

Tuesday, April 5, 1988

The Board of Commissioners of Multnomah County met at the
Courthouse at 9:30 A.M. this date.

Present: Commissioner McCoy, Chair; Commissioner Miller;
Commissioner Anderson; Commissioner Kafoury; Commissioner Casterline.

Significant Others: (Portland School Board of Education) Dr. Matthew
Prophet, Superintendent, Portland Public School District 1; Ross
Dey, Board Chairman; Stephan Griffith; Stephan Kafoury; Forrest
~~Speck~~
(Joe) Rieke; Carol Turner; Joe Vorboril

The following proceedings were had:

Joint meeting of Board of County Commissioners)

with Portland Public School Board of Education)

The Board of Commissioners met with the Portland Public School Board of Education this date to discuss the following:

a) Youth Planning Network report on programs for 0 - 7 year olds

Commissioner Anderson reported the County has applied for a grant for a pilot project for a program for 0-7 years olds to be located in a grade school within the City of Portland. This program would be for a Community Health Nurse to visit homes of newborn children to assist parents in preparing children for school. She said the County will need support from the schools, the business community, and from charitable foundations to continue the program if the grant is received.

^{Ross}
~~Roy~~ Dey, Board Chairman, said the Board has a pilot project for 0-4 year olds in the Roosevelt High School Cluster which is in the proposed budget. No promises were made about its success, but he felt it had a good chance.

Carol Turner discussed the Headstart Programs and ^{its} ~~the~~ success of ~~that program~~.

Dr. Matthew Prophet explained ~~that~~ this program serves about 500 youngsters, and is primarily federally funded, but those funds are decreasing. The Public School Board is now funding the program at approximately \$120,000^{K.T.} to subsidize the food program ~~for~~ ~~these children,~~ and provide space in two facilities. He reported the difference in the educational level of children who have participated in this program is considerable.

Stephan Kafoury suggested both Boards work hard to get the Legislature to provide monies for this program.

Stephan Griffith stated he feels learning is the most important aspect for 4-7 year olds, and the health aspect is the focus for 0-4 years of age. He said he feels the responsibility of the School Board should be for the 4-7 year olds^{since} the focus of that body is directed toward learning, and responsibility for the younger child should lie with a more general government body.

Commissioner Anderson said the Board may be requesting space in an elementary school for the pilot program should the grant be approved. She discussed Board support for the Head Start Program, and the hope it can be expanded to a full day program for those receiving only a half day.

Dr. Prophet explained the Head Start Program supported by the School Board is only for those children with unemployed parents;

and ~~that~~ the other program under AMA is for those whose parents are employed.

Commissioner Miller said she feels more needs to be done to support the classroom teacher, and pay increases are necessary in order to attract more qualified teachers.

b) Teen Pregnancy Prevention, including school-based Teen Health Centers

Commissioner Kafoury said this program needs to be expanded, but that the County has nothing in this year's budget ~~for~~ *it* ~~do that~~. She urged both Boards to keep pressure on the Legislature to provide monies for Teen Health Clinics.

Mr. Dey said he feels Teen Health Centers are critical to the general health of the children; ~~He~~ *He* gave examples of the care provided by the clinics to families who had expressed their appreciation to him. He asked whether or not there is data regarding numbers of pregnancies in schools with clinics before and after the clinics were established.

Commissioner Kafoury reported that data including trends and rates of pregnancies, with patterns of numbers of children kept by the mothers or given up for adoption probably will not be available for five or six years. The hope is that the programs will result in reductions in teen pregnancies totals by that time.

The School Board agreed that requests for clinic money are included in the proposed budget, but approval will not be known until April 30.

Joe Riecke, said he feels it would not be wise to pull back on these programs, but that the School Board is concerned whether or not the County and the City will continue with their programs.

c) School Mental Health Programs

Ms. Turner explained the School is not interested in providing counseling for teenagers, but wants to stick to education only, and that she feels mental health counselors should be paid for by the County. Since alcohol and drug problems overlap, both the County and the Schools will be involved to some degree.

Mr. Stephan Kafoury reported the schools try very hard to keep out of the treatment mode for mental health problems in schools, but will identify individuals and refer them. Following treatment, the schools have peer support systems to prevent the child from falling

back into the same drug-using groups they associated with prior to treatment.

d) Youth Alcohol and Drug Programs

Dr. Prophet discussed the issue of gangs in the schools; and said the schools are doing all they can to remedy the problem by working with Justice Services and religious agencies to coordinate programs, and he feels they are making progress.

Mr. Rieke stated schools are handling data very well, but the problem lies in the cost of the program. However programs of search and seizure ~~started early~~ have proven successful, and promote self-governance by the students. Many problems related to issues that affect kids, are not necessarily related to education, but separating the two is difficult.

Ms. Turner stated the gang problem exists, and violence continues; use of weapons is more prevalent, and the danger is greater. She feels the community has not yet given the message that gang behavior will not be tolerated.

Commissioner Miller expressed her views that monies spent at the criminal incarceration end of the spectrum are well spent, but the tidal wave of violent behavior starting with the young will become a problem in the future. Therefore, it is necessary to spend

more monies on youth programs now.

Mr. Rieke stated there were approximately 8,000 arrests in 1987 as opposed to 4,000 in 1985, and that the court system is being inundated, yet has an inadequate funding system for the increased load. Child abuse cases have risen from 80 in 1980 to 715 in 1987. Coordinated efforts between schools, government agencies, and the court systems is necessary to balance solutions to these problems.

*proposed
educational*
Dr. Prophet discussed school programs for parents ~~being~~
~~proposed for implementation.~~

Mr. Griffith reported he feels schools should not be the only agency involved with solutions for drug and alcohol and gang problems, but that they should be involved. Good schools should have an atmosphere of safety and learning rather than fear and distraction. Prevention is less costly than intervention. The schools know more about what is going on in kids lives than families or communities because they see them 6-8 hours per day in a controlled environment, and are able to see changes in behavior. He feels the schools should participate in coordination of programs.

Commissioner Kafoury stated ~~the~~ County Juvenile Services has been working with school districts on the gang issue.

e) Recommendations

The School Board concurred that the focus of the School

Board should be education, even though they support County-wide services for children; and that it is difficult to determine the parameters when programs and financing is involved.

The Board of Commissioners suggested programs in which coordination and cooperation with the School Board is necessary for program success, (and) requested 1) the School Board continue to provide space for Teen Health Clinics; 2) ~~assist~~ assist with education for parents and children 0-7 years; and 3) stress programs for abused children and their parents.

f) Programs for the Developmentally Disabled. including early intervention services

Discussion was held regarding ~~responsibility~~ responsibility of both the Schools and the County to lobby the State Legislature for monies for Developmentally Disabled and Mentally Ill children's education.

Both Boards agreed to work together to get the most from available dollars for existing programs for children and parents; to promote programs for children and parents education to prevent abuse, to encourage better parenting skills in nutrition and child behavior; and to work with other community and government agencies to enhance and/or provide counseling and treatment.

A suggestion was made that a work session be scheduled for

both Boards to address these same topics in more detail. No time was set.

In the matter of the decisions of the Planning)
Commission of March 14, 1988, Cases ~~PR 1-88~~)
ZC 3-88 *Comma*)

There being no notice of review before the Board for the above-entitled matters, and the Board not wanting to review the matter on its own motion, upon motion of Commissioner Miller, duly seconded by Commissioner Casterline, it is unanimously

ORDERED that said Decisions, including findings, conclusions and conditions be adopted and implemented.

(See Supplement, Decisions - J. 159 for copy)

In the matter of the decisions of the Planning)
Commissioner of March 14, 1988, Cases ~~CU 4-88~~)
CU-588)

There being no Notice of Review before the Board for the above-entitled matters, and the Board not wanting to review the matters on its own motion, the Chair acknowledged receipt of the decisions.

(See Supplement, Decisions - J. 159 for copy)

Public Hearing - In the matter of reviewing the)

regional tourism strategy recommendations to the)
Oregon Tourism Alliance including preliminary)
response from the Economic Development Department)

Commissioner McCoy passed the gavel to Commissioner
Casterline, Vice ^{Chair} Chair, who introduced Sho Dozono, Oregon Tourism
Alliance representative from Multnomah County, who submitted copies
of the Oregon Tourism Alliance Plan and Executive Summary. The
Commissioner explained there are eleven jurisdictions involved in
the development of the Plan. Seven goals were used as criteria to
determine whether or not a project would be selected for inclusion
in the Plan. Multnomah County is high on the list for the proposed
road connector between I-84 and U.S. Highway 26. She discussed
priority lists for projects for the Region; and added Multnomah,
Clackamas, and Washington counties are not eligible for lottery
monies because of the Convention Center, which is a part of the
Oregon Tourism Alliance effort. Columbia Gorge
Interpretive/Orientation center project hopefully will be accepted
by the State, and Blue Lake Park development projects will ~~be~~ ^{should be}
~~hopefully be~~ funded by the State Marine Board. Clatsop County, which
is eligible for lottery monies, will have a Lewis & Clark Trail
project which is ~~for~~ ^{because} a portion of a state-wide ^{trail} project; ~~and~~ ^{that} will
benefit Multnomah County ~~as~~ ^{because} it crosses through the County; ~~but~~ ^{however} is
not ~~a part of~~ ^{OK} Multnomah County ~~requests~~ ^{project}.

OK to
Secret
Wardens.

aw/

On the priority "B" list ^{MC} ~~is~~ ^{ave 1)} the urban wildlife refuge (which will probably not be selected); ²⁾ the Linneman Junction Station project which may be funded by a Community Block Grant from the Department of Economic Development; ³⁾ and the Oxbow Park Master Plan for Oxbow Park, which will be similar to Blue Lake Park Master Plan. ✓

Commissioner Miller asked for clarification regarding whether or not the Board is voting to support Multnomah County's requests or the entire Oregon Tourism Alliance Plan. ○

Commissioner Casterline said the vote will include support ~~was~~ for the entire plan.

Commissioner Miller declared a possible conflict of interest ~~in this matter~~ because she owns commercial property in Lincoln County.

Commissioner Casterline explained that should the Board approve the Plan, it will be forwarded to the State for approval.

Sho Dozono, Multnomah County representative to the Oregon Tourism Alliance Board, and Chairman of the Visitors Services subcommittee, explained the subcommittee has the responsibility for developing a plan for visitor services for an eight-county area; and has requested funding from lottery revenues. The programs ^{selected} for funding ^{ave} ~~will be~~: 1) a Host Program which will train volunteers and

proposed

8-60
the public on the importance of tourism to the region; 2) Data collection, whereby all eight counties will be tied together with a computer program with access to information regarding available tourist facilities within all eight counties. In response to Commissioner McCoy's question, he replied the organization is asking for funding; once that is accomplished, a bid will be let for a consulting agency *To assist w/ implementation of the Plan.*

In response to Commissioner McCoy's question, Commissioner Casterline said there will be no further public hearings on ~~this~~ *the* issue. *OTA Plan.*

Mr. Dozono reported the Plan process includes approval from all counties; ~~and~~ *OK* once all eight counties approve the Plan, it will be submitted to the State. Multnomah County is the first to vote on approval.

Commissioner Casterline introduced Kim Duncan, Metropolitan Service District, and staff person for OTA.

Ms. Duncan reported the State indicated what they were looking for in the Plan at a meeting held March 30th and that the Plan, ~~as proposed~~ has been well received by the State Department of Economic Development. There is some indication the State will fund most of the grant because *it includes a* ~~there is a~~ transportation segment ~~of the~~ *Plan.* The hope is that the State will respond within a month after

receiving the grant even though they are allowed 60 days for response.

Fred Neal, Intergovernmental Relations Officer, ~~Chair's~~ Office, said the State has given a preliminary response to the Plan, and has recommended ~~that~~ the marketing research proposal request be reduced by \$60,000 (\$20,000 for each of the eight regional counties as matching funds to prepare chapters for each county in a marketing book). However the State is still saying ~~that the three counties~~ (Multnomah, Clackamas, and Washington) ^{Co's} are not eligible for marketing funds from the lottery because of the Convention Center ^{agreement}. He expressed his objections to the decision because it is not possible to get to the other eight counties from the airport without going through one of these three counties, and all three have expended ^{great} efforts to bring the eleven jurisdictions together to work toward tourism goals.

Commissioner Casterline said ~~that~~ Charles Ciecko, Parks Director, is preparing a brochure with a State map on one side, and a Multnomah County map on the other, but is considering using a ^{region} map surrounded by pictures of all ^{8-county} ~~regional~~ visitor attractions. The brochures are now on hold until the question regarding funding for marketing is settled.

At this time a public hearing was held, no one wished to testify.

Commissioner McCoy asked at what point the issue of minority and women's affirmative action should be addressed? She

requested assurance that there be some consideration of this matter in employment opportunities arising from these projects.

Ms. Duncan assured the Commissioner the legislation that establishes the regional strategy program ^{includes} ~~has~~ criteria for women and minority affirmative action, and all projects will be evaluated with this issue in mind.

Mr. Dozono suggested ^{the} ~~this~~ issue be discussed at the next OTA Board meeting, and said a resolution could be adopted at that time.

Following discussion, and upon motion of Commissioner McCoy, duly seconded by Commissioner Miller, it is unanimously

ORDERED that the Multnomah County Affirmative Action Plan be sent to Oregon Tourism Alliance for consideration as a model to be included in the proposed OTA Plan.

Mr. Dozono commended Ms. Duncan and Metro for the work done on the Plan, and said ^{was} ~~it~~ is gratifying to see all eleven ^{jurisdictions} ~~counties~~ working together to prepare the document being considered today. Monies requested (\$11,700,000) are substantial, but it is the hope ^{that} ~~that~~ the State will agree it is necessary for Plan implementation.

Upon motion of Commissioner McCoy, duly seconded by Commissioner Miller, on a roll call vote, the following matter was considered by unanimous consent:

In the Matter of Multnomah County's Adoption of) RESOLUTION
the Plan of the Oregon Tourism Alliance) #88-35

Upon motion of Commissioner McCoy, duly seconded by Commissioner Miller, and upon a roll call vote, unanimously

ORDERED that said Resolution be approved.

(See Page _____ for copy)

Phillip Thompson, Assistant to Mayor Clark and member of the Administration Committee of the Alliance, ~~commented~~ the cooperation and quality of the product the eight counties and three jurisdictions have produced is remarkable, and will be successful,

in his opinion.
Commissioner Casterline said ~~the~~ grant applications will be found in the document, and commended Chris Moir, her staff person, *for writing* who wrote them.

At this time, Commissioner Casterline returned the gavel to Commissioner McCoy.

Discussion followed regarding cancellation of the photo

session scheduled for this morning.

There being no further business to come before the Board at this time, the meeting was adjourned until next Thursday morning at 9:30 A.M.

BJ

0348C



MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS
ROOM 605, COUNTY COURTHOUSE
1021 S.W. FOURTH AVENUE
PORTLAND, OREGON 97204

GLADYS McCOY • Chair • 248-3308
PAULINE ANDERSON • District 1 • 248-5220
GRETCHEN KAFOURY • District 2 • 248-5219
CAROLINE MILLER • District 3 • 248-5217
POLLY CASTERLINE • District 4 • 248-5213
JANE McGARVIN • Clerk • 248-3277

AGENDA OF
MEETINGS OF THE MULTNOMAH COUNTY BOARD OF COMMISSIONERS
FOR THE WEEK OF
April 4 - 8, 1988

Monday, April 4, 1988 - 10:30 AM - Briefing on Executive Budget -
Portland Building, Conference Room F - 14th Floor

Tuesday, April 5, 1988 - 9:30 AM - Planning Items and other formal
matters Page 2

Tuesday, April 5, 1988 - 1:30 PM - Informal Meeting Page 4

Wednesday, April 6, 1988 - 1:30 PM - Intergovernmental Relations
Meeting Page 5

Thursday, April 7, 1988 - 9:30 AM - Executive Budget Message Page 6
10:00 AM - Remarks by Citizen Involvement
Committee and Central CBAC
members
10:15 AM - Opening Organizational Budget
Meeting & Revenue Overview
11:00 AM - Formal Meeting

0348C

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Tuesday, April 5, 1988 - 9:30 AM

Multnomah County Courthouse, Room 602

Decisions of the Planning Commission of March 14, 1988:

The following Decisions are reported to the Board for acceptance and implementation by Board Order:

- A
- PR 1-88 Approve requested amendment of the Centennial Plan Map, changing the designation of the subject property from "medium density residential" to "high density residential";
 - ZC 3-88 Approve amendment of Sectional Zoning Map #400, changing the described property from MR-3, medium density residential district to HR-1, high density residential district, all for property at 14849 SE Division Street

The following Decisions are reported to the Board for acknowledgement by the Chair:

- CU 4-88 Approve creation of a six-acre Mortgage Lot in the EFU-38 zoning district, subject to a condition, for property located at 23818 NW Oak Island Road
- CU 5-88 Denied applicant's request to increase the number of truck trip ends to 20 per hour, to increase the allowable annual tonnage to 200,000T, and for expansion of the clay mining operation to include Lots 18 and 24, Bayne Suburban Farms; Approve, subject to conditions, a three-year renewal of the clay mining operation on Lots 21-24, Bayne Suburban Farms, all for property located at 14042 NW Cornelius Pass Road

4/5/88

-3-

INFORMAL BRIEFING: (following Planning Items)

Joint meeting of Board of County Commissioners with Portland Public School Board of Education

AGENDA

- 1) Youth Planning Network report on programs for 0-7 year olds
- 2) Teen Pregnancy Prevention, including school-based Teen Health Centers
- 3) School Mental Health Program
- 4) Youth Alcohol and Drug Programs
- 5) Programs for the Developmentally Disabled, including early intervention services
- 6) Youth Service Centers

11:00 AM - TIME CERTAIN

Public Hearing - In the matter of reviewing the regional tourism strategy recommendations to the Oregon Tourism Alliance including preliminary response from the Economic Development Department

*Resolution
88-35 - adopted*

Tuesday, April 5, 1988 - 1:30 PM

Multnomah County Courthouse, Room 602

INFORMAL

1. Informal Review of Bids and Requests for Proposals:
a) Sheriff's Office time keeping and reporting system
2. Presentation of pins to Commissioners by the Rose Festival Association - Rick Steinfeld, president; and Gene Leo, Executive Director (1:30 pm)
3. Presentation of City of Portland Urban Services Plan - (1:35 pm)
4. Informal Review of Formal Agenda of April 7

-5-

Wednesday, April 6, 1988 - 1:30 PM

Room 602-County Courthouse

INTERGOVERNMENTAL RELATIONS COMMITTEE MEETING

AGENDA

1. Work Session on Committee's short list of Portland and Gresham issues with discussion of committee role

Thursday, April 7, 1988, 9:30 AM

Multnomah County Courthouse, Room 602

Formal Agenda

NOTE: Executive Budget Message scheduled for TIME CERTAIN at 9:30 AM

9:30 AM

Executive Budget Message by County Chair, Gladys McCoy

10:00 AM

Remarks by Citizen Involvement Committee and Central CBAC members

10:15 AM

Opening Organizational Budget Meeting & Revenue Overview

11:00 AM

FORMAL MEETING

REGULAR AGENDA

- R-1 In the matter of presentation of Certificates of Appreciation to the following:
a) Ralph Griffin
b) Burt Nelson
c) Roy Bennett

DEPARTMENT OF ENVIRONMENTAL SERVICES

- R-2 Orders in the Matter of Establishing Roads:
a) SE Hawthorne Blvd. . Road No. 4960
b) NE 195th Avenue . . Road No. 4961
- R-3 Order in the Matter of Authorizing Execution and Acceptance of a Deed for Various Streets from Multnomah County for Dedicated Street Purposes
- R-4 Order in the Matter of the Conveyance to the City of Gresham various one (1) foot strips (street plugs) owned by the County

DEPARTMENT OF GENERAL SERVICES

- R-5 Resolution renewing application of eligibility to participate in the Federal Property Utilization Program

DEPARTMENT OF HUMAN SERVICES

- R-6 In the matter of ratification of a revenue contract modification with State Senior Services Division, adding \$110,795 of federal Older American Act and State Oregon Project Independence funds to Aging Services Division, to increase Day Care, Respite, In-Home and Case Management services
- R-7 Budget Modification DHS #40 reflecting revenue increases to Aging Services (\$70,667) (Federal Older American Act - Title III); and MCCA (Title III & Oregon Project Independence (OPI) funds (\$11,628) in various line items adding one Protective Services staff position for remainder of FY 87/88, making service reimbursements to Telephone Fund (\$2000), Insurance Fund (\$1,630), and Fleet Fund (\$1,500)
- R-8 Notice of Intent to apply for Technical Assistance Grant to develop Street Law Program at Donald E. Long Home (\$2500) from the National Street Law Program
- R-9 In the matter of ratification of an intergovernmental revenue agreement between the Oregon Dept. of Education and the Social Services Division, DD Program Office, whereby County will receive \$69,074 over a 15 month period (April 1, 1988 to June 30, 1989) to provide classroom and home based early intervention services to 24 developmental disabled children and their families
- R-10 Budget Modification DHS #41 reflecting additional revenues in the amount of \$14,665 for FY 87-88 from the Oregon State Department of Education to Social Services Division, DD Program Office, various line items, for the Early Intervention Grant award
- R-11 Request for ratification of Amendment (#11) to State Mental Health Grant whereby County will receive \$49,196 to implement new Diversion Services for Developmentally Disabled Clients in jeopardy of being placed in State Training Facility FY 87/88

- R-12 Budget Modification DHS #42 reflecting a revenue increase to Social Services in the amount of \$49,196 to implement new Diversion Service for DD clients in jeopardy of being placed in State Training Facility (Amendment #11 to State Mental Health Grant)

ORDINANCES - DEPARTMENT OF JUSTICE SERVICES

- R-13 First Reading - An Ordinance amending MCC 5.10.435 raising fees for conciliation services and mediation services provided by the Family Services Division for the Multnomah County Circuit Court (NOTE: Ordinance contains emergency clause)

SHERIFF'S OFFICE

- R-14 Order in the matter of accepting deed for Inverness Property from the City of Portland for jail purposes - public testimony invited - (Continued from March 31)
TIME CERTAIN - 11:00 AM
- R-15 In the matter of accepting bids for Inverness Corrections Facility

Thursday Meetings of the Multnomah County Board of Commissioners are recorded and can be seen at the following times:
Thursday, 10:00 PM, Channel 11 for East and West side subscribers
Friday, 6:00 P.M., Channel 27 for Rogers Multnomah East subscribers
Saturday 12:00 PM, Channel 21 for East Portland and East County subscribers

DATE SUBMITTED March 29, 1988

(For Clerk's Use)

Meeting Date _____

Agenda No. _____

REQUEST FOR PLACEMENT ON THE AGENDA

Subject: Joint County-School Board Meeting

Informal Only* April 5, 1988 a.m.
(Date)

Formal Only _____
(Date)

DEPARTMENT County Chair DIVISION _____

CONTACT Fred Neal TELEPHONE 248-3308

*NAME(s) OF PERSON MAKING PRESENTATION TO BOARD _____

BRIEF SUMMARY Should include other alternatives explored, if applicable, and clear statement of rationale for the action requested.

Joint meeting to discuss issues of mutual interest

(IF ADDITIONAL SPACE IS NEEDED, PLEASE USE REVERSE SIDE)

ACTION REQUESTED:

☒ INFORMATION ONLY ☐ PRELIMINARY APPROVAL ☐ POLICY DIRECTION ☐ APPROVAL

INDICATE THE ESTIMATED TIME NEEDED ON AGENDA _____

IMPACT:

☐ PERSONNEL

☐ FISCAL/BUDGETARY

☐ General Fund

☐ Other _____

SIGNATURES:

DEPARTMENT HEAD, ELECTED OFFICIAL, or COUNTY COMMISSIONER: Gladys Mc Coyld

BUDGET / PERSONNEL /

COUNTY COUNSEL (Ordinances, Resolutions, Agreements, Contracts) _____

OTHER _____
(Purchasing, Facilities Management, etc.)

NOTE: If requesting unanimous consent, state situation requiring emergency action on back.

DATE SUBMITTED March 29, 1988

(For Clerk's Use)

Meeting Date _____

Agenda No. _____

REQUEST FOR PLACEMENT ON THE AGENDA

Subject: Joint County-School Board Meeting

Informal Only* April 5, 1988 a.m.
(Date)

Formal Only _____
(Date)

DEPARTMENT County Chair DIVISION _____

CONTACT Fred Neal TELEPHONE 248-3308

*NAME(s) OF PERSON MAKING PRESENTATION TO BOARD _____

BRIEF SUMMARY Should include other alternatives explored, if applicable, and clear statement of rationale for the action requested.

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(IF ADDITIONAL SPACE IS NEEDED, PLEASE USE REVERSE SIDE)

ACTION REQUESTED:

☒ INFORMATION ONLY ☐ PRELIMINARY APPROVAL ☐ POLICY DIRECTION ☐ APPROVAL

INDICATE THE ESTIMATED TIME NEEDED ON AGENDA _____

IMPACT:

☐ PERSONNEL

☐ FISCAL/BUDGETARY

☐ General Fund

☐ Other _____

SIGNATURES:

DEPARTMENT HEAD, ELECTED OFFICIAL, or COUNTY COMMISSIONER: Gladys Mc Coyld

BUDGET / PERSONNEL /

COUNTY COUNSEL (Ordinances, Resolutions, Agreements, Contracts) _____

OTHER _____
(Purchasing, Facilities Management, etc.)

