

BOARD OF COMMISSIONERS

MINUTES OF THE BOARD SESSION – Regular Session

Wednesday, February 2, 2022
9:00 a.m.

Senator Hearing Room
555 Court Street NE
Salem, OR 97301

PRESENT: Commissioner Danielle Bethell, Commissioner Colm Willis, and Commissioner Kevin Cameron. Also present were Jan Fritz, chief administrative officer, Jane Vetto as county counsel, and Brenda Koenig as recorder.

Commissioner Bethell called the meeting to order at 9:00 a.m.

(Video Time 00:00:46)

PUBLIC COMMENT

None.

(Video Time 00:00:49)

PRESENTATION

1. Travel Salem quarterly report. –Brian Moreland and Angie Onyewuchi, President and Chief Executive Officer, Travel Salem

Summary of presentation:

Brian Moreland:

- Travel Salem has a contract with Marion County effective from 2018 through 2023; and
- The contract’s purpose is to help pursue economic development in the tourism sector.

Angie Onyewuchi, President and Chief Executive Officer, Travel Salem:

- Travel Salem’s quarterly report aligns with the five-year strategic plan;
- The strategic plan has the following four core areas of focus:
 - Destination experience;
 - Destination development;
 - Destination marketing; and
 - Organization optimization.
- There are nine key performance measurements that are tracked:
 - An achievement target is established at the beginning of the fiscal year; and
 - The target is compared to the prior fiscal year goals.
- The following are some of Travel Salem’s recent marketing and communications efforts:

- Collaborating with Amtrak, to develop a new website page that will be focused on the region;
- Developing a cultural heritage work plan;
- Maintaining social media blogs:
 - Several of the images are provided by public members that help to promote communities;
 - Video content is produced in-house;
 - Featured destinations on the blog page have included some of the following:
 - The Oregon Garden;
 - The Willamette River Water Trail;
 - Keizer Rapids Park;
 - Coria Estates;
 - Salem Community Markets;
 - The Silverton Farmers Market;
 - The Willamette Mission State Park; and
 - The Silver Falls State Park.
- The Travel Salem website has been redesigned:
 - The new design has received positive feedback;
 - The content is engaging visitors; and
 - Browsers can quickly navigate the site.
- To increase business bookings in the area, Travel Salem contracted with Small Market Meetings for a year-long campaign that includes a familiarization tour for meeting planners;
- Travel Salem has attended trade shows in other states to recruit business to local communities:
 - They have met with 36 planners and 31 sports planners.
- Travel Salem partnered with the Willamette Valley Visitors Association to assist in bringing the finale of “Top Chef” to the Willamette Valley Vineyards:
 - An estimated 2.5 million people watched the finale; and
 - The event helped to promote multiple locations around the county.
- “Forbes” magazine covered the Silver Falls State Park which is one of the top attractions in the state;
- “Portland Monthly” magazine wrote an article detailing ten Oregon museums to visit outside of the City of Portland including the Mount Angel Abbey and the Gordon House;
- The following events received coverage on Travel Salem’s social media page:
 - The reopening of Enchanted Forest;
 - Marion and Gatch Falls;
 - Marion Farm Loop which features a variety of local farms; and
 - Hispanic Heritage Month.
- Video content is critical for promoting a destination;
- Travel Salem secured a three-year contract with Ironman 70.3 Oregon:

- Approximately 2,250 athletes competed in 2021;
- The 2021 event produced over \$10 million in economic impact; and
- Approximately 3,400 athletes have registered for the next competition which is scheduled for July 10, 2022.
- Travel Salem is responsible for an estimated \$22 million in economic impact from conventions and sports businesses that they recruited into the market during the first quarter;
- Travel Salem has booked approximately \$2 million in future convention business, and an estimated \$24 million in future sports business;
- Following are areas that Travel Salem is currently working on:
 - Workforce challenges:
 - Tourism was the hardest hit sector of the economy during the COVID-19 pandemic; and
 - Monitoring the Omicron variant of the virus continues:
 - Consumers are ready to travel again.
 - Building a service brand to gain repeat customers:
 - The tourism sector of the local economy is known for its customized service.
 - Leveraging the new visitor dynamic:
 - Visitors can work remotely from anywhere;
 - Visitors working remotely often extend their vacation;
 - Broadband access in rural communities is critical; and
 - A group of Salem hoteliers are assessing the possibility for additional guests' fees:
 - The group has invested \$1 million that can be utilized for promotions and advertising in the area.
 - Fly Salem is an effort to recruit commercial air service to the Salem Airport:
 - This may increase employment opportunities; and
 - Individuals may be able to fly out of the Salem Airport to other destinations around the world.
 - Travel Salem oversees the marketing dollars that promote Region One which entails the following counties:
 - Marion;
 - Polk; and
 - Yamhill.
 - Travel Salem contracted with a global marketing company to perform strategic planning for the region; and
 - Travel Salem is working to determine the best course for utilizing the funds that will promote the region.
 - The company has purchased a building that will become the new Travel Salem headquarters:
 - The building space will be utilized to host events; and
 - Drive-up visitor information may be an option.

