

Memorandum

Date: October 21, 2011

To: John Kovash, Mayor
Members, West Linn City Council

From: Chris Jordan, City Manager *ep*

Subject: CCAB Budget and Other Items

Clackamas Cable Access Board Proposed Budget

With the approval of Resolution 2011-16, the Council directed staff to initiate negotiations with the Metropolitan Area Communications Commission (MACC) on an intergovernmental agreement that would transfer the City's cable franchise management and PEG services to that organization. Staff has proceeded with this direction and will have an IGA and service agreement addendum ready for Council review at the end of November or early December.

At the October 17 work session, Councilor Jones expressed his opinion that the CCAB is "dysfunctional." He specifically referenced the CCAB's proposed budget for FY 2012 which includes a significant operating deficit.

Staff spent time this week reviewing the proposed CCAB budget, which is attached to this memorandum. A few highlights include:

2012 estimated revenues: \$192,600
2012 proposed operating budget: \$349,609
2012 operating deficit: **-\$157,009**

The operating budget proposes to spend 81 percent more than the revenues received! The budget includes an increase of 14% for personnel costs, despite revenues decreasing by over 30%. Clearly, this is not sustainable.

Given the financial challenges facing most public agencies, including the City of West Linn which reduced the number of FTE's by six in this year's budget, this proposal is irresponsible. When Oregon City and West Linn collectively agreed to reduce the payments this year to the CCAB, I believe both owner cities expected that the CCAB would need to dig into its reserves while making corresponding reductions in operations. However, to propose a budget that actually increases the number of staff and does not reduce operations should not be acceptable to the owner cities.

On a different note about the CCAB, the Council asked if it is acceptable to appoint a staff member to the CCAB. We have spoken with the City Attorney's office about this and there does not seem to be a legal obstacle to such an appointment.

FY 2012 Property Taxes

Chief Financial Officer Richard Seals reported this week that the county tax assessor has provided us with the estimate for property taxes for the City this year. When developing the biennial budget, we estimated the City's assessed value would increase by 3.9 percent this year. The tax assessor now estimates the total will be an increase of approximately 3.52%. This means the City will receive about \$21,000 less than estimated. Given the volatile status of the economy, we believe our estimate was very close to actual. The total amount of property taxes for the City will be \$7,174,000.

For comparative purposes, Oregon City's assessed value increase by 3.7%. Of course, Oregon City's tax rate is \$4.15/1,000 compared to West Linn's \$2.12/1,000 – and Oregon City can levy up to 90 cents more which would increase property tax revenues by another \$2 million, if they choose to do so.

Library eReader Update

On Wednesday, the West Linn Library held an Open House for patrons to learn about eReaders and how they can utilize an eReader to borrow library books. Attached is a brief report about the Open House and the patrons who attended. I found it very interesting that a large percentage of those attending were over the age of 55 demonstrating that this type of new technology is not just for our younger citizens!

Assistant City Manager

Assistant City Manager Kirsten Wyatt is now on maternity leave. Senior Planner Chris Kerr will be the Acting Assistant City Manager until Kirsten returns.

Attachment

**RESOURCES
General
(Fund)**

WFMC

(Name of Municipal Corporation)

