



City Council

Mayor
Brian Dalton

Council President
Wes Scroggin

Councilor
Jim Fairchild

Councilor
Beth Jones

Councilor
Jackie Lawson

Councilor
Mark McDonald

Councilor
Kevin Marshall

Councilor
Murray Stewart

Councilor
LaVonne Wilson

Councilor
Ken Woods, Jr.

Staff

City Manager
Jerry Wyatt

City Attorney
Lane Shetterly

Admin Svc Director
Robert Spivey

Community Development/
Operations Director
Jason Locke

Finance Director
Cecilia Ward

Fire Chief
Bill Hahn

Chief of Police
John Teague

Engineering Director
Fred Braun

City Recorder
Emily Gagner

Dallas City Council Agenda

TUESDAY, February 21, 2012, 7:00 p.m.

Mayor Brian Dalton, Presiding

Dallas City Hall
187 SE Court Street
Dallas, Oregon 97338

All persons addressing the Council will please use the table at the front of the Council. All testimony is electronically recorded. If you wish to speak on any agenda item, please sign in on the provided card.

| <u>ITEM</u> | <u>RECOMMENDED ACTION</u> |
|---|----------------------------|
| 1. ROLL CALL | |
| 2. PLEDGE OF ALLEGIANCE | |
| 3. COMMENTS FROM THE AUDIENCE <i>This time is provided for citizens to address the Council on any matters other than public hearings.</i> | |
| 4. PUBLIC HEARINGS <i>Public comment will be allowed on items appearing on this portion of the agenda following a brief staff report presenting the item and action requested. The Mayor may limit testimony.</i> | |
| 5. CONSENT AGENDA <i>The following items are considered routine and will be enacted by one motion. There will be no separate discussion of these items unless a Council member so requests, in which case the item will be removed from the Consent Agenda and considered separately.</i> a. Approval of February 6, 2012, City Council Minutes p. 3 | |
| 6. ITEMS REMOVED FROM CONSENT AGENDA | |
| 7. REPORTS OR COMMENTS FROM THE COUNCIL MEMBERS | |
| 8. REPORTS FROM CITY MANAGER AND STAFF a. Employee length of service award – Janice Ames b. Dallas Aquatic Center Rate Review p. 6 c. Other | Presentation Motion |
| 9. RESOLUTIONS | |
| 10. FIRST READING OF ORDINANCE | |
| 11. SECOND READING OF ORDINANCE | |

Dallas City Council Agenda

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Our Vision

Our vision is to foster an environment in which Dallas residents can take advantage of a vital, growing, and diversified community that provides a high quality of life.

Our Mission

The mission of the City of Dallas is to maintain a safe, livable environment by providing open government with effective, efficient, and accountable service delivery.

Our Motto

*Commitment to the Community.
People Serving People.*

Dallas City Hall is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to the City Manager's Office, 503-831-3502 or TDD 503-623-7355.

12. OTHER BUSINESS

13. ADJOURNMENT

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The Dallas City Council met in regular session on Monday, February 06, 2012, at 7:00 p.m. in the Council Chambers of City Hall with Mayor Brian Dalton presiding.

ROLL CALL AND PLEDGE OF ALLEGIANCE

Council members present: Council President Wes Scroggin, Councilor Jim Fairchild, Councilor Beth Jones, Councilor Jackie Lawson, Councilor Mark McDonald, Councilor Kevin Marshall, Councilor Murray Stewart, Councilor LaVonne Wilson, and Councilor Ken Woods, Jr.

Also present were: City Manager Jerry Wyatt, City Attorney Lane Shetterly, Administrative Services Director Robert Spivey, Community Development/Operations Director Jason Locke, Finance Director Cecilia Ward, Fire Chief Bill Hahn, Engineering Director Fred Braun, Chief of Police John Teague, Student Body Liaison Heather Enderle, and Recording Secretary Emily Gagner.

Mayor Brian Dalton led the Pledge of Allegiance.

QUESTIONS OR COMMENTS FROM THE AUDIENCE

Chelsea Pope, Executive Director for the Dallas Area Chamber of Commerce and Visitor Center, invited the Council to the 55th Annual Community Awards Ceremony on February 24.

