

**CANBY CITY COUNCIL
REGULAR MEETING MINUTES
September 18, 2019**

PRESIDING: Mayor Brian Hodson

COUNCIL PRESENT: Tim Dale, Shawn Varwig, Sarah Spoon, Greg Parker, Trygve Berge and Traci Hensley

STAFF PRESENT: Rick Robinson, City Administrator; Joseph Lindsay, City Attorney; Jamie Stickel, Economic Development Director; Calvin LeSueur, Economic Development and Tourism Coordinator; Bryan Brown, Planning Director

OTHERS PRESENT: Matilda Deas, Irene Breshears, Carol Rosen, Jim Davis, Pat Shewer, Mark Triebwasser, Barry Johnson, Kyle Lang, John Paul Bowles, Jim Austin, Samara Phelps

CALL TO ORDER: Mayor Hodson called the Regular Meeting to order at 7 p.m. in the Council Chambers followed by the opening ceremonies.

POW/MIA Recognition Day Proclamation – Mayor Hodson read the proclamation declaring September 20, 2019 as POW/MIA Recognition Day and presented it to Irene Breshears and Pat Shewer.

Canby Tourism Plan Presentation– Jamie Stickel, Economic Development Director, gave a background on the Transient Lodging Tax that had been recently passed. Those funds were to be used for economic development. They had been awarded a grant from Travel Oregon to create a Tourism Plan. After going through the RFP process, Destination Management Advisors was chosen. An advisor/stakeholder group was put together as well and she listed the members.

John Paul Bowles, Destination Management Advisors, reviewed the Tourism Plan. The Plan included assessment inputs, product development, destination marketing, and organizational infrastructure. He explained the destination assessment process which included a review of existing plans, review of the City's assets, Canby Visitor for a Day exercise, revenue from visitors, concerns about increasing tourism, and tourism experience development. He discussed the tourism opportunities and challenges for river recreation, culinary, and agritourism. He then explained the tourism ecosystem and destination marketing as well as the marketing funnel and who was marketing Canby. He listed the destination marketing recommendations including a brand refresh/update, creating a single tourism marketing lead to coordinate with all entities and managers of external visitor communications (he recommended Calvin LeSueur, Economic Development and Tourism Coordinator), performing a marketing task audit, hiring contractors to refresh the brand, photography, and website, creating new collateral, and assisting in managing web/social media (possibly done by a rotating Canby High School intern program), Visitor Information Center should still be managed by the Chamber, monthly or quarterly tourism meeting, and the lead meeting with other tourism organizations to promote Canby. He discussed how the tourism funds could be a catalyst for bringing in state and federal funding and listed other funding sources. The next steps should be pursuing external funding for riverfront development, investing in a relationship with state parks and pursuing external funding for infrastructure improvements, hiring contractors to support grant writing, build partnerships, develop riverfront infrastructure, and engage locals as ambassadors, creating a master plan for the development of the 142 acre parcel near the Canby Ferry, monthly or quarterly tourism meeting, and meeting with tourism organizations.

Kyle Lange, Executive Director of the Canby Chamber of Commerce, thought they were in a good position to do some quick, impactful work that would not take a lot of funding. They should gather the collateral from the many different tourism groups and build an identity. The Chamber was on board and could help with the interaction with businesses, especially in providing hospitality classes.

Samara Phelps, Executive Director of Clackamas County Tourism, was supportive of the recommendations. They fit well with the strategies of the County. The advice to seek partnerships, look at what was uniquely Canby and craft an identity, and leverage funding was sound. She encouraged the Council to look at how the recommendations supported other values that they had in the community.

Councilor Parker asked if there was a policy question for the Council. Of all the information presented tonight, what was the most important to the Council?

Mr. Lange thought they should start with friends and family and working with the local community to discuss Canby as a place and form their identity on a smaller scale before they telegraphed it outwardly. They needed to get the foundation right so Canby residents would promote Canby and then they could go out to other organizations and capitalize on other resources.

