

**TUESDAY, FEBRUARY 22, 2022
CITY COUNCIL MEETING
REGULAR MEETING 7:00 pm
COUNCIL CHAMBERS
33568 EAST COLUMBIA AVENUE
SCAPPOOSE, OREGON 97056**

Call to Order

Pledge of Allegiance

Roll Call

Scott Burge	Mayor	Alexandra Rains	City Manager
Megan Greisen	Council President	Susan M. Reeves	City Recorder
Brandon Lesowske	Councilor	Dave Sukau	Public Works Director
Pete McHugh	Councilor	Isaac Butman	Assistant to the City Manager
		Shaun Davis	Interim Police Chief
Peter Watts	Legal Counsel		

Excused: Councilor Josh Poling and Councilor Tyler Miller

Remote: Dan McCoy; Kim Holmes; Beth Rajski; and Jill Herr (left at 7:12pm). An unknown caller joined at 7:28pm.

Approval of the Agenda

Council President Greisen moved, and Councilor Lesowske seconded the motion to approve the agenda. (Motion passed 4-0). Mayor Burge, aye; Council President Greisen, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

Public Comment ~ Items not on the agenda

Paul Fidrych, Scappoose, explained he spent a better part of the day listening to the Council Retreat on Saturday. He explained he doesn't know if the citizens understand how many hours Council puts in, being non-paid positions. He explained he knows how hard those meetings can be in his corporate life and he wanted to thank Council for their dedication and service because they are difficult. He explained one part of the Council retreat he would like to highlight is during the first hour dealing with teamwork, getting along and Council disagreements. He stated there was much heated discussion that brought on some emotions. He stated coming from a citizen listening in, his opinion is he thinks Council is being way too hard on themselves. He explained the Council has diverse backgrounds, varying opinions and differing views. He stated he knows Council discussed changes to procedures for better communication and teamwork, and that's commendable but pushing for

perfection is impossible. He stated like any relationship whether it be teammates, or a marriage people are going to have different perspectives and not always see eye to eye but the important thing is letting both sides communicate with their views and coming together in the end. He explained the citizens like to see different views when they are watching. He stated if everybody came with the same view all the time, he thinks the citizens wouldn't feel as represented. He stated it has been a hard year, with a lot going on, but one thing he didn't hear during the retreat, maybe he missed it, was he didn't hear how Council graded themselves for the year and he would grade them an A. He explained Council had a lot going on and there were some interesting things. He wanted to say thank you, because it is a tough job up there. He wanted to come tell Council that they are heard and appreciated, so thank you!

Council thanked Paul.

Cara Heinz, Chair of the Park & Rec Committee, explained she is here tonight as a representative. She explained following the Council Retreat the Committee understands that the Council discussed holding off on building the requested pickleball courts until after the completion of the master plan. We as the Parks & Rec Committee value looking at our parks holistically to review the needs of our parks in coordination with the wants of our citizens. She explained they feel that there is also importance in recognizing when the total value of an item will far surpass us waiting for the perfect moment to make it happen. She explained comment tonight will mark the third time that the Park & Rec Committee has discussed pickleball courts and how our citizens would like them. She explained throughout the Grabhorn Park process the Committee received regular feedback and support of pickleball courts. She explained the top two amenities were soccer and softball fields with the hopes that we could squeeze in the pickleball courts if there was enough room. She explained when they stepped back to look at Veterans and Grabhorn Parks it became evident that it makes the most sense to put these courts directly North of the Veterans Park bocce ball court. She explained additional parking would be directly West on the Kucera Way and electricity is easily available. She explained this location would spread out amenities and allow for ample parking. She explained at a quarter of the size of tennis courts this location would actually allow for two playing areas. She stated on top of the consistent feedback already in favor this would be an amenity that would benefit all age groups in a time when outside social activity is possibly the safest social activity that we can engage in. It is also the fastest growing sport with 4.8 million players. Finally, this is a relatively low-cost item at approximately \$30,000 to complete one lighted court. She stated with this information in mind please consider the addition of the pickleball courts prior to the lengthy completion of the master plan and the 50-year plan. The Park & Rec Committee has done a significant amount of work over the past year, and they feel uniquely capable to comment on the needs of the parks as they now stand. She thanked Council for their time.

Council thanked Cara.

