

**MONDAY, APRIL 16, 2018
Scappoose Council Chambers
33568 East Columbia Avenue**

WORK SESSION ~ MARKETING & BRANDING, 6:00 P.M.

Mayor Burge called the Work Session to order at 6:02 p.m.

Present: Mayor Scott Burge, Council Mark President Reed, Councilor Megan Greisen, Councilor Natalie Sanders, Councilor Josh Poling, City Manager Michael Sykes, Police Chief Norm Miller, City Recorder Susan Reeves, Assistant to City Manager Alexandra Rains, Public Works Director Dave Sukau, City Engineer Chris Negelspach, and AmeriCorps RARE Participant Garrett Peterson. Also present in the audience Steve Donovan.

AmeriCorps RARE Participant Garrett Peterson went over the staff report. He explained Scappoose City Council recently released the 2018-2019 City Council Goals & Objectives that included Goal 1C: Create a Marketing/Branding Program. The purpose of this work session is to discuss the purpose, goals, and desired deliverables the City Council envisioned for the program and to decide the next course of action to reach these objectives. He stated in order to create an action plan to meet this goal, we first need to clarify the definition of "Marketing & Branding" because these terms can be interpreted in multiple ways. Generally, a marketing & branding program can be either interior or exterior facing. For this work session, it is assumed that the City Council intended the marketing/branding program to be exterior facing meaning the purpose of the program would be to market the City to people who live outside the City limits. Generally, this type of marketing/branding focuses on promoting tourism and business opportunities and also attracting new residents to live in the area. Based on research, once you decide on the general focus of the marketing/ branding program it is important to identify the assets of the community that are unique and therefore marketable as attractions for visitors. These assets are called Unique Value Propositions and they are what sets Scappoose apart from any other city in the area. This is probably the most important factor of an exterior marketing/branding plan because it allows you to focus on the most marketable asset the City has to offer. Examples of unique assets in Scappoose include Heritage Park Fountain, OMIC, Crown Zellerbach Trail, and potentially Chapman Landing. When developing a marketing/branding program based on a chosen unique asset, it is important to remember that the worst thing a City can do is overpromise something that they are unable to deliver because this will cause visitors to leave disappointed and less likely to return. Just like a new restaurant, it is important that the restaurant is prepared to deliver quality food and service because if they mess up their first week, they may lose the goodwill of the community and future customers. A bad opening usually means the restaurant will fail. After researching marketing/branding programs and discussing the findings with City Staff, we believe the City should partner with the surrounding communities in Columbia County to create a regional marketing plan given that many of the City's assets are regional (CZ Trail) or not fully developed (OMIC, Chapman Landing, Seely Park). Currently, Mayor Scott Burge is working diligently to include Scappoose in a Columbia County regional plan sponsored by Travel Oregon. We believe that the City should participate in these types of regional plans and marketing plans while the City works towards developing our own marketing

plan for the future when our assets are fully developed. In the meantime, the City can begin to pursue smaller projects and initiatives to ensure that the City is ready for larger projects when the marketing campaign goes online. The City needs to work towards addressing critical deficiencies in our community, such as the lack of parking at the CZ trail and wayfinding to community attractions, before we can begin to aggressively advertise. Essentially, we think the City should focus on developing projects that highlight and compliment the City's unique assets before we begin to market the City on our own. To help meet the marketing and branding goals, we recommend the City pursue joining a program called Oregon Main Street that is funded through the Oregon Parks and Recreation Department. Oregon Main Street is a state supported program that helps communities develop comprehensive, incremental revitalization strategies based on a community's unique assets, character, and heritage. Oregon Main Street helps lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development. Services through the Oregon Main Street include training and technical assistance. The goal of the program is to build high quality, livable, and sustainable communities that will grow Oregon's economy while maintaining a sense of place. The Main Street program could help the City identify, implement, and fund projects that would enhance the City's unique assets and downtown area. Possible projects for the Main Street program include helping businesses pay for facade improvements, purchasing flower planters and banners for light poles in the downtown area, and planning community events. Some of these activities may overlap other Council Goals, such as establishing art in the parks and improve wayfinding. He stated we believe the Main Street program offers a great opportunity for the City to gain information and assistance in meeting the goal of developing our unique assets. We believe that the Main Street program could act as a catalyst for future development and marketing/branding campaign. He explained staff would like to schedule a follow up work session in May to further discuss implementing a Main Street program. He explained he can email Council the Oregon Main Street Handbook.