Mark Triebwasser, Chair of the Parks and Recreation Advisory Board, said the Board would like to build a vibrant park system to help bring people to the City.

Calvin LeSueur, Economic Development and Tourism Coordinator, said this plan was a roadmap for staff. They were currently working on many of the recommendations and there was a lot of new opportunity right now in participating with other organizations.

Ms. Stickel said they planned to pick out some short and long term projects that they could work on and then report back to the Council on those items.

Mayor Hodson suggested looking at mid-term projects as well.

COMMUNICATIONS: None

CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS: None

MAYOR'S BUSINESS: Mayor Hodson discussed the revised proclamation process. They currently had 25 proclamations per year, and the Council thought it was too many. The Mayor would be reducing the number of proclamations and there would be only one more for this year, the Kiwanis Food and Toy Drive in December. Beginning January 2020, he would limit the number of proclamations to 6-8 per year. Proclamation requests would be forwarded to the Mayor. There would be a time on the agenda for community announcements and presentations and for those wishing to speak longer than the three minutes, they would make that request 30 days in advance.

Mayor Hodson thanked Canby Fire and Police Departments for the 911 Remembrance Ceremony. The Clackamas County Coordinating Committee would be discussing the vehicle registration fee strategic investment fund at their meeting in October. He would be pushing for improvements to County roads that were within the City limits. He attended the Parks and Recreation Advisory Board meeting where amenities for the splash pad, 2020 goals, and Ackerman project were discussed. They suggested holding a joint meeting with the Council and School Board regarding the Ackerman project.

There was consensus that before a joint meeting, that the Council hold a Work Session on the topic first.

COUNCILOR COMMENTS & LIAISON REPORTS: Councilor Dale reported on the 4.5% rate increase for Canby Utility bills. They were not increasing the rates for meter charges. He compared Canby's residential and commercial rates which were lower than most neighboring public utilities. There would be a public hearing on the rate increase in October. Canby Utility had also completed an audit of their electrical infrastructure. They had some underground feeders that would need to be replaced. The infrastructure could accommodate growth up to 2030, or 5,500 more households.

CONSENT AGENDA: **Councilor Dale moved to adopt the minutes of the September 4, 2019 City Council Regular Meeting. Motion was seconded by Councilor Hensley and passed 6-0.

RESOLUTIONS & ORDINANCES:

Resolution 1326 – Rick Robinson, City Administrator, said this was an Intergovernmental Agreement with Clackamas County to address the right-of-way from 13th Avenue to the Urban Growth Boundary. It would give the City control of the right-of-way to install improvements necessary to serve the wastewater and collection systems for new development on S Ivy. The County would pay for the 2 inch asphalt overlay on the road surface and once all of the properties were annexed into the City, the City would take jurisdiction of the road.

****Councilor Hensley moved to adopt Resolution 1326, REQUESTING AN INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF CANBY AND CLACKAMAS COUNTY RELATED TO ROAD MAINTENANCE AND PERMITTING AUTHORITY OF A PORTION OF S IVY STREET BETWEEN 13TH AVENUE AND THE SOUTHERLY URBAN GROWTH BOUNDARY. Motion was seconded by Councilor Varwig and passed 6-0.**

Resolution 1327 – Mr. Robinson explained that this was an addendum to the County's plan that addressed city-specific natural hazards and methods for mitigation. The plan was updated every five years and he explained the process of convening a task force to review and make changes to the plan. FEMA had approved the updated plan. If approved, the plan would allow the City to be eligible for emergency related funding. No public comments had been received on the plan.