Consent Agenda ~ February 7, 2022 Council Work Session minutes, February 7, 2022 City Council meeting minutes and reappointment of Brenda Michael to the Economic Development Committee

Councilor Lesowske moved, and Councilor McHugh seconded the motion to approve the Consent Agenda ~ February 7, 2022 Council Work Session minutes, February 7, 2022 City Council meeting minutes and reappointment of Brenda Michael to the EDC. (Motion passed 4-0). Mayor Burge, aye; Council President Greisen, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

Old Business

Ord No. 898: An Ordinance Repealing Ordinance No. 706 an Expired Franchise Agreement

Mayor Burge read the title for the second time ~ Ord No. 898: An Ordinance Repealing Ordinance No. 706 an Expired Franchise Agreement.

Mayor Burge asked if there were any questions. Seeing none he asked for a vote.

(Motion passed 4-0). Mayor Burge, aye; Council President Greisen, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

New Business

Audit Review ~ this will be at the next scheduled meeting.

Res No. 22-04: A Resolution Declaring a Vacant Position on the City Council for the City of Scappoose

City Manager Alexandra Rains explained you'll see before you a resolution declaring a vacancy following the resignation of Councilor Haugen. She explained it is before Council this evening for approval.

Council President Greisen moved, and Councilor McHugh seconded the motion that Council approve Resolution No. 22-04: A Resolution Declaring a Vacant Position on the City Council for the City of Scappoose.

Mayor Burge stated he is going to miss Councilor Haugen. He explained he came on the Council at a very heated time, and he was one of the people to help calm things, as the He was lighthearted when it came to things. He knows he will still be engaged in the community.

(Motion passed 4-0). Mayor Burge, aye; Council President Greisen, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

Contract Approval for Interim Finance Administrator

City Manager Alexandra Rains went over the staff report. To date, the Finance Administrator recruitment process, conducted by Jensen Strategies, has not resulted in the successful hiring of a replacement for Jill Herr upon her retirement. Unfortunately, this is a challenging time to hire for this position as there are over thirty-five (35) available local government finance positions across the state following a significant wave of retirements. While the City continues to search for a qualified candidate for the Finance Administrator position, securing an Interim Finance Administrator immediately is necessary to ensure continuation of those duties upon Jill's retirement on April 1st and transition/familiarize the permanent candidate that is selected. This is a challenging task given the City's timing issue and the very limited number of individuals qualified to fill this role – creating a scenario that requires an emergency procurement process per the City's contracting rules, ORS 279B.080 and OAR 137-049-0150. In consideration of those constraints, the City contacted Rob Moody, CPA, a partner at Merina and Co. Moody has successfully completed recent budget related projects for the City, so he is familiar with our needs, and he has stated his willingness to serve as the City's Interim Finance Administrator. Here is a brief overview of his professional background and his resume is attached: Rob Moody has worked with local governments for his entire career – first as a government finance officer with the cities of The Dalles, Sherwood, and Wilsonville and then leading the governmental audit practice for a large, local CPA firm in the Portland area. For the last several years Rob has provided consulting and advisory services to local governments on topics of financial reporting, accounting, operations, organizational effectiveness, and various specific or targeted financial analyses. The cost for Rob Moody's services for two (2) months is \$34,000, with the option to extend another two months if necessary. The City budgeted funds for his assistance related to the transition to a GAAP basis of accounting that ultimately were not needed, so they would be redirected for this new purpose. Staff recommends Council authorize the City Manager to approve the agreement with Rob Moody, CPA, partner of Merina & Co., to serve as Interim Finance Administrator.

Councilor Lesowske asked if there has been any conversations to see if there is interest with Jill to have a temporary contract?

City Manager Alexandra Rains replied she has already talk to her and she said no. She explained she already talked Jill into staying a month longer than she even wanted to and she thinks that is the best she can do.

Councilor McHugh explained he doesn't want to sound stingy here but paying \$34,000 for two months, it seems like a lot of money to him.

City Manager Alexandra Rains explained that is his rate, but we could certainly talk to him about taking scope items out and maybe we won't reach that limit as this was supposed to be a not to exceed for those two months.

Councilor McHugh stated he is thinking we have some good CPA's in town that have good knowledge about how things work.

City Manager Alexandra Rains replied to be honest she would say no, because they don't have local government finance experience, fund accounting is just different than what a general CPA does. She explained Jill certainly puts in 40 hours plus a week and there is not someone on staff that could simply just cover her duties why we keep searching.

Councilor McHugh explained he has a hard time justifying that amount of money. He stated if that is the only options we have and you're saying this is the only option we have and we have to have this person, then he would probably go along with it, but it certainly would up the ante for finding somebody promptly.

