2.9% in leisure travel spending are also being forecast. On the international front, inbound travel is projected to increase 5.7% and 5.3% respectively, resulting in 6.7% increases in travel spending for each of those years.

Looking Forward: Key Trends to Consider

The hotel industry and destination marketing organizations are going through a period of unprecedented, irreversible changes and will look very different in 2020 than they do today. Both the hotel industry and destination marketing organizations need to embrace personalization as Millennials grow as a key target segment (Grant Thornton Research). Visit Corvallis is keeping up with the ever-changing nature of social media, but there will always be more work to be done.

According to MMGY Global, Millennials plan shorter trips closer to home, multiple times per year. They define a Millennial as anyone from 18 to 35 years of age. There are 84 million Millennials in the United States alone.

Another huge factor to consider is the very real threat posed by Airbnb and other rivals from the "sharing economy" that we have now entered into. Casual research shows that there are now 85 places in and around Corvallis that come up in Airbnb's search engine. Airbnb and most VRBO's (Vacation Rental By Owners) are not regulated or pay into the lodging tax system for the City.

The US Travel Association sites the following trends in technology today:

- Social media and email were the top uses for mobile in daily life and while traveling. Regular social media use drops significantly when people are traveling, though 4 in 10 travelers used social media to share something about their current travel experiences.
- Women were more mobile-engaged than men, particularly through social media. Nearly half of travelers used mobile for travel activities like dining, entertainment and recreation.
- Not surprisingly, Millennials' tended to be more mobile-engaged than older travelers.
- Lastly, tablets are not displacing phones as a primary mobile device but act as a complement, particularly among ages 55+.

Interestingly, TripAdvisor is considered the biggest influence of hotel stays.

Assets

The more important a travel motivator is, the more important it should be for a destination to communicate that message about itself, taking into consideration its ability to deliver on the promise with its product. When evaluating Corvallis' image and product delivery and those of the competitive set, it is critical to keep the relative importance of each attribute combined.

According to Longwoods International the following are the top travel motivators for those coming to Oregon:

- Uniqueness, including the local people, culture, traditions and food
- Good sightseeing, particularly the overall variety of things to see and do- beautiful scenery
- Entertainment, including festivals, shopping theater and events
- Luxury, in accommodations and dining
- Affordability, the costs associated with getting to and staying at a destination as well as the related ideas of travel distance and accessibility.

Corvallis image strengths are:

- Aspects of the uniqueness factor: locally and organically grown food, local microbreweries, wineries and sustainable practices.
- Good sightseeing: Marys Peak, Bald Hill, William L. Finley National Wildlife Refuge, etc.
- Entertainment: The Majestic Theater, the historic downtown, the Farmers Market, activities on the OSU campus, countless hiking and biking trails, Corvallis Beer Week and the Fall Festival, to name a few.
- Affordability: affordable to reach and not that far away.

With that said, it will be easy to mirror what Travel Oregon is setting out to do this year. Once again their plans include the Seven Wonders campaign. They are seeking cycling and golfing itineraries around their identified wonders. We will create those itineraries for our Seven Wonders using a combination of print, television, Facebook posts and other social media channels to engage and entice visitors to our area.

Plans also include purchasing a bicycle to use as a giveaway. The campaign is called "Ride the Seven Wonders of Corvallis: Enter to win a \$1,400 Mountain Bike!"

The rules are simple: any person who wants to enter to win the bike needs to take a selfie at a specific spot we have designated at the Seven Wonders. They need to send us their pictures, which we can then use on Instagram and Facebook. They get one chance to enter (up to seven entries) for every photo they send us.

This campaign is being run in July and August of 2015. We are supporting it with Google Adwords, Facebook Ads, and working with a blogger to produce seven blogs about riding to and between the Seven Wonders, which we're posting once a week.

In addition, we are running a campaign with Madden Media, "Mountain Bike Safari: A Two-Wheeled Corvallis Adventure," through all of Madden's social media channels.

In September 2015, we plan to switch our focus and draft off Travel Oregon plans, to work on a Bounty Program.

The fun will begin with our partnership with the Willamette Valley Visitors Association. We are again sponsoring the Wine Terrace at the Grand Tasting at Feast Portland. Kimber Hoang from Magenta will represent Corvallis.

We are partnering with the Oregon Wine Board and Travel Oregon to run ads in Alaska Airlines Magazine to promote the Oregon Wines Fly Free Program in August and September, tying it to an "enter to win campaign" for an overnight in Oregon Wine Country. Several wineries in the Heart of Willamette Winery Association are providing free tastings to go with the overnight stay.

