

BOARD OF COMMISSIONERS

MINUTES OF THE BOARD SESSION – Regular Session

Wednesday, October 5, 2016
9:00 a.m.

Senator Hearing Room
555 Court Street NE
Salem, OR 97301

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

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

PUBLIC COMMENT

(Video Time 00:00:53)

Genevieve Sheridan

- Managing partner for the northwest region for Adobe Insurance Brokers;
- Recently started a political action committee in Marion County for Vote Yes on 24-404 and 24-405:
 - Repeal the recreational ban on cannabis in unincorporated Marion County; and
 - Allow medical cannabis processors and dispensaries in unincorporated Marion County.
- A group of moms and families that would like to support an new industry that gives back to the community;
- See this as a way to help fund schools, and create new jobs;
- Believes it will bring over \$100 million in revenue to the county per year;
- This industry is held to high licensing standards; and
- There is a big push for sustainability in the industry, so products are safe and clean.

PRESENTATION

(Video Time 00:06:22)

Travel Salem Website Launch Party – Angie Morris, Travel Salem *(See Attachment A)*

Summary of presentation:

- Travel Salem presented their new website.

(Video Time 00:28:28)

United Way Campaign 2016 – Jolene Kelley & Randy Franke, Brenda Kidder, United Way of the Mid-Willamette Valley

Summary of presentation:

- Fundraising 26 funded grants throughout the three county region served;
- Continue to make funding decisions based on four general issue areas:
 - Education;
 - Healthcare;
 - Financial stability; and
 - Basic needs.
- Continue to focus on collective impact partnerships;
- Continue looking at how to improve the community;
- Collaborative projects the United Way is funding:
 - Marion County Reentry Program;
 - Youth employment with Garten; and
 - Fostering Hope Collaborative Project.
- Aumsville reading program:
 - Community collective approach; and
 - City and businesses involved in program.
- County employees donated over \$24,000 last year;
- County activities:
 - Pledge forms;
 - One time donation;
 - Courthouse Square Breakfast;
 - Public Works Bingo;
 - Jeans day;
 - Raffles; and
 - Book drive.
- Three co-chairs this year; Shirley Gardner, Kenna West and Jolene Kelley;
- Additional department representatives; Jeff White, Zugey Luna, Rita Marler and Rebecca Russell.

Board discussion:

- There are no more campaign costs, as it is funded through sponsorships;
- Have a great volunteer project with Northwest Human Services;
- Volunteer project with Berkshire Hathaway;
- United Way is still donating to individual organizations;
- Recognize the importance of education;
- Certain understanding of importance of family and parents developing healthy children;
- Will continue funding healthcare;
- Taking a broad approach to help fund literacy;
- The board appreciates Mr. Franke's leadership;
- Mr. Lattimer is on the Oregon YMCA Board:
 - Provides swimming for disabled kids; and
 - Offers sports, daycare and camps to children for families that are unable to pay.

CONSENT

(Video Time 00:54:17)

HEALTH

Approve Amendment #9 with the Oregon Health Authority to add \$159,139 in funding for Public Emergency Preparedness and Women, Infants and Children programs.

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

ACTION

(Video Time 00:54:54)

TAX OFFICE

1. Consider approval of a Memorandum of Understanding (MOU) between Oregon Affordable Housing Assistance Corporation and Marion County to participate in a property tax benefit program. – Rex Weisner

Summary of Presentation:

- The US Treasury has allocated 95 million dollars to Oregon as an extension to its hardest hit fund program;
- Previously assisted homeowners who have fallen behind in mortgage payments;
- Oregon Affordable Housing Assistance Program is a nonprofit organization created by the state of Oregon to administer this program;
- Extend the program to help residents who are delinquent with their property taxes;
- County participation is strictly voluntary;
- Marion County does wish to participate;
- The MOU defines how information is shared between Oregon Housing Assistance Corporation and Marion County:
 - How payment is to be received by the county; and
 - Which entity is responsible for determining borrower eligibility.
- The benefit offered is a forgivable, five-year no interest loan up to \$40,000 to pay off delinquent property taxes;
- Every year, 20 percent of the loan is expunged:
 - At the end of 5 years, the loan can be forgiven if the home has not been sold or refinanced during that time.
- Eligibility requirements are as follows:
 - Loss of income or other form of financial hardship;
 - Must demonstrate ability to pay property tax going forward;
 - Current income cannot exceed 120 percent of the state median income;
 - May not own other residential properties;
 - Subject property must be a single family owner occupied primary residence;
 - Property value may not exceed \$625,000; and
 - Borrower may not be in an active bankruptcy.
- If approved, Marion County residents may begin applying for the program on November 2, 2016;
- Applications for the loan are made directly to the State of Oregon;

