

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, June 10, 2008

<p>MEMBERS PRESENT Margot Crow Carolyn Gorsuch Tim Hay Marcine Hays Frank Howard Alice Morton Mike Mosar Kevin Thomas</p>	<p>MEMBERS ABSENT</p> <p>STAFF PRESENT Kelley Jacobs, Budget Analyst</p>
<p>GUESTS Lisa Snively, Salem's Riverfront Carousel Karin Putnam, Willamette Art Center Donna Reid, Festival Chorale Chris McCartney, West Salem Business Assoc. Amy Vandegrift, Marion County Historical Society Pam Vorachek, A. C. Gilbert Discovery Village Debbie McCune, SCVA Angie Morris, SCVA</p>	<p>GUESTS John Olbrantz, Hallie Ford Museum of Art Don Drake, Salem Art Association Darlene Strozut, City of Salem Budget Committee Carl Harbaugh, Willamette Valley Street Rods Mike Morrison, South Salem Rotary Mona Hayes, Salem Multicultural Institute Ross Swartzendruber, Mid-Valley Video Festival Keni Sturgeon, Mission Mill Museum Nancy Stockdale, Oregon Symphony in Salem</p>
<p>1. CALL TO ORDER With a quorum present, Chair Crow called the meeting to order at 5:34 p.m.</p>	
<p>2. ROLL CALL All members present.</p>	
<p>3. APPROVAL OF MINUTES a. May 13, 2008 – Ms. Morton moved to approve the minutes as provided. Ms. Hays seconded. THE MOTION TO APPROVE THE MINUTES OF THE MAY 13, 2008 MEETING PASSED, MEMBER GORSUCH ABSTAINED.</p>	
<p>4. ITEMS REQUIRING ACTION There were no items requiring action provided in this section of the agenda.</p>	
<p>5. INFORMATION ITEMS a. Cultural and Tourism Fund FY 2007-08 Status Report as of May 31, 2008 – Staff briefly reviewed the financial status report for the period ending May 31, 2008. Through the period, tax revenue was realized at a 4.4 percent increase over the same period in the prior fiscal year. Staff noted revenues continue to trend lower than anticipated in the adopted budget. Expenditures in the fund were at levels expected for the period. b. Proposed Adjustments to Annual Work Plan – Staff reviewed proposed adjustments to the CTPAB's approved work plan for 2008-2009. The adjustments to the work plan</p>	

recommended by staff include adding the TOT revenue bond discussion, appointing and orienting new members and SCVA's orientation during June; shifting the marketing discussion to July; and shifting the review of the FY 08-09 funding application process to August. Mr. Hay moved staff recommendation. Mr. Thomas seconded. **THE MOTION TO MAKE THE STAFF RECOMMENDED ADJUSTMENTS TO THE CTPAB'S APPROVED WORK PLAN PASSED UNANIMOUSLY.**

- c. **Report to the City of Salem Budget Committee – TOT Revenue Bonds** – Staff reviewed the report provided to the City's Budget Committee on May 14 in response to a question from Budget Committee Member Dan Clem. Review of the report preceded the work session on the same topic.
- d. **CTPAB Orientation for SCVA** – Staff noted the CTPAB orientation for the SCVA Board of Directors was scheduled for Wednesday, June 25, 3:00 pm at Mission Mill. CTPAB members were encouraged to attend.

6. WORK SESSION – TOT Funding Discussion

Chair Crow introduced the work session, indicating its purpose was to discuss the impact of using TOT revenue to back bonds to fund park expansions, specifically, the softball fields at Wallace Marine Park. It was noted that no decision has been made by City Council to issue TOT-backed revenue bonds. The work session was prompted by a question posed by Budget Committee Member Dan Clem. Chair Crow initiated a discussion regarding the impact of backing revenue bonds in the fund and the amount of funding that would need to be allocated to pay debt service and support a required reserve. As part of the discussion, Chair Crow asked CTPAB members to review current allocations in the Cultural and Tourism Fund budget that could be offered as potential reductions if the City Council decided to issue revenue bonds.

During the work session, CTPAB members and meeting guests discussed alternatives for raising revenue as opposed to recommending reductions. The following is the list of revenue-related alternatives and recommended actions discussed at the work session.

- Exploring the option of increasing the transient occupancy tax rate from nine percent to ten percent and designate the revenue resulting from the increase to fund park expansion
- Offering the opportunity for companies to pay for naming rights for each field at Wallace Marine Park as a means to increase revenue
- Selling advertising signage for the outfield fences at each field, including permanent and drape over signage
- Offering DVD/video recordings of softball games wherever allowable within agreements with the American Softball Association
- Performing a market analysis to determine the need to expand softball fields at Wallace Marine Park
- Exploring appropriate timing to issue revenue bonds based on the condition of the fund
- Exploring other park and recreation funding options like the bond measure in 2002.

It was moved by Mr. Mosar to provide the recommendations discussed at the work session to the City Council for consideration. Mr. Hay seconded. **THE MOTION TO PROVIDE THE REVENUE BOND WORK SESSION RECOMMENDATIONS TO THE CITY COUNCIL PASSED UNANIMOUSLY.**

7. APPEARANCE OF INTERESTED CITIZENS

8. ADJOURNMENT

With no further business, Chair Crow adjourned the meeting at 6:45 pm. The next meeting will be **Tuesday, July 8, 2008** at 5:30 p.m.

Respectfully Submitted,

Kelley Jacobs
Board Staff Support