

**ASHLAND CITY COUNCIL
BUSINESS MEETING
MINUTES
May 16, 2023**

I. Executive Session

Mayor Graham, Councilor Hyatt, Bloom, Kaplan, DuQuenne, and Hansen were present. Staff present: City Manager Joe Lessard, Deputy City Manager Sabrina Cotta, Acting City Attorney Doug McGeary, Assistant City Attorney Carmel Zahran, Parks Commission Chair Rick Landt, Parks Commissioner Justin Adams, Jim Bachman, and Leslie Eldridge were present. Councilor Jeff Dahle was absent.

Council, the Commission, and staff discussed the following items:

1. To conduct deliberations with persons the City of Ashland has designated to negotiate real property transactions pursuant to ORS 192.660(2)(e).
2. Consultation with the City Attorney on current or likely litigation pursuant to ORS 192.660(2)(h).

II. CALL TO ORDER

Mayor Tonya Graham called the meeting to order at 6:08 p.m.

1. Land Acknowledgement

Councilor DuQuenne read the land acknowledgement.

III. PLEDGE OF ALLEGIANCE

Councilor Hyatt led the Pledge of Allegiance.

IV. ROLL CALL

Mayor Graham, Councilor Hyatt, Bloom, Kaplan, DuQuenne and Hansen were present. Councilor Dahle was absent.

V. MAYOR'S/CHAIR OF THE COUNCIL ANNOUNCEMENTS

Mayor Graham announced the Historic Preservation awards and events.

Mayor Graham recessed the meeting at 6:10 p.m. The meeting resumed at 6:26 p.m.

VI. APPROVAL OF CITY COUNCIL MINUTES

1. Minutes of the May 23, 2022, Special Meeting
2. Minutes of the May 1, 2023, Study Session
3. Minutes of the May 2, 2023, Business Meeting

Councilor Hyatt/Kaplan m/s to approve the minutes of the May 23, 2022, Special Meeting, the May 1, 2023, Study Session, and the May 2, 2023, Business Meeting.

Roll Call Vote: Councilor Hansen, DuQuenne, Hyatt, Bloom, and Kaplan, YES. Motion passed.

VII. SPECIAL PRESENTATIONS

1. Travel Ashland Quarterly Report

Katharine Cato, the Director of Travel Ashland. And Tammi Mendels, the manager of the Travel Oregon Welcome Center provided the following presentation (see attached):

<ul style="list-style-type: none">• Quarterly Report January – April 2023• Contents• Travel Ashland’s role and work• A track record of positive impact• Where we are now• Program Analytics – Earned Media Coverage January-April 2023• Website and Social Analytics – Website Metrics• Social Metrics• Social Posts with high reach Sprint 2023• Key Takeaways• Paid Media Performance• Search January – March 2023• Search Highlights• Search Creative Examples• YouTube January – March• Display January – March• Winter Wine & Culinary – Wanderers• Winter Wine & Culinary – Quick Escapes• Outdoor Enthusiasts – Ski• Basecamp Crater Lake – Winter – Outdoors• Family Getaways Winter Outdoors• Family Getaways Winter	<ul style="list-style-type: none">• March Events• Display – January – March Placement Examples• PTA: Polygonal Targeted Audiences• We Invite You Back December – February• PTA – Performance – January – February – Display• PTA – Performance – January – February – Social• Welcome to Winter – PTA & Display• Our current display campaigns include...• Destination Friends – General – Late Spring• Oregon Wine Month – May 2023• Wanderers-Outdoor – Fishing – Late Spring• Lodging Industry Statistics: January – March 2023• Culinary Industry Statistics• Ashland Mystery Fest October 20th – 22, 2023• Travel Ashland Advisory Committee• Thank you!
--	---

VIII. CITY MANAGER REPORT

City Manager Joe Lessard reviewed the Look Ahead.

IX. PUBLIC FORUM

Kelly Marcotulli/Ashland/Spoke about the webinar and resolution she had sent to council earlier concerning studies on 5G. She wanted to be on an ad hoc committee regarding 5G.

David Wick/Ashland/Spoke from a document he submitted into the record regarding Ashland as a City of Peace (see attached).

X. CONSENT AGENDA

- 1. Housing and Human Services Advisory Committee Appointments**
- 2. Climate and Environment Policy Advisory Committee Appointments**
- 3. Planning Commission Appointment**
- 4. Liquor License Approval for CU2.0 (DBA "Resistance Wine Company") at 322 Pioneer St. N.**
- 5. Liquor License Approval for Pasta Piatti, Inc. (DBA "Pie & Vine ") at 358 E. Main St.**
- 6. Liquor License Approval for White House "Bridal, Inc. (DBA "Charlotte's Weddings") at 37 N. Main St.**
- 7. Liquor License Approval for Sauce Whole Foods Café at 1640 Ashland St.**

Councilor Bloom/DuQuenne m/s to approve the Consent Agenda. Roll Call Vote: Councilor Kaplan, Hyatt, Hansen, DuQuenne, and Bloom, YES. Motion passed.

XI. PUBLIC HEARINGS - none

XII. UNFINISHED BUSINESS - none

XIII. NEW BUSINESS

1. Emergency Traffic Routes and Non-Congregate City Facilities Security Camera Policy

City Manager Joe Lessard provided background and explained this was a proposal to establish a policy to monitor locations during emergency events or for general security purposes. It was not intended for general congregate locations.

Public Works Director Scott Fleury referenced the maps in the council communication deemed critical locations to monitor. Staff had recently met with Ashland Mine Road residents who were interested in an emergency evacuation route with cameras as well. The camera system would eventually connect through the Oregon Department of Transportation's Trip Check system and could be used on a regional level. The general locations for cameras were major collector arterial roadways like Oak Street, Tolman Creek Road, Siskiyou Boulevard, Ashland Street, and the overpass at Ashland Street Clay Street. He confirmed the cameras would not be used for traffic citations, only to monitor traffic conditions. The cameras would not be connected to the radar database for patrol.

Mr. Fleury responded to a question regarding costs. Camera prices varied. Each department that wanted a camera installed would have it in their budget. This was a recent request, so costs were not factored into department budgets yet. However, there was grant funding for security camera installation through CIS.

If citizens were unable to access the cameras through Trip Check, they could view it via YouTube. Staff would coordinate with the Innovation Technology team regarding YouTube access.

Mr. Lessard explained the current policy had council approving camera locations on a case-by-case basis. Anything that did not match the policy would come through Council.

Mr. Fleury confirmed staff had only looked at primary routes and had not considered other locations at this time.

Public Comment

Morgan Strickland/Ashland/Represented the Ashland Mine Road neighborhood. Having cameras would benefit the 130 households that had only one way out. They wanted several cameras set up in the neighborhood.

Martin Elderidge/Ashland/Lived in the Ashland Mine Road neighborhood and provided camera and converter box costs. Currently, there was an Airbnb on the Billings Ranch property that would require a mask over in that direction.

Councilor Hansen/Bloom m/s to approve the proposed Emergency Traffic Routes and Non-Congregate City Facilities Security Camera Policy. DISCUSSION: Councilor Hansen commented that the cameras would allow people to plan in case of an emergency. The investment was small relative to the value. Councilor Bloom thought it was an easy common-sense solution. Councilor Kaplan noted how the Ashland Mine Road neighborhood were proactively working together. Councilor DuQuenne appreciated working together, and that the speakers shared camera costs. Mayor Graham thought it was a good start.

Roll Call Vote: Councilor Kaplan, Hyatt, Hansen, DuQuenne, and Bloom, YES. Motion passed.

2. Class Special Procurement Sourcing Method Approval for Asphalt Patching

Public Works Operations Deputy Director Mike Morrison worked with the purchasing manager to put the procurements together. All the procurements were efficiency gains. Public Works Director Scott Fleury explained item #5 was a line item in the Wastewater Treatment Plant operations budget. He went on to confirm council was the local contract approving board.