- It is up to the state to determine homeowner eligibility;
- The state will mail an informational flier with certain property tax statements;
- The state will provide press releases and marketing materials to the public; and
- Information can be found at; www.oregonhomeownerhelp.org.


Board Discussion:

- Discussed during Management Update and was able to better understand the program;
- Involved in the Mid-Willamette Homeless Initiative Task Force that is looking at strategies to reduce and prevent homelessness:
 - This program would be a great resource to prevent homelessness.
- The money is coming from the state; and
- Will send out information about the program along with a delinquent property tax notice.


MOTION: Commissioner Carlson moved for approval of a Memorandum of Understanding between Oregon Affordable Housing Assistance Corporation and Marion County to participate in a property tax benefit program. A voice vote was unanimous.

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


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



CHAIR



COMMISSIONER



COMMISSIONER

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



WEBSITE STATS

TRAVELSALEM.COM	
Visits	156,050 (July-May)
Unique Visits	114,980
Visit Duration	00:02:45
Pageviews	331,858
% New Visits	70.79%

TOP COUNTRIES	
Canada	Germany
India	Australia
United Kingdom	Japan
Brazil	France

VISITORS BY DEVICE

SEARCH ORIGIN	
Organic	73%
Direct	15%
Referral	9%
Email	3%
Social	<1%

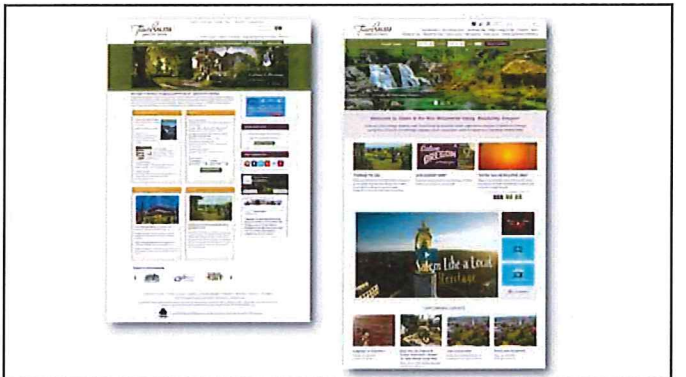
TRAVELSALEM.COM REDESIGN

- Visual redesign – compelling imagery & clean design
- Responsive design model – desktop, laptop & mobile friendly
- Streamlined navigation – easy access to rich content
- Video content – quick videos reveal beauty & depth of regional assets
- Event search – prominently showcases 200+ regional activities & events every month
- Social Media – front & center (Facebook, blog, Instagram)
- Sports Marketing section – targets event organizers

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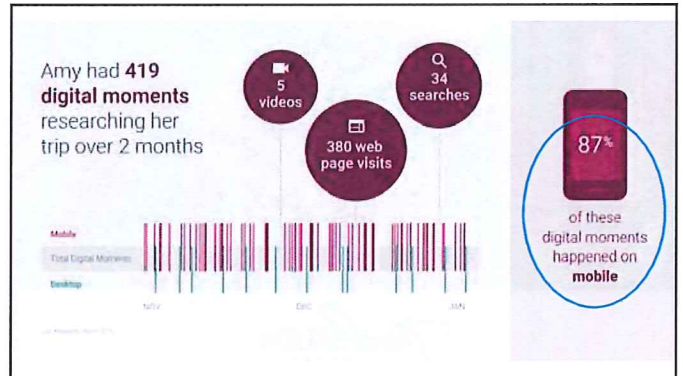
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SURVEY: 71 PERCENT OF TRAVELERS LOOK TO VIDEO FOR VACATION IDEAS

