

**MONDAY, SEPTEMBER 21, 2020**  
**WORK SESSION ~ REGIONAL SWOT UPDATE ~ Rachel Barry, 6:30 p.m.**

Mayor Burge called the work session to order at 6:30 p.m.

**Present:** Mayor Scott Burge, Councilor Megan Greisen, Councilor Brandon Lesowske, Councilor Pete McHugh, Council President Kessi (arrived at 6:46 pm), Interim City Manager Alexandra Rains, Mike Russell, with Columbia County, Paul Vogel and Wela Negelspach with Columbia County Economic Team, City Recorder Susan Reeves, City Planner Laurie Oliver Joseph, and Chief Norm Miller.

**Remote:** Councilor Josh Poling and Doug Hayes with the Port of Columbia County.

Interim City Manager Alexandra Rains went over the staff report. She explained this evening we are going to bring you an update on the South County Collaborative. She explained staff from the City of Scappoose, City of St. Helens, City of Columbia City, Port of Columbia County and Columbia County in combination with supporting staff from Columbia Pacific Economic Development District and the Governor's Regional Solutions staff began meeting in late 2019 to determine if there was interest in coordinating efforts on common goals. There was agreement that close geographic proximity and similar community and economic development needs and issues indicated an opportunity to increase south Columbia County communication and collaboration. This collaboration culminated in a meeting of elected officials on February 12, 2020 in which the group participated in a Strengths, Weaknesses, Opportunities, and Threats Analysis (SWOT) focused on the southern portion of Columbia County. Staff members from the various organizations listed above are in attendance this evening to discuss the outcome of those efforts and update City Council on what has been done since the meeting in February. The summary of the SWOT Analysis exercise performed by elected leaders in February 2020 has been included as Attachment 1 in Council's packet. From the analysis, staff developed four priorities:

- Infrastructure
- Tourism
- Industrial Recruitment
- County Marketing/Brand Development

She explained staff is looking for general agreement with the priorities presented. Staff anticipates coming back to Council at a later time to discuss more concrete commitments on the identified priorities.

Rachael Barry thanked Council and stated they are very happy to be here and report to them. She explained they have had really broad participation from South County. She explained they have been meeting monthly. They have participation from Scappoose, St. Helens, Columbia City, Columbia County, as well as the Port of Columbia County and the Columbia County Economic Team. She explained the supporting partners are Columbia Pacific Economic Development District as well as Governor Brown's Regional Solutions North Coast.

Rachael Barry went over the handout. She thanked everyone for their input, their interest, for being available and for leading our region. She stated it makes a lot of sense for us to work together, as you know we are growing up in a hurry, we share a lot of similar characteristics, and

this is an excellent opportunity for us to increase the way we work together, our communication, our collaboration. She explained one of the important things for staff to keep in mind is this is not new work; it is work that is already happening. They are looking at how can we better work together and coordinate our efforts.

## Why?

Value Statement:  
Close geographic proximity and similar community and economic development needs and issues indicate an opportunity to increase south Columbia County communication and collaboration.



## Elected Leaders Meeting, February 2020

### Strengths

- Available Industrial Land
- Regional Airport
- Higher Ed & OMIC
- Recreation opportunities (trails, Columbia River, natural environment)

### Opportunities

- Jointly market the region
- Develop infrastructure
- Tourism - regional recreation destination
- Develop marketable industrial properties

### Weakness

- Transportation System
- Out-Commute by residents
- Rail bisects towns/other rail concerns
- Lack of industry & local jobs

### Threats

- Lack of regional transportation corridor
- Out commute threat to local business, volunteerism, taxes, transportation

## Status -- What's happened since

- From the SWOT, Staff leaders identified 4 priorities
- Criteria: Serves the South County region, work already in progress, impact, building blocks
- Monthly: Meetings focused on developing action plans, identifying gaps, coordinating efforts, sharing updates, improving collaboration and relationships
- Now: Update to elected leaders on priority initiative status, momentum and next steps

Mike Russell, Public Works Director for Columbia County Public Works, went over some of the presentation.