Councilor Hyatt/Hansen m/s the approval of the special procurement process outlined for Asphalt Patching services, which ensures greater efficiency across city departments, and streamlines navigating such patch sourcing in the course of city service delivery.

DISCUSSION: Councilor Hyatt valued staff being cost conscious and noted it did not negate the competitive process. Councilor Hansen agreed. **ROLL CALL VOTE: Councilor DuQuenne, Hansen, Hyatt, Bloom, and Kaplan, YES. Motion passed.**

3. Class Special Procurement Sourcing Method Approval for City Bulk Fuel

Public Works Operations Deputy Director Mike Morrison explained this would allow staff to bid out the fuel as needed and was another efficiency gain.

Councilor Hyatt/Bloom m/s the approval of the special class procurement method for bulk fuel purchases. ROLL CALL VOTE: Councilor Kaplan, Hyatt, DuQuenne, Bloom, and Hansen, YES. Motion passed.

4. Class Special Procurement Sourcing Method Approval for Firefighter Health and Cancer Screenings

Fire Chief Ralph Sartain explained the Fire Department had accepted the fund and this was a for the request for proposal process. Chief Sartain described how firefighters were at a higher risk of cancer and heart disease due to the exposure of fire toxins, the type of foam used, as well as the poly carbons in turnouts.

Councilor Hyatt/ Bloom m/s the approval of the contract-specific special procurement process for Firefighter Health and Cancer screenings and to award the public contract to 1582, LLC directly. DISCUSSION:

Councilor Hyatt thanked staff and noted the flexibility of the department through the procurement process deserved mention. This was a regulatory requirement, was appropriate, and the right thing to do. Councilor Bloom agreed. Mayor Graham noted there was research for safer products for firefighters.

Roll Call Vote: Councilor Bloom, DuQuenne, Hansen, Kaplan, and Hyatt, YES. Motion passed.

5. Class Special Procurement Sourcing Method Approval for SNF Polydyne (Liquid Polymer)

Public Works Operations Deputy Director Mike Morrison explained this would allow staff to purchase the chemical directly.

Councilor Hyatt/Bloom m/s the approval of the contract specific, special procurement for liquid polymer in support of WWTP operations and approve the contract be awarded to SNF Polydyne with a term of July 1, 2023, through June 30, 2028. DISCUSSION:

Councilor Hyatt commented on the Public Works Departments efforts to be cost conscious, efficient and effective. Councilor Bloom supported the request. **Roll Call Vote: Councilor Kaplan, DuQuenne, Hyatt, Hansen, and Bloom, YES. Motion passed.**

6. Class Special Procurement Sourcing Method Approval for Vehicle and Equipment Repairs and Maintenance

Public Works Operations Deputy Director Mike Morrison explained this would allow Fleet Maintenance to bypass the three-bid process for issues like transmission repair. It was more efficient to go to one repair facility.

Councilor Hyatt/Hansen m/s the approval of a special class procurement method for specialized vehicle and equipment repair and maintenance that ensures safe operation of city assets and continuity of services with the least disruption possible to the community. DISCUSSION:

Councilor Hyatt commented it went to safety and continuity of operations.

Councilor Hansen thought it made sense. Councilor DuQuenne thanked staff for providing

the fiscal impact in the council communication. Mr. Morrison thanked Purchasing Manager Kariann Olson for her work on the council communications. **Roll Call Vote: Councilor Hyatt, Hansen, Bloom, DuQuenne, and Kaplan, YES. Motion passed.**

XIV. ORDINANCES, RESOLUTIONS AND CONTRACTS

1. Resolution 2023-09 Adopting Financial Management Policy Updates

Deputy City Manager Sabrina Cotta explained this was an update to the Financial Management Policies to change the General Fund from 20% to 16.67% per the Government Finance Officers Associations guidelines. It also dissolved funds in the Parks and Recreation Fund, Central Services Fund, Health Benefits Fund and Park Equipment Fund. The following funds will be added, SDC Street Fund, Tourism Fund, Housing Fund, SDC Water Fund, SDC Wastewater Fund and SDC Stormwater Fund. Ms. Cotta clarified the Housing Trust Fund was not a trust, so they were changing the name. It would not change the process for how the funds were utilized.

These changes would free up more cash to be utilized while preserving an appropriate amount in the ending fund balance. The proposed budget had the 16.67% already in there. If council approved, there would be no issues with the Citizens Budget Committee. Not approving the resolution would cause issues. Each fund had their own policy attached. This realigned the ending fund balance policy and allowed more services. It pertained to the general fund only. There were multiple departments within the general fund.

Councilor Kaplan supported reducing the minimum unassigned fund balance in the general fund but wanted a similar analysis for the other funds. As of March 31, 2023, there was a total of \$52million unassigned balance. He thought there was a more efficient way to mitigate volatility without creating a large unassigned fund balance. He was not prepared to support a policy that kept a minimum fund balance. Ms. Cotta explained it was one way to save money over time for large projects. Having 25% set for the electric fund was an industry standard, and what the rate consultants recommended. They can be adjusted but it would require a deeper dive and could affect the city's credit rating, the ability to bond and get debt.

Ms. Cotta confirmed having the SDC accounts broken out was an outcome from the special called meetings in May 2022. She went on to explain how carry over happened. It was industry standard to have carry over in perpetuity and used for projects. Cities were required to have a minimum carry over. This ending fund balance would not affect the carry over.

Councilor Kaplan was not ready to support the policy. He was convinced it was appropriate and wanted more information. It was excessive and there were other ways to manage ending fund balances. Mayor Graham confirmed these were line-item changes in the budget presented to the Citizens Budget Committee. If council did not pass the resolution, it would result in further cuts to the budget before their meeting that Thursday.

Councilor Kaplan questioned why it had to be resolved by Thursday. It was something that needed to be loaded before the end of the fiscal year or change the policy. He thought the enterprise fund level was increased to 25% December of 2020. Mayor Graham explained the reason this item was before the council at this time was that the Citizens Budget Committee was not authorized to create policy. Putting forward a budget that required the council to change policy is not advised. Council needed to consider the policy change ahead of time, so the Citizens Budget Committee knew it was supported by council. If council voted no tonight, their assumptions of which that budget is built must be changed in time for Citizens Budget Committee to have adequate time to discuss the cuts made. That was why Thursday was the deadline. If it came to council afterwards and council said no, there would be an impasse and significant changes to the budget.

Finance Director Mariane Berry further clarified the decision for council was the addition and dissolution of funds added or taken out and related only to the general fund changing from 25% to 16.67%. All other funds remain the same as approved previously. Ms. Berry reviewed the decision and validated the 16.67% was a legitimate decision. In working capital, carryovers were a natural occurrence in every government entity. The 16.67% was also supported by the GFOA. This was also discussed with the city's financial advisors. This would be the only change to the ending fund policy. Staff were willing to go back and look at the others but for tonight, the budget currently proposed was based on the 16.67%.

Councilor Kaplan suggested approving that piece of the policy or as presented but with a firm commitment to bring back a review of the entire fund policy by a date certain.

Mayor Graham explained the reason there was no additional information about the other fund balances was that they were not the ones on the table. This policy was approved by a prior council at the end of 2020. They would not expect to have a deeper dive into elements that were not changing. Council could modify the motion or do two separate motions.

Councilor Bloom/Hyatt m/s to adopt the updated Financial Management Policies and the General Fund Balance Policy to 16.67%. DISCUSSION: Councilor Bloom thought it was clear this only affected the general fund balance policy. He was comfortable moving forward and having a separate discussion about the other funds later. Councilor Hyatt supported the primary purpose to change the policy balance to 16.67% but thought it was important the SDC were broken out for clarity and that the house trust name change occurred.

Councilor Hyatt/Kaplan m/s to amend the motion to include an examination of all ending fund balances and review those funds with a required ending fund balance policy by July 30, 2023.