PUBLIC HEARING

CONSENT AGENDA

It was moved by Councilor Wilson and seconded by Councilor Marshall to approve the Consent Agenda as presented. The motion carried unanimously.

Item approved by the Consent Agenda: a) the January 17, 2012, City Council minutes; b) acknowledge report of the January 23, 2012, Administrative Committee meeting; c) acknowledge report of the January 23, 2012, Building and Grounds Committee meeting; and d) acknowledge report of the January 10, 2012, Planning Commission meeting.

ITEMS REMOVED FROM CONSENT AGENDA

There were none.

REPORTS OR COMMENTS FROM COUNCIL

MAYOR'S STATE OF THE CITY ADDRESS

Mayor Dalton presented his State of the City address, a copy of which is attached to these minutes and incorporated herein.

OTHER

Heather Enderle reported that the School Board was looking at the school's online server and whether they should continue with WESD or look to other more cost efficient options. She noted the Board would vote later in the month.

REPORTS FROM CITY MANAGER AND STAFF

RICKREALL WATERSHED COUNCIL

Warren Lamb, the current Council representative on the Rickreall Watershed Council (RWC), explained he needed to step down because his job prevented him from attending the monthly afternoon meetings. He stated the RWC did what it could, noting their funding came mostly from OWEB and they were continually cutting back that funding. Mr. Lamb reviewed some recent successful projects, including the fish trap and haul at Mercer Dam and a project to place five truck loads of logs above the dam to create habitat for spawning. Mr. Lamb expressed his hope that the RWC could make further progress on a project to find and control invasive species along the creek. He added the RWC was looking to establish an action plan to increase youth outreach programs and get them more involved.

Mr. Lamb stated the RWC was not big, but was effective, adding they wanted to work closely

1 with the Council to make it grown into a bigger organization with the ability to do bigger projects
2 in the watershed.

3 In response to a question, Mr. Lamb indicated the RWC met once per month on a Thursday at
4 3:00 p.m.

5 Councilor Fairchild thanked Mr. Lamb for his years of service on the RWC. Mr. Wyatt asked the
6 Councilors to let him know if they were interested in serving as the Council's representative on
7 the RWC.

8 FALL AND WINTER SPORTS UPDATES

9 Mr. Wyatt stated one of the main goals of the City and schools was to have youth sports under
10 one umbrella. He indicated one result from that was that basketball was under one group – Dallas
11 Basketball Association (DBA). He reported they had their annual tournament the previous month
12 and because there was one director and no scheduling conflicts, they were able to expand the
13 tournament to include 54 teams, which was a tremendous economic boost. Mr. Wyatt commented
14 that another change was going to Pop Warner for football. He acknowledged there were some
15 people who were still not sold on Pop Warner, but probably 95% of parents were supportive. He
16 explained the past season, Kids, Inc. had kept the 4th and 5th grade football teams with them, but
17 would be going with Pop Warner for the next season. He indicated several groups would be
18 dedicated to fundraising for scholarships for football, since the cost for Pop Warner was more
19 than for Kids, Inc. Mr. Wyatt pointed out that Pop Warner required all parents to volunteer in
20 some way so it got everyone involved.

21 Mr. Wyatt reported that Kids, Inc. maintained control of baseball, tennis, softball, volleyball and
22 soccer. He added soccer and softball each functioned under two umbrellas with Dallas United
23 and Kids, Inc running soccer and the Hurricanes and Kids, Inc. doing softball. He explained each
24 of those groups coordinating everything so well together that there were no issues.

25 JANUARY 18-19, 2012, STORM EVENT REVIEW

26 Mr. Wyatt reported the City received a little over six inches of rain in about a 24-hour period
27 during the recent storm event. He indicated for comparison the big 2007 storm event saw over
28 eleven inches of rain in 24 hours. Mr. Wyatt stated staff responded well to this latest event. He
29 expressed his appreciation for the Dallas High School students who helped load and deliver
30 sandbags, adding they called the City to offer their help and were awesome.

