

CALL TO ORDER The Regular meeting of the Seaside City Council was called to order at 7:00 PM by Mayor Don Larson.

Present: Mayor Don Larson, Council President Don Johnson, Councilor Stubby Lyons, Tim Tolan, Dana Phillips, Jay Barber, and Tita Montero.

Absent: None

Also Present: Mark Winstanley, City Manager; Dan Van Thiel, City Attorney; Bob Gross, Seaside Police Chief; Russ Vandenberg, Convention Center & Visitors Bureau General Manager; Neal Wallace, Public Works Director; Joey Daniels, Seaside Fire Chief; Jeremy Ruark, Seaside Signal; and Nancy McCarthy, Daily Astorian.

AGENDA Motion to approve the October 8, 2012 agenda; carried unanimously. (Tolan/Phillips)

**INTRODUCTION –
SEASIDE POLICE
COMMUNICATIONS
CLERK**

Bob Gross, Seaside Police Chief, swore in Seaside Police Communications Clerk, Jennifer Schermerhorn congratulated her. Chief Gross introduced Ms. Schermerhorn to the City Council.

**INTRODUCTION –
SEASIDE FIRE
TRAINING/SAFETY
OFFICER**

Joey Daniels, Seaside Fire Chief, introduced the new Seaside Fire Department Training/Safety Officer, David Rankin. Chief Daniels stated Mr. Rankin had been a United States Navy Rescue Swimmer, worked as an Emergency Medical Technician (EMT) for Medix Ambulance, and worked for the Oregon Department of Forestry. Mr. Rankin was working on completing a Fire Science Degree, held many certifications, was also a Seaside Lifeguard for many years, and was an EMT Intermediate.

PROCLAMATION

Chief Gross read the Proclamation for Domestic Violence Awareness Month.

Chief Gross stated part of Domestic Violence Month was a Fun Run Walk on Saturday, October 13, 2012, in Astoria along the river walk. There would also be a Domestic Violence “Soup for the Soul, Bring Your Own Bowl” event on Sunday, October 14, 2012, 1:00 PM to 4:00 PM, at the Seaside Convention Center. There would be activities for the children and families as well as information to make children and families safer.

Mayor Larson stated Chief Gross was in charge of the Domestic Violence Awareness Program through the Public Safety Coordinating Council (PSCC) for Clatsop County.

COMMENTS – PUBLIC

Kevin O’Keane, 2525 Pine Street, Seaside, stated he was associated with the Pig n Pancake and it came to his attention that Seaside Kids were having their annual fundraiser event which was the Pancake Feed Tuesday, October 16, 2012, at the Seaside Convention Center. There was a late start on selling the tickets and Mr. O’Keane had tickets to purchase.

CONFLICT

Mayor Larson asked whether any Councilor wished to declare a conflict of interest. No one declared a conflict of interest.

CONSENT AGENDA

Motion to approve payment of the bills in the amount of \$626,922.64; and September 24, 2012, regular minutes; carried unanimously. (Lyons/Johnson)

**VACANCY –
PARKS ADVISORY
COMMITTEE**

Mayor Larson stated there was one vacancy on the Parks Advisory Committee with no applications received and asked the press to advertise the vacancy.

**HOOD TO COAST
RELAY 2013**

Felicia Hubber, 1209 SW 6th Court, Portland, stated the Hood to Coast Relay was grateful to the Seaside Community for being such a great city and host to the Hood to Coast Relay for over twenty-three years and she just wanted to thank Seaside for being such a gracious community. Ms. Hubber further stated each year a donation was presented from the Hood to Coast to the City of Seaside and this year the donation was for \$18,000.00. Ms. Hubber asked for Council’s approval in Seaside hosting the Hood to Coast Relay and Beer Gardens scheduled for August 23-24, 2013.

Councilor Phillips stated she would love to see the Hood to Coast Relay run up Broadway which would be an added focal point to the Community and an addition to the race and the runners.

