

AGENDA

REGULAR CITY COUNCIL MEETING

March 11, 2013

5:30 p.m.

CITY HALL COUNCIL CHAMBER  
313 COURT STREET  
THE DALLES, OREGON

1. CALL TO ORDER
2. ROLL CALL OF COUNCIL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF AGENDA
5. PRESENTATIONS/PROCLAMATIONS
  - A. Update Regarding Veterans Memorial at Kelly View Point
6. AUDIENCE PARTICIPATION

During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Five minutes per person will be allowed. If a response by the City is requested, the speaker will be referred to the City Manager for further action. The issue may appear on a future meeting agenda for City Council consideration.
7. CITY MANAGER REPORT
8. CITY ATTORNEY REPORT
9. CITY COUNCIL REPORTS
10. CONSENT AGENDA

Items of a routine and non-controversial nature are placed on the Consent Agenda to allow the City Council to spend its time and energy on the important items and issues. Any Councilor may request an item be "pulled" from the Consent Agenda and be considered separately. Items pulled from the Consent Agenda will be placed on the Agenda at the end of the "Action Items" section.

**CITY OF THE DALLES**

*"By working together, we will provide services that enhance the vitality of The Dalles"*

- A. Approval of February 25, 2013 Regular City Council Meeting Minutes
- B. Approval to Declare Police Department Vehicle as Surplus Property
- C. Authorization for City Clerk to Endorse OLCC Application for Gone Country

11. PUBLIC HEARINGS

- A. Public Hearing to Receive Testimony Regarding Proposed Main Street Program Economic Improvement District (EID) [**Agenda Staff Report #13-022**]
  - 1. Special Ordinance No. 13-554 Establishing The Dalles Main Street Economic Improvement District and Providing for Notice to Affected Property Owners

12. ADJOURNMENT

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**This meeting conducted in a handicap accessible room.**

Prepared by/  
Julie Krueger, MMC  
City Clerk



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**CITY of THE DALLES**313 COURT STREET  
THE DALLES, OR 97058PH. (541) 296-5481  
FAX (541) 296-6906**AGENDA STAFF REPORT**  
**CITY OF THE DALLES**

<b>MEETING DATE</b>	<b>AGENDA LOCATION</b>	<b>AGENDA REPORT #</b>
March 11, 2013	Consent Agenda 10, A - C	N/A

**TO:** Honorable Mayor and City Council**FROM:** Julie Krueger, MMC, City Clerk **THRU:** Nolan K. Young, City Manager**DATE:** February 26, 2013

**ISSUE:** Approving items on the Consent Agenda and authorizing City staff to sign contract documents.

A. **ITEM:** Approval of February 25, 2013 Regular City Council Meeting Minutes.

**BUDGET IMPLICATIONS:** None.

**SYNOPSIS:** The minutes of the February 25, 2013 regular City Council meeting have been prepared and are submitted for review and approval.

**RECOMMENDATION:** That City Council review and approve the minutes of the February 25, 2013 regular City Council meeting.

B. **ITEM:** Approval to Declare Police Department Vehicle as Surplus Property.

**BUDGET IMPLICATIONS:** If the vehicle is sold, the revenue will be credited to the General Fund.

**SYNOPSIS:** The Police Department would like to declare a Dodge Charger, VIN 2B3AA4CV7AH175943, as surplus property. This vehicle will have over 80,000 miles and is at the end of its patrol life.

**RECOMMENDATION:** That the City Council declare the vehicle as surplus property and direct staff to dispose of the vehicle in an appropriate manner.

C. **ITEM:** Authorization for City Clerk to Endorse OLCC Application for Off-Premises Sales from Gone Country.

**BUDGET IMPLICATIONS:** A \$100 fee will be collected and credited to the General Fund.

**SYNOPSIS:** Retail Store Gone Country has applied for an off-premises OLCC license to include the sale of wine in their store. The Police Department has investigated the application and recommends it be approved.

**RECOMMENDATION:** Authorize the City Clerk to endorse the OLCC application for Gone Country.

## **MINUTES**

REGULAR COUNCIL MEETING  
OF  
FEBRUARY 25, 2013  
5:30 P.M.  
THE DALLES CITY HALL  
313 COURT STREET  
THE DALLES, OREGON

**PRESIDING:** Mayor Steve Lawrence

**COUNCIL PRESENT:** Bill Dick, Carolyn Wood, Dan Spatz, Tim McGlothlin, Linda Miller

**COUNCIL ABSENT:** None

**STAFF PRESENT:** City Manager Nolan Young, City Attorney Gene Parker, City Clerk Julie Krueger, Public Works Director Dave Anderson, Administrative Fellow Garrett Chrostek, Finance Director Kate Mast, Police Chief Jay Waterbury, Senior Planner Dawn Hert

### **CALL TO ORDER**

Mayor Lawrence called the meeting to order at 5:32 p.m.