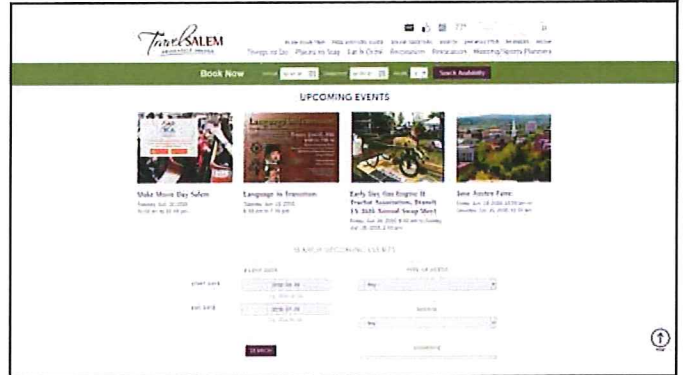
- 77% expect to learn something about the destination
- 77% expect travel content to feature things they want to do or dream about doing
- 76% are looking for cultural connection in the travel content they watch
- 72% look to travel content to spark curiosity to "know more"
- 71% look to travel content to provide ideas for a next vacation

40% of Travel Enthusiasts MADE PLANS TO TRAVEL to the featured destination AFTER WATCHING A TRAVEL VIDEO

The "play" button is the most compelling call to action on the internet.

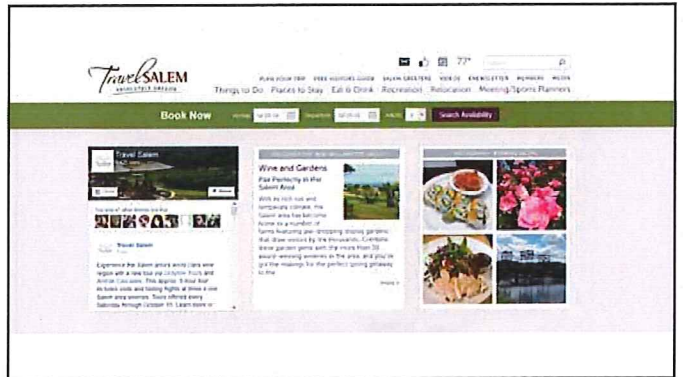
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BOOKING ENGINE

- Integrates transactional product on TravelSalem.com & Facebook
- Easy to search & book hotels, attractions & events
- Competitive advantage**
- Compete directly with Online Travel Companies (Expedia, Priceline)
- Deliver value to consumer as local destination experts
- Provide consumers with convenient booking resource throughout all stages of trip planning
- Drive greater returns to Travel Salem Members
- Access powerful analytics
- Leverage deeper engagement with consumers through marketing tools