Motion to approve the Hood to Coast Relay and Beer Gardens scheduled for August 23-24, 2013; carried unanimously. (Johnson/Phillips)

**PRESENTATION –
CLATSOP ECONOMIC
DEVELOPMENT
RESOURCES (CEDR)**

Kevin Leahy, Clatsop Economic Development Resources (CEDR) Director, stated CEDR was the connector of businesses in the community. Mr. Leahy further stated when he made a presentation to Council last year he thought the dialog went well and also remembered Councilor Phillips voting and stating she would like to see what happened through the next year and Mr. Leahy was very proud to recap the results of this last year. Mr. Leahy further stated the goals of CEDR were to expand, retain and recruit businesses and industry, develop existing and new industry clusters, increase per capita income, diversity the economy and promote managed economic growth through year-round family jobs, and lead delivery of professional economic development searches by bringing together the efforts of multiple organizations. Mr. Leahy further stated the Small Business Development Center (SBDC) was a well-known partnership between seventeen community colleges, two regional universities, the U.S. Small Business Administration (SBA) and the Oregon Business Development Department. (OBDD), BizCenter services were available to anyone who starts, operates, or owns a small business in Oregon. Always free and confidential and the website address was www.bizcenter.org, the Clatsop Community College Small Business Management Program now was part of the SBDC and the location continued in South County in Seaside and there were classes tomorrow evening. Mr. Leahy stated the sponsorship for CEDR consisted of Clatsop County for \$60,000.00; City of Astoria for \$7,500.00; City of Seaside pending for \$7,500.00; Warrenton for \$5,000.00; City of Cannon Beach for \$2,000.00; Sunset Empire Transportation District for \$500.00; City of Gearhart to be discussed for \$2,000.00; Pacific Power for \$5,000.00; Clatsop Community Bank for \$1,000.00; Private Sector Sponsorship to be discussed \$9,000.00; and Federal/SBDC funding for \$83,054.00. Mr. Leahy discussed the CEDR budget revenue and expenses for July 2012 to June 2013. Mr. Leahy named the CEDR Board of Directors.

Mayor Larson asked how often CEDR had meetings.

Mr. Leahy stated CEDR met every other month. The group was meeting monthly and there was a proposal to the board to meet every other month and CEDR sub-committees would be established and would meet on the alternate months. Mr. Leahy further stated the CEDR results for 2011 consisted of jobs created 30.50; jobs retained 10.50; counseled clients 173; long term clients 5+ hours 43 (target was 32); 45% of clients were from South County last year (80 clients); Counseling hours 868(target was 800 hours); Capital Formation Dollars \$378,235.00; business starts 4. Business workshops and seminars were held in Seaside and Astoria. Topics included QuickBooks, Succession Planning, Financing your Business Future, Access to Capital, Microsoft Excel, Word, Outlook, Business Plans, Constant Contact Email marketing. Total number of training events was 33 with 347 participants. 2012 YTD workshop included 9/18 Technology Summit for Social Media at Clatsop Community College Astoria Campus 60 participants with 40% from South County. Mr. Leahy further stated the current CEDR projects were CEDR Committees formed to be action oriented and results driven, CEDR website on stop shop for Business Training, Recruitment and Retention, SBDC Core Mission business counseling and training for small businesses always free and confidential, Economic Cluster Development for hospitality/tourism/retail trade/craft brewing/distilling, Historic Preservation, Forestry, Maritime, health care, manufacturing. Developing the North Oregon Coast Business Incubator concept. Opening a business in our cities and county preparing a guide with a step by step approach on how to open a business. Mr. Leahy stated CEDR was hoping to conduct a trade show January, 2013, at Camp 18, and more infrastructure type of programs, and CEDR was asked to help the Seaside Food Bank find funding for the relocation.

Councilor Tolan stated he liked the report which was an improvement from last year and that was appreciated. Councilor Tolan further stated in the situation of the long term clients 5+ hours 43 (target was 32), give an example of a client that would come in and see CEDR. Would the client come with a specific problem or would they want an assessment.