- A staff liaison is working with the cultural heritage sector; and
- The company is hiring a destination development specialist that will focus primarily on Marion County.

Board discussion:

- Travel Salem’s quarterly report helps the community to understand how their dollars are being invested;
- The Marion County Economic Development team started the Community Prosperity Initiative with each of the cities in Marion County:
 - Some of the cities have combined their incoming funds from the initiative to promote tourism in their area; and
 - The Marion Farm Loop also participates in area events.
- Local newspapers have been promoting activities within the Santiam Canyon;
- The county continues to support the Oregon Garden:
 - The Little Leaf Cafe located within the garden provides dine-in and catering services; and
 - It was suggested that Travel Salem partner with the Oregon Garden to find ways to promote small businesses located on the garden grounds.
- Promotion for smaller towns located outside of the City of Salem is imperative:
 - The commissioners would like to see the county’s small towns integrated into the tourism planning; and
 - Small communities can benefit economically from tourism.
- The county is competing for tourism dollars with destinations all over the world:
 - Visibility, profile, and allure are important for attracting tourism;
 - Tourists come to this region to experience the county’s wineries and the recreation:
 - These activities exist in the rural communities; and
 - Travel Salem is promoting activities in the rural communities as a part of an entertainment package for individuals visiting the City of Salem area.
- The commissioners requested more information for promoting rural communities in a future report; and
- Travel Salem’s Facebook and Instagram pages show the diversity of the work being done.

(Video Time 00:31:12)

CONSENT

PUBLIC WORKS

2. Receive notice of hearings officer’s decision approving Zone Change (ZC) Case #21-010/Landon Hatton.

3. Receive notice of hearings officer’s decision approving Administrative Review (AR) Case #21-030/Debra Gierloff and David Quillin

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TAX OFFICE

4. Approve an order for a property tax refund in the amount of \$15,083.47 for Jet Industries, Inc.

MOTION: Commissioner Cameron moved for approval of the consent agenda.
Seconded by Commissioner Willis; motion carried. A voice vote was unanimous.

(Video Time 00:32:04)

ACTION

PUBLIC WORKS

5. Consider approval of Amendment #3 to the Engineering and Related Services Contract with DOWL, LLC to add \$315,737 for a new contract total of \$948,822 to provide construction contract administration and construction engineering and inspection services for the River Road South: Willamette River, Independence, Bridge Project through June 30, 2022.

–Ryan Crowther

Summary of presentation:

- The bridge is located south of the City of Salem and near the City of Independence:
 - The bridge spans across the Willamette River between Marion County and Polk County;
 - The bridge is 2,290 feet in length; and
 - It is one of the largest bridges in the county.
- The project scope addresses the scour concerns that were specified in a bridge inspection report:
 - It focuses on the scour concerns for pier three, and piers seven through ten.
- Additional project scope related to the scour repairs includes the following:
 - Temporary traffic control;
 - Erosion control;
 - Install temporary work bridges;
 - Remove two piers;
 - Install cofferdams to remove water in the work area; and
 - Restore the area to pre-construction conditions by planting native vegetation.
- DOWL, LLC performed the detailed design work for the project;
- The company has inspectors that specialize in this type of work;
- Public Works would like DOWL, LLC to oversee the construction phase of the project;
- The amendment scope includes providing the following services:
 - Professional of Record (POR) construction engineering; and
 - Construction inspection.
- A large percentage of the amendment dollars will be utilized for an on-site inspector that will verify that the work is being performed correctly;
- The following tasks are included in the amendment:
 - Construction inspection;
 - Construction submittal review;
 - Design changes if required;

- Environmental inspections;
- Permit compliance monitoring; and
- Provide “As Constructed” plans and bridge data that can be submitted to the Oregon Department of Transportation (ODOT).
- Construction for the project will occur in 2022 through 2023;
- The prior contract total for design was \$633,085:
 - Amendment #3 adds an estimated \$315,737 for construction services; and
 - The new contract total is estimated to be \$948,822.
- The grant project is funded by the state:
 - The state is funding approximately 89.73 percent of the project expense which is estimated to be \$2,850,800; and
 - The county is responsible for any project overages over \$2,850,800.