31 Mr. Wyatt reviewed the areas that saw issues during the storm event and discussed ways staff did
32 or would be alleviating future problems.

33 Mr. Wyatt indicated staff tried to direct people to our webpage for current information and did a
34 good job keeping that up-to-date. He explained improvements staff would be making for the next
35 storm event.

36 OTHER

37 Councilor Woods explained he was currently the Chair of MWACT, the Mid-Willamette Area
38 Commission on Transportation. He provided an update of that Commission's recent work, which
39 was advisory to the Oregon Transportation Commission. He provided the Council a list of
40 projects that were completed in the area in the past ten to fourteen years. He explained they were
41 working on prioritizing the applications for the Connect Oregon IV funds that would be available
42 through the spring of 2012.

43 RESOLUTIONS

44 **Resolution No. 3241:** A resolution temporarily waiving certain System Development Charges.

45 Mayor Dalton explained this was discussed at length in the Administrative Committee meeting.

46 Councilor McDonald stated he would like to see the reduction in SDCs for a full year. He then
47 stated the Council should revisit the issue when it was set to expire to see if it should be extended.
48 Mayor Dalton stated he believed that was the intent.

49 Councilor Jones declared an actual conflict of interest because she was under contract to build a
50 home in Dallas and would directly benefit from the SDC reduction.

1 A roll call vote was taken and Mayor Dalton declared Resolution No. 3241 to have PASSED BY
2 A UNANIMOUS VOTE with Council President Wes Scroggin, Councilor Jim Fairchild,
3 Councilor Jackie Lawson, Councilor Mark McDonald, Councilor Kevin Marshall, Councilor
4 Murray Stewart, Councilor LaVonne Wilson, and Councilor Ken Woods, Jr. voting YES and
5 Councilor Beth Jones not voting due to her actual conflict of interest.

6 **FIRST READING OF ORDINANCE**

7 **SECOND READING OF ORDINANCE**

8 **OTHER BUSINESS**

9 Councilor McDonald stated the Mayor mentioned in his State of the City address that the General
10 Fund saw an increase in revenue and asked what the source of that increase was. Mr. Wyatt
11 explained it wasn't additional revenue, noting the revenue projections had been pretty accurate.
12 He noted the savings came from reductions in expenditures, including several staff reductions due
13 to retirements in positions that were not filled. Councilor McDonald commented that it sounded
14 like everyone was really watching the dollars.

15 There being no further business, the meeting adjourned at 7:59 p.m.

16 Read and approved this _____ day of _____ 2012.

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ATTEST:

City Manager

Mayor

DRAFT

DALLAS CITY COUNCIL REPORT

TO: MAYOR BRIAN DALTON AND CITY COUNCIL

| | | |
|---|---|---|
| <i>City of Dallas</i> | Agenda Item No. 8b | Topic: Aquatic Center Promotional Rates final report |
| Prepared By: Jason Locke, Community Development/ Operations Director | Meeting Date: February 21, 2012 | Attachments: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| Approved By: Jerry Wyatt | | |

RECOMMENDED ACTION: Based on the results of the last 10.5 months, staff is recommending that the Council make the promotional rates permanent and direct staff to draft a Resolution implementing the rates.

BACKGROUND: The promotional rates adopted by the City Council were implemented on April 1, 2011. They have since been renewed on 2 occasions, and are set to expire on March 31, 2012. The promotional rates include a single rate for day use passes, coupon books, and annual memberships regardless of residency (city residents receive a 10% discount on annual memberships). The purpose was to determine whether the single rate would produce more attendance, and therefore increase revenue in order to close the gap between revenue and expenditures at the facility. (Note: On the expenditure side, the last 3 years have seen expenditures reduced by almost \$300,000/year due to efficiency upgrades and cost-control programs that have been implemented, based on a thorough review of all the operational aspects of the facility). It was imperative to examine the revenue side of the business, and whereas other municipal pools have raised rates and cut programs, we have reduced rates and expanded services and programs in order to get more seniors and kids involved and using the facility. To that end, the joint effort and therapy classes are full every day and we now have 3 swim teams that use the facility, Dallas HS, Central HS, and the Blue Dolphins Swim Team. The ultimate goal is to realize a 70% Revenue/Expenditure ratio, which we believe is attainable in the next 2-3 years.