### **ROLL CALL**

Roll call was conducted by City Clerk Krueger; all Councilors present.

### **PLEDGE OF ALLEGIANCE**

Mayor Lawrence invited the audience to join in the Pledge of Allegiance.

### **APPROVAL OF AGENDA**

Approval of an OLCC New Outlet application for La Cabana Mexican Restaurant was added to the Consent Agenda. It was moved by Wood and seconded by Dick to approve the Agenda as amended. The motion carried unanimously.

## **PRESENTATIONS/PROCLAMATIONS**

### **Historic Landmarks Commission Annual Report**

Senior Planner Dawn Hert presented the annual report of the Historic Landmarks Commission.

Councilor Spatz asked why the Ft. Dalles Museum vehicle storage project remained as a long term goal instead of a short term goal. Hert said it was an on-going goal to make improvements to preserve all the artifacts at the museum.

Mayor Lawrence asked the status of the vehicle storage project. Hert said she was not sure what the status was, but that the applicant had received approval of their conditional use permit. She said the applicant could re-apply if the permit were to expire before completing the project.

## **AUDIENCE PARTICIPATION**

None.

## **CITY MANAGER REPORT**

City Manager Young reminded the Council there would be a special Urban Renewal Advisory Committee meeting on Tuesday to discuss the purchase of the Sunshine Mill property and to consider an extension of the Development and Disposition Agreement for the Granada Block Redevelopment project, to April 29. He said the archaeological investigation had been completed and it had been determined to be a significant site, so clearing the site for construction would cost approximately \$350,000. Young said the developer would need time to consider alternatives for the project.

Young said the staff had been reviewing information regarding the request to remove fluoride from the City's water system. He said due to the number of meetings scheduled for April, staff would be postponing this discussion until a meeting in May.

## **CITY ATTORNEY REPORT**

City Attorney Parker reported the contract had been issued for the demolition of the house at 600 East 12<sup>th</sup> Street and work would commence next week.

## **CITY COUNCIL REPORTS**

### **Adoption of 2013-14 City Council Goals**

It was moved by Dick and seconded by McGlothlin to adopt the 2013-14 City Council goals. The motion carried unanimously.

Councilor Wood said she would be attending the Historic Landmarks Commission and QLife Agency meetings this week.

Councilor McGlothlin reported on a recent Traffic Safety Commission meeting, noting topics of discussion included a proposals for upgraded crosswalks and sidewalks near Chenowith Elementary School, parking concerns on Chenowith Loop Road causing a vision clearance issue, and a report that markings on West Second Street below the freeway ramp had made a safer situation for vehicles exiting the freeway at that exit. McGlothlin said the Airport Board meeting had been cancelled.

Councilor Spatz said a letter would be provided to the Mayor and Council President to sign, inviting a delegation of Sister City representatives to The Dalles. He said the Community Outreach Team would be meeting with the Secretary of Agriculture when they next travel to Washington D.C. and they would be requesting a designation for rural advanced manufacturing to help bring increased development to the Columbia River Gorge.

Mayor Lawrence reported on his recent activities including attendance at a Board Training seminar, meeting with the new Director of the Columbia River Gorge Commission, attending a Wi Fi ribbon cutting ceremony at the Discovery Center, attendance at a real estate brokers meeting, Chamber of Commerce Economic Development Committee meeting, toured the Airport facilities and visited with the Columbia Gorge Community College Delta Club.

## **CONSENT AGENDA**

It was moved by Wood and seconded by Spatz to approve the amended Consent Agenda. The motion carried unanimously.

Items approved by Consent Agenda were: 1) approval of February 11, 2013 regular City Council meeting minutes; 2) approval of February 4, 2013 Goal Setting minutes; 3) Resolution No. 13-008 concurring with the Mayor's appointments to various committees; 4) Resolution No. 13-009 amending Section 12.2.1 of the revised Exempt Employee Handbook; and 5) authorization for City Clerk to endorse the OLCC new outlet application of La Cabana Mexican Restaurant.

## **PUBLIC HEARINGS**

### **Public Hearing to Receive Testimony Regarding the Community Development Block Grant (CDBG) for Implementation of the Mid Columbia Regional Home Repair Program for Wasco, Hood River, and Sherman Counties**

Mayor Lawrence reviewed the procedures to be followed for the public hearing.

The staff report was reviewed by Mid Columbia Housing Agency representative Dave Peters. He read the public notice into the record (attached as Exhibit "A").

Councilor Miller asked how recipients of the funding would repay the loans. Mr. Peters said the proposed program was for grants instead of loans, so there would be no repayment requirements. He said the projects would be awarded for health and safety concerns and would include such items as updating electrical and plumbing and roof repairs.

