



# SCAPPOOSE *Oregon*

MONDAY, MARCH 20, 2023  
CITY COUNCIL MEETING  
REGULAR MEETING 7:00 pm  
COUNCIL CHAMBERS  
33568 EAST COLUMBIA AVENUE  
SCAPPOOSE, OREGON 97056

## Call to Order

Mayor Backus called the March 20, 2023 City Council meeting to order at 7:00 pm.

## Pledge of Allegiance

## Roll Call

Joseph A. Backus	Mayor	Alexandra Rains	City Manager
Megan Greisen	Council President	Steven Lougal	Police Chief
Pete McHugh	Councilor	Susan M. Reeves	City Recorder
Tyler Miller	Councilor	Huell Whitehaus	Assistant to Public Works Director
Jeannet Santiago	Councilor	Isaac Butman	Assistant to City Manager
Kim Holmes	Councilor	NJ Johnson	Associate City Planner (left at 7:54pm)
Andrew Lafrenz	Councilor		

Peter Watts      Legal Counsel

**Remote:** Arnold (left at 7:52pm); Joel Haugen (left at 8:59pm); Marisa Jacobs (left at 8:28pm); Jen Massey (left at 9:01pm); Mercedes Massey (left at 7:52pm); Evan Swanson; Brianna Gaston (left at 7:51pm); and agselec (left at 9:10pm).

## Approval of the Agenda

Council President Greisen moved, and Councilor Miller seconded the motion that Council approve the agenda. Motion passed (7-0). Mayor Backus, aye; Council President Greisen, aye; Councilor McHugh, aye; Councilor Miller, aye; Councilor Santiago, aye; Councilor Holmes, aye; and Councilor Lafrenz, aye.

## **Public Comment**

Khosro Peiravi explained he is known as the “Soil man of Columbia County”. He explained he is a volunteer with a Conscious Planet, a global movement, and gave an overview of the organization. He explained he is here to ask the Mayor to make a proclamation to save soil.

Mayor Backus explained he has a bunch of information that he would like to disseminate to Council at some time. He explained to Khosro that he will be in touch.

Council thanked Khosro.

Patrick Kessi explained he wanted to introduce himself and let Council know that he is running for School Board. He is super excited about it and the number one goal he has is success of kids. He thanked Council for all the time they put in for the City and he appreciates all the countless hours that they are putting in. He stated strong schools are very important for a strong community and vice versa.

**Consent Agenda ~ February 4, 2023 Council Retreat minutes; March 6, 2023 City Council work session minutes; March 6, 2023 City Council meeting minutes; and March 15, 2023 City Council and Planning Commission Land Use Training**

Councilor McHugh moved, and Councilor Santiago seconded the motion to approve the Consent Agenda ~ February 4, 2023 Council Retreat minutes; March 6, 2023 City Council work session minutes; March 6, 2023 City Council meeting minutes; and March 15, 2023 City Council and Planning Commission Land Use Training. Motion passed (7-0). Mayor Backus, aye; Council President Greisen, aye; Councilor McHugh, aye; Councilor Miller, aye; Councilor Santiago, aye; Councilor Holmes, aye; and Councilor Lafrenz, aye.

## **Presentation on the Importance of Community Branding**

Paul Fidrych went over his presentation.

# The Importance of Community Branding

Presentation by Paul Fidrych  
for Scappoose City Council  
3/20/23



## A Brand is not a logo or slogan

A brand serves as the foundation of a company, providing direction and guidance to all aspects of the business.

From product development to customer engagement and resource allocation, a well-established brand informs and shapes decision-making processes.

A successful brand takes on a life of its own, inspiring and influencing employees, partners, and customers alike.

Only after a strong brand DNA has been established does the creation of visual elements, such as logos, fonts, and slogans, become meaningful and effective.



## What is Community Branding?

Familiar and ubiquitous brands such as Nike, Starbucks and McDonald's have a profound impact on our daily lives.

But cities are not companies, so what exactly is Community Branding?

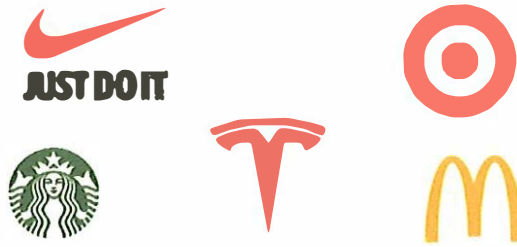
Community Branding serves a similar purpose in that it should reflect the identity and essence of a city.

It will provide guidance and direction for its growth and development.