Councilor Hyatt withdrew the amendment.

Councilor Kaplan explained it was about the minimum unassigned fund balance having a remedy if the balance dropped below that minimum.

Councilor Kaplan/Hyatt amended the motion to have a fuller discussion of minimum unassigned fund balance policies by July 31, 2023. Roll Call Vote on Amendment: Councilor Kaplan, DuQuenne, Bloom, Hansen, and Hyatt, YES. Amendment passed.

Further DISCUSSION on the main motion: Councilor Bloom thought the amendment made sense and appreciated the compromise. Mayor Graham thought it was prudent.

Roll Call Vote on the main motion: Councilor Hyatt, Kaplan, Hansen, Bloom, YES; Councilor DuQuenne, NO. Motion passed 4-1.

XV. OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS

1. 2023-2025 BN Budget Funding Priorities

City Manager Joe Lessard spoke to the Council Priorities – Unfunded Needs slide (see attached) and wanted to ensure staff had identified the priorities correctly.

Councilor Hansen/Bloom m/s to approve this re-prioritized list for staff.

DISCUSSION: Councilor Hansen commented they were all in agreement that defending the community against wildfire and structure fire was a top priority. There were other goals they wanted and there was a budget process not approved and an election result that would provide direction on funding. He supported the list. Councilor Bloom added the fire department and marshal needed to be funded. If the measure does not pass, these will continue to be unfunded needs. Council needed to remember their commitment to the public going forward. **Roll Call Vote: Councilor Kaplan, Hyatt, Hansen, DuQuenne, and Bloom, YES. Motion passed.**

Deputy City Manager Sabrina Cotta explained there was money appropriated for an electrification conservation program. Staff proposed \$1million towards electrification initiatives. Councilor Kaplan clarified it should be energy efficiency or electric energy efficiency focused, not just electrification and spoke in support of the future program. Mr. Lessard would come back with recommendations. This would be part of the Electric Department effort.

Ms. Cotta went on to clarify the money would come out of the Electric funds ending fund balance. She recommended appropriating it now, otherwise they would have to wait for the next biennium. Mr. Lessard confirmed the conservation budget was \$2million in the Electric Utility for the biennium.

Councilor Hansen asked why this information was not included in the packet. May Graham responded this was a follow up from the study session the night before.

Electric Director Tom McBartlett explained half of the conservation budget was rate funded and the other half funded by the Bonneville Power Administration. This was increasing the rate revenue portion of that conservation budget with an earmark for electrification energy efficiency projects.

Councilor Hansen/Kaplan m/s to accept this increase in the energy conservation budget.

DISCUSSION: Councilor Hansen thought it was great the city was increasing a good program and making it better. Councilor Kaplan was pleased to support the motion. Councilor Bloom agreed with the motion but was frustrated it was not on the agenda. In the future, he wanted items included on the agenda. Mayor Graham thought it was an important next step and allowed the city to do the work using money leveraged from federal government, and potentially from the loan program they have applied for. It was a different way of operating.

Roll Call Vote: Councilor Bloom, DuQuenne, Hansen, Hyatt, and Kaplan, YES. Motion passed.

2. Early Learning Ad Hoc Committee

Councilor Hyatt provided the background on the new ad hoc committee. She drafted the ad hoc committee charge. The mission, goal, and value statement tied in with what council had drafted. She walked council through the document.

Councilor Bloom noted how difficult it was finding childcare and early learning. He was looking forward to what they come back with. Councilor Kaplan agreed. It was critically important for our community. He suggested adding exploring ways to make the information and resources available as they become accessible. Councilor Hyatt agreed to add the Jackson County Early Learning HUB list of providers. The Chamber of Commerce also had a list that needed updating. She would include where to find resources in the charge.

Councilor Hansen/DuQuenne m/s to adopt this document as an organizational charge for the Early Learning ad hoc Committee.

DISCUSSION: Councilor Hansen appreciated the item being brought forward. This was a national problem. There were economic opportunities. The ability to find quality childcare and be able to go to work was huge. Councilor DuQuenne was grateful. It was much needed and overdo. This was an opportunity for people who lived and worked in Ashland. Councilor Hyatt thanked council for their support and the city administration for being an engine. It would take a team. By taking care of our children, we take care of families and community. This was an excellent way to go.

Roll Call Vote: Councilor Bloom, DuQuenne, Kaplan, Hansen, and Hyatt, YES. Motion passed.

3. Oregon Urban Rural Community Forestry Project Presentation

Executor Director Mike Oxendine of Oregon Urban Renewal Forestry described his not-for-profit organization. He was in the process of applying for IRA grant funding that would enable his agency to work with every municipality in three counties and 123 K-12 schools to help create master plans. He corrected a statement made the night before and confirmed that Ashland did have a canopy assessment. He was there to request a non-binding partnership agreement that would be attached to his grant application.

Cat Gould/Ashland/Served on the Tree Management Advisory Committee and was a new member of CEPAC. She spoke in support of Mr. Oxendine's letter and the services his organization could provide. She went on to explain the benefits of tree canopies.

Councilor Bloom/Kaplan m/s to direct staff to a draft letter of support for the Oregon Urban Renewal Forestry organization for their grant application. DISCUSSION: Councilor Bloom liked the presentation and wished Mr. Oxendine the best. Councilor Kaplan thought the presentation yesterday was educational and compelling. **ROLL CALL VOTE: Councilor Hansen, Hyatt, DuQuenne, Kaplan, and Bloom, YES. Motion passed.**

XVI. ADJOURNMENT OF BUSINESS MEETING

Councilor Bloom/DuQuenne m/s to adjourn the meeting at 9:00 p.m. Voice Vote: ALL AYES. Motion passed. The meeting adjourned 9:00 p.m.

Respectfully Submitted by:

Attest:

City Recorder Melissa Huhtala

Mayor Tonya Graham

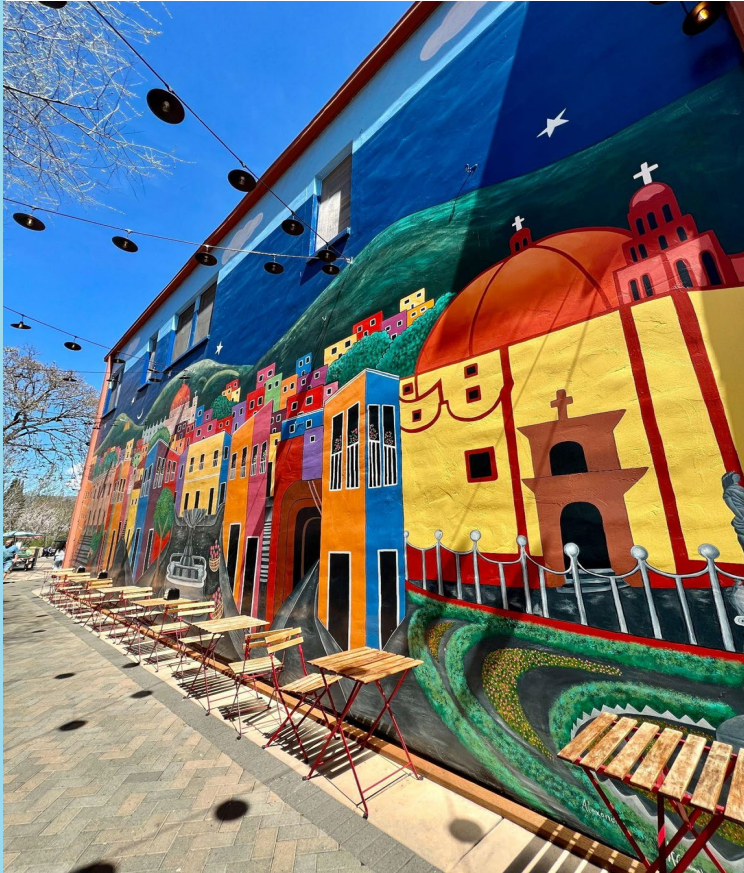
Quarterly Report

January - April
2023

Ashland City Council
May 16th, 2023



CONTENTS



Travel Ashland Role

Our work and impact

Where we are now

Springing forward

Program Analytics

Earned media coverage

Website and Social Analytics

Paid Media Performance – Search and Display

Strategic Campaigns

Current Campaigns and looking ahead

Industry Statistics

Ashland lodging industry

Culinary Industry

Travel Ashland's role and work

- Travel Ashland **leverages** lodging tax grant dollars to promote our destination and **diversify our visitor**, by providing the **furthest, effective market outreach and destination management** that businesses and partners depend upon.
- **Ashland continues to welcome new, more active and spontaneous visitor personas.** Spring showed a softness in domestic leisure travel currently being felt throughout the country due to increased international travel. Stabilization is forecasted for 2024 – 2025.
- We are proactively in dialogue with our **stakeholders, regional and state industry partners** in regards to OSF's current challenges and Ashland's visitor economy. As partners, we craft the current message to best tell the story of Ashland overall, in an ever-changing landscape.
- We are seeing recovery and **revenues exceeding pre-pandemic.** Given the foundation of our visitor study and strong brand platform, we are focusing on **diversifying tourism and revitalizing downtown** in our Economic development work. For example, we are analyzing the obstacles for those who want to produce events and how we can work more collaboratively to foster more **fertile ground and alignment.**
- We are engaged in the trails council conversation and the **Ashland trails project** in regards to producing a smaller more focused map that is needed while supporting our outdoor partners and lands.

Photo by Katie Guest @Guestlife





A track record of positive impact

- For the past 40 years, your investment has enabled Travel Ashland to **generate lodging tax dollars** with our industry partners and operators to fuel Ashland's economy. Travel Ashland is the tourism branch of the Ashland Chamber of Commerce.
- We have **increased lodging tax and food & beverage tax revenue** year over year, aside from the pandemic, and have helped to generate strong recovery since.
- These dollars and the impact of visitation also support our year-round **workforce**, enhance our **quality of life, fund essential services** and sustain **amenities** that residents value. It underscores why we live here.
- Our work inspires visitors to travel here **year-round** and supports our tourism related businesses.
- Of the lodging tax generated: **70%** goes to the City's general fund; **30%** are restricted tourism dollars that, by state law, must be reinvested back into the tourism industry.

Where we are now

- We are promoting **Oregon Wine Month for May** through our channels. Each month, we promote **events** throughout the region such as Art Beyond and World Music Festival. We are planning for 4th, Halloween, Festival of Light and a new event I will share later. We are excited to promote **Mt. Ashland** new summer operations.
- **Early summer promotions** are underway with **targeted campaigns, such as Dream Like a Local**, reaching our personas and key markets that we continually assess and update based on engagement and visitation.
- With our new YouTube channel we are sharing our **seasonal videos** and will produce the **spring shoot** next week showcasing shopping, trails and outside dining. This garners fresh imagery and footage.
- Travel Ashland's **Industry platform page launched** to support our partners with resources, research and outreach.
- **The Visitor Guide** will publish early June along with the new **Living & Doing Business Relocation Guide '23-'24**, digitally and printed.
- Through our collaboration Ashland was awarded **3 new conferences in the past month** for future years including the Oregon Mayor's Association and River Management Systems.

Photo by Jesse Cudworth



Program Analytics

Photo by Bob Palermini



Earned Media Coverage January – April 2023

- Coverage for Ashland and the region continues to be strong with many travel writers touring our region. Travel Ashland participates by collaborating, hosting, planning and coordinating with partners such as Neuman Hotel Group, Travel Southern Oregon, Rogue Valley Vintners and Travel Oregon.



7 Unique Experiences the whole family will love in the Top Global Wine Destination

www.travelawaits.com 3million

Ashland was recognized in 4 of the USA Today Top 10 Readers Choice Awards 2023:

Top #5 Best Western Small Town

Top #6 Best Small Town Cultural Scene

Top #7 Best Small Town Food Scene

Top #7 Best Small Town for Shopping

<https://www.10best.com/awards/travel/> February 2023



The Charming Small Oregon Town that ranks among Top 10 Best Art Towns in America www.thatoregonlife.com



[Top 10 Small Towns in the Pacific Northwest to visit in 2023](http://www.traveloffpath.com)

www.traveloffpath.com

Website and Social Analytics

January - March Actual

	January - March 2023	January - March 2022	Variance	Variance
Pageviews	28,264	20,629	+7,635	+37.01%
Users	16,483	8,850	+7,633	+86.25%
Sessions	18,329	10,650	+7,679	+72.10%

April-June Forecast

	April - June 2023	April - June 2022	Variance	Variance
Pageviews	48,755	48,755	0	0%
Users	25,281	25,281	0	0%
Sessions	29,200	29,200	0	0%

Social Metrics

Facebook January - March Actual

	January - March 2023	January - March 2022	+/-	+/-
Followers	2,501	2,252	+249	9.9%
Reach	16,148	2,637	+13,511	83.6%
New followers	45	10	+35	77.8%

Instagram January - March Actual

	January - March 2023	January - March 2022	+/-	+/-
Followers	4,219	3,657	+562	13.3%
Reach	22,092	13,681	+8,411	38.10%
New Followers	266	0	+266	100%

	April - June 2023	April - June 2022	+/-	+/-
**Followers	2,513	2,329	+184	+7.32%
*Reach	10,000	9,771	+771	+2.34%
New Likes	60	57	+3	+5.26%

	April - June 2023	April - June 2022	+/-	+/-
Followers	4,103	3,899	+204	5.23%
Reach	30,000	15,551	+14,449	48.2%
New Likes	51	0	51	100%

*Reach forecast is organic not paid

**Followers calculated using quarterly average

Social Posts with high reach Spring 2023

Top Post- IG Reel

Reach 3,010 Interactions 89



Boost unavailable

!!FLASH WARNING⚠️ What season is best to visit Ashland? Hon...
March 9, 2023 at 12:36 PM
ID: 17956628612428837

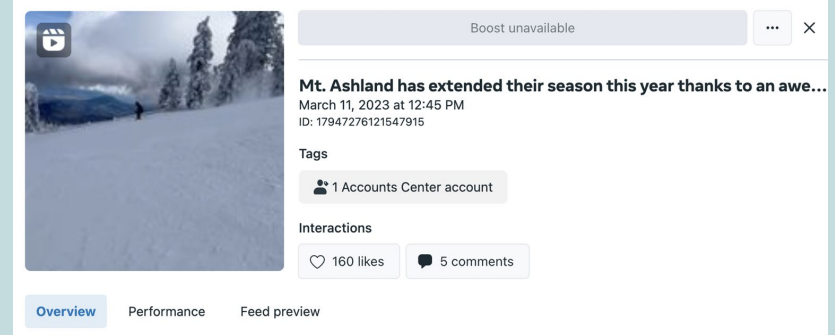
Interactions

89 likes 2 comments

Overview Performance Feed preview

2nd Top Post- IG Reel

Reach 2,963 Interactions 160



Boost unavailable

Mt. Ashland has extended their season this year thanks to an awe...
March 11, 2023 at 12:45 PM
ID: 17947276121547915

Tags

1 Accounts Center account

Interactions

160 likes 5 comments

Overview Performance Feed preview

Key Takeaways

- **IG Reels & Posts and FB posts** all performing well. More growth was seen in IG due to the reels
- **Overall web traffic** and engagement continues to be strong although growth volume has started to plateau and we can expect to see some ups and downs.
- **Top Pages**
 - Homepage 18.97%
 - Top navigated to after HP
 - Stay
 - Dining
 - Culture
 - Ashland-4-kids 6.91%
 - Eat 6.54%