City Manager Alexandra Rains explained right now she has reached out to several people and there are very few people qualified to do this work that are even available and willing to do this and there are other people in the State that do interim work and they're already doing this for other cities while they're trying to secure finance people.

Legal Counsel Peter Watts explained what he has seen is people have decided to retire, maybe earlier than they would have anticipated and it has created a serious shortage of qualified candidates.

Public Works Director Dave Sukau stated one thing he would like to point out is over the next three months it is the busiest season for the finance administrator because we are preparing to put the budget together right now and this is the worst time to be in this predicament and it's not the time to try to cut corners.

Councilor Lesowske moved, and Council President Greisen seconded the motion that Council authorize City Manager Alexandra Rains to execute an agreement with Rob Moody and Merina & Co. for Interim Finance Administrator services. (Motion passed 4-0). Mayor Burge, aye; Council President Greisen, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

Peace Candle Rehabilitation Design

Assistant to the City Manager Isaac Butman thanked all that has been involved with the process of this. He went over the staff report. Rehabilitating the Peace Candle has been a Council Goal since 2015. Over the last year an opportunity to protect and rehabilitate the Peace Candle has arisen. The developer and owner of the land the Peace Candle sits on have agreed to work with the City of Scappoose to protect the Candle. On December 22, 2021, the flame assembly was removed from the Peace Candle, allowing Clark Signs to evaluate its condition. They have since provided quotes for repair and rehabilitation work for the flame assembly. The designs presented in this report were crafted by Michael Curry Design, the City's design partner, who is donating their time and expertise to this project. This project was made possible in part by a generous donation from the Grabhorn family; the City plans to recognize the generous support of a number of individuals and partners who made the preservation of the Peace Candle possible. Staff is seeking Council decisions on four design components: ambient lighting, paint color, flame assembly rehabilitation, and the "Welcome to Scappoose" sign.

Ambiance Lighting: Before the power to the Candle was disconnected, there were a number of ambiance lights pointing up at the Candle. These are standard yellow/white in color, and provide ambient light, focusing attention on the Candle. It was suggested by various parties that the rehabilitation of the Candle allows the opportunity to upgrade the ambiance lighting. It was suggested that we could consider up lighting the Candle with color-changing LED's. This would allow us to change the look and feel of the Candle to reflect seasons and events, similar to the Tillicum Crossing Bridge in Portland. The cost for this change is around \$600 per light, including installation. Clark Signs estimated a need for six lights to achieve the visual appearance the design partner conceived of.

Paint Color: The current paint on the Peace Candle is in a poor state. Historically, the Candle started as real wax, in what appears to be a variety of colors. The wax proved unsustainable, the wax was removed, and the silo the wax was overlaid on was painted red. There are a number of options for the paint scheme, which you can see in Exhibit A of the staff report. The decision on paint color interacts with the decision on ambiance lighting. The red and yellow paint colors will make it very difficult to effectively up light with colored lights and would negate the majority of possibilities for being creative and festive through light. For this reason, Staff recommends using the tan paint color. The decision about paint color does not affect cost. The current cost of repainting the Candle is \$1,208.58. CHS Painting is generously donating the material and time to repaint the Candle.

Flame Assembly Rehabilitation: There are a number of options for rehabilitating the Flame:

- 1) Rehabilitate the Flame assembly as-is, replace the current neon lighting, and replace the flasher assembly. This will cost \$7,786.00. The Flame will be exactly the way it was in the past.
- 2) Rehabilitate the Flame assembly as-is, upgrade the neon lighting to color changing LED. This would allow a variety of colors, flashing patterns, and more. The cost for this option is \$15,747.00.
- 3) Fabricate a new Flame assembly and upgrade the lighting to color change LED. This is the most expansive and costly option at \$19,952.00. This could significantly change the look and feel of the Flame and Candle, depending on design decisions for the Flame itself.

There are many differing opinions about the flame assembly, with some voices wanting to preserve the historic nature of the candle by not creating a new flame assembly, and not upgrading the lighting. This would almost completely preserve the Candle, and other changes, such as paint color and up lighting, would be showcased more. Option one is the most cost efficient and would keep the historic feel of the Candle intact. Design partners have put forward upgrading the light to color changing LEDs as a way to make the flame more visually appealing and allow a way to express celebration and season through lighting choices. Michael Curry Design's work on the LED upgrade can be seen in Exhibit B of the staff report. Option 2 and 3 cost quite a bit more and would change the feel and look of the Candle drastically.