Board discussion:

- The state has modified the way they calculate load ratings for bridges:
 - A significant number of Marion County bridges recently had load ratings attached to them:
 - ODOT has a contract with a consultant that requires bridges to be load rated due to federal regulations;
 - The load ratings restrict access to some bridges;
 - Public Works staff is reviewing the restrictions and performing extra analysis, when possible, in an effort to find a solution; and
 - The changes have significantly impacted farmers and rural emergency service providers.
- The county is committed to keeping bridges safe;
- Staff maintains a list detailing needed bridge repairs and available funding;
- There may be only one analysis performed and one load rating submitted that can potentially encompass multiple bridges;
- Closures impact the daily lives of individuals utilizing the bridges; and
- Public Works staff responded quickly to address load rate restrictions especially for a bridge closure that could potentially landlock local farmers during the harvest season.

MOTION: Commissioner Willis moved to approve Amendment #3 to the Engineering and Related Services Contract with DOWL, LLC to add \$315,737 for a new contract total of \$948,822 to provide construction contract administration and construction engineering and inspection services for the River Road South: Willamette River, Independence, Bridge Project through June 30, 2022. Seconded by Commissioner Cameron; motion carried. A voice vote was unanimous.

(Video Time 00:40:58)

SHERIFF'S OFFICE

6. Consider approval of Amendment #1 to the Contract for Services with the Mid-Willamette Valley Community Action Agency to add \$70,000 for a new contract total of \$270,000 to provide support services to community corrections clients through the DeMuniz Resource Center through June 30, 2023. –Commander Kevin Karvandi

Summary of presentation:

- The funding source for the contract amendment is through the Criminal Justice Commission (CJC) Justice Reinvestment Grant agreement that was approved at a board session meeting held on January 26, 2022;
- The original contract with the Mid-Willamette Valley Community Action Agency (MWVCAA) was effective July 1, 2021;
- The contract amendment aligns with the Justice Reinvestment approved program budget;
- The MWVCAA is a local nonprofit that provides numerous programs, including the DeMuniz Resource Center:
 - The organization has been in business since 2011;
 - The agency has been the home for Marion County's Transition Center since 2013; and
 - They have been excellent partners for the county.
- The DeMuniz Resource Center is one of the county's justice reinvestment programs:
 - The center is a one stop center designed to improve access to resources by providing a variety of support assistance to ensure justice involved individuals can successfully transition to the community;
 - The target population includes the following:
 - Pre-trial clients;
 - Adults in custody at the transition center; and
 - Justice involved individuals on supervision with the Sheriff's Office.
 - Assistance includes the following:
 - Navigator one-on-one coaching for success planning to address barriers to successful re-entry;
 - Coaching on how to navigate and access local resources;
 - Referrals for some of the following:
 - Employment;
 - Education;
 - Obtaining identification;
 - Housing; and
 - Transportation.
 - In-house classes and workshops including some of the following:
 - Cognitive skills;
 - Motivation clinics;
 - Legal clinics;
 - Employment assistance;
 - Parenting classes; and

- Oregon Health Plan (OHP) sign-up clinics.
- The funding for the contract supports the staffing of four full time navigators, including one bilingual housing navigator.

Board discussion:

- The budget for all programs was approved by the Public Safety Coordinating Council;
- The increase is due to the Sheriff's Office not knowing how much funding was going to be received from the Justice Reinvestment when the original contract was approved;
- The funding keeps the program and services continuing;
- The board approved the Justice Reinvestment Grant application on January 26, 2022;
- Supplemental funding is required for the program:
 - Justice Reinvestment has never completely funded the following:
 - The four navigator positions;
 - A director's position; and
 - An office manager.
- The commissioners requested an overview of a detailed budget for the DeMuniz Resource Center at a future Management Update meeting:
 - The annual budget for the center is estimated to be between \$300,000 and \$400,000;
 - More staff was added in prior years;
 - More information related to the partnerships, all the programs, and the community agencies was requested;
 - The added funding requested in this contract only covers a portion of what is needed for the program; and
 - Each program may require several funding streams to operate.
- The program helps individuals to transition successfully following incarceration:
 - It is important that individuals transitioning do not commit crimes in the future.
- Many communities are currently struggling with theft and vandalism;
- Decisions made by the state have impacted the county; and
- The programs help to keep communities safe.