Paid Media Performance



Photo by Steve Heinrich

Search

Search January - March 2023

108,075

Impressions

6,297

Clicks

5.83%

*Industry Average 5-7%

CTR

\$0.81

*Industry average \$1.40

CPC

Ad Group ▾	Impressions ▾	Clicks ▾	Click Rate ▾	Abs. Top Impression ▾	Top Impression ▾
Branded ▾	16,388	1,196	7.30%	32.93%	78.75%
Dynamic ▾	8,744	1,088	12.44%	40.00%	81.00%
Outdoors ▾	26,446	813	3.07%	31.42%	85.77%
Family Fun ▾	18,462	755	4.09%	18.59%	75.85%
Wine and Culinary ▾	17,757	680	3.83%	24.26%	72.44%
Arts and Culture ▾	3,225	144	4.47%	33.04%	59.58%
Local Shopping ▾	632	7	1.11%	17.00%	37.00%

TOP CITIES

City	Impressions	CTR
Portland, Oregon	32,575	3.39%
Dorris, California	6,139	10.13%
Seattle, Washington	2,847	4.78%
Eugene, Oregon	1,691	6.74%
Redding, California	677	14.62%
Sacramento, California	1,225	8.00%
Bend, Oregon	772	11.92%
San Francisco, San Francisco B...	1,249	5.76%
Salem, Oregon	824	8.74%
Oakland, San Francisco Bay Area	997	6.02%

*2022 Search Advertising Benchmarks
LocalIQ - multiple categories

Search Highlights

- **Overall search is considered to be performing well**, while impressions were down in March, CTR was up to 6.29% from 5.56% in February
- **Paid search made up 24.75%**
- The top performing ad group by impressions was Family Fun surpassing Outdoors
- The top performing ad group by clicks was “Dynamic” surpassing “Branded” which was top in February

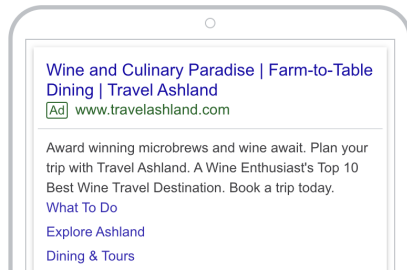
Top web pages visited from SEM

- **Homepage**
- **Theatre/music**
- **Ashland 4 Kids**

Search Creative Examples

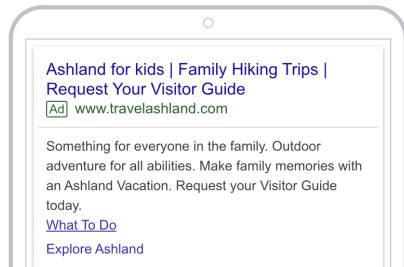
Wine & Culinary

Impressions	Clicks	CTR
4,232	164	3.88%



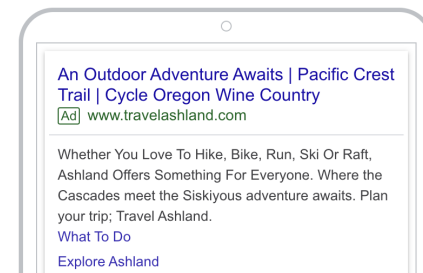
Family Fun

Impressions	Clicks	CTR
6,683	471	7.05%



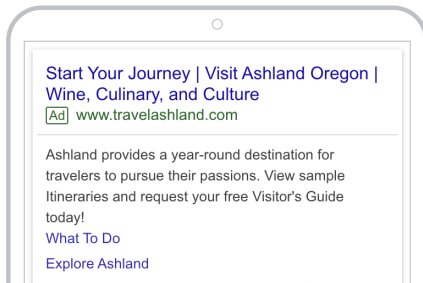
Outdoors

Impressions	Clicks	CTR
6,783	270	3.98%



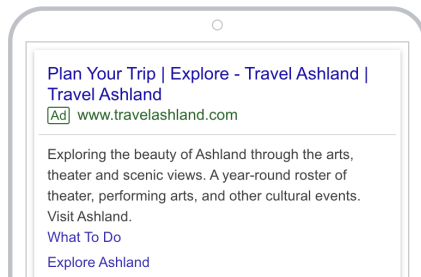
Branded

Impressions	Clicks	CTR
3,567	390	10.93%



Arts and Culture

Impressions	Clicks	CTR
2,482	178	7.17%



YouTube



YouTube January - March

6,190

Impressions

3,713

100% Completion

59.98%

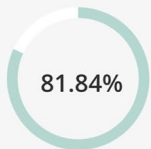
Completion Rate

DEVICES

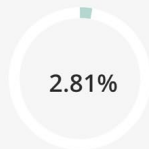
Device	YouTube Views
Connected TV	3,762
Desktop	127
Mobile	380
Tablet	219

TOP CITIES

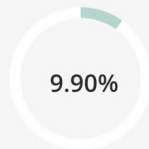
Place	YouTube Views
Los Angeles	390
Las Vegas	260
Sacramento	157
San Francisco	123
San Jose	140
San Diego	109
Phoenix	94
Seattle	88
Portland	87
Tacoma	89



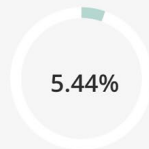
Connected TV



Desktop



Mobile



Tablet

Display



Display January - March

971,117

Impressions

1,696

Clicks

0.17%

CTR

95

View Through

Place	Region	Impressions	Clicks	Click Rate
Seattle	Washington	102,526	157	0.15%
San Francisco	California	61,577	137	0.22%
Portland	Oregon	48,185	95	0.20%
Phoenix	Arizona	37,340	74	0.20%
Los Angeles	California	44,710	66	0.15%
Eugene	Oregon	22,574	63	0.28%
Denver	Colorado	32,424	59	0.18%
San Jose	California	14,868	39	0.26%
San Diego	California	16,835	24	0.14%
Salt Lake City	Utah	13,101	24	0.18%

Winter Wine & Culinary – Wanderers



Set a winter course full of *culinary adventure.*



Satiating wine and dine experiences for every palate.



Pair your hunger with locally grown culinary *masterpieces.*



Calling all foodies:
Tame your tastebuds in *Ashland.*

[Plan Trip](#)



LIVE YOUR DAYDREAMS.

Persona: Wanderers
Interest: Wine & Culinary
Market: Drive & Fly
Run Dates: 1.26.2023–3.31.2023

Impressions: 203,800
CTR: 0.17%
Clicks: 345

Winter Wine & Culinary – Quick Escapes



Persona: Quick Escapes
Interest: Wine & Culinary
Market: Drive
Run Dates: 2.2.23–3.31.23

Impressions: 102,245
CTR: 0.19%
Clicks: 196

Outdoor Enthusiasts – Ski



Capture
the
rapture of
winter *in*
Ashland.



Disappear
in La Niña's
epic winter
deluge.



Bottoms up:
Here's to finding
off-piste apré-ski
adventures.



Dropping
powder
lines
at Mount
Ashland
be like...



**LIVE
YOUR
DAYDREAMS.**

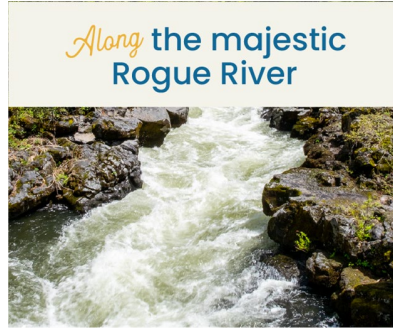
Wandering
through
winter and
living your
best life.

JOIN US

Persona: Quick Escapes
Interest: Outdoor Enthusiasts – SKI
Market: Drive
Run Dates: 2.2.23–3.31.23

Impressions: 155,853
CTR: 0.16%
Clicks: 255

Basecamp Crater Lake – Winter – Outdoors



Persona: All
Interest: Outdoor Enthusiasts
Market: Drive & Fly
Run Dates: 12.1.2022–2.28.2023

Impressions: 177,114
CTR: 0.13%
Clicks: 223

Family Getaways Winter Outdoors



Winter *in Ashland* infatuates newcomers and pro athletes alike.