Assistant to the City Manager Isaac Butman went over the **"Welcome to Scappoose" sign:** As seen in Exhibit C of the staff report, Michael Curry Design made minor modifications to the sign, which Michael Curry directly endorsed. Staff wanted to preserve the sign to the maximum extent possible, as the sign has stood as the City's welcome sign for many years. The color scheme is generic, which

allows for integration with the City's current brand, and any changes to the brand in the future. Re-coloring the welcome sign might fit with the current brand, but there is no guarantee that it will fit with future brand color changes. Staff would like to transfer the other signage and language that is on the Candle now to a plaque or other informational piece at the base of the Candle.

Public Works Director Dave Sukau gave a little history to the colors. He explained staff talked with Michael Curry about different concepts and the concept of the multi-colored lighting as the fountain is, we can change that for the different seasons. He explained Michael Curry reflected it off the three colors: yellow, gold and red, and then Michael created the cream color and found out that was very responsive to the multi colors, and that is why that was one of the proposals. He talked about the neon flames being able to change colors. He explained the consensus is that people want more of the heritage feel of the candle and don't want to completely modernize it so that is why we are proposing to rebuild the existing flame that was there.

Council President Greisen explained she is all about keeping the candle red, she is all about just replacing the neon lighting, and keeping the flame exactly how it looks. She feels if it is painted a different color, it will get completely lost within the apartments that are close by. She would love to see the Welcome to Scappoose sign as is, just more vibrant. She would like to restore, not reinvent.

Mayor Burge explained as he understands, when the candle was wax it was probably tan, when Governor McCall came out it was yellow, and at some point, during the 80's or 90's it became red. He stated in a way all three of these colors do represent the heritage of that candle as it has transitioned over the years. He likes the idea of modernizing it for the next 50 years. He explained he is leaning toward repairing the original flames, but with the leds. He likes the idea of being able to put color on it to celebrate the different holidays or returning it to the yellow it was when the Governor dedicated it as the World Peace Candle.

Councilor McHugh likes the idea of doing the led assembly with the higher end flames. He stated \$19,000 is probably worth it. He stated he doesn't know if he is ready to make a decision right now tonight on the color.

Councilor Lesowske stated he would like to go with repair the original flame assembly and upgrade to a rgb programable led, and red paint. He asked if we have historical information on the sign that is on the candle, if not he would say in capturing the nostalgia of the peace candle, any background information that we can gather that would be good to have.

Council President Greisen asked about an agreement with the developer on when this needs or has to be finished?

Assistant to the City Manager Isaac Butman replied we can't start work until after they have eventually got to where they're pre-concrete or pavement and we have to have it done before they

get their final certificate of occupancy. He explained that is a very tight window between July and sometime in August, that's undefined to have this on-site work done. He explained we still have yet to demolish the current roof structure which is absolutely unsafe.

Public Works Director Dave Sukau explained timewise if you are thinking you need more time, the one thing that they would probably need the decision on tonight is rebuilding or building a new flame. He stated as far as colors, we have a little bit of time because we haven't started any design on that because of lead times to rebuild the flame, because that is our critical component.

Councilor McHugh asked what color the apartments are going to be because if the apartments are going to be the background that will be a big part of how much the candle stands out.

Public Works Director Dave Sukau explained last he heard gray or gray blue.

Councilor McHugh replied tan being lighted up at night might stand out more against the colors of the apartment then red does.

Council President Greisen explained she is all about keeping it red and one color of the flame. She explained should would like choice number one and the welcome to Scappoose sign as it.

Mayor Burge explained he is leaning towards putting the flame on it that changes and it being yellow.

Councilor McHugh likes the idea of doing the led flame. He kind of likes the red.

Councilor Lesowske stated he is for red. He would like to see the led flame. He stated in capturing the history he would like to capture the moment when the sign was developed.

Council President Greisen talked about the multicolor flame being distracting. She feels we need to engage the public on this topic. She has a really hard time with the led flame for multiple reasons. She stated it is very distracting, the way it would draw you in. She stated she has noticed lately that people don't love change. She explained we have been bashed for doing things as a local government that we didn't seem to think would irritate anyone and whoa did we irritate people and it is nothing compared to some symbolic representation of our town that people who grew up decades and decades ago, visitors, it's all over the internet, it is the World Peace Candle. She stated this is a topic that has to be dealt with very carefully and she personally feels that we need to engage the public. She explained she takes accountability and responsibility, that is why she signed up for this job, but she would be doing a disservice to our citizens if she just battled it out with the other three Council Members. She explained she doesn't care if she loses her argument, that's fine, but she knows who she is representing and the people she has talked to. She explained we have surveyed about different things in the past and she thinks Council knows how to put the brakes on. She is sad to hear that the timeline on the flame is immediate. She also talked about who is to say the light colors should be

green and red in the month of December and pink in February. She stated she doesn't consider this the City's, as in the City like government candle, she consider this the people's candle.

