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Regular City Council Meeting  
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MINUTES

REGULAR COUNCIL MEETING

OF  
June 26, 2017  
5:30 p.m.

THE DALLES CITY HALL  
313 COURT STREET  
THE DALLES, OREGON

**PRESIDING:** Mayor Stephen Lawrence

**COUNCIL PRESENT:** Russ Brown, Taner Elliott, Linda Miller, Darcy Long-Curtiss, Tim McGlothlin

**COUNCIL ABSENT:** None

**STAFF PRESENT:** City Manager Julie Krueger, City Attorney Gene Parker, City Clerk Izetta Grossman, Finance Director Angie Wilson, Planning Director Steve Harris, Public Works Director Dave Anderson, Police Chief Patrick Ashmore, Human Resources Director Daniel Hunter, Assistant to the City Manager Matthew Klebes

**CALL TO ORDER**

The meeting was called to order by Mayor Lawrence at 5:30 p.m.

**ROLL CALL**

Roll call was conducted by City Clerk Grossman, all Councilors present.

**PLEDGE OF ALLEGIANCE**

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

### **APPROVAL OF AGENDA**

Mayor Lawrence said Action Item 11-C Approval of QLife Budget for Fiscal Year 2017-18 was added to the agenda. It was moved by Elliott and seconded by Miller to approve the agenda as amended. The motion carried unanimously.

### **PRESENTATIONS/PROCLAMATIONS**

#### **Mercury Development regarding Cascade Square Façade Project – David Zimel & Brian Shahum**

Mr. Shahum and Mr. Zimel presented a PowerPoint overview of the company and the project. They said they were investing over \$4 million in the project. Mr. Zimel said it was overdue for renovation. He said they were using local contractors whenever possible.

In response to a question Mr. Zimel said the trees were removed because they were causing issues with the sidewalks and parking lot. He said that new trees would be planted.

Mr. Shahum said the Grand Opening Celebration would be September 16 from 11-3 pm, with ribbon cutting, food, beer garden and fun.

### **AUDIENCE PARTICIPATION**

Nolan Hare, Fort Dalles Fourth Committee gave an update on the celebration coming up on Saturday. He said there would be a Rocket Run, Breakfast at the Park, Yoga, Parade, Family Fun Zone, Concert and Fireworks. He said they were featuring all local craft beverages this year.

Hare thanked everyone for their support.

He said they had started the planning for the 5<sup>th</sup> Annual Fort Dalles Fourth next year.

### **CITY MANAGER REPORT**

City Manager Julie Krueger said the chip seal project had been revised. She said the Dry Hollow portion of the project was rescheduled to avoid issues with cherry harvest.

Krueger asked Public Works Director Dave Anderson to make an announcement.

Anderson said he had received word from the Department of Environmental Quality that the City's \$2 million loan application was successful, and the City qualified for \$500,000 becoming a grant, if all the rules are followed. He said the loan was half the cost of a bond. He said the plan was to pay off the loan early.

Krueger congratulated Anderson on work on the project.

### **CITY ATTORNEY REPORT**

City Attorney Gene Parker said he was working on a resolution for a public hearing to declare four properties as surplus.

Parker said he had received word that the first check from the 3% retail sales of marijuana would be arriving next week. He said the check was for the first quarter.

Parker said he was taking vacation the weeks of July 10 and July 24, to reduce his vacation time on the books.

### **CITY COUNCIL REPORTS**

Councilor Long-Curtiss reported on attending:

- Library Teen Space Grand Opening
- Urban Renewal Vision work session
- Meeting with Sunshine Mill to find a win – win on their loan
- Blue Zone Presentation
- QLife Meeting
- Community Outreach Team Meeting
- Airport Fly In

She said she would be the City's representative on the Community Outreach Team for the September DC trip. She said she had met the National League of Cities Director on the last DC trip and he had come out to visit The Dalles. She said he was impressed with our city.