## Infrastructure - Lead, Mike Russell (Columbia County)

- Purpose
  - There are common infrastructure priorities that partners can develop and champion jointly. This will help regional efforts to focus on key infrastructure improvements that demonstrate strong partnership for any funding opportunities.
- Identified Objectives/Projects
  - Rail Corridor Study
  - Scappoose Alternate Route (County TSP #67)
  - Hwy 30/West Lane Road Intersection Improvements (County TSP #48)
  - Broadband Initiative
- Immediate request
  - Do you agree that these are the priority projects for this effort?

Councilor Greisen stated she has some serious support for the broadband initiative considering that we have students at home right now who cannot learn because they don't have internet. She is curious on the timeframe of that broadband initiative. She stated she would like to move that to the top of the list because people are needing to work and learn from home right now and that is not happening.

Councilor McHugh asked about the alternative route.

Mike Russell gave an overview. He explained generally what they are taking about is taking pressure off of Highway 30 in the peak hours to have more of a freeway type alternate route. He explained at this point, generally, it is to the east of Scappoose starting just before the signal outside of town then coming out probably somewhere along West Lane Road/Hwy 30.

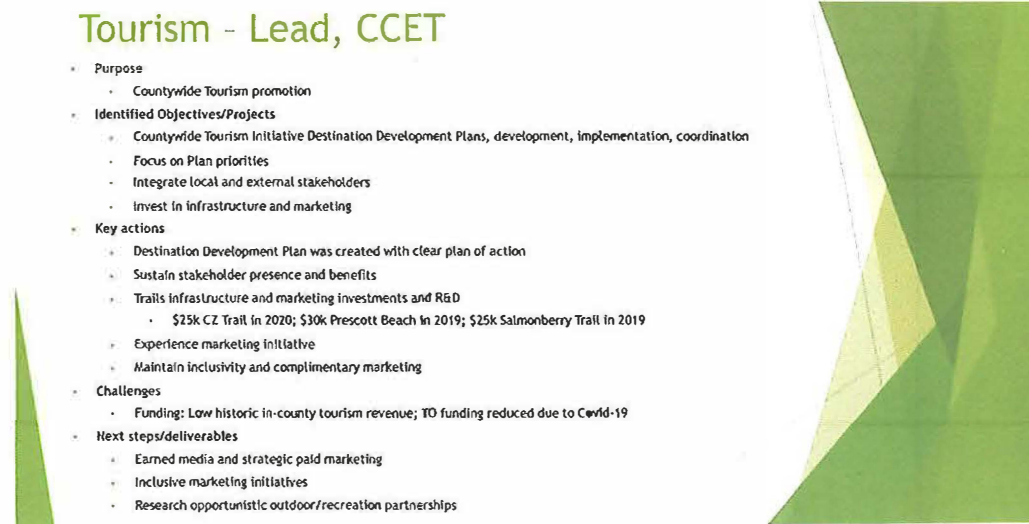
Councilor Lesowske thanked Mike for the update on the infrastructure. He stated he would be curious to know, as studies are brought together into a document to be able to share with community members, specifically on any of the reports about the alternative route for Highway 30, then as broadband initiatives conversations take place, how would community members be able to access this information so that they are aware that this work is being done.

Mike Russell replied the intent of the money that was identified in his budget this year is to do just that. He explained we will get it to the point where they can start having that dialog with the community and start moving that forward. He stated we are not there yet, but this is intended to get us to that step.

Councilor Lesowske stated as we start to look towards the new normal, it is obviously bringing those stakeholders to the table so there can be an open dialog to hear everyone's concerns and ideas. He stated yes, obviously looking on the return on investment of having an infrastructure that meets the entire community's needs, not piecemealed out city by city, we would get more momentum and synergy around that. He is in full support and he thinks all of you, and the responses that you provided thus far, have shown that we are on the same page and that we are working collaboratively as we have indicated is a goal and a priority for this particular collaborative group. He thanked them.



Wela Negelspach went over Tourism.