We will also create a Passport to Bounty which will guide visitors to explore the great culinary experiences surrounding Corvallis and Benton County Wonders.

This campaign will begin in September and run through November of this year. The target market for this passport program will be the "Foodie Explorer," folks from 25 to 54 with a strong passion for food, beer and wine, that choose active vacations and enjoy outdoor experiences, and who will travel to do it.



A future Corvallis or Benton County attraction may not be another craft brewery, but a marijuana grow site where tourists can pick up samples and see how the formerly illegal cannabis plant is cultivated. We could potentially see an influx with visitors combining their trips to grow sites along with other amenities our region has to offer.

The ability for tour companies to operate and offer something like a vineyard style tour is contingent on rules currently being considered by the Oregon Liquor Control Commission and state legislators.

Although just coming into existence in Colorado and Washington, marijuana tourism has taken off in those states that have legalized recreational pot. In both states lavish tours can be purchased to visit growing facilities with a minibus or limousines picking customers up from the airport (Associated Press).

At this time Visit Corvallis has no plans to divert marketing dollars into promoting Corvallis and Benton County as a destination for marijuana, but would help marijuana-related businesses that would like to be marketed to tourists. All of this depends on what the OLCC decides in 2016.

Group Business

According to Meeting Professionals International, business is up and getting healthier and those factors are leading to more meetings - which is good news overall. Nonetheless, meeting professionals must now flex muscles they haven't used in years to take into account venues and flights that are fuller than they have been since the recession. Julie Powers, Certified Meeting Planner, expects to see a seller's market thrive for at least two more years. "The hotels are filling up, not just with meetings but with business and leisure travelers."

With that said, we have brought on an extremely focused Convention Services and Trade Manager. Jennifer Johnson has done a great job going after meetings and groups in key areas such as group tour leisure, meetings and conferences, and helping out with sporting groups as needed. Meetings and trade shows she has attended to date are: Oregon Society of Association Management, Go West Summit, Oregon Tour & Travel Alliance, the Greater Oregon Society of Government Meetings and the National Tour Association. She has also responded to many RFPs that have come in looking to bring their events and meetings into Corvallis in 2015 and 2016.

The plan for 2015-2016 is to further develop our itineraries and attend similar trade shows and events to develop those key relationships for new and returning future business.



Measuring Our Success

We use a variety of tools to measure and analyze our efforts, including Google Analytics for website traffic and referral traffic from our site, insights and metrics from our social media channels, and tracking earned media coverage.

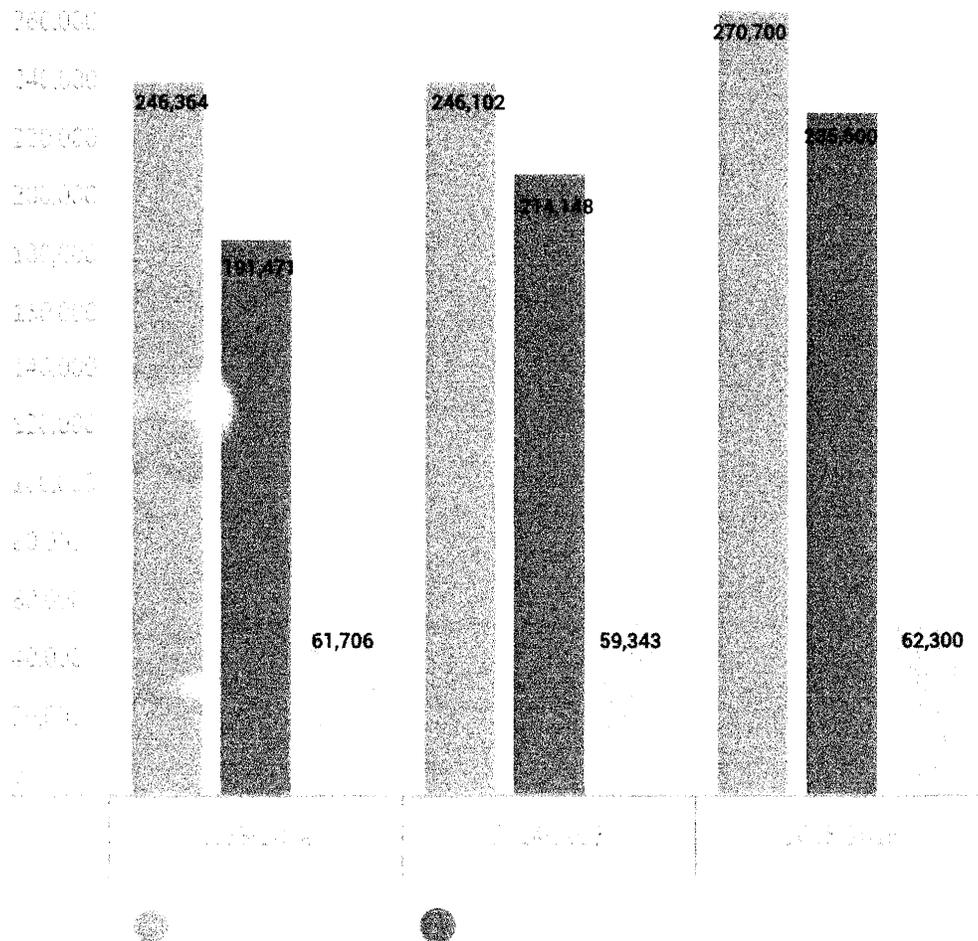
We can now pinpoint how effective each campaign has been by tracking how many clicks our website is receiving from Facebook Ads, Google Adwords, unique page views from blog posts on our website and how many views our Facebook posts receive.