Sno-way!
All ages access to winter family fun.



Where an *epic* snowpack and mountainous adventures converge.



Explore welcoming snowscapes along enchanting scenic winter trails.



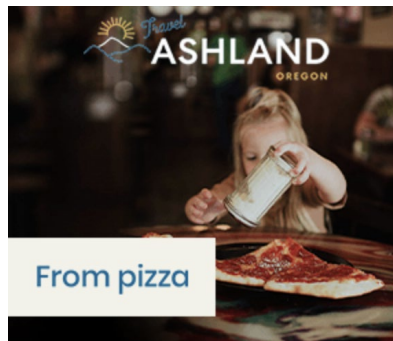
A *Winter Wonderland* awaits in Southern Oregon.

[PLAN TRIP](#)

Persona: Family Getaways
Interest: Outdoor
Market: Drive & Fly
Run Dates: 2.9.2023-3.31.2023

Impressions: 79,898
CTR: 0.24%
Clicks: 194

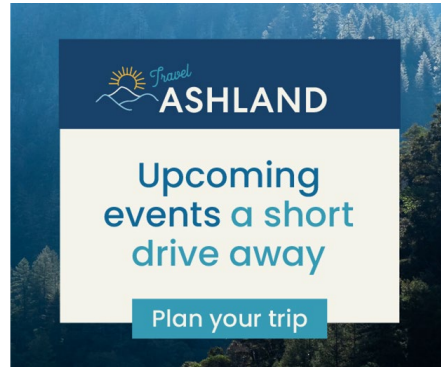
Family Getaways Winter



Persona: Family Getaways
Interest: Family Fun
Market: Drive & Fly
Run Dates: 11.9.2022-2.28.2023

Impressions: 50,079
CTR: 0.15%
Clicks: 77

March Events



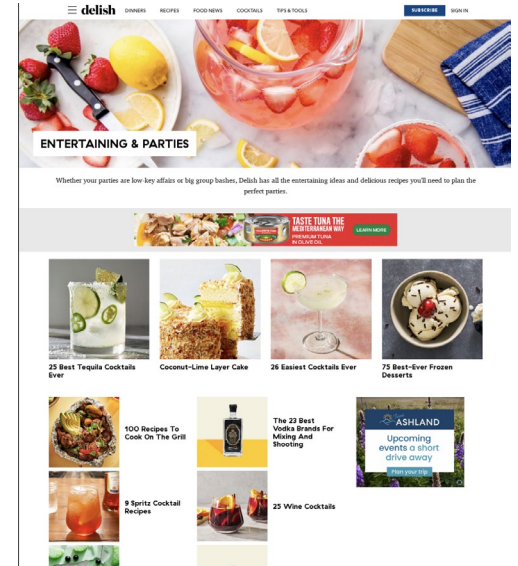
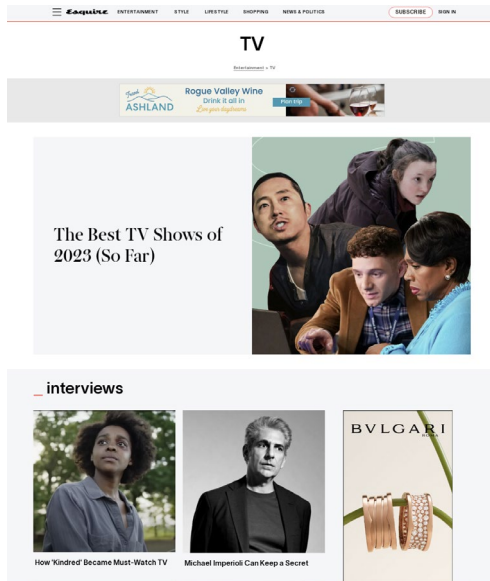
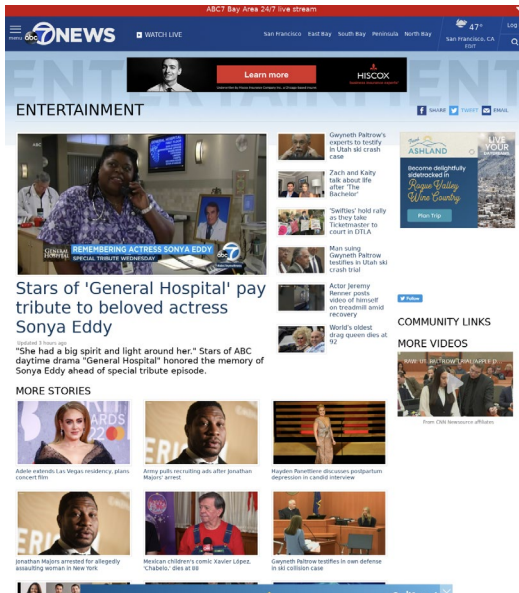
Persona: All
Interest: All
Market: Regional (150 mi Radius)
Run Dates: 3.1.2023-3.31.2023

Impressions: 50,105
CTR: 0.27%
Clicks: 34

Display - January - March Placement Examples

- Top sites by click
 - Delish.com 177
 - people.com 123
 - yahoo.com 83

- Overall campaigns continue to perform well. The best performing ad sets by CTR (click through rate) were both of the family targeted ones
- Each month we are seeing additional “view through” which is when someone sees an ad but does not click and visits the site later



PTA: Polygonal Targeted Audiences



We Invite You Back *December -February*

- Utilizing **Polygonal Targeted Audiences (PTA)**
- Similar to geofencing, PTA targets a set geography and collects data via cell phone. We use a time frame “lookback” and target those who visited during the window of time and eliminate or target based on the audience we are looking to reach.
- **Launched December 19**
- This **targets those who have visited Ashland during the summer months and invites them back** for winter activities.
- The audience was pulled through mobile devices
 - **Look back May- June- July, 2022**
 - 48 commercial address locations: **23,450 devices discovered accounting for 129,300 visits to Ashland area hotels, restaurants, airport, etc.**
 - 819 address (CRM): 1,071 devices appended to the residential CRM list.
 - 12,804 devices removed due to association with undesirable ZIP's. (Mostly from 97520, 97501, 97504 and 97502 to avoid targeting locals)
- The campaign creative runs through websites as display ads and through social media.
- In addition to the direct target an additional “Audience Lookalike” was created to reach a larger audience that mirrors their online behaviors of the original audience.

PTA- Performance - January - February

Display

333,521

Impressions

345

Clicks

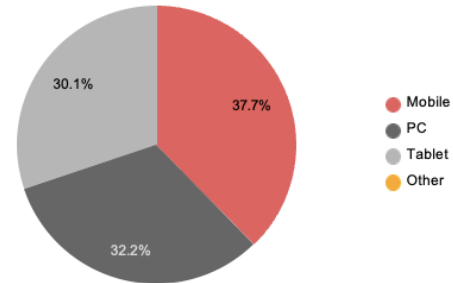
0.10%

CTR

TOP GEO BY IMPRESSIONS

City	State	Impressions	Clicks	CTR
Eugene	Oregon	76,313	83	0.11%
Salem	Oregon	50,844	42	0.08%
Roseburg	Oregon	22,902	23	0.10%
Bend	Oregon	17,469	22	0.13%
Coos Bay	Oregon	14,334	10	0.07%
Corvallis	Oregon	13,873	25	0.18%
Klamath Falls	Oregon	13,685	14	0.10%
Albany	Oregon	12,181	15	0.12%