There is now ample data to support the positive impact of the single rate, as total revenue for the 10.5 month promotional rate period is up \$24,132 over the previous 10.5 month period.

FISCAL IMPACT: An increase in revenue of approximately \$25,000 over the past year with the promotional rates in effect.

ATTACHMENTS:

- Revenue comparison
- Charts and Graphs
- Proposed rates

AQUATIC CENTER
2010-2011-2012 revenue comparison

February (pre-promo rates)

| | | |
|------|----------|-------------------------|
| 2010 | \$25,038 | |
| 2011 | \$24,603 | Almost exactly the same |

September

| | | |
|------|----------|----------------|
| 2010 | \$30,193 | |
| 2011 | \$27,364 | -\$2829 |

March (pre-promo rates)

| | | |
|------|----------|-------------------------|
| 2010 | \$36,030 | |
| 2011 | \$36,209 | Almost exactly the same |

October

| | | |
|------|----------|------------------|
| 2010 | \$19,536 | |
| 2011 | \$30,689 | +\$11,126 |

April (promo rates in effect)

| | | |
|------|----------|----------------|
| 2010 | \$25,408 | |
| 2011 | \$32,037 | +\$6629 |

November

| | | |
|------|----------|----------------|
| 2010 | \$25,812 | |
| 2011 | \$30,743 | +\$4931 |

May

| | | |
|------|----------|------------------|
| 2010 | \$26,592 | |
| 2011 | \$40,011 | +\$13,419 |

December

| | | |
|------|----------|----------------|
| 2010 | \$32,558 | |
| 2011 | \$23,537 | -\$9021 |

June

| | | |
|------|----------|------------------|
| 2010 | \$60,493 | |
| 2011 | \$42,325 | -\$18,168 |

January

| | | |
|------|----------|----------------|
| 2011 | \$26,840 | |
| 2012 | \$34,953 | +\$8113 |

July

| | | |
|------|----------|----------------|
| 2010 | \$44,320 | |
| 2011 | \$38,776 | -\$5544 |

February 1-15

| | | |
|------|----------|----------------|
| 2011 | \$15,999 | |
| 2012 | \$19,967 | +\$3968 |