NOTE: If requesting unanimous consent, state situation requiring emergency action on back.



GLADYS McCOY, Multnomah County Chair

Room 134, County Courthouse
1021 S.W. Fourth Avenue
Portland, Oregon 97204
(503) 248-3308

Informal
4/5/88
Formal
A/m.

March 29, 1988

Ross Dey, Chair
Board of Education
Portland Public Schools
P.O. Box 3107
Portland, Oregon 97208-3107

BOARD OF
COUNTY COMMISSIONERS
MULTNOMAH COUNTY
OREGON
1988 MAR 30 AM 11:37

Attention: Frank McNamara

Dear Mr. Dey:

My fellow County commissioners and I are looking forward to our joint meeting with you and the School Board and Superintendent. We are convinced that talking together will improve our joint activities. This meeting is especially relevant as both our governments are preparing for budget adoptions. The meeting is scheduled for 9:30 a.m., Tuesday morning, April 5, in the Board Hearing Room, Room 602 of the County Courthouse. Please consider this letter as our formal invitation to the Board of Education.

After having shared your letter of March 7 with my fellow commissioners, I would propose the following issues comprise the agenda of our Joint Meeting:

A G E N D A

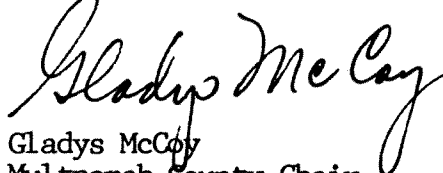
- 1). Youth Planning Network report on programs for 0 to 7 year olds
- 2). Teen Pregnancy Prevention, including school-based Teen Health Centers
- 3). School Mental Health Program
- 4). Youth Alcohol and Drug Programs
- 5). Programs for the Developmentally Disabled, including early intervention services
- 6). Youth Service Centers

TO: Ross Dey, Chair
FROM: Commissioner Gladys McCoy
March 29, 1988
Page two

As we have only one and one half hours to cover these topics, I suggest that we not have staff briefings during our meeting. Instead, I am asking County personnel to prepare simple background papers on each of these agenda items so that all of us have pertinent information available. We hope to have that information to Frank McNamara by the end of this week.

Thank you for making the Portland School Board available to meet jointly with the Board of County Commissioners. I'm sure we will have a very productive session, one which will set the precedent for future cooperative efforts.

Sincerely yours,


Gladys McCoy
Multnomah County Chair

cc: Board of County Commissioners
✓ Clerk of the Board

GM:vbq

4/5/88 - all present
A.M.

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MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS
ROOM 605, COUNTY COURTHOUSE
1021 S.W. FOURTH AVENUE
PORTLAND, OREGON 97204

GLADYS McCOY • Chair • 248-3308
PAULINE ANDERSON • District 1 • 248-5220
GRETCHEN KAFOURY • District 2 • 248-5219
CAROLINE MILLER • District 3 • 248-5217
POLLY CASTERLINE • District 4 • 248-5213
JANE McGARVIN • Clerk • 248-3277

April 5, 1988

Ms. Gladys McCoy, Chair of the Board
1021 SW Fourth, Room 134
Portland, OR

Dear Ms. McCoy:

Be it remembered, that at a meeting of the Board of County Commissioners held April 5, 1988, the following action was taken:

Joint meeting of Board of County Commissioners)
with Portland Public School Board of Education)

The following represented the Portland School Board of Education: Dr. Matthew Prophet, Superintendent, Portland Public School District 1; Ross Dey, Board Chairman; Stephan Griffith; Stephan Kafoury; Forrest (Joe) Rieke; Carol Turner; Joe Vorboril.

The Board of Commissioners met with the Portland Public School Board of Education this date to discuss the following:

a) Youth Planning Network report on programs for 0 - 7 year olds

Commissioner Anderson reported the County has applied for a grant for a pilot project for a program for 0-7 years olds to be located in a grade school within the City of Portland. This program would be for a Community Health Nurse to visit homes of newborn children to assist parents in preparing children for school. She said the County will need support from the schools, the business community, and from charitable foundations to continue the program if the grant is received.

Ross Dey, Board Chairman, said the Board has a pilot project for 0-4 year olds in the Roosevelt High School Cluster which is in the proposed budget. No promises were made about its success, but he felt it had a good chance.

Carol Turner discussed the Headstart Program and its success.

Dr. Matthew Prophet explained this program serves about 500 youngsters, and is primarily federally funded, but those funds are decreasing. The Public School Board is now funding the program at approximately \$120,000 per year to subsidize the food program, and provide space in two facilities. He reported the difference in the educational level of children who have participated in this program is considerable.

Stephan Kafoury suggested both Boards work hard to get the Legislature to provide monies for this program.

Stephan Griffith stated he feels learning is the most important aspect for 4-7 year olds, and the health aspect is the focus for 0-4 years of age. He said he feels the responsibility of the School Board should be for the 4-7 year olds since the focus of that body is directed toward learning, and responsibility for the younger child should lie with a more general government body.

Commissioner Anderson said the Board may be requesting space in an elementary school for the pilot program should the grant be approved. She discussed Board support for the Head Start Program, and the hope it can be expanded to a full day program for those receiving only a half day.

Dr. Prophet explained the Head Start Program supported by the School Board is only for those children with unemployed parents; and the other program under AMA is for those whose parents are employed.

Commissioner Miller said she feels more needs to be done to support the classroom teacher, and pay increases are necessary in order to attract more qualified teachers.

b) Teen Pregnancy Prevention, including school-based Teen Health Centers

Commissioner Kafoury said this program needs to be expanded, but that the County has nothing in this year's budget for it. She urged both Boards to keep pressure on the Legislature to provide monies for Teen Health Clinics.

Mr. Dey said he feels Teen Health Centers are critical to the general health of the children; and gave examples of the care provided by the clinics to families who had expressed their appreciation to him. He asked whether or not there is data regarding numbers of pregnancies in schools with clinics before and after the clinics were established.

Commissioner Kafoury reported that data including trends and rates of pregnancies, with patterns of numbers of children kept by the mothers or given up for adoption probably will not be available for five or six years. The hope is that the programs will result in reductions in teen pregnancies totals by that time.

The School Board agreed that requests for clinic money are included in the proposed budget, but approval will not be known until April 30.

Joe Rieke, said he feels it would not be wise to pull back on these programs, but that the School Board is concerned whether or not the County and the City will continue with their programs.

c) School Mental Health Programs

Ms. Turner explained the School is not interested in providing counseling for teenagers, but wants to stick to education only, and that she feels mental health counselors should be paid for by the County. Since alcohol and drug problems overlap, both the County and the Schools will be involved to some degree.

Mr. Kafoury reported the schools try very hard to keep out of the treatment mode for mental health problems in schools, but will identify individuals and refer them. Following treatment, the schools have peer support systems to prevent the child from falling back into the same drug-using groups they associated with prior to treatment.

d) Youth Alcohol and Drug Programs

Dr. Prophet discussed the issue of gangs in the schools; and said the schools are doing all they can to remedy the problem by working with Justice Services and religious agencies to coordinate programs, and he feels they are making progress.

Mr. Rieke stated schools are handling data very well, but the problem lies in the cost of the program. However programs of search and seizure have proven successful, and promote self-governance by the students. Many problems related to issues that affect kids, are not necessarily related to education, but separating the two is difficult.

Ms. Turner stated the gang problem exists, and violence continues; use of weapons is more prevalent, and the danger is greater. She feels the community has not yet given the message that gang behavior will not be tolerated.

Commissioner Miller expressed her views that monies spent at the criminal incarceration end of the spectrum are well spent, but the tidal wave of violent behavior starting with the young will become a problem in the future. Therefore, it is necessary to spend more monies on youth programs now.

Mr. Rieke stated there were approximately 8,000 arrests in 1987 as opposed to 4,000 in 1985, and that the court system is being inundated, yet has an inadequate funding system for the increased load. Child abuse cases have risen from 80 in 1980 to 715 in 1987. Coordinated efforts between schools, government agencies, and the court systems is necessary to balance solutions to these problems.

Dr. Prophet discussed proposed educational school programs for parents.

Mr. Griffith reported he feels schools should not be the only agency involved with solutions for drug and alcohol and gang problems, but that they should be involved. Good schools should have an atmosphere of safety and learning rather than fear and distraction. Prevention is less costly than intervention. The schools know more about what is going on in kids lives than families or communities because they see them 6-8 hours per day in a controlled environment, and are able to see changes in behavior. He feels the schools should participate in coordination of programs.

Commissioner Kafoury stated County Juvenile Services has been working with school districts on the gang issue.

e) Recommendations

The School Board concurred that the focus of the School Board should be education, even though they support County-wide services for children; and that it is difficult to determine the parameters when programs and financing is involved.

The Board of Commissioners suggested programs in which coordination and cooperation with the School Board is necessary for program success, and requested 1) the School Board continue to provide space for Teen Health Clinics; 2) assist with education for parents and children 0-7 years; and 3) stress programs for abused children and their parents.

f) Programs for the Developmentally Disabled, including early intervention services

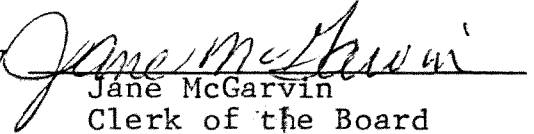
Discussion was held regarding responsibility of both the Schools and the County to lobby the State Legislature for monies for Developmentally Disabled and Mentally Ill children's education.

Both Boards agreed to work together to get the most from available dollars for existing programs for children and parents; to promote programs for children and parents education to prevent abuse, to encourage better parenting skills in nutrition and child behavior; and to work with other community and government agencies to enhance and/or provide counseling and treatment.

A suggestion was made that a work session be scheduled for both Boards to address these same topics in more detail. No time was set.

Very truly yours,

BOARD OF COUNTY COMMISSIONERS

By 
Jane McGarvin
Clerk of the Board

jm
cc: Commissioner Anderson
Department of Human Services



MULTNOMAH COUNTY OREGON

Planning
4/5/88

DEPARTMENT OF ENVIRONMENTAL SERVICES
DIVISION OF PLANNING
AND DEVELOPMENT
2115 S.E. MORRISON STREET
PORTLAND, OREGON 97214
(503) 248-3047

BOARD OF COUNTY COMMISSIONERS
GLADYS McCOY • CHAIR OF THE BOARD
PAULINE ANDERSON • DISTRICT 1 COMMISSIONER
GRETCHEN KAFOURY • DISTRICT 2 COMMISSIONER
CAROLINE MILLER • DISTRICT 3 COMMISSIONER
POLLY CASTERLINE • DISTRICT 4 COMMISSIONER

BOARD OF COUNTY COMMISSIONERS

Tuesday, April 5, 1988

9:30 a.m., Room 602

A G E N D A

BOARD OF
COUNTY COMMISSIONERS
1988 MAR 29 PM 10:53
MULTNOMAH COUNTY
OREGON

The following Decisions are reported to the Board for acceptance and implementation by Board Order:

- PR 1-88 Approve requested amendment of the Centennial Plan Map, changing the designation of the subject property from "medium density residential" to "high density residential";
- ZC 3-88 Approve amendment of Sectional Zoning Map #400, changing the described property from MR-3, medium density residential district to HR-1, high density residential district, all for property at 14849 SE Division Street.

0808P

The following Decisions are reported to the Board for acknowledgement by the Presiding Officer:

CU 4-88 Approve creation of a six-acre Mortgage Lot in the EFU-38 zoning district, subject to a condition, for property located at 23818 NW Oak Island Road.

CU 5-88 Denied applicant's request to increase the number of truck trip ends to 20 per hour, to increase the allowable annual tonnage to 200,000T, and for expansion of the clay mining operation to include Lots 18 and 25, Bayne Suburban Farms;

Approve, subject to conditions a three-year renewal of the clay mining operation on Lots 21-25, Bayne Suburban Farms, all for property located at 14042 NW Cornelius Pass Road.



MULTNOMAH COUNTY OREGON

Department of Environmental Services/Division of Planning and Development/2115 S.E. Morrison St./Portland, Oregon 97214 • 248-5270

DECISION OF THE MULTNOMAH COUNTY PLANNING COMMISSION

Meeting of March 14, 1988

IN THE MATTER OF:

PR 1-88, #400
ZC 3-88, #400

Amendment to Centennial Plan
HR-1, High Density Residential District

Applicant requests an amendment of the Centennial Community Plan and a zone change from the current MR-3, medium density residential district to HR-1, high density residential district, to allow development of the subject property with an apartment complex.

Location: 14849 SE Division Street

Legal: Tax Lot '50', Section 1, T1S, R2E, WM
1987 Assessor's Map

Site Size: .45 Acre

Size Requested: Same

Property Owner: Alco Development
PO Box 3255, Gresham, 97030

Applicant: Alco Development, c/o Al Anspach
PO Box 3255, Gresham, 97030
Terry Sandblast, 6930 SE 144th Avenue, 97236

Comprehensive Plan: Medium Density Residential

Present Zoning: MR-3, Medium Density Residential District
Density range from 8.1 to 16.1 dwellings units per square acre

Sponsor's Proposal: HR-1, High Density Residential District
Density range from 8.1 to 58 dwellings units per acre

PLANNING COMMISSION DECISION #1:

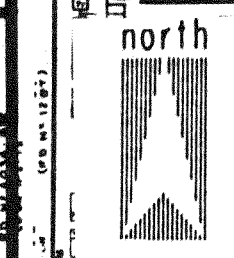
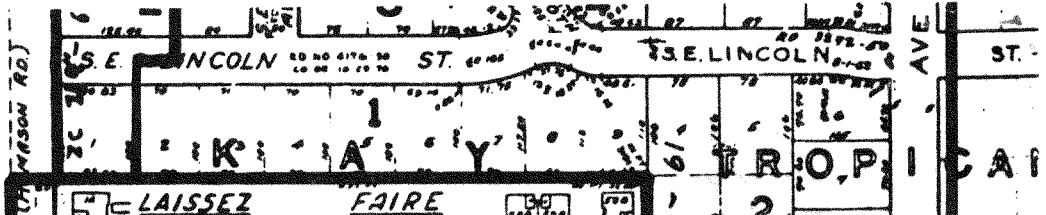
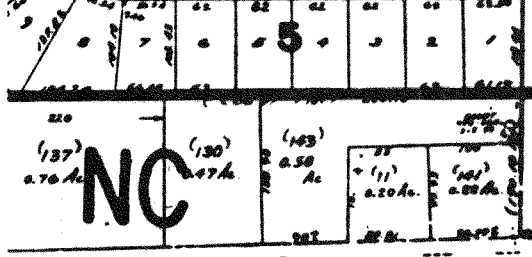
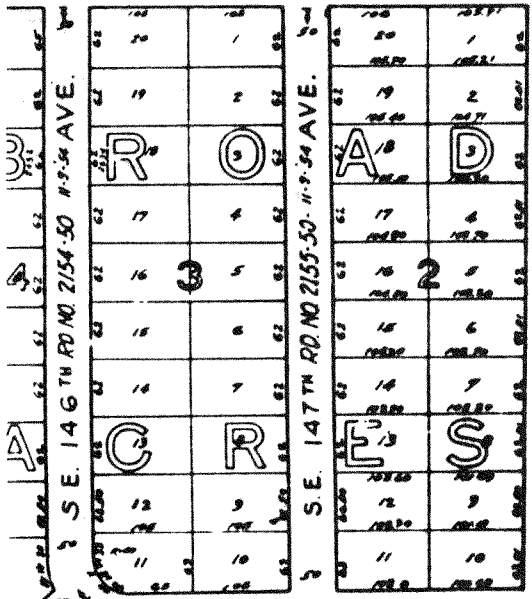
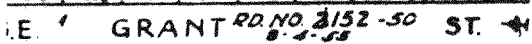
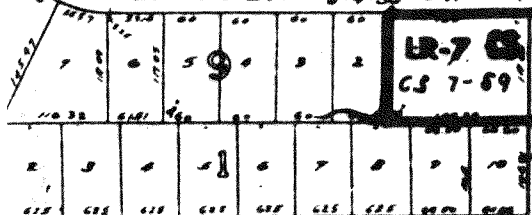
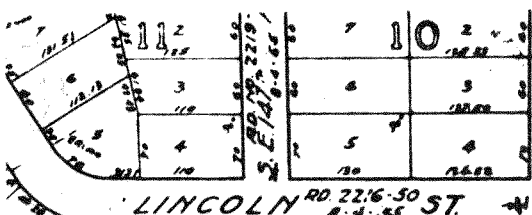
Approve requested amendment of the Centennial Plan Map, changing the designation of the subject property from "medium density residential" to "high density residential"

DECISION #2:

Approve amendment of Sectional Zoning Map #400, change-ZC 3-88 the described property from MR-3, medium density residential to HR-1, high density residential, all based upon the following Findings and Conclusions.

0833P

PR 1-88/ZC 3-88



CASES:..... PR 01-88 & ZC 03-88

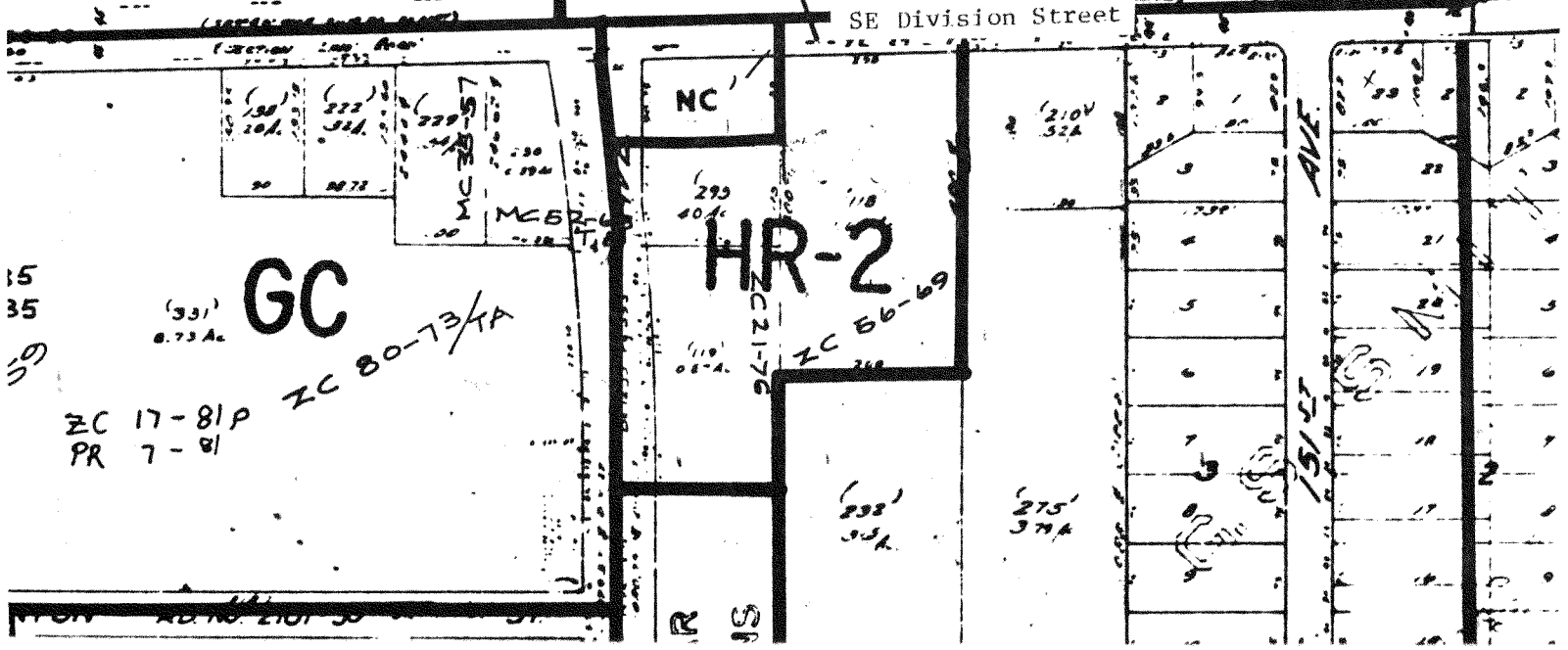
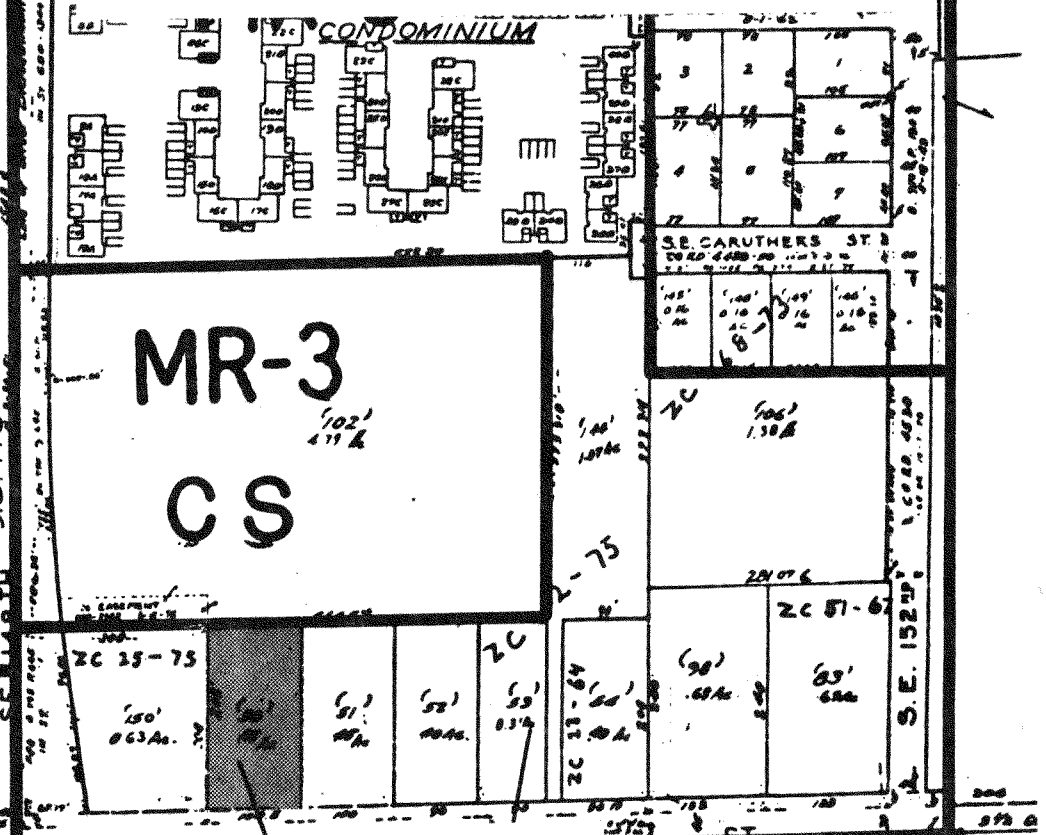
1/4 SEC MAPS:.... 3245 & 3345

SITE LOCAT:.... SW 1/4 SEC 01, T1S, R2E, WM

SZM's Shown:... 400 & 408

MAP SCALE:..... 1 inch to 200 feet

NOTE: Underscoring denotes maps within which the subject property appears.



Findings of Fact.

1. Applicant's Proposals.

Applicant requests a revision of the Centennial Community Plan and an amendment of Sectional Zoning Map #400, changing the described property from MR-3, medium density residential to HR-1, high density residential, to allow development of an apartment complex.

Applicant indicates the zone change will facilitate development of an apartment complex at HR-1 density as allowed under MCC 11.15.2812(G)(1). This Section of the Code would allow up to a maximum of 27 units on the subject property (20,800 square feet divided by 750 = 27 units), assuming compliance with the Approval Criteria of MCC 11.15.2814. The site plan attached shows development of the subject site with two-story buildings containing eight to ten units, according to the applicant. A site plan showing development at the maximum HR-1 density has not been submitted because of the tenuous nature of the amendment process and obvious design expenses.

2. Site and Vicinity Information.

The subject property is located on the north side of SE Division Street approximately 130 feet east of SE 148th Avenue. The site is relatively level and is developed with a single family dwelling that the applicant indicates will be removed to allow development of an apartment complex.

Both SE Division Street and SE 148th Avenue are principal arterials with four travel lanes. Each street has a 'left-turn' refuge lane at the signalized intersection. There are signalized and marked pedestrian crossings at each corner.

St. Joseph School (zoned MR-3, C-S) lies north of the subject property; a parking lot for the school abuts the north property line. Single family dwellings stand on properties to the east; these parcels are designated MR-3, medium density residential. SE 152nd Avenue intersects SE Division Street approximately 650 feet east of the subject property. Across SE Division Street, to the south, an apartment complex occupies property designated HR-2, high density residential. A vacant parcel, recently designated NC, neighborhood commercial (ZC 4-86) abuts the southeastern corner of the SE 148 Avenue/Division Street intersection.

Across the SE 148th Avenue/Division Street intersection, on the southwestern corner, is a Fred Meyer Shopping Center, designated GC, general commercial. Immediately west of the subject property an existing office complex has been established as a conditional use in the MR-3 zone. Further west, across SE 148th Avenue, is a convenience market designated NC, neighborhood commercial.

3. Ordinance Considerations.

Section 11.15.8230(D) of the Multnomah County Code lists the Approval Criteria for a change of zoning classification. It must be demonstrated that:

- "(1) Granting the request is in the public interest;
- (2) There is a public need for the requested change and that need will be best served by changing the classification of the property in question as compared with other available property;
- (3) The proposed action fully accords with the applicable elements of the Comprehensive Plan."