Mayor Burge explained there is a County wide organization that puts out opportunities for tourism. He stated there is the question of how we market the Crown Zellerbach Trail. He asked who would run the main street program?

Garett Peterson replied the City would run their own main street program and they would get assistance from Oregon Main Street.

Mayor Burge explained the Chamber hired a new executive manager.

Garett Peterson talked about grant opportunities. He explained you can be really creative with your main street, and they actually encourage that, because they want your city to be unique. He explained some of the ideas that staff thought of was on 1st Street you could assist with painting improvement projects. He thinks projects like that will go a long way. He explained when the City is really booming in a few years after OMIC is up and running, and Chapman Landing gets developed and the other parts are developed, and there is a really high interest in Scappoose, he thinks if we do the other small projects which bring up the overall quality of some of the other areas it will be a lot easier to really market it when the entire quality of the town has risen.

Mayor Burge explained the Community Club had done a kiosk and he thinks a really cool project would be to upgrade that and add more information about the community.

Garett Peterson replied that is a really good idea and he thinks through the main street program that is something that could be funded. He explained there is a program handbook that goes into more detail and he can email that out to Council.

Council President Reed explained we need to improve the look and feel of Scappoose.

Garett Peterson explained it is unfortunate that the City is divided by the railroad tracks.

Mayor Burge handed out a post card to Council and staff with a photo of the fountain on the front that says Scappoose, Oregon, and on the back is information regarding the fountain, along with the City's website information and the South County Chambers website information.

City Manager Sykes explained one thing we like about looking at the main street program is our Economic Development Committee has a subcommittee that looked into what we can do to try and encourage people to visit downtown.

Councilor Greisen stated she agrees a little goes a long way, and we just have a little bit of work to do to make a big difference.

Garett Peterson explained in the Oregon Main Street program there are different tiers for participation levels. He explained most likely we would apply to the lowest tier, which is the affiliate level. He explained the affiliate level is the first phase, which allows access to resources, access to go to workshops and conferences. He explained the City would be assigned to implement the work and the main street would be just more of a resource to get assistance, and also to apply for grants. He explained if Scappoose gets a RARE placement next year, maybe this is something they can work on. He explained you have to be in that lower level for one year because they want to make sure you have the foundation for success and you are not just jumping in and then end up quitting.

Council thanked Garrett.

Garett Peterson explained he will go ahead and talk to the main street representative and try to plan a time when they can come out to talk to Council. He will email out the main street handout.