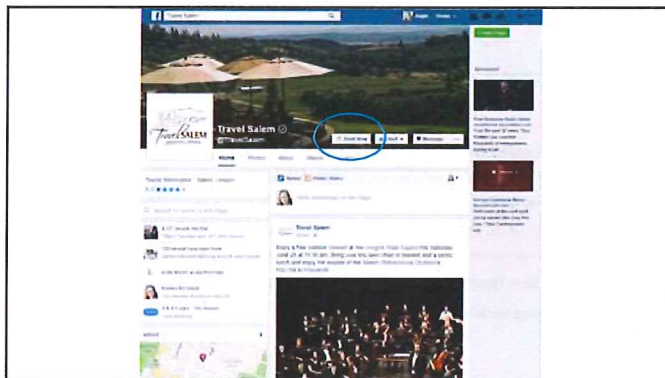
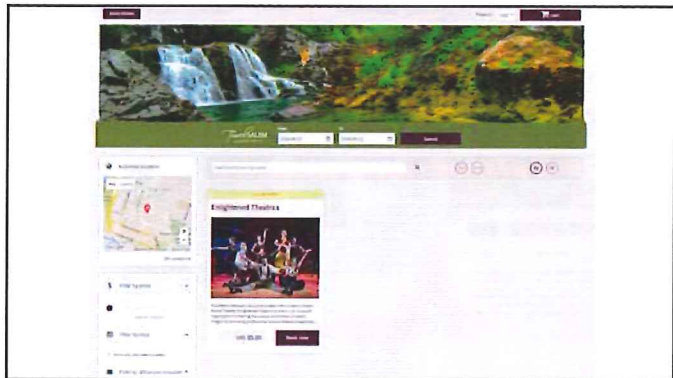
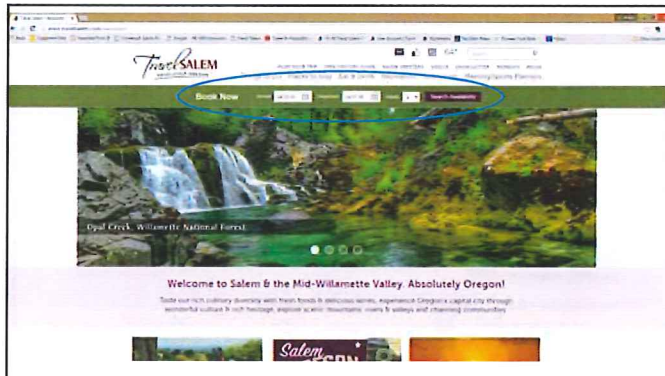
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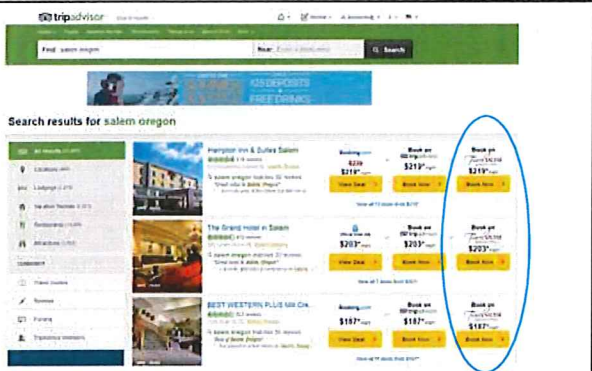
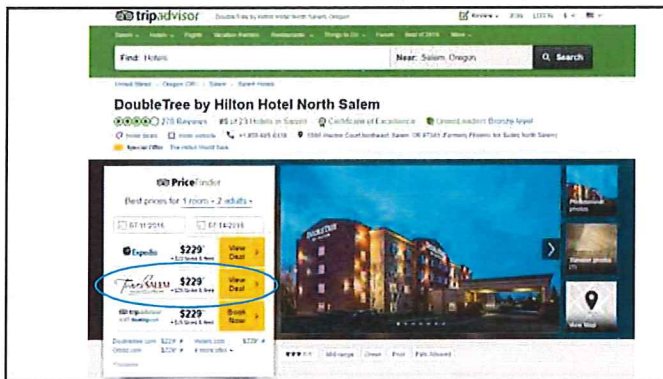
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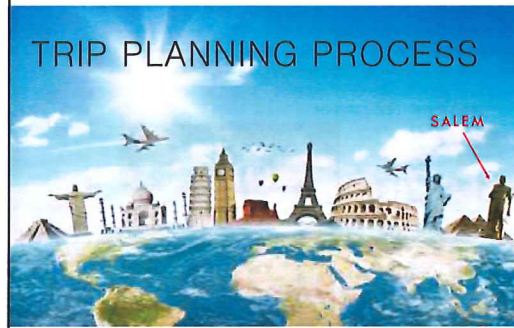
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TRIP PLANNING PROCESS



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BOOKING ENGINE ANALYTICS

Hotel	Booking Count	Rooms Count	Room Nights	Commission	Revenue	Daily Rate	Length of Stay
HOTEL A	1	1	3	0	\$1,034.34	344.78	3
HOTEL B	2	2	8	0	\$588.00	73.5	4
HOTEL C	4	4	21	0	\$2,160.00	102.86	5
HOTEL D	2	2	5	0	\$455.00	91	3
HOTEL E	12	12	72	0	\$22,680.00	306.67	6
HOTEL F	2	2	10	0	\$982.00	98.2	5
HOTEL G	2	2	6	0	\$965.00	144.17	3
HOTEL H	1	1	6	0	\$1,234.60	289.1	6
HOTEL I	4	4	19	0	\$4,716.96	248.26	5
HOTEL J	17	17	84	0	\$27,260.00	324.52	5
HOTEL K	7	7	10	0	\$1,380.00	138	1
TOTAL	54	54	244	0	\$63,255.90		

BOOKING ENGINE ANALYTICS

Commission Rate: **0.34%** Transactions: **291** Revenue: **\$388,260.89** Average Order Value: **\$1,334.23** Unique Purchases: **0**