MCC 11.05.290 specifies factors to consider in reviewing a "quasi-judicial plan revision." MCC 11.05.120(B) indicates the proposed amendment is quasi-judicial since no change in Comprehensive Plan Policies is proposed. The applicant must persuade that the revision is:

- 1. Consistent with the standards in MCC 11.05.180 (LCDC Goals);
- 2. In the public interest; and
- 3. In compliance with the applicable elements of the Comprehensive Plan.

MCC 11.05.290(B) provides that ... "Proof that circumstances in the area affected by the proposed revision have changed since adoption of the plan ... are ... relevant factors which may be considered ...".

The applicant offers the following Findings in response to the above cited Approval Criteria:

(1) Public Interest

- a). The proposed development will provide County residents an opportunity to live in close proximity to a major shopping center in a mixed use area thereby reducing their needs to travel to other locations for similar services.
- b). The proposed development will provide a density transition and buffer between the adjacent office use and the moderate density area east of the subject property.
- c). The proposed development will provide a replacement site for housing potential lost as a result of the recent redesignation of the southeast corner of SE Division and 148th from high density residential to neighborhood commercial.

(2) Public Need

- a). There is a public need to provide a variety of housing choices and opportunities to County residents.

- b). In September, 1987, according to Apartment Data, the area east of SE 82nd Avenue between the north Clackamas County line and the Columbia River had an average vacancy rate of three percent. Single bedroom units had a vacancy rate of 3.2 percent; two bedroom units had a vacancy rate of 2.8 percent and two bedroom two bath units had a vacancy rate of 1.9 percent. The average vacancy rate for these three types of units was 2.6 percent. These vacancy rates indicate a public need for additional apartment units in this portion of the County.
- c). The redesignation of the southwest corner to GC and the southeast corner to NC has effectively produced a commercial node at this intersection. There is a public need to prevent extension of commercial uses easterly along SE Division Street. The use of the subject property for high density housing will provide a terminus for commercial extension along the north side of SE Division Street while acting as a buffer between commercial and residential uses.

(3) Applicable Plan Policies

- a). The proposed development is consistent with Centennial Community Plan Policies No. 13 (Air and Water Quality and Noise Levels), No. 14 (Development Limitations), and No. 16 (Natural Resources) because:
 - 1). The proposed development will be located on a principal arterial and across the intersection from a large neighborhood shopping center. The proposed development will create minimal impacts on existing background air quality, water quality and noise levels.
 - 2). The site is relatively level and outside of any 100-year floodplain; there are no natural limitations on development.
 - 3). The subject property has no wooded areas or other significant natural resources.
- b). The proposed development conforms to Plan Policies No. 19 (Community Design), No. 20 (Arrangement of Land Uses) and No. 21 (Housing Choices) because:
 - 1). Finding #4 of Policy 19 states the the design review process applies to all new construction in the Centennial Plan area except for single and two family dwellings. The proposed development will be reviewed by County staff and be in compliance with applicable design guidelines of Policy No. 19.

- 2). Policy No. 20 designates the area of SE 148th and Division intersection as one of the Neighborhood Service Centers of the Centennial Plan. Mixed uses, including offices, retail sales, and service business are located in the vicinity of this intersection. The location of high density residential adjacent to this center will be complimentary to the mixed uses; and will encourage a more efficient and economical use of public facilities and utilities by more fully utilizing the capacities of these services.
 - 3). Policy No. 21 will be furthered by the proposed development of the subject property with high density residential because the development will add to the mix of housing types adjacent to this neighborhood commercial center.
- c) The proposed development is supportive of Policy No. 22 (Energy Conservation) as it will promote energy conservation by providing housing close to shopping and services. This will reduce auto trips and/or their duration as residents will be able to avail themselves of goods and services offered in the adjacent commercial area rather than traveling elsewhere for similar goods and services.
 - d) The proposed development complies with Policy No. 24 (Housing Location) because it will be located within walking distance of public transportation (TriMet Route #4 bus stop is located at the southwest corner of the subject property) and is within walking distance of a major neighborhood service center. There will minimal traffic impact on adjacent local residential streets because the proposed development will have direct access to a principal arterial.
 - d) The proposed development is in conformance with Plan Policies No. 36 (Transportation System Development Requirements), No. 37 (Utilities), and No. 38 (Facilities) since the development fronts on principal arterial (SE Division Street) and a bus stop is located adjacent to the property; all utilities and facilities are present and serve the neighborhood except for sanitary sewer. Phase III of the "South Mid-County Interceptor" trunk line was scheduled for installation in January, 1988, however, actual construction is scheduled to commence in September, 1988 (per Portland Bureau of Environmental Services).

Compatibility.

The proposed development provides a transition/buffer element between the adjacent church/school institutional use and its parking lot immediately adjacent to the north, and with the office complex located immediately to the west because:

- a). the hours of occupancy of the proposed use differ from those of the the church/school and office,
- b). off-street parking will be located away from existing residential uses and near the church/school parking lot,
- c). The access drive will be located along the east property line to facilitate access to the eastern adjacent property and its potential future development, and therefore minimizing access points to Division Street,
- d). The enhancement and re-enforcement of the area's residential character through the development of on-site pedestrian linkages, open-space and recreational area, landscaping, and the installation of street trees and a new public sidewalk.

The existing MR-3 zone allows building heights up to 2-1/2 stories and the HR-1 zone allows up to 3 to 4 stories. The question relating to this issue of height compatibility is more appropriately addressed during the required design review process.

Consideration can be given to building design, materials, height, landscaping, etc. Creative building design and site preparation can result in a highly comparable physical development relative to adjacent uses.

Community Plan and Zoning Pattern.

The Centennial Plan Map shows that the major intersections along Division Street have been designated commercial nodes bolstered with high density residential designations. Policy 20, Arrangement of Land Uses, Finding A encourages the establishment of centers of mixed land uses that provide in the community, areas where offices, stores, social services, and high density residential can be integrated into complimentary cluster of land uses. The intersection of SE 148th and Division is such a cluster and the designation of the subject property as high density residential would be complimentary to and augment the existing mixed designation pattern.

The proposed high density residential designation of the subject property will be an extension of the existing high density residential designation that is located directly across from the subject property on the south side of Division street. Therefore, the high density residential designation of the subject property is an expansion of an existing designation rather than the institution of a new designation in this area.

The HR-1 zoning classification is a permissible classification of property within the high density residential plan designation. The designation of the subject property as HR-1 will replace the potential high density development lost due to the recent redesignation of the southeast corner of Division and 148th from high density residential to neighborhood commercial.

The HR-1 zoning and high density residential designation of the subject property is supportive of the Centennial Plan objectives of providing a variety of housing types, choices, and densities in close proximity to commercial nodes to maximize the use of public facilities, services, utilities, and increasing shopping convenience and energy conservation.

Additional Findings.

Existing MR-3 zoning provides a seven-dwelling unit potential on the subject property (20,800 divided by 2,700 = 7 units; "garden apartments").

Proposed HR-1 zoning provides a 27-dwelling unit potential on the subject property (see Finding No. 1). Development at the maximum allowable density will pose design challenges in meeting landscape, parking, setback and build- height requirements.

The proposed HR-1 zone allows a greater range of uses through the conditional use process.

Conclusions.

1. As detailed herein, the proposed plan revision and zone change satisfies applicable approval criteria.
2. The site's location - adjacent to commercial and community service uses and near an established neighborhood commercial node - is well suited for high density housing.

Signed March 14, 1988

By *Ruth Spetter, PC*
Ruth Spetter, Chairman

March 24, 1988

Date Filed with the Clerk of the Board

Appeal to the Board of County Commissioners

Any person who appears and testifies at the Planning Commission hearing, or who submitted written testimony in accord with the requirements on the prior Notice and objects to their recommended Decision, may file a Notice of Review and pay the required filing fee with the Planning Director on or before 4:30 p.m., Monday, April 4, 1988 on the required Notice of Review Form which is available at the Planning and Development Office at 2115 SE Morrison Street.

The Decision for this item will be reported to the Board of County Commissioners for review at 9:30 a.m. on Tuesday, April 5, 1988 in Room 602 of the Multnomah County Courthouse. For further information, call the Multnomah County Division of Planning and Development at 248-5270.



MULTNOMAH COUNTY OREGON

Department of Environmental Services/Division of Planning and Development/2115 S.E. Morrison St./Portland, Oregon 97214 • 248-5270

DECISION OF THE
MULTNOMAH COUNTY PLANNING COMMISSION

Meeting of March 14, 1988

IN THE MATTER OF:

CU 4-88, #13

Conditional Use Request
(Six-Acre Mortgage Lot)

Applicant requests conditional use approval to create a six-acre Mortgage Lot on this 86.35-acre Lot of Record. No additional building sites would result if the request were approved.

Location: 23818 NW Oak Island Road

Legal: Tax Lot '21', Section 32, 3N-1W
1987 Assessor's Map

Site Size: 86.35 Acres

Size Requested: Approximately 6 Acres

Property Owner: David/Judy Winterholler
20201 NE Interlachen Lane, Troutdale, 97060

Applicant: David Winterholler
20201 NE Interlachen Lane, Troutdale, 97060

Comprehensive Plan: Rural

Present Zoning: EFU, Exclusive Farm Use District

PLANNING COMMISSION
DECISION:

Approve creation of a six acre Mortgage Lot in the EFU-38 District, subject to a condition, based on the following Findings and Conclusions.

(9)
18.84 Ac.

EFU

(3)
59.90 Ac.

Lot 2
(17)
26.17 Ac.



CASE:..... CU 04-88

SITE IDENT:... Tax Lot 21 (86.35 Ac)

LOCATION:..... SE $\frac{1}{4}$ Sec 32, T3N, R1W, &
NE $\frac{1}{4}$ Sec 05, T2N, R1W, WM

SZM's Shown:.. 13, 14, 21, & 22

NOTE: Underscoring denotes SZM's within
which the subject property appears.

SZM Boundaries:

32

Lot 6

EFU

(13)
87.80 Ac.

MUA-20

STURGEON

(10)
38.45 Ac.

(16)
5-2N-1W

(21)
86.35 Ac.

Lot 3

EFU

Sec 1

EFU

(16)
69.92 Ac.

(12)
11.25 Ac.

(21)
76.00 Ac.

EFU

(5)
200.58 Ac.

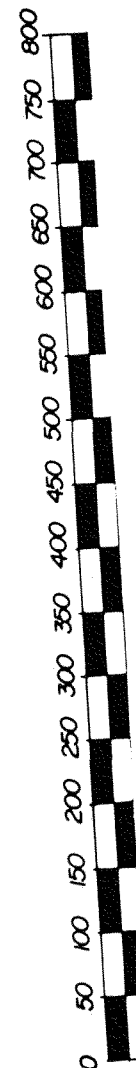
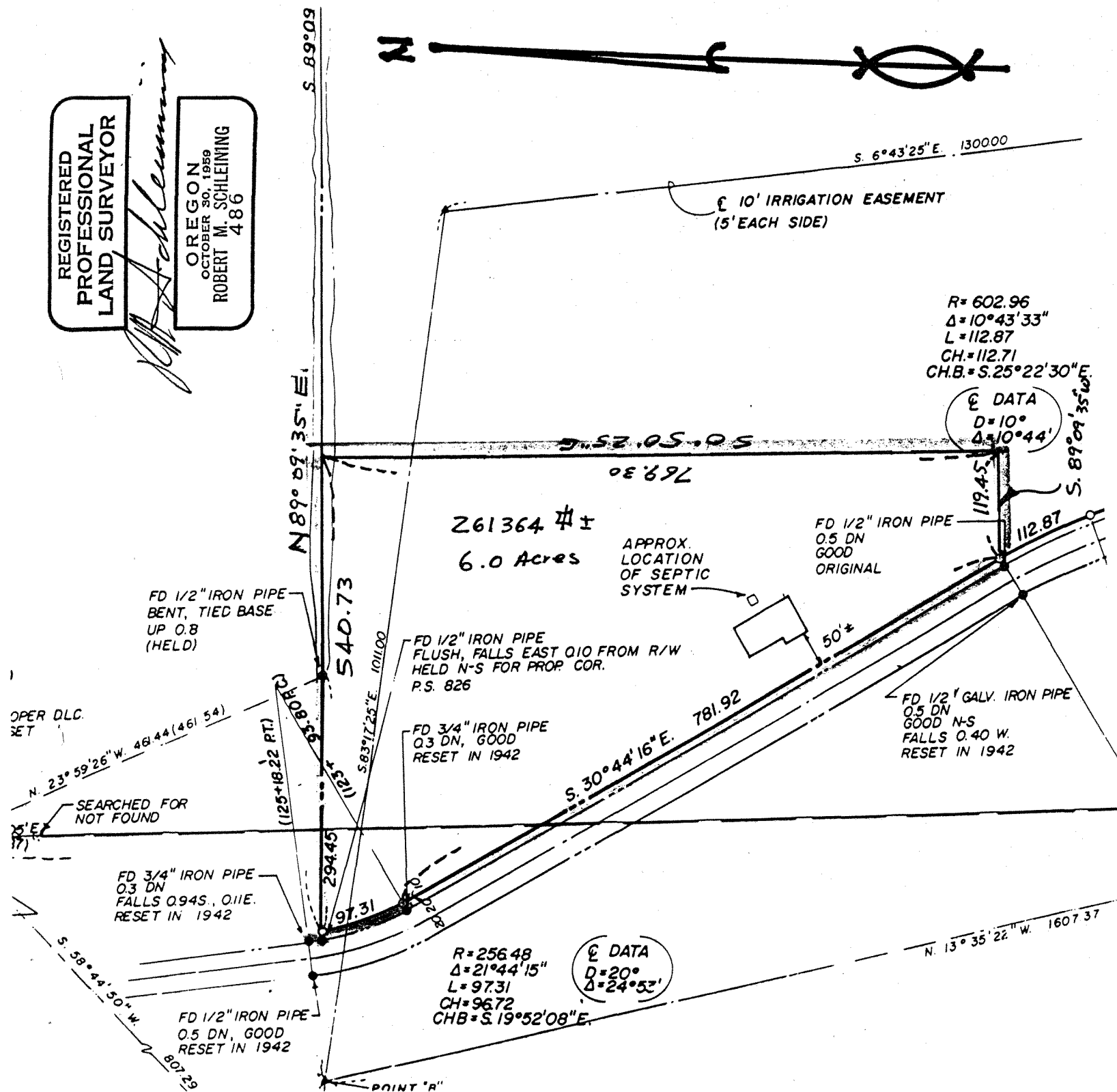
LITTLE STURGEON LAKE

(19)
42.63 Ac.

Lot 2

REGISTERED
PROFESSIONAL
LAND SURVEYOR

OREGON
OCTOBER 30, 1959
ROBERT M. SCHLEIMING
486



Condition:

Prior to the issuance of any development permits the applicant shall provide a copy of the recorded deed for the mortgage lot and remaining acreage containing the restrictions required by MCC 11.15.2012(B)(11)(b).

Findings of Fact:

1. Applicant's Proposal: Applicant requests Conditional Use approval in the EFU-38 zoning district to create a six acre mortgage lot. The purpose of the mortgage lot is solely for financing purposes and will not result in an additional building site.
2. Ordinance Considerations: When considering a request for a mortgage lot, the Planning Commission must find that the proposal satisfies the following criteria:
 - A. The minimum lot size for the mortgage lot shall be two acres.
 - B. Except as may otherwise be provided by law, a mortgage lot shall not be conveyed as a zoning lot separate from the tract out of which it was created or such portion of the tract as conforms with the dimensional requirements or the zoning ordinance then in effect. The purchaser of a mortgage lot shall record a statement referring to this limitation in the Deed Records pertaining to said lot.
 - C. No permit shall be issued for improvement of a mortgage lot unless the contract seller of the tract out of which the mortgage lot is to be created and the mortgagee of said mortgage lot have agreed in writing to the creation of the mortgage lot.
3. Site and Vicinity Characteristics: The 86.35 acre parcel out of which the mortgage lot is proposed to be created is located on the east side of Oak Island Road approximately two miles north of Reeder Road. This and surrounding properties have a history of being used for commercial agricultural purposes.

The proposed mortgage lot comprises a six acre site in the northwest portion of the 86.35 acre parcel. The lot is developed with a single family residence. The property has been approved for subsurface sewage disposal and water will be provided by private well. Power and communication facilities are available along the Oak Island Road frontage. The remaining 80.35 acres will continue to be used for commercial agricultural purposes.

Conclusions:

1. The applicant has carried the burden necessary for the granting of a mortgage lot in the EFU-38 zoning district.
2. Conditions are necessary to insure compliance with all code requirements.

Signed March 14, 1988

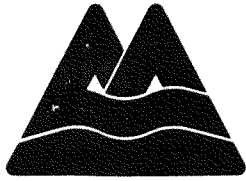
By *Ruth Spetter, SC*
Ruth Spetter, Chairperson

March 24, 1988
Filed with Clerk of the Board

Appeal to the Board of County Commissioners

Any person who appears and testifies at the Planning Commission hearing, or who submits written testimony in accord with the requirements on the prior Notice, and objects to their recommended decision, may file a Notice of Review with the Planning Director on or before 4:00 p.m. on Monday, April 4, 1988 on the required Notice of Review Form which is available at the Planning and Development Office at 2115 SE Morrison Street.

The Decision in this item will be reported to the Board of County Commissioners for review at 9:30 a.m. on Tuesday, April 5, 1988 in Room 602 of the Multnomah County Courthouse. For further information call the Multnomah County Division of Planning and Development at 248-5270.



MULTNOMAH COUNTY OREGON

Department of Environmental Services/Division of Planning and Development/2115 S.E. Morrison St./Portland, Oregon 97214 • 248-5270

DECISION OF THE
MULTNOMAH COUNTY PLANNING COMMISSION

Meeting of March 14, 1988

IN THE MATTER OF:

CU 5-88, #61

Conditional Use Request
(Renewal and Expansion of Clay Mining)

Applicant requests renewal and expansion of a clay mining activity originally approved for a portion of the subject site in 1982 under CU 13-82. Material would be used solely for cover material for the St. Johns Landfill. If approved, the permit would expire in 1993, or following final closure of the St. Johns Landfill, whichever occurs first. Applicant further requests expansion of hours of operation from the current 7:00 a.m. to 5:00 p.m. Monday through Saturday to 6:00 a.m. to 5:00 p.m., Monday through Saturday; an increase in the allowable annual tonnage removed from 100,000 to 200,000 tons, and an increase in the allowable truck trip ends per hour from ten to 15.

Location: 14042 NW Cornelius Pass Road

Legal: Lot 18 and Tax Lot '6' of Lots 19, 20, 21, 22, 23, 24
and 25, Baynes Suburban Farms
1987 Assessor's Map

Site Size: 26.55 Acres

Size Requested: Same

Property Owner: DI/NJ Chappell, Chappell Transportation
34156 Bachelor Flat Road, Warren, Oregon 97051
CE/BM Cain
1286 Almeda, Astoria, Oregon 97103

Applicant: Same

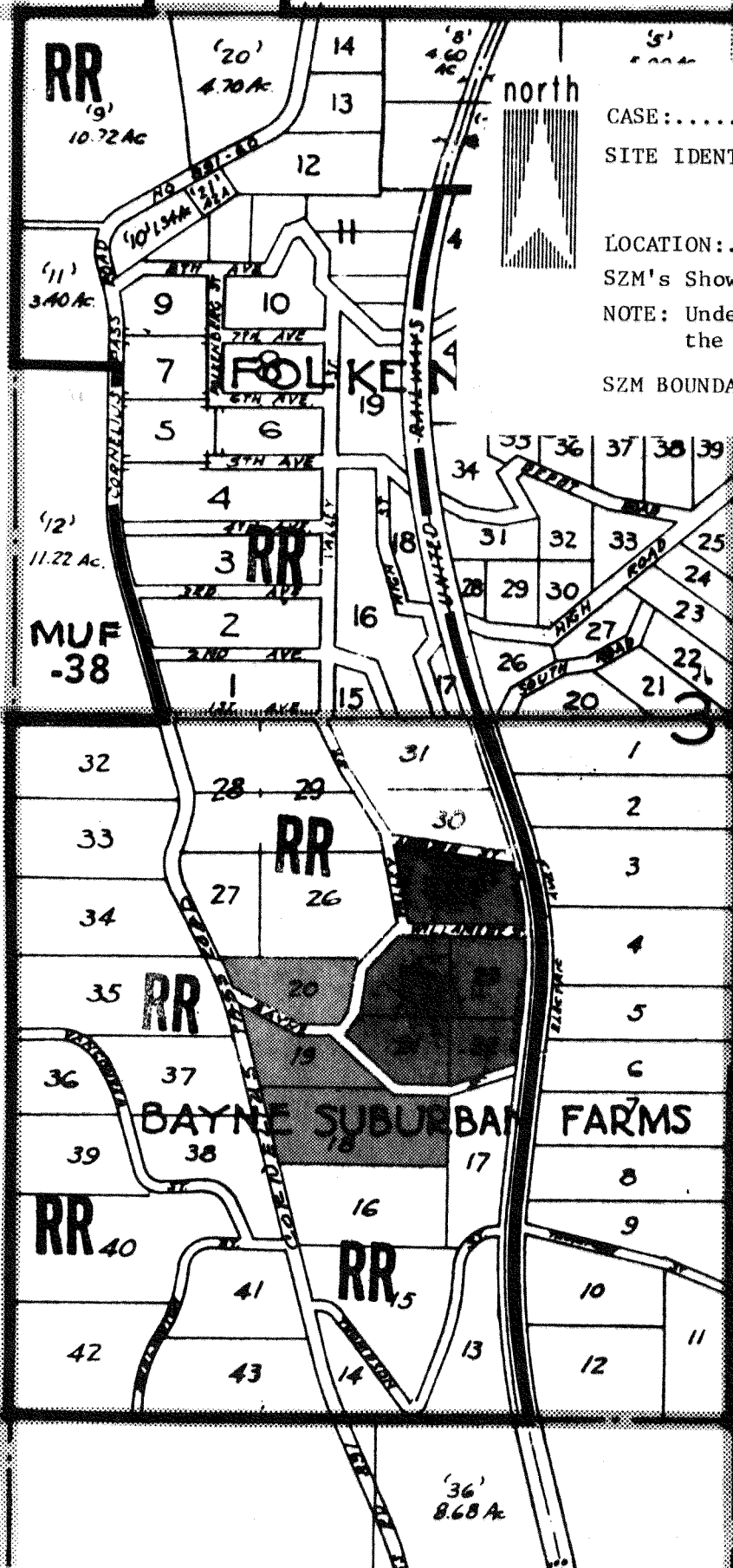
Comprehensive Plan: Rural Residential

Present Zoning: RR, Rural Residential District

PLANNING COMMISSION
DECISION:

Deny applicant's request to increase the number of truck trip ends to 20 per hour, to increase the allowable annual tonnage to 200,000T, and for expansion of the clay mining operation to include Lots 18 and 24, Bayne Suburban Farms.

Approve a three-year renewal of the clay mining operation on Lots 21-25 Bayne Suburban Farms, subject to conditions, based on the following Findings and Conclusions.



CASE:..... CU 05-88

SITE IDENT:.... Lots 18, 19, 21, 22, 23,
24, 25, 30, and 31 of
Bayne Suburban Farms

LOCATION:..... SW $\frac{1}{4}$ Sec 30, T2N, R1W, WM

SZM's Shown:... 59, 60, 61, & 62

NOTE: Underscoring denotes SZM within which
the subject property appears.

(1)
28.5

SZM BOUNDARIES:

MUF-19

MUF 38

MUF-19

MUF-38

Conditions

A. Prior to use of the site for clay extraction, the applicant shall obtain a land use permit from the Department of Environmental Services. Prior to the issuance of the land use permit the applicant shall:

- a. Submit evidence that a reclamation plan has been approved by the Oregon Department of Geology and Mineral Industries, or that no such plan need be approved by Oregon Department of Geology and Mineral Industries, in which case it shall be approved by the Department of Environmental Services. The submitted plan shall also be reviewed by the Department of Fish and Wildlife and changes made based on their recommendations, if any.

The applicant shall observe the setbacks, interim berming, and reclamation provided for in the reclamation plan approved. The applicant shall provide the Department of Environmental Services a commercial surety or cash bond or other financial commitment in the amount of 110% of the cost of reclamation to be conducted according to the approved plan. Such bond or commitment may be submitted on an annual basis to cover the reclamation activities to be done during that year, provided the bond or other commitment shall not expire until it is determined by the Department of Environmental Services that the reclamation to be performed under such bond or commitments has been performed. This condition in no way requires Multnomah County to conduct such reclamation; provided, however, it may do so to the extent of the bond. The reclamation plan shall specify that fastgrowing grasses shall be planted on any cleared areas or stockpiles no later than October 15 of that year and that all reclamation activities shall be complete by November 15 of that year, provided additional reclamation and impact mitigation may be carried out throughout the year as necessary to protect the public from off-site impacts. The cover material shall be annual rye grass planted at a rate of 40 pounds per acre.