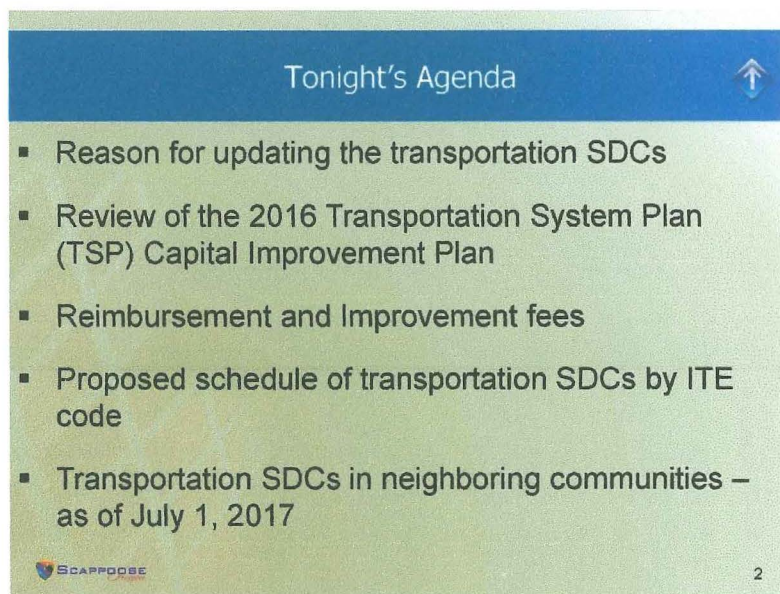
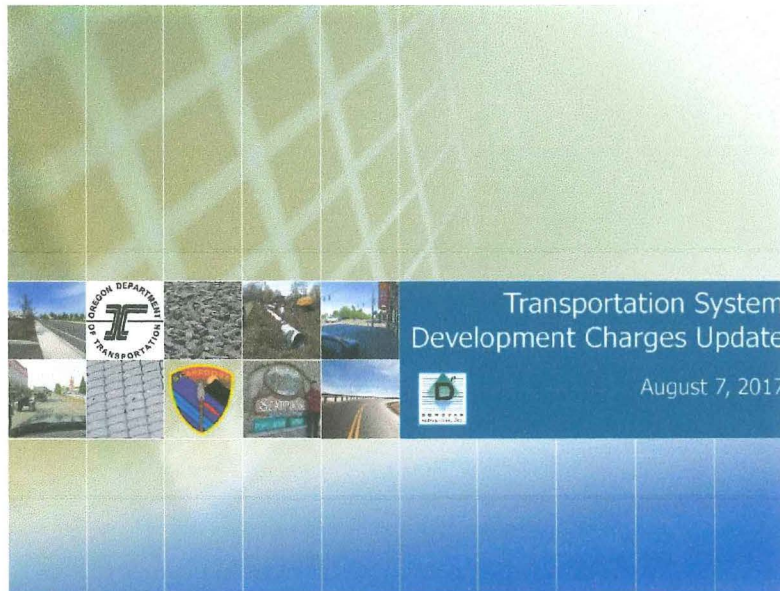
WORK SESSION ~ TRANSPORTATION SDC RATE DISCUSSION, 6:30 P.M.

Mayor Burge called the Work Session to order at 6:35 p.m.

Present: Mayor Scott Burge, Council Mark President Reed, Councilor Megan Greisen, Councilor Natalie Sanders, Councilor Josh Poling, City Manager Michael Sykes, Police Chief Norm Miller, City Recorder Susan Reeves, Assistant to City Manager Alexandra Rains, Public Works Director Dave Sukau, City Engineer Chris Negelsbach, and Consultant Steve Donovan. Also present in the audience AmeriCorps RARE Participant Garrett Peterson, and Legal Counsel Dan Olsen. Councilor Patrick Kessi arrived at 6:49 p.m.

City Engineer Chris Negelspach gave an overview. He explained on August 7, 2017 there was a Council Work Session regarding Transportation System Development Charges. He explained after that work session they felt it would be better to wait to implement the Transportation System Development Charges at a later date. He explained they thought it would be a good idea to revisit that presentation to give Council an update.

Consultant Steve Donovan went over the power point.



Reason for SDC Updates

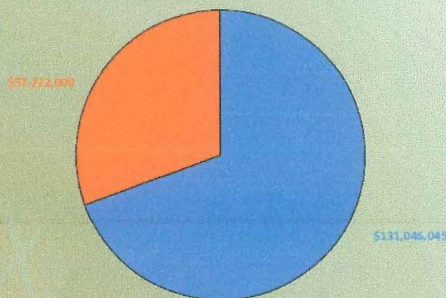
- The City has recently completed a four (4) year planning process that has culminated in the 2016 TSP
 - ✓ The Plan has a tightly crafted CIP that only envisions the funding of "constrained" projects; "aspirational" projects will not be funded or built
 - ✓ The Plan also lays out a funding plan for constrained capital projects that relies heavily on SDCs
- Transportation SDCs last reviewed in 2005; Residential implemented as proposed, commercial & industrial reduced by 50% per City Council direction