Quantity: **0**

Top Revenue Source	Source / Medium	Revenue	% Revenue
Product	1 search_organic_search	\$8,718.65	10.11%
Product	2 TripAdvisor - Booking	\$2,375.25	10.32%
Product Category	3 Search - Direct	\$1,158.75	11.34%
Source / Medium	4 TripAdvisor - Booking	\$1,018.41	4.12%
Source / Medium	5 search_organic_search	\$753.00	3.11%
Source / Medium	6 TripAdvisor - Booking	\$28,122.20	7.21%
Source / Medium	7 Expedia - Search	\$24,272.41	4.25%
Source / Medium	8 TripAdvisor - Booking	\$15,100.00	3.94%
Source / Medium	9 TripAdvisor - Booking	\$10,870.00	2.80%

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AWESOME -NESS



Salem Like a Local

VIDEO CAMPAIGN



SALEM LIKE A LOCAL

New "teaser" campaign provides behind-the-scenes peek at cultural heritage treasures

Video shorts feature charismatic historian & story teller John Ritter

Concept seeks to pique the visitor's interest with compelling anecdotes & encourage them to come experience it for themselves

Campaign highlights cultural heritage assets

SPOTLIGHT ON CULTURAL HERITAGE

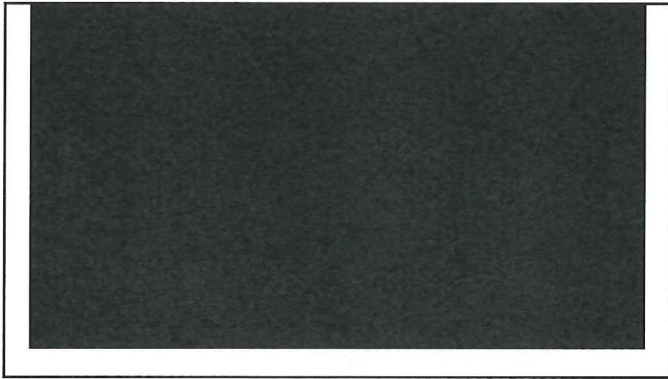
Four cultural heritage attractions selected for initial phase:

- Elsinore Theatre
- Willamette Heritage Center
- Oregon State Hospital Museum of Mental Health
- Boons Treasury

Videos will be marketed via a social media campaign, TravelSalem.com & partner attractions

Content pushed to influencers (Travel Oregon, bloggers, travel writers)

Phase 2 will focus on culinary & recreation



SPORTS PRODUCT DEVELOPMENT

Mayor Anna Peterson connected with Montbell representatives on a Business Oregon trip to Japan

Montbell produces a series of events called Sea to Summit

Identified opportunity to host first U.S. version of Sea to Summit in Salem

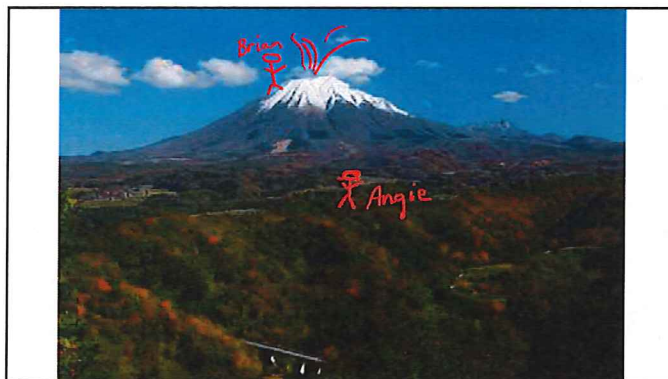
Exploratory conversation with Montbell began in April 2014

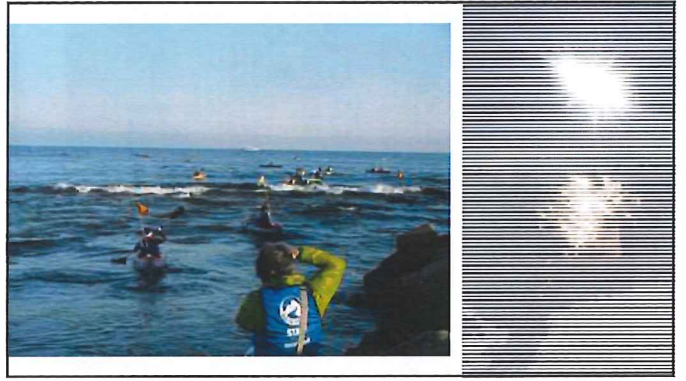
Event designed for participants to "be one with nature," not a competition
Point of pride is symposium concept prior to the event

