CITY OF ASHLAND

DRAFT MINUTES FOR THE REGULAR MEETING
ASHLAND CITY COUNCIL
February 20, 2018
Council Chambers
1175 E. Main Street

Note: Items on the Agenda not considered due to time constraints are automatically continued to the next regularly scheduled Council meeting [AMC 2.04.030.E.]

7:00 p.m. Regular Meeting

I. CALL TO ORDER

Mayor Stromberg called the meeting to order at 7:02 PM.

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Councilor Darrow, Councilor Morris, Councilor Slattery, Councilor Seffinger, and Councilor Rosenthal were present.

IV. MAYOR'S ANNOUNCEMENTS

Mayor Stromberg announced the current Commission vacancies.

V. APPROVAL OF MINUTES

1. Study Session of February 5, 2018
2. Executive Session of February 5, 2018
2. Business Meeting of February 6, 2018

Councilor Slattery moved to approve the minutes. Councilor Morris seconded. Discussion: None. All Ayes. Motion passed unanimously.

VI. SPECIAL PRESENTATIONS & AWARDS

1. Annual presentation by the Transportation Commission

Public Works Deputy Director, Scott Fleury and Chair of the Transportation Commission, Joe Graf gave an update of the Transportation Commission.

Susan Hall –Ashland– Spoke regarding the Transportation Commission's Open House. She spoke that it is great to consolidate ideas and recommended all Commissions to do open houses to collect public input.

2. Presentation by the Ashland Watershed Trails Association

President of the Ashland Woodlands Trails Association, Torsten Heycke presented a PowerPoint presentation to Council ***(see attached).*** He spoke that they work closely with the Fire Department, the Forest Service, and Pacific Trail Association.

He spoke that the Association could not do what they do without the City of Ashland support.

In his presentation he discussed:

- The Mission Statement.
- Long-term planning.
- Ashland Trails Master Plan.
- Clean-up on trails.
- Ashland Map Guide.
- Separate trails for bikers and hikers.
- Trail Steward Program.

Council thanked Mr. Heycke.

Councilor Slattery asked Council if they could give approval to allow him and Councilor Seffinger to move forward on an idea to create an Ad-Hoc Committee to deal with senior issues in Ashland. He explained that this has nothing to do with the Senior Center.

Councilor Slattery moved to discuss creating an Ad-Hoc Committee to deal with senior issues in Ashland under other business at tonight's meeting. Councilor Seffinger seconded. Discussion: Councilor Rosenthal requested to add this item to a future meeting. Councilor Slattery and Councilor Seffinger spoke that he would be ok with that. Council decided to put this item on the next Council Meeting or Study Session. All Ayes. Motion passed unanimously.

VII. MINUTES OF BOARDS, COMMISSIONS, AND COMMITTEES

Airport	Conservation	Forest Lands
Historic	Housing and Human Srvs.	Parks & Recreation
Planning	Public Arts	Transportation
Tree	Wildfire Mitigation	

VIII. PUBLIC FORUM Business from the audience not included on the agenda.

(Total time allowed for Public Forum is 15 minutes. The Mayor will set time limits to enable all people wishing to speak to complete their testimony.) *[15 minutes maximum]*

Karen Logan – Ashland –Explained that she is the founder of the Ashland Tiny House Group. She spoke that they are working on the Ashland Tiny House Village Project. She spoke that they presented to Council to purchase/lease 380 Clay St. to create a tiny house village. She spoke that she does not understand why they have not received a response yet. She spoke that they will continue to advocate. She spoke that they are having a meeting tomorrow to discuss the project

and invited Council. She requested that the City put this item on the Agenda as soon as possible or create a study session.

Sansa Collins –Ashland-Spoke regarding downtown safety. She explained that she is the manager at Paddington Station Jewel box. She spoke regarding incidents that occurred in the back of the store by transients. She spoke that customers felt unsafe and they had to put the store on lockdown. She explained the Police were called and handled it well. She spoke that she would like Council to discuss ways to increase safety.

Staff explained that there will be Study Session coming up on these items.

Councilor Slattery addressed tiny homes. He spoke that he has an interest in tiny homes but there needs to be a plan. He spoke that until he sees a full plan he will not support going forward with this.

IX. CONSENT AGENDA

1. Appointment of Rick Barth to the ad hoc Climate and Energy Plan Implementation Committee
2. Quitclaim of an unused Public Utility Easement for 560 Fordyce Street
3. NJPA Cooperative Procurements for fleet vehicles

Councilor Slattery pulled item 3 – Public Works Director, Paula Brown, Maintenance Safety Supervisor, Wes Hoagley and Public Works Superintendent, Mike Morrison explained the process of purchasing vehicles.

Ms. Brown explained that this will be for purchasing 8 vehicles. She explained that the life expectancy of the vehicles are 10-12 years. Mr. Hoagley explained that the hybrid cars selected will save money on gas and they are also quieter.

4. Professional services contract for a Transit Feasibility Study

Councilor Seffinger pulled item 4- she asked for clarification of what the City will benefit from this Study.

Deputy Public Works Director, Scott Fleury spoke that the study is to provide the strategy and focused effort on how look at transit for the future.

Councilor Rosenthal moved to approve the consent agenda. Councilor Morris seconded. Discussion: None. All Ayes. Motion passed unanimously.

X. PUBLIC HEARINGS

(Persons wishing to speak are to submit a "speaker request form" prior to the commencement of the public hearing. Public hearings shall conclude at 9:00 p.m. and be continued to a future date to be set by the Council, unless the Council, by a two-thirds vote of those present, extends the hearing(s) until up to 10:30 p.m. at which time the Council shall set a date for continuance and shall proceed with the balance of the

agenda.)
None

XI. UNFINISHED BUSINESS

None

XII. NEW AND MISCELLANEOUS BUSINESS

1. AFN Marketing Plan

Administrative Service Director, Mark Welch and operations manager of AFN, Don Quiley presented Council with a PowerPoint presentation ***(see attached).***

In his presentation he discussed:

- Different levels of purchase.
- AFN reliability.
- Disconnect chart.
- Market share.
- ISP accountability.
- AFN packages.
- Debt & Revenue.
- Customer education.

Councilor Rosenthal questioned why the Council has not seen the marketing plan. Finance Director, Mark Welch spoke that Staff will go back and look at the plan and bring it back to Council. Councilor Slattery spoke that he would like to have had everything in front of him before a presentation like this. He spoke that the City is a Public Entity and is not comfortable with redaction to a plan that already exists.

City Attorney, David Lohman explained that the City does have the ability to keep proprietary information confidential. Council directed Staff to bring back the legal parameters on this topic.

2. Discussion of City Councilor Appointment Process of Councilor Position #3

Council discussed the appointment process.

Councilor Slattery moved to open the Council Seat #3 beginning February 21st with a deadline of March 2nd at 5:00 PM. Council will decide on the applicant pool at the March 6th Council Meeting and make the final decision at the March 20th Council Meeting. Councilor Seffinger seconded. Discussion: None. All Ayes. Motion passed unanimously.

XIII. ORDINANCES, RESOLUTIONS AND CONTRACTS

1. Second reading by title only of an ordinance titled, "An ordinance amending AMC 6.42 to restrict retail sales of tobacco products or inhalant delivery systems to adults only"

Mr. Lohman gave a brief staff report. He spoke that there were no changes proposed since the first reading.

Councilor Seffinger moved approval of second reading by title only. Read title. Councilor Slattery seconded. Discussion: Seffinger explained the importance.

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

Councilor Slattery spoke regarding the woman Raiders playoff game.

Councilor Seffinger spoke regarding the Resource Center open house and how great it was.

Councilor Darrow spoke that things are going great at the Food Bank.

XV. ADJOURNMENT OF BUSINESS MEETING

The Business Meeting was adjourned at 9:40 PM

Respectfully submitted by:

_____

City Recorder, Melissa Huhtala

Attest:

_____

Mayor Stromberg

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

- Who we are
- What we do
- Outcomes
- Future

Torsten Heycke
Chief Trails Evangelist, AWTA

Non-profit group of trail enthusiasts who work with:

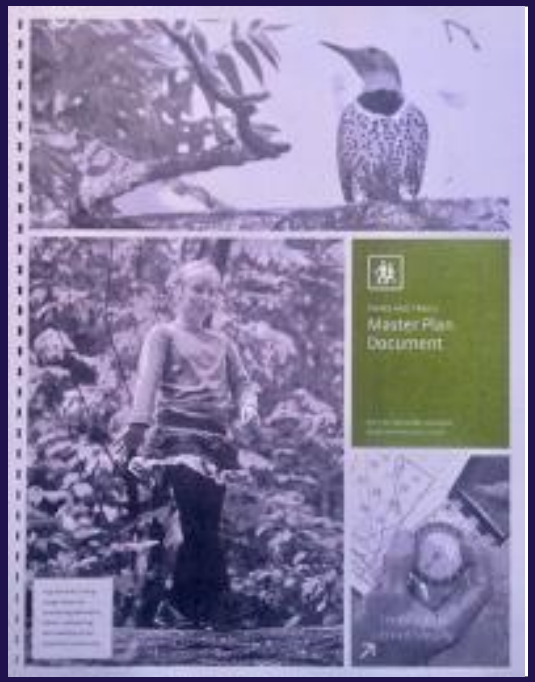
- Ashland Parks and Recreation
- The Forest Service
- The Pacific Crest Trail Association

Mission: stewardship of a sustainable trail system in the greater Ashland area.