### Tourism - Lead, CCET

- Purpose
  - Countywide Tourism promotion
- Identified Objectives/Projects
  - Countywide Tourism Initiative Destination Development Plans, development, implementation, coordination
  - Focus on Plan priorities
  - Integrate local and external stakeholders
  - Invest in infrastructure and marketing
- Key actions
  - Destination Development Plan was created with clear plan of action
  - Sustain stakeholder presence and benefits
  - Trails infrastructure and marketing investments and R&D
    - \$25k CZ Trail in 2020; \$30k Prescott Beach in 2019; \$25k Salmonberry Trail in 2019
  - Experience marketing initiative
  - Maintain inclusivity and complimentary marketing
- Challenges
  - Funding: Low historic in-county tourism revenue; TO funding reduced due to Covid-19
- Next steps/deliverables
  - Earned media and strategic paid marketing
  - Inclusive marketing initiatives
  - Research opportunistic outdoor/recreation partnerships

Councilor Lesowske stated he sees Scappoose as a pass through often. He asked what is our partnership with Clatsop County or the Seaside Convention Center in just looking at us not as a through way, but a part of that path way?

Wela Negelspach replied in a meeting last week when they were taking about recovering from the wildfires and how people aren't going to be traveling out of State, so promoting tourism just within Oregon, we just actually started talks of them promoting people from Columbia County going to Clatsop or wherever, and then they would do the same. She explained that is one of the things they are planning to work on.

Paul Vogel explained some of this is just housekeeping, but a lot of it is just being present and being in the room with the region. He explained they are on two or three regional calls a week. He talked about cities on the coast being so crowded due to the pandemic and people staying closer to home. He stated by nature of the pandemic, we have become more of a backyard for Portland and an alternate to going to the coast. He stated they listen to this stuff pretty carefully, with all of these calls, and it is pretty difficult to listen to the Chamber of Commerce in Seaside saying, we wish people weren't coming here. He stated things are so tough and he thinks Travel Oregon has reduced staff by 60%. He stated ironically, there is a lot more collaboration and conversation that goes on then there was even a year ago.

Councilor Lesowske asked do we have the demographic makeup of what the average traveler/visitor is for the Columbia County area?

Wela Negelspach replied most people are coming to visit a relative and staying in a residence.

Mayor Burge stated we are not going to adjourn the work session. We are going to start the Council meeting and amend the agenda to continue this work session.

**MONDAY, SEPTEMBER 21, 2020**  
**CITY COUNCIL MEETING**  
**Regular meeting 7:00 p.m.**  
**Scappoose Council Chambers**  
**33568 East Columbia Avenue**

**Call to Order**

Mayor Burge called the meeting to order at 7:00 p.m.

**Pledge of Allegiance**

**Roll Call**

Scott Burge	Mayor	Alexandra Rains	Interim City Manager
Patrick Kessi	Council President	Norm Miller	Police Chief
Megan Greisen	Councilor	Susan M. Reeves	City Recorder
Brandon Lesowske	Councilor	Laurie Oliver Joseph	City Planner
Pete McHugh	Councilor		

Remote: Councilor Josh Poling

Excused: Councilor Joel Haugen and Legal Counsel Peter Watts

Press: none

**Approval of the Agenda**

Councilor Lesowske moved, and Councilor Greisen seconded the motion to approve the agenda with the amendment of adding the continuation of the Regional SWOT Update work session. Motion passed (6-0). Mayor Burge, aye; Council President Kessi, aye; Councilor Greisen, aye; Councilor Poling, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

**Continuation of Work Session ~ Regional Swot Update**

Wela Negelspach continued reviewing Tourism.

**Crown Zellerbach Trail**

CCET Board has approved spending up to \$25,000 of Regional Cooperative Tourism Program dollars to complete informational kiosks at trailheads along the trail.



Ruley Trailhead



Mayor Burge talked about the historical portion of the kiosk. He stated as we get down towards Chapman Landing area, it is not just a history of the logging, but you start to get into the area that was the major trading area for the Chinook Indians. He stated it would be really nice to combine a little bit of both histories on those parts of the trail.

Wela Negelspace explained the County has been working with the Historical Society to sort of highlight what happened in that area.

Mayor Burge stated he just wants to make sure we highlight the whole history.

Doug Hayes, Port of Columbia County went over industrial recruitment. He explained he is going to look to change the name from Scappoose Airpark to Airport.