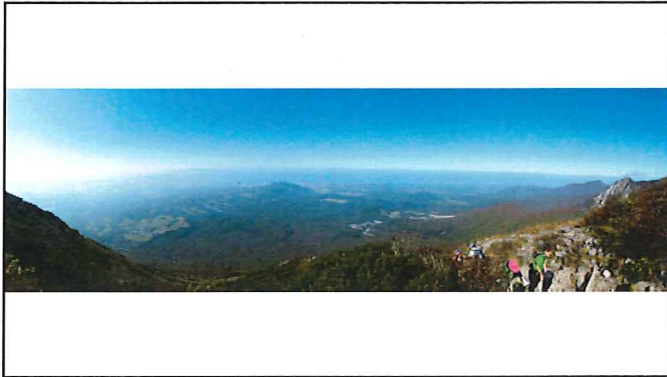
Research & development trip to Japan in October 2015

Produce Salem event mirroring same core values & spirit as Japan's event



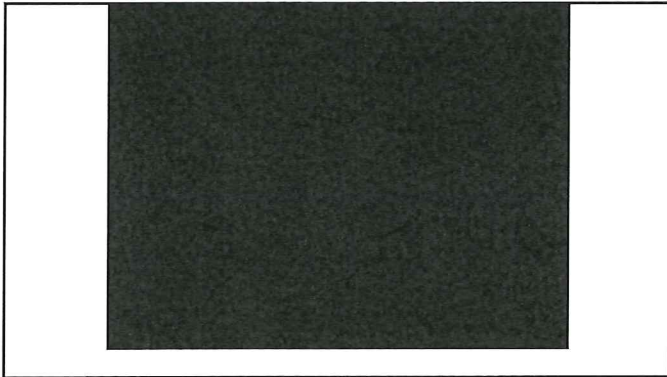







MAKING IT HAPPEN

- First Travel Salem organized event – in partnership with City of Salem
- Increase out of area travel
- Lengthen stay
- Create signature event
- RFP to sports event organizers – targeted multisport expertise
- Contracted with Breakaway Promotions








RIVER 2 RIDGE

SEPTEMBER 16-17, 2017
Salem, Oregon

Willamette River :: Wine Country :: Waterfalls

60 MILES OF PERFECTION



PADDLE
Wallace Marine Park to Spongs Landing

- 6.5 miles
- 1-2 hours
- Elevation: 0 feet

BIKE
Spongs County Park to Silver Falls State Park

- 45 miles
- 2-4 hours
- Elevation: 2,636 feet

HIKE
Silver Falls State Park – 10 Falls Loop

- 7.2 miles
- 1-1.5 hours
- Elevation: 836 feet

Total Elevation: 3,472

IT'S ALL ABOUT THE MARKETING

- Target out of area participants (Washington, California, Idaho)
- Promote specifically to Japan Sea to Summit participants
- 1st Year Goal = 280, 2nd Year = 450, 3rd Year = 560





BICYCLE TRAVEL TRENDS

\$133 billion to U.S. economy
 \$400 million to Oregon economy (mountain biking, scenic bikeways, local bicycle amenities)
 Sustainable growth for rural communities, low-cost & high-yield
 R&D of the region has revealed a high level of interest in this niche

A bike-obsessed culture has been brewing.



Over a quarter of all Americans cycle.



For every car sold, three bikes are sold.



More Americans cycle than golf, ski, or play tennis combined.

This translates to many Oregon visits leading to a bike ride.