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Review of the 2016 TSP CIP

Total TSP CIP = \$188,768,045



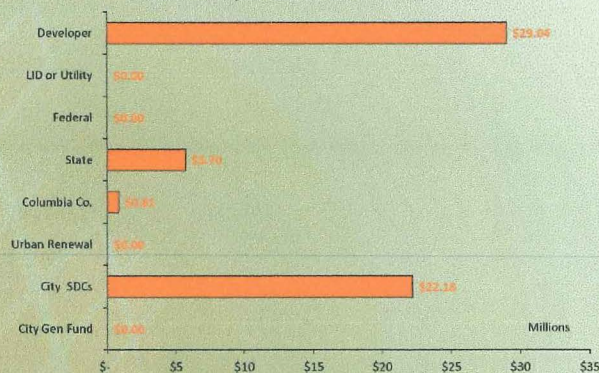
■ Aspirational Project Costs ■ Constrained Project Costs

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Review of the 2016 TSP CIP - Continued

Constrained Projects Total - \$57,722,000

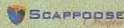


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Reimbursement Fee per PMPHVT

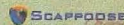
Crown Zellerbach Road Improvements original cost:	
Preliminary engineering	\$ 260,045
Right of way acquisition	101,237
Construction	1,983,695
Total	\$ 2,344,977
Eliminating entries:	
Oregon Transportation Improvement Act (OTIA) contributions	\$ 1,572,308
Principal outstanding on long term debt used to finance the project	130,248
Total eliminating entries	\$ 1,702,556
Net basis in Crown Zellerbach Road project available to serve future customers	\$ 642,421
Estimated future pm peak hour vehicle trips	11,974
Transportation reimbursement fee per PM peak hour vehicle trip	\$ 54



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Improvement Fee per PMPHVT

	Estimated Cost of Improvements in 2015 Dollars	SDC Eligible Project Costs	Project Costs to be Funded From Other Sources
Transit Projects:	\$ 1,615,000	\$ -	\$ 1,615,000
Intersection Projects:	3,644,000	999,000	2,645,000
Driving Projects:	34,770,000	6,685,000	28,085,000
Walking Projects:	11,345,000	8,240,000	3,105,000
Bicycle Projects:	6,348,000	6,255,000	93,000
Shared Use Path Projects:	-	-	-
Total	\$ 57,722,000	\$ 22,179,000	\$ 35,543,000
Total SDC eligible project costs		\$ 22,179,000	
less: streets SDC fund balance at 6-30-2016		542,296	
Adjusted total SDC eligible project costs		\$ 21,636,704	
Future PMPHVTs created by growth		11,974	
Transportation improvement fee per PMPHVT		\$ 1,807	



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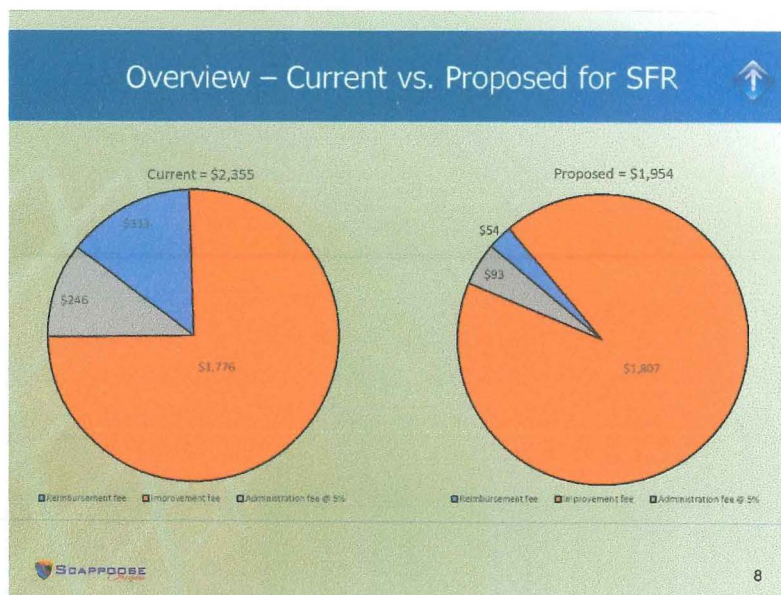
Steve Donovan explained the current SDC fee for a single family residential house is \$2,355. He explained they are proposing to reduce that. He explained the commercial and industrial side will see a significant jump because they were reduced by 50%.

