

**CITY COUNCIL WORK SESSION AGENDA**

**Monday, July 26, 2021 – 1:00 p.m. to 3:00 p.m.**

Council Chambers, Garibaldi City Hall, 107 6<sup>th</sup> Street, Garibaldi, Oregon

- I. PLEDGE OF ALLEGIANCE
- II. CONVENING OF MEETING
- III. PUBLIC COMMENT: The chair may recognize public comment before the onset of business, or may recognize comment on, during or after discussing business.
- IV. CITY COUNCIL FY 2021-2022 GOALS & PRIORITIES
- IX. OTHER COUNCIL INTERESTS
- X. ADJOURNMENT

30/19/19 Council Goal Setting Workshop  
Administrative Notes

1.) Goal Setting (Potential Council Interest Areas)

Tourism – Councilman Hall  
OCSR/Port – Councilman Daniels  
CERT – Councilwoman Elmore  
Comm. Volunteering – Mayor Riggs  
Beautification/Business – Councilwoman Westerfield

Shall we set goals not only for the City at large but base goals around reaching improvements in each of these areas with Council specialization?

2.) Tourism Committee

Tourism Committee needs to be re-assessed around a structure for membership. The current membership requirements state:

“Qualifications of membership shall be established by the City Council through any combination of experience or education.”

This has left membership open-ended. We are proposing that we structure the Committee going forward around interests that are specific to the tourism industry within Garibaldi as follows:

Port of Garibaldi Representative

Oregon Coast Scenic Railway Representative

Hotel/Motel Industry Representative

Garibaldi General Business Representative

Garibaldi Museum Representative

Citizen At Large Representative (Residency Requirements – (Within City Limits/UGB/Rural FD/Property Owner)

These positions can be applied for and then approved by the City Council. It is further suggested that the Industry/Organization positions may be seats that can be shared by individuals from the same originating organization. This may help in maintaining ongoing participation as we are asking our partners for their time and input.

As the City has had this standing committee for a period of no less than nine years, we would like to have strong input on how it is structured as **we know what works and what does not**.

Another aspect of the Tourism Committee will be assigning work to the members if they have specific action items that they are interested in pursuing. Each member will be responsible for these items that fall outside the scope of our current Tourism Coordinator's job. This is due in large part to the Tourism Coordinator's designation as 50% tourism based in their job description. Keep in mind, in the coming year, the Tourism Coordinator will be gone or focused on Tourism events for the majority of February:

NW Sportsmen Show – PDX (Feb.)

Salt Water Show – Salem (Feb.)

Festival of Events – Hood River (Feb.)

and at other times of the year as follows:

NW Sportsmen Show – Bend (March)

Idaho Sportsmen Show – Boise (March)

Garibaldi Days – In house (June/July)

Portland RV Show – PDX (October)

Advertising - This is done in large part by the County and their TRT dollars. The idea behind this is to build publicity for the region, not just Garibaldi. By doing this, the County hopes that visitors will spend multiple days touring the region and spending their travel dollars in multiple locations.

Garibaldi should continue to market its specializations (fishing, crabbing, g-days, train, crab races etc.) but should at the same time, acknowledge how we fit into the bigger picture of the County's efforts. It is our hope that the Committee can work out what we are capable of accomplishing that keeps with this broader concept, and let our partners continue to market us on the bigger level. Ultimately, our marketing plan should be directed and creating the highest and best use of our TRT funds for the community, not any one specific interest or area.

### 3.) Community Hall

The Community Hall project was started over five years ago. Since that time, the project has been halted due to more pressing issues for the City. It is notable that the concept was originally developed at a time when there were few community events centers in place. Since then, the County has given out Facilities Grants which has resulted in multiple community events spaces springing up within the county.

This puts Garibaldi at a potential loss given that the idea was originally proposed when there was a greater need for spaces such as the Community Hall.

Also consider that the City will be dedicating its \$90,000+ of Franchise Fees to the estimated \$1,200,000 loan on an annual basis, effectively removing them from our income stream. We are not suggesting that there should not be a continued improvement to the Community Hall, and City Hall spaces, just that we should reconsider how we prioritize our projects with what will serve the Community best.