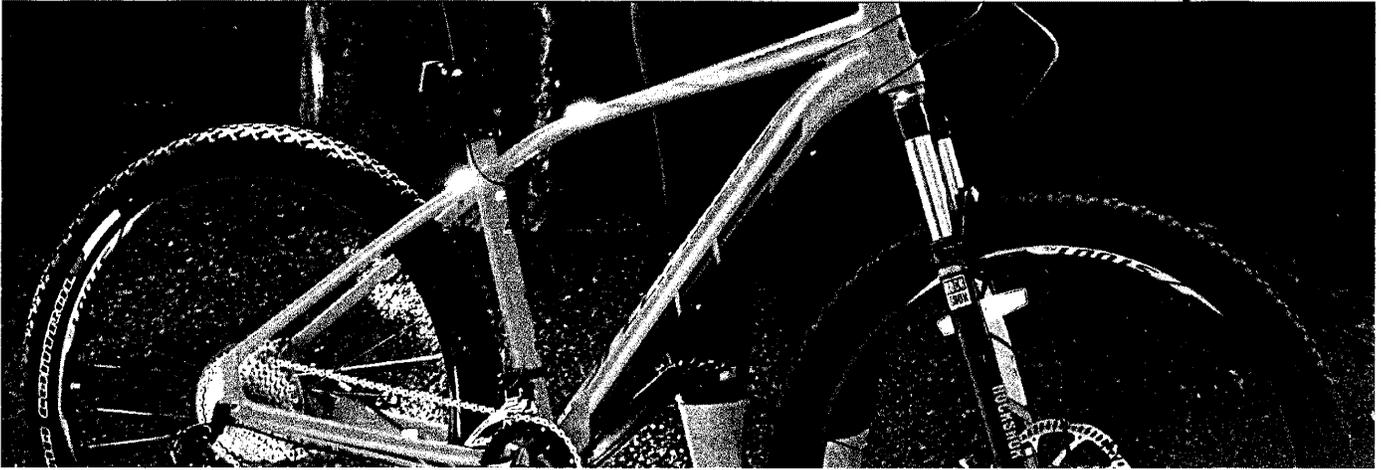
We are also tracking how many people enter to win contests that run concurrently with our promotional plan in a given time period.

Marketing Results

The following chart shows a year-over-year comparison in our Brand Awareness, Engagement and Conversion factors, with projected results into the 2015-2016 year.

Brand Awareness, Engagement & Conversion Factors





Marketing Results, Cont.

The following tables shows the results of our Golf Giveaway contest, our Mountain Bike Giveaway Contest, and the blog posts from Madden Media.