City Engineer Chris Negelspach went over the Transportation SDC History. He explained in 2005 the rate was \$3,197 that would have been implemented for general office building based on the rate study from the 1997 TSP. He explained the City did not do a rate study in 1997 they waited until 2005. He explained starting in 2006 you can see the rate that was reduced by Council. He explained based on the new SDC eligible projects and what Steve just went through the current SDC for would be \$3,030, which is less than the unit cost from 2005.

Transportation SDC History

		Impr. Fee Per	Reimb. Fee Per	Compl. Cost Per	TOTAL SDC Per			
	ITE LAND USE CODE/CATEGORY	Unit	Unit	Unit	Unit	Reduction	Council Resolution	Notes
2005	710 General Office Building	\$2,649	\$315	\$233	\$3,197	0%	100% of SDC rate	
2006	710 General Office Building	\$546	\$325	\$240	\$1,111	20%	Resolution 05-11	
2007	710 General Office Building	\$835	\$331	\$245	\$1,411	30%	Resolution 05-11	
2008	710 General Office Building	\$1,121	\$333	\$247	\$1,701	40%	Resolution 05-11	
2009	710 General Office Building	\$1,398	\$333	\$246	\$1,977	50%	Per Resolution 09-04 & 09-10	
2010	710 General Office Building	\$890	\$333	\$247	\$1,470	50%	Per Resolution 10-14	
2011	710 General Office Building	\$897	\$336	\$249	\$1,482	50%	Per Resolution 11-14	
2012	710 General Office Building	\$930	\$348	\$258	\$1,536	50%	Per Resolution 12-08	Reduced by 6 proj.
2013	710 General Office Building	\$1,007	\$377	\$279	\$1,663	50%		
2014	710 General Office Building	\$1,041	\$390	\$289	\$1,720	50%		
2015	710 General Office Building	\$1,065	\$399	\$295	\$1,759	50%		
2016	710 General Office Building	\$1,083	\$406	\$300	\$1,789	50%		
2017	710 General Office Building	\$1,125	\$421	\$312	\$1,858	50%	Per Resolution 17-17 Adjust to CCI 20-City Ave	
2018	710 General Office Building	\$2,797	\$84	\$150	\$3,030	0%	Per Resolution 18-XX	

Steve Donovan continued to go over the power point.



Overview – Current vs. Proposed Other Land Uses

	Current	Proposed	Difference	Unit of Demand
Industrial				
130 General light industrial	1,133	1,895	762	1,000 square feet of gross floor area
130 Industrial park	1,131	1,661	530	1,000 square feet of gross floor area
140 Manufacturing	621	1,426	805	1,000 square feet of gross floor area
151 Mini-warehouse	406	508	102	1,000 square feet of gross floor area
Residential				
210 Single family detached housing	2,355	1,954	(401)	Dwelling unit
220 Apartment	1,654	1,212	(442)	Dwelling unit
280 Residential condominium/townhouse	1,442	1,016	(426)	Dwelling unit
240 Mobile home park	1,228	1,153	(75)	Occupied dwelling unit
Lodging				
310 Hotel	1,700	1,172	(528)	Room
320 Motel	1,700	918	(782)	Room
Recreational				
444 Movie theater with matinee - Friday pm peak hour	34,292	89,710	55,418	Movie screen
492 Health/fitness club	5,585	8,898	3,313	1,000 square feet of gross floor area
Institutional				
590 Church	1,048	1,075	27	1,000 square feet of gross floor area
590 Library	3,303	14,765	10,962	1,000 square feet of gross floor area
Medical				
610 Hospital	1,919	1,817	(102)	1,000 square feet of gross floor area
620 Nursing home	385	1,446	1,061	1,000 square feet of gross floor area
Office				
710 General office building	1,789	2,912	1,123	1,000 square feet of gross floor area
720 Medical-dental office building	5,871	6,976	1,105	1,000 square feet of gross floor area
750 Office park - pm peak hour	1,856	2,882	1,026	1,000 square feet of gross floor area
770 Research and development center - pm peak hour	1,318	2,091	773	1,000 square feet of gross floor area
770 Business park - pm peak hour	2,073	2,462	389	1,000 square feet of gross floor area