The key stakeholders, or customers, in this case, consist of residents (and future residents), businesses (existing and future businesses), and visitors (tourists) to the city.



When we think of brands



We usually think of this



## What makes a great Brand?

**Uniqueness:** Stands out from the competition by being unique and offering something different and valuable.

**Consistency:** Has a consistent look, feel, and message across all touchpoints, including website, packaging, social media, and marketing materials.

**Relevance:** Is relevant to its target audience and meets their needs and wants.

**Memorable:** Is easy to remember and quickly recognizable.

**Emotional connections:** Creates an emotional connection with its audience, evoking positive feelings and building loyalty.

**Trustworthy:** Is honest and builds credibility with its audience by delivering on its promises and maintaining high standards.

**Adaptability:** Is flexible and adaptable, able to evolve and stay relevant as the market and consumer needs change.

**Cohesiveness:** Has a clear and cohesive identity: mission, values, action and messaging that align with its brand promise.



## Why is Community Branding Important?

Community Branding is important to increase visibility, promote tourism, and attract new businesses because it helps establish a unique identity and creates a positive image.

**A well-defined Community Brand can:**

**Attract new businesses:** A positive and well-known brand can make a small town more appealing to new businesses, helping to stimulate economic growth.

**Attract tourists:** By promoting the town's unique features and attractions, a strong brand can help to attract visitors and boost tourism.

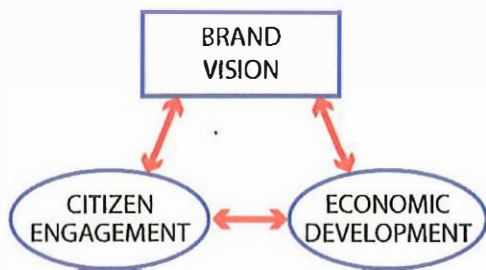
**Build community pride:** A strong brand can help to build a sense of pride and community among residents, making the town a more desirable place to live, work and play.

**Establish credibility:** A well-positioned brand can help establish credibility and legitimacy, making the town more attractive to potential investors, residents, and visitors.

**Stand out from the competition:** In a crowded market, a well-defined brand can help a town stand out and differentiate itself from other communities.

**Define Priorities:** A strong brand will provide guidance for resource allocation and give direction on how communities plan their future.





## Citizen Engagement

**Involve residents in the process:** Seek input on the community's unique features, strengths and advantages through public meetings, workshops, surveys, and social media. Follow up with input on brand direction, visual identity and marketing campaigns.

**Highlight benefits for residents:** Greater economic opportunities, increased amenities and quality of life. Explain how the branding can help to create a stronger sense of community and pride in the city.

**Address concerns and objections** such as the cost of rebranding, potential changes to the city's identity, and the impact on local businesses. Be transparent and open to feedback, and work with residents to address their concerns.

**Engage community leaders and influencers:** local business owners, elected officials, and community organizations, to help build support for the branding.

**Communicate regularly:** Provide updates on progress, solicit feedback, and involve residents in decision-making. Build trust and create a sense of ownership and pride in the branding among residents.

Community branding is an important tool for towns to attract visitors, businesses, and investment, while fostering community pride and engagement.

A strong brand will provide direction and help guide priorities on how the city plans their future.



Council thanked Paul.

Mayor Backus explained branding has been one of their goals to work on this and staff has been tasked to continue working on this.

## Update from Columbia County Sheriff Pixley

Sheriff Pixley read his memo. Over the course of my 20-year law enforcement career in Columbia County, the Sheriff's Office has been consistently underfunded and understaffed. For all you Columbia County residents, this means slower response times, spotty patrol coverage and a completely reactive police response. Roughly half of the population of Columbia County lives within city limits and is covered by a total of about 40 city police officers. The other half of the population, spanning 640 miles, is patrolled by just 12 CCSO Deputies. The busiest city in our county averages just 634 calls per year per officer. CCSO deputies average 1,613 calls per year per deputy. This is too much to ask of our staff and we are at a tipping point. I am asking you, the citizens of Columbia County, to help me make our community a better place to live, work and recreate by entrusting CCSO with the funds needed for additional staff. The Sheriff's

Office Patrol Levy would fund 7 additional deputies and all the necessary equipment. Once hired and trained, these seven Deputies would immediately increase community safety and deputy safety by having faster response times, better coverage, and back up during tense situations. Residents will also see the following effects:

- 24 hours of on duty LE coverage in Columbia County as opposed to 18 hours currently
- Response times to incidents will be reduced
- Deputies available to back up other deputies on higher priority calls
- Greater patrol presence - more deputies patrolling gives our community a visible sense of safety
- Additional manhours to commit to active investigations and to follow up on open cases
- Added safety for city officers in the form of more readily available back up and the ability to have a LE response inside cities when they have no one on duty
- Improved training of the deputies
- Reduces the individual case load of an enforcement deputy by about 600 calls per year.
- Reduced OT costs because of call outs when no one is on.