Stewardship: the careful planning and responsible management of lands in one's care

What we do:
Long-term planning

- City of Ashland Lands: 5-year Master Plan
- Trail Master Plan
- Environmental Study



What we do:

Trail building and maintenance

Rubicon
Wood Lane
Lower Cabins (Gyre and
Bandstand
Pacific Crest Trail
Bandstand East
Bridge
Bryson
Bridge
Bridge Road Queen
Bridge Cemetery trails
Bridge Connector
Bridge Kabbit

What we do:

Close trails

What we do:

Clean up garbage:
Waterline, Eastview,
Gryphon, Ricketty

What we do:

Help develop maps and guides

Hikingproject.com (REI effort)

What we do:

Signs

Mom, look what I did with my PhD.
(**P**ost-**h**ole **D**igger)

What we do:

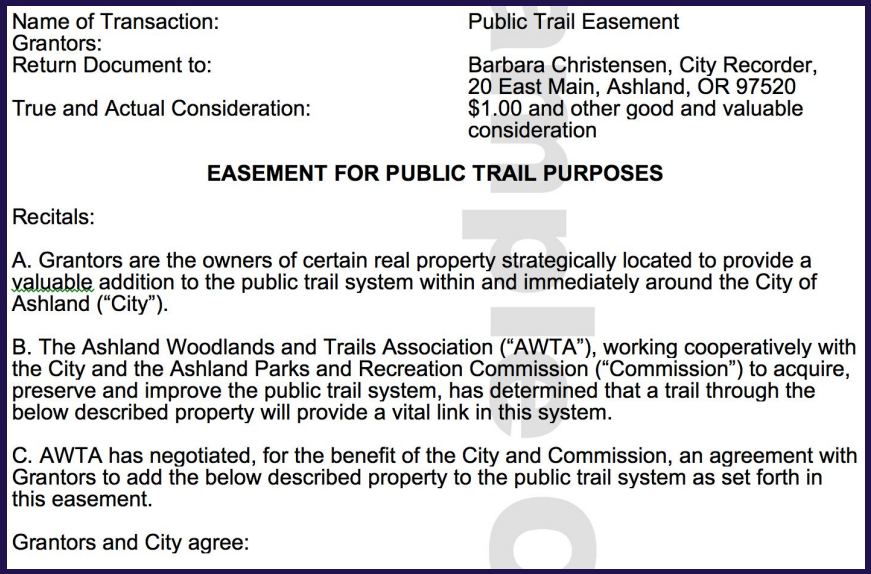
Install:

- drain pipe
- weed fabric
- culverts
- picnic benches
- sitting benches
- native plants

What we do:

Easements

- Along TID trail
- Alice in Wonderland



Name of Transaction:	Public Trail Easement
Grantors:	
Return Document to:	Barbara Christensen, City Recorder, 20 East Main, Ashland, OR 97520
True and Actual Consideration:	$1.00 and other good and valuable consideration

EASEMENT FOR PUBLIC TRAIL PURPOSES

Recitals:

A. Grantors are the owners of certain real property strategically located to provide a valuable addition to the public trail system within and immediately around the City of Ashland ("City").

B. The Ashland Woodlands and Trails Association ("AWTA"), working cooperatively with the City and the Ashland Parks and Recreation Commission ("Commission") to acquire, preserve and improve the public trail system, has determined that a trail through the below described property will provide a vital link in this system.

C. AWTA has negotiated, for the benefit of the City and Commission, an agreement with Grantors to add the below described property to the public trail system as set forth in this easement.

Grantors and City agree:

What we do:

Work with different groups

- SOU students
- Rogue Valley Mountain Bike Association
- Northwest Youth Corps
- Boy Scouts
- High School Students

Outcomes:

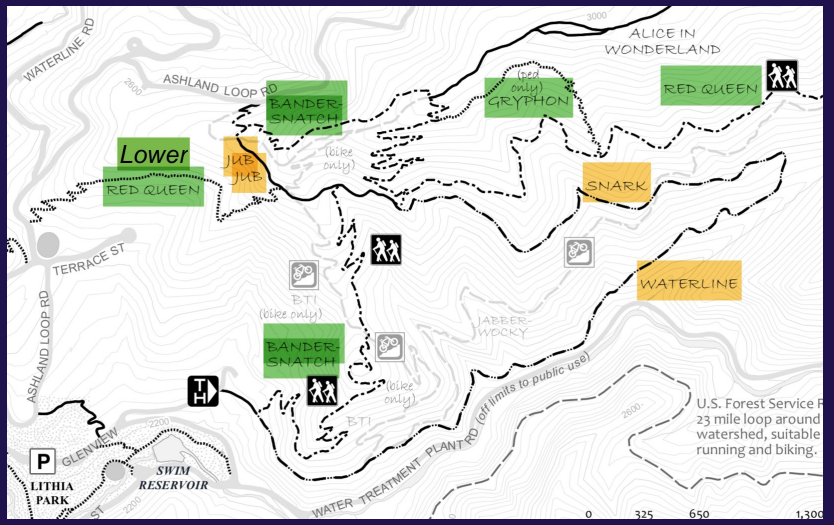
1. Reduced user conflict

- separate trails for hikers and bikers
- distributed use
- more options for all

Outcomes:

1a. Unfettered hiking

- Many bike-free or virtually bike free trails
- Many loops
- Many starting points



Plus Gyre and Gimble (Lewis Loops) and new Wonder trail coming

Outcomes:

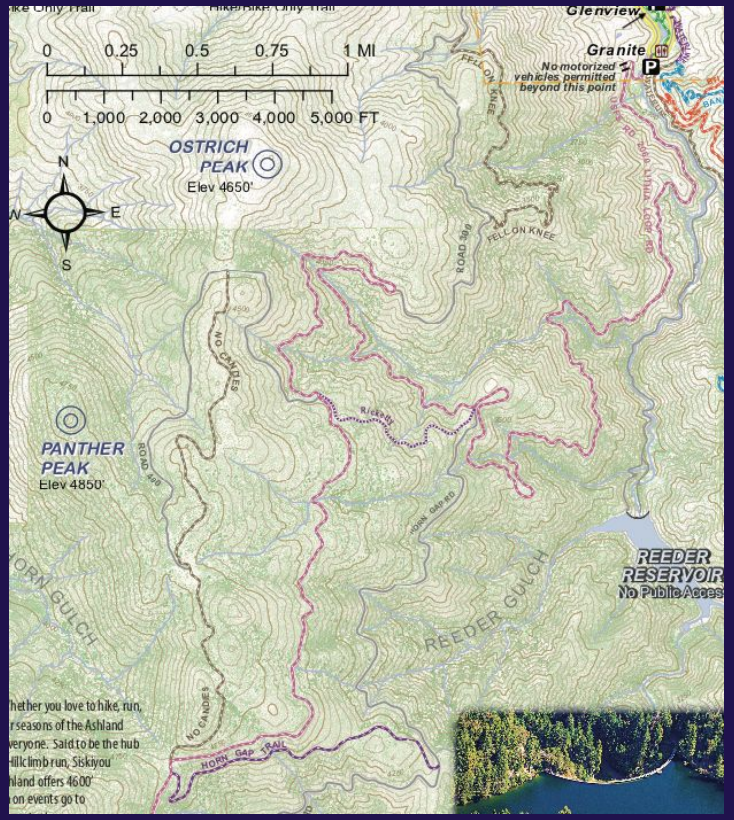
1b. Unfettered biking

- Linked routes, ped-free
- Variety of routes
- Many starting points

Outcomes:

1c. Distributed trails

- West side offers compelling alternative
- Less concentration of users = less conflict