## Industrial Recruitment - Lead, Doug Hayes

- Purpose
- Key actions
- Taken
- Needed
- Challenges
- Timeline
- Next steps/deliverables
- Immediate request

## Recent South County Developments

- Scappoose Airpark
  - Titan hangar
  - Pipistrel expansion
  - Re-designed and improved taxiway, water and sewer Infrastructure serving airport property
- McNulty Industrial Park shovel ready
  - Certified Site - State of Oregon
- Multnomah Industrial Park tenant growth
  - Design and construction of buildings for tenants
- Scappoose Bay Marina record activity
  - 17.1% increase in visitors from Labor Day weekend 2019 to Labor Day weekend 2020
- Boise-Cascade IGA with City of St Helens
- Rainshadow expansion
  - Design new 12,000 square-foot facility
- Rail corridor study
- Marketing visibility growth
  - Listing views of Port properties increased 7X-10X over-the-year



## Future Vision

- **Scappoose Airpark**
  - Aviation and supplier recruitment
  - OMIC, education-related opportunities
  - Branding
- **Scappoose Bay Marina investment**
- **St. Helens Waterfront-“Wilds” Park development concept**
  - Tie into city's plans
- **Supporting strategic growth of existing tenants**
- **Development of marketing strategic and tactical plan**
  - Off-site retreat in November

Councilor Lesowske stated in regard to the rail corridor study, Doug had indicated that Phase II will have public engagement, hopefully in November. He asked Doug to please provide some feedback on how that public engagement will take place based on some of the existing restrictions associated with COVID.

Doug Hayes replied they have started looking at that as to what would be the best option; if that would be Zoom, or in person (if they have the right venue), so they are actually looking at that right now so they can start putting that together. He stated they do want as much public input into this as possible. He explained they did ask the consultant to look at overpasses, although very expensive, but they at least put it on there for them to look at. He explained they do have the railroad involved in this process.

Councilor McHugh asked where is the Multnomah Industrial Park?

Doug Hayes explained if you go north from where the marina is, it is right along the channel.

Paul Vogel went over the marketing/brand development.

## County Marketing/Brand Development - Lead, CCET

- **Purpose**
  - Regional Brand/Identity
- **Identified Objectives/Projects**
  - County-centric development of long-term, holistic regional image/identity/story that translates to a brand
  - Contract creative/technical agency
  - Develop articulated story reflecting and distinguishing:
    - Shared attributes, appeal and attraction to multiple audiences
  - Marketing strategy, execution/implementation
  - Develop digital content/tools, materials
- **Key actions**
  - Done: CCET committed \$75,000 on 9/8/2020
  - To do: Asset assessment and gathering; Data gathering/analysis; Collaboration; integration with Tourism and Industrial Recruitment initiatives
- **Challenges:** Adequate unrestricted funding; collaborative, focused creative process
- **Timeline:** 3 - 4 months
- **Immediate request:** Consider/recommend additional local government, private and external funding sources

## Collective Benefits

- Ensure: communication, coordination, collaboration
- Integrate: efforts, deliverables, results
- Shared responsibility & accountability
- Delivery: maximum effectiveness

## Questions, Feedback, Direction

## Collective Next Steps

Thank you!

Rachel Barry stated they really appreciate Council's time.

Mayor Burge asked about broadband, are we looking at public/private partnerships, like with current providers in the area.

Mike Russell replied he thinks everything is on the table.

Council thanked Rachel, Wela, Doug, Mike and Paul for their time.

### Public Comments

There were no public comments received.

### **Consent Agenda ~ September 8, 2020 City Council Work Session, September 8, 2020 City Council meeting minutes, and reappointment of Kristin Person to the Park and Recreation Committee**

Mayor Burge added the appointment of Michael Sykes, as the liaison for Columbia River PUD, to the Economic Development Committee, to the consent agenda.



Councilor Greisen moved, and Council President Kessi seconded the motion to approve the consent agenda as amended ~ Consent Agenda ~ September 8, 2020 City Council Work Session, September 8, 2020 City Council meeting minutes, reappointment of Kristin Person to the Park and Recreation Committee and appointment of Michael Sykes, as the liaison for Columbia River PUD, to the Economic Development Committee. Motion passed (6-0). Mayor Burge, aye; Council President Kessi, aye; Councilor Greisen, aye; Councilor Poling, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

### **Introduction of new Patrol Officer**

Chief Norm Miller introduced Tim Thomas.