Golf Giveaway Contest

Facebook Ads:	\$577.00	Google Ads:	\$653.00
Total Paid Impressions on Landing Page:			4,192
Total Contest Entries:			715
Conversion Rate:	17.06%		

Mountain Bike Giveaway Contest

Facebook Ads:	\$826.86	Google Ads:	\$2,274.94
Total Paid Impressions on Landing Page:			4,045
Total Contest Entries:			181
Conversion Rate:	4.5%		

Madden Media Campaign Summary

Total Clicks:	5,749	Targeted Locations:	
Total Impressions:	4,222,896	Oregon, Washington State, British Columbia, Idaho	
Total Click-Through Rate:	0.14%		
Article: Treasures of the Corvallis Wine Trail			
Impressions:	1,748,534	Clicks:	3,191
		CTR:	0.18%
Article: Mountain Bike Safari: A Two-Wheeled Corvallis Adventure			
Impressions:	1,541,994	Clicks:	1,929
		CTR:	0.13%
Article: Exploring Downtown Corvallis and Craft Brew Scene			
Impressions:	932,368	Clicks:	629
		CTR:	0.07%

2015-2016 Budget

Ordinary Income/Expense	July 2013 - June 2014
Income	
City of Corvallis	453,550.00
Co-Op Advertising Revenues	1,250.00
Interest Income	50.00
Membership	10,000.00
Relocation Packets	90.00
Souvenir Income	100.00
Total Income	465,040.00
Expense	
Administration	57,123.75
Conferences/Education	7,705.00
Marketing: Advertising	83,330.00
Marketing: Community Relations	1,569.00
Marketing: Contract Services	7,800.00
Marketing: Dues	7,675.00
Marketing: Entertainment	625.00
Marketing: Festivals	18,120.00
Marketing: Internet	6,341.00
Marketing: Postage & Shipping	13,350.00
Marketing: Promotions	2,950.00
Marketing: Media Relations	1,000.00
Marketing: Printing	4,700.00
Marketing: Research	2,000.00
Marketing: Sales Trips	14,800.00
Marketing: Sports & Meetings Grants	5,000.00
Marketing: Visitor Services	3,800.00
Intuit Direct Deposit Fees	150.00
Personnel	232,951.25
Total Expense:	465,040.00

Visit Corvallis Board of Directors

Officers/Executive Committee

Marti Staprans Barlow, President, Hospitality Vision

PO Box 2300, Corvallis, OR 97339 | 541-760-5996 | marti@hospitalityvision.net | 2009-2015 | Public

Lainey Dyer, Vice President, Lainey Dyer Photography

340 SW 2nd Studio 1 | Corvallis, OR 97333 | 541-231-0198 | info@laineydyer.com | 2012-2015/Arts

David Gerkman, Secretary, Hilton Garden Inn

2500 SW Western Blvd. | Corvallis, OR 97333 | 541-752-5000 | dgerkman@thehotelgroup.com | 2013-2016 | Lodging

Jennifer Humcke, Treasurer, OSU Federal Credit Union

1980 NW 9th St, Corvallis, OR 97330 | 541-714-4261 | JHumcke@osufederal.com | 2012-2015 | Financial

Tom Johns, Past President, Emerson Vineyards

11665 Airlie Rd, Monmouth, OR 97361 | 503-838-0944/503-871-5924 | Tom@Emersonvineyards.com | 2011-2017 | Wineries

Directors

Kavinda Arthenayake, OSU Conference Services

100 LaSells Stewart Center | Corvallis, OR 97331 | 541-737-6442 | Kavinda@oregonstate.edu | 2013-2016 | Conferences

Michael Dalton, da Vinci Days Festival

Corvallis, OR 97333 | 541-757-6363 | Dr.michael.dalton@gmail.com | 2013-2016 | Festivals

Carole Hobrock, Corvallis Country Club

1850 SW Whiteside Dr, | Corvallis, OR 97333 | 541-752-3471 x29 | directorofsales@corvallisscc.com | 2009-2015 | Conf. Facilities

Scottie Jones, Leaping Lamb Farm Stay

20368 Honey Grove Rd. | Alsea, OR 97324 | 541-487-4966 | sjones@leapinglambfarm.com | 2013-2016 | Lodging

Randy Joss, KEZI

PO Box 7009, Eugene, OR 97401 | 541-228-7267 | rjoss@cmc.net | 2006-2015 | Media

Bre Miller, Corvallis Knights Baseball

PO Box 1356, Corvallis, OR 97339 | 541-752-5656 | Bre.Miller@corvallisknights.com | 2012-2015 | Sports

Shanan Le Bre, 4 Spirits Distillery

6040 NE Marcus Harris Ave. | Adair Village, OR 97330 | 541-207-5482 | Shanan@4spiritsdistillery.com | 2013-2016 | Retail

Kate Lynch, Forks and Corks Catering

1324 NW 9th St, Corvallis, OR 97330 | 541-286-4412 | Kate.lynch@forksandcorkscatering.com | 2012-2015 | Catering

Mike Ripley, Mudslinger Events

PO Box 87, Monroe, OR 97456 | 541-225-7946 | mike@mudslingerevents.com | 2012-2015 | Attractions

Linda Van Powell, Civic Outreach, Inc.