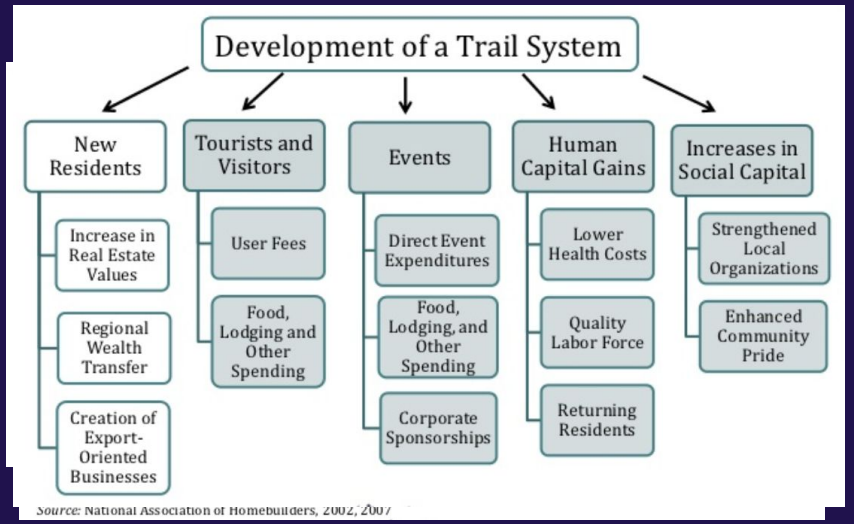
Outcomes:

2. Better behavior elicited
- Less rogue trail building
- Less use of rogue & unsustainable trails

Outcomes:

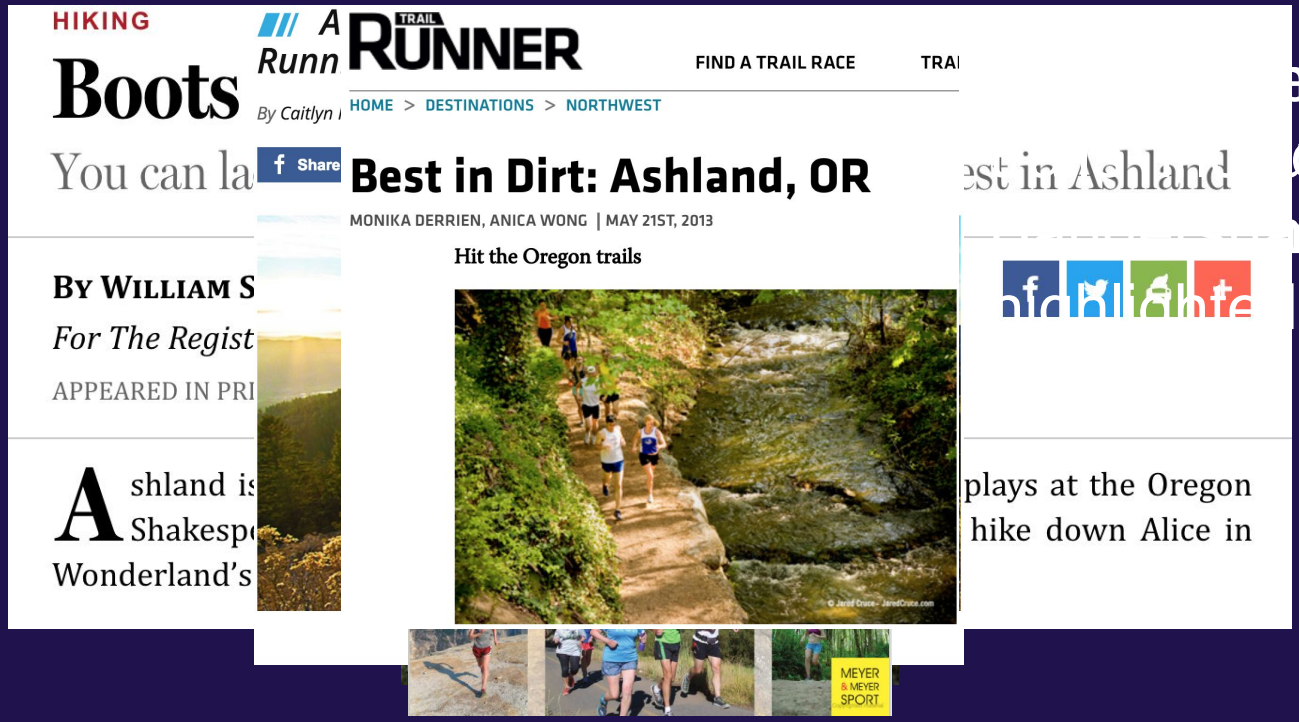
3. More trail use

- Enhances quality of life
- Health benefits
- Economic benefits



Outcomes

4. Trails as destination



Outcomes:

5. Community-based enthusiasm for building and maintaining trails.

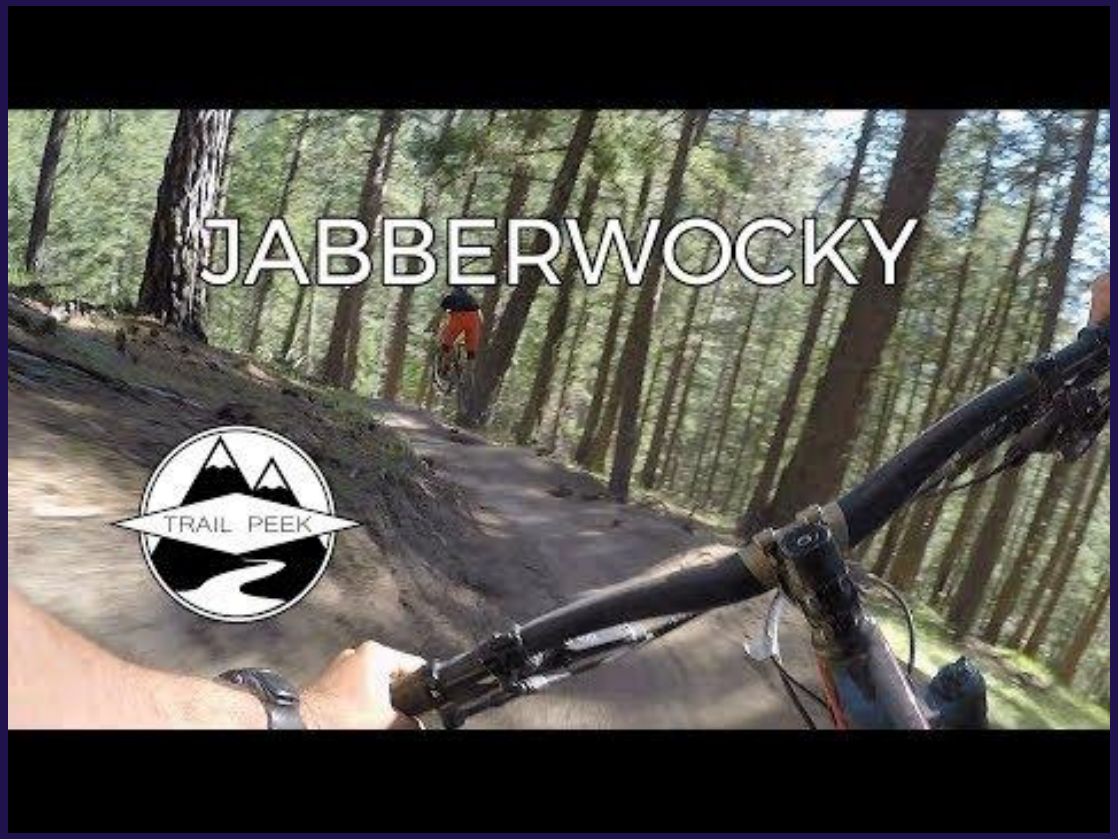
Future:

- Trail steward program
- Waterline Ped fix
- Lower Alice re-route
- White Rabbit TH fix
- New Wonder trail
- New Mad Hatter trail

Bonus Reel 1: Some mostly bike-free routes

After video, click anywhere outside video to advance to next slide

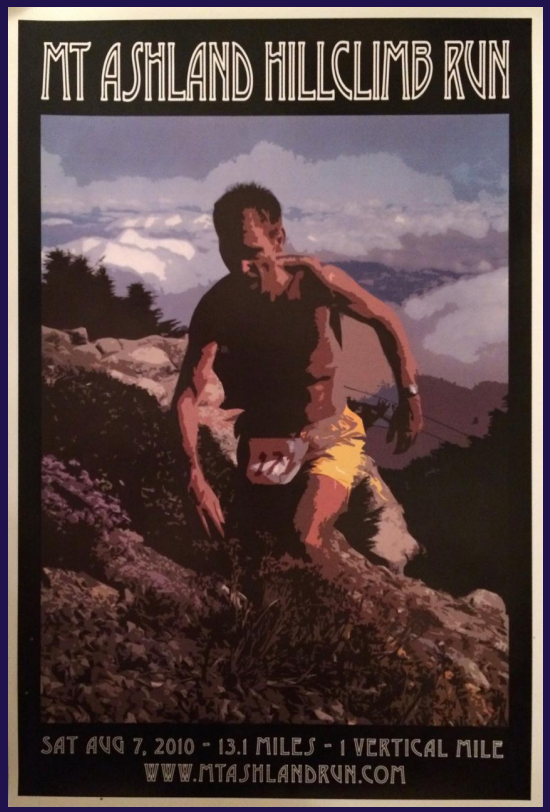
Bonus Reel 2: Lizard-Jabberwocky MTB



Bonus:

Funds for us:

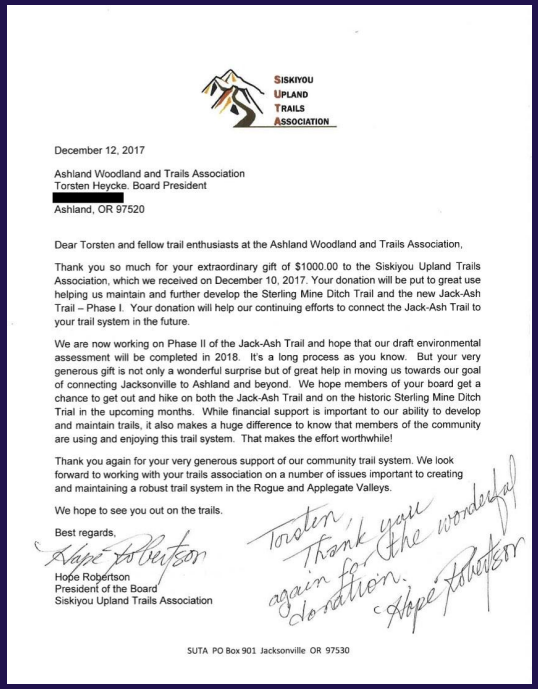
- Mt Ashland Hill Climb
- Bandersnatch 5K
- Lewis Loops 10 mile



Bonus:

Funds for others (in 2017):

- Siskiyou Mountain Club $1000
- Applegate Trail Assoc. $1000
- Pacific Crest Trail Assoc. $1000
- Siskiyou Uplands Trail Assoc. $1000
- Southern Oregon Land Conservancy $1000
- Ashland HS Track $4000



SISKIYOU UPLAND TRAILS ASSOCIATION

December 12, 2017

Ashland Woodland and Trails Association
Torsten Heycke, Board President
[redacted]
Ashland, OR 97520

Dear Torsten and fellow trail enthusiasts at the Ashland Woodland and Trails Association,

Thank you so much for your extraordinary gift of $1000.00 to the Siskiyou Upland Trails Association, which we received on December 10, 2017. Your donation will be put to great use helping us maintain and further develop the Sterling Mine Ditch Trail and the new Jack-Ash Trail – Phase I. Your donation will help our continuing efforts to connect the Jack-Ash Trail to your trail system in the future.

We are now working on Phase II of the Jack-Ash Trail and hope that our draft environmental assessment will be completed in 2018. It's a long process as you know. But your very generous gift is not only a wonderful surprise but of great help in moving us towards our goal of connecting Jacksonville to Ashland and beyond. We hope members of your board get a chance to get out and hike on both the Jack-Ash Trail and on the historic Sterling Mine Ditch Trial in the upcoming months. While financial support is important to our ability to develop and maintain trails, it also makes a huge difference to know that members of the community are using and enjoying this trail system. That makes the effort worthwhile!

Thank you again for your very generous support of our community trail system. We look forward to working with your trails association on a number of issues important to creating and maintaining a robust trail system in the Rogue and Applegate Valleys.

We hope to see you out on the trails.

Best regards,

Hope Robertson
President of the Board
Siskiyou Upland Trails Association

Torsten
Thank you again for the wonderful donation.
Hope Robertson

SUTA PO Box 901 Jacksonville OR 97530

How Ashland Connects

A service offered by the City of Ashland

Our Mission

The City of Ashland Fiber Network provides Ashland with a public telecommunications utility that creates opportunities and enables our citizens, businesses, and municipal government to thrive as a connected community.

Net Neutrality

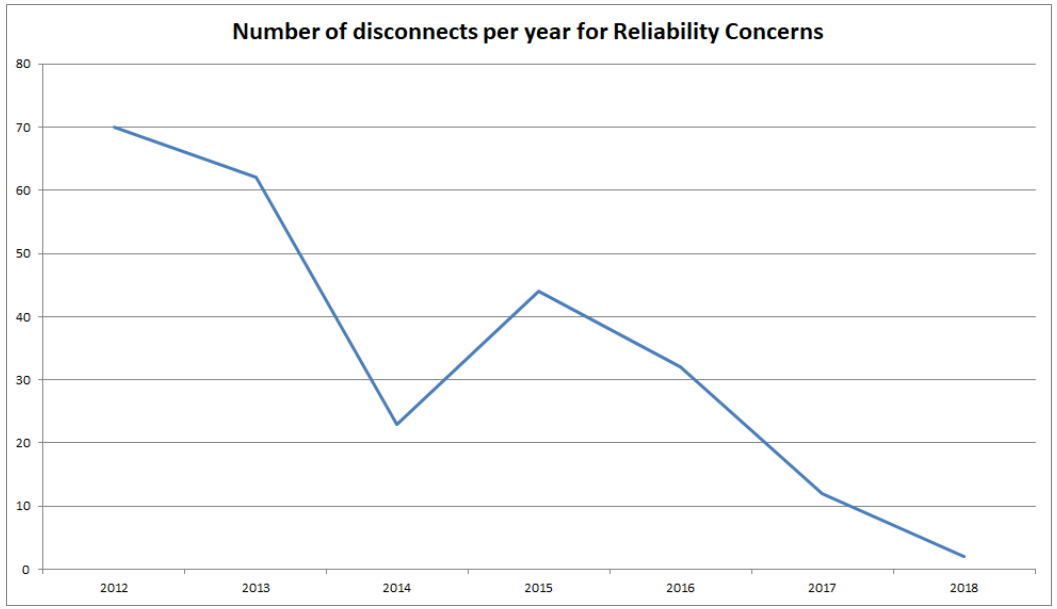
- The City of Ashland Fiber Network is a community owned open-access telecommunications infrastructure that showcases local people, supports local innovators and shares the community's unique way of living and thinking with the world.

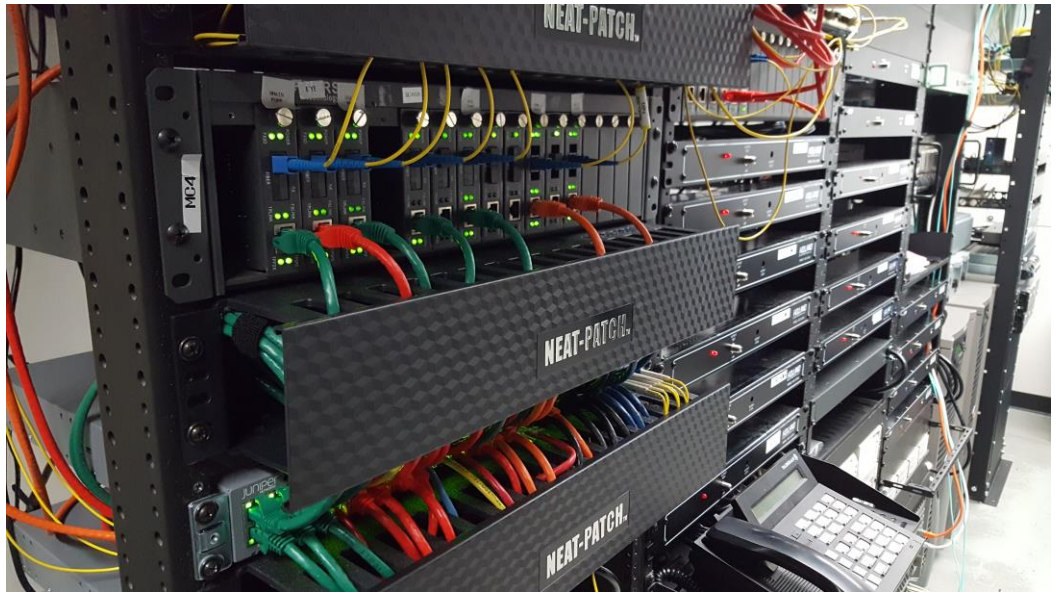
- The Ashland Fiber Network and its local Internet Service Partners does not and will not collect or distribute subscriber's information or browsing history.

- AFN and its partner ISP's treat all data on the Internet the same and will not discriminate or charge differently by user, content, website, platform, application, type of attached equipment, or method of communication.