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Overview – Current vs. Proposed Other Land Uses

	Current	Proposed	Difference	Unit of Demand
Retail				
812 Building materials and lumber store	3,037	8,774	5,737	1,000 square feet of gross floor area
813 Free standing discount superstore	4,574	6,120	1,546	1,000 square feet of gross floor area
815 Free standing discount store	6,014	4,547	(1,467)	1,000 square feet of gross floor area
816 Hardware/paint store	4,309	4,209	(100)	1,000 square feet of gross floor area
817 Nursery (open center)	3,080	12,561	9,481	1,000 square feet of gross floor area
820 Shopping center	3,656	3,635	(21)	1,000 square feet of gross leasable area
841 Automobile sales	2,846	5,120	2,274	1,000 square feet of gross floor area
843 Automobile parts sales	4,584	5,141	577	1,000 square feet of gross floor area
850 Supermarket	8,483	7,178	(1,305)	1,000 square feet of gross floor area
851 Convenience market (open 24 hours)	18,656	33,311	14,655	1,000 square feet of gross floor area
853 Convenience market with gasoline pumps	11,958	16,119	4,161	1,000 square feet of gross floor area
854 Discount supermarket	8,015	8,788	773	1,000 square feet of gross floor area
862 Home improvement superstore	2,004	2,000	(4)	1,000 square feet of gross floor area
880 Pharmacy/drugstore without drive-through	5,475	6,949	1,474	1,000 square feet of gross floor area
881 Pharmacy/drugstore with drive-through	5,815	7,359	1,544	1,000 square feet of gross floor area
890 Furniture store	308	322	14	1,000 square feet of gross floor area
Services				
911 Walk-in bank	16,738	23,705	6,967	1,000 square feet of gross floor area
912 Drive-in bank	16,897	12,979	(3,918)	1,000 square feet of gross floor area
931 Quality restaurant	7,738	6,220	(1,518)	1,000 square feet of gross floor area
932 High turnover (sit down) restaurant	5,556	7,651	2,095	1,000 square feet of gross floor area
933 Fast-food restaurant without drive-through	27,441	20,312	(7,129)	1,000 square feet of gross floor area
934 Fast-food restaurant with drive-through	19,015	26,122	7,107	1,000 square feet of gross floor area
936 Coffee/donut shop without drive-through	4,346	31,652	27,306	1,000 square feet of gross floor area
944 Gasoline/service station	6,337	9,486	3,149	Vehicle fueling position
945 Gasoline/service station with convenience market	4,642	3,378	(1,264)	Vehicle fueling position
946 Gasoline/service station with car wash	4,359	6,470	2,111	Vehicle fueling position