Mr. Leahy stated it depended on the client and approximately 40% of the clients that came in had not even opened a business and 60% had an existing business. Most of the clients heard about CEDR through word of mouth. When the client came in there was an assessment of what they would like to have covered in the counseling session. Mr. Leahy further stated one year ago CEDR was not that busy and the challenge was to increase the business not by a quantity standpoint but a quality standpoint with the amount of clients that were served. In the future there were plans to have a process and when a client came in to open a business there would be volunteer counseling available for the starting phase which would allow more concentration on the businesses that were growing. The largest issue for most of the businesses was the financial planning and understanding the balance sheets, marketing, and customer services. If there was not good customer service the business would fail.

Councilor Montero stated she would have liked to see not just the budget for this year but also the budget for last year. Council needed to see last years budget to see what had happened.

Mr. Leahy asked if Councilor Montero wanted to see last year's budget.

Councilor Montero stated Council was given the budget for July 2012 through June 2013 but she wanted to see last years budget. Councilor Montero further stated the Port of Astoria was on as a board member but they were not listed under the projected revenue.

Mr. Leahy stated he was working with the new port director to request the Port of Astoria support for CEDR. Mr. Leahy further stated he did have last year's budget and could email that information to the Council.

Mayor Larson asked Councilor Montero if Mr. Leahy could email the information for last year's budget.

Councilor Montero stated that would be great.

Councilor Tolan stated there was a man that attended Council meetings on a regular basis to lecture Council about the City of Seaside giving CEDR money when the County should be paying the money to support CEDR and not the cities.

Mr. Leahy stated the County currently gave CEDR \$60,000.00 a year towards economic development and those were dollars that had to be allocated to economic development and were from video poker funds and the County received a certain dollar amount. There would be a workshop next week with the County Manager and County Commissioners and CEDR would be giving a presentation along with other organizations. The County currently was one of the biggest contributors to CEDR.

Councilor Barber asked for Mr. Leahy to give his perspective of the economic forecast for the next year or so for businesses in Seaside and the North Coast

Mr. Leahy stated there were still going to be some major challenges but in working with some businesses they need to pay attention to how to run a business and was very difficult to look at a broad based number and say 'x' or 'y'. The clients that were taking advantage of CEDR and taking classes that were offered would be more successful. There were certain industries that were looking to grow in the County like in Astoria for the brewery and distillery side of the business. One challenge that was faced was what could attract more business in the cities and the County. There was no satisfaction in seeing the empty businesses and businesses need to focus on customer service and the pricing. Mr. Leahy further stated from what he had seen, things should stabilize or get better in the cities and county.

Councilor Tolan asked if there had been any effort made to seek out businesses for the Warrenton Business Park because of the land that was available.

Mr. Leahy stated not so much the Warrenton Business Park area but more towards working with the County on the North Coast Business Park. The Warrenton Highlands for example was asked to participate in a franchise forum a few months ago and also secure leases for businesses interested.

Councilor Montero stated Mr. Leahy just stated he was charged by the County to fill that area.

Mr. Leahy stated not to fill but to market the area.

Councilor Montero asked if the County paid for those services.

Mr. Leahy stated the County was contributing \$60,000.00 to CEDR and \$20,000.00 of that contribution they were looking at bargaining towards more efforts t on marketing or leasing of the Northwest Business Park. Mr. Leahy stated the dollar amount was the same which was \$60,000.00 but there were no additional funds coming from the County.

Councilor Montero stated in looking at results of jobs created, jobs retained, counsel clients and business starts, one thing that would help was to be able to put a face with some of that even with some of the information being very confidential. There were four new businesses and it would be helpful to know which businesses came to the area because CEDR helped them.

Mr. Leahy stated CEDR worked with businesses hoping to open a business, and CEDR had been working with them on finances and marketing of the business. Mr. Leahy further stated he would be happy to provide that information.

Councilor Phillips stated that would help to formulate in her mind making sure that the \$7,500.00 that CEDR was asking the City of Seaside for would give the City that much bang for the buck. Councilor Phillips understood the importance of CEDR and needed more facts. Councilor Phillips further stated Councilor Montero was correct in what she was saying.

Mr. Leahy stated CEDR was a voice for the entire County.