Welcome Tim!

### **Old Business**

#### **Ordinance No. 892: An Ordinance of the City of Scappoose Amending Scappoose Municipal Code Chapters 13.20 Regulating Water and Sewer Hook Up Charges and 13.24 Regulating System Development Charges**

Mayor Burge stated this is on second reading.

Mayor Burge read the title for a second time ~ Ordinance No. 892: An Ordinance of the City of Scappoose Amending Scappoose Municipal Code Chapters 13.20 Regulating Water and Sewer Hook Up Charges and 13.24 Regulating System Development Charges.

Motion passed (6-0). Mayor Burge, aye; Council President Kessi, aye; Councilor Greisen, aye; Councilor Poling, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

### **New Business**

#### **Form an Ad-hoc Committee for the City's 100 Year Anniversary**

Interim City Manager Alexandra Rains explained after speaking with Mayor Burge, they thought it would be a good idea to form an ad-hoc committee to look at how we might plan a 100-year anniversary for the City. She explained July will be the month that will actually be the official anniversary date for the City.

Mayor Burge stated in addition to this, he would like to see a small ceremony for the Peace Candle, sometime in May. He would like to see a small rededication.

City Planner Laurie Oliver Joseph stated just be aware, at that time, the Peace Candle location will be an active construction site.

Mayor Burge explained these are the appointments he would like to make for this ad-hoc committee: Bryan Hammond, Scappoose Parks & Rec Committee; Sharon Evinger, Senior Center; Michael Sykes CRPUD; Kevin Freimuth, Planning Commission; Ivy Freimuth, Parks and Rec Committee; Karen Holmberg, Scappoose Historical Society/Watts House; Pete McHugh, City Council; Jeff Weiss, Library; JJ Duehren, Parks & Rec Committee and Patty Conroy.

Council President Kessi moved and Councilor Lesowske seconded the motion to appoint Bryan Hammond, Scappoose Parks & Rec Committee; Sharon Evinger, Senior Center; Michael Sykes CRPUD; Kevin Freimuth, Planning Commission; Ivy Freimuth, Parks and Rec Committee; Karen Holmberg, Scappoose Historical Society/Watts House; Pete McHugh, City Council; Jeff Weiss, Library; JJ Duehren, Parks & Rec Committee and Patty Conroy to the Ad-hoc Committee for the City's 100 Year Anniversary. Motion passed (6-0). Mayor Burge, aye; Council President Kessi, aye; Councilor Greisen, aye; Councilor Poling, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

### **Announcements ~ information only**

#### **Calendar**

Mayor Burge went over the calendar.

Mayor Burge would like the work session on October 5 to start at 6:00 p.m.

### **City Manager, Police Chief, Councilors, and Mayor**

Interim City Manager Rains explained she has been speaking with Mayor Burge and staff about some upcoming events that the City typically has over the winter, including the Annual Town Meeting, the Boards and Commissions Dinner, and the employee holiday dinner. She explained after some thought they were concerned that, unfortunately with COVID, some of these events may not be possible, for instance the Boards and Commissions dinner and the employee holiday dinner we are going to have to skip this year. She explained for the Annual Town Meeting, we really still wanted to do something, so staff spoke with Mayor Burge about the potential for him to do a "State of the City" that would be prerecorded and we could put that out on YouTube, the City website, and various other formats and leave it out for a couple of months potentially, and then do the community survey that we have been doing on an annual basis. She explained we could do some of the questions we have always done just to help us collect that data so we have some data to look at over time and also add some new questions and leave that open for two to three months and give people time to respond and try to get some feedback that way. She explained we had discussed the possibility of doing a Zoom call, but staff's concern was a lot of people who attend the Annual Town Meeting might not have the set up to do that and they feel this might be a happy medium. She asked Council if this is a concept they would like staff to explore further.

Councilor Lesowske replied yes, any engagement is better than no engagement. He stated in regard to cancelling the employee holiday dinner, is there a way to provide them a certificate for a ham or a turkey?

