

## BOARD OF COMMISSIONERS

### MINUTES OF THE BOARD SESSION – Regular Session

Wednesday, May 10, 2017  
9:00 a.m.

Senator Hearing Room  
555 Court Street NE  
Salem, OR 97301

**PRESENT:** Commissioner Sam Brentano, Commissioner Janet Carlson and Commissioner Kevin Cameron. Also present were John Lattimer as chief administrative officer, Gloria Roy as county counsel and Kristy Witherell as recorder.

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

### **PUBLIC COMMENT**

None.

### **PRESENTATION**

*(Video Time 00:01:00)*

Economic Development – GROW EDC 3<sup>rd</sup> Quarter Report. – Allison McKenzie

#### ***Summary of presentation:***

- Met with 73 individual people who came to GROW EDC for consulting services;
  - 18 were new; and
  - A lot of people are interested in tourism and getting involved with the eclipse.
- Snow and ice interfered with classes, which reduced the classes to five:
  - 23 people were in attendance with 43 participants.
- Separated out tourism meetings:
  - 28 individuals participated.
- All of the communities supported by GROW EDC lie in the path of totality during the eclipse:
  - The Santiam Canyon is expecting 100,000 – 200,000 visitors during the eclipse;
  - North Santiam River Country is the name the marketing group has chosen for the Santiam Canyon area;
  - The marketing team is working on putting together printed materials to have available for visitors;
  - Have less than 100 volunteers working on festivities during the eclipse;
  - There are still several camping spots available in the area during the weekend:
    - Sublimity Harvest Festival Grounds;
    - Camp Taloali;
    - Silver Falls Conference Center; and
    - Bailey's Beads.

- Working on launching a community based lending program:
  - Partnered with Community Lending Works;
  - In April 2017, had first meeting for people looking to get funding for their businesses; and
  - Specialize in people who are not yet bankable and startups.
- Youth engagement program:
  - Working with 9<sup>th</sup> grade kids at Santiam High Schools;
  - Brought in speakers to share their stories of successes and failures with their businesses; and
  - The kids who are at risk or marginal were very engaged with the program.
- Aumsville Partners in Education started as a summer reading literacy camp:
  - Expanded to be offered year round; and
  - United Way has decided to continue funding them for one more year and perhaps beyond.
- Participated in the Mid-Valley Rural Conference.

***Board discussion:***

- There's a page that showcases events and places to stay during the eclipse on the Travel Salem webpage;
- Likes the new theme name, "North Santiam River Country"; and
- The commissioners suggested that Ms. McKenzie reach out to Detroit Lake Area Recreation Business Association to help promote camping spot vacancies.

*(Video Time 00:14:26)*

Economic Development – Travel Salem 3<sup>rd</sup> Quarter Report. – Angie Onyewuchi

***Summary of presentation:***

- January – March 2017 report;
- Significant public relations exposure:
  - 251 published articles with a reach of 7.5 million; and
  - \$290,000 advertising equivalency.
- Booking engine launched this year:
  - Gives visitors the ability to book hotels and attractions in the area; and
  - In competition with Expedia and similar websites.
- Running Google AdWords campaign that resulted in 12,500 click throughs:
  - Added 123 percent increase in exposure.
- Assisted with scouting locations for movies;
- Traveled to New York to pitch Salem's Yoga with Beer and Wine:
  - Participated in the New York Times Consumer Trade Show.
- Traveled to Seattle and San Francisco in March;
- Willamette Valley was named 2016 Wine Region of the Year by Wine Enthusiast Magazine;
- Sports Marketing:
  - Softball tournament;
  - Wrestling tournament;
  - Oregon School for the Deaf Basketball;

- Animal House Flyball;
- Oregon Latino Basketball; and
- Attended the National Association of Sports Commissions Conference in Sacramento:
  - Met with 23 sports event planners to bring events to Salem.
- Social media:
  - Visits to the website are up by 72 percent, from 177 countries:
    - The unique visitors category is up 76 percent;
    - Page views are up 46 percent; and
    - Average time on site has gone down, which means the site is more organized.
  - Focused on three primary social media sites, Facebook, Instagram, and Twitter:
    - Tremendous growth on social media followers and reach.
- Eclipse:
  - Met with communities within Marion County;
  - Website does have a page specifically for the eclipse;
  - Newsletter with 2,500 subscribers;
  - Updating lodging weekly;
  - Ordered 10,000 eclipse glasses:
    - Will be selling 3,000 at the downtown office.
  - Eclipse pod with the downtown 365 group that is working on specific activities downtown Salem;
  - Convened statewide meetings with Travel Oregon:
    - Outlined transportation:
      - Safety; and
      - Sanitation.
  - Published a map that will be used by the City of Salem Emergency Management, Oregon Emergency Management Department and The Department of Homeland Security to do real time planning and assessment of happenings with the potential of hundreds of thousands of visitors.
- Visitors guide launched on May 9, 2017;
- Salem Ale and Cider Trail Passport:
  - Highlights several partners;
  - Will get a stamp at every stop;
  - When the passport is filled, turn the passport in to Travel Salem for a commemorative beer mug;
  - \$5 per passport; and
  - Driven by social media.

***Board discussion:***

- Wine license plate dollars:
  - 34,000 plates have been sold;
  - \$1 million dollars in revenue; and
  - Travel Salem received \$200,000 in the current biennium to market Marion, Polk and Yamhill Counties.

## CONSENT

(Video Time 36:20)

### FINANCE

Approve three bids to sell real property Tax ID #R13439, #R22972 and #R76664.

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

## ACTION

(Video Time 00:37:31)

### PROCLAMATION

1. Consider approval of a proclamation designating the week of May 14-20, 2017 as National Police Recognition Week in Marion County. – Sheriff Jason Myers, Commander Eric Hlad

#### ***Summary of presentation:***

- Recognizes all law enforcement who serve in the community;
- Marion County covers 1,200 square miles;
- Law Enforcement Officers are a very vital piece in the community;
- National Police Week occurs each year in May;
- Was established in 1962 by Congress to honor those who have lost their lives in the line of duty and to remember their surviving family members;
- In 2007, Marion County Sheriff's Office lost Deputy Kelly Fredinburg; and
- The week is an opportunity to show appreciation of the work law enforcement professionals perform every day.

#### ***Board discussion:***

- Great to have the opportunity to honor law enforcement two weeks in a row.

**MOTION:** Commissioner Cameron moved for approval of a proclamation designating the week of May 7-13, 2017 as National Corrections Professional Appreciation Week in Marion County. Seconded by Commissioner Carlson; motion carried. A voice vote was unanimous.


The commissioners read the proclamation.

## PUBLIC HEARINGS

None.

Commissioner Brentano read the calendar.

Commissioner Brentano adjourned the meeting at 9:47 a.m.

  
CHAIR

  
COMMISSIONER

  
COMMISSIONER

Board Sessions can be viewed on-line at <http://www.youtube.com/watch?v=VYF8Y6U7178>.