- i. The applicant shall correct the setback violations with respect to Lots 18 and 19 Bayne Suburban Farms.[1988 addition]
- b. Obtain design review approval of a landscaping plan for the project. That plan shall include provisions for initial screening to insure the maximum possible degree of visual separation between the operation and adjacent properties.
- c. The proposed use may operate only so long as there is no significant reductions in the area's well yields due to the proposed use. If a significant change in well yields occurs based on the good faith statements of area property owners to the Department of Environmental Services (DES), the Department may suspend the conditional use permit pursuant to MCC 11.15.7135 if it determines there is a reasonable basis for the findings that well yields have been reduced because of the proposed use. Whether or not the permit is suspended, the Planning Director shall schedule a public hearing within 45 days

of the report of the well yield reductions to review the claim of well yield effects. The Planning Director may require the applicant to conduct additional analyses of well yield effects or take other necessary action to comply with this condition at any time.

- d. The applicant shall submit a drainage plan to the Department of Environmental Services and shall be reviewed and, if satisfactory, approved by the Engineering Services Division. The plan shall show where drainage will be directed, how positive drainage will be continuous, how much drainage will occur, and where drainage overflow can be stored on-site to prevent substantially increased flows from entering McCarthy Creek during peak flow periods. The applicant shall implement the drainage plan and maintain the effectiveness of the system. The plan shall be sufficient to prevent erosion of the land crossed by the drainage route, to prevent sedimentation of the drainage route and McCarthy Creek, and to discharge peak flows slowly. The plan shall include a measurement of sedimentation levels in McCarthy Creek prior to initiation of the use and thereafter at least annually.
- B. Material removed from this pit shall be used as final cover for the St. Johns landfill only. Any sales of material to other customers shall be considered an expansion of the operation and requires further approval.
- C. No division of this property is approved by this Decision. Any division of the Lot of Record of which the excavation site is a part may only be approved if in compliance with the applicable provisions of Ordinance No. 174 and the Zoning Ordinance.
- D. The proposed clay extraction may only occur between May 1 through October 1, provided reclamation activities may be conducted at any time if consistent with the approved reclamation plan.

Notwithstanding the above, the applicant shall remove no more than 100,000 tons of material per year.

- E. The hours of operation of the proposed use shall be limited to the hours of 7:00 a.m. to 5:00 p.m., Monday through Saturday to reduce any potential adverse noise impacts on surrounding properties. No more than ten truck trip ends per hour are permitted. This permit shall expire on April 28, 1991 or upon final closure of the St. Johns landfill, whichever occurs first.[1988 modification]
- F. The applicant must immediately suspend the use if excavation breaches groundwater table. Once suspension occurs as a result of the breach, the applicant shall notify the Planning Director who shall schedule a public hearing within 90 days of such notice to determine how, if at all, additional clay extraction may be permitted.

Prior to initiation of the proposed clay extraction, the applicant shall

provide certification from a professional engineer licensed in the State of Oregon that the bridge crossing McCarthy Creek is structurally sufficient to support the loads created by the filled trucks associated with the use.

- G. The applicant shall operate his trucks and those of anyone hauling for him so as to minimize deposition of any debris onto NW Cornelius Pass Road and shall clean the surface of NW Cornelius Pass Road in the vicinity of the access road to the site on at least a daily basis and more often if debris is deposited. Truck load limits shall be 20 yards to reduce the potential of material falling onto NW Cornelius Pass Road or NW St. Helens Highway.

Furthermore, the applicant shall install a cattle grate or similar device near the top of the access road to shake loose debris from truck tires.

- H. The applicant shall maintain liability insurance during the life of the activity for himself and his subcontractors and employees which will benefit third parties who are injured as a result of the activity. The amount of insurance shall not be less than \$500,000.

Findings of Fact.

1. Applicant's Proposal.

Applicant requests renewal and expansion of a clay-mining activity originally approved for a portion of this property in 1982 under CU 13-82 and modified by CU 13-82a and CU 7-86. Mined material would continue to be used solely for cover material for the St. Johns landfill. The current request is for a five-year period, or until final closure of the St. Johns landfill, whichever comes first.

The applicant also seeks modification of three of the conditions of the previous approvals. The first is to increase the hours of operation from the current 7:00 a.m. to 5:00 p.m., Monday through Saturday, to 6:00 a.m. to 5:00 p.m. for those same days. The purpose of that increase is to better coincide with the hours of operation of the St. Johns landfill. The second modification is to increase the yearly tonnage of material removed from 100,000 to 200,000 tons, and the third is to increase the allowable truck trip ends per hour from ten to 15. All other conditions of the previous approvals would remain in effect.

2. Ordinance Considerations.

In approving a Conditional Use for mineral extraction, the approval authority shall find that:

- (A). An economic deposit of the mineral resource proposed to be extracted exists.

- (B). There is a proposed reclamation plan which is in conformance with the Comprehensive Plan and the underlying district.
- (C). Adverse impacts on surrounding areas with regard to the following have been, or can be mitigated:
- a. Access and traffic;
 - b. Screening, landscaping, lighting and visual appearance;
 - c. Signing;
 - d. Hours of operation;
 - e. Air, water and noise pollution;
 - f. Insurance and liability;
 - g. Architectural designs of structures;
 - h. Excavation depths, lateral support and slopes;
 - i. Blasting and other vibration causing actions;
 - j. Safety and security;
 - k. Phasing program; and
 - l. Reclamation
- (D). The proposed operations will not result in the creation of a geologic hazard to surrounding properties, such as through slumping, sliding or drainage modifications, and have been certified by a registered soils or mining engineer, or engineering geologist as meeting this requirement.
- (E). Setbacks for the proposed operations are appropriate for the nature of the use and the area where the use is to be conducted.
- (F). Conditional or preliminary approval for all phases of the proposed operation, including reclamation, have been received from all governmental agencies having jurisdiction over mineral extraction, and the applicable requirements in ORS 517 and ORS 522 have been complied with.
- (G). The proposal satisfies the following applicable Conditional Use Approval Criteria:
- a. Is consistent with the character of the area;
 - b. Will not adversely affect natural resources;
 - c. Will not conflict with farm or forest uses in the area;

- d. Will not require public services other than those existing or programmed for the area;
- e. Will be located outside a big game winter habitat area as defined by the Oregon Department of Fish and Wildlife or that agency has certified that the impacts will be acceptable;
- f. Will not create hazardous conditions; and
- g. Will satisfy the applicable policies of the Comprehensive Plan.

3. History of Operation.

This mining activity was originally approved in April, 1982 under CU 13-82. That approval was for a four-year period because the material was to be used for daily and final cover at the St. Johns landfill which was scheduled for closure by 1986. However, due to the failure to find an alternative landfill location, the life of the St. Johns landfill was extended and a two-year extension was approved in April, 1986 under CU 7-86. Again, closure of the St. Johns landfill has been postponed and the need for cover material continues. Consequently the applicant is requesting a renewal of the conditional use permit which would expire in 1993 or upon final closure of the St. Johns landfill, whichever comes first. The 1982 and 1986 approvals of this activity were subject to the following conditions:

- A. Prior to use of the site for clay extraction, the applicant shall obtain a land use permit from the Department of Environmental Services. Prior to the issuance of the land use permit the applicant shall:
 - a. Submit evidence that a reclamation plan has been approved by the Oregon Department of Geology and Mineral Industries, or that no such plan need be approved by Oregon Department of Geology and Mineral Industries, in which case it shall be approved by the Department of Environmental Services. The submitted plan shall also be reviewed by the Department of Fish and Wildlife and changes made based on their recommendations, if any.

The applicant shall observe the setbacks, interim berming, and reclamation provided for in the reclamation plan approved. The applicant shall provide the Department of Environmental Services a commercial surety or cash bond or other financial commitment in the amount of 110% of the cost of reclamation to be conducted according to the approved plan. Such bond or commitment may be submitted on an annual basis to cover the reclamation activities to be done during that year, provided the bond or other commitment shall not expire until it is determined by the Department of Environmental Services that the reclamation to be performed under such bond or commitments has been performed. This condition in no way requires Multnomah County to conduct such reclamation; provided, however, it may do so to the extent of the bond. The reclamation plan shall specify that fastgrowing grasses shall be planted on any cleared areas

or stockpiles no later than October 15 of that year and that all reclamation activities shall be complete by November 15 of that year, provided additional reclamation and impact mitigation may be carried out throughout the year as necessary to protect the public from off-site impacts. The cover material shall be annual rye grass planted at a rate of 40 pounds per acre.

- b. Obtain design review approval of a landscaping plan for the project. That plan shall include provisions for initial screening to insure the maximum possible degree of visual separation between the operation and adjacent properties.
 - c. The proposed use may operate only so long as there is no significant reductions in the area's well yields due to the proposed use. If a significant change in well yields occurs based on the good faith statements of area property owners to the Department of Environmental Services (DES), the Department may suspend the conditional use permit pursuant to MCC 11.15.7135 if it determines there is a reasonable basis for the findings that well yields have been reduced because of the proposed use. Whether or not the permit is suspended, the Planning Director shall schedule a public hearing within 45 days of the report of the well yield reductions to review the claim of well yield effects. The Planning Director may require the applicant to conduct additional analyses of well yield effects or take other necessary action to comply with this condition at any time.
 - d. The applicant shall submit a drainage plan to the Department of Environmental Services and shall be reviewed and, if satisfactory, approved by the Engineering Services Division. The plan shall show where drainage will be directed, how positive drainage will be continuous, how much drainage will occur, and where drainage overflow can be stored on-site to prevent substantially increased flows from entering McCarthy Creek during peak flow periods. The applicant shall implement the drainage plan and maintain the effectiveness of the system. The plan shall be sufficient to prevent erosion of the land crossed by the drainage route, to prevent sedimentation of the drainage route and McCarthy Creek, and to discharge peak flows slowly. The plan shall include a measurement of sedimentation levels in McCarthy Creek prior to initiation of the use and thereafter at least annually.
- B. Material removed from this pit shall be used as final cover for the St. Johns landfill only. Any sales of material to other customers shall be considered an expansion of the operation and requires further approval.
- C. No division of this property is approved by this Decision. Any division of the Lot of Record of which the excavation site is a part may only be approved if in compliance with the applicable provisions of Ordinance No. 174 and the Zoning Ordinance.

- D. The proposed clay extraction may only occur between May 1 through October 1, provided reclamation activities may be conducted at any time if consistent with the approved reclamation plan.

Notwithstanding the above, the applicant shall remove no more than 100,000 tons of material per year.

- E. The hours of operation of the proposed use shall be limited to the hours of 7:00 a.m. to 5:00 p.m., Monday through Saturday to reduce any potential adverse noise impacts on surrounding properties. No more than ten truck trip ends per hour are permitted. This permit shall expire on April 28, 1988 or upon final closure of the St. Johns landfill, whichever occurs first.

- F. The applicant must immediately suspend the use if excavation breaches groundwater table. Once suspension occurs as a result of the breach, the applicant shall notify the Planning Director who shall schedule a public hearing within 90 days of such notice to determine how, if at all, additional clay extraction may be permitted.

Prior to initiation of the proposed clay extraction, the applicant shall provide certification from a professional engineer licensed in the State of Oregon that the bridge crossing McCarthy Creek is structurally sufficient to support the loads created by the filled trucks associated with the use.

- G. The applicant shall operate his trucks and those of anyone hauling for him so as to minimize deposition of any debris onto NW Cornelius Pass Road and shall clean the surface of NW Cornelius Pass Road in the vicinity of the access road to the site on at least a daily basis and more often if debris is deposited. Truck load limits shall be 20 yards to reduce the potential of material falling onto NW Cornelius Pass Road or NW St. Helens Highway.

Furthermore, the applicant shall install a cattle grate or similar device near the top of the access road to shake loose debris from truck tires.

- H. The applicant shall maintain liability insurance during the life of the activity for himself and his subcontractors and employees which will benefit third parties who are injured as a result of the activity. The amount of insurance shall not be less than \$500,000.

The Planning staff has received numerous complaints that some of the above conditions have been violated. However, those alleged violations which the staff has been able to check out have proven to not exist at the time of inspection with the exception of one. That involved the infringement of the required setbacks with respect to Lot 22, Bayne Suburban Farm and activity on Lot 18, Bayne Suburban Homes. The infringement involved approximately six square feet and

the activity on Lot 18 consisted only of clearing. The applicant was notified of the violation and the permit was suspended. This application is an attempt to correct the infringement on Lot 18 by including it, along with Lot 25, in the mine area.

The other reported violations of the Conditions of Approval fall into three categories; impact of the mining on the water quality of McCarthy Creek, traffic impact on NW Cornelius Pass Road, and noise and hours of the operation.

- I. Water Quality. The impact that this mining operation would have on the water quality of McCarthy Creek has been a concern since the time this use was originally proposed. It was that concern that resulted in the condition regarding the drainage plan and annual monitoring of McCarthy Creek (Finding 3.(A).(d).). That plan was submitted and approved and there has been an annual testing of the water quality both upstream and downstream of the pit conducted by Northwest Testing Laboratories. In a letter dated April 25, 1986, Northwest Testing Laboratories stated:

"Northwest Testing Laboratories, Inc. has taken samples from McCarthy Creek, upstream and downstream of the Folkenberg Quarry site annually since 1982. Laboratory analysis has included pH, turbidity, oil and grease, total volatile, non-volatile and suspended solids.

Review of the analytical data for each year (1982-1986) indicates that the quarry operation has not adversely affected the quality of water in McCarthy Creek."

- J. Traffic. The impact of this use on NW Cornelius Pass Road was also a concern at the original hearing. Conditions E and G in Finding No. 3 were intended to insure that such impact would be minimal. Surrounding residents have, at times, voiced concerns that the ten trip ends per hour limitation was being exceeded, and that material was being dropped on the road, creating a traffic hazard. However, each time a member of the Planning and Development staff has been sent to investigate, neither of those conditions have been observed. Also, both the present and past District Maintenance Foreman for District No. 1 indicate that there have been only occasional instances of material falling onto NW Cornelius Pass Road, and that the operator has immediately removed such material upon request.

- K. Noise and Hours. There have been objections to the noise associated with this mining operation. Unfortunately, there were no pre-mining requirements of ambient noise levels in the area. Therefore, there is no quantitative comparisons that can be made regarding noise. The applicant has stated that the hours of operation were reduced from 6:00 a.m. through 6:00 p.m. to 7:00 a.m. through 5:00 p.m. to reduce any negative impact on neighboring properties. However, neighbors complain that those hours have been exceeded on numerous occasions, both early in the morning and until past midnight.

The staff is not empowered to determine the veracity of the statements by either the applicant or opponents. There is a written statement from a testing laboratory regarding the water quality of McCarthy Creek and statements regarding selected observations by Land Development and Engineering personnel. However, no one from the County is able to make continuous observations of the operation. The Planning Commission must, based on the letters of opposition and testimony at the hearing, determine if there have been violations of the conditions of the previous approvals and, if so, whether they are grounds for denial of the permit renewal and expansion.

4. Site and Vicinity Characteristics.

This property is located on the east side of NW Cornelius Pass Road approximately two miles south of NW St. Helens Highway. The pit proper is located approximately 500 feet easterly of NW Cornelius Pass Road and is accessed via a private drive roughly approximating the Bayne Street dedication.

The pit has operated since its 1982 approval as the source of cover material for the St. Johns landfill. After each mining season, the area of that year's activity is graded, planted and mulched. The area involved during a season is approximately two acres and the total mined area covered throughout the years is approximately five acres. This proposal would expand the total mine area by nearly two acres.

The surrounding area is one of low density rural residential with homes on lots averaging three to four acres in size. There are five residences on the 20 lots of Bayne Suburban Homes on the east side of NW Cornelius Pass Road and eight residences on the 15 lots on the west side of that road. To the north is a sawmill and ten residences in the subdivision of Folkenberg, railroad tracks and forest land to the east and forest land to the south.

5. Compliance With Ordinance Criteria.

The applicant demonstrates compliance with the Approval Criteria as follows:

- A. Economic Deposit. A letter from Mike Cosetta, Assistant Manager of the St. John landfill, indicates the clay from this pit meets all DEQ and City of Portland requirements for final cover material. A 1986 report from Storch Corporation/Engineers indicates that as much as 986,000 tons of additional material would be available if the pit were expanded.
- B. Reclamation Plan. The applicant proposes to expand the existing reclamation plan to the new properties. As in previous cases, that expanded plan would need to be approved by the Oregon Department of Geology and Mineral Industries. The proposed area of expansion is shown on the site plan attached to this Report.

C. Impacts on Surrounding Areas with Respect to:

- a. Access and Traffic: The point of access and additional traffic generated by this use have not been found to be a hazard to traffic on NW Cornelius Pass Road. Complaints have been received regarding material being dropped on the road and the ten trip ends per hour limitation being exceeded. Those situations have not been found to exist at those occasional times the County has checked the operation. However, complaints continue to come in and the County has no way to continuously monitor the situation.
- b. Screening, et al: The location of the operation is such that it has little visual impact on surrounding properties. No complaints have ever been received regarding this aspect of the operation.
- c. Signing: The operation has one sign at the intersection of the access road with NW Cornelius Pass Road. That sign includes the operator's name and a telephone number in case of emergency.
- d. Hours of Operation: The 1986 approval limited the hours of operation from 7:00 a.m. to 5:00 p.m. to reduce any potential adverse impacts on surrounding properties. Neighbors have complained that there are numerous violations of both of those hourly limitations.
- e. Air, Water and Noise Pollution: The operation has been conducted under conditions regarding maintaining the water quality of McCarthy Creek and ceasing operation if there is a breach of the groundwater table. No such breach has occurred and yearly testing of McCarthy Creek has indicated no adverse impact on its water quality. There has been one complaint with respect to the operation violating air and noise pollution standards.
- f. Insurance and Liability: The applicant has maintained insurance coverage throughout the years of pit operation.
- g. Architectural Design of Structures: Not applicable - no structures associated with the operation.
- h. Excavation Depths, Lateral Support and Slopes: The operation has been conducted according to a reclamation plan approved by the Oregon Department of Geology and Mineral Industries. That plan has allowed excavation slopes of 2:1 and annual mulching and seeding to annual rye grass all areas involved in that season's activity. That plan has been reviewed periodically for compliance by ODG&MI and found to be in compliance.
- i. Blasting and Other Vibration: There is no blasting associated with this operation. All material is removed by bulldozer.
- j. Safety and Security: Access to the pit is gated and locked at times the pit is not in operation. Operation of the pit is covered by OSHA.

- k. Phasing: Operation has been conducted according to a three-phase development program.

The current proposal would increase the aerial extent of the operation and result in overall lower depths.

- l. Reclamation: See h. above

- D. Engineer Statement. An April 26, 1982 engineering report by Northwest Testing Laboratories certified that there would be no geologic hazard to surrounding properties as a result of this operation if adequate cut slopes and drainage precautions were developed. The operation of the pit has been in accordance with the recommendations of that report.

- E. Setbacks. Setbacks of the original approval would be maintained with the exception of those with Lots 18 and 25, Bayne Suburban Farms. However, the proposed setbacks of the operation within those lots to surrounding properties is well in excess of other setbacks of the operation.

- F. Other Approvals. The applicant has, and would continue to, obtain approvals from all other applicable governmental agencies.

- G. Other Conditional Use Criteria.

- a. Consistency with Character of Area:

As stated in the original conditional use permit application submitted in January, 1982, the clay quarry operation is located in a remote valley known as Cornelius Pass in Northwest Multnomah County.

Cornelius Pass Road has been classified as a minor arterial roadway according to the County Road Department. At that time, studies indicated a 24-hour traffic count in excess of 24,000 vehicles. This Pass connects US 26 with Highway 30, and is heavily used by commercial haulers as well as public convenience. The valley also has been the location for a small saw-mill and planer mill for over 35 years. In the past this mill has provided jobs for many of the residents of the area. In addition to these uses, a Burlington Northern mainline travels the full length of the valley and out through a tunnel to extend services to Hillsboro, Forest Grove and other points. Various logging operations have recently been carried on nearby, resulting in some reforestation. However, more logging activity is likely. The clay quarry, therefore, is consistent with other commercial uses in the area, and by reason of its seasonal operation has considerably less adverse impact upon the community than other commercial use currently in operation.

b. Affect on Natural Resources.

The mine site directly involves approximately eight acres total. The site originally was covered by some bushes and blackberries and as such had no merchantable timber value. The area had no measurable watershed value. As explained earlier due to the fact the site is far removed from any fish spawning habitat, there is no adverse impact to potential stream spawning areas.

c. Conflict with Farm and Forest Uses.

The site is located between the highway and the Burlington Northern Railroad. Due to this location and the nature of the operation, the property presents no adverse effect to access, or the operation of surrounding parcels as farms or for forest uses.

At present the surrounding land use that exists is primarily single family residents on large parcels of property, or as undeveloped forest land.

After the mining operation is completed, the area will be reforested basically to stabilize the slopes. The property will most likely be sold after mining for development as single family homes as allowed under a primary use under MCC 11.15.2022 of the Code.

d. Public Services.

The existing use requires no services to be extended to the site due to the nature of the operation and its limited yearly and hourly operations. The site is serviced by portable water and sewer facilities for the limited number of personnel that work at the facility. No other services are required for current operations.

Later as the property is sold for residential use, limited utilities will be required. Water and sewer facilities can be made available on site. Other required services already exist to homes located near the project site and can simply be extended.

e. Hazardous Conditions.

Due to the nature of the mining operation, traffic and soil stabilization hazards become the major items of concern.

The clay quarry has been in operation for several years experiencing no violations in reference to the creation of hazardous traffic conditions. There exists the potential for mud to enter the highway as a result of the operation. Again, the operations has not experienced such problems in the past as can be confirmed by the local highway officials. It should be noted that when the rain is heavy enough to create such a problem,

the operation is terminated due to the difficulty of excavation. Also a portion of the access road has been paved which acts to dislodge any remaining material that may exist before entering the highway.

Due to the excavation that occurs, stabilization of soils is required. A stabilization plan has been established and over the past several years operated successfully.

9. Applicable Comprehensive Framework Plan Policies.

The following text is in response to the Comprehensive Framework Plan regarding surface mining of clay minerals as set forth by Multnomah County for the purpose of obtaining a Conditional Use Permit.

i. Comprehensive Plan Policy Number 13.

Present air quality will be maintained by not disturbing any more of the main sites than necessary to serve the landfill's needs for that season. Those areas affected by mining activity each year shall be reseeded during the fall of that season to various grasses and covered with hay. This practice further reduces any erosion and sedimentation problems which may occur the following winter, to help maintain water quality. Also a permanent topsoil berm has been constructed on the north side of the construction site to join with the vegetation buffer zone to the west to mitigate visual and noise negative impacts. These berms and buffer zones serve to maintain the aesthetic value of the surrounding properties. All finished slopes shall be resolved at a 2' to 1' or more grade, and seeded accordingly to help prevent water erosion. The east side of the property nearest the railroad shall be a 100-foot setback followed by a side slope of at least 2' to 1' grade downward to a point intersecting with the floor of the excavated pit. The floor of the pit area will drain in a southerly manner at a grade of approximately one percent to create adequate drainage away from McCarthy Creek which bounds the west side of the property. Hay bales will be placed so that to further retard erosion in the water course. Present vegetation on the perimeter will be preserved to help prevent fast run off during winter storms. Mining operations will be continued only during dry weather since operation during wet weather conditions is not feasible and accumulates physical damage to the site.

All trucks hauling clay from the site are equipped with D.O.T. approved noise suppression equipment. To help minimize adverse noise impact, the use of engine exhaust brakes shall be prohibited while near the site. The equipment used in the mining operation is equipped with US Forest Service approved spark arresters and proper muf

flers. Since this is strictly a dirt mining operation, we will have no rock crushing equipment on the site, nor will there be any drilling or blasting being done. A 300-foot buffer strip of natural vegetation on the western boundaries fronting NW Cornelius Pass Road and McCarthy Creek shall be preserved to insure maximum protection to the public.

ii. Comprehensive Plan Policy Number 14.

As previously stated, I will maintain cut side slopes of not steeper than 1' to 5' with 25-foot setbacks from adjacent property lines or public access roads. The soil is classified as Goble silt loam with abundant clay reserves underneath to create a low percolation rate. According to Multnomah County Planning Commission records, the soil does not have severe erodability. On the contrary, the clay (weatherized basalt) according to the State Department of Geology and Mineral Industries is considered extremely stable and capable of maintaining vertical cuts ranging up to 50' to 75' indefinitely. Examples of this can be found in numerous locations in the Pacific Coast Range. Because of the site's location and distance to its nearest neighbors and utilizing State-approved mining procedures, this operation has not, nor will it create any health hazard or unstable ground conditions which would jeopardize neighboring properties. This clay site has been determined to not be in the 100-year flood plan according to the US Army Corps of Engineers. The clay quarry is located in the midst of the Tualatin Range. It is situated on a ridge which lays at a 15% slope and has undergone numerous inspections by the State of Oregon Department of Mineral and Geology whose reports are included in this file, and by one private study which was performed by Storch Corporation, 1220 SW Columbia Street, Portland, Oregon 97201, which also is included with this application.

iii. Comprehensive Plan Policy No. 15.

Items A through H.

The general local of the clay quarry holds no special value for either tourist attraction, economic or recreational value, historical and educational research values. It has long since been determined that this small site has virtually no impact on the surrounding watershed nor does it compromise the stability of river banks and their slopes. Neither does the area hold any scenic value nor does it serve as a habitat for any endangered plant or animal species. After having mined there for six years I have found no evidence which would indicate this site holds any archeological value.

iv. Comprehensive Plan Policy No. 16.