Mayor Larson stated Councilor Tolan made a good assessment that this years report was much better then last year. The other part of that was every time the Mayor went somewhere Mr. Leahy was there and it was obvious that he was very active in the community and meeting with people. Mayor Larson asked if Council wanted to act on the proposed \$7,500.00 contribution for CEDR.

Councilor Phillips stated she would prefer not to.

Councilor Barber suggested adding it to the agenda for the City Council meeting October 22, 2012.

Mayor Larson asked staff to add it to the agenda October 22, 2012.

Councilor Phillips stated she was unable to attend the Council meeting October 22, 2012.

PUBLIC HEARING

This was the duly advertised time and place to hold a public hearing regarding a Resolution of the City of Seaside, Oregon, Accepting the Completion of the Venice Park Local Improvement District for the Improvement on a portion of Pine Street and Portions of 25th Avenue by the Paving of Asphaltic Concrete, Installation of Storm Sewer Main and Construction of Concrete Valley Gutter to Handle Drainage as Required by City Standards.

Mark Winstanley, City Manager, stated when a Local Improvement District (LID) was formed and the project was finished the process was more formalized then a regular construction project the City would be involved in. When the City did reconstruction of a street the project went out to bid and received bids, Council awarded the bid, the project was completed, and Council approved the final on the project and released the retainage. When a LID was done the City went through great pains to make sure the people that were directly affected would know what was going on and would be given the opportunity to speak. The LID was a more formal process and there was a resolution that basically said the City was declaring construction was completed. There was a public hearing for those people who would be directly affected by the LID and wanted to speak publically because they approved of the project or had concerns with the project. If there were concerns with the project, Council may ask staff to look into those concerns before the resolution was approved. As soon as Council approved the resolution and completion the City would move to the next step which would be to bring the final proposed assessment before the Council in an Ordinance. The City would also provide property owners with a final proposed assessment and give the property owners an opportunity to come and speak before the Council concerning the assessment.

RESOLUTION #3781

A RESOLUTION OF THE CITY OF SEASIDE, OREGON, ACCEPTING THE COMPLETION OF THE VENICE PARK LOCAL IMPROVEMENT DISTRICT FOR THE IMPROVEMENT ON A PORTION OF PINE STREET AND PORTIONS OF 25TH AVENUE BY PAVING OF ASPHALTIC CONCRETE, INSTALLATION OF STORM SEWER MAIN AND CONSTRUCTION OF CONCRETE VALLEY GUTTER TO HANDLE DRAINAGE AS REQUIRED BY CITY STANDARDS

Mayor Larson opened the public hearing.

Mr. O'Keane asked when property owners of the LID would find out how much the assessment would be.

Mr. Winstanley stated once Council declared the project completed and approves the resolution, the contractor would be paid which would finalize the cost of the project. Staff would add up the cost involved with the project and the assessment would be levied based on the methodology Council agreed to which would be equal across the different properties. The City would send the property owners a notice with the proposed assessment and that Council would be holding another public hearing and at that public hearing the assessments could be discussed with Council if there were concerns with the assessments.

Merlin Humpal, 2481 Oregon Street, Seaside, asked if all the property owners were notified about the project and had an opportunity to speak.

Mr. Winstanley stated there were notices sent out to every property owner on the assessment list.

There were no more public comments and the public hearing was closed.

Mayor Larson asked for Council comments.

Councilor Montero stated would this be the time, tonight for a property owner to speak up if they had concerns with the project so Council could make a decision on approving the final on the project or not.

Mr. Winstanley stated that was correct and the property owners had been notified about the public hearing.

Motion to read Resolution #3781; by title only; carried unanimously. (Tolan/Phillips)

Motion to adopt Resolution #3781; carried unanimously. (Johnson/Barber)

**VACANCY –
AIRPORT COMMITTEE**

Mayor Larson stated there was one vacancy on the Airport Committee with the resignation of Wally Hamer. Mayor Larson asked the press to advertise the vacancy.

**VACANCY –
PLANNING COMMISSION**

Mayor Larson stated there were two vacancies on the Planning Commission with two term expirations from Tom Horning and Bill Carpenter who wished to be reappointed. Mayor Larson asked Council what they wished to do.