Councilor McGlothlin reported on attending:

- Blue Zone presentation
- Airport Fly In

Councilor Elliott reported on attending:

- Urban Renewal Vision work session
- QLife meeting – he said there had been no final decision on the future of QLife

Councilor Miller reported on attending:

- Hazardous Waste meeting
- Library Teen Space Grand Opening

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- Sister City Meeting
- Urban Renewal Meeting
- Airport Fly In

Mayor Lawrence said he would be attending the Mid Columbia Council of Governments (MCCOG) meeting on Tuesday. He said they would be receiving the assessment for the future of MCCOG.

Mayor Lawrence read into the record a letter from Randy Haines (attached) requesting the \$5,000 that had been earmarked for the concerts. Haines' letter said he would be using 70% of the money for marketing.

It was moved by McGlothlin and seconded by Miller to grant \$5,000 to Randy Haines for the promotion of the weekend of events around the Neon Cruise.

There was some discussion about where these funds were budgeted. City Manager Krueger said she had put the funds as a place holder, outside of the small grants line item.

It was the consensus of the Council to review the small grants policy and to make it clear these were the only funds available in the future.

The motion carried unanimously.

### **CONTRACT REVIEW BOARD**

#### Authorization to Purchase Asphalt to be Used for Street Maintenance Projects July 1 Through the End of the Construction Season, about November 30, 2017

Public Works Director Anderson reviewed the staff report.

It was moved by Elliott and seconded by Brown to authorize the purchase of hot-mix asphalt as needed for street maintenance from the lowest-cost supplier available at the time of the projects in an amount not to exceed \$394,822. The motion carried unanimously.

#### Authorization to Purchase Emulsions and Chip Rock for 2016-17 Chip Seal Projects

Public Works Director Anderson reviewed the staff report.

Anderson said the list had been updated to accommodate the cherry harvest. He said 10<sup>th</sup> and Dry Hollow Streets would be done in August. He said funds for the project would roll into the

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next fiscal year.

It was moved by McGlothlin and seconded by Brown to authorize the purchase of emulsion, fog seal oil, chip rock and County labor and equipment in an amount estimated to be \$95,043.20. The motion carried unanimously.

### **ACTION ITEMS**

#### Authorization to Provide Water Service Outside City Limits to 6140 Mill Creek Road for Irrigation of a Commercial Marijuana Growing Operation

Public Works Director Dave Anderson reviewed the staff report.

It was moved by McGlothlin and seconded by Long-Curtiss to authorize the provision of commercial water service outside the City Limits to the property located at 6140 Mill Creek Road. The motion failed. Brown, Miller, Elliott opposed.

After some discussion, it was the consensus of the Council to have staff bring this issue back with more information on the permit requirements from Wasco County, the square footage of the building, and future impact.

#### Adoption of Resolution No. 17-019 A Resolution Authorizing Transfer of Funds Between Departments of the General Fund of the City of The Dalles Budget, Making Appropriations and Authorizing Expenditures for the Fiscal Year Ending June 30, 2017

Finance Director Angie Wilson reviewed the staff report. Wilson noted that there was a scrivener's error in the Resolution in the packet. She said the affected fund was the General Fund not the State Office Building.

It was moved by Elliott and seconded by Brown to Adopt Resolution No. 17-019 A Resolution Authorizing Transfer of Funds Between Departments of the General Fund of the City of The Dalles Budget, Making Appropriations and Authorizing Expenditures for the Fiscal Year Ending June 30, 2017

#### Approval of Fiscal Year 2017-18 QualityLife Budget

Wasco County Administrator Tyler Stone, and Wasco County Finance Director Mike Middleton, representing QualityLife Intergovernmental Agency, reviewed the staff report.

Middleton said the QLife Board had approved the budget. He said it was coming before Council

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as a formality.