During August of 1986 Storch Engineers Corporation performed an analytical study at the permitted mine site and additional area which indicated approximately 800,000 cubic yards "bank measure" of clay available. Further studies reveal no energy resources on this site. In cooperation with the Department of Fish and Wildlife, records show that although McCarthy Creek is considered a Class One stream in Oregon which designates it as a fish spawning habitat, it should be noted that McCarthy Creek has a total length of not more than three miles, and the mine site is located at the upper most end of the stream. Because of the fact the stream serves many as a storm runoff water course and that two-thirds of this stream is above the 100-year flood plan, any fish spawning habitat would be limited to the first mile or two after leaving the Multnomah Channel. Therefore, due to the small size of the clay quarry in comparison with the total number of acres in the entire watershed for McCarthy Creek, the volume of surface water runoff from the actual clay quarry is negligible and has a minute if any, negative impact on this purported fish habitat. It should be noted that the upper end of McCarthy Creek is all but entirely dry during the summer months when the clay mining actually takes place. The clay quarry is located at the upper most end of McCarthy Creek. The small site size has minimal impact as far as wildlife is concerned. There are no ecologically and/or scientifically significant natural areas present.

v. Comprehensive Plan Policy No. 22.

In the interest of keeping transportation cost minimal, this source was selected because of its availability, abundance, easy access, safe traffic ingress and egress and close proximity to the St. Johns landfill. By using this site we are conserving fuel, wear and tear on equipment, and keeping all costs to minimums to help keep the overall costs of disposing garbage at a minimum for the greater Portland area.

The only other suppliers of clay final cover would be rock quarries in which the clay is considered overburden and of not much monetary value, if any at all. Generally speaking, during the summer months when the landfill requires the clay, these rock quarries are busy selling rock and have little interest in using valuable time to dispose of their overburden. Therefore, the need arose for a dependable supplier of clay final cover exclusively for the St. Johns landfill. A contractual agreement has been entered into between Browning Perris Industries and Chappell Transportation, Inc. to supply the material under these terms. Thusly, insuring a dependable, economic, abundant

and convenient source of supply for the duration of the landfill project.

vi. Comprehensive Plan Policy No. 37.

This operation does not require any building, septic, or water permits. A portable chemical toilet is made available on site during the summer months of operation. Due to improved mining and concurrent reclamation practices, surface water is generally leached out on-site except during heavy winter storms. Surface water runoff quality is still well within acceptable minimal standards, i.e., Less than ten percent greater than the stream into which it feeds. This condition has been reached after having several inspections on site, inspections performed by the Department of Environmental Quality and the Department of Fish and Wildlife. It shall also be noted at this time that although numerous complaints have been filed by one or two opponents to this operation regarding water quality and noise pollution, never has the Department of Environmental Quality found there to be a violation significant enough to warrant a citation. In other words, during the entire history of this mining operation, there has never been one citation issued for water pollution, noise pollution, air pollution, or any other aspect of this mining operation, including truck traffic.

vii. Comprehensive Plan Policy No. 38.

Policy Number 38 requires letters of support from appropriate fire and police agencies regarding adequate serve to these agencies (should that be by these agencies?) These agencies are the Multnomah County Sheriff Department and Rural Fire District No. 1. These letters of support have been obtained and are currently on file with the original mining permit.

Conclusions:

1. The applicant has failed to demonstrate compliance with the applicable approval criteria with respect to the proposed expansion, increased traffic volume, and increased annual tonnage based on the findings of this report and testimony given at the Planning Commission hearing.
2. The applicant has carried the burden necessary for the granting of a three-year extension of the mining operation on that area given conditional approval under CU 13-82 and further conditioned by CU 13-82a and CU 7-86.

Signed March 14, 1988

By

Ruth Spetter, Jr.
Ruth Spetter, Chairman

March 24, 1988

Date Filed with the Clerk of the Board

Appeal to the Board of County Commissioners

Any person who appears and testifies at the Planning Commission hearing, or who submitted written testimony in accord with the requirements on the prior Notice and objects to their recommended Decision, may file a Notice of Review and pay the required filing fee with the Planning Director on or before 4:30 p.m., Monday, April 4, 1988 on the required Notice of Review Form which is available at the Planning and Development Office at 2115 SE Morrison Street.

The Decision for this item will be reported to the Board of County Commissioners for review at 9:30 a.m. on Tuesday, April 5, 1988 in Room 602 of the Multnomah County Courthouse. For further information, call the Multnomah County Division of Planning and Development at 248-5270.

0835P



MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS
ROOM 605, COUNTY COURTHOUSE
1021 S.W. FOURTH AVENUE
PORTLAND, OREGON 97204

GLADYS McCOY • Chair • 248-3308
PAULINE ANDERSON • District 1 • 248-5220
GRETCHEN KAFOURY • District 2 • 248-5219
CAROLINE MILLER • District 3 • 248-5217
POLLY CASTERLINE • District 4 • 248-5213
JANE McGARVIN • Clerk • 248-3277

April 5, 1988

Ms. Lorna Stickel, Planning Director
Division of Planning & Development
2115 SE Morrison
Portland, OR

Dear Ms. Stickel:

Be it remembered, that at a meeting of the Board of County Commissioners held April 5, 1988, the following action was taken:

In the matter of the decisions of the Planning)
Commission of March 14, 1988, Cases PR 1-88,)
ZC 3-88)

There being no notice of review before the Board for the above-entitled matters, and the Board not wanting to review the matter on its own motion, upon motion of Commissioner Miller, duly seconded by Commissioner Casterline, it is unanimously

ORDERED that said Decisions, including findings, conclusions and conditions be adopted and implemented.

Very truly yours,

BOARD OF COUNTY COMMISSIONERS

By Jane McGarvin
Jane McGarvin
Clerk of the Board

jm
cc: County Engineer
Assessment & Taxation



MULTNOMAH COUNTY OREGON

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JANE MCGARVIN • Clerk • 248-3277

April 5, 1988

Ms. Lorna Stickel, Planning Director
Division of Planning & Development
2115 SE Morrison
Portland, OR

Dear Ms. Stickel:

Be it remembered, that at a meeting of the Board of County Commissioners held April 5, 1988, the following action was taken:

In the matter of the decisions of the Planning Commissioner of March 14, 1988, Cases CU 4-88; CU 5-88

There being no Notice of Review before the Board for the above-entitled matters, and the Board not wanting to review the matters on its own motion, the Chair acknowledged receipt of the decisions.

Very truly yours,

BOARD OF COUNTY COMMISSIONERS

By Jane McGarvin
Jane McGarvin
Clerk of the Board

jm
cc: County Engineer
Assessment & Taxation

DATE SUBMITTED 3-4-88

(For Clerk's Use)

Meeting Date 4/5/88

Agenda No. Formal #m

11:00 A.M.

REQUEST FOR PLACEMENT ON THE AGENDA

Subject: Oregon Tourism Alliance Second Hearing

Informal Only* 4-5-88
(Date)

Formal Only _____
(Date)

DEPARTMENT Board of County Commissioners DIVISION Casterline

CONTACT Ramsay Weit TELEPHONE 248-5275

*NAME(s) OF PERSON MAKING PRESENTATION TO BOARD Commissioner Casterline/Sky Dozono

BRIEF SUMMARY Should include other alternatives explored, if applicable, and clear statement of rationale for the action requested.

Public hearing to review the required strategy program prior to its submission to the State Economic Development Department. Review to include preliminary response from Economic Development Department.

(IF ADDITIONAL SPACE IS NEEDED, PLEASE USE REVERSE SIDE)

ACTION REQUESTED:

☐ INFORMATION ONLY ☐ PRELIMINARY APPROVAL ☐ POLICY DIRECTION ☒ APPROVAL

INDICATE THE ESTIMATED TIME NEEDED ON AGENDA 30-60-minutes

IMPACT:

PERSONNEL

11:00 AM Time Certain

☐ FISCAL/BUDGETARY

☐ -General Fund

Other _____

SIGNATURES:

DEPARTMENT HEAD, ELECTED OFFICIAL, or COUNTY COMMISSIONER: _____

BUDGET / PERSONNEL _____ / _____

COUNTY COUNSEL (Ordinances, Resolutions, Agreements, Contracts) _____

OTHER _____

(Purchasing, Facilities Management, etc.)

NOTE: If requesting unanimous consent, state situation requiring emergency action on back.

Revised
Submitted
4/4/88

Summary of Recommendations on Oregon Tourism Alliance
"Short List"

Report to the Oregon Tourism Alliance

March 30, 1988

**Submitted by the Regional Strategies Unit
Oregon Economic Development Department**

Summary of Major Recommendations

The Regional Strategies Unit has agreed to provide an informal review of the OTA "short list" projects in advance of the completion of the OTA regional strategy document. Short list proposal information on each project was submitted to the Unit during March. This report presents the results of the review of this information.

The Unit has indicated projects which it could support for funding, recommended modifications in some projects, and indicated projects which the Unit cannot support for funding. The Unit also recommends a total level of funding for the strategy.

In making this preliminary recommendation, the Regional Strategies Unit assumes that a regional strategy document will be submitted which meets the requirements of the law and the administrative rules for the Regional Strategies Program and that complete short list information will be provided on all projects. The Unit also assumes that the strategy submitted will substantially meet the four criteria for receiving an allocation from the Regional Strategies Reserve Fund: statewide or regional significance, leverage, need, and readiness.

The Oregon Economic Development Department will make a recommendation to the Governor which might vary from the Regional Strategies Unit's recommendation depending on the final strategy submitted to the Department by the Oregon Tourism Alliance. The Governor has the option to approve the strategy, including all or only part of the short list, or return the document for modification.

Summary of Funding Recommendations

The Regional Strategies Unit supports the following funding levels for the Oregon Tourism Alliance strategy, contingent on submission of a regional strategy document. Recommendations on individual projects, recommended modifications and conditions are contained in an attached document.

- 1) A funding level from all sources, excluding funding for the Oregon Convention Center, of \$4,420,087. Including the convention center total funding comes to \$11,920,087.
- 2) \$2,722,972 in Regional Strategies Funds granted to the five non-metropolitan counties including \$1,348,950 in per capita funding and \$1,424,022 in Reserve Funding. This is an amount which is more than 200% of the total guidelines for the five outlying counties in the region.
- 3) Support for a commitment of \$825,000 in Marine Board funds. Marine Board projects could be accelerated or given priority in this biennium by the Marine Board if they are submitted as part of the OTA short list.
- 4) A total funding level of \$1,132,640 for the marketing program, host program, data base study and staffing proposals. This amount was chosen because it retains the effectiveness of these programs, allows a substantial commitment to the attractions development projects, and brings total funding to an acceptable level. This recommendation is approximately 80% of the amount proposed by OTA.
- 5) Support for funding to the Oregon Coast Aquarium of \$1,000,000 in Regional Strategies Funds, support for a loan of \$500,000 in Community Development Block Grant funds and support for the City of Newport's application for \$210,000 in Special Public Works Funds. Total funding recommendation is \$1,105,000 in grant and \$605,000 in loans. The Aquarium will need to apply to the Community Development Block Grant program for the loan.
- 6) A commitment from the Regional Strategies Unit and the Tourism Division to work with ODOT to study the impacts of signing on motorists from a marketing perspective, and consider implementation of an improved statewide signing program based on the results of this study.
- 7) Support for funding of sixteen "attractions development" projects.

Summary of Recommendations on Oregon Tourism Alliance Short List Projects

Submitted by the Regional Strategies Unit Oregon Economic Development Department

	Regional Strategies Funds*	Other State*	Local Support*	Total Funds*	Long Term State (Local)*
MARKETING	\$1,150,000	\$2,000,000 Convention Ctr \$160,000 county		\$3,310,000	

10

Purpose: Regional marketing: regional tourism book (\$240,000); public service announcements (\$100,000); Out of state magazine promotion (\$320,000); Direct mail convention promotion (\$5,000); Fulfillment (\$175,000); 800 number (\$50,000) Research and Development (\$100,000); Matching grants to counties for local tie-in (\$160,000). \$2,000,000 from Multnomah County hotel/motel tax to market convention center including extended stay opportunities in the region.

Recommendation: A total funding level of \$1,132,640 for the marketing proposal, host program, data base study and staffing proposal. OTA should allocate funding among these programs at its discretion.

This level of funding for these programs allows for funding of most priority A "attractions development" projects, retains a funding level necessary to the effectiveness of the programs themselves and keeps the total request for Regional Strategies Funds within a reasonable range. The figure was calculated as follows: The program proposes \$20,000 in matching grants be provided to each of the eight counties for collateral materials for a total of \$160,000. \$60,000 of this is an ineligible expense because Clackamas, Multnomah and Washington counties are excluded from receiving Regional Strategy Funds. \$60,000 was deducted from the proposal and the remainder was multiplied by 80%. The proposed funding for the Host Program, Data Base Study and Staffing Proposal was multiplied by 80%. This establishes a total funding level for these four programs of \$1,132,640.

Marketing Program	\$1,150,000 - \$60,000 = \$1,090,000 x 80% = \$	872,000
Host Program	115,800 x 80% =	92,640
Data Base Study	10,000 x 80% =	8,000
Staffing	200,000 x 80% =	<u>160,000</u>
Total		\$1,132,640

* Figures in these columns are as proposed by OTA.

The Regional Strategies Unit supports the Oregon Tourism Alliance in tying its marketing plan to the state's tourism marketing campaign.

The Unit supports the regional orientation of the marketing program, host program, interactive data base proposal and staffing proposal. The Unit will support an allocation of regional strategies funds to the five outlying counties for these programs provided that the programs are administered by the OTA and that they encompass the full eight county region. The allocations would be made as follows:

Clatsop	\$202,203
Columbia	\$221,870
Lincoln	\$226,786
Tillamook	\$130,909
Yamhill	<u>\$350,936</u>
	\$1,132,640

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
HOST PROGRAM	\$115,800	0	CEDO?	\$115,800	0

Purpose: Train service employees in the value of treating tourists hospitably, in the impact of tourism as an industry, and in awareness of local and statewide tourism attractions: program video (\$25,000); program administration (\$10,000); program kick-off fund (\$23,000); program seminar (\$20,000); program materials (\$37,500).

Recommendation: Funding recommendation given under "MARKETING" above. \$92,640 Regional Strategies Funds to be allocated at OTA discretion. Regional Strategies Unit questions the effectiveness of training front line employees given high turn-over rates. "Program Kickoff" fund appears particularly extravagant.

INTERACTIVE DATA STUDY	\$10,000			\$10,000	
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Purpose: To study an interactive database concept that would include hardware recommendations, software design, and the integration of each of the eight counties that are members of the Oregon Tourism Alliance.

Recommendation: Funding recommendation given under "MARKETING" above. \$8,000 Regional Strategies Funds to be allocated at OTA discretion.

SIGNAGE STUDY	\$50,000		0	\$50,000	?
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Purpose: To contract for a conceptual signage plan for the eight county Oregon Tourism Alliance region to serve as a pilot for a future State of Oregon comprehensive signage plan.

Recommendation: Deny Regional Strategies Funds. EDD will work with ODOT to contract a study to determine marketing impacts of highway signing on travelers. OEDD will recommend action based on the results of this study. OEDD will draft a letter committing to work with ODOT on signage as a statewide issue. The Department would be an advocate for the use of signing as a marketing tool in addition to being a transportation tool.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
STAFFING	\$200,000	0	0	\$200,000	

Purpose: To provide administrative support to the Oregon Tourism Alliance: to develop and implement an OTA strategic plan; administer a regional marketing program and visitor services programs; provide staff support for OTA committees and Board including materials development, distribution, agendas and mailings; OTA coordination with the State regarding additional funding program enhancements and modifications; OTA involvement with Transportation Commission; tracking and or management of state funds for county projects.

Recommendation: See recommendation on "MARKETING" for funding allocation. The Unit supports \$160,000 Regional Strategies Funds to be allocated by OTA. State funds should not be used to pay for administrative overhead. Support staff for the OTA administrator should be provided locally without additional state funding. The OTA administrator should be a one time state expense. Some funding will need to be re-allocated out of this budget given these conditions.

The job description and work plan for the OTA administrator should be written in partnership by the Oregon Tourism Council, the Oregon Tourism Division, and the OTA Board. The primary role of the OTA administrator should be for marketing and to develop a self sustaining, long range strategy for the region.

OREGON TRAIL MASTERPLAN	\$60,000
INTER-REGIONAL PROJECT	

Purpose: Masterplan for Oregon Trail development in Baker, Clackamas, Malheur, Umatilla, Union and Wasco counties.

Recommendation: No Regional Strategies Funds available.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Clackamas					
MT. HOOD PLAN	0	\$180,000	0	\$180,000	\$30 M private

Purpose: Contract for a master plan, marketing and feasibility study for destination resort in the Government Camp area. The study would be used to demonstrate potential to a private developer.

Recommendation: Deny funding. There are no Regional Strategy Funds available to Clackamas County.

AGRI-BUSINESS CTR		\$200,000		\$200,000	?
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Purpose: Develop an Agri-business center on the 90 acre North Willamette Valley experimental farm near Wilsonville and Canby. Showcase for agricultural industry, provide meeting space, exhibits for tourists.

Recommendation: There are no Regional Strategies Funds available to Clackamas County and no alternative funding sources were identified.

WILLAMETTE PLAN		\$100,000	\$135,000 Cities/County	\$235,000	?
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Purpose: Comprehensive study of the Willamette River to identify areas with potential for tourism oriented commercial development, mechanisms to encourage such development, and market studies to determine its feasibility and return.

Recommendation: Deny funding. Priority B for OTA. No funding available. Should be local initiative.

REGIONAL ARENA		\$3,000,000		\$3,000,000	?
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Purpose: Acquire land which is large enough and located such that it could be the future site of a regional arena for sports and other activities. Land would be purchased now to reserve a good site before adequate sites are lost to other developments.

Recommendation: Deny funding. Priority B for OTA. No funding available. Needs regional initiative before state assistance.

Clatsop

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
LEWIS AND CLARK TRAIL PLAN	\$35,332		\$10,587 Ore. Historical Soc.	\$45,919	Minimal

Purpose: Masterplan for the Lewis and Clark Trail in Clatsop, Columbia and Multnomah Counties: identification of historical sites; recommendations on public site improvements; recommendations for sites not on public access; national park certification; research materials and maps; development of regional marketing plan. Top priority for Clatsop County.

Recommendation: Unit support for \$35,332 Regional Strategies Funds.

ASTORIA PIER	\$60,000	0	\$143,000	\$203,000	\$286,000 State \$500,000 EDA (\$1,540,000) Local
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Purpose: Engineering and architecture studies for pier along Astoria riverfront to include commercial and recreational docking; net racks and net repair facilities for fishermen and retail tourist opportunities.

Recommendation. Unit support for \$60,000 Regional Strategies Funds.

MARINER'S CENTER	\$15,000		\$10,600 local funds Building provided by Port		\$25,6000
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Purpose: Provide accommodations, translator services and information on local businesses to Russian and other foreign seamen when they are in port.

Recommendation: Unit support for \$15,000 Regional Strategies Funds.

CANNON BEACH ART CTR	\$25,000		\$2,500 staff support	\$27,500	(\$600,000) est. \$400,000 est.
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Purpose: Feasibility study for arts center: needs analysis; site analysis and schematic architectural drawings. The center would have artist studios as well as house PSU's Haystack Program in the Arts. Would increase year around tourism, increase educational expenditures in the economy and enhance Cannon Beach reputation in arts.

Recommendation: Regional Strategies Unit supports \$25,000 in Regional Strategies Funds. More detail needs to be obtained on PSU support for the project.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
TOURISM ENHANCE MARKETING PROJ.	\$65,000		\$5,000 extension	\$70,000	0

Purpose: Work with communities and small businesses along the lower Columbia River to identify tourism assets, build local tourism strategies and develop in a manner consistent with the character of the historical, natural and artistic elements of the community.

Recommendation: Regional Strategies Unit supports \$65,000 in Regional Strategies Funding provided this is modified to include all five outlying counties in the region. Short list description should be re-written accordingly. Funding should be used to contract for tourism development assistance in Clatsop, Columbia, Lincoln, Tillamook and Yamhill Counties with a local match required.

HAMMOND MARINA EXPANSION	\$10,000	\$10,000 Lottery committed \$25,000 ODOT committed		\$45,000	\$725,000+
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Purpose: Park landscaping at viewpoint areas. Total project includes expansion of boat basin and improved tourist facilities.

Recommendation: Deny funding. Priority B for OTA.

SEASIDE PERFORM ARTS CENTER	\$15,000		\$5,000	\$20,000	\$1,200,000 (\$1,800,000)
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Purpose: Marketing and feasibility study for performing arts center in Seaside. Facility would be operated in conjunction with the convention center.

Recommendation: Deny Funding. OTA priority B.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Columbia					
DALTON LAKE	\$50,000	0	0	\$50,000	\$ 575,000 lot. 326,000 ? 4,831,000 priv

Purpose: Marketing and engineering study for multiple use recreational area centered around a proposed marina near Dalton Lake. Proposed facilities would include: 125 slip marina, boat ramp, trailer and visitor parking, restaurant, 10 acre day use area, 117 space RV site, 10 acre high density housing site, 50 room hotel. Study would be used to attract private development of the facility.

Recommendation: Support \$50,000 in Regional Strategies Funds.

RANIER VISITORS CTR	\$125,000	ODOT?	\$240,300 (city park adjacent)	\$365,000	\$222,000 State \$100,000 fed
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Purpose: Phase 1 of a rest area/visitor information center in Ranier near the Longview Bridge. Funding would be used for acquisition of 2.01 acres between city park and hwy 30. Phase 2 is development of a welcome center and rest area. Phase 2 is not on the short list for this biennium.

Recommendation: Deny Regional Strategies Funds. Support ODOT funding of a rest area through Six Year Program Hearing process.

STATE PARK STUDY	\$20,000		\$20,000	Park Funding
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Purpose: Explore potential sites for a state park with RV facilities, beach access for swimming, fishing and wind surfing, and tent camping.

Recommendation: Deny Regional Strategies Funding. Support Parks Division plans to study potential sites in Columbia County. Support commitment by Parks to locate a site and develop a state park in Columbia County.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Columbia (cont.)					
COON ISLAND	0	\$60,000 Marine Board		\$60,000	0
Purpose: Upgrade dock and provide restrooms on Coon Island.					
Recommendation: Support Marine Board funding.					
MULTNOMAH CHANNEL ACCESS	0	\$190,000 Marine Board		\$190,000	0
Purpose: Boat ramp and parking for access to Multnomah Channel.					
Recommendation: Support Marine Board funding.					

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Lincoln					
OREGON COAST AQUARIUM	\$1,500,000	0	\$3,000,000	\$4,500,000	\$2,000,000 fed? (\$3,500,000)

Purpose: Construct an aquarium in Newport. Total project cost is \$10,000,000. Facility would serve to provide scientific information, enhance public stewardship of coastal resources and enhance destination tourism.

Recommendation: Regional Strategies Unit supports \$1,000,000 Regional Strategies Funds. Support for \$210,000 SPWF application by the City of Newport. Support \$500,000 CDBG loan if application is submitted.

COASTAL INTERPRETIVE CTR	\$180,000	0	0	\$180,000	0
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Purpose: Construct an information center providing educational and recreational information about the Oregon Coast. Possible locations: Portland Airport, Oregon Convention Center, Jct of I-5 and I-205, or at Otis on Hwy 18.

Recommendation: This concept should be explored and possibly funded through Metro at the Oregon Convention Center or through the Port of Portland at the airport.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Multnomah					
COLUMBIA GORGE INTERPRETIVE CTR		\$45,000		?	? Gorge comm. ODOT/Parks land

Purpose: To develop a proposal to the Gorge Commission for a gorge interpretive center. State assistance requested with traffic count east and west bound on I-84 and accessing the old gorge highway, utilities feasibility study and "footprint" for proposed site.

Recommendation: Deny support. State should not be involved in site preparation support at this time pending Gorge Commission decision.

BLUE LAKE PARK		\$250,000 Marine Board	\$200,000	\$450,000	\$2,150,000
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Purpose: Develop regional boater access facility near Blue Lake Park. Includes acquisition of 67 acres, construction of a launch basin with six-lane ramp, access channel to the river and associated docks, access road and parking, 74 spaces for boat visitors, restroom facility, small picnic area, and trail connection to 40 mile loop.

Recommendation: Support \$500,000 Marine Board Funds.

URBAN WILDLIFE REFUGE		\$10,000 Unidentified		\$10,000	
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Purpose: Pamphlets and interpretive signing for wetlands and wildlife habitats in Multnomah County.

Recommendation: Deny funding. Priority B for OTA.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Multnomah cont.					
LINNEMAN JUNCTION		\$40,000	\$13,890	\$53,890	(\$41,310)

Purpose: Relocate historic railway station to east end of the Max light rail line and convert to historical rail museum. Services would be located on sight.

Recommendation: Deny funding. No funding available. Priority B for OTA.

OXBOW PARK PLAN		\$45,000	Undetermined	\$45,000+	?
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Purpose: Masterplan for development of Oxbow Park.

Recommendation: Deny funding. Priority B for OTA. No funding available.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Tillamook					
GARIBALDI MARINA	\$50,000	\$330,000(SPWF)	\$10,000	\$390,000	?

Purpose: Engineering and construction of a dock to accommodate 10 commercial and 30 recreational fishing boats. Part of overall marina improvements.

Recommendation: Support \$50,000 Regional Strategies Funds.