		Historical Data		Adopted Budget This Year FY11	RESOURCE DESCRIPTION	Proposed By Budget Officer	Approved By Budget Committee	Adopted By Governing Body	
Second Preceding Year 2009-2010	Actual	First Preceding Year 2010-2011	Budget for Next Year 2011-2012						
1	\$ 244,117	\$ 268,286	\$ 268,286	\$ 268,286	Beginning Fund Balance	\$ 166,788			1
2	\$ 30	\$ 30	\$ 30	\$ 100	103.00 · Interest Income	\$ 100			2
3	\$ -	\$ -	\$ -	\$ -	Transferred IN, from other funds	\$ -			3
4					OTHER RESOURCES				4
5	\$ 115,463	\$ 91,884	\$ 91,884	\$ 113,000	100.01 · West Linn Franchise Fee	\$ 60,000			5
6	\$ 99,523	\$ 106,317	\$ 106,317	\$ 99,000	100.02 · Oregon City Franchise Fee	\$ 50,000			6
7	\$ 857	\$ 571	\$ 571	\$ 1,000	101.00 · Media Sales	\$ -			7
8	\$ 1,938	\$ 190	\$ 190	\$ -	102.00 · Misc Income	\$ -			8
9	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	104.00 · Contract Pmnt, Clack Cty	\$ 20,000			9
10	\$ 312	\$ 5	\$ 5	\$ -	105.00 · Reimbursed Expenses	\$ -			10
11	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	106.00 · Wilsonville Service Fee	\$ 20,000			11
12	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	107.00 · Milw Studio Mngmnt Fee	\$ 30,000			12
13	\$ 500	\$ 3,538	\$ 3,538	\$ 500	109.00 · Production Charge	\$ 3,000			13
14	\$ -	\$ -	\$ -	\$ 500	110.00 · Rental Equipment	\$ 500			14
15	\$ 6,000	\$ 8,250	\$ 8,250	\$ 9,000	112.00 · Damascus Service Fee	\$ 9,000			15
16									16
17									17
18									18
19									19
20									20
21									21
22									22
23									23
24									24
25									25
26									26
27									27
28	\$ 548,739	\$ 559,071	\$ 559,071	\$ 571,386	Total resources, except taxes to be levied	\$ 359,388	\$ -	\$ -	28
29	\$ 548,739	\$ 559,071	\$ 559,071	\$ 571,386	TOTAL RESOURCES	\$ 359,388	\$ -	\$ -	29

*Includes ending balance from prior year

REQUIREMENTS SUMMARY
BY FUND, ORGANIZATIONAL UNIT OR PROGRAM

FORM LB-30

Willamette Falls Media Center
 (name of organizational unit - fund)

Line Item	Historical Data			Adopted Budget This Year FY11	REQUIREMENTS DESCRIPTION	Budget For Next Year 2011-2012		
	Actual		First Preceding Year 2010-2011			Proposed By Budget Officer	Approved By Budget Committee	Adopted By Governing Body
	Second Preceding Year 2009-2010	First Preceding Year 2010-2011						
PERSONAL SERVICES								
1	\$ -	\$ -	\$ -	\$ -	400.14 Finance/Business Manager	\$ 40,000		1
2	\$ 37,803	\$ 40,193	\$ 40,372	\$ 40,372	400.01 Studio Manager	\$ 40,000		2