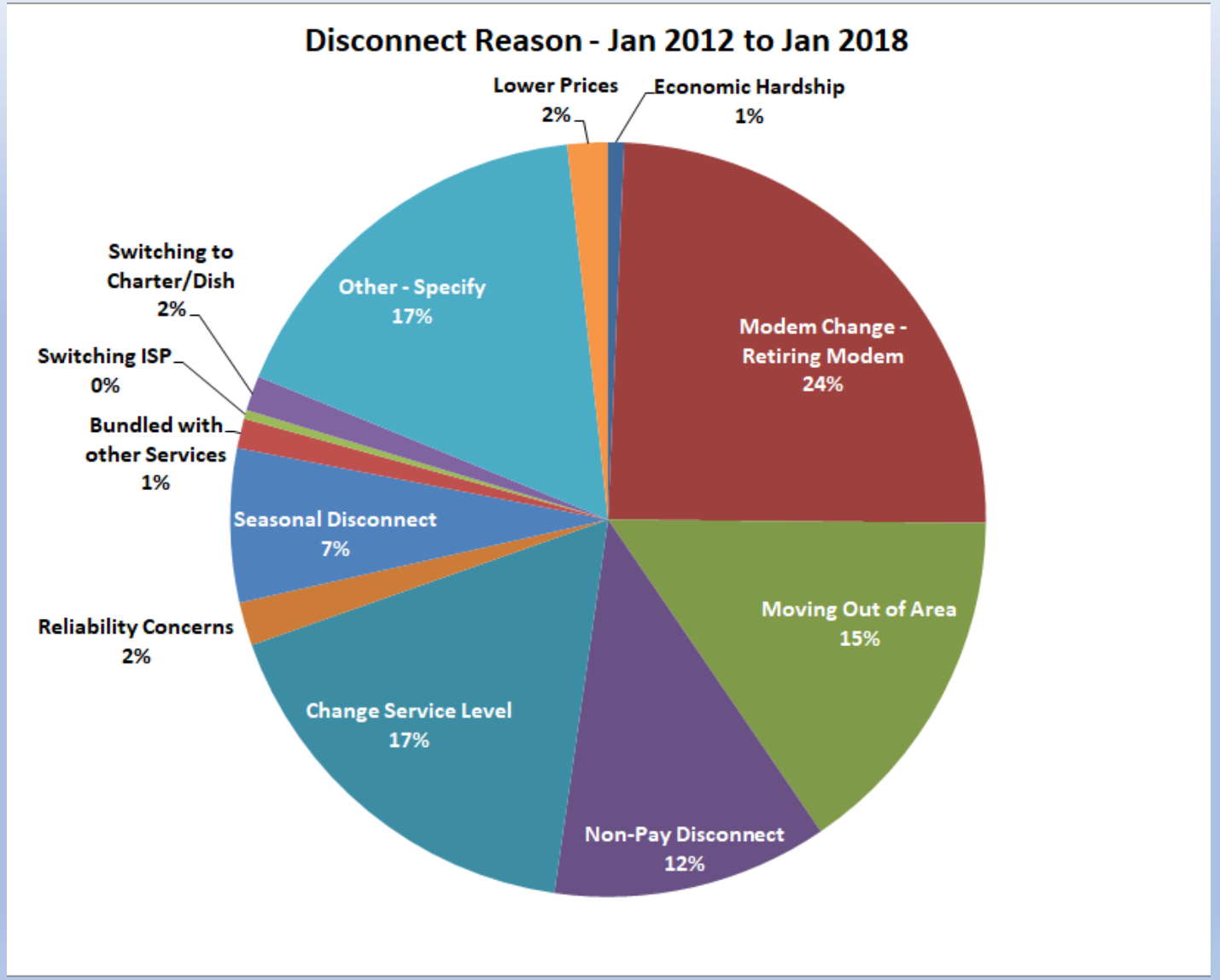
Current AFN Customers

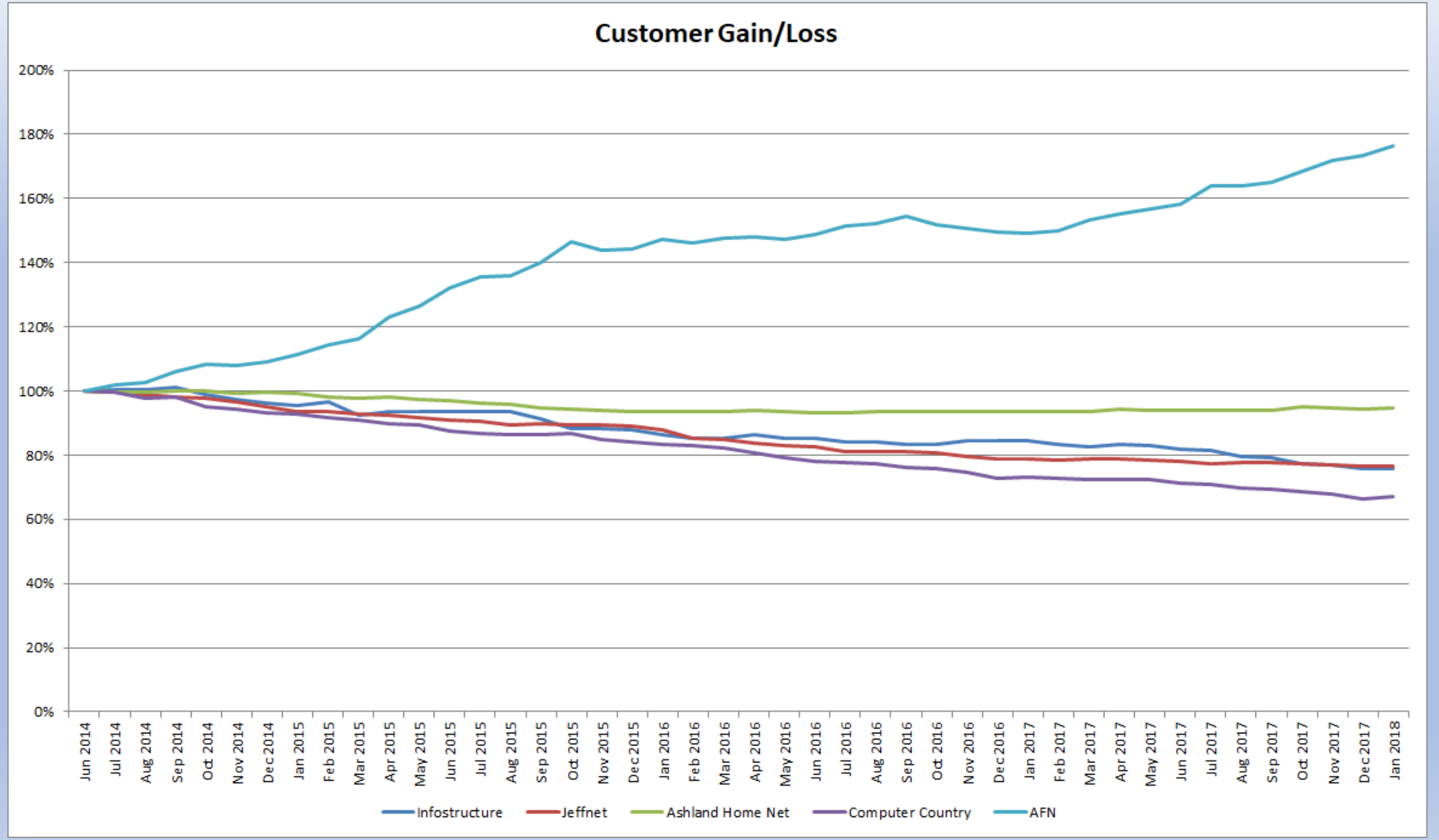
- SCADA (Wastewater & Electric Dept.)
- City Sites
  - City Hall, Police, Fire, Community Development, N Mountain Ave Facilities, Golf Course, Ice Rink,
- Ashland School District
- 4,200 Businesses, Residences and Medical Facilities
- Medford City Hall





Performance


Disconnect Reason - Jan 2012 to Jan 2018
Lower Prices
2%
Economic Hardship
1%
Switching to
Charter/Dish
2%
Other - Specify
17%
Modem Change -
Retiring Modem
24%
Switching ISP
0%
Bundled with
other Services
1%
Seasonal Disconnect
7%
Moving Out of Area
15%
Reliability Concerns
2%
Change Service Level
17%
Non-Pay Disconnect
12%