RODEO IMPROVEMENTS	\$42,115	0	\$28,667	\$70,782	0
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Purpose: Arena improvements to accommodate rodeos and other shows.

Recommendation: \$42,115 Fairs Program Funding. If Fairs Program Funding cannot be obtained the Regional Strategies Unit will support Regional Strategies Funds to make up the difference for a total of \$42,115.

EXCURSION TRAIN	\$382,079			\$382,079	?
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Purpose: Rehabilitate 10.2 miles of railroad track from Wheeler to Barview to allow for excursion train and other uses.

Recommendation: Deny Funding. OTA priority B.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Washington					
HAGG LAKE PARK	0	?	0	?	?

Purpose: Washington County requests OTA support for Oregon Parks Division to take over administration of Hagg Lake State Park. Parks would be requested to develop overnight facilities at the site.

Recommendation: Parks Division will conduct a study of this site with a recommendation due this spring.

FAIRGROUNDS	\$2,500,000	\$700,000 property and struct.	\$3,200,000	0
PAVILION/ CONVENTION CTR	Unidentified			

Purpose: Construct mult-purpose pavilion on fairgrounds.

Recommendation: Deny funding. No available funding. Priority B for OTA.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Yamhill					
WILLAMETTE RIV DEVELOPMENT	\$100,000	0	0	\$100,000	Major commitment

Purpose: Develop a master plan for development of the Willamette Riverfront between Newberg and Dundee.

Recommendation: Deny funding. Serious questions about access to the site and feasibility of the site for the kinds of development suggested in proposal. Project needs local ground work before state assistance. The Regional Strategies Unit recommends improvements to Rodger's Landing as an alternative for implementation in the near term. The Regional Strategies Unit supports Marine Board funding for this project.

RODGER'S LANDING	\$75,000	Marine Board	\$75,000
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Purpose: Restroom and other improvements to Rodger's Landing near Newberg.

Recommendation: Support Marine Board funding of \$75,000 if county chooses this as an alternative to the Willamette Riverfront Masterplan proposal and submits a Marine Board application.

WINERY AND TOURISM CENTER	\$90,000	0	\$186,000 First Fed Bank \$20,000 to be raised	\$296,000
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Purpose: Renovate historic house into visitor information center/Yamhill County marketing center. Project would also provide centrally located office space for International Pinot Noir Association, the Yamhill County Wineries Association, the McMinnville Downtown Association and the Yamhill County Tourism Council.

Recommendation: Unit supports \$90,000 Regional Strategies Funds.

EQUESTRIAN CENTER	\$300,000	0	\$300,000	?
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Purpose: Develop facilities needed to host major equestrian events: installation of additional seating and other improvements (\$40,000); construction of 20,000 to 25,000 square foot pole structure (\$200,000); construction of warm up arena (\$20,000); portable stalls and flexible pens (\$40,000).

Recommendation: Regional Strategies Unit supports \$200,000 Regional Strategies Funds and \$100,000 in County Fairs Program funds. If \$100,000 in County Fairs Program funds do not become available, the Unit will Support additional Regional Strategies Funds to make up the difference for a total commitment of \$300,000.

Recommended Allocation of Total Funds for OTA

<u>Project</u>	<u>Unit Recommendation/Support</u>
<u>Clackamas</u>	
Mt. Hood Plan	0
Agri-Bus Ctr	0
Willam. Plan	0
Arena Site	0
Total	0
<u>Clatsop</u>	
Astoria Pier	\$60,000
Cannon Arts	25,000
L&C Trail	35,332
Mariner's Ctr	15,000
Tour. Enhance	0**
Hammond Basin	0
Seaside Ctr.	0
Share of Region Pgms	213,794*
Total	\$349,126
(%Guideline)	(145%)
<u>Columbia</u>	
Dalton Lake	50,000
Ranier Ctr	ODOT
Parks Study	20,000 Parks In-Kind
Coon Island	60,000 (MB)
Mult. Chan.	190,000 (MB)
Share of Region Pgms	234,589*
Total	\$504,589
(%Guideline)	(190%)
<u>Lincoln</u>	
Aquarium	\$1,710,000 (RS, SPWF, CDBG)
Interp. Ctr.	0
Share of Region Pgms	\$239,788*
Total	\$1,949,788
(%Guideline)	(721%)
<u>Multnomah</u>	
Gorge Ctr	0
Blue Lake	\$500,000 (MB)
Wild Refuge	0
Station	0
Oxbow Park	0
Total	\$500,000

<u>Project</u>	<u>Unit Recommendation/Support</u>
<u>Tillamook</u>	
Garibaldi	\$50,000
Rodeo Arena	\$42,115 (Fairs)
Train	0
Share of Region Pgms	\$138,414*
Total	\$230,529
(%Guideline)	(147%)
<u>Washington</u>	
Hagg Lake	Parks Study
Pavillion	0
Total	0
<u>Yamhill</u>	
Winery Ctr	\$90,000
Equestrian	\$300,000 (RS, Fairs)
River Study	0
Roger Ldg	\$75,000 (MB)
Share of Region Pgms	\$371,054*
Total	\$836,054
(%Guideline)	(203%)
Total RS Funds	\$2,722,972
Fairs Program	142,115
Total MB Funds	825,000
Total Parks	20,000 Parks In-Kind
Total Other	710,000
Convention Ctr	7,500,000
Total Strategy	\$11,870,087

MB = Marine Board
 Ag = Oregon Department of Agriculture
 ODOT = Oregon Department of Transportation
 Parks = Parks Division
 Trsm = Tourism Division
 SPWF = Special Public Works Fund
 (?) = Source not suggested by OTA

Note: All figures are for Regional Strategy Funds unless otherwise indicated.

* "Share of Regional Programs" shows the five non-metropolitan area counties' share of the \$1,197,640 which is being recommended for regional programs. This funding will not be allocated to the counties individually but is intended for the marketing program, host program and staffing proposal (total \$1,132,640) and tourism enhancement proposal (total \$65,000) which will be administered regionally. The amounts are calculated on a per capita basis.

** Tourism Enhancement proposal is recommended for five outlying counties.



CLACKAMAS COUNTY □ CLATSOP COUNTY
COLUMBIA COUNTY □ LINCOLN COUNTY
MULTNOMAH COUNTY □ YAMHILL COUNTY
TILLAMOOK COUNTY □ CITY OF PORTLAND
WASHINGTON COUNTY
METRO □ PORT OF PORTLAND

"Things Look Better Here"

OREGON TOURISM ALLIANCE

EXECUTIVE SUMMARY

INTRODUCTION

The Oregon Tourism Alliance was formed by intergovernmental agreement between eleven governments. The Alliance was organized to develop a comprehensive tourism strategy for the region in accordance with the "Regional Strategies" Program, (Chapter 115, Oregon Laws, 1987) passed by the 1987 State Legislature.

The program establishes methodology for awarding economic development funds derived from State lottery proceeds to local governments. The program further encourages counties to unite in pursuit of common economic goals.

The Alliance recognized collective resources and cooperation of eleven local governments will maximize investments in the tourism industry, minimize program duplication and promote cooperative marketing efforts.

The member governments of the Oregon Tourism Alliance are Clackamas, Clatsop, Columbia, Multnomah, Lincoln, Tillamook, Washington and Yamhill Counties and the City of Portland, the Port of Portland and the Metropolitan Service District.

PROCESS

Each county held a public hearing on appropriate economic development strategies for the county. Counties presented the results of those hearings to the Tourism Alliance Board in October, 1987. The Alliance then began its strategic program development effort through committee evaluation. By December 31, 1987 all committees submitted their program recommendation to the Alliance Board.

The committee process involved the cooperative efforts of over 125 active committee members from throughout the region. Committees were composed of persons with expertise in each of the substantive areas assigned committees.

Committees evaluated programs against the criteria identified in the program statute and by the adopted Oregon Tourism Alliance goals.

Strategy recommendations reflect the Alliance's best effort to present a comprehensive program within reasonable funding limits. Every

government sacrificed certain projects in the interests of producing a sensible program for State funding.

The process included an Alliance sponsored survey of the tourist industry in the region which asked businesses to report on marketing efforts and specific development needs. Survey response rate was nearly 50%. Responses directly correlated to the four focus areas of the Alliance and specified needs for improved marketing, transportation, attractions and visitors services.

JUSTIFICATION

The counties recognized the significance of tourism to the State as its third largest industry. It is an industry conducive to small business development and one that has extensive indirect benefits. Further, it is an industry where new investment exists in several high profile attraction development projects. The investment activities recognized as giving a significant boost to the region's tourism potential include:

- Construction of a world-class convention center to open in 1990 in Portland - an \$85 million dollar project that is fully funded.
- Development of a world-class aquarium in Newport - a \$10 million dollar project.
- Designation of the Columbia River Gorge as a National Scenic Area - a \$15 million dollar development project of the federal government.
- Newly dedicated revenues from the Multnomah County lodgings tax for convention marketing - an estimated \$1 million annual investment in bringing new visitors to Oregon.
- A doubling of State Tourism Division budget to increase tourism marketing efforts.

STANDARDS

The strategy identifies six distinct elements crucial to successful tourism development. The Alliance proposed projects in each category:

- Research
- Marketing
- Attractions Enhancement
- Attractions Development
- Transportation
- Visitor Services

Each project proposed by the Alliance was evaluated against seven tourism goals developed by the Alliance. Only those projects that adequately supported the goals were recommended for State support. The goals identify the specific activities necessary to increase tourist revenues.

The Oregon Tourism Alliance Goals are:

- GOAL 1: To support projects that enhance current tourist facility utilization.
- GOAL 2: To support projects that capitalize on the Oregon Convention Center: 1) projects that enhance extended stay opportunities 5 to 6 days; 2) projects that enhance day use opportunities in the region; and 3) projects that bring the conventioners back to Oregon for a second vacation.
- GOAL 3: To support projects that provide destination opportunities.
- GOAL 4: To support projects that create national and international image.
- GOAL 5: To support projects that enhance loop development that can produce one and two day trips.
- GOAL 6: To support projects that help import substitution (i.e., supporting projects that keep Oregonians in the State).

GOAL 7: To further projects which encourage visitors to extend their stay and return for vacation opportunities.

PROGRAM RECOMMENDATION SUMMARY

The Alliance has recommended a program for funding that reflects its four committee subject areas. The Alliance prioritized its requests for funding into a 'A' Priority designation and a 'B' Priority designation to provide guidance to the State about the Alliance's project preferences.

The 'A' Priority programs total \$4,567,800.

The 'B' Priority projects total an additional \$7,187,000.

pCombined 'A' and 'B' Priority recommendations total \$11,754,800.

<u>MARKETING AND RESEARCH</u>	PRIORITY 'A'	\$1,150,000
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The marketing program focuses on the need for strategic planning and research and development efforts. The critical planning work will identify existing and absent industry data, potential markets, industry infrastructure needs, marketing assets and liabilities. The program anticipates producing a regional guide book for tourists, a national advertising campaign, a cooperative collateral material program, public service video advertisements and direct marketing to conventioners. It asks for additional funding to administer fulfillment expenses. The Alliance anticipates that this program would be managed by a contract with an industry specialist.

<u>VISITOR SERVICES</u>	PRIORITY 'B'	\$175,800
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These program recommendations intend to improve services for regional tourists.

The first program asks for development funds to prepare a plan and budget for a regional computerized travel information system. The goal is to allow visitors in Portland to make reservations on the Coast because they have learned about a local event they wish to attend. This program is designed to be a pilot project for a statewide system.

The second proposal will produce a regional signage program that improves a visitor's ability to both find and identify attractions and destinations and to ease travel to those destinations.

Finally, the Visitors Services Program proposes a "host program" that educates hospitality industry employees to better meet the travelers' needs. Again, this program is anticipated to be a pilot program for the State.

TRANSPORTATION

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This program does not request lottery funding assistance. Instead, it identifies eight major tourism routes in the region where road improvements would significantly affect the ease of travel. These improvements are recommended to be part of the State Department of Transportation Six Year Plan for highway construction and development. All projects were evaluated against the ODOT standards and against Alliance standards and were ranked by order of priority.

The Alliance recommends specific construction improvement projects on the following eight major regional tourism routes:

- 1) I-84 through the Columbia Gorge, including a connector to US 26.
- 2) Highway 224/212 for Mt. Hood/Central Oregon Access.
- 3) I-5 South, including an I-405 to I-5 connector.
- 4) Highway 20 from I-5 to Newport.
- 5) U.S. 26 to Seaside and Highway 6 to Tillamook.
- 6) U.S. 30 through Columbia and Clatsop Counties.
- 7) Highway 101 from Astoria through Lincoln County.
- 8) Highway 99W and Highway 18 to Lincoln City and Newport.

ATTRACTIONS DEVELOPMENT**Priority A List \$3,242,000****Priority B List \$7,187,000**

This program recommends funding of projects within each county to develop, improve or add new tourist attractions. The Alliance has prioritized the projects.

<u>PRIORITY A</u>	<u>SOURCE</u>	<u>AMOUNT</u>
<u>CLACKAMAS COUNTY</u>		
Mount Hood Recreation Masterplan	Tourism Division	\$180,000
Oregon Agri-Business Center	Dept. of Agriculture	200,000
<u>CLATSOP COUNTY</u>		
Astoria Public Pier	Lottery	60,000
Cannon Beach Art Center	Lottery	25,000
Lewis and Clark Trail	Lottery	60,000
Seamen's Center	Lottery	15,000
Tourism Enhancement Market Project	Undesignated	70,000
<u>COLUMBIA COUNTY</u>		
Coon Island Improvements	Marine Board	60,000
Dalton Lake	Lottery	50,000
Rainier Visitor Center	ODOT	125,000
State Park Study	Lottery	20,000
<u>LINCOLN COUNTY</u>		
Oregon Coast Aquarium	Lottery	1,500,000
<u>MULTNOMAH COUNTY</u>		
Columbia Gorge Interpretive Center	Undesignated	45,000
Blue Lake Park	Marine Board	250,000

TILLAMOOK COUNTY

Garibaldi Marina	Lottery	50,000
Fairgrounds/Rodeo Arena Improvement	Lottery	42,000

WASHINGTON COUNTY

Hagg Lake Park	OTA Endorsement Only	
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YAMHILL COUNTY

Fairgrounds Equestrian Center	Lottery	300,000
Willamette Riverfront Development	Lottery	100,000
Winery Tourism Center	Lottery	90,000

TOTAL LOTTERY REQUESTS	2,312,000
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TOTAL OTHER SOURCE REQUESTS	930,000
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<u>PRIORITY B</u>	<u>SOURCE</u>	<u>AMOUNT</u>
<u>CLACKAMAS COUNTY</u>		
Willamette River Corridor Masterplan	Undesignated	\$100,000
Reserve Site for Regional Arena	Undesignated	3,000,000
<u>CLATSOP COUNTY</u>		
Hammond Marina Expansion	Ports	725,000
Seaside Performing Arts Center	Undesignated	15,000
<u>COLUMBIA COUNTY</u>		
Multnomah Channel Access Project	Marine Board	190,000
<u>LINCOLN COUNTY</u>		
Oregon Coastal Interpretive Center	Lottery/Tourist	180,000
<u>MULTNOMAH COUNTY</u>		
Urban Wildlife Refuge	Lottery	10,000
Linneman Junction Station	Block Grant EDD	40,000
Oxbow Park	Lottery/Parks	45,000
<u>TILLAMOOK COUNTY</u>		
Excursion Train (Tillamook to Wheeler)	Lottery	382,000
<u>WASHINGTON COUNTY</u>		
Fairgrounds Pavillion/Convention Center	Undesignated	2,500,000
	TOTAL	7,187,000

ADMINISTRATION

**\$200,000
Annually**

To manage the multiple Alliance programs the Alliance recommends an administrative budget equal to \$200,000 per biennium. The Alliance anticipates using full-time contractual services of a consultant/administrator and an assistant for the next year. Major staffing responsibilities include development of a strategic plan; administration of the marketing and visitor services programs and transportation programs; assistance with attractions development programs; contract management; board and committee administration; legislative representation; program performance evaluation.

Following this first year intern period, the Alliance will again address its staffing needs after evaluating strategic plan requirements and operating history.

OREGON CONVENTION CENTER Previously Funded 7.5 Million

This construction project will bring a world-class convention center to Portland in 1990. The Center is considered a critical element of the regional strategy. The project's funding request was approved statutorily by the 1987 Legislature. Funding is from the "Regional Strategies" fund and extends over two bienniums.

1987 - 89 INTER-REGIONAL ATTRACTIONS PROJECTS

Oregon Tourism Alliance Attractions Development Committee

OREGON TRAIL MASTER PLAN

\$60,000

The counties of Baker, Clackamas, Malheur, Umatilla, Union and Wasco are each examining projects highlighting Oregon Trail History. These projects are of state-wide significance and span several separate economic development regions.

The Oregon Tourism Alliance recommends that the State fund a \$60,000 Oregon Trail Master Plan study. This study will apply Baker, Clackamas, Malheur, Umatilla, Union and Wasco Counties. The Alliance further recommends that the Trail be recognized as a special inter-regional effort.

The Master Plan study should integrate the extensive development work already produced by Clackamas County. Clackamas County projects a need for \$150,000 to fund its Trail related Oregon Historic Showcase Project. The Alliance is supportive of Clackamas County's efforts to seek immediate funding for Clackamas and all other Trail counties to establish a unique Oregon tourism resource.

CONCLUSION

The Oregon Tourism Alliance recognizes this program as the beginning of a productive and profitable planning and implementation effort. Building programs within the region and formalizing and increasing the network of tourism industry interests, and leveraging ideas and capital investment guarantees increased profits, jobs and development efforts within the tourism industry serving the diverse eight-county region.

Tourism is a product that becomes self-promoting once a critical mass of visitor days is reached. Reputation and word of mouth increase the desirability of the product. Finally, Oregon's visitors can also become Oregon's investors in new and expanding businesses as exposure to the State's quality of life encourages location and relocation of business and industry.

The Alliance recognizes that the unprecedented collaboration of eleven governments has created special opportunities to leverage tourism investments and will increase Oregon's market presence.

OREGON TOURISM ALLIANCE

RESOLUTION NUMBER 88-1

Whereas, the Oregon Tourism Alliance is a regional organization formed to promote and develop tourism in its eight county region, and

Whereas, the Oregon Tourism Alliance developed a tourism strategy based on the six elements of marketing, research, transportation, visitor services, attractions enhancement and attractions development,

Whereas, the tourism strategy seeks funding through the State's Regional Strategy Program, and

Whereas, the State Regional Strategy Program requires that each county hold a public hearing on the content of the regional strategy program prior to submitting the strategy to the State for fundings

Be it Resolved, that the Oregon Tourism Alliance county members provide two weeks notice in advance of a public hearing for the purposes of reviewing the regional strategy, and

Be it further resolved that the Oregon Tourism Alliance county members complete the public hearings on or before April 8, 1988.

Signed: _____

Sue Pickell, Chair
Oregon Tourism Alliance

Date: _____

OREGON TOURISM ALLIANCE

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INTRODUCTION

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This program establishes methodology for awarding lottery generated economic development funds to local governments. The program encourages counties to unite in pursuit of common economic goals.

The Alliance recognized that the collective resources and cooperation of eleven local governments will maximize investments in the tourism industry, minimize program duplication and promote cooperative marketing efforts.

The member governments of the Oregon Tourism Alliance are Clackamas, Clatsop, Columbia, Multnomah, Lincoln, Tillamook, Washington and Yamhill Counties and the City of Portland, the Port of Portland and the Metropolitan Service District.

The Alliance strategy leverages the State requested investment with a minimum of other private and public investments. It will produce a potential _____ direct new jobs and _____ indirect new jobs.

PROCESS

Each county held a public hearing on appropriate economic development strategies for the county. Counties presented the results of those hearings to the Tourism Alliance Board in October, 1987. The Alliance then began its strategic program development effort through committee evaluation. By December 31, 1987 all committees submitted their program recommendations to the Alliance Board.

The committee process involved the cooperative efforts of over 125 active committee members from throughout the region. Committees were composed of persons with expertise in each of substantive areas assigned committees.

Committees evaluated programs against the criteria identified in the program statute and by the adopted Oregon Tourism Alliance goals.

Strategy recommendations reflect the Alliance's best effort to present a comprehensive program within reasonable funding limits. Every government sacrificed certain projects in the interests of producing a sensible program for State funding.

The process included an Alliance sponsored survey of the regional tourist industry which asked businesses to report on marketing efforts and specific development needs. Survey response rate was nearly 50%. Responses directly correlated to the four focus areas of the Alliance and specified needs for improved marketing, transportation, attractions and visitors services. .

JUSTIFICATION

The counties recognized the significance of tourism to the State as its third largest industry. It is an industry conducive to small business development and one that has extensive indirect benefits. Further, it is an industry where new investment exists in several high profile attraction development projects. The investment activities recognized as giving a significant boost to the region's tourism potential include:

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- Development of a world-class aquarium in Newport - a \$10 million dollar project.
- Designation of the Columbia River Gorge as a National Scenic Area - a 40 million dollar development project of the federal government.
- Newly dedicated revenues from the Multnomah County lodgings tax for convention marketing - an estimated \$1 million annual investment in bringing new visitors to Oregon.
- A doubling of State Tourism Division budget to increase tourism marketing efforts.

STANDARDS

The strategy identifies six distinct elements crucial to successful tourism development. The Alliance proposed projects in each category:

- Research
- Marketing
- Attractions Enhancement
- Attractions Development
- Transportation
- Visitor Services

Each project proposed by the Alliance was evaluated against seven tourism goals developed by the Alliance. Only those projects that adequately supported the goals were recommended for State support. The goals identify the specific activities necessary to increase tourist revenues.

The Oregon Tourism Alliance Goals are:

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- GOAL 3: To support projects that provide destination opportunities.
- GOAL 4: To support projects that create national and international image.
- GOAL 5: To support projects that enhance loop development that can produce one and two day trips.
- GOAL 6: To support projects that help import substitution (i.e., supporting projects that keep Oregonians in the State).

GOAL 7: To further projects which encourage visitors to extend their stay and return for vacation opportunities.

PROGRAM RECOMMENDATION SUMMARY

MARKETING AND RESEARCH PRIORITY 'A' \$1,150,000

The marketing program focuses on the need for strategic planning and research and development efforts. The critical planning work will identify existing and absent industry data, potential markets, industry infrastructure needs, marketing assets and liabilities. The program anticipates producing a regional guide book for tourists, a national advertising campaign, a cooperative collateral material program, public service video advertisements and direct marketing to conventioners. It asks for additional funding to administer fulfillment expenses. The Alliance anticipates that this program would be managed by contracts with an industry specialists.

VISITOR SERVICES PRIORITY 'A' \$175,000

These program recommendations intend to improve services for regional tourists.

The first proposal asks for development funds to prepare a plan and budget for a regional computerized travel information system. The goal is to allow visitors in Portland to make reservations on the Coast because they have learned about a local event through the database. This program is designed to be a pilot project for a statewide system.

The second proposal will produce a regional signage program that improves a visitor's ability to find and identify attractions and destinations and to ease travel to those destinations.

Finally, the Visitors Services Program proposes a "host program" that educates hospitality industry employees to better meet the travelers' needs. Again, this program is anticipated to be a pilot program for the State.

TRANSPORTATION

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This program does not request lottery funding assistance. Instead, it identifies eight major tourism routes in the region where road improvements would significantly affect the ease of travel. These improvements are recommended to be part of the State Department of Transportation Six Year Plan for highway construction and development. All projects were evaluated against the ODOT standards and against Alliance standards and were ranked by order of priority.

ATTRACTIONS DEVELOPMENT & ENHANCEMENT

Priority A List \$3,242,000

Priority B List \$7,187,000

This program recommends funding of projects within each county to develop, improve or add new tourist attractions. The Alliance has prioritized the projects.

<u>PRIORITY A</u>	<u>SOURCE</u>	<u>AMOUNT</u>
<u>CLACKAMAS COUNTY</u>		
Mount Hood Recreation Masterplan	Tourism Division	\$180,000
Oregon Agri-Business Center	Dept. of Agriculture	200,000
<u>CLATSOP COUNTY</u>		
Astoria Public Pier	Lottery	60,000
Cannon Beach Art Center	Lottery	25,000
Lewis and Clark Trail	Lottery	60,000
Seamen's Center	Lottery	15,000
Tourism Enhancement Market Project	Undesignated	70,000
<u>COLUMBIA COUNTY</u>		
Coon Island Improvements	Marine Board	60,000
Dalton Lake	Lottery	50,000
Rainier Visitor Center	ODOT	125,000
State Park Study	Lottery	20,000
<u>LINCOLN COUNTY</u>		
Oregon Coast Aquarium	Lottery	1,500,000
<u>MULTNOMAH COUNTY</u>		
Columbia Gorge Interpretive Center	Undesignated	45,000
Blue Lake Park	Marine Board	250,000

TILLAMOOK COUNTY

Garibaldi Marina	Lottery	50,000
Fairgrounds/Rodeo Arena Improvement	Lottery	42,000

WASHINGTON COUNTY

Hagg Lake Park	OTA Endorsement Only	
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YAMHILL COUNTY

Fairgrounds Equestrian Center	Lottery	300,000
Willamette Riverfront Development	Lottery	100,000
Winery Tourism Center	Lottery	90,000

TOTAL LOTTERY REQUESTS	2,312,000
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TOTAL OTHER SOURCE REQUESTS	930,000
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<u>PRIORITY B</u>	<u>SOURCE</u>	<u>AMOUNT</u>
<u>CLACKAMAS COUNTY</u>		
Willamette River Corridor Masterplan	Undesignated	\$100,000
Reserve Site for Regional Arena	Undesignated	3,000,000
<u>CLATSOP COUNTY</u>		
Hammond Marina Expansion	Ports	725,000
Seaside Performing Arts Center	Undesignated	15,000
<u>COLUMBIA COUNTY</u>		
Multnomah Channel Access Project	Marine Board	190,000
<u>LINCOLN COUNTY</u>		
Oregon Coastal Interpretive Center	Lottery/Tourist	180,000
<u>MULTNOMAH COUNTY</u>		
Urban Wildlife Refuge	Lottery	10,000
Linneman Junction Station	Block Grant EDD	40,000
Oxbow Park	Lottery/Parks	45,000
<u>TILLAMOOK COUNTY</u>		
Excursion Train (Tillamook to Wheeler)	Lottery	382,000
<u>WASHINGTON COUNTY</u>		
Fairgrounds Pavilion/Convention Center	Undesignated	2,500,000
	TOTAL	7,187,000

ADMINISTRATION**PRIORITY 'A'****\$100,000
Annually**

To manage the multiple Alliance programs the Alliance recommends an administrative budget equal to \$100,000 per biennium. The Alliance anticipates using full-time contractual services of a consultant/administrator and an assistant for the next year. Major staffing responsibilities include development of a strategic plan; administration of the marketing and visitor services programs and transportation programs; assistance with attractions development programs; contract management; board and committee administration; legislative representation; program performance evaluation.