Mayor Lawrence asked if the grants could be combined with other programs. Peters said they had partnered with USDA and Community Action Plan in the past and there would be no problem partnering with other agencies to get the projects completed.

Councilor Spatz asked how many projects were expected to be completed. Peters said the plan was to complete approximately 30 projects with this program.

### **Testimony**

No testimony was presented. Mayor Lawrence closed the hearing.

### **City Council Deliberation**

It was moved by Wood and seconded by Spatz to direct staff to execute contracts between the City and Oregon Housing and Community Services and Columbia Cascade Housing Corporation. The motion carried unanimously.

## **ACTION ITEMS**

### **General Ordinance No. 13-1328 Amending General Ordinance No. 12-1327 Regulating Dogs, Establishing a Penalty for Failure to License Dogs and Declaring an Emergency**

City Attorney Parker reviewed the staff report.

Councilor Wood asked if the license was a one-time purchase or had to be purchased annually. City Manager Young said it was an annual license and Home at Last Humane Society would send out reminders for people to renew the licenses. He said the cost for a dog license was \$10 for altered animals, \$50 for unaltered and a \$15 license fee for senior citizens. He said people could purchase a license at Home at Last or at local veterinary offices.

City Clerk Krueger read General Ordinance No. 13-1328 by title.

It was moved by Spatz and seconded by Wood to adopt General Ordinance No. 13-1328 amending General Ordinance No. 12-1327 regulating dogs, establishing a penalty for failure to license dogs and declaring an emergency, by title. The motion carried unanimously.

Special Ordinance No. 13-555 Amending Special Ordinance No. 13-553 to Correct Clerical Errors

City Attorney Parker reviewed the staff report.

City Clerk Krueger read Special Ordinance No. 13-553 by title.

It was moved by McGlothlin and seconded by Miller to adopt Special Ordinance No. 13-555 amending Special Ordinance No. 13-553 to correct clerical errors, by title. The motion carried unanimously.

**ADJOURNMENT**

Being no further business, the meeting adjourned at 6:20 p.m.

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Submitted by/  
Julie Krueger, MMC  
City Clerk

SIGNED:

\_\_\_\_\_  
Stephen E. Lawrence, Mayor

ATTEST:

\_\_\_\_\_  
Julie Krueger, MMC, City Clerk

The City of The Dalles is eligible to apply for a 2013 Community Development Block Grant from the Oregon Business Development Department. Community Development Block Grant funds come from the U.S. Department of Housing and Urban Development. The grants can be used for public facilities and housing improvements, primarily for persons with low and moderate incomes. **Approximately \$12 million will be awarded to Oregon non-metropolitan cities and counties in 2013. The maximum grant that a city or county can receive is \$2,000,000.**

The City of The Dalles is preparing an application for a 2013 Community Development Block Grant from the Oregon Business Development Department for the Mid-Columbia Regional Home Repair Program for the purpose of providing eligible homeowners the opportunity to apply for zero interest, deferred payments loans or grants to make eligible repairs on their homes. The proposed project area may include properties in Wasco, Sherman and Hood River Counties and the incorporated cities of The Dalles, Cascade Locks, Hood River, Dufur, Maupin, Mosier, Shaniko, Antelope, Moro, Rufus, Wasco, and Grass Valley, It is estimated that the proposed project will benefit at least 30 persons, of whom 100% will be low or moderate income.

A public hearing is being held tonight by the City of The Dalles City Council The purpose of this hearing is for the city council to obtain citizen views and to respond to questions and comments about: community development and housing needs, especially the needs of low- and moderate-income persons, as well as other needs in the community that might be assisted with a Community Development Block Grant project; and the proposed project.

More information about Oregon Community Development Block Grants, the proposed project, and records about the City of The Dalles past use of Community Development Block Grant funds is available for public review at 313 Court Street, The Dalles, OR 97058 on) during regular office hours. Advance notice is requested. If special accommodations are needed, please notify Administrative Secretary at 541.296.5481 extension 1119 so that appropriate assistance can be provided.

Permanent involuntary displacement of persons or businesses is not anticipated as a result from the proposed project. If displacement becomes necessary, alternatives will be examined to minimize the displacement and provide required/reasonable benefits to those displaced. Any low- and moderate income housing which is demolished or converted to another use will be replaced.



313 COURT STREET  
THE DALLES, OREGON 97058

(541) 296-5481  
FAX (541) 296-6906

## AGENDA STAFF REPORT CITY OF THE DALLES

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
March 11, 2013	Public Hearings 11, A, 1	13-022

**TO:** Honorable Mayor and City Council  
**FROM:** Garrett Chrostek, Administrative Fellow  
**THRU:** Nolan K. Young, City Manager *ny*  
**DATE:** February 26, 2013

**ISSUE:** Public hearing to receive testimony regarding Special Ordinance No. 13-554, establishing The Dalles Main Street Economic Improvement District, and providing for notice of proposed assessments to affected property owners.