Councilor Lesowske asked about the existing flame. He explained after hearing more about it he stated he would like to go with option one.

Councilor McHugh stated he would be hesitant to change the color of the candle without having community input. He stated Council President Greisen made some real good points about that.

Mayor Burge stated he wants to hear what the community wants but he wants a little bit more historical context to the different colors that have been proposed because different people are going to have a different perspective on that. He thinks going with the original flame assembly gives another opportunity. He talked about the potential of adding a kiosk that would provide history of the candle along with some photos.

Councilor McHugh talked about getting input from the public, not necessarily a formal survey.

Mayor Burge replied he would like the history given to the public also, and ask what their vision is and where it should go and has been.

Paul Fidrych talked about holding off on the sign if the City is going to do a branding in the next 12 months.

Councilor McHugh moved and Council President Greisen seconded the motion that Council direct staff to repair the original flame assembly with new flasher transformer, repair the neon sign and to come back with further community input on the other options of the candle. (Motion passed 4-0). Mayor Burge, aye; Council President Greisen, aye; Councilor Lesowske, aye; and Councilor McHugh, aye.

Upcoming Events and Social Media

Assistant to the City Manager Isaac Butman explained the purpose of this staff report it to update you on events happening in the community and to take a look at the social media presence that we've been developing over the last few months.

Assistant to the City Manager Isaac Butman went over the annual event. Adventure Fest Event: Planning is moving along swiftly on Adventure Fest. Treadway events is almost finished lining up the activities, stage, music, and other large logistical elements. They are going to be working with a small group of community members on fundraising, and in Exhibit B in the staff report, you can see the three logos they have developed for Adventure Fest. Staff would like Council to approve one of these logos for use. Approval of the logo will allow marketing and fundraising activities to be initiated.

Council President Greisen explained she is in favor of number one, out of all three.

Councilor McHugh stated personally he is not in favor of any of them, as he would like to see something more representative of Scappoose. He explained the mountain looks like something from Switzerland. He explained he feels the designs are too generic.

Assistant to the City Manager Isaac Butman asked what kind of things are you thinking of when you say more like Scappoose?

Councilor McHugh stated maybe the mountain could look like Mt Hood. He stated if we could get Dan involved that would be a good idea.

Mayor Burge replied his least favorite is number 3. He asked why can't we do something more like the 100 year logo and maybe replace the candle and the train?

Council President Greisen talked about having a friend who does graphic design who sent her a revised logo. She explained that she feels Treadway deserves the chance to take the feedback given tonight and do a follow-up logo.

Councilor Lesowske explained his preference on what was given is 1, 2, and then 3. He totally agrees that we would want to make it ours. He also agrees with building out from the 100-year event logo.

Assistant to the City Manager Isaac Butman went over the **Earth Day celebration**: The Scappoose Parks and Recreation Committee has been working on a small Earth Day event including:

- Self-guided scavenger hunt, April 18-23, 2022
- Earth Day in-person celebration April 23, 2022
 - o Service Events
 - Trash cleanup at Chapman Landing
 - Native Plant activities by Scappoose Bay Watershed Council
 - Guided nature walk by Scappoose Bay Watershed Council
 - o Prizes
 - o Information Booths
 - o Crafts
 - o And more

The Parks Committee is working with sponsors and partners to implement this event, and is handling the majority of the marketing, coordination, and logistics. The draft event flyer is attached in Exhibit A of the staff report.

Councilor Lesowske asked do we allow for public posts on our Facebook site?

Assistant to the City Manager Isaac Butman replied they can comment and respond all they want.

Cara Heinz explained one of the Park & Rec Committee's goals for the year was to increase traffic to their Google presence for the parks. She explained for the scavenger hunt they will have three prizes. People will be able to turn in the scavenger hunt and three people will be randomly chosen to win one of three prizes that JJ is getting. She explained for the fourth prize, they would like to have people submit their photos of themselves at the park to their Google pages and then the person with the most submission would be eligible for that fourth prize. She stated that is still a work in progress. She explained they are hoping for this event that they have socially distance options, so everybody has an opportunity to participate. She explained there will be scavenger hunt clues for every single park that we have so people will be able to hopefully find new parks that they've never been to before and potentially they will have like a data question at the end of the scavenger hunt that asks if they found a new park that they've never been to. They explained Scappoose Bay Watershed will be there to lead two events, in addition the Scouts will be there in partnership with SOLV.