Customer Gain/Loss
200%
180%
160%
140%
120%
100%
80%
60%
40%
20%
0%
Jun 2014
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Aug 2014
Sep 2014
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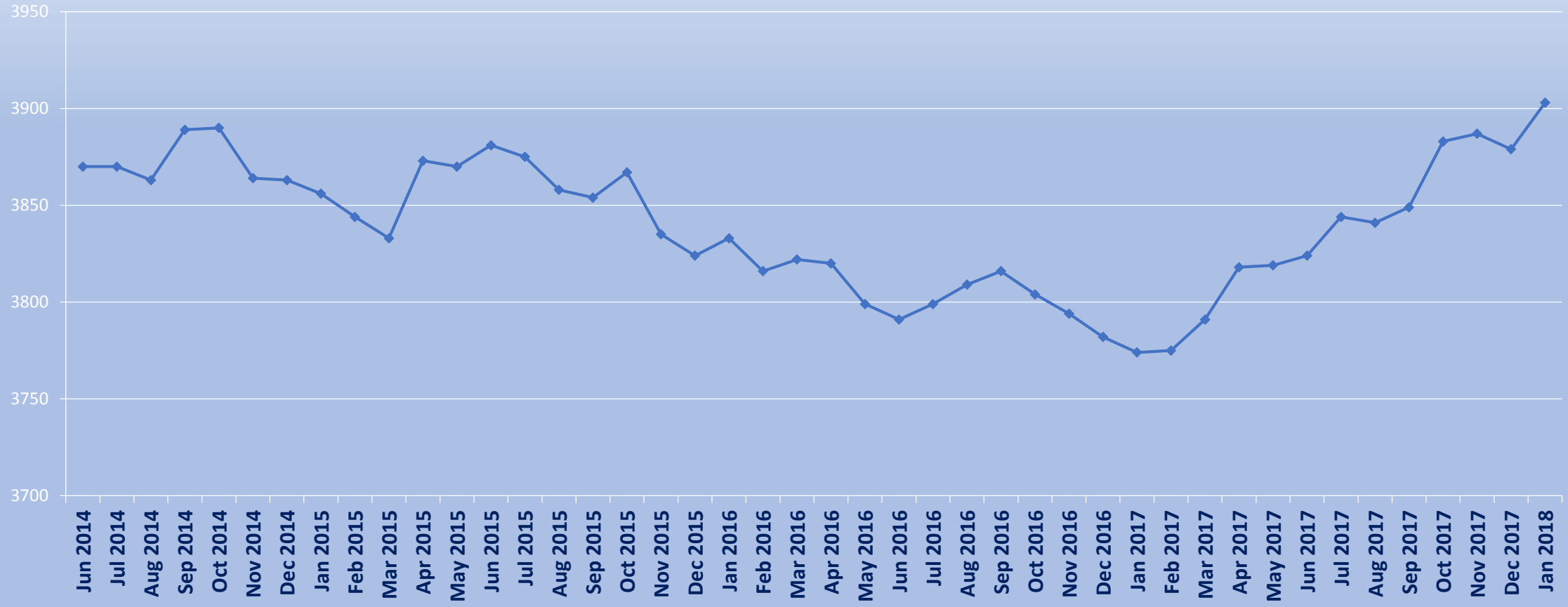
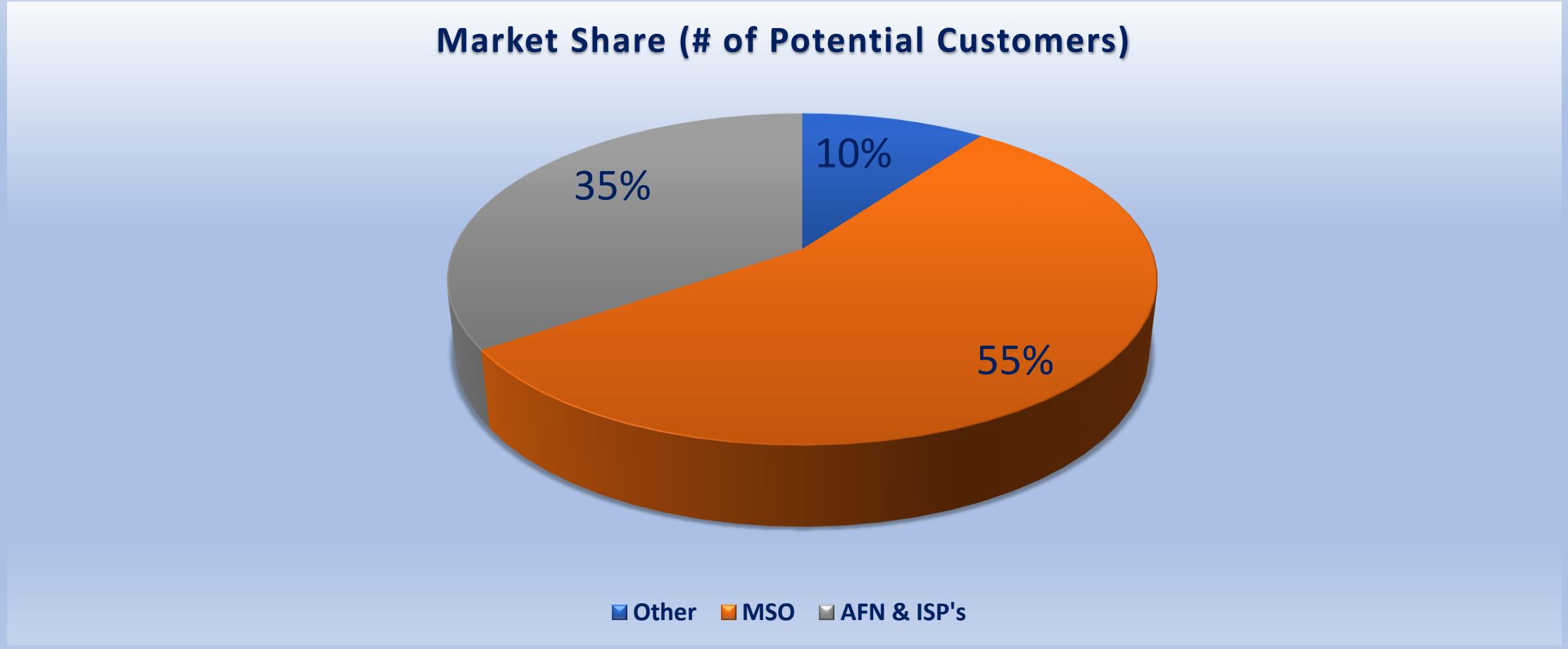
Oct 2017
Nov 2017
Dec 2017
Jan 2018
Infostructure
Jeffnet
Ashland Home Net
Computer Country
AFN