17.4 M people visited Oregon



4.5 M visitors rode a bike while in Oregon.



1.5 M planned on riding before they came.

Table I-1. Average Party Expenditures Per Trip for Travel with Bicycle Activity in Oregon, 2012

Type of Bicycle Activity	Average Per Day Trip (\$/Trip)	Average Per Overnight Trip				Length (Nights)
		Hotel (\$/Trip)	Camp. (\$/Trip)	Private (\$/Trip)	All Types (\$/Trip)	
Organized group tour	\$109	\$1,151	\$811	\$574	\$900	4.5
As a recreational activity	\$131	\$1,127	\$583	\$521	\$844	3.7
Sanctioned bicycle race	\$144	\$962	\$499	\$487	\$794	2.6
Independent bicycle touring	\$144	\$1,122	\$530	\$462	\$788	4.8
Day mountain bike ride	\$125	\$1,073	\$488	\$409	\$732	3.4
Organized non-competitive group ride	\$168	\$777	\$756	\$308	\$697	4.0
Day road ride	\$98	\$818	\$515	\$306	\$608	2.8
Other cycling event	\$158	\$574	\$642	\$305	\$552	2.7
Overall Bicycle Trip Average	\$116	\$992	\$596	\$400	\$744	3.6
All Oregon Travel*	NA	\$883	NA	\$401	\$620	3.3

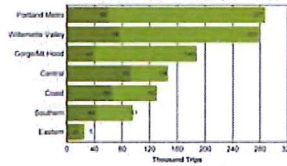
* All Oregon Travel expenditures based on Oregon Travel Impacts, 1998-2012p (statewide preliminary estimates).

Table II-2. Oregon Bicycle-Related Travel Party-Trips by Travel Region, 2012

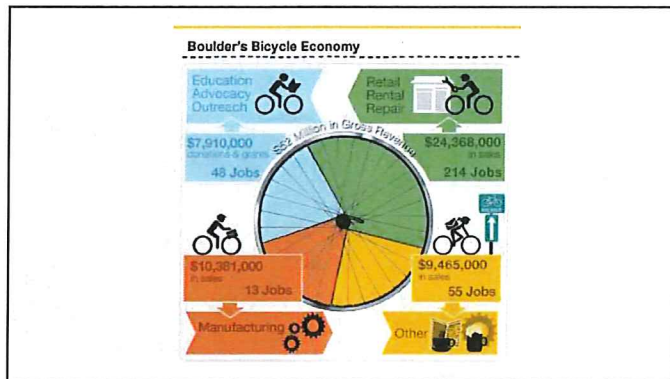
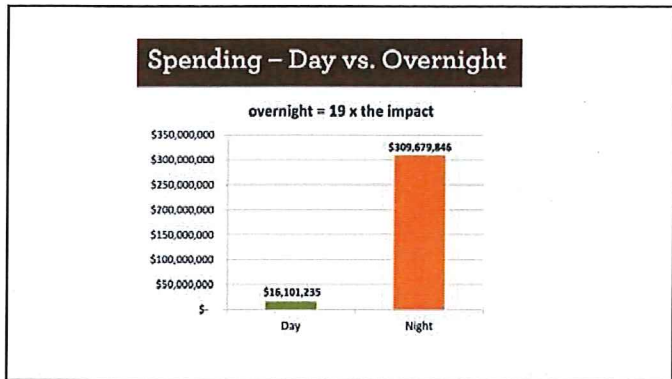
Trips by Region	Total	Overnight	Day
Clatsop/McMinn	247,000	201,000	222,000
Willamette Valley	278,000	78,000	251,000
Columbia River	181,000	41,000	140,000
Central	147,000	93,000	54,000
Coast	131,000	60,000	60,000
Southern	80,000	44,000	31,000
Eastern	24,000	29,000	9,000
Total	1,119,000	403,000	716,000

Notes: Day trips include travel with bicycle activity for days or more from home (one-way). Trips include only day and overnight trips where bicycling activity was primary in one of the reasons for a trip.
 Source: Coast Region Association

Figure II-3. Bicycle-Related Party-Trips by Travel Region, 2012



■ Overnight Party-Trips ■ Day Party-Trips



NEW CYCLING PRODUCT

Create 6 new cycling routes in Salem, Marion & Polk counties

Leverage the Willamette Valley Scenic Bikeway & create connecting routes

Highlight points of interest along route to enhance cycling experience

Promote the region as a bike-friendly destination

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Designed to mirror Oregon Scenic Bikeways program through Travel Oregon - leverage marketing reach