**RELATED CITY COUNCIL GOAL:** Goal #3: Promote economic development opportunities that will provide job creation and retention and enhance livability. Tier 1(E): Develop organizational structure and stable funding for Main Street Program.

**PREVIOUS AGENDA REPORT NUMBERS:** #12-06, #12-070.

**BACKGROUND:** On May 14, 2012, the City Council adopted General Ordinance No. 12-1324, establishing procedures for the formation of an economic improvement district ("EID"). Section 2 of General Ordinance No. 12-1324 provides that the City Council may consider creation of an EID on its own motion or at the request of City staff or any person, entity, or association. In all cases, the request for consideration to form an EID shall contain a proposed economic improvement plan.

On January 28<sup>th</sup>, 2013, Council received an economic improvement plan prepared by The Dalles Main Street Program ("Main Street") that proposes the formation of the Main Street EID within

the general downtown area (boundary map attached). The proposed Main Street EID calls for a flat rate of \$250 for every commercial tax lot within the boundaries of the District for a period of three years. This assessment structure is estimated to raise approximately \$49,000 per year. Residences and properties not subject to property taxes (government and non-profit properties) are excluded from the EID per the EID ordinance. The stated purpose of the Main Street EID is to fund a full-time executive director and provide resources for the various sub-committees to carry out their economic improvement objectives as outlined in Main Street's economic improvement plan. Following a discussion of Main Street's economic improvement plan at the January 28<sup>th</sup> Council meeting, Council directed staff to initiate the process outlined in General Ordinance No. 12-1324 for the formation of an EID.

Implementing an EID is a two step process. Sections 3 and 4 of General Ordinance No. 12-1324 lay out the procedures for the initial step—formation of the EID. To form an EID, a public hearing must be scheduled and affected property owners must be provided notice. The hearing for Main Street's proposed EID is scheduled for March 11, 2013 and notice was mailed to potentially affected property owners during the week of February 4<sup>th</sup> along with a copy of the Main Street economic improvement plan. Section 4 of General Ordinance No. 12-1314 then provides that after conducting the public hearing, Council may adopt an ordinance establishing the EID if Council determines that the economic improvements proposed under the EID would afford a special and peculiar benefit to properties within the proposed district that are different in kind or degree from the benefits afforded to the general public. Council must also make a determination as to whether the property owners should bear all or a portion of the proposed assessments.

Proposed Special Ordinance No. 13-554 includes a copy of the economic improvement plan submitted by Main Street and a map of the proposed district. The proposed ordinance also includes proposed findings to support a determination by the Council that the proposed EID would provide the special and peculiar benefits to the affected properties located within the proposed District. Lastly, the proposed ordinance includes a provision to establish the proposed EID and to send notices of proposed assessments to the affected property owners. Notice of adoption of the initial proposed ordinance has been posted in accordance with the requirements of the City Charter and the Council can choose to adopt the ordinance by title only.

If Council adopts the initial ordinance, the second and final step in implementing an EID is to pass a second ordinance imposing the assessment on properties within the District. Following the initial public hearing, the City Clerk will mail out the proposed assessment to property owners along with notice of a second public hearing. Any property owner who desires to submit a written objection prior to the hearing must submit that objection by 5:00 PM on April 12, 2013. Any property owner who desires to present their objection personally before the Council at the hearing must submit a written objection during the hearing. If written remonstrances representing more than 33% of the total amount of the assessments to be levied are received either prior to the deadline set on April 12, 2013, or during the hearing scheduled for April 22, 2013, the EID automatically terminates pursuant to Section 4. If written remonstrances are less than 33%, then Council will proceed with a second public hearing to receive testimony from affected property owners regarding the proposed assessments. Such a hearing has been scheduled for April 22<sup>nd</sup>, 2013. After the second hearing, Council may then pass a second ordinance

imposing all or part of the proposed assessments on the property owners within the District. Property owners will then be mailed their assessments and such assessments will be added to the electronic lien docket. The assessments will be collected in the same manner as provided by the City's general ordinance for the collection of local improvement assessments.

**BUDGET IMPLICATIONS:** The EID is proposed for three years at \$250 per commercial lot with total assessments estimated at \$49,000 annually. If an EID is formed, the City has budgeted a \$30,000 contribution for *FY 2012/2013*, \$20,000 for *FY 2013/2014*, and \$10,000 for *FY 2014/2015* to assist with the hiring of an executive director.