Following this first year interim period, the Alliance will again address its staffing needs after evaluating strategic plan requirements and operating history.

OREGON CONVENTION CENTER Previously Funded 7.5 MILLION

This construction project will bring a world-class convention center to Portland in 1990. The Center is considered a critical element of the regional strategy. The project's funding request was approved statutorily by the 1987 Legislature. Funding is from the "Regional Strategies" fund and extends over two bienniums.

1987 - 89 Inter-Regional Attractions Projects

**Oregon Tourism Alliance
Attractions Development Committee**

OREGON TRAIL MASTER PLAN**\$60,000**

The Alliance supports funding for an Oregon Trail Master Plan study that will effect counties outside the Alliance boundary. The \$60,000 allocation is not considered as part of the formal Alliance grant funding request.

JOB CREATION AND LEVERAGE OPPORTUNITIES

The regional strategies program identifies job creation and leverage opportunities as critical components for a regional strategy. The following data summarizes our information on those subjects relating to 'A' Priority projects.

(Awaiting additional information from Alliance members)

CONCLUSION

The Oregon Tourism Alliance recognizes this program as the beginning of a productive and profitable planning and implementation effort. Building programs within the region, formalizing and increasing the network of tourism industry interests, and leveraging ideas and capital investment guarantees increased profits, jobs and development efforts within the tourism industry serving the diverse eight-county region.

Tourism is a product that becomes self-promoting once a critical mass of visitor days is reached. Reputation and word of mouth increase the desirability of the product. Finally, Oregon's visitors can also become Oregon's investors in new and expanding businesses as exposure to the State's quality of life encourages location and relocation of business and industry.

The Alliance recognizes that the unprecedented collaboration of eleven governments has created special opportunities to leverage tourism investments and will increase Oregon's market presence.



MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS
ROOM 605, COUNTY COURTHOUSE
1021 S.W. FOURTH AVENUE
PORTLAND, OREGON 97204

GLADYS McCOY • Chair • 248-3308
PAULINE ANDERSON • District 1 • 248-5220
GRETCHEN KAFOURY • District 2 • 248-5219
CAROLINE MILLER • District 3 • 248-5217
POLLY CASTERLINE • District 4 • 248-5213
JANE McGARVIN • Clerk • 248-3277

Notice of Public Hearing

The Multnomah County Board of Commissioners will hold a public hearing on Tuesday, April 5, 1988 at 11:00 AM in Room 602 of the Multnomah County Courthouse, 1021 SW Fourth, Portland, for the purpose of:

Reviewing the regional tourism strategy proposed by Multnomah County to the State Economic Development Department

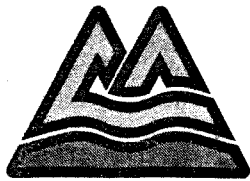
Interested persons are invited to testify.

For additional information, contact Commissioner Polly Casterline's Office at 248-5213.

BOARD OF COUNTY COMMISSIONERS

By Jane McGarvin
Jane McGarvin
Clerk of the Board

jm



MULTNOMAH COUNTY OREGON

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BOARD OF COUNTY COMMISSIONERS

By Jane McGarvin
Jane McGarvin
Clerk of the Board

jm

March 18, 1988

This is to certify that the above-entitled notice was sent to the entire mailing list for agendas, which includes the media (newspapers, radio and television). No paid legal notice was given.

Barbara E Jones
Barbara Jones, Assistant Clerk

Barb - With Don gone this week
I'm a little up in the air, esp. re-
garding April 5's Agenda.

The Tourism Alliance hearing is
✓ ?? at 11 a.m. Correct?

So the J.F. BCC/School Bd. mtg.
is when? 9:30? Is it scheduled
to last a certain amount of time?
What is that? I'm drafting
a McCoy letter to School
board confirming the Agenda.

Help!

April 5 -
- School
Board 9:30
4/5/88
Fred Q get
Placement Sheet

Fred Webb
X 3308

NOTICE OF PUBLIC HEARING

WHAT: TO REVIEW THE REGIONAL TOURISM STRATEGY
PROPOSED BY MULTNOMAH COUNTY TO THE STATE
ECONOMIC DEVELOPMENT DEPARTMENT

WHERE: ROOM 602 MULT CTY CTHE (BEFORE MULT CTY
BOARD OF COMMISSIONERS)

WHEN: 11:00 A.M. April 5, 1988

[Handwritten signature]

DATE SUBMITTED _____ UNANIMOUS CONSENT

(For Clerk's Use)

Meeting Date 4/9/88Agenda No. R-16

REQUEST FOR PLACEMENT ON THE AGENDA

Subject: Multnomah County Adoption of the Oregon Tourism AllianceInformal Only* April 5, 1988
(Date)Formal Only _____
(Date)DEPARTMENT BCC DIVISION Casterline
CONTACT Polly Casterline TELEPHONE 248-5213*NAME(s) OF PERSON MAKING PRESENTATION TO BOARD Polly Casterline and Sho Dozono

BRIEF SUMMARY Should include other alternatives explored, if applicable, and clear statement of rationale for the action requested.

In the Matter of Multnomah County's Adoption of the Plan of the Oregon Tourism Alliance. This will require a vote at the informal hearing on April 5, 1988

(IF ADDITIONAL SPACE IS NEEDED, PLEASE USE REVERSE SIDE)

ACTION REQUESTED:

☐ INFORMATION ONLY ☐ PRELIMINARY APPROVAL ☐ POLICY DIRECTION ☒ APPROVALINDICATE THE ESTIMATED TIME NEEDED ON AGENDA 5 min

IMPACT:

PERSONNEL

☐ FISCAL/BUDGETARY☐ -General Fund

Other _____

SIGNATURES:

DEPARTMENT HEAD, ELECTED OFFICIAL, or COUNTY COMMISSIONER: Polly CasterlineBUDGET / PERSONNEL /

COUNTY COUNSEL (Ordinances, Resolutions, Agreements, Contracts) _____

OTHER _____
(Purchasing, Facilities Management, etc.)

NOTE: If requesting unanimous consent, state situation requiring emergency action on back.

1988 APR -4 PM 2:13
COUNTY COMMISSIONER
MULTNOMAH COUNTY
OREGON

BEFORE THE BOARD OF COUNTY COMMISSIONERS

FOR MULTNOMAH COUNTY, OREGON

In the Matter of Multnomah)
County's Adoption of the Plan) RESOLUTION
of the Oregon Tourism Alliance) #88-35

WHEREAS, Multnomah County has adopted tourism as its regional strategy in response to the Governor's Regional Economic Development Strategy Project and,

WHEREAS, Multnomah County is a partner in a regional compact of 11 local governments (the Oregon Tourism Alliance) drawn together to develop a regional tourism strategy and,

WHEREAS, Multnomah County appointed County Commissioner Polly Casterline and Mr. Sho Dozono to serve on the Alliance and,

WHEREAS, the Alliance has identified a list of priority projects region-wide to recommend to the state for funding under the Regional Strategy Project and,

WHEREAS, adoption of the Plan by each member county in the Alliance is a requirement for its consideration by the state,

THEREFORE, BE IT RESOLVED THAT, Multnomah County hereby adopts the Plan submitted by the Oregon Tourism Alliance and recommends it to the State of Oregon for funding in its entirety.

(SEAL)

Adopted April 5, 1988
BOARD OF COUNTY COMMISSIONERS
FOR MULTNOMAH COUNTY, OREGON

BY 
Gladys McCoy, Chair

0685L

Summary of Recommendations on Oregon Tourism Alliance
"Short List"

Report to the Oregon Tourism Alliance

March 30, 1988

**Submitted by the Regional Strategies Unit
Oregon Economic Development Department**

Summary of Major Recommendations

The Regional Strategies Unit has agreed to provide an informal review of the OTA "short list" projects in advance of the completion of the OTA regional strategy document. Short list proposal information on each project was submitted to the Unit during March. This report presents the results of the review of this information.

The Unit has indicated projects which it could support for funding, recommended modifications in some projects, and indicated projects which the Unit cannot support for funding. The Unit also recommends a total level of funding for the strategy.

In making this preliminary recommendation, the Regional Strategies Unit assumes that a regional strategy document will be submitted which meets the requirements of the law and the administrative rules for the Regional Strategies Program and that complete short list information will be provided on all projects. The Unit also assumes that the strategy submitted will substantially meet the four criteria for receiving an allocation from the Regional Strategies Reserve Fund: statewide or regional significance, leverage, need, and readiness.

The Oregon Economic Development Department will make a recommendation to the Governor which might vary from the Regional Strategies Unit's recommendation depending on the final strategy submitted to the Department by the Oregon Tourism Alliance. The Governor has the option to approve the strategy, including all or only part of the short list, or return the document for modification.

Summary of Funding Recommendations

The Regional Strategies Unit supports the following funding levels for the Oregon Tourism Alliance strategy, contingent on submission of a regional strategy document. Recommendations on individual projects, recommended modifications and conditions are contained in an attached document.

- 1) A funding level from all sources, excluding funding for the Oregon Convention Center, of \$4,420,087. Including the convention center total funding comes to \$11,920,087.
- 2) \$2,722,972 in Regional Strategies Funds granted to the five non-metropolitan counties including \$1,348,950 in per capita funding and \$1,424,022 in Reserve Funding. This is an amount which is more than 200% of the total guidelines for the five outlying counties in the region.
- 3) Support for a commitment of \$825,000 in Marine Board funds. Marine Board projects could be accelerated or given priority in this biennium by the Marine Board if they are submitted as part of the OTA short list.
- 4) A total funding level of \$1,132,640 for the marketing program, host program, data base study and staffing proposals. This amount was chosen because it retains the effectiveness of these programs, allows a substantial commitment to the attractions development projects, and brings total funding to an acceptable level. This recommendation is approximately 80% of the amount proposed by OTA.
- 5) Support for funding to the Oregon Coast Aquarium of \$1,000,000 in Regional Strategies Funds, support for a loan of \$500,000 in Community Development Block Grant funds and support for the City of Newport's application for \$210,000 in Special Public Works Funds. Total funding recommendation is \$1,105,000 in grant and \$605,000 in loans. The Aquarium will need to apply to the Community Development Block Grant program for the loan.
- 6) A commitment from the Regional Strategies Unit and the Tourism Division to work with ODOT to study the impacts of signing on motorists from a marketing perspective, and consider implementation of an improved statewide signing program based on the results of this study.
- 7) Support for funding of sixteen "attractions development" projects.

Summary of Recommendations on Oregon Tourism Alliance Short List Projects

Submitted by the Regional Strategies Unit
Oregon Economic Development Department

	Regional Strategies Funds*	Other State*	Local Support*	Total Funds*	Long Term State (Local)*
MARKETING	\$1,150,000	\$2,000,000	Convention Ctr \$160,000 county	\$3,310,000	

10

Purpose: Regional marketing: regional tourism book (\$240,000); public service announcements (\$100,000); Out of state magazine promotion (\$320,000); Direct mail convention promotion (\$5,000); Fulfillment (\$175,000); 800 number (\$50,000) Research and Development (\$100,000); Matching grants to counties for local tie-in (\$160,000). \$2,000,000 from Multnomah County hotel/motel tax to market convention center including extended stay opportunities in the region.

Recommendation: A total funding level of \$1,132,640 for the marketing proposal, host program, data base study and staffing proposal. OTA should allocate funding among these programs at its discretion.

This level of funding for these programs allows for funding of most priority A "attractions development" projects, retains a funding level necessary to the effectiveness of the programs themselves and keeps the total request for Regional Strategies Funds within a reasonable range. The figure was calculated as follows: The program proposes \$20,000 in matching grants be provided to each of the eight counties for collateral materials for a total of \$160,000. \$60,000 of this is an ineligible expense because Clackamas, Multnomah and Washington counties are excluded from receiving Regional Strategy Funds. \$60,000 was deducted from the proposal and the remainder was multiplied by 80%. The proposed funding for the Host Program, Data Base Study and Staffing Proposal was multiplied by 80%. This establishes a total funding level for these four programs of \$1,132,640.

Marketing Program	\$1,150,000 - \$60,000 = \$1,090,000 x 80% = \$	872,000
Host Program	115,800 x 80% =	92,640
Data Base Study	10,000 x 80% =	8,000
Staffing	200,000 x 80% =	<u>160,000</u>
Total		\$1,132,640

* Figures in these columns are as proposed by OTA.

The Regional Strategies Unit supports the Oregon Tourism Alliance in tying its marketing plan to the state's tourism marketing campaign.

The Unit supports the regional orientation of the marketing program, host program, interactive data base proposal and staffing proposal. The Unit will support an allocation of regional strategies funds to the five outlying counties for these programs provided that the programs are administered by the OTA and that they encompass the full eight county region. The allocations would be made as follows:

Clatsop	\$202,203
Columbia	\$221,870
Lincoln	\$226,786
Tillamook	\$130,909
Yamhill	<u>\$350,936</u>
	\$1,132,640

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
HOST PROGRAM	\$115,800	0	CEDO?	\$115,800	0

Purpose: Train service employees in the value of treating tourists hospitably, in the impact of tourism as an industry, and in awareness of local and statewide tourism attractions: program video (\$25,000); program administration (\$10,000); program kick-off fund (\$23,000); program seminar (\$20,000); program materials (\$37,500).

Recommendation: Funding recommendation given under "MARKETING" above. \$92,640 Regional Strategies Funds to be allocated at OTA discretion. Regional Strategies Unit questions the effectiveness of training front line employees given high turn-over rates. "Program Kickoff" fund appears particularly extravagant.

INTERACTIVE DATA STUDY	\$10,000			\$10,000	
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Purpose: To study an interactive database concept that would include hardware recommendations, software design, and the integration of each of the eight counties that are members of the Oregon Tourism Alliance.

Recommendation: Funding recommendation given under "MARKETING" above. \$8,000 Regional Strategies Funds to be allocated at OTA discretion.

SIGNAGE STUDY	\$50,000	0		\$50,000	?
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Purpose: To contract for a conceptual signage plan for the eight county Oregon Tourism Alliance region to serve as a pilot for a future State of Oregon comprehensive signage plan.

Recommendation: Deny Regional Strategies Funds. EDD will work with ODOT to contract a study to determine marketing impacts of highway signing on travelers. OEDD will recommend action based on the results of this study. OEDD will draft a letter committing to work with ODOT on signage as a statewide issue. The Department would be an advocate for the use of signing as a marketing tool in addition to being a transportation tool.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
STAFFING	\$200,000	0	0	\$200,000	

Purpose: To provide administrative support to the Oregon Tourism Alliance: to develop and implement an OTA strategic plan; administer a regional marketing program and visitor services programs; provide staff support for OTA committees and Board including materials development, distribution, agendas and mailings; OTA coordination with the State regarding additional funding program enhancements and modifications; OTA involvement with Transportation Commission; tracking and or management of state funds for county projects.

Recommendation: See recommendation on "MARKETING" for funding allocation. The Unit supports \$160,000 Regional Strategies Funds to be allocated by OTA. State funds should not be used to pay for administrative overhead. Support staff for the OTA administrator should be provided locally without additional state funding. The OTA administrator should be a one time state expense. Some funding will need to be re-allocated out of this budget given these conditions.

The job description and work plan for the OTA administrator should be written in partnership by the Oregon Tourism Council, the Oregon Tourism Division, and the OTA Board. The primary role of the OTA administrator should be for marketing and to develop a self sustaining, long range strategy for the region.

OREGON TRAIL MASTERPLAN INTER-REGIONAL PROJECT	\$60,000
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Purpose: Masterplan for Oregon Trail development in Baker, Clackamas, Malheur, Umatilla, Union and Wasco counties.

Recommendation: No Regional Strategies Funds available.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Clackamas					
MT. HOOD PLAN	0	\$180,000	0	\$180,000	\$30 M private

Purpose: Contract for a master plan, marketing and feasibility study for destination resort in the Government Camp area. The study would be used to demonstrate potential to a private developer.

Recommendation: Deny funding. There are no Regional Strategy Funds available to Clackamas County.

AGRI-BUSINESS CTR		\$200,000		\$200,000	?
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Purpose: Develop an Agri-business center on the 90 acre North Willamette Valley experimental farm near Wilsonville and Canby. Showcase for agricultural industry, provide meeting space, exhibits for tourists.

Recommendation: There are no Regional Strategies Funds available to Clackamas County and no alternative funding sources were identified.

WILLAMETTE PLAN		\$100,000	\$135,000 Cities/County	\$235,000	?
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Purpose: Comprehensive study of the Willamette River to identify areas with potential for tourism oriented commercial development, mechanisms to encourage such development, and market studies to determine its feasibility and return.

Recommendation: Deny funding. Priority B for OTA. No funding available. Should be local initiative.

REGIONAL ARENA		\$3,000,000		\$3,000,000	?
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Purpose: Acquire land which is large enough and located such that it could be the future site of a regional arena for sports and other activities. Land would be purchased now to reserve a good site before adequate sites are lost to other developments.

Recommendation: Deny funding. Priority B for OTA. No funding available. Needs regional initiative before state assistance.

Clatsop

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
LEWIS AND CLARK TRAIL PLAN	\$35,332		\$10,587 Ore. Historical Soc.	\$45,919	Minimal

Purpose: Masterplan for the Lewis and Clark Trail in Clatsop, Columbia and Multnomah Counties: identification of historical sites; recommendations on public site improvements; recommendations for sites not on public access; national park certification; research materials and maps; development of regional marketing plan. Top priority for Clatsop County.

Recommendation: Unit support for \$35,332 Regional Strategies Funds.

ASTORIA PIER	\$60,000	0	\$143,000	\$203,000	\$286,000 State \$500,000 EDA (\$1,540,000) Local
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Purpose: Engineering and architecture studies for pier along Astoria riverfront to include commercial and recreational docking; net racks and net repair facilities for fishermen and retail tourist opportunities.

Recommendation. Unit support for \$60,000 Regional Strategies Funds.

MARINER'S CENTER	\$15,000		\$10,600 local funds Building provided by Port	\$25,6000
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Purpose: Provide accommodations, translator services and information on local businesses to Russian and other foreign seamen when they are in port.

Recommendation: Unit support for \$15,000 Regional Strategies Funds.

CANNON BEACH ART CTR	\$25,000		\$2,500 staff support	\$27,500	(\$600,000) est. \$400,000 est.
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Purpose: Feasibility study for arts center: needs analysis; site analysis and schematic architectural drawings. The center would have artist studios as well as house PSU's Haystack Program in the Arts. Would increase year around tourism, increase educational expenditures in the economy and enhance Cannon Beach reputation in arts.

Recommendation: Regional Strategies Unit supports \$25,000 in Regional Strategies Funds. More detail needs to be obtained on PSU support for the project.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
TOURISM ENHANCE MARKETING PROJ.	\$65,000		\$5,000 extension	\$70,000	0

Purpose: Work with communities and small businesses along the lower Columbia River to identify tourism assets, build local tourism strategies and develop in a manner consistent with the character of the historical, natural and artistic elements of the community.

Recommendation: Regional Strategies Unit supports \$65,000 in Regional Strategies Funding provided this is modified to include all five outlying counties in the region. Short list description should be re-written accordingly. Funding should be used to contract for tourism development assistance in Clatsop, Columbia, Lincoln, Tillamook and Yamhill Counties with a local match required.

HAMMOND MARINA EXPANSION	\$10,000	\$10,000 Lottery committed \$25,000 ODOT committed		\$45,000	\$725,000+
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Purpose: Park landscaping at viewpoint areas. Total project includes expansion of boat basin and improved tourist facilities.

Recommendation: Deny funding. Priority B for OTA.

SEASIDE PERFORM ARTS CENTER	\$15,000		\$5,000	\$20,000	\$1,200,000 (\$1,800,000)
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Purpose: Marketing and feasibility study for performing arts center in Seaside. Facility would be operated in conjunction with the convention center.

Recommendation: Deny Funding. OTA priority B.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Columbia					
DALTON LAKE	\$50,000	0	0	\$50,000	\$ 575,000 lot. 326,000 ? 4,831,000 priv

Purpose: Marketing and engineering study for multiple use recreational area centered around a proposed marina near Dalton Lake. Proposed facilities would include: 125 slip marina, boat ramp, trailer and visitor parking, restaurant, 10 acre day use area, 117 space RV site, 10 acre high density housing site, 50 room hotel. Study would be used to attract private development of the facility.

Recommendation: Support \$50,000 in Regional Strategies Funds.

RANIER VISITORS CTR	\$125,000	ODOT?	\$240,300 (city park adjacent)	\$365,000	\$222,000 State \$100,000 fed
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Purpose: Phase 1 of a rest area/visitor information center in Ranier near the Longview Bridge. Funding would be used for acquisition of 2.01 acres between city park and hwy 30. Phase 2 is development of a welcome center and rest area. Phase 2 is not on the short list for this biennium.

Recommendation: Deny Regional Strategies Funds. Support ODOT funding of a rest area through Six Year Program Hearing process.

STATE PARK STUDY	\$20,000	\$20,000	Park Funding
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Purpose: Explore potential sites for a state park with RV facilities, beach access for swimming, fishing and wind surfing, and tent camping.

Recommendation: Deny Regional Strategies Funding. Support Parks Division plans to study potential sites in Columbia County. Support commitment by Parks to locate a site and develop a state park in Columbia County.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Columbia (cont.)					
COON ISLAND	0	\$60,000 Marine Board		\$60,000	0
Purpose: Upgrade dock and provide restrooms on Coon Island.					
Recommendation: Support Marine Board funding.					
MULTNOMAH CHANNEL ACCESS	0	\$190,000 Marine Board		\$190,000	0
Purpose: Boat ramp and parking for access to Multnomah Channel.					
Recommendation: Support Marine Board funding.					

Lincoln	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
OREGON COAST AQUARIUM	\$1,500,000	0	\$3,000,000	\$4,500,000	\$2,000,000 fed? (\$3,500,000)

Purpose: Construct an aquarium in Newport. Total project cost is \$10,000,000. Facility would serve to provide scientific information, enhance public stewardship of coastal resources and enhance destination tourism.

Recommendation: Regional Strategies Unit supports \$1,000,000 Regional Strategies Funds. Support for \$210,000 SPWF application by the City of Newport. Support \$500,000 CDBG loan if application is submitted.

COASTAL INTERPRETIVE CTR	\$180,000	0	0	\$180,000	0
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Purpose: Construct an information center providing educational and recreational information about the Oregon Coast. Possible locations: Portland Airport, Oregon Convention Center, Jct of I-5 and I-205, or at Otis on Hwy 18.

Recommendation: This concept should be explored and possibly funded through Metro at the Oregon Convention Center or through the Port of Portland at the airport.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Multnomah					
COLUMBIA GORGE INTERPRETIVE CTR		\$45,000		?	? Gorge comm. ODOT/Parks land

Purpose: To develop a proposal to the Gorge Commission for a gorge interpretive center. State assistance requested with traffic count east and west bound on I-84 and accessing the old gorge highway, utilities feasibility study and "footprint" for proposed site.

Recommendation: Deny support. State should not be involved in site preparation support at this time pending Gorge Commission decision.

BLUE LAKE PARK	\$250,000 Marine Board	\$200,000	\$450,000	\$2,150,000
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Purpose: Develop regional boater access facility near Blue Lake Park. Includes acquisition of 67 acres, construction of a launch basin with six-lane ramp, access channel to the river and associated docks, access road and parking, 74 spaces for boat visitors, restroom facility, small picnic area, and trail connection to 40 mile loop.

Recommendation: Support \$500,000 Marine Board Funds.

URBAN WILDLIFE REFUGE	\$10,000 Unidentified	\$10,000
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Purpose: Pamphlets and interpretive signing for wetlands and wildlife habitats in Multnomah County.

Recommendation: Deny funding. Priority B for OTA.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Multnomah cont.					
LINNEMAN JUNCTION		\$40,000	\$13,890	\$53,890	(\$41,310)

Purpose: Relocate historic railway station to east end of the Max light rail line and convert to historical rail museum. Services would be located on sight.