3	\$ 14,207	\$ 23,494	\$ 28,597	\$ 28,597	400.02 Engineer	\$ 28,600		3
4	\$ 8,642	\$ 11,290	\$ 11,128	\$ 11,128	400.03 Production Assistant (on-call)	\$ 10,296		4
5	\$ 27,999	\$ 4,988	\$ 27,144	\$ 27,144	400.04 Administrative Assistant	\$ 17,680		5
6	\$ -	\$ 29,888	\$ 30,276	\$ 30,276	400.05 IT/Web Specialist	\$ 30,276		6
7	\$ 22,045	\$ 23,378	\$ 23,896	\$ 23,896	400.06 Studio Specialist	\$ 25,000		7
8	\$ 12,592	\$ 11,349	\$ 11,868	\$ 11,868	400.08 Meeting Videographer	\$ 12,000		8
9	\$ 1,344	\$ 18,859	\$ 19,474	\$ 19,474	400.11 Playback Operator	\$ 20,020		9
10	\$ 15,825	\$ -	\$ -	\$ -	400.13 Office Assistant	\$ -		10
11	\$ 1,104	\$ -	\$ -	\$ -	411.00 Vacation Expense	\$ -		11
12	\$ 12,259	\$ 14,309	\$ 13,230	\$ 13,230	412.00 Employer Payroll Taxes	\$ 17,390		12
13	\$ 2,125	\$ 48	\$ 1,450	\$ 1,450	415.00 Workman's Comp Ins	\$ 946		13
14	\$ 22,225	\$ 31,445	\$ 46,000	\$ 46,000	Employee Benefits	\$ 47,676		14
15	\$ 260	\$ 1,105	\$ 3,000	\$ 3,000	700.00 Employee Expenses	\$ 1,500		15
16	\$ 178,429	\$ 210,346	\$ 256,435	\$ 256,435	TOTAL PERSONAL SERVICES	\$ 291,384	\$ -	16
MATERIALS AND SERVICES								
17	\$ 56,674	\$ 48,934	\$ 62,862	\$ 62,862	200.00 Operations Expenses	\$ 54,625		17
18	\$ 4,249	\$ 6,426	\$ 9,500	\$ 9,500	300.00 Studio Operations	\$ 2,600		18
19	\$ 3,548	\$ 1,815	\$ 4,600	\$ 4,600	500.00 Facility Maintenance	\$ 1,000		19
20	\$ 64,471	\$ 57,175	\$ 76,962	\$ 76,962	TOTAL MATERIALS AND SERVICES	\$ 58,225	\$ -	20
CAPITAL OUTLAY								
21	\$ -	\$ -	\$ -	\$ -	600.02 Studio Equipment	\$ -		21
22	\$ 1,240	\$ -	\$ -	\$ -	600.03 Oregon City-Capital Expense	\$ -		22
23	\$ 19,200	\$ -	\$ -	\$ -	600.04 Clackamas County-Cap Expense	\$ -		23
24	\$ -	\$ -	\$ -	\$ -	600.05 Milwaukie-Capital Expense	\$ -		24
25	\$ 38,704	\$ -	\$ -	\$ -	600.10 Gen. Fund Transfer-Cap Expense	\$ -		25
26	\$ -	\$ 4,164	\$ 8,100	\$ 8,100	A100 Equipment Support	\$ -		26
27	\$ -	\$ 126	\$ 15,000	\$ 15,000	B100 Mezannine	\$ -		27
28	\$ -	\$ 37,265	\$ 37,000	\$ 37,000	C100 General Facility	\$ -		28
29	\$ -	\$ 20,721	\$ 35,500	\$ 35,500	D100 Studio A	\$ 9,600		29
30	\$ -	\$ 735	\$ 44,100	\$ 44,100	E100 Studio B	\$ 14,200		30
31	\$ -	\$ 12,483	\$ 12,000	\$ 12,000	F100 Post Production	\$ -		31
32	\$ -	\$ 407	\$ 8,500	\$ 8,500	G100 Audio Suite	\$ -		32
33	\$ -	\$ 24,823	\$ 62,900	\$ 62,900	H100 Field Production	\$ -		33
34	\$ -	\$ 24,038	\$ 21,500	\$ 21,500	J100 Playback	\$ 5,000		34