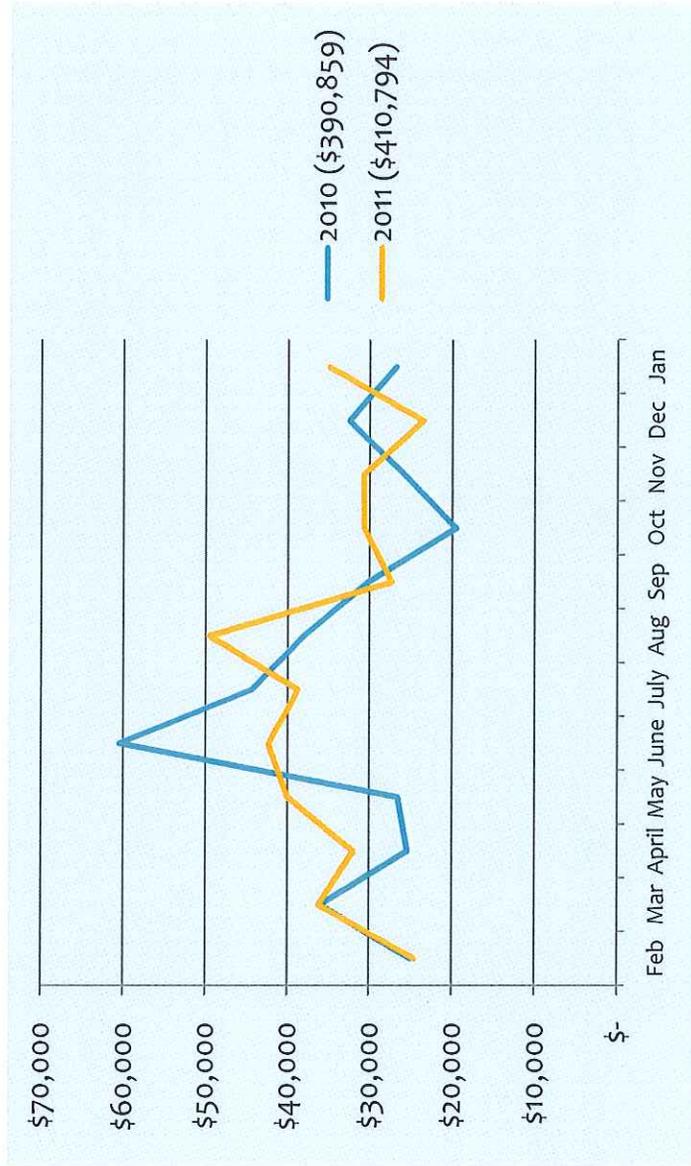
August

| | | |
|------|----------|------------------|
| 2010 | \$38,039 | |
| 2011 | \$49,547 | +\$11,508 |

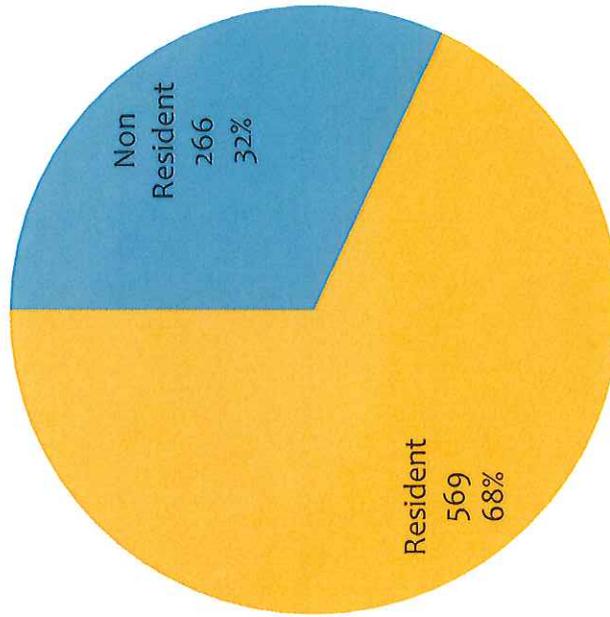
+\$24,132 (10 ½ months)