Sheriff Pixley explained we currently spend about \$72,000 per year just on calling people out when no one is working. This ask is quickly becoming a necessity as local city Police Departments are placing more work on CCSO. Over this past few years, SHPD has already withdrawn from providing most cover requests outside of the city limits of St. Helens unless someone's life is in peril. Several city agencies are struggling with staffing so CCSO Deputies are actively providing law enforcement services. CCSO has maximized the output of the enforcement division without compromising the enforcement deputies or our commitment to our community. At this point the only additional improvement to service and public safety can come from adding enforcement positions. We're seeking 29cents per \$1,000, so for a home valued at \$400,000, this would cost the homeowner \$116 per year. That's less than \$10 a month. Just last week, the BOCC signed a resolution dedicating any funds raised by the levy strictly to patrol services, and to continue funding the Sheriff's Office at the current level. This resolution ensures that funds raised in this levy will be dedicated to directly improving law enforcement services for Columbia County citizens. You need the best sense of security that we can realistically provide. You need to know that your families and property are safe. Business owners need to know that their investment in Columbia County is safe and secure and their employees and families are taken care of by the services we provide. To do this, we need additional funding. Please vote yes on measure 5-290 in May and support 24/7 coverage in Columbia County. A resolution in support of the measure would be really helpful and appreciated. He thanked Council.

Council thanked Sheriff Pixley.

Councilor Miller stated he supports this measure personally. He asked Council if there is a general consensus for supporting a resolution supporting Measure 5-290.

Councilor McHugh replied certainly he is interested in doing that. He thinks it is a necessary thing that they support the County Sheriff's Department. He stated they have been understaffed a long time.

Mayor Backus explained he would be in support of looking and discussing this.

Councilor Holmes explained she would as well, and she thinks it is certainly in line with the feedback that they got from citizens during the campaign process that public safety is a top priority.

Councilor Santiago asked Sheriff Pixley if she could set up a meeting with him. She really wants to know a little bit more.

Sheriff Pixley replied he is more than happy to give Councilor Santiago his business card so she can reach out and they can get together and discuss this more.

Legal Counsel Peter Watts stated just as a reminder the viewpoint neutrality rules for City staff are in effect because this is on the ballot in May. He explained as elected officials you can engage in whatever advocacy you would like including a resolution, but you will actually have to prepare it yourself.

Sheriff Pixley stated to Council to send an email or call him if they have any other questions.

### **New Business**

#### **Contract for Dutch Canyon Production Well #2023-05**

Assistant to Public Works Director Huell Whitehaus went over the staff report. Contract authorization for well drilling services for the Dutch Canyon Well #3 replacement project. The City of Scappoose had multiple projects funded from the State of Oregon's ARPA-SLFRF allocation – the replacement of Dutch Canyon Well #3 was one of the funded projects. The City was awarded \$1,200,000 for the project, inclusive of production well drilling, engineering, and construction. The contract (#2023-05) before City Council this evening is specifically for the drilling phase of the project. Staff worked with its Hydrogeologist of Record (GSI Water Solutions) to develop and issue an Invitation to Bid (ITB #2023-04) for this work. The City received two responsive bids by the March 10th due date, the details of which are included in the table below.

<b>Contractor</b>	<b>Bid</b>
Carpenter Drilling	\$ 493,650
Jensen Drilling Company	\$ 337,700

Jensen Drilling Company submitted the lowest responsible bid and should be awarded the contract to complete the drilling work for the Dutch Canyon Production Well project. Contract value: \$337,700 (funded by ARPA-SLFRF). Staff recommends that the Council authorize City Manager Rains to enter the City into a contract with Jensen Drilling Company for the Dutch Canyon Production Well project following conclusion of the protest period on March 21st.

Councilor Mc Hugh moved, and Councilor Santiago seconded the motion that Council authorize City Manager Rains to enter the City into a contract with Jensen Drilling Company for the Dutch Canyon Production Well project following conclusion of the protest period on March 21st. Motion passed (7-0). Mayor Backus, aye; Council President Greisen, aye; Councilor McHugh, aye; Councilor Miller, aye; Councilor Santiago, aye; Councilor Holmes, aye; and Councilor Lafrenz, aye.