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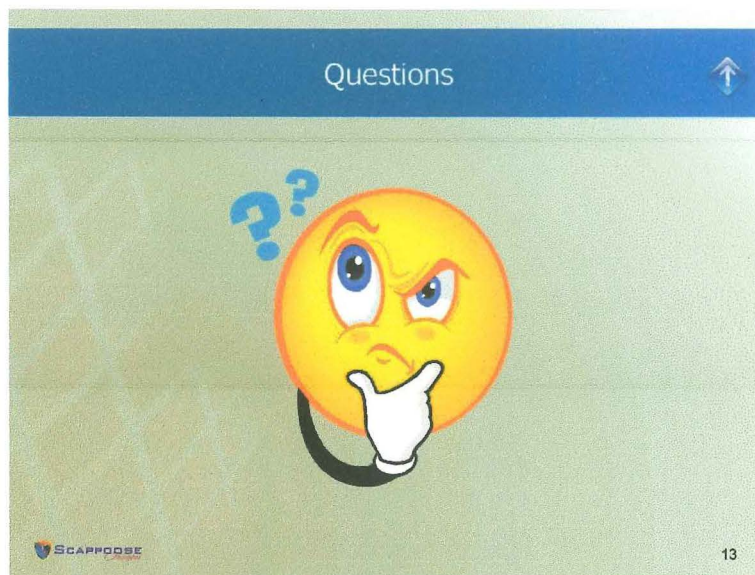
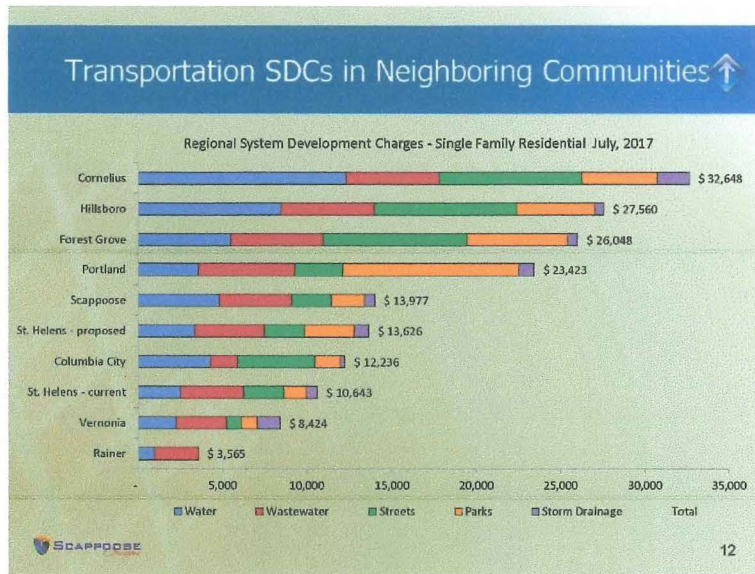
Steve Donovan explained as far as Transportation SDC's in neighboring communities Scappoose is kind of in the middle of the road. He thanked Council and said we appreciate your time. He stated now it is on your agenda and we would appreciate Council to consider passing this.

Transportation SDCs in Neighboring Communities

Jurisdiction	Water	Wastewater	Streets	Parks	Storm Drainage	Total
Rainier	920	2,645	-	-	-	\$ 3,565
Vernonia	2,269	2,957	858	1,000	1,340	\$ 8,424
St. Helens - current	2,511	3,738	2,383	1,362	650	\$ 10,643
Columbia City	4,282	1,623	4,575	1,496	250	\$ 12,236
St. Helens - proposed	3,361	4,117	2,383	2,944	821	\$ 13,626
Scappoose	4,831	4,276	2,355	1,933	583	\$ 13,977
Portland	3,599	5,712	2,814	10,381	917	\$ 23,423
Forest Grove	5,478	5,500	8,458	6,010	602	\$ 26,048
Hillsboro	8,445	5,500	8,458	4,647	510	\$ 27,560
Cornelius	12,329	5,500	8,458	4,471	1,890	\$ 32,648

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Steve Donovan explained this is the maximum price you can charge for the SDC based on the statute, it doesn't say you have to charge that, and as the Council has proven in the past, they have discounted that.

City Engineer Chris Negelspach explained one of the number one priority projects we have in the system right now is the 6th & Elm Street intersection. He explained the City would give the developer credits where we could.

Steve Donovan read some of the exception policies in the Municipal Code. He stated your hands are pretty well tied giving it away.

Council thanked Steve and Chris.

Adjournment

Mayor Burge adjourned the Work Session at 7:03 p.m.



Scott Burge, Mayor

Attest:



Susan M. Reeves, MMC, City Recorder