Council thanked Cara.

Councilor McHugh stated thank you to Isaac and the Parks Committee. He explained these kind of things are really what we want to be here in Scappoose and this is what we want it to look like.

Assistant to the City Manager Isaac Butman went over the information for the **Annual Town Meeting:** The Annual Town Meeting (ATM) has been held since 2016. The ATM has historically been an opportunity for City Staff to present progress, communicate directly with, and get feedback from, the Scappoose Community. Due to Covid-19, the last ATM was held virtually, and primarily focused on communicating about the progress made on major projects over the year. This years' ATM will be held in-person again, as Covid-19 restrictions have lessened. The ATM will be focused primarily on kicking off the 50-Year Plan process, being the first major touchpoint with the community. The ATM is being designed to be fun, engaging, and collaborative. During the ATM, the 50-Year Plan consultant will host a workshop style meeting, with the intention of creating an opportunity for discussion and knowledge sharing. The 2022 Annual Town Meeting will be held on April 30, 2022, at the Scappoose High School Gym.

Assistant to the City Manager Isaac Butman went over the social media information. **Facebook:** City Staff has been making a concerted effort to increase our Facebook presence. As you can see in Exhibit C of the staff report page reach, page visits, and page likes have all increased significantly since January 1, 2021. These numbers are buoyed by the extremely large amount of activity generated the Peace Candle posts. The Peace Candle posts saw a Reach of over 80,000 combined views. Other notable posts include the recent Old Portland Road ADA Ramp information flyer, the OMIC rendering video, and a number of other posts, all with a Reach of over 2,000 views. This information can be seen in Exhibit D in the staff report. The audience for the Facebook Page has grown to around 2,300, with 44% of followers being from Scappoose. Facebook's internal data tracking does not chart

followers over time. Some demographic information is available and is included in Exhibit E of the staff report.

Content

As Staff has spent more time on outreach with the Community, a number of insights about Social Media posts on Facebook have come to light. Followers and others who come in contact with our posts are more likely to engage with content that is:

- 1) Happening now. This would be public works projects in progress, streetlight replacements, the Flame Removal etc. Anything that is interesting to look at, that makes for an engaging picture or video.
- 2) Compelling. This could be issues that we don't initially see as potentially causing a large reaction—such as the painting and thermoplastic marking on High School Way—or this could be something very large and interesting—such as the removal of the flame from the Peace Candle.
- 3) Visually engaging. Posts with photos or videos of activity, an interesting process or action, and posts that are well designed flyers with a balance of text, messaging, and graphics/pictures that tell a story.
- 4) Other. Sometimes it takes staff completely by surprise the content that receives the most attention. We are constantly revising and adjusting our strategy to try to interest and increase our audience. This includes tailoring posting times to our followers' highest periods of activity, posting consistently, and trying to a) predict what events/activities the community wants to hear about, and b) notice the community about important happenings in the City.

Staff utilizes post scheduling to ensure consistency of posts and weekend posts, and uses a variety of methods to create content, including field work; coordinating with Public Works to capture work happening or that has recently happened; using a variety of media including photos, graphics, videos, and more, depending on the post; and staying aware of the comments and interaction the community has with our posts.

As a general policy, the City does not respond to messages or comments on social media. To ensure that we are as accessible as possible while following our policies we will run repeating posts about how to contact City Staff about a variety of topics, attend Council Meetings, and where else the community can engage with the City.

City App: Over a year ago the Scappoose Police Department, City of Scappoose, and Scappoose Rural Fire Protection District partnered to implement what is known as “the City App”. This is a smart phone app that's core purpose is to push notifications of critical importance to users.

This resource should not be seen as part of the City's social media toolkit. The App operates in two main ways. First, it pushes information to people's smart phone feeds. Second, it connects App users to weblinks for information. Currently, Staff is thinking through how to increase use of the App by making it more accessible, easier to use, and increasing the amount of available content. Staff have

populated the App with a variety of resources and links and remain active in posting critical push notifications.

The City App is regularly marketed on Facebook, the City Newsletter, and the bus bench at 1st Street and E. Columbia Ave. Currently there are a total of 596 users of the City Ap. Approximately 85% of interactions with the City Ap are users viewing push notifications, the next three most visited pages are: City Resources; Inmate Info; and More. Some data can be seen in Exhibit F of the staff report.