Interim City Manager Rains replied, staff looked into that, but we would actually have to tax staff on that. She explained with that being said, they have actually been brainstorming some alternative ideas to make sure they feel acknowledged. She explained they will continue with the 5-year plaques for employees.

Council President Kessi asked in regard to the plaque, does the City have one plaque, a master plaque, that has 5-years, 10-years, etc., which would be located in City Hall?

Interim City Manager Rains replied we do not have that at this time.

Councilor Greisen stated if it is on display at City Hall it is a public acknowledgement of their service.

Council President Kessi replied that is the biggest thing, public acknowledgement of service and thank you.

Interim City Manager Rains replied we will certainly think of some ways to acknowledge the staff and continue planning the virtual ATM idea.

Interim City Manager Rains explained Michael Sykes received an award from the League of Oregon Cities (LOC).

Mayor Burge explained they nominated Michael after he left for his service, not only to the City of Scappoose, but his service at the League of Oregon Cities, and the communities that he has worked with. He explained there will be a presentation at the virtual League of Oregon Cities conference. He said that is pretty exciting and well deserved.

Interim City Manager Rains explained Mayor Burge, herself and some staff members met with the Softball League on Friday just to review the concept of the Grabhorn park parcel and they were really excited about that plan. She explained the survey on the park concept is out and is due by November 9. She explained we are ready to open up the Small Business Grant program on October 1 and it will be open for a little over a month. She explained they are wrapping up some improvements to the Trtek Trailhead.

Chief Miller explained the Police Department has one more position that is open, then they will be fully staffed. They are in backgrounds for that. He explained there is a lot of in-house training going on with the new staff. He stated just a reminder, please lock your car doors as we have had a lot of prowlers in Scappoose. He stated if you see something or someone suspicious, call it in. He showed Council the card that he and staff created for people parked the wrong direction. He explained these are warnings to help curve this issue. He stated we don't want to issue tickets; we just want to educate.



Council President Kessi would like to make sure we budget enough for adequate signage for the new park. He stated he thinks it is great that Michael Sykes is still part of the community relative to being on the 100-year Anniversary plan and the Economic Development Committee. He stated he has been impressed with Interim City Manager Rains and reaching out to the Council members, reaching out to the Columbia County Commissioners and introducing yourself and taking time from the very beginning to get a good foundation and ground work set for how ever long you are in that role. He appreciates that. He talked about the letter he has submitted and stated the next meeting will be his last, as he has moved out of the City and no longer qualifies to be on the City Council.

Councilor Greisen thanked Interim City Manager Rains for meeting with her, other Council members and staff. She is just so thankful that she is leading the team now and she thanked her for her work. She stated she is sad to see Pat go. She stated to the staff members who turned in things early for an earlier deadline to Susan, she absolutely loved getting the binder two days earlier. She looks forward to getting that extra time to touch base with staff if needed, and not bothering them on the day of the meeting.

Councilor Lesowske stated he wanted to take a moment to recognize the tireless, selfless, and heroic women and men who have served those Oregonians impacted by the wildfires over the last few weeks. He stated it was also amazing to see the outpour of support during the wildfires. So many local residents were providing support for livestock and bringing them this way. He thinks it goes to show how Columbia County and our residents are there and that we look to support those in need with open arms.


Councilor McHugh concurs with Council President Kessi about Interim City Manager Rains about how the communication has been established, that is appreciated. He stated, Pat, we are going to miss you, you are a great Councilor and he appreciates all that he has done. He explained Saturday he was at the Out of the Darkness Suicide walk, which was very successful. He appreciates Chief Miller, Timmi Sue Hald, and everyone else who put it together. He explained there are so many people in our community effected by suicide. He believes we had the only walk in the State of Oregon. He stated our people went out of the way to set up this particular bead ceremony. It was a nice event.

Mayor Burge introduced Paul Vogel, who was hired by the Columbia County Economic Team as their new Executive Director, after serving as the interim for several months.

**Adjournment** ~ Mayor Burge adjourned the meeting at 7:54 p.m.

  
\_\_\_\_\_  
Mayor Scott Burge

Attest:

  
\_\_\_\_\_  
City Recorder Susan M. Reeves, MMC