### **Attorney Services Contract**

City Manager Alexandra Rains went over the staff report. During the City Council meeting on February 21, 2023, Council instructed Staff to extend the contracts with our current legal counsel, Peter O. Watts PC for general counsel services and Beery, Elsner and Hammond (BEH) for personnel and collective bargaining, for one (1) year and issue a Request for Proposal (RFP) in 2024. Contract extensions were sent to both Mr. Watts and BEH and Mr. Watts declined to renew his contract with the City. His existing agreement will expire on April 16, 2023. BEH has agreed to extend their contract with the City. Considering this turn of events, staff contacted BEH regarding their capacity to provide general counsel services to the City upon Mr. Watt's departure. They are willing to provide such services to the City, although it would be their preference to sign a contract extension for two (2) to three (3) years because they will need to add additional capacity, which will likely mean hiring another attorney to meet this new obligation along with current obligations. If Council would prefer to issue an RFP at this time, you may do so for general counsel services only, thus retaining BEH for personnel and bargaining, or expand the RFP to include all legal services. The City will no longer be receiving legal services at a flat rate of \$6,000 per month. Should Council choose to extend and or expand the agreement with BEH, the hourly billing rates will be as follows:

- Partner and Of Counsel                      \$285
- Senior Associate                              \$275
- Associate                                        \$265
- Paralegal                                        \$175
- Legal Assistant                                \$150

If new legal counsel is selected all costs are to be determined. Costs for general counsel services vary greatly depending on the experience of the attorney, whether they are solo practice or part of a firm and other mitigating factors. Labor attorneys often charge \$300 or more per hour, but again, this would be dependent on the experience of the attorney and other relevant factors. Regardless of which option Council decides to pursue, the cost of legal services is expected to increase since its unlikely we will find another attorney willing to charge the City at a flat rate.

Councilor Santiago stated to Legal Counsel Peter Watts when they last met, she thinks they all agreed that they were going to do the RFP later on and he agreed to stay on. She just wondered if there was anything that had changed between now and then.

Legal Counsel Peter Watts replied no, he agreed to stay on through the period when the City did an RFP. He stated we had never discussed whether he was willing to extend the contract and frankly he didn't want to say anything that might influence Councils decision one way or the other.

City Manager Rains explained she has spoken with Beery Elsner & Hammond, and they would be willing to cover the City through the RFP process if Peter wants to conclude April 16 that is the termination of his contract. If Peter wants to stay beyond that we can discuss that.

Councilor Miller talked about if Peter is willing to cover because we have a lot of things in motion that he is already familiar with so what's going to happen is there's going to be billable hours for just catching somebody up which is not going to be a financial incentive for the City. He is concerned about that and if we can mitigate that. He asked how are we going to continue to handle the LUBA appeal?

City Manager Rains explained Peter has agreed to stay on and finish that for us. She explained with respect to the rest of it, yes, it is going to cost money to bring new people up to speed no matter what and that is why a lot of City's actually don't renew their contracts on a regular basis because it takes so much time, effort and cost getting them up to speed.

Legal Counsel Peter Watts explained if the appeal with LUBA gets remanded then that is the point where it would make sense for the new attorney to take over, and he would help them get up to speed.

Council President Greisen explained for the sake of the conversation this evening she is in favor of keeping Beery Elsner & Hammond on for personnel and collective bargaining use. She explained because of the time it takes to go out for an RFP and because of all the things we have going on she is also in favor of having Beery Elsner & Hammond extend their contract with us. She would not like to go out for an RFP at this time and just hold off until 2024.

Councilor McHugh replied he agrees.

Councilor Miller stated he would rather go out for an RFP but he knows that will take some time.

City Manager Rains asked Council if we are continuing with Beery Elsner & Hammond for labor and personnel, but we are going out for general can we extend with Beery Elsner & Hammond



for labor and personnel longer than a year or was the thought that you would actually have an RFP now for general and then an RFP in nine months for personnel? She asked if we could extend the contract with Beery Elsner & Hammond longer?

Mayor Backus explained a rolling contract makes sense to him.

Councilor Miller talked about the length of time it takes to respond to an RFP. He feels the contract should be at least three years because anything below three years really becomes inefficient and a waste of time.

Councilor Holmes replied she would be in an agreement with three to four years in an RFP but if we could also continue to look at what the trends are for cities generally. She thinks that would help inform the direction that we take as well.