**ALTERNATIVES:**

- A. *Move to adopt General Ordinance No. 13-554 by title only with property owners responsible for the full \$250 per commercial tax lot per year if the assessments are imposed.*
- B. *Move to adopt General Ordinance No. 13-554 by title amended such that property owners are responsible for an amount less than \$250 per commercial tax lot per year if the assessments are imposed.*
- C. *Take no action.*

**Proposed Three Year Budget W/ Flat Rate EID  
The Dalles Main Street Program**

	FY 13/14	FY 14/15	FY 15/16
Staffing Level	Full-time ED	Full-time ED	Full-time ED
<b>Resources *</b>			
City of The Dalles	30,000	20,000	10,000
EID Economic Improvement District \$250 per lot	49,000	49,000	49,000
<b>TOTAL</b>	<b>79,000</b>	<b>69,000</b>	<b>59,000</b>
<b>Operating Expenses</b>			
Salary	40,000	41,200	42,436
Health Insurance	7,200	7,344	7,488
Other Benefits/Costs	3,200	3,296	3,395
<b>Sub Total Director Expense</b>	<b>50,400</b>	<b>51,840</b>	<b>53,319</b>
Bookkeeping/Tax Prep	3,600	3,672	3,744
Telephone/Fax	600	612	624
Liability Insurance	2,000	2,040	2,080
Copying and Postage	300	306	312
Dues and Subscriptions	100	102	104
Travel Expenses	500	510	520
Contingencies	200	204	208
<b>Sub Total Material and Services</b>	<b>7,300</b>	<b>7,446</b>	<b>7,592</b>
<b>SUB TOTAL EXPENSES</b>	<b>57,700</b>	<b>59,286</b>	<b>60,911</b>
<b>Total available for Projects**</b>	<b>21,300</b>	<b>9,714</b>	<b>(1,911)</b>

\*Any additional revenue generated by events, products and services sales will be used for additional committee activities and events. Main Street will also pursue grants for special projects.

\*\*Steering Committee, Promotion Committee, Design Committee, Business Committee

**SPECIAL ORDINANCE NO. 13-554**

**AN ORDINANCE ESTABLISHING THE DALLES  
MAIN STREET ECONOMIC IMPROVEMENT DISTRICT,  
AND PROVIDING FOR NOTICE OF PROPOSED  
ASSESSMENTS TO AFFECTED PROPERTY OWNERS**

**WHEREAS**, on May 14, 2012, the City Council adopted General Ordinance No. 12-1324, establishing procedures for the formation of economic improvement districts; and

**WHEREAS**, Section 2 of General Ordinance No. 12-1324 provides that the City Council may consider creation of an economic improvement district on its own motion, or at the request of any person, entity, association or City staff, and that any request for consideration of the creation of an economic improvement district shall contain a proposed economic development plan; and

**WHEREAS**, on September 10, 2012, the City Council considered an economic development plan prepared by The Dalles Main Street Program, for the proposed formation of The Dalles Main Street Economic Improvement District, and following their discussion of the economic development plan, the Council voted to direct City staff to initiate the process outlined in General Ordinance No. 12-1324 for the formation of an economic improvement district; and

**WHEREAS**, pursuant to Section 3 of General Ordinance No. 12-1324, a notice of a hearing which was scheduled for October 22, 2012, concerning the proposed establishment of The Dalles Main Street Economic Improvement District, was mailed to the affected property owners located within the proposed district; and

**WHEREAS**, the City Council conducted the public hearing on October 22, 2012, and following the presentation of public testimony both in favor of and in opposition to the formation of the proposed economic improvement district, the Council reached a consensus that additional information was needed, and a request was submitted to the Main Street Committee to reconsider the proposal for the creation of an economic improvement district, with the Main Street Committee to reconsider the following items; the method of assessment, involvement of downtown property and business owners in the process, seeking additional partners, and providing education to the downtown property and business owners; and

**WHEREAS**, on January 28, 2013, the City Council received a staff presentation on a revised proposal for the creation of an economic improvement district, which included a revised method of assessment based upon a flat fee, and a reduction in the length of the proposed district from five to three years, and following the presentation, the Council voted to direct staff to schedule another public hearing upon the formation of the proposed economic improvement district, to be held on March 11, 2013; and

**WHEREAS**, the City Council conducted the public hearing on March 11, 2013, and following presentation of public testimony, the Council deliberated and determined that the improvements included within the proposed economic improvement district would afford special and peculiar benefit to properties within the economic improvement district different in kind or degree from that afforded to the general public, and that the economic improvement district should be established; and

**WHEREAS**, Section 4 of General Ordinance No. 12-1324 requires the City Council to adopt an ordinance setting forth the appropriate findings supporting their conclusion to establish an economic improvement district;

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF THE DALLES ORDAINS AS FOLLOWS:**

**Section 1. Findings Adopted.** Based upon the findings and conclusions set forth in Exhibit “A”, which is attached hereto and incorporated herein by this reference, the Council determines that The Dalles Main Street Economic Improvement District, as proposed by The Dalles Main Street Program, would afford special and peculiar benefit to properties within the economic improvement district different in kind or degree from that afforded to the general public.