****Councilor Varwig moved to adopt Resolution 1327, ADOPTING THE CITY OF CANBY ADDENDUM TO THE CLACKAMAS COUNTY MULTI- JURISDICTIONAL NATURAL HAZARDS MITIGATION PLAN. Motion was seconded by Councilor Berge and passed 6-0.**

Ordinance 1520 – ****Councilor Hensley moved to adopt Ordinance 1520, AMENDING CANBY LAND DEVELOPMENT AND PLANNING ORDINANCE, TITLE 16, OF THE CANBY MUNICIPAL CODE. Motion was seconded by Councilor Berge and passed 6-0 by roll call vote.**

NEW BUSINESS: Findings, Conclusion & Final Order TA 19-02-

****Councilor Varwig moved to adopt the Findings, Conclusion and Final Order for TA 19-02. Motion was seconded by Councilor Spoon and passed 6-0.**

Metro Transportation Bond Discussion – Mayor Hodson said this was information on projects being put forward by the County for Metro’s Transportation Bond. He listed the projects and explained the process for creation of the list.

Parks & Recreation Advisory Board Annual Presentation – Barry Johnson and Mark Triebwasser, Parks and Recreation Advisory Board members, clarified that the Ackerman project was expensive and no one knew how to move forward with it. The School District had not pulled out, but was still looking into options. They thought the project was also related to tourism as it would bring people to the City. They suggested working on Phase 1 of the Wayside Master Plan and continuing to work on the Ackerman project.

Councilor Parker thought some of the Park Development Fund should be used to bring in a consultant to create an implementation plan for the Wayside Master Plan.

Canby Housing Needs Analysis – Matilda Deas said the Analysis had not changed except for Appendix F which showed a 2.3% annual average growth rate to show what the population and housing might be under that scenario. She gave a summary of the Analysis including the process, demographic trends, future housing needs, cost burdened and severely cost burdened rates, housing deficits in the City, capacity by plan designation, land sufficiency, and recommendations and policy considerations. Canby had sufficient land to accommodate residential development in all residential plan designations except high density residential. To remedy this, 14 acres of mixed density could be re-designated to medium density residential and 26 acres of mixed density could be re-designated to high density residential. She also recommended re-designating 15 acres of mixed density to highway commercial and the remaining mixed density to low density residential. Other recommendations included re-designating private recreation to low density residential, removing the convenience commercial designation, removing residential commercial designation from all but the two RC tax lots noted in Appendix A and re-designate as per current underlying zone, and re-designating the two noted RC tax lots to high density residential. She had included a 2.3% growth scenario which showed 192 annual average new dwelling units as opposed to 119 annual average new dwelling units at a 1.6% growth scenario. She thought it would be difficult to sustain that type of growth and there would be a larger deficit of housing. Staff was asking Council to accept this as a guidance document for the City.

There was discussion regarding the effects of HB 2001 and recommended re-designations.

****Councilor Hensley moved to accept the Canby Housing Needs Analysis. Motion was seconded by Councilor Varwig and passed 6-0.**

CITY ADMINISTRATOR’S BUSINESS & STAFF REPORTS: None

CITIZEN INPUT: None

ACTION REVIEW:

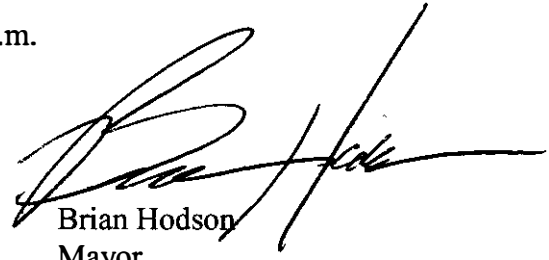
1. Approved the Consent Agenda.
2. Adopted Resolution 1326.
3. Adopted Resolution 1327
4. Adopted Ordinance 1520.
5. Approved Findings, Conclusion & Final Order for TA 19-02.
6. Accepted the Canby Housing Needs Analysis.

There was no Executive Session.

Mayor Hodson adjourned the Regular Meeting at 9:50 p.m.



Rick Robinson
City Recorder Pro-Tem



Brian Hodson
Mayor

Assisted with Preparation of Minutes - Susan Wood