Recommendation: Deny funding. No funding available. Priority B for OTA.

OXBOW PARK PLAN	\$45,000	Undetermined	\$45,000+	?
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Purpose: Masterplan for development of Oxbow Park.

Recommendation: Deny funding. Priority B for OTA. No funding available.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Tillamook					
GARIBALDI MARINA	\$50,000	\$330,000(SPWF)	\$10,000	\$390,000	?

Purpose: Engineering and construction of a dock to accommodate 10 commercial and 30 recreational fishing boats. Part of overall marina improvements.

Recommendation: Support \$50,000 Regional Strategies Funds.

RODEO IMPROVEMENTS	\$42,115	0	\$28,667	\$70,782	0
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Purpose: Arena improvements to accommodate rodeos and other shows.

Recommendation: \$42,115 Fairs Program Funding. If Fairs Program Funding cannot be obtained the Regional Strategies Unit will support Regional Strategies Funds to make up the difference for a total of \$42,115.

EXCURSION TRAIN	\$382,079			\$382,079	?
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Purpose: Rehabilitate 10.2 miles of railroad track from Wheeler to Barview to allow for excursion train and other uses.

Recommendation: Deny Funding. OTA priority B.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Washington					
HAGG LAKE PARK	0	?	0	?	?

Purpose: Washington County requests OTA support for Oregon Parks Division to take over administration of Hagg Lake State Park. Parks would be requested to develop overnight facilities at the site.

Recommendation: Parks Division will conduct a study of this site with a recommendation due this spring.

FAIRGROUNDS	\$2,500,000	\$700,000 property and struct.	\$3,200,000	0
PAVILION/ CONVENTION CTR	Unidentified			

Purpose: Construct multi-purpose pavilion on fairgrounds.

Recommendation: Deny funding. No available funding. Priority B for OTA.

	Regional Strategies Funds	Other State	Local Support	Total Funds	Long Term State (Local)
Yamhill					
WILLAMETTE RIV DEVELOPMENT	\$100,000	0	0	\$100,000	Major commitment

Purpose: Develop a master plan for development of the Willamette Riverfront between Newberg and Dundee.

Recommendation: Deny funding. Serious questions about access to the site and feasibility of the site for the kinds of development suggested in proposal. Project needs local ground work before state assistance. The Regional Strategies Unit recommends improvements to Rodger's Landing as an alternative for implementation in the near term. The Regional Strategies Unit supports Marine Board funding for this project.

RODGER'S LANDING	\$75,000 Marine Board	\$75,000
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Purpose: Restroom and other improvements to Rodger's Landing near Newberg.

Recommendation: Support Marine Board funding of \$75,000 if county chooses this as an alternative to the Willamette Riverfront Masterplan proposal and submits a Marine Board application.

WINERY AND TOURISM CENTER	\$90,000	0	\$186,000 First Fed Bank \$20,000 to be raised	\$296,000
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Purpose: Renovate historic house into visitor information center/Yamhill County marketing center. Project would also provide centrally located office space for International Pinot Noir Association, the Yamhill County Wineries Association, the McMinnville Downtown Association and the Yamhill County Tourism Council.

Recommendation: Unit supports \$90,000 Regional Strategies Funds.

EQUESTRIAN CENTER	\$300,000	0	\$300,000	?
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Purpose: Develop facilities needed to host major equestrian events: installation of additional seating and other improvements (\$40,000); construction of 20,000 to 25,000 square foot pole structure (\$200,000); construction of warm up arena (\$20,000); portable stalls and flexible pens (\$40,000).

Recommendation: Regional Strategies Unit supports \$200,000 Regional Strategies Funds and \$100,000 in County Fairs Program funds. If \$100,000 in County Fairs Program funds do not become available, the Unit will Support additional Regional Strategies Funds to make up the difference for a total commitment of \$300,000.

Recommended Allocation of Total Funds for OTA

<u>Project</u>	<u>Unit Recommendation/Support</u>
<u>Clackamas</u>	
Mt. Hood Plan	0
Agri-Bus Ctr	0
Willam. Plan	0
Arena Site	0
Total	0
<u>Clatsop</u>	
Astoria Pier	\$60,000
Cannon Arts	25,000
L&C Trail	35,332
Mariner's Ctr	15,000
Tour. Enhance	0**
Hammond Basin	0
Seaside Ctr.	0
Share of Region Pgms	213,794*
Total	\$349,126
(%Guideline)	(145%)
<u>Columbia</u>	
Dalton Lake	50,000
Ranier Ctr	ODOT
Parks Study	20,000 Parks In-Kind
Coon Island	60,000 (MB)
Mult. Chan.	190,000 (MB)
Share of Region Pgms	234,589*
Total	\$504,589
(%Guideline)	(190%)
<u>Lincoln</u>	
Aquarium	\$1,710,000 (RS, SPWF, CDBG)
Interp. Ctr.	0
Share of Region Pgms	\$239,788*
Total	\$1,949,788
(%Guideline)	(721%)
<u>Multnomah</u>	
Gorge Ctr	0
Blue Lake	\$500,000 (MB)
Wild Refuge	0
Station	0
Oxbow Park	0
Total	\$500,000

<u>Project</u>	<u>Unit Recommendation/Support</u>
<u>Tillamook</u>	
Garibaldi	\$50,000
Rodeo Arena	\$42,115 (Fairs)
Train	0
Share of Region Pgms	\$138,414*
Total	\$230,529
(%Guideline)	(147%)
<u>Washington</u>	
Hagg Lake	Parks Study
Pavillion	0
Total	0
<u>Yamhill</u>	
Winery Ctr	\$90,000
Equestrian	\$300,000 (RS, Fairs)
River Study	0
Roger Ldg	\$75,000(MB)
Share of Region Pgms	\$371,054*
Total	\$836,054
(%Guideline)	(203%)
Total RS Funds	\$2,722,972
Fairs Program	142,115
Total MB Funds	825,000
Total Parks	20,000 Parks In-Kind
Total Other	710,000
Convention Ctr	7,500,000
Total Strategy	\$11,870,087

MB = Marine Board
 Ag = Oregon Department of Agriculture
 ODOT = Oregon Department of Transportation
 Parks = Parks Division
 Trsm = Tourism Division
 SPWF = Special Public Works Fund
 (?) = Source not suggested by OTA

Note: All figures are for Regional Strategy Funds unless otherwise indicated.

* "Share of Regional Programs" shows the five non-metropolitan area counties' share of the \$1,197,640 which is being recommended for regional programs. This funding will not be allocated to the counties individually but is intended for the marketing program, host program and staffing proposal (total \$1,132,640) and tourism enhancement proposal (total \$65,000) which will be administered regionally. The amounts are calculated on a per capita basis.

** Tourism Enhancement proposal is recommended for five outlying counties.



CLACKAMAS COUNTY □ CLATSOP COUNTY
COLUMBIA COUNTY □ LINCOLN COUNTY
MULTNOMAH COUNTY □ YAMHILL COUNTY
TILLAMOOK COUNTY □ CITY OF PORTLAND
WASHINGTON COUNTY
METRO □ PORT OF PORTLAND

"Things Look Better Here"

OREGON TOURISM ALLIANCE

EXECUTIVE SUMMARY

INTRODUCTION

The Oregon Tourism Alliance was formed by intergovernmental agreement between eleven governments. The Alliance was organized to develop a comprehensive tourism strategy for the region in accordance with the "Regional Strategies" Program, (Chapter 115, Oregon Laws, 1987) passed by the 1987 State Legislature.

The program establishes methodology for awarding economic development funds derived from State lottery proceeds to local governments. The program further encourages counties to unite in pursuit of common economic goals.

The Alliance recognized collective resources and cooperation of eleven local governments will maximize investments in the tourism industry, minimize program duplication and promote cooperative marketing efforts.

The member governments of the Oregon Tourism Alliance are Clackamas, Clatsop, Columbia, Multnomah, Lincoln, Tillamook, Washington and Yamhill Counties and the City of Portland, the Port of Portland and the Metropolitan Service District.

PROCESS

Each county held a public hearing on appropriate economic development strategies for the county. Counties presented the results of those hearings to the Tourism Alliance Board in October, 1987. The Alliance then began its strategic program development effort through committee evaluation. By December 31, 1987 all committees submitted their program recommendation to the Alliance Board.

The committee process involved the cooperative efforts of over 125 active committee members from throughout the region. Committees were composed of persons with expertise in each of the substantive areas assigned committees.

Committees evaluated programs against the criteria identified in the program statute and by the adopted Oregon Tourism Alliance goals.

Strategy recommendations reflect the Alliance's best effort to present a comprehensive program within reasonable funding limits. Every

government sacrificed certain projects in the interests of producing a sensible program for State funding.

The process included an Alliance sponsored survey of the tourist industry in the region which asked businesses to report on marketing efforts and specific development needs. Survey response rate was nearly 50%. Responses directly correlated to the four focus areas of the Alliance and specified needs for improved marketing, transportation, attractions and visitors services.

JUSTIFICATION

The counties recognized the significance of tourism to the State as its third largest industry. It is an industry conducive to small business development and one that has extensive indirect benefits. Further, it is an industry where new investment exists in several high profile attraction development projects. The investment activities recognized as giving a significant boost to the region's tourism potential include:

- Construction of a world-class convention center to open in 1990 in Portland - an \$85 million dollar project that is fully funded.
- Development of a world-class aquarium in Newport - a \$10 million dollar project.
- Designation of the Columbia River Gorge as a National Scenic Area - a \$15 million dollar development project of the federal government.
- Newly dedicated revenues from the Multnomah County lodgings tax for convention marketing - an estimated \$1 million annual investment in bringing new visitors to Oregon.
- A doubling of State Tourism Division budget to increase tourism marketing efforts.

STANDARDS

The strategy identifies six distinct elements crucial to successful tourism development. The Alliance proposed projects in each category:

- Research
- Marketing
- Attractions Enhancement
- Attractions Development
- Transportation
- Visitor Services

Each project proposed by the Alliance was evaluated against seven tourism goals developed by the Alliance. Only those projects that adequately supported the goals were recommended for State support. The goals identify the specific activities necessary to increase tourist revenues.

The Oregon Tourism Alliance Goals are:

- GOAL 1: To support projects that enhance current tourist facility utilization.
- GOAL 2: To support projects that capitalize on the Oregon Convention Center: 1) projects that enhance extended stay opportunities 5 to 6 days; 2) projects that enhance day use opportunities in the region; and 3) projects that bring the conventioners back to Oregon for a second vacation.
- GOAL 3: To support projects that provide destination opportunities.
- GOAL 4: To support projects that create national and international image.
- GOAL 5: To support projects that enhance loop development that can produce one and two day trips.
- GOAL 6: To support projects that help import substitution (i.e., supporting projects that keep Oregonians in the State).

GOAL 7: To further projects which encourage visitors to extend their stay and return for vacation opportunities.

PROGRAM RECOMMENDATION SUMMARY

The Alliance has recommended a program for funding that reflects its four committee subject areas. The Alliance prioritized its requests for funding into a 'A' Priority designation and a 'B' Priority designation to provide guidance to the State about the Alliance's project preferences.

The 'A' Priority programs total \$4,567,800.

The 'B' Priority projects total an additional \$7,187,000.

pCombined 'A' and 'B' Priority recommendations total \$11,754,800.

<u>MARKETING AND RESEARCH</u>	PRIORITY 'A'	\$1,150,000
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The marketing program focuses on the need for strategic planning and research and development efforts. The critical planning work will identify existing and absent industry data, potential markets, industry infrastructure needs, marketing assets and liabilities. The program anticipates producing a regional guide book for tourists, a national advertising campaign, a cooperative collateral material program, public service video advertisements and direct marketing to conventioners. It asks for additional funding to administer fulfillment expenses. The Alliance anticipates that this program would be managed by a contract with an industry specialist.

<u>VISITOR SERVICES</u>	PRIORITY 'B'	\$175,800
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These program recommendations intend to improve services for regional tourists.

The first program asks for development funds to prepare a plan and budget for a regional computerized travel information system. The goal is to allow visitors in Portland to make reservations on the Coast because they have learned about a local event they wish to attend. This program is designed to be a pilot project for a statewide system.

The second proposal will produce a regional signage program that improves a visitor's ability to both find and identify attractions and destinations and to ease travel to those destinations.

Finally, the Visitors Services Program proposes a "host program" that educates hospitality industry employees to better meet the travelers' needs. Again, this program is anticipated to be a pilot program for the State.

TRANSPORTATION

-0-

This program does not request lottery funding assistance. Instead, it identifies eight major tourism routes in the region where road improvements would significantly affect the ease of travel. These improvements are recommended to be part of the State Department of Transportation Six Year Plan for highway construction and development. All projects were evaluated against the ODOT standards and against Alliance standards and were ranked by order of priority.

The Alliance recommends specific construction improvement projects on the following eight major regional tourism routes:

- 1) I-84 through the Columbia Gorge, including a connector to US 26.
- 2) Highway 224/212 for Mt. Hood/Central Oregon Access.
- 3) I-5 South, including an I-405 to I-5 connector.
- 4) Highway 20 from I-5 to Newport.
- 5) U.S. 26 to Seaside and Highway 6 to Tillamook.
- 6) U.S. 30 through Columbia and Clatsop Counties.
- 7) Highway 101 from Astoria through Lincoln County.
- 8) Highway 99W and Highway 18 to Lincoln City and Newport.

ATTRACTIONS DEVELOPMENT**Priority A List \$3,242,000****Priority B List \$7,187,000**

This program recommends funding of projects within each county to develop, improve or add new tourist attractions. The Alliance has prioritized the projects.

<u>PRIORITY A</u>	<u>SOURCE</u>	<u>AMOUNT</u>
<u>CLACKAMAS COUNTY</u>		
Mount Hood Recreation Masterplan	Tourism Division	\$180,000
Oregon Agri-Business Center	Dept. of Agriculture	200,000
<u>CLATSOP COUNTY</u>		
Astoria Public Pier	Lottery	60,000
Cannon Beach Art Center	Lottery	25,000
Lewis and Clark Trail	Lottery	60,000
Seamen's Center	Lottery	15,000
Tourism Enhancement Market Project	Undesignated	70,000
<u>COLUMBIA COUNTY</u>		
Coon Island Improvements	Marine Board	60,000
Dalton Lake	Lottery	50,000
Rainier Visitor Center	ODOT	125,000
State Park Study	Lottery	20,000
<u>LINCOLN COUNTY</u>		
Oregon Coast Aquarium	Lottery	1,500,000
<u>MULTNOMAH COUNTY</u>		
Columbia Gorge Interpretive Center	Undesignated	45,000
Blue Lake Park	Marine Board	250,000

TILLAMOOK COUNTY

Garibaldi Marina	Lottery	50,000
Fairgrounds/Rodeo Arena Improvement	Lottery	42,000

WASHINGTON COUNTY

Hagg Lake Park	OTA Endorsement Only	
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YAMHILL COUNTY

Fairgrounds Equestrian Center	Lottery	300,000
Willamette Riverfront Development	Lottery	100,000
Winery Tourism Center	Lottery	90,000

TOTAL LOTTERY REQUESTS	2,312,000
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TOTAL OTHER SOURCE REQUESTS	930,000
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<u>PRIORITY B</u>	<u>SOURCE</u>	<u>AMOUNT</u>
<u>CLACKAMAS COUNTY</u>		
Willamette River Corridor Masterplan	Undesignated	\$100,000
Reserve Site for Regional Arena	Undesignated	3,000,000
<u>CLATSOP COUNTY</u>		
Hammond Marina Expansion	Ports	725,000
Seaside Performing Arts Center	Undesignated	15,000
<u>COLUMBIA COUNTY</u>		
Multnomah Channel Access Project	Marine Board	190,000
<u>LINCOLN COUNTY</u>		
Oregon Coastal Interpretive Center	Lottery/Tourist	180,000
<u>MULTNOMAH COUNTY</u>		
Urban Wildlife Refuge	Lottery	10,000
Linneman Junction Station	Block Grant EDD	40,000
Oxbow Park	Lottery/Parks	45,000
<u>TILLAMOOK COUNTY</u>		
Excursion Train (Tillamook to Wheeler)	Lottery	382,000
<u>WASHINGTON COUNTY</u>		
Fairgrounds Pavillion/Convention Center	Undesignated	2,500,000
	TOTAL	7,187,000

ADMINISTRATION

**\$200,000
Annually**

To manage the multiple Alliance programs the Alliance recommends an administrative budget equal to \$200,000 per biennium. The Alliance anticipates using full-time contractual services of a consultant/administrator and an assistant for the next year. Major staffing responsibilities include development of a strategic plan; administration of the marketing and visitor services programs and transportation programs; assistance with attractions development programs; contract management; board and committee administration; legislative representation; program performance evaluation.

Following this first year intern period, the Alliance will again address its staffing needs after evaluating strategic plan requirements and operating history.

OREGON CONVENTION CENTER Previously Funded 7.5 Million

This construction project will bring a world-class convention center to Portland in 1990. The Center is considered a critical element of the regional strategy. The project's funding request was approved statutorily by the 1987 Legislature. Funding is from the "Regional Strategies" fund and extends over two bienniums.

1987 - 89 INTER-REGIONAL ATTRACTIONS PROJECTS

Oregon Tourism Alliance Attractions Development Committee

OREGON TRAIL MASTER PLAN

\$60,000

The counties of Baker, Clackamas, Malheur, Umatilla, Union and Wasco are each examining projects highlighting Oregon Trail History. These projects are of state-wide significance and span several separate economic development regions.

The Oregon Tourism Alliance recommends that the State fund a \$60,000 Oregon Trail Master Plan study. This study will apply Baker, Clackamas, Malheur, Umatilla, Union and Wasco Counties. The Alliance further recommends that the Trail be recognized as a special inter-regional effort.

The Master Plan study should integrate the extensive development work already produced by Clackamas County. Clackamas County projects a need for \$150,000 to fund its Trail related Oregon Historic Showcase Project. The Alliance is supportive of Clackamas County's efforts to seek immediate funding for Clackamas and all other Trail counties to establish a unique Oregon tourism resource.

CONCLUSION

The Oregon Tourism Alliance recognizes this program as the beginning of a productive and profitable planning and implementation effort. Building programs within the region and formalizing and increasing the network of tourism industry interests, and leveraging ideas and capital investment guarantees increased profits, jobs and development efforts within the tourism industry serving the diverse eight-county region.

Tourism is a product that becomes self-promoting once a critical mass of visitor days is reached. Reputation and word of mouth increase the desirability of the product. Finally, Oregon's visitors can also become Oregon's investors in new and expanding businesses as exposure to the State's quality of life encourages location and relocation of business and industry.

The Alliance recognizes that the unprecedented collaboration of eleven governments has created special opportunities to leverage tourism investments and will increase Oregon's market presence.



MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS
ROOM 605, COUNTY COURTHOUSE
1021 S.W. FOURTH AVENUE
PORTLAND, OREGON 97204

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CAROLINE MILLER • District 3 • 248-5217
POLLY CASTERLINE • District 4 • 248-5213
JANE MCGARVIN • Clerk • 248-3277

April 5, 1988

Ms. Gladys McCoy, Chair of the Board
1021 SW Fourth, Room 134
Portland, OR

Dear Ms. McCoy:

Be it remembered, that at a meeting of the Board of County Commissioners held April 5, 1988, the following action was taken:

Public Hearing - In the matter of reviewing the)
regional tourism strategy recommendations to the)
Oregon Tourism Alliance including preliminary)
response from the Economic Development Department)

Commissioner McCoy passed the gavel to Commissioner Casterline, Vice-Chair, who introduced Sho Dozono, Oregon Tourism Alliance representative from Multnomah County, who submitted copies of the Oregon Tourism Alliance Plan and Executive Summary. The Commissioner explained there are eleven jurisdictions involved in the development of the Plan. Seven goals were used as criteria to determine whether or not a project would be selected for inclusion in the Plan. Multnomah County is high on the list for the proposed road connector between I-84 and U.S. Highway 26. She discussed priority lists for projects for the Region; and added Multnomah, Clackamas, and Washington Counties are not eligible for lottery monies because of the Convention Center, which is a part of the Oregon Tourism Alliance effort. Columbia Gorge Interpretive/Orientation Center project hopefully will be accepted for State funding; and Blue Lake Park development projects should be funded by the State Marine Board. Clatsop County, which is eligible for lottery monies, will have a Lewis & Clark Trail project which is a portion of the state-wide Lewis & Clark Trail project; and it will benefit Multnomah County because it crosses through the County. However it will not be a part of Multnomah County requests. On the priority "B" Multnomah County list are: 1) the urban wildlife refuge (which will probably not be selected); 2) the Linneman Junction Station project which may be funded by a Community Block Grant from the Department of Economic Development; and 3) the Oxbow Park Master Plan for Oxbow Park, which will be similar to Blue Lake Park Master Plan.

Commissioner Miller asked for clarification regarding whether or not the Board is voting to support Multnomah County's requests or the entire Oregon Tourism Alliance Plan.

Commissioner Casterline said the vote will include support for the entire plan.

Commissioner Miller declared a possible conflict of interest because she owns commercial property in Lincoln County.

Commissioner Casterline explained that should the Board approve the Plan, it will be forwarded to the State for approval.

Sho Dozono, Multnomah County representative to the Oregon Tourism Alliance Board, and Chairman of the Visitors Services subcommittee, explained the subcommittee has the responsibility for developing a plan for visitor services for an eight-county area; and has requested funding from lottery revenues. The programs selected for proposed funding are: 1) a Host Program which will train volunteers and the public on the importance of tourism to the eight-county region; 2) Data collection computer program with access to information regarding available tourist facilities within all eight counties. In response to Commissioner McCoy's question, he replied the organization is asking for funding; once that is accomplished, a bid will be let for a consulting agency to assist with implementation.

In response to Commissioner McCoy's question, Commissioner Casterline said there will be no further public hearings on the OTA Plan.

Mr. Dozono reported the Plan process includes approval from all counties; and once all eight counties approve the Plan, it will be submitted to the State. Multnomah County is the first to vote on approval.

Commissioner Casterline introduced Kim Duncan, Metropolitan Service District, staff person for the OTA.

Ms. Duncan reported the State indicated what they were looking for in the Plan at a meeting held March 30, and the proposed Plan has been well received by the State Department of Economic Development. There is some indication the State will fund most of the grant because it includes a transportation segment. The hope is the State will respond within a month after receiving the grant, even though they are allowed 60 days for response.

Fred Neal, Intergovernmental Relations Officer - Chair's Office, said the State has given a preliminary response to the Plan, and has recommended the marketing research proposal request be reduced by \$60,000 (\$20,000 for each of the eight regional counties as matching funds to prepare chapters for each county in a marketing book). However the State is still saying Multnomah, Clackamas, and Washington counties are not eligible for marketing funds from the lottery because of the Convention Center agreement. He expressed his objections to the decision because it is not possible to get to the other eight counties from the airport without going through one of these three counties, and all three have expended great effort to bring the eleven jurisdictions together to work toward the same tourism goals.

Commissioner Casterline said Charles Ciecko, Parks Director, is preparing a brochure with a State map on one side, and a Multnomah County map on the other, but is considering using a regional map surrounded by pictures of all eight county visitor attractions. The brochures are now on hold until the question regarding funding for marketing is settled.

At this time a public hearing was held, no one wished to testify.

Commissioner McCoy asked at what point the issue of minority and women's affirmative action should be addressed? She requested assurance that there be some consideration of this matter in employment opportunities arising from these projects.

Ms. Duncan assured the Commissioner the legislation that establishes the regional strategy program includes criteria for women and minority affirmative action, and all projects will be evaluated with this issue in mind.

Mr. Dozono suggested the issue be discussed at the next OTA Board meeting, and said a resolution could be adopted at that time.

Following discussion, and upon motion of Commissioner McCoy, duly seconded by Commissioner Miller, it is unanimously

ORDERED that the Multnomah County Affirmative Action Plan be sent to Oregon Tourism Alliance for consideration as a model to be included in the proposed OTA Plan.

Mr. Dozono commended Ms. Duncan and Metro for the work done on the Plan, and said was gratifying to see all eleven jurisdictions working together to prepare the document being considered today. Monies requested (\$11,700,000) are substantial, but it is the hope the State will agree it is necessary for Plan implementation.

Upon motion of Commissioner McCoy, duly seconded by Commissioner Miller, on a roll call vote, the following matter was considered by unanimous consent:

In the Matter of Multnomah County's Adoption of)
the Plan of the Oregon Tourism Alliance) RESOLUTION
#88-35

Upon motion of Commissioner McCoy, duly seconded by Commissioner Miller, and upon a roll call vote, unanimously

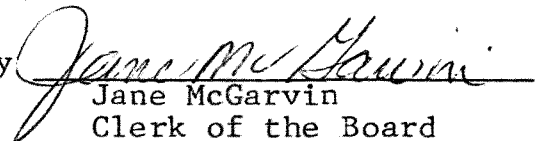
ORDERED that said Resolution be approved.

Phillip Thompson, Assistant to Mayor Clark and member of the Administration Committee of the Alliance, said the cooperation and quality of the product the eight counties and three jurisdictions have produced is remarkable, and, in his opinion, will be successful.

Commissioner Casterline said grant applications will be found in the document, and commended Chris Moir, her staff person, for writing them.

Very truly yours,

BOARD OF COUNTY COMMISSIONERS

By 
Jane McGarvin
Clerk of the Board

jm
cc: Commissioner Casterline