35	\$	59,143	\$	124,762	\$	244,600	TOTAL CAPITAL OUTLAY	\$	28,800	\$	-	\$	-	35
36							UNAPPROPRIATED ENDING FUND BALANCE							36
37	\$	302,044	\$	392,283	\$	577,997	TOTAL REQUIREMENTS	\$	378,409	\$	-	\$	-	37

150-504-030 (Rev 12/09)

EREADER DAY STATS

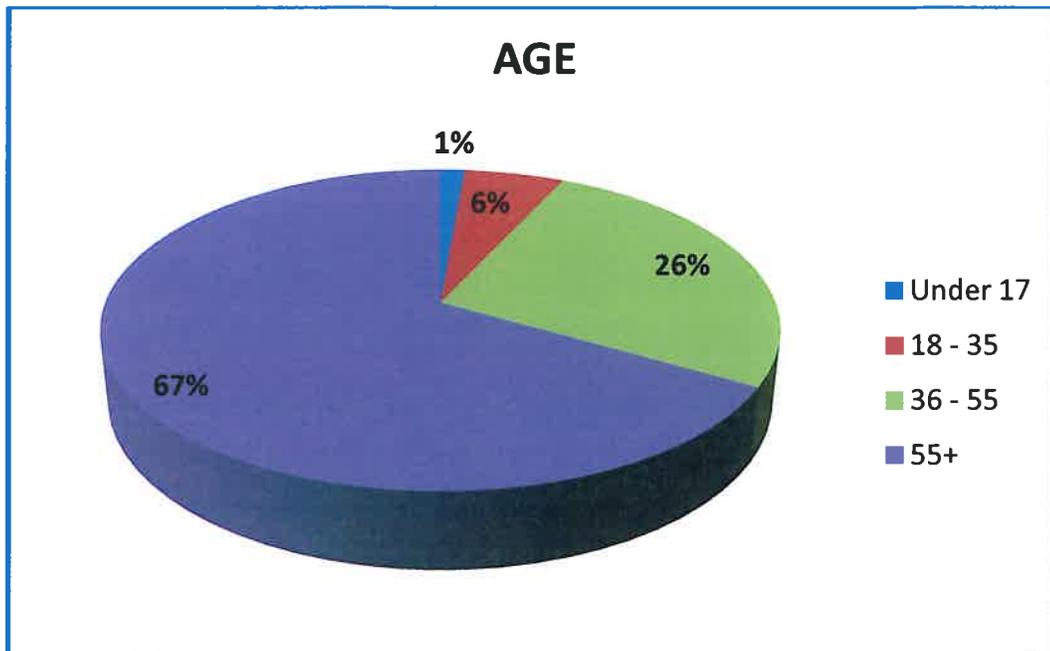
SUMMARY

Approximately 85 – 90 people attended the program, with heaviest attendance between the hours of 11:00 – 12:30 and 2:00 – 6:00. Attendance counts were taken at the beginning of each hour (when a 15-minute prepared presentation was offered), resulting in a total of 80. We have conservatively estimated an additional 5 – 10 people to account for “walk-in” traffic during the remaining 45 minutes of each hour.

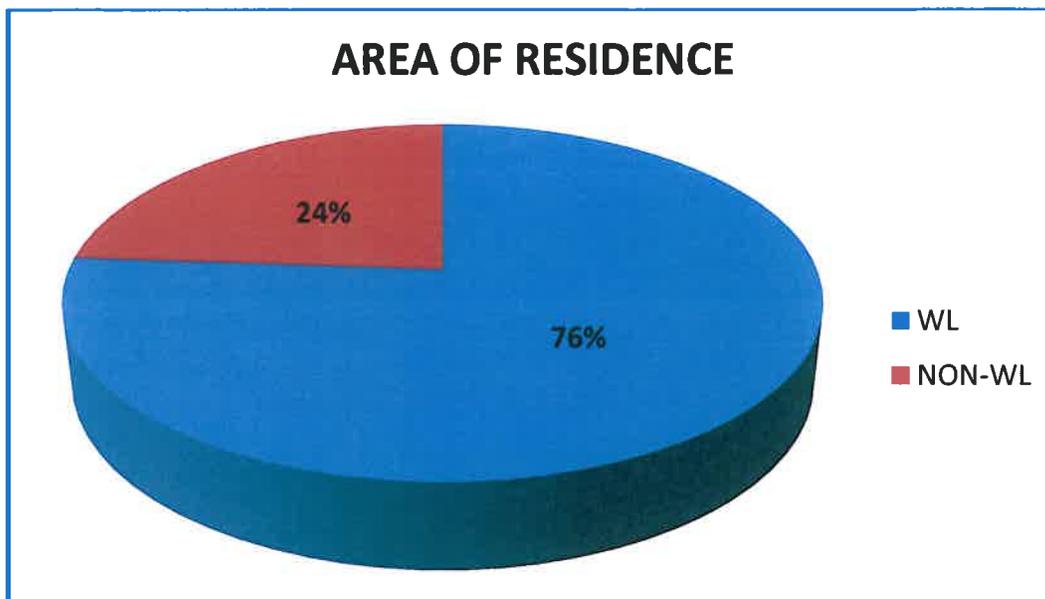
Attendees were asked to provide some demographic data, as well as fill out a brief 4 question survey. Approximately 70 people provided the requested demographic data, and 37 completed the survey.