**Section 2. Economic Improvement District Established.** The Dalles Main Street Economic Improvement District, as described in the revised economic development plan submitted by The Dalles Main Street Program, is hereby established.

**Section 3. Preparation of Assessments; Delivery of Notice.** The City Clerk shall prepare the proposed assessments for each lot located within the proposed economic improvement district. The properties benefitted by the proposed economic improvement district shall bear all of the costs of the economic improvement district. Notice of the proposed assessments shall be mailed or personally delivered to the owner of each lot to be assessed.

**Section 4. Contents of Notice.** The notice described in Section 3 shall state the following:

- A. The amount of the proposed assessment;
- B. The property upon which the assessment is to be levied;
- C. The date and time of the hearing at which affected property owners may appear to support or object to the proposed assessments, and the date and time by which objections to the proposed assessments which a property owner desires to submit prior to the hearing, shall be filed with the City Clerk; and
- D. For objections submitted prior to the hearing, that such objections must be in writing and contain a statement of the grounds for the objection.

**Section 5. Hearing Date.** A hearing shall be held at 5:30 P.M. Pacific Prevailing Time on April 22, 2013, in conjunction with the regular City Council meeting. Persons who have filed objections to the proposed assessments prior to the hearing, and persons who desire to speak either in favor of or in opposition to the proposed assessments shall have the right to be present and address the Council. The hearing will be held in the City Council Chambers, City Hall, 313 Court Street, The Dalles, Oregon. Objections submitted prior to the hearing shall be filed on or before 5:00 P.M. on April 12, 2013.

**PASSED AND ADOPTED THIS 11TH DAY OF MARCH, 2013**

Voting Yes, Councilors: \_\_\_\_\_

Voting No, Councilors: \_\_\_\_\_

Absent, Councilors: \_\_\_\_\_

Abstaining, Councilors: \_\_\_\_\_

**AND APPROVED BY THE MAYOR THIS 11TH DAY OF MARCH, 2013**

\_\_\_\_\_  
Stephen E. Lawrence, Mayor

ATTEST:

\_\_\_\_\_  
Julie Krueger, MMC, City Clerk

## **EXHIBIT "A"**

### **FINDINGS IN SUPPORT OF DETERMINATION TO ESTABLISH THE DALLES MAIN STREET ECONOMIC IMPROVEMENT DISTRICT**

1. Attached hereto and incorporated herein by this reference is a copy of the revised economic improvement plan prepared by The Dalles Main Street Program for the proposed The Dalles Main Street Economic Improvement District. The Plan indicates the proposed Economic Improvement District has two primary purposes:
  - A. To hire an Executive Director for The Dalles Main Street Program.
  - B. To provide resources to the five committees established as part of The Dalles Main Street Program to carry out their objectives of supporting downtown properties and business through economic development planning.
2. The economic improvement plan notes that two years ago, the downtown had twenty empty storefronts, and one year later, the number of empty storefronts had increased to 39. Some of these buildings have been empty for many years, and many are underutilized. The intent of the economic improvement plan is to work with building owners and downtown businesses, to provide expertise and resources to prevent existing businesses from failing, and to attract new businesses to the downtown area. The City has recently invested significant financial resources in building a new dock which will be used by cruise ships, and the Lewis and Clark Festival Area, to attract visitors to the downtown area. The improvements contemplated by the proposed economic improvement district are a vital part of the City's overall plan to stimulate growth in the downtown area.
3. The goals of the various committees established as part of The Dalles Main Street Program clearly establish that the focus of the economic improvement plan is to provide specific and unique benefits to the affected downtown properties, which benefits are not generally available to the general public. Those goals include the following elements:
  - A. Business Committee: Expand the mix of businesses downtown; identify underserved markets and help property owners and businesses better define their target market; assist businesses in optimizing their business hours; establish the Elks building as a viable and vibrant business; encourage the redevelopment of the upper floors of the downtown area for residential use.
  - B. Promotion Committee: Identify reasons to bring people downtown; create a signature Main Street event for the downtown; provide more activities to bring families downtown; enhance business and property owners' abilities to market themselves.

- C. Design Committee: Facilitate improved maintenance of buildings, facades, and streetscapes; create a more pedestrian friendly environment; improve the visual impact from the highway; promote design collaboration within the downtown community.
  - D. Steering Committee: Broaden the volunteer base; ensure collaboration with and among various stakeholder groups; develop a funding plan for the Main Street Program; ensure communication/collaboration within The Dalles Main Street Program.
4. Among the issues which the City Council requested the Main Street Committee to reconsider when they reviewed the initial plan for the creation of an economic improvement district, were the proposed method of assessment, and the need to involve downtown property and business owners in the process, and to provide more educational information to the downtown property and business owners. The Main Street Committee held an informational meeting at The Dalles Area Chamber of Commerce's Power Breakfast on December 7, 2012. Members of the Committee also met informally with downtown property owners to discuss elements of the proposed plan as opportunities arose.