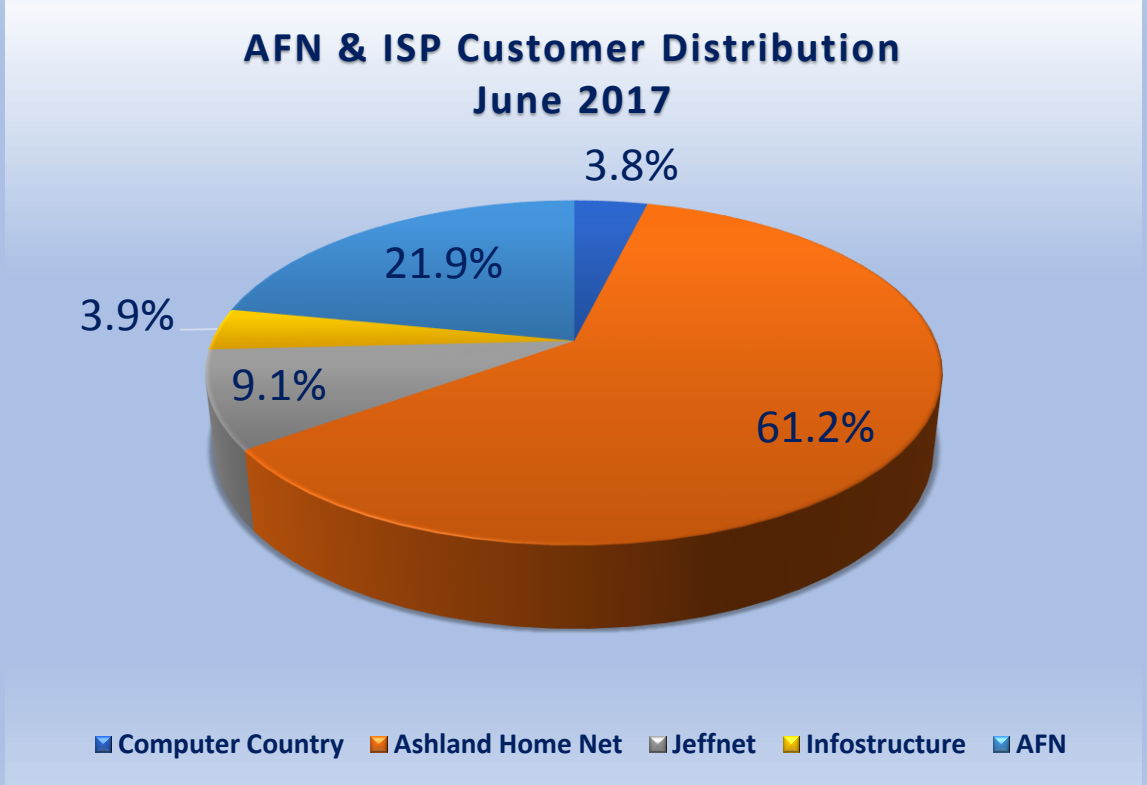
Monthly Total All ISPs

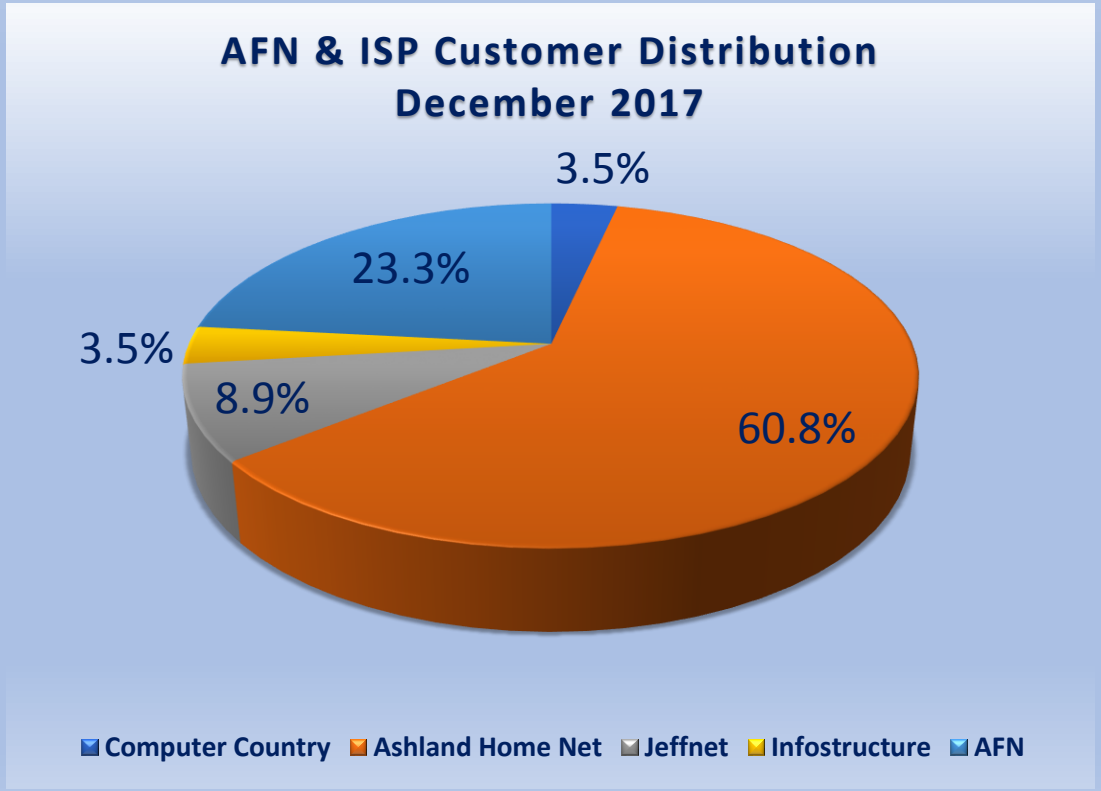


Ashland's Available Market Share



Current AFN & ISP Market Share

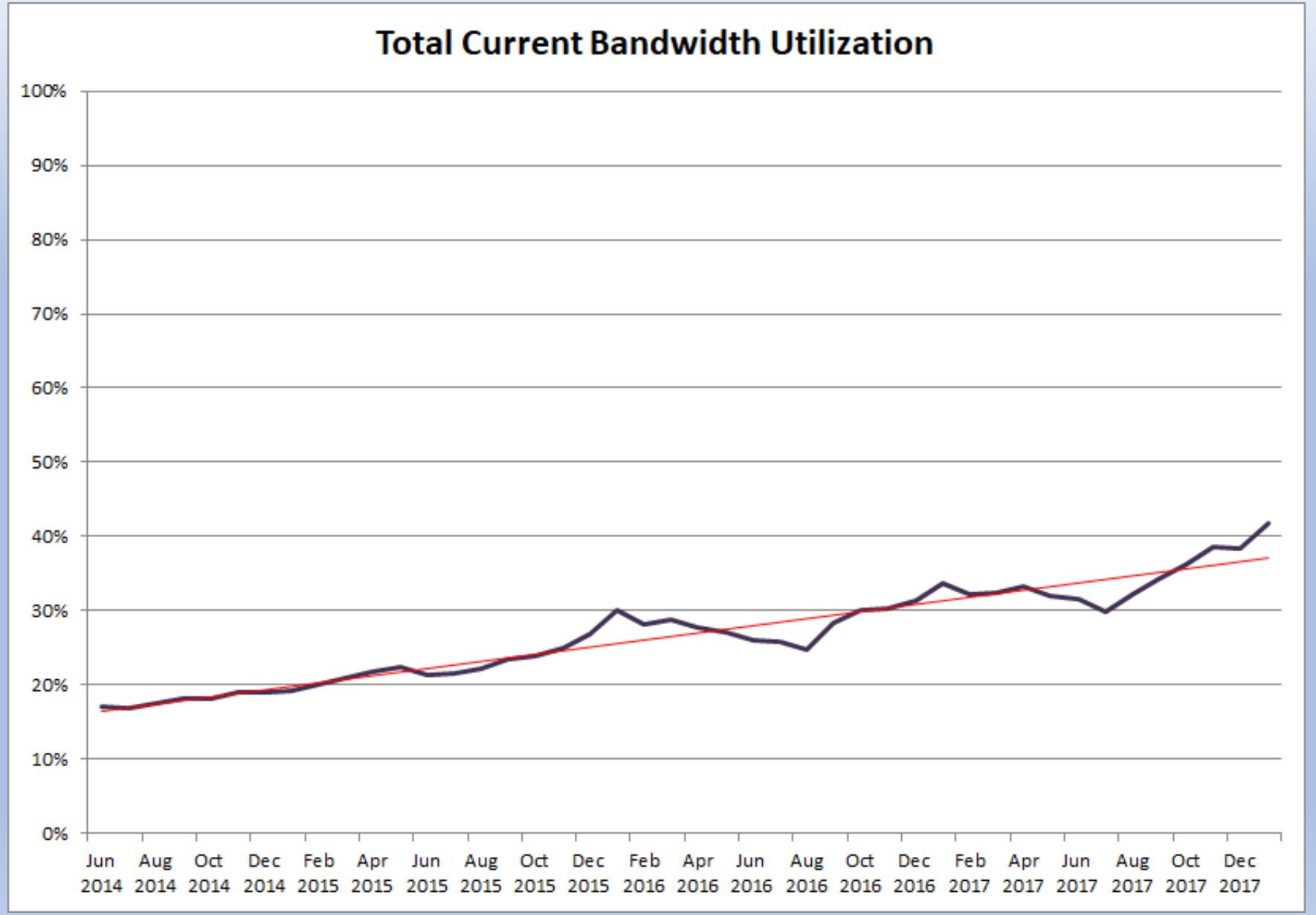




Improved Service & Product Offerings

- Installations 7-days per week
- Increase Bandwidth (download & upload speeds)
- Value Added Service Calls
- Customer Service Surveys
  - Market Survey
  - Ashland Fiber Network
  - Partner ISP’s
- Vendor Score Cards
- Random Quality Assurance Inspections
- Community WiFi & Live Feed Webcams
- Low Income Internet

Community WiFi Landing Page


Total Current Bandwidth Utilization
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Jun 2014
Aug 2014
Oct 2014
Dec 2014
Feb 2015
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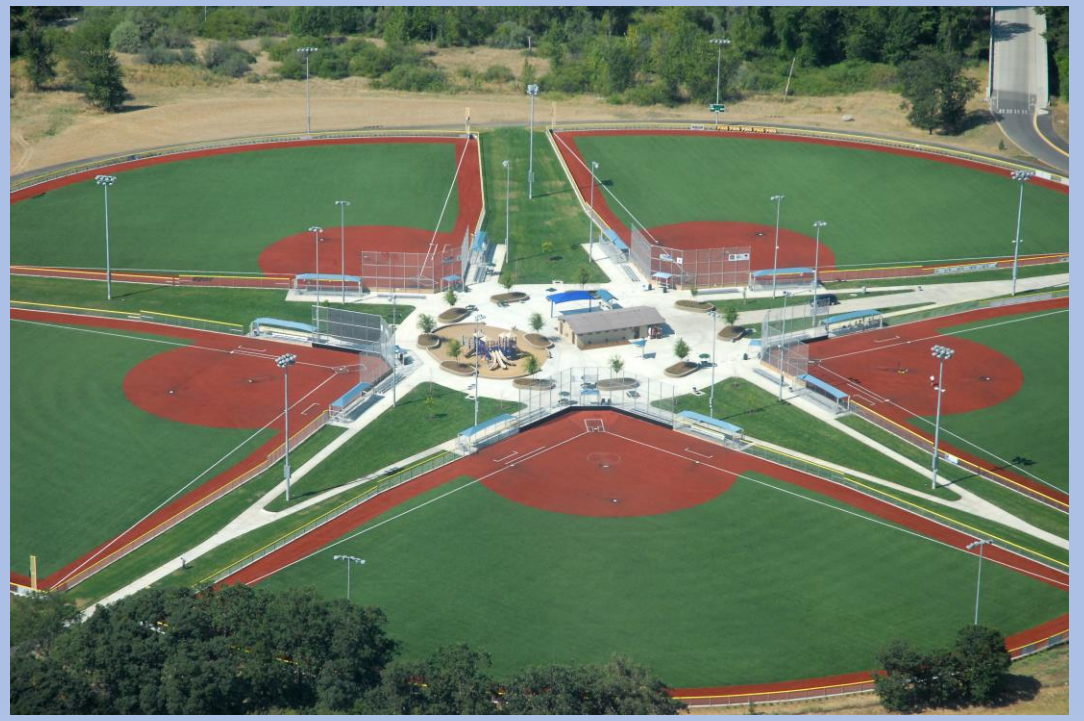
Dec 2015
Feb 2016
Apr 2016
Jun 2016
Aug 2016
Oct 2016
Dec 2016
Feb 2017
Apr 2017
Jun 2017
Aug 2017
Oct 2017
Dec 2017