DEMOGRAPHIC DATA

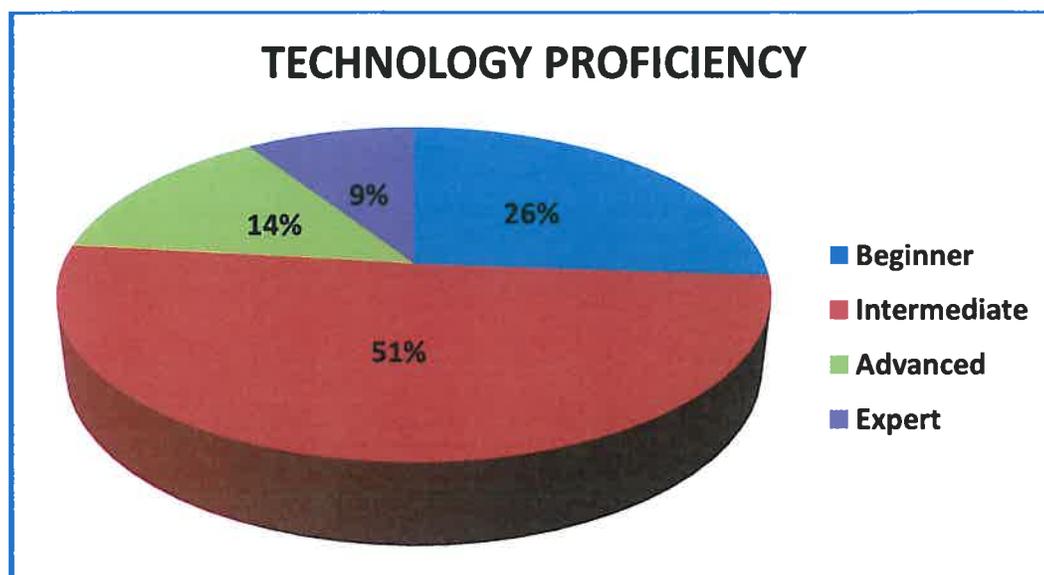
Age: Approximately 67% of respondents were older than 55, while 26% were between the ages of 36 and 55.



Area of Residence: While a majority of respondents were West Linn residents, a significant percentage (24%) were residents of other cities/areas.



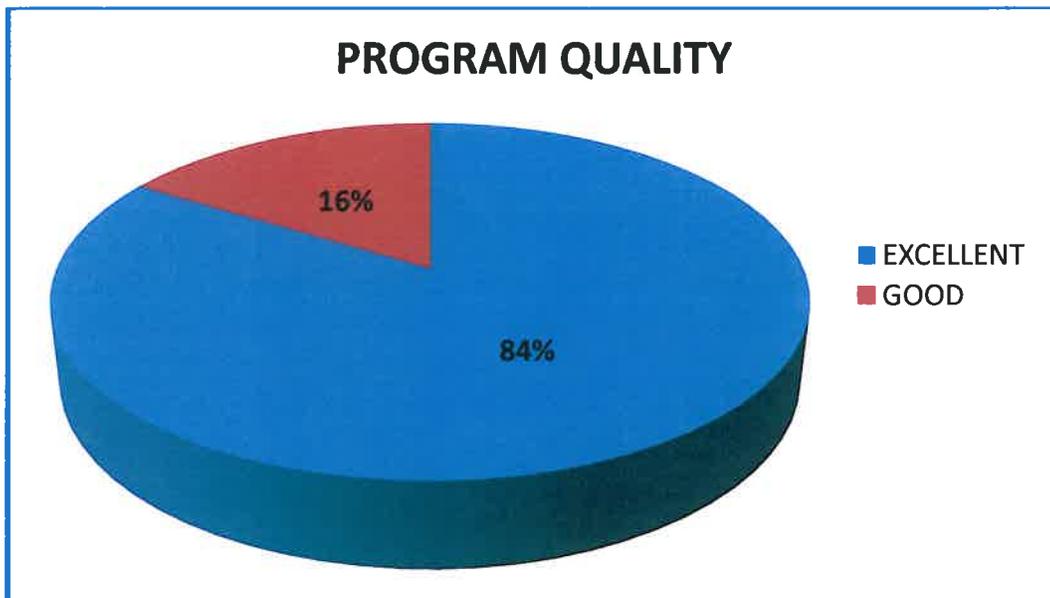
Technology proficiency: Interestingly, 74% of respondents rated their technological proficiency as “Intermediate” or better.