Members as of 2/15/12 – 907

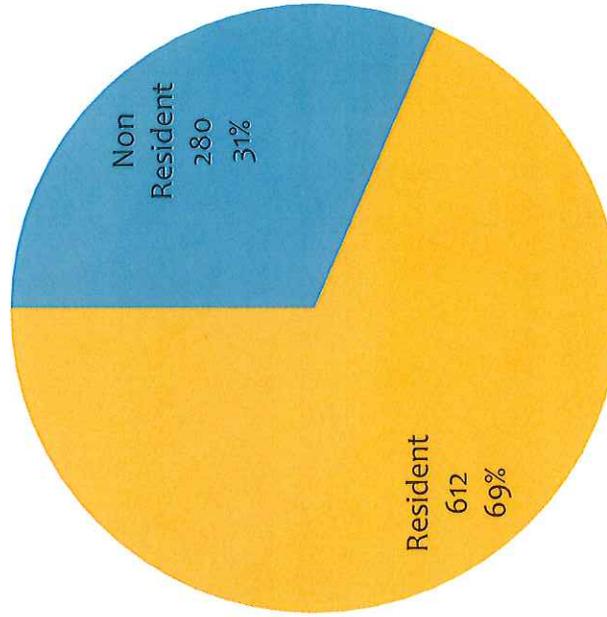
2010-2011 Revenue Comparison



Membership Comparisons Resident vs. Non-Resident

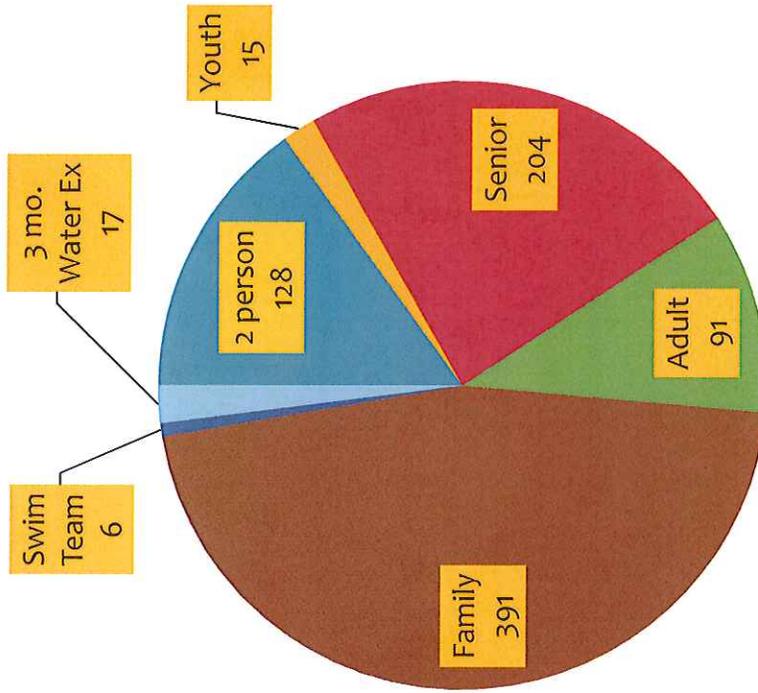


Total: 835
February 2011
Pre-Promotion Rates

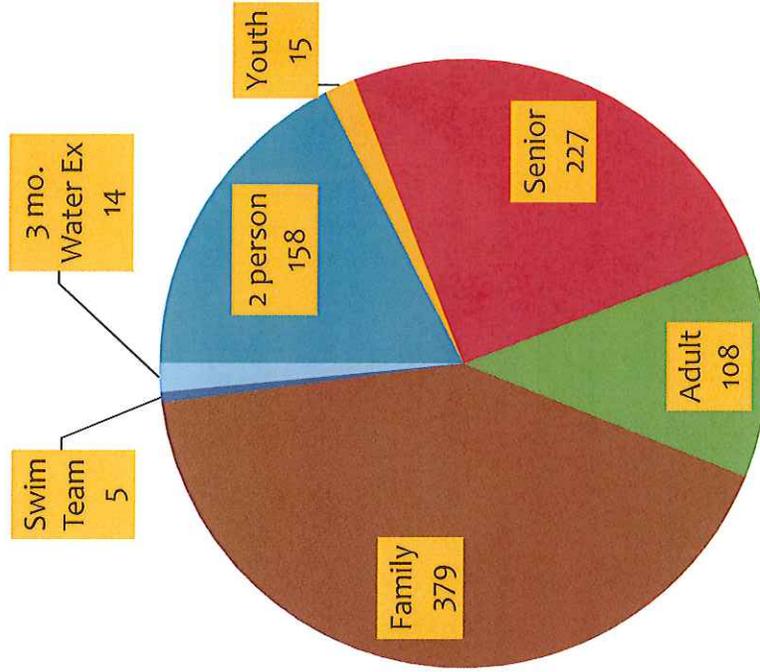


Total: 892
January 2012
Promotion Rates

Membership Comparisons By Type

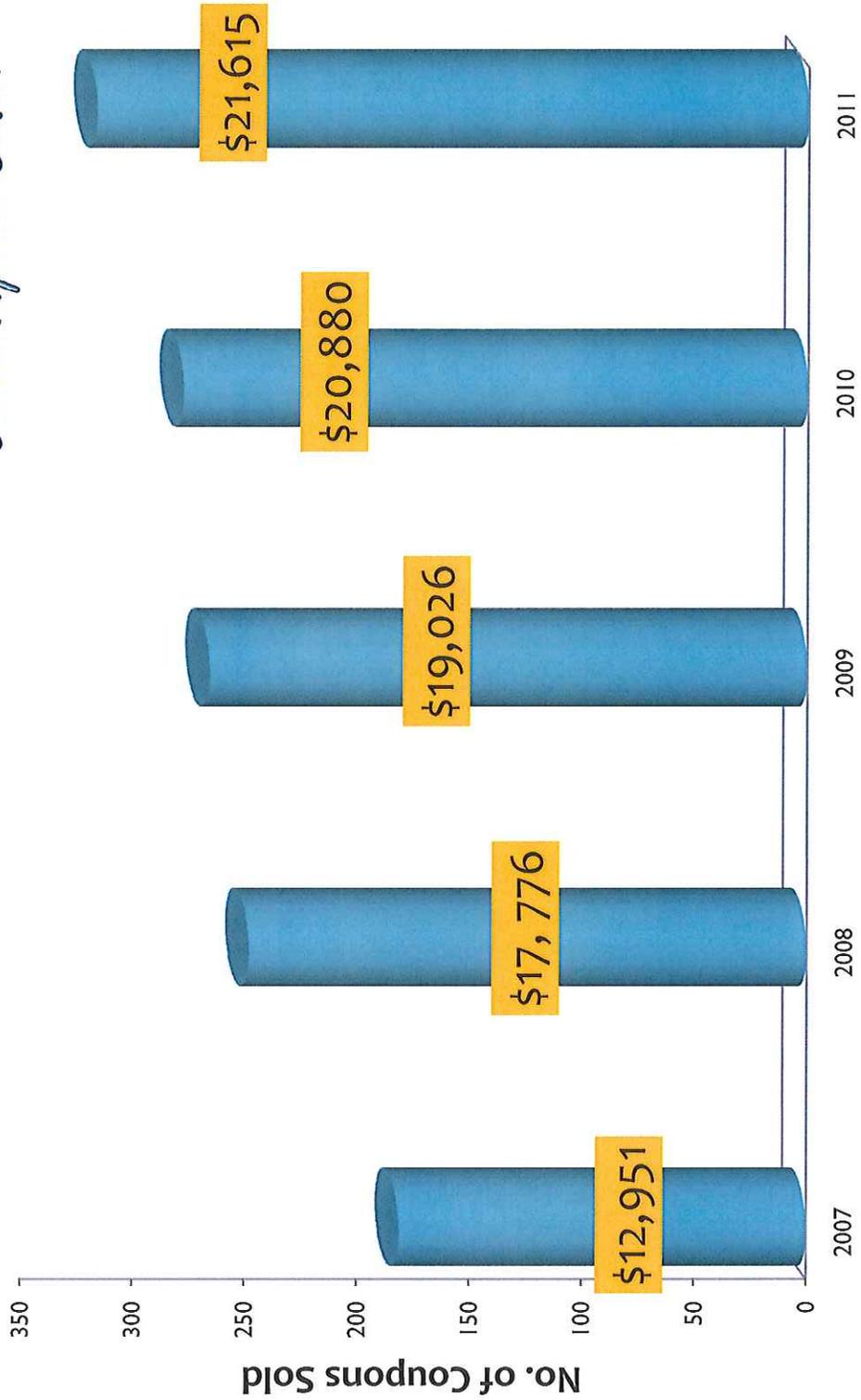


February 2011
Pre-Promotion Rates



