

BOARD OF COMMISSIONERS

MINUTES OF THE BOARD SESSION – Regular Session

Wednesday, March 8, 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 00:01:03)

Economic Development – Travel Salem’s 1st and 2nd Quarter Reports. – Angie Morris, Travel Salem

Summary of presentation:

- 1st Quarter Report:
 - Had 275 published articles;
 - 6.5 million impressions;
 - Advertising equivalency of \$312,000:
 - This represents regional and national media.
 - Had 42,500 visitors at the travel Salem kiosks throughout the region;
 - Created an Eclipse E-newsletter to promote what’s happening throughout the area;
 - Secured Mike Adams from Adams Rib to represent the Salem food scene at Feast in Portland;
 - Launched a paperclip online advertising campaign to promote Salem area lodging;
 - Partnered with SEDCOR on a variety of marketing and communication strategies to promote the economic development platform;
 - Hosted a writer and blogger from 50 Harvest Around the World:
 - Hosted writers from Gear Magazine, DuJour Magazine and the Food Network.com for pre-Feast media.
 - Attended the ConnectSports Marketplace Tradeshow in Grapevine, Texas:
 - Secured 35 connections and 11 Request for Proposals.

- Booked the Early Ford V8 Club of America convention.
- 2nd Quarter Report:
 - Generated 243 published articles and references with a reach of 17,647,700 and an advertising equivalency of \$390,905;
 - Had 28,419 visitors at the travel Salem kiosks throughout the region;
 - Completed phase two of the TravelSalem.com redesign;
 - Completed a Thanksgiving social media campaign encouraging people to experience Mid-Willamette Valley wine country;
 - Completed a holiday season social media campaign and encouraged people to experience Salem during the seasonal festivities;
 - Hosted members of Travel Oregon's PR and content teams in the Silverton area for a one-day tour:
 - Toured Silver Falls, Seven Brides Brewing and downtown Silverton.
 - Hosted freelance writer Kurt Jacobson for a two-day tour of Salem;
 - Hosted writers and editors of 50 Campfires for a two night stay at Silver Falls State Park;
 - Hosted freelance writer Chad Walsh for an overnight tour for a Travel Oregon article about visiting the Willamette Valley by train and bike;
 - Hosted the Oregon Racquetball Association; and
 - The Sports and Events Sales Manager attended the Annual ASA/USA Council meeting in Shreveport, LA with the City of Salem Softball Coordinator to promote the 2017 ASA/USA National 18U tournament.

Board discussion:

- Would like to advertise hotel rooms for Oregon State University sporting events; and
- Travel Salem does not get a revenue kick back for booking sites on their website; it tracks occupancy in the Salem area.

Solar Eclipse:

- There is an eclipse specific site on the TravelSalem.com website;
- Some events in the area are as follows:
 - Volcano's Stadium is hosting an event:
 - Will stop the game at complete totality.
 - Camp Taloali in Mehama, OR is hosting an eclipse event and they are currently booked;
 - Silver Falls Path to Totality is booked;
 - Oregon State Capitol is hosting a special viewing at the top of the building and selling tickets;
 - Willamette Valley Vineyards is hosting an event;
 - Sublimity Harvest Festival is hosting an event with camping;
 - Oregon Garden is hosting a viewing; and
 - River Fusion is hosting events up the Santiam Canyon the whole weekend:
 - Asking the county to help put dumpsters out along Highway 22 to reduce littering.
- Have very few hotel rooms left to reserve in the area:
 - Everyone in Marion County who owns an acre of land has opened it for camping.

CONSENT

(Video Time 00:23:38)

BOARD OF COMMISSIONERS

OLCC APPLICATIONS – Recommend Approval

Bread and Salt Catering, LLC – Aurora, OR

Khan Oil (Clackamas), LLC, DBA Hubbard 76 – Hubbard, OR

PUBLIC WORKS

Schedule a final consideration to adopt an administrative ordinance granting Zone Change/Comprehensive Plan Amendment (ZC/CP) 16-001/Gray for March 15, 2017.

TAX OFFICE

Approve a property tax refund in the amount of \$24,987.47 to Home Depot USA, Inc.

Approve a property tax refund in the amount of \$169,217.21 to WinCo Foods, LLC.

Approve a property tax refund in the amount of \$37,853.89 to WinCo Foods, LLC.

TREASURER'S OFFICE

Approve an order distributing Oregon State Forestry timber revenue as per ORS Chapter 530.

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

ACTION

(Video Time 00:25:30)

BOARD OF COMMISSIONERS

1. Consider approval of the contract for services with Gershman, Brickner and Bratton, Inc. for \$300,000 to conduct a comprehensive analysis of the county's solid waste management system and evaluate long-term capability of the facility. – Jan Fritz, Barb Young

Summary of presentation:

- The staff released a Request for Proposals (RFP) to seek expert analysis and advice for the board and the Public Works Department on the solid waste system and the energy markets;
- Gershman, Brickner and Bratton, Inc. was founded in 1980:
 - They are an international solid waste management consulting firm;
 - Help private and public entities in their planning and implementation of all aspects of solid waste management; and
 - The project manager assigned has 25 years of experience in energy from waste and large complex projects.
- The contract is divided into two parts:

- The first part is a comprehensive analysis and written report on Marion County's solid waste system and findings and recommendations:
 - The intent of this is for long term planning over the next 20-30 years;
 - Will also monitor other jurisdiction's solid waste management issues and how it may impact Marion County; and
 - Conduct a review and report on the current and future energy markets.
- Part two of the plan will include an audit of the current solid waste management contract with Covanta and make recommendations on future contract negotiations:
 - Monitor and report on state and federal legislation that may impact Marion County's solid waste management system; and
 - Will be available for other issues as they arise.
- The contract expires on December 31, 2019 and can be extended at the county's discretion until December 31, 2022;
- Dollars allocated for part one are not to exceed \$155,090 and will be paid on an hourly rate basis; and
- Dollars allocated for part two are not to exceed \$144,910 and will be paid on time and materials basis.

Board discussion:

- There will be a report available by May 31, 2017 that will address the overhaul management of the system:
 - The second report on energy markets will be available by June 2017.
- There will be a work session set up in the near future for the board to meet with everyone involved and lay out what the important issues are.

MOTION: Commissioner Cameron moved for approval of the contract for services with Gershman, Brickner and Bratton, Inc. for \$300,000 to conduct a comprehensive analysis of the county's solid waste management system and evaluate long-term capability of the facility. Seconded by Commissioner Carlson; motion carried. A voice vote was unanimous.

Tamra Goettsch:

- The upcoming 2017 Marion County Fair is scheduled for the second weekend of July;
- Each year, the fair hold public competitions and are able to bring forward cookies, pies, cakes, cheesecakes and flower arrangements and are judged by a panel;
- This year the fair board decided to do a blueberry cheesecake contest for the community members:
 - Needs to be homemade; and
 - Will be judged by Commissioner Brentano.


**PUBLIC HEARINGS
9:30 A.M.**

None.

Commissioner Brentano read the calendar.
Commissioner Brentano adjourned the meeting at 9:48 a.m.


CHAIR


COMMISSIONER


COMMISSIONER

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