SURVEY RESPONSES

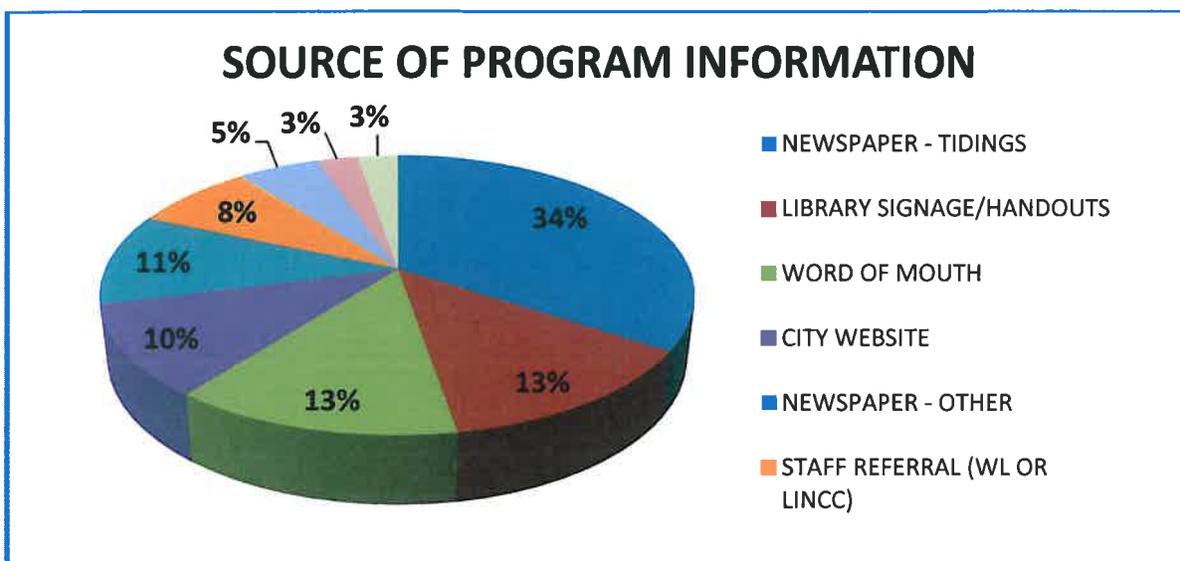
Our survey asked respondents to rate the quality of the program (Excellent/Good/Fair/Poor), to indicate where they heard about the program, to provide their ZIP code, and to provide any free-form comments they might have.

Program quality: 100% of respondents rated the program quality as “Good” or better, with 84% giving the highest rating of “Excellent”.



Area of Residence (chart omitted): The ratio of West Linn residents vs. non West Linn residents reported on the survey (70% residents vs. 30% non-residents) largely mirrored the results from the larger, demographics-only data set reported above (76% residents vs. 24% non-residents).

Source of Program Information: Many respondents (34%) reported learning of the program from the recent article in the West Linn Tidings. Word of mouth (from friends, family, or community members) and library signage/handouts were the next most commonly reported sources of information (13% of respondents each).



Respondent Comments: Respondents were invited to share any additional comments; their responses appear below.

- Glad to know this information - may prompt me to buy an ebook
- Extremely helpful! Great tutorial.
- Good program
- Thank you!
- Great enthusiasm! I'm excited!
- Greg was fabulous! This is the most useful session I have ever attended at a library.
- Great! Don't have a device - will get one soon!
- Since getting my Kindle, I have had less interaction with the library; I'm excited to be connected once again.
- Great process. Thank you for this new feature!
- Wonderful program and presentation. Very helpful. Tx [thanks?]
- Straightforward presentation.
- Great!

Memorandum

Date: October 21, 2011

To: John Kovash, Mayor
Members, West Linn City Council

From: Chris Jordan, City Manager *CJ*

Subject: October 24 Council Meeting Agenda

At the October 17 work session, the Council requested two items for this week's meeting:

- As part of the pre-meeting work session, the Council would like to review a letter that staff has drafted to send to Clackamas County regarding the November 5 forum discussion possible development of the Borland Road area. That letter is attached for the Council's review.
- Resolution 2011-18, Implementation of the Economic Development Plan. The Council requested that the Economic Development Plan be modified to indicate the lead agency for each of the action steps. That modified plan is attached to this memorandum.

I have also added an executive session to the pre-meeting work session. The topic is litigation under ORS 192.660(2)(h).

The Council is also scheduled to hear from the presidents of the neighborhood associations regarding the development of a mission statement for neighborhood associations. At this time, I do not have a copy of that proposed statement. We are expecting that it will be delivered to the Council at the work session.

Please let me know if you have any questions.