Historic Downtown Route
 Miles: 3
 Difficulty: Easy
 Elevation: 100ft
 Scenic Highlights: 10

Buena Vista
 Miles: 24
 Difficulty: Moderate
 Elevation: 2,000ft
 Scenic Highlights: 20

Ritter Loop
 Miles: 28
 Difficulty: Moderate
 Elevation: 2,500ft
 Scenic Highlights: 25

Stayton & Bridges Loop
 Miles: 17
 Difficulty: Moderate
 Elevation: 1,500ft
 Scenic Highlights: 15

Santiam Loop
 Miles: 17
 Difficulty: Moderate
 Elevation: 1,500ft
 Scenic Highlights: 15

GRAPES & GARDENS & FALLS, OH MY!

WHERE GRAPES ROLL FREE

First-ever type of bookable product here in the Mid-Willamette Valley
 Unique partnership between Gray Line, Amtrak, ODOT & Travel Salem
 Develop series of tours for both visitors & residents alike
 Position Salem as a destination & gateway to Oregon Wine Country & gardens & natural attractions
 Showcase region's one-of-a-kind assets through packaged product
 Travel agents & tour operators anywhere in the world can book directly
 Visitors on the ground can buy tickets locally
 Residents can tour their own backyard
 Leverage marketing reach through collaborative partnerships

WINE COUNTRY + GARDEN/FALLS TOURS

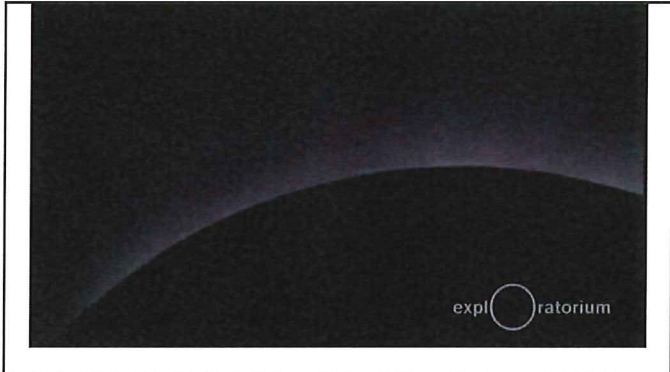


TOURING CAR-FREE

Enjoy scenic gardens and vineyards of the Mid-Willamette Valley and leave the hassle of the road behind.

WINEY TOURS OF THE WILLAMETTE VALLEY
 Take in sweeping views of the Willamette Valley, visit vineyards, and enjoy the scenic beauty of the Willamette Valley. Includes wine tastings at several vineyards and a picnic lunch.

SILVER FALLS AND THE OREGON GARDEN TOUR
 Take a scenic drive to Silver Falls State Park and the Oregon Garden. Enjoy the beauty of the Willamette Valley and the stunning views of the Oregon Garden. Includes a picnic lunch and a guided tour of the Oregon Garden.



2017 ECLIPSE

Date: August 21, 2017
 The moon will pass in front of the sun, blocking its light
 Path of totality runs directly through the Mid-Willamette Valley!
 First time in 26 years
 Expecting 30k-50k visitors in the path of totality

City	Time	Totality
Jefferson	10:17:17 am	1m 58s
Salem	10:17:21	1m 54s
Keizer	10:17:26	1m 49s
Stayton	10:17:31	2m 01s
Sublimity	10:17:32	2m
Brooks	10:17:38	1m 41s
Silverton/SF	10:17:46	1m 46s
Gervais	10:17:51	1m 27s
Mt. Angel	10:17:53	1m 35s
Detroit	10:18:18	2m 02s



OMSI Solar Eclipse Viewing Party
 August 21, 6am-12pm (Monday)
 Oregon Slate Fair Amphitheater
 Entertainment & science lectures
 Food vendors + camping
 Seat + Eclipse Viewer: \$8-adult, \$6-child, 15% OMSI member discount

Arcane Cellars "Total Eclipse Package"
 August 20-21, 2017 (Sunday & Monday)
 Camping, dinner, live music
 Cost: \$150 (include hors d'oeuvres, dinner, morning pastries, brunch, live music, viewing glasses, commemorative bottle of special release ECLIPSE Pinot Noir, and camping space). Camping space available on Friday and Saturday prior to the event.