Council President Greisen suggested at the beginning of the Annual Town Meeting having a moment of time to ask everyone if they are aware that there is a City app and you could even give some airtime to allow people to download. In addition, maybe go over the other social media apps that the City has and explain how they can access them. She suggested on Facebook maybe having in each post, since the City doesn't comment on social media, having something that says for questions or comments please contact this phone number or email.

Website: Staff have been working on making organizational and usage improvements to the City Website on a continual basis. Recent changes include reformatting the menu dropdowns to include the most important information; working to fix inactive links; creating a parks and recreation page; and streamlining user access to starting/stopping water service, notifying city staff of contact information changes, and more prominently placing utility payment option information on the utility billing page.

Users

Visitor counts to the City Website are up year over year, with an increase in traffic each year since data collection started in 2018-2019. Visitor information for the last six months can be seen in Exhibit I of the staff report.

User % Increase per Year

Year	Visitors	% Increase
2021-2022	48,124	12
2020-2021	42,561	24
2019-2020	32,478	17
2018-2019	26,884	

The top five visited pages for the Website are:

- 1) Home Page 15%
- 2) Online Payments 6%
- 3) Job Openings 4.5%
- 4) Search Page 3.5%
- 5) Police Home 3.5%

Website page visit data for the last six months can be seen in Exhibit J of the staff report.

46.5% of page views are considered “bounces”. A bounce is when a user enters a website through a page but does not interact with a page. 70% of website visitors visit a single page and then leave the site.

Other Social Media: Over the last two months the City has planned and is beginning to execute two new social media platforms: Instagram and Nextdoor. Instagram will engage with a different demographic than Facebook and posting to both of these platforms at the same time is possible through the Facebook Business Manager. Nextdoor is a commonly used platform for various groups around the Community, and as the City moves into a series of large community engagement efforts, may prove to be a useful way to connect with community members who do not use stereotypical social media outlets.

General Analysis: The City of Scappoose has a wide range of outreach options in its communication toolkit. From Aps to get users the most crucial information in a timely manner, to the ability to host videos, to a variety of social media accounts that target different demographic groups, the City can reach the majority of the Scappoose community through one or more contact methods. With Instagram and Nextdoor accounts being setup, this reach has expanded even more, with staff having access to seven discreet outreach platforms.

Staff feels confident that the City is well positioned to continue to be successful with ongoing outreach to the Scappoose community, and that they can use a variety of different communication methods to better target and reach specific audiences, and communicate more effectively with the public.

Councilor Lesowske talked about Nextdoor having some drawbacks, in his understanding, that people could be targeted, and dramatic things can occur.

Assistant to the City Manager Isaac Butman replied we are aware that Nextdoor is one of the most challenging media places to operate. He explained staff is aware of the challenges which is why they are taking it slow to really understand what it is they are kind of opening up.

Council President Greisen asked Isaac if the City has the capability of turning off comments on certain posts?

Assistant to the City Manager Isaac Butman replied we can control it for the Facebook page as a whole, we can control it on a post by post basis. He hasn't really talked about it, as he is not really sure what the implications are for free speech and things like that.

Council President Greisen replied that is hard.

Assistant to the City Manager Isaac Butman went over the **YouTube:** Since its establishment October 13, 2020 the City's YouTube channel has seen the City publish 55 unique videos. The majority of videos are Council or Committee Meeting recordings, although there are a number of other unique videos as well. Staff maintains playlists, one for each of the standing committees and City Council.

Videos on the channel have been viewed 2,000 times, and 6.8% of people who come into contact with video thumbnails on YouTube actually view the video. The most viewed playlist is the City Council Playlist, and the most viewed video is a video of an LED Streetlight Conversion being done by CRPUD. The majority of visitors to the site navigate there from Facebook. A general data overview of the YouTube Channel can be seen in Exhibit G of the staff report and an engagement data overview of the YouTube Channel can be seen in Exhibit H of the staff report.

Assistant to the City Manager Isaac Butman went over **Newsletter**: Over the last year the City Newsletter has had a major overhaul to improve consistency regarding its look and feel, content, and other visual and navigation aids. In conjunction with the Brand Consistency Project, the format and color of the Newsletter will be receiving another revision to bring it into visual alignment with the City's Logo and current brand.

A paper copy of the Newsletter is delivered with the Water Bill and an online version of the Newsletter is available on the City Website. People can sign up to receive the e-newsletter in their email, and we plan to put this out on social media in the coming weeks.