Attachment



CITY OF West Linn

DRAFT

October 20, 2011

Charlotte Lehan, Chair
Clackamas County Board of County Commissioners
Public Services Building
2051 Kaen Road
Oregon City, OR 97045

Subject: Planning for the future of the Borland-Stafford area

Dear Commissioner Lehan:

Thank you for inviting me to the meeting on October 10, 2011 to discuss the County's approach for involving the Stafford-Borland community in a discussion regarding the potential urbanization of the area. I thought it was a candid, useful meeting.

As you know, West Linn has long opposed the urbanization of the Stafford area. The City formally objected to the designation of the Stafford area as Urban Reserve to the Land Conservation and Development Commission and we await their final order. While our position regarding Stafford has not changed, if ultimately the Stafford-Borland area is to be urbanized, we would want it developed in the best way possible.

Recognizing that Metro Title 11, Planning for New Urban Areas, calls for participation of the affected cities and service providers in concept planning that achieves specific outcomes, including addressing the housing needs of the governing city, the City Council is disappointed that the County developed and initiated a process that could lay the foundation for concept planning without consulting West Linn, Tualatin, Lake Oswego, and other potential concept planning partners.

We urge you to pause and reconsider your approach. We suggest that you collaborate with the adjoining cities as well as Wilsonville, Metro, and the key stakeholders in the area to devise an approach that fairly considers all stakeholders' perspectives. We believe that such a planning strategy should quickly address governance and provide for exploration of alternative development approaches along with their feasibility, ability to achieve the outcomes outlined in Metro Function Plan Section 11.3.07.1110(J), viability to be served by high capacity transit, and sustainability.

We look forward to working with you and our other regional partners on this important matter.

Sincerely,

John Kovash
Mayor

Cc: City Council
City Manager
Lou Ogden, Mayor, City of Tualatin
Jack Hoffman, Mayor, City of Lake Oswego
John Williams, Metro
Dan Cooper, Metro

West Linn Economic Development Committee Economic Development Plan

Acknowledgements

This Report was prepared by:

The West Linn Economic Development Committee:

Linda Neace; Gail Holmes; Jim Edwards; Thomas Boes;; Tim Tragressor; Jenni Tan; Danny Crossman

For the:

West Linn City Council:

Mayor: John Kovash; Council President: Jody Carson; Councilors: Teri Cummings; Jenni Tan; Mike Jones

City Manager

Chris Jordan

Our deepest gratitude to the people too numerous to mention that provided their insight and review that helped shape this plan.

For more information, please contact:

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Overview

West Linn's economy is based primarily on service and retail-oriented commercial businesses, with a relatively limited number of industrial employers. A strong commercial and Industrial tax base is important to the economic vitality of the City. The economic systems that make up the West Linn business community should provide a productive, sustainable, and thriving business environment, present and future.

West Linn has researched the importance of small business to their economy and has produced multiple reports (i.e. West Linn Comprehensive Plan; Sustainable West Linn Strategic Plan; Imagine West Linn) with recommendations aimed to create a positive environment for small business.

The perception continues that West Linn - as a whole - has not embraced the business community nor taken significant steps to make it easier for businesses in West Linn to prosper. There is also the perception that "nothing will ever change" and this hinders the broad-based coalition building that is the only way to develop the positive momentum necessary to make a difference in the way the business community feels about West Linn. ***As a result, the EDC believes the City's charge is very clear: create a plan of visible actions with significant economic impact.***

When planning for economic development, the City must address a host of issues:

- Location of businesses and industry, including the vitality of the Willamette River industrial land
- Retention and expansion of existing businesses
- Home occupations
- Types of new businesses needed
- Access control on major roadways
- Appearance of commercial and industrial development
- Development costs
- City's role in economic development

Commercial and industrial development is concentrated in five primary areas of the City:

- The Willamette Neighborhood
- The Robinwood Neighborhood
- The Bolton (Central Village) Neighborhood
- The Cascade Summit (Tanner Basin) Neighborhood
- The Arch Bridge Area

The Arch Bridge Area is the last large area in West Linn that can be developed/redeveloped into:

- An Industrial Sector?
- Hotel and Tourism?
- Commercial/Retail?
- Mixed Use?
- River Walk?