Ashley Driscoll explained the City of Scappoose is probably their only contract that is on a term of any kind, the rest of their contracts are rolling. She explained their firm is really busy and the attorneys are at capacity and absorbing another client is not impossible, but it would be challenging for them. She explained as a current client they would be willing to expand to include the City in the general services, but it would mean that their senior attorneys would have to step up and take a significant workload on until they could bring on somebody else to assist them. She explained at this point she could tell Council who the lead attorney would be, but she can tell them that it would be somebody with significant experience.

Councilor Miller moved, and Councilor Holmes seconded the motion that Council authorize staff to begin work on RFP for general counsel; City Manager Rains to work with Peter Watts to determine a fee structure for him to continue to work during the RFP process; and extend the current contract with Beery Elsner & Hammond (BEH) for three more year(s).

Councilor McHugh talked about interviewing candidates from Beery Elsner & Hammond.

Councilor McHugh amended the motion to interview the available attorneys from Beery Elsner & Hammond. Motion died due to not having a second.

Ashely Driscoll explained they would be willing to come out and talk with Council. She gave an overview of how their firm works. She explained you are not just hiring an attorney; you are hiring the firm.

Motion passed (5-1). Mayor Backus, aye; Councilor McHugh, aye; Councilor Miller, aye; Councilor Santiago, aye; and Councilor Holmes, aye. Council President Greisen, nay; and Councilor Lafrenz, abstained.

## **Announcements – information only**

Councilor Miller moved, and Councilor Holmes seconded the motion to extend the meeting past 9:00pm. Motion passed (7-0). Mayor Backus, aye; Council President Greisen, aye; Councilor McHugh, aye; Councilor Miller, aye; Councilor Santiago, aye; Councilor Holmes, aye; and Councilor Lafrenz, aye.

## **Calendar**

Mayor Backus went over the calendar.

## **Updates: City Manager; Police Chief; Councilors; and Mayor**

City Manager Rains talked about shortening up meetings by adding more to the consent agenda. She explained she had sent out a follow up email after the work session on the Stormwater Master Plan because there has been a comment about “double taxation” and there had been a request that she repeat that explanation here. She explained there are people who live in the City limits and in the limits of the Drainage District and the Drainage District and City each provide services so yes, there are taxes associated with funding those services, but it is not “double taxation”, it is going to fund the activities to each of those separate entities.

Chief Lougal gave an overview of his department report.

Councilor Holmes explained she got the chance to meet with the Community Action Team. She explained she has a pamphlet that covers all the resources they have available which does include services around housing. They are providing some excellent services for the cities as well as the residents as terms of helping keep people in their housing.

Councilor Miller explained he attended the County Commissioner meeting on March 8<sup>th</sup>. Something he thought was noteworthy is the City of Rainier is looking at doing a UGB land swap and so he thought that was a little bit relevant to mention here because of our 50-year plan and what we have going on here. He explained the Rainier City services run up closer around the high school/school area so that is the primary area that they’re actually looking to potentially do a UGB expansion. He explained he and Mayor Backus talked about bringing a potential resolution forward to City Council on the sole source matter related to 911. Pending some further details, they need to work out with General Counsel Peter Watts, you may see a resolution at the next meeting.

Mayor Backus explained the CET meeting was out at PCC and a lot of good things are happening. He attended the Columbia County Child Care meeting, and it is interesting to see the program in Clatsop County. He explained the Historical Society has a big Christmas

celebration plan for this year, which will be a lot of fun. He explained the Earth Day celebration is April 22 at Heritage Park.

Councilor Miller thanked Peter and Ashley.

**Executive Session ~ ORS 192-660(2)(d) Labor Negotiations**

Mayor Backus read the Executive Session statement and went into Executive Session at 9:08pm.

**Present:** Mayor Backus; Council President Greisen; Councilor McHugh; Councilor Miller; Councilor Santiago; Councilor Holmes; Councilor LaFrenz; City Manager Rains; Legal Counsel Ashley Driscoll; Assistant to City Manager Isaac Butman; and City Recorder Susan M. Reeves.

**Open Session**

Mayor Backus went back into open session at 9:35pm.

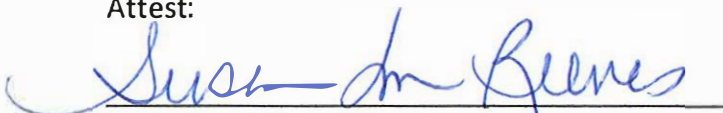
**Adjournment**

Mayor Backus adjourned the meeting at 9:35pm.



Mayor Joseph A. Backus

Attest:



City Recorder Susan M. Reeves, MMC