January 2012
Promotion Rates

Coupon Sales





Monthly Attendance Trends

Dallas Aquatic Center

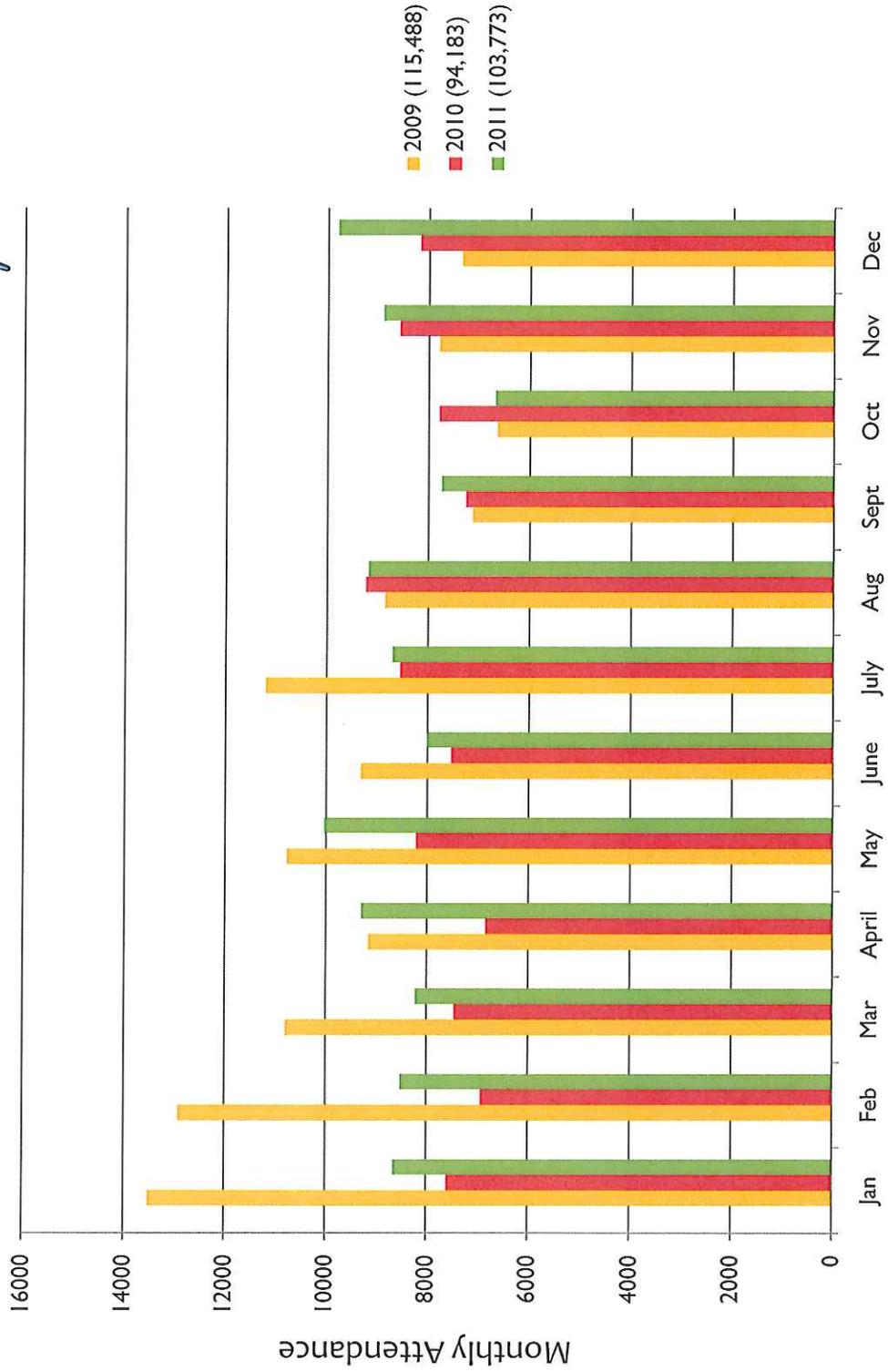


EXHIBIT A

DALLAS AQUATIC CENTER RATES

1) General Admission Day Use Pass

| | |
|---------------------|---------|
| Adult (18-59) | \$5.00 |
| Youth (under 18) | \$4.00 |
| Senior (60 & over) | \$4.00 |
| Family ¹ | \$12.00 |

***Infants 3 and under wading pool use \$1.00*

2) Youth summer only Pass (June-August)

| | |
|--------------------|----------|
| Youth (18 & under) | \$100.00 |
|--------------------|----------|

3) 3-month Water Aerobics Pass (unlimited use)

| | |
|----------|---------|
| All ages | \$75.00 |
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4) Annual Membership

(Includes all lap swims, recreation swims, and unlimited water aerobics, as well as a 20% discount all classes