DEVICE BY CLICKS



PTA- Performance - January - February

Social

67,733
Impressions

1,213
Clicks

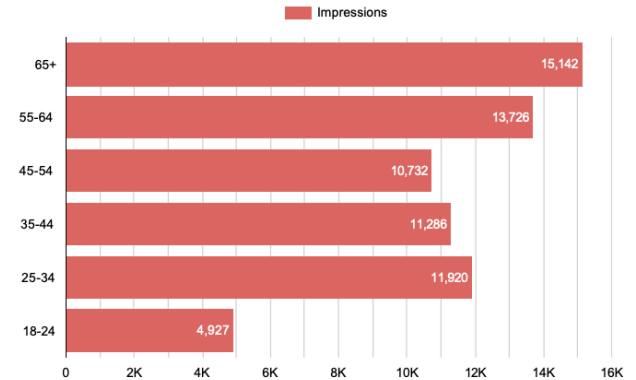
1.79%
CTR

6,155
Reach

Top Geos by Impression

GEO	Impressions	Clicks	CTR	Reach
Portland, OR	2,944	59	2%	400
Seattle-Tacoma	1,606	43	2.68%	262
Eugene	1,478	21	1.42%	188
Yakima-Pasco-RchInd-Knwck	1,324	28	2.11%	144
San Francisco-Oak-San Jose	1,203	19	1.58%	194

Age



Welcome to Winter -PTA & Display



Persona: All
Interest: All
Market: Drive & Fly
Run Dates: 12.19.2022-2.28.2023

Impressions: 101,951
CTR: 0.17%
Clicks: 172

Current Strategic Campaigns



Our current display campaigns include targeting the following personas and interests during the Spring:

- Wanders - Outdoors Fishing
- Destination Friends - Something for Everyone
- Wanderers - Wine and Culinary Oregon Wine Month-May
- Mountain Biking
- Monthly events in Ashland and the region

These campaigns are **mirrored in our social media editorial calendar.**

Dream Like a Local – NEW campaign will be launching in the coming week highlighting the many fun itineraries that locals love.

Planned PTA strategy for Oregon Wine month targeting visitors who have visited wineries in similar markets

Compiling an aggregation of regional **events** that will be housed on the Travel Ashland Site. May events display campaign is running targeted to the “In Region” geography. May events organic social posts are running

Geography

A new “Regional” Geography was added targeting a 150 mile drive from Ashland in addition to the fly and drive markets we target throughout the West Coast.

Destination Friends- General – Late Spring



Oregon Wine Month – May 2023



Wanderers-Outdoor – Fishing – Late Spring



Industry Statistics

Lodging Industry Statistics: January – March 2023

Key Points:

- For Ashland’s entire lodging sector, a **third** of the properties report to STR, a data collection entity that we subscribe to.
- Below, occupancy represents 536 rooms nights, approximately a third of the 1700+ rooms of Ashland’s lodging.
- First quarter has the most opportunity for growth. Note: we welcome many **day visitors and regional visitors** during this time. Travel is **impacted by weather** being the snowiest winter we have had in a decade.
- Beyond lodging, late winter and early spring were soft especially in March for restaurants and retail.
- Increase in delayed international travel from the pandemic **compressing domestic travel** is a factor as most other destinations are also seeing 20% down throughout the state as well as a softness in domestic travel in the country.

Occupancy – Hotel/Motel Lodging

	January	February	March
Ashland	38.8%	44.8%	51%
YOY for Ashland	-6.4%	-14.5	-10.1
Jackson County	45.1%	50.5%	56.4%
Southern Oregon	42.1%	47.1%	52.2%
Oregon	45%	53%	57.8%

Source: STR Report

Vacation Rentals '22 vs. '21

Vacation rentals represents a large number of rooms in Ashland. They are legally licensed and contribute to the lodging tax. Data for 66 vacation rental properties in Ashland shows an average of **38% occupancy** for Quarter 1 (Jan – Feb). Bookings are strong for summer and fall. Source: BookStayHop

Ashland’s Transient Room Tax Statistics show from the latest data available that **October – December 2022** collections totaled **\$670,621** which is the **largest collection** for this quarter since 1999 (available data). This is **11% higher** than 2019, the second largest. That equates to **\$6,706,210 visitor spending for lodging** in that quarter.

Lodging Industry Statistics: January - March 2023

Key Points:

- Average daily rate represents 536 rooms nights, approximately a third of Ashland's lodging but is a key snapshot.
- Data is based on properties that report to the STR reporting system.
- Ashland held a **strong room rate** for the season and **paced above** the county and region. This underscores that Ashland continues to be a desirable visitor destination in comparison to the valley and broader area.
- TOT and F&B revenue collections are outsourced by the City of Ashland to the State and have a lag time of 3-6 months.

Ashland ADR: Average Daily Rate (room revenue/rooms sold)

	January	February	March
Ashland	\$100.60	\$104.15	\$108.11
YOY for Ashland	-1.3%	3.8%	-6.2%
Jackson County	\$97.46	\$99.57	\$102.45
Southern Oregon	\$95.16	\$98.38	\$101.51
Oregon	\$113.88	\$121.71	\$125.99

Siskiyou Welcome Center Visits

Jan.	Feb.	March	April
944	1011	1361	1669

Numbers reflects weather that impacted travel and pass closures. The Siskiyou Welcome Center is part of the Oregon State Welcome Center system. **60% of all entry** into Oregon comes through our corridors. 20% of all state highway funds in Oregon are generated by visitors according to Travel Oregon. The Welcome Center is managed by Travel Southern Oregon with paid staff and volunteers and funded through Travel Oregon.

Culinary Industry Statistics

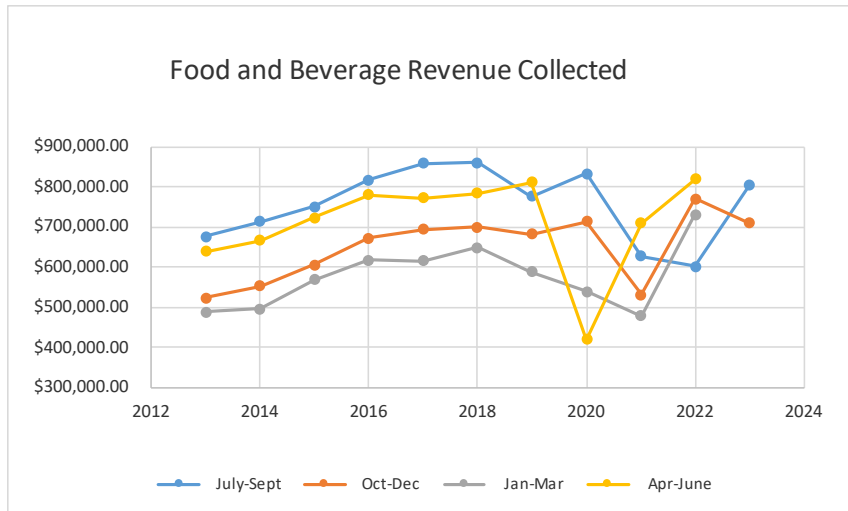
Key Points:

Restaurants showed the following trends January – March :

- Customers are spending more per check though there are fewer of them vs. past years.

Below, F&B annual revenue collections show **continued recovery with the latest data available**

Oct – Dec. 2022 at \$710,238, exceeding 2018 & 2019, pre-pandemic levels. Due to rising costs, profitability is flat for many and down for some. March 2023 was softer than past years. Hence the work we do to promote year-round to help increase continued revenue with visitors and planning ahead.



Ashland Mystery Fest



Ashland Mystery Fest October 20th – 22nd, 2023

A **NEW event** coming this fall to Ashland being produced by Travel Ashland and Ashland Chamber.