Motion to reappoint Tom Horning and Bill Carpenter to serve on the Planning Commission; carried unanimously. (Barber/Montero)

The term expiration for Tom Horning and Bill Carpenter would be November 1, 2016.

**VACANCY –
CONVENTION CENTER
COMMISSION**

Mayor Larson stated there were two vacancies on the Convention Center Commission with two term expirations from Roger Schultz and Seth Morrissey who wished to be reappointed. Mayor Larson asked Council what they wished to do.

Motion to reappoint Roger Schultz and Seth Morrissey to serve on the Convention Center Commission; carried unanimously. (Phillips/Lyons)

The term expiration for Roger Schultz and Seth Morrissey would be October 25, 2016.

**COMMENTS - STUDENT
REPRESENTATIVE**

Kegan Wallis, Student Representative, stated there was an advocate for Rachel's Challenge who came to speak at Seaside. Rachel's Challenge was an anti-bullying campaign named after the first victim of the Columbine High School shooting. There was a video that was shown of the shooting and that was very emotional.

Mayor Larson stated Seaside has homecoming.

Mr. Wallis stated the Seaside High School Football team won the homecoming game against Tillamook but lost the football game to Banks.

COMMENTS – COUNCIL

Councilor Phillips stated Rachel's Challenge had quite the impact on the students of Seaside but also the Community.

Councilor Montero stated the same week that Rachel's Challenge was taking place in Clatsop County the Tongue Point Job Corp Center spent two days showing a film to all students called a "Search for Kindness". How would students deal with bullies in school and the many things that could directly relate back to the cause of being bullied by children and adults?

Councilor Lyons stated Jeremy Ruark the Seaside Signal Editor would be leaving the area and had done a marvelous job in Seaside.

Mr. Ruark thanked the City Council for all the time and interviews that had been given.

Mayor Larson thanked Mr. Ruark.

Councilor Barber stated Mr. Ruark had left Seaside once and was welcome to come back. Councilor Barber congratulated Rotary on the great auction which collected quite a bit of money for a good cause.

Mayor Larson stated Councilor Johnson, Mark Winstanley, Dan Van Thiel, and himself, attended the League of Oregon Cities in Salem and there were some good discussions at the conference. Mayor Larson further stated the Seaside City Council Goal Setting Session was scheduled for January 18-19, 2013 and would go until Council was finished.

Chuck Minor, Chamber of Commerce Board of Directors President, stated the Seaside Chamber of Commerce awards would be Friday, October 12, 2012, at the Shilo Inn. Mr. Minor further stated the Seaside Chamber Community Foundation donated \$5,500.00 to the American Legion for the Community Christmas Basket Program. Mr. Minor further stated the Mayor's Rugby Cup would be held Saturday, October 20, 2012, and Seaside's Got Talent at the Seaside Convention Center Sunday, October 21, 2012.

Mayor Larson stated Council had a workshop scheduled for Monday, October 15, 2012, 6:30 PM, with Western Oregon Waste (WOW).

COMMENTS – STAFF

Chief Gross stated the Seaside Police Department was in the process of hiring a Seaside Police Sergeant to replace Jason Schermerhorn.

Neal Wallace, Public Works Director, stated Kevin Cupples, Planning Director, and himself would be heading to Newport on Friday, October 12, 2012, to participate in a joint United States, Japan Tsunami program with representatives from Japan that had been through the response and recovery phase.

Chief Daniels stated the City of Seaside was still in a complete burn ban.

Russ Vandenberg, Convention Center & Visitors Bureau General Manager, stated the Convention Center Commission meeting was Wednesday, October 17, 2012. Mr. Vandenberg further stated the Visitors Bureau had a new roof and new pillars added to the front of the building.

Mr. Winstanley stated the Transportation Advisory Commission meetings were scheduled for the third Thursday of each month at 6:00 pm. Mr. Winstanley further stated he was not sure if there would be a meeting scheduled for October since notices needed to be sent out to members but there would be a meeting scheduled for November.

ADJOURNMENT

The regular meeting adjourned at 8:12 PM.

Kim Jordan, Secretary

DON LARSON, MAYOR