It was moved by Long-Curtiss and seconded by Elliott to accept the QualityLife Intergovernmental Agency (QLife) Budget for Fiscal Year 2017-18 as adopted by the QLife Board. The motion carried unanimously.

**DISCUSSION ITEMS**

Converting Meadow Outdoor Leases to Easement

City Attorney Gene Parker reviewed the staff report.

After some discussion, it was the consensus of the Council to continue with the current lease agreement.

**ADJOURNMENT**

Being no further business, the meeting adjourned at 7:10 p.m.

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Submitted by/  
Izetta Grossman  
City Clerk

SIGNED:

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

ATTEST:

  
\_\_\_\_\_  
Izetta Grossman, City Clerk

Dear Council,

I met with Julie to discuss the \$5,000 event sponsorship in the budget for this summer.

I will be producing a free, 21 and over music event during the Neon Cruise Weekend this August. I had an idea to implement a Gorge wide marketing campaign to promote all of the Neon Cruise Weekend events this summer. I have met with Patrick Erickson (Cruise the Gorge chair), Steve Hudson Mid Columbia Car Club and Tim Urness (producer of the Dallesport Drags). All were excited about the opportunity. With your support, this will be the first time in our 24-year history. We will promote and market all of the weekend's events together.

My request is for the total amount. Approximately 70% of the \$5,000 will be dedicated solely to the marketing campaign listed in the outline. Upon request, a complete accounting recap will be available after the Neon Cruise Weekend.

Thank you for your consideration,

Sincerely,

Randy

Randy Haines  
Owner Neon Cruise Party  
541.993.3198

**Questions & Answers:**

**Will the City be included in the marketing campaign?**

Yes! Logo in some print marketing and "City of The Dalles invites you" in some branding materials.

**Why Market locally and not out of the area?** There's a lot of money within 50 miles of The Dalles. Unfortunately, a lot of people within 50 miles of The Dalles never set foot here. The Neon Cruise Weekend is a great opportunity for The Dalles to bring them here. Especially if we deliver the message to them with the marketing campaign. Out of market advertising is very expensive. Investment vs return doesn't pay for this type of weekend event. Not to mention summer entertainment competition in other major cities in Oregon and Washington.

**Does the Mid-Columbia Car Club / Dallesport Drags produce a marketing campaign for the Neon Cruise Weekend events?**

The Mid-Columbia Car Club's priority is registrations for their "Show in Shine". They do this by producing paid print ads in car magazines, inserting flyers in publications, personally handing out flyers at auto related events and other means of promotion throughout the year.

The Mid-Columbia Car Club doesn't produce marketing campaigns to solicit the general public for the purpose of getting them to attend the weekend events. The same can be said for The Dallesport Drags. I have produced extensive marketing over the years for the Neon Nights concerts.

For this summer's free, 21 and over party, I will produce a separate campaign to promote the Neon Cruise Party. This will be paid for out of my personal Neon Cruise Party marketing budget. This marketing will focus on the music event only.

**Why a 21 and show?** Bud Light is our largest financial contributor. In addition, we experience more logistic and insurance hurdles with an all age event when alcohol is sold. We also have a lot of class reunions every summer. In previous years, committees planned their reunions on the Neon Cruise Weekend due to the social opportunities in the evening. To this day we have friends and families who get together on this weekend. We also anticipate class reunions to continue the tradition of gathering on the Neon Cruise Weekend.

**Why not include Dufur Threshing Bee in the marketing?** It's important to leverage all the time (radio) and space (print) we can to promote the events in The Dalles.

**Why so late with the request?** It took time to work through the planning. After a lot of consideration and planning we will start promoting the Neon Cruise Weekend after the Fort Dalles Fourth activities.

**Can this event sustain itself in the future?**

Yes, with continued financial support from our sponsors.

**Will the Neon Cruise Weekend need support from the city in the future?**

Possibly. However, with this free show structure I see no need to increase the sponsorship amount.