Ellie Alexander, who has sold over half a million books and wrote one of her cozy mystery Bakeshop Series, set here in Ashland, will be joined by 9 of her cozy mystery author friends for a fun, fictional weekend with **hosted author panels, pop ups and a mystery for guests to solve**. With mystery **dinners** and **packages**, it will be an immersive weekend that readers and visitors will enjoy. **Thank you** to our **sponsors** Paddington Station, Friends of the Public Library, Bloomsbury Books, Barbara Allen and RVML. www.ashlandmysteryfest.com



Ashland Mystery Fest October 20th – 22nd, 2023

Event brand examples:

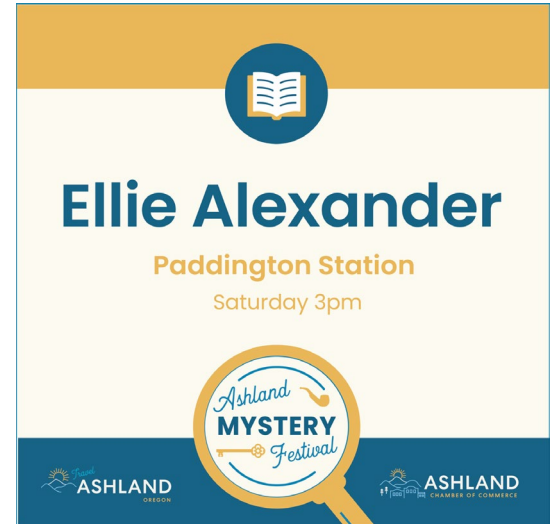




Photo by Graham Lewis

Travel Ashland Advisory Committee

- Pete Wallstrom – Momentum River Expeditions (Chair)
- Graham Sheldon – Ashland Creek Inn
- Anne Robison – The Crown Jewel
- Don Anway – Neuman Hotel Group
- Julie Gurwell – Hearsay Restaurant, Lounge and Garden
- Scott Malbourn – Schneider Museum of Art
- Gina Bianco – Rogue Valley Vintners
- Dorinda Cottle – City of Ashland
- Javier Dubon – Oregon Shakespeare Festival
- Andrew Gast – Mt. Ashland Ski Area
- Gina DuQuenne – Ashland City Council Liaison



ASHLAND

Live your daydreams

Thank you!

Questions?

Katharine Cato, Director, Travel Ashland

katharine@ashlandchamber.com

are invited to visit 52 artworks in the Public Art collection of our beautiful city of Ashland. These artworks include sculptures of wood, stone and steel, ceramic pieces, colorful murals and painted utility boxes that busy streets.

Citizens have been dedicated to culture, art and history since the late 1800s. The oldest community owned theaters dates from 1910.

PUBLIC ART

- Accessible to all, like a free museum
- Adds beauty to daily life
- Playful, educational or challenging
- Sheds light on our town history
- Introduces us to peoples who lived here before us
- Strengthens our local community

In addition to the Public Art collection, you will find hundreds of other artworks throughout Ashland. See art in Ashland schools, Ashland Library, city parks and in neighborhoods around town. The Southern Oregon University campus has over 100 artworks.



Scan the QR code or visit: gis.ashland.or.us/publicart

A list of Ashland art galleries: ashlandgalleries.com



Printed by 1000Museums.com

REV-2023-03

Artworks by: de Guanajuato, Laura Rangel Villasenor, Rio Amistad, Sue Springer, Backwaters, Jennifer Corio, David Frey, Outlifter Canoe, Dan Wahpepah, Rogue Valley Celebration, Isa Martinez Moore



CITY OF ASHLAND
Public Arts Map
 A WALKING TOUR



May 16, 2023

Hello Mayor Graham, City Councilors and Mr. Lessard,

Today, is the sixth anniversary of the City of Ashland becoming a City of Peace and joining the International Cities of Peace Association. On May 16, 2017 Mayor John Stromberg, City Councilors Greg Lemhouse, Traci Darrow, Michael Morris, Rich Rosenthal, Stef Seffinger, and Dennis Slattery had the inspired vision and thoughtful leadership to unanimously proclaim Ashland as a City of Peace.

In part the proclamation reads, "NOW, THEREFORE, the City Council and Mayor, on behalf of the citizens of Ashland, do proclaim that the City of Ashland, Oregon, is a City of Peace in perpetuity and encourage city and community leaders to work with concerned citizens to develop policies and procedures that promote a culture of peace in our region."

Ashland was the 163rd International City of Peace and from that time until today we have a known reputation in the current 380 International Cities of Peace due to the unique way we created this important infrastructure of peace. New City of Peace Mesa AZ wants to replicate the Ashland Culture of Peace Commission and a noted City of Peace in Ireland, also a original World Peace Flame host, wants to engage with us as we host a World Peace Flame.

The primary focus of an International City of Peace is on safety, prosperity, and quality of life and each of us have a daily role and influence in co-creating this desired environment. Let us also be clear, being a City of Peace not only is a guide in creating the city we want to be, this is also an attractor for visitors and an additional inspiring brand as we evolve to become our vision.

On Friday, May 26 at 5:00 pm there will be the opening of the Ashland City of Peace information hub at Catalyst Ashland, 357 E Main St, being hosted by Precious Yamaguchi and Andres Rivero. Everyone is invited.

I conclude with a comment sent to me from our Oregon State Representative Pam Marsh. "A thousand thanks for your devotion to Ashland and for always reminding us that we choose the community we want to be. You have been our constant reminder that our actions here in our tiny community matter — both to us and as a contribution to the world stage."

Additionally, we do not change the old, we create the new.


Thank you for your attention.



David Wick

Executive Director

Ashland Culture of Peace Commission



PROCLAMATION

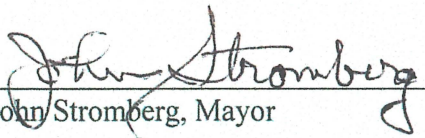
- On March 17, 2015, the Ashland Mayor and City Council proclaimed support for a Culture of Peace community.
- On September 21, 2015, the United Nations International Day of Peace, the Ashland Culture Of Peace Commission was launched as a citizens commission.
- The core and strength of our community is based on relationships of mutual respect, integrity, and recognition of the inherent value of each person in the diversity of our community.
- Official recognition of Ashland as an International City of Peace will provide inspiration for all citizens to create an emerging, evolving, living model for thriving together as fellow humans.

NOW, THEREFORE, the City Council and Mayor, on behalf of the citizens of Ashland, do proclaim that the City of Ashland, Oregon, is a

City of Peace

in perpetuity and encourage city and community leaders to work with concerned citizens to develop policies and procedures that promote a culture of peace in our region.

Dated this 16th day of May, 2017



John Stromberg, Mayor



Dana Smith, Assistant City Recorder





BN 2023–2025 Unfunded Priorities

May 15, 2023

Council Priorities – Unfunded Needs

Priority #	Item	Department	Amount	One-time vs on-going
1	Fire Marshal	Fire Department	\$101,920 + \$30,450 (one-time)	On-going annual
2	Fire Training Officer	Fire Department	\$97,065 + \$32,828 (one-time)	On-going annual
3	Additional Wildfire Funding	Fire Department	\$200,000	On-going annual
4	Additional Program Funds -Dawn to Dusk/Emergency Sheltering, etc.	City Manager	\$100,000	On-going annual
5	Pre-Approved ADU Plans	Community Development	\$15,000	On-going annual
6	Tyler Cloud Hosting- MUNIS	Finance/DoIT	\$150,000	On-going annual
7	Incode Update	Courts	\$10,000	One-time
8	Server Operating System Updates- Deferred Maintenance	DoIT	\$40,000	One-time
9	Network Infrastructure Upgrades	DoIT	\$215,000	One-time
10	4 Single Role EMS staff	Fire Department	\$301,348 + \$19,800 (one-time)	On-going annual starting year 2
11	Deferred Maintenance City Hall (Grade F)	City-wide	\$10,000,000	One-time
12	Deferred Maintenance Council Chambers (Grade D)	City-wide	\$1,000,000	One-time
13	Additional funding or Community Center (Grade F) and Pioneer Hall (Grade D)	City-wide	\$1,120,000 (structural improvements)	One-time

QUESTIONS?