Increased Bandwidth

	Max Home	Max Streaming	Max Small Business	Max Enterprise	Promo
Advertised Download	30 mb/sec	60 mb/sec	90 mb/sec	120 mb/sec	10 mb/sec
Advertised Upload	3 mb/sec	6 mb/sec	9 mb/sec	20 mb/sec	1 mb/sec
Actual Download	40 mb/sec	70 mb/sec	108 mb/sec	200 mb/sec	24 mb/sec
Actual Upload	4 mb/sec	8 mb/sec	11 mb/sec	26 mb/sec	3 mb/sec
Proposed Download	**60 mb/sec**	**120 mb/sec**	**180 mb/sec**	**220 mb/sec**	**25 mb/sec**
Proposed Upload	**5 mb/sec**	**8 mb/sec**	**11 mb/sec**	**26 mb/sec**	**3 mb/sec**

Collaboration Between Communities & Government Organizations

- ECSO
- City of Medford
  - Medford City Hall
  - US Cellular Community Park
- City of Talent
  - City Hall
  - Police Department
- City of Central Point
- City of Phoenix
- Jackson County



Marketing Channels

Business and Community Based Organizations

- Ashland Chamber of Commerce
  - Living and Doing Business Guide
  - Celebration of Lights Festival
  - 4th of July Celebration
  - Business Portal
  - Greeters
- Community Based Organizations
  - YMCA
  - Workforce Development Resources
- Southern Oregon Film Festival
- Connect Americans Now (CAN)
- Next Century Cities

ASHLAND
as you like it

Next Century Cities

175 Communities Across The Country Bridging the Digital Divide

Marketing Channels

City, Government & Education

- Ice Skating Rink
- City of Ashland
  - Utility Bill Inserts & City Source Monthly Newsletter
  - Digital monitors
- Ashland School District
  - Sports Sponsorship
- Southern Oregon University

Customer Education

- Social Media
  - YouTube Troubleshooting & How To Videos
- Website
  - Tutorial Videos
  - Basic Troubleshooting Guides
- Public Workshops
  - Adult & Senior Education
- Monthly Newsletter (Trends, Technology Tips, etc.)
- Educational Pamphlets at the City Hall Utility Billing Lobby

Recent Marketing & Advertising Creative Content

This good news travels fast.

High Speed Internet for Residents & Businesses in Ashland

- Fastest upload & download speed in Southern Oregon
- Expert local partners to add TV, phone, and business services customized to you
- Low-income access program available

Get Started Now!

Call 541-552-2222

Or visit ashlandfiber.net

City Source Newsletter Inserts

High Speed Internet for Residents & Businesses in Ashland

Max Home—Up to 30Mbps $55/month
Email, surfing and music

Max Streaming—Up to 60Mbps $65/month
Great for video streaming

Max Small Business—Up to 90Mbps $95/month
Make your business fly

Get Started Now!
Call 541-552-2222
Or visit ashlandfiber.net

afn How Ashland Connects

Post Cards & Direct Mail

High Speed Internet for Residents & Businesses in Ashland

Max Home—Up to 30Mbps $55/month
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Max Streaming—Up to 60Mbps $65/month
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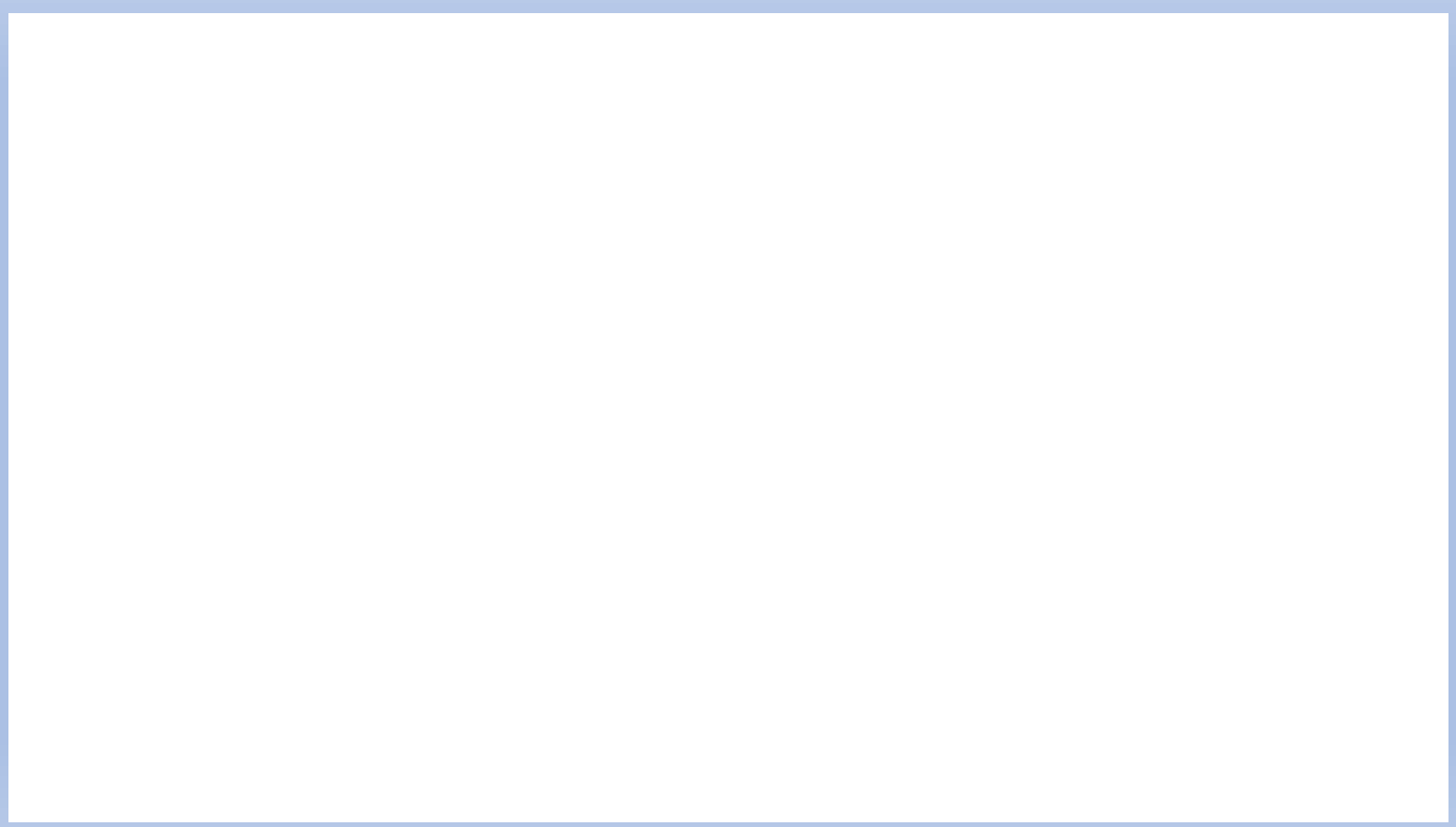
AFN Commercials & Video Segments



Testimonials

“The partnership between the Ashland School District and the Ashland Fiber Network has spanned more than 15 years.

In that time, educational technology and resources available to students have evolved tremendously. Having an Internet

Service Provider that grows right alongside of us has been mission critical. AFN has played a crucial role in allowing us

to pursue internet-based technologies and tools that truly enhance learning outcomes while improving the quality and

effectiveness of teaching and learning. Our partnership with AFN is the foundation of our current Educational Technology

arena and we are hopeful that it will continue to play a leading role long into our future.”

-**Steve Mitzel**, IT Director for Ashland School District

Current Participating Retail Partners & Resellers

Internet and User Support Services
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ccountry.net

Internet, Telephone, User Support and Business Services
541-488-1962
Infostructure.net

Cable Television, Internet and Telephone
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Ashland's National Public Radio Affiliate
Internet and User Support Services
541-482-9988

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