The primary recommendation of this report is for **implementation** of an EDC Short Term Strategic Plan for the City of West Linn:

- Raise the profile of the Business Community in West Linn (Develop a pro-business bias).
- Retain, Strengthen and Expand the existing Business Base
- Encourage new businesses that enhance the community and provide wanted and needed goods and services.
- Regional Collaboration

This flexible approach will help ensure long term prosperity for the City of West Linn.

SHORT TERM STRATEGIC PLAN

GOALS, STRATEGIES AND ACTION MEASURES

<u>Goal/Strategy/Action</u>	Lead	Target Date
Goal 1: Raise the profile of the Business Community in West Linn (Develop a pro-business bias)		
Strategy: Encourage a Business Environment and Businesses that are viable and sustainable and that add to the overall quality of life in West Linn.		
Actions:		
1. Educate the public, and elected and civic leaders on the interdependence of quality of life and economic vitality.	EDC/ Chamber/ City	Ongoing
2. Encourage the economic vitality of the four existing commercial areas by establishing each as a defined Business District and support them in the same manner as are the Neighborhood Associations	City	12-31-11
3. Establish a working partnership among the Business Districts; Chamber of Commerce; and various agencies and organizations, such as the School District and the Neighborhood Associations.	All	12-31-12

Goal 2: Retain, Strengthen and Expand the existing Business Base		
Strategy 1: Encourage, support and assist existing Businesses		
Actions:		
1. Develop a business outreach program	EDC	12-31-12
2. Make information about business services more available	EDC/Chamber	12-31-11
3. Help businesses diversify to meet local needs/demands	EDC/ Chamber	12-31-13
4. Create a business recognition program	Chamber	12-31-12
5. Expand business-to-business marketing program	Chamber	12-31-11
6. Provide local educational opportunities for businesses	Chamber	12-31-11
7. Work on strategies to address capital needs	Everyone	12-31-12
8. Encourage business participation in Business Districts and Neighborhood Associations	Everyone	12-31-11

Strategy 2: Attract Customers to West Linn Businesses		
Actions: 1. Create and implement a West Linn Brand Identity 2. Map out specific marketing plans/tactics for each Business District. For example: a. Tourism b. Signage c. Willamette area "Main Street Program"	Chamber Business District	12-31-12 12-31-12
Strategy 3: Encourage, support and assist Home-based Businesses		
Actions: 1. Explore ways of encouraging home-based businesses that are compatible with surrounding residences and neighborhoods 2. Develop and implement supportive services and regulations 3. Develop and implement supportive zoning and building codes 4. Develop a plan which identifies and categorizes Home-based businesses	Everyone City City Chamber	12-31-12 12-31-12 12-31-13 12-31-12

Goal 3: Encourage new businesses that enhance the community and provide wanted goods and services		
Strategy 1: Actively promote the commercial property in West Linn		
Actions: 1. Develop positive relationship with property owners 2. Inventory commercial properties with current businesses 3. Develop a plan for priority properties 4. Develop a commercial property improvement program	EDC/Chamber EDC/Chamber EDC/Chamber EDC/Chamber	Ongoing 12-31-11 12-31-12 12-31-13
Strategy 2: Build a strong business development infrastructure		
Actions: 1. Develop services and systems to support an entrepreneurial environment 2. Change regulation creation and review process to align with city goals and decrease the overall volume and complexity of regulations 3. Modify prescriptive Zoning Code regulations to be more outcomes based 4. Develop a mechanism for "red-flagging" problems that might be unknown to the applicant at the front of the process 5. Review System Development Charges-create clear links between the fee and its purpose	City City City City City	Ongoing 12-31-13 12-31-12 12-31-12 12-31-14

Goal 4: Regional Collaboration		
Strategy 1: Leverage efforts and resources in marketing, recruitment, and addressing economic challenges.		
Actions: 1. Develop positive relationships with neighboring cities and communities 2. Develop positive relationships with and participate in relevant regional, state and federal organizations (including Tourism and State Economic assistance).	EDC/City /Chamber EDC/City /Chamber	Ongoing Ongoing

West Linn's continued desirability as a place to live is dependent upon a dynamic, thriving business community. Supporting its Business Community will allow West Linn to grow and prosper, in a manner that respects the community's values and unique quality of life. If West Linn does not support its business community and help it grow, it will certainly lose its quality of life.