Assistant to the City Manager Isaac Butman explained all these different media channels do different things and they all speak to different people and right now we have seven or eight different ways to communicate. He stated it is all going to be different demographics, different folks, kind of connecting them together, connecting the data that is new and trying to predict what data it is that they want.

Councilor Lesowske stated he finds this very informative. He went over the Facebook timeline for visits, and stated to Isaac ever since December we've had a lot of activity, you brought people back, that is the key element of success when we are trying to get people to use this tool. He appreciates Isaac's due diligence and all of the staff that are supporting him on that. He finds this to be a very valuable tool for us moving forward.

Council thanked Isaac.

Announcements – information only

Calendar

Mayor Burge went over the calendar.

Updates: City Manager, Police Chief, Councilors, and Mayor

City Manager Rains explained the new police chief is tentatively to start on March 7.

Public Works Director Sukau explained the streetlight project is a little over halfway done and the water meters are about 20% installed. They will do another 20% this year and the remainder will be in the next fiscal year.

Council President Greisen thanked Joel Haugen for his service to our community and she knows that he will continue to serve us in other capacities. She explained she sees the recommendation that was signed by Cara and the public comment today regarding the pickleball courts. She explained one thing that she has been really proud of this Council in the last couple of years is really taking the time to slow down and look at big pictures. She explained Council put on the brakes with the Grabhorn Park design plans and the feedback that was coming with that and stopped, and the ad hoc committee was created, and she thinks that is just the same thing we are doing here. We know that the parks plan needs to be updated, we need to look at the big picture. She explained we have to take the time to review the assets and she thinks an amenity like pickleball courts is something that is definitely an amenity on the list but without going through, just like we are with the 50-year to get to the branding, we have to do the other big pieces first and she knows that that's very difficult sometimes to wait. She is hoping there will be less issues with school drop off and pick up now that the Scappoose School District was able to sign a contract with a second bus service. She explained there are no more blackout routes, every student can get picked up and dropped off every day, which is great. She explained the best part of her job is coming up on Friday when teachers asked her to come do lessons about local government, so she is excited to spend Friday afternoon with some second graders.

Councilor Lesowske stated to the Park & Rec Committee he just wants to acknowledge that their request for pickleballs has been seen through his eyes and he is in full support to move forward with the City in incorporating that as part of one of our park infrastructures. He wanted to say to former Councilor Haugen he has been an inspiration to him as an individual who's served his community. He explained when he first got into volunteering for committees here at the City Joel was someone who opened up his eyes to say that all members of our community should be engaged participants from our youngest all the way to our most senior. He just wants to say thank you Joel for the service that you've provided to our community.

Councilor McHugh explained he wants to say something similar about Joel. He has been a friend of his for a long time and he has seen Joel do a lot of things in the community and he has done a lot of really good things even before he came on to City Council. He explained Joel's contributions here were far more than his time on the Council. When he thinks of Joel, he thinks of someone who is clear thinking, creative, and someone who's got to the courage of his convictions, and he really admires Joel for what he has done and what he is going to continue to do in the future. He explained regarding pickleball courts he hopes our Council and our staff will keep an open mind about them. He thinks there are some other options besides waiting until that master plan is done. He explained he did attend the Port of Columbia County's railroad meeting, which was quite informative, mostly what they are doing is figuring out ways to make our crossings safer. He feels another issue that needs to

be addressed somewhere, sometime and everybody's kind of afraid to deal with it, is the number of trains coming through Scappoose and he doesn't want more trains coming through Scappoose. He understands it is out of our control, but we do have some say in it. He stated we cannot split our community right down the middle with more and more trains. He represents the people and that is what he believes they want.

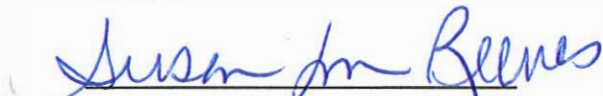
Mayor Burge explained he appreciates the members of the community that showed up tonight and commented. He talked about the Governor's statement about once hospitalizations hit 400, and they were mid 500 today, that the masks would go away. He would encourage them the minute it hits 400 to drop the regulations. He thinks we are learning a lot more about this virus. He stated it has been a long haul and he thinks people are tired. He feels they really need to look at what the data is telling us and follow that, not follow what experts' thought was going to happen from a year and a half ago and look at what we're looking at today. He stated at this point he feels like the State of Oregon is not doing that. He stated he hopes everyone has a good night, stay healthy.

Adjournment

Mayor Burge adjourned the meeting at 8:46 p.m.


Mayor Scott Burge

Attest:


City Recorder Susan M. Reeves, MMC