MOTION: Commissioner Cameron moved to approve Amendment #1 to the Contract for Services with the Mid-Willamette Valley Community Action Agency to add \$70,000 for a new contract total of \$270,000 to provide support services to community corrections clients through the DeMuniz Resource Center through June 30, 2023. Seconded by Commissioner Willis; motion carried. A voice vote was unanimous.

(Video Time 00:48:47)

7. Consider approval of the Contract for Services with Pathfinder of Oregon, dba, The Pathfinder Network in the amount of \$259,752 to provide mentoring assistance for justice involved individuals participating in the Peer Support Program through June 30, 2023.

–Commander Kevin Karvandi, Marion County Sheriff’s Office and Leticia Longoria-Navarro, Executive Director, The Pathfinder Network

Summary of presentation:

Commander Kevin Karvandi:

- Part of the funding source for the contract is provided by the Criminal Justice Commission’s Justice Reinvestment Grant agreement;
- The contract supports the launch of the new Justice Reinvestment peer mentor program that is titled the Resilience and Recovery Project:
 - The project is a peer mentor program for justice involved individuals.
- The program goals include some of the following:
 - Utilize peer mentors to increase access and engagement of the following in underserved communities:
 - Programs;
 - Services; and
 - Resources.
 - The successful reentry of an individual into the community; and
 - The completion of supervision.
- Increasing access to evidence-based programs and services will help the county to accomplish their justice reinvestment goals:
 - Reduce recidivism; and
 - Reduce prison utilization.
- The target population of the project is high and medium risk individuals on supervision with the Sheriff’s Office:
 - The population includes both males and females.
- Stationing peer mentors within the public safety building provides for the following:
 - A high level of customer service;
 - Face to face referrals;
 - Easy access for both deputies and clients; and
 - Enhancement of collaboration and communication for case planning.
- Peer mentors have lived experience that helps them engage participants.

Leticia Longoria-Navarro:

- The non-profit Pathfinder Network has been in business for 29 years;
- The company was founded to provide tools and support for individuals impacted by the justice system;
- The Pathfinder Network works towards the following:
 - Ensuring public safety;
 - Helping individuals with successful reentry; and

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- Helping individuals obtain successful completion of community supervision:
- The Pathfinder Network, which is located in 11 of the 14 Oregon prisons, provides some of the following services:
 - Parenting and cognitive behavioral programming;
 - Peer support services; and
 - Basic needs assistance.
- The program providers have lived experience with the criminal justice system and have been through the challenges of parole and probation;
- A variety of different approaches are utilized:
 - Supporting individuals with peer mentoring that is driven by the following:
 - Evidence based practices;
 - Client centered practices;
 - Group based intervention;
 - Cognitive behavioral approaches;
 - Drop-in support for individuals with an immediate need; and
 - Wrap-around supports focusing on the following:
 - Individual strengths;
 - Individual risk factors.
- Peer mentors will have a caseload of individuals that they will work with; and
- The programs change the outcomes for individuals impacted by the justice system:
 - Removes barriers; and
 - Provides needed support.

Board discussion:

- The contract funds the following:
 - Two full time peer mentors:
 - One of the mentors will be bilingual.
 - The immediate needs of a participant that cannot be provided by other providers in a timely manner.
- The balance of a female mentor and a male mentor helps to ensure that the relationships are a good fit;
- Mentors will be available during business hours and is based on capacity:
 - They may be available after hours for emergencies.
- Mentors are an important part of the Sheriff's Office reentry programs:
 - The Student Opportunity for Achieving Results (SOAR) program;
 - Prison diversion programs;
 - The Family Sentencing Alternative Pilot Program (FSAPP); and
 - The Link Up program.
- In addition to working out of the public safety building peer mentors will also work with individuals at other community locations;
- Each peer mentor will have a caseload of 15 to 18 individuals; and
- The contract ending term date is June 30, 2023.

MOTION: Commissioner Willis moved to approve the Contract for Services with Pathfinder of Oregon, dba, The Pathfinder Network in the amount of \$259,752 to provide mentoring assistance for justice involved individuals participating in the Peer Support Program through June 30, 2023. Seconded by Commissioner Cameron; motion carried. A voice vote was unanimous.


(Video Time 00:59:24)

PUBLIC HEARINGS


9:30 A.M.

None.


Commissioner Cameron read the calendar;
Commissioner Bethell adjourned the meeting at 10:02 a.m.



CHAIR



COMMISSIONER



COMMISSIONER

Board Sessions can be viewed on-line at
<https://www.youtube.com/playlist?list=PLSUQ1gg6M78UsBE3q6w4rdf59Z5rXkEi5>