The Main Street Committee mailed surveys containing detailed information concerning the formation of the proposed EID to every property owner of record within the boundaries of the proposed EID, and also sent out electronic copies of the survey to every e-mail address on the Chamber of Commerce's list serve. This survey produced 159 responses, with 48 of the respondents identifying themselves as downtown property owners. From the responses received, there was a majority of support for a proposed flat rate assessment. Regardless of what type of structure might be used to impose an assessment, the willingness of the persons responding to the survey to pay for a proposed EID ranged from \$0 to \$2,000, with an average of \$146.

## The Dalles Main Street Economic Improvement District Plan

1. **Justification for District:** Two years ago our downtown had 20 empty storefronts, one year later the count was up to 39. Some of the buildings have been empty for years, or vastly under-utilized. There are buildings that could be divided into smaller, more economical spaces, and upper floors that could house office space or apartments. There are also areas where pocket parks could be installed and visual improvements made. While these specific problems are unique to the individual properties, the underlying issues are a collective concern affecting all downtown properties and businesses owners. Property owners, business owners, and concerned citizens overwhelmingly agree that downtown could benefit from coordination among property and business owners for such purposes and programs as marketing, events, building appearance, and business development and recruitment. The proposed Economic Improvement District (“EID”) described in this Economic Improvement Plan will provide the personnel, resources, and organization necessary to attack the problems ailing our downtown, execute the desired programs, and stem the tide of failing businesses.
  
2. **Planned Economic Improvements:** The Dalles Main Street Inc. (“TDMS” or “Main Street”) proposes to raise funds through an EID for two primary purposes:
  - a. To hire an Executive Director for TDMS
  - b. To provide resources for TDMS’s committees to carry out their objectives of supporting downtown properties and business through economic development programming.
  
- a. **Executive Director:** Main Street will hire an executive director from funds raised through EID assessments and from funds committed by the City. The primary duties of the executive director will be:
  1. Serve as the principal on-site staff person responsible for coordinating all programs and initiatives as well as representing TDMS at all local, regional, and state levels.
  2. Responsible for the development, conduct, execution, and documentation of the downtown program under the direction of the Board of Directors.
  3. Coordinate and assist TDMS’s Steering, Organization, Promotion, Design, and Business Committees in performing their respective duties, responsibilities, and projects. Attend all committee, board, and special meetings regarding TDMS.
  4. Research funding opportunities, assist in preparing grant proposals, and help develop fund raising projects along with the board of directors.
  5. Develop and conduct on-going public awareness and educational programs designed to enhance appreciation of The Dalles downtown’s assets and foster an understanding of the Main Street Program’s goals and objectives. Work closely with local businesses, property owners, Chamber of Commerce, city management and other partners in supporting the downtown business community, promoting investment, and facilitating development through TDMS program.
  6. Maintain accurate data to track the progress and effectiveness of TDMS and report this information to the board of directors at their regular scheduled meetings.

7. Manage and perform other projects, functions, and tasks as determined by the board of directors. Maintain regular communication with the Oregon Main Street Program Director.

b. Main Street Committee Objectives: Below is a listing of the overall goals and objectives of each Main Street committee. These objectives may change from year to year as the committees pursue economic improvements to the downtown area including:

1. Pursuing activities that support business recruitment and development
2. Completing downtown beautification projects
3. Planning and organizing public events and celebrations in the downtown
4. Promoting commercial activity and marketing of downtown properties, businesses, and attractions
5. Improving parking systems and parking enforcement
6. Engaging in any other economic improvement activity that will specifically benefit properties in the downtown EID.

**Business Committee:**

Overall Goal: Build economic stability by supporting and attracting a viable mix of businesses to the downtown.

Objectives:

- Expand the mix of businesses downtown.
- Identify underserved markets and help property owners and businesses better define their target market
- Assist businesses in optimizing their business hours.
- Develop a plan to utilize upper floors.

Number One Priority: Fill the Old Elks Building on Third Street with a successful and vibrant business or businesses.

Number Two Priority: Encourage the redevelopment of the upper floors of the downtown area for residential use.

**Promotion Committee:**

Overall Goal: Promote downtown as the center of The Dalles—a great place to live, work, play, and do business.

Objectives:

- Identify reasons to bring people downtown.
- Create a main Street signature event(s) for downtown.
- Provide more activities that draw families downtown.
- Enhance business and property owners' abilities to market themselves.

Number One Priority: Raise funds to support the Jammin' in July event to bring more people downtown. Further priorities will be to continue to put on signature events for the downtown community.

Number Two Priority: Develop a brand and marketing strategy for downtown The Dalles that attracts both residents and tourists alike to the offerings of our downtown.

**Design Committee:**

Overall Goal: Craft a vibrant and welcoming downtown by continuing to improve building and storefront appearance and enhancing the overall downtown environment.

Objectives:

- Facilitate improved maintenance of buildings, facades, and streetscapes.
- Create a more pedestrian-friendly environment.
- Improve visual impact from the highway.
- Promote design collaboration within the downtown community.

Number One Priority: Encourage façade improvements, focusing on, but not limited to bringing transom windows back and encouraging general maintenance of buildings, storefronts, and streetscapes.

Number Two Priority: Establish a more pedestrian-friendly environment—create small park-like vignettes in under-utilized areas to provide green space as well as additional outdoor seating areas.

**Steering Committee:**

Overall Goal: Unify stakeholders, build partnerships, and focus on building a sustainable, volunteer-based downtown revitalization organization.

Objectives:

- Broaden the volunteer base.
- Ensure collaboration with/among various stakeholder groups
- Develop a funding plan for Main Street
- Ensure communication/collaboration within The Dalles Main Street Program.

Number One Priority: Pursue an Economic Improvement District and use funds to hire a full-time Main Street Coordinator.

Number Two Priority: Form the Organization Committee under the new non-profit entity

## **Organization Committee:**

**Overall Goal:** Successfully transition from a Steering Committee to an Organization Committee. Provide sufficient support, direction, and assistance to the executive director to make TDMS an effective and valuable program for downtown businesses and property owners.

**Objectives:**

- Broaden the volunteer base.
- Ensure collaboration with/among various stakeholder groups
- Develop a funding plan for Main Street
- Ensure communication/collaboration within The Dalles Main Street Program.

**Number One Priority:** Form the organization committee, implement policies and procedures, and hire the new Full-time Main Street Coordinator.

**Number Two Priority:** Secure additional volunteers for all other committees.

3. **Length of Economic Improvement District:** The EID will expire after 3 years. There is no provision for automatic renewal.
4. **District Boundary:** The proposed EID essentially runs from the west end of 2<sup>nd</sup> Street and Pentland, to the east end of the round-about, to the North end on 1<sup>st</sup> Street, to the South end from 4<sup>th</sup> Street to Court, then around the courthouse on 5<sup>th</sup>, back to 4<sup>th</sup> Street, then 3<sup>rd</sup> Street at Jefferson, then around the alley on 3<sup>rd</sup>, back to the round-about. (see map)
5. **Assessment Formula:** Based on the results of a preliminary survey, the proposed EID will be a flat rate assessment of \$250 per tax lot for commercial properties within the EID. Government owned buildings, non-profits, and residences/dwelling units will be excluded from this EID. Buildings owned by the Columbia Gateway Urban Renewal Agency will also be excluded until such time as they come into private ownership.
6. **Estimated Cost:** Under the assessment formula stated above, the proposed EID is estimated to raise \$49,000 per year from assessments, which will total \$147,000 over 3 years.
7. **City Contribution:** If the EID passes, the City has agreed to commit \$30,000 in FY 12/13, \$20,000 in FY 13/14, and \$10,000 in FY 14/15 as seed money to hire the executive director as described above.
8. **Organizational Background of The Dalles Main Street Program:** The Dalles Main Street Program (TDMS) is currently a registered non-profit organization in the State of Oregon. The organization's 501(c)(3) application is currently pending with the U.S. Department of Revenue. The organization consists of 37 volunteers, most of whom are downtown business and property owners.

TDMS Mission Statement is: *"The Dalles Main Street Program provides leadership to preserve and enhance our community identity and heritage, build economic stability and make The Dalles an excellent place to live, work, play, and do business."*

TDMS is a volunteer driven organization, through four committees: Promotion, Design, Business and Organization (currently Steering Committee).

TDMS is affiliated with the Oregon Main Street Program. The Main Street Approach is a proven comprehensive method to commercial historic district revitalization. This approach has been implemented in more than 2,200 cities and towns in 40 states across the nation. Individual community programs benefit from the help of the National Main Street Center, Oregon Main Street, and other statewide downtown revitalization programs.

The Main Street Approach is based on a comprehensive, four point strategy:

- Organization
- Promotion
- Design
- Economic Restructuring (Business)

TDMS is currently in the "Transforming Downtown" phase, the second highest category. Oregon Main Street provides assistance to all communities no matter where they are in the process.

9. **Anticipated Agreements:** It is anticipated that Main Street will enter into an agreement with the City of The Dalles for office space, mailing address, filing cabinet, desk and chair, telephone and copy machine for use by TDMS. Another location may be selected if it will provide greater benefit to the program.
10. **Administration Fee:** None. The City has agreed to not charge any fee for administration of the EID.

# The Dalles Main Street Focus Area