5476 NE Hwy 20 | Corvallis, OR 97330 | 541-753-2952 | linda@garlandnursery.com | 2011-2017 | Public

Joan Wessell, Downtown Corvallis Association

PO Box 1536, Corvallis, OR 97339 | 541-754-6624 | joan@downtowncorvallis.org | 2009-2016 | Retail

Lonny Wunder, Benton County Fairgrounds

110 SW 53rd Street | Corvallis, OR 97333 | 541-766-6090 | 2013-2016 | Festivals

Visit Corvallis Board of Directors, Cont.

Ex-Officio Directors

Megan Schneider, Corvallis Chamber Board President, Hurley Financial Group

111 SW 4th Street | Corvallis, OR 97333 | 541-757-2331 | megans@hurleyfinancial.com

Tom Nelson, City of Corvallis

501 SW Madison Ave. | PO Box 1083 | Corvallis, OR 97339 | 541-766-6339 (w), 503-867-5544 (c) | Tom.nelson@corvallisoregon.gov

Melody Oldfield, University Marketing

Oregon State University | 102 Adams Hall, Corvallis, Oregon 97331 | 541-737-8956 | melody.oldfield@oregonstate.edu

City Liason

Joel Hirsch, City of Corvallis Liason

1442 NW Dixon St. | Corvallis, OR 97330 | 917-843-2699 | joelhirsch@gmx.com

Special thanks to Lainey Dyer for use of her photography.

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Page 8: "AkLA business meeting" by Ellen Davis. Licensed under Creative Commons Attribution 2.0 Generic. (bit.ly/1fLuOAi)

Appendix I

Announcing Visit Corvallis' New Brand

Visit Corvallis would like to extend a special thank-you to Marti Staprans Barlow and HospitalityVision for all their hard work and effort in developing Visit Corvallis' new logo. Learn all about it!



A perfect synthesis of innovation, technology, connectivity, nature and agriculture.

Corvallis is smart.

Our new brand identity targets visitors who value creativity, connectivity, technology and innovation when they come to Corvallis for business or leisure.

Everything Corvallis does, from research and engineering to beer brewing, is innovative and sets a national standard. Our community includes leaders in software development, agriculture, sustainability, and farming. We also promote food manufacturing, brewing, wine making, dining, bicycling, and hiking.

While you are here for a conference at OSU, visiting family, or business, we invite you to extend your stay and play. Enjoy our hiking/biking trails and grab a brew and great food downtown and then head out to a show, concert or lecture.

Corvallis, home to Oregon State University, is rated one of the best college towns in America.

Just some of our rankings:

#1 In Patents Issued Per Capita

#2 Most Educated Cities In America

#3 America's Best Cities For Entrepreneurs

#4 America's Most Innovative Tech Hub, based on patents, venture capital and number of start-ups – ahead of Seattle.

Elements of Logo and Identity

Each attribute of our new logo has many meanings:

The Wi-Fi Symbol: This global icon is the ultimate symbol of technology and the transfer of information/knowledge. The wi-fi symbol rises above the mountains as a gorgeous bright sun, a reflection of sunrise, new beginnings, new discoveries and the brightness of a new day and new ideas. The wi-fi symbol shows that we are connected wherever we are in Corvallis, even if we are on a river or mountain trail; again the juxtaposition of natural beauty and innovation.

The Trail or River: See the beautiful "Oregon" trail or Willamette River. Symbolically, they lead you to the sun (wi-fi symbol) or to a new beginning or a journey to discovery.

Do you see the upside-down heart, representing that we are at "the Heart of the Valley?" Other elements: The V shape in the Big C for Visit Corvallis or Venture Capital.

The Colors

Orange: Home to Oregon State University, Corvallis "owns" orange. Orange represents Innovation, Fun, Warmth, Passion, Pleasure, Enthusiasm, Fascination and Creativity.

Green: Nature, Trees, "Oregon," Sustainability, Wealth, Money, Calm, Ambition, Endurance, Healing and Completion.

The Font

Visit Corvallis: Futura – a classic font used by the Apollo astronauts on the plaque they installed on the moon and currently used in space discovery movies like "Interstellar." Our Futura is italicized to demonstrate moving forward.

The Tagline: Press Play – uses the official Google font and invites all visitors to discover our many research and business innovations while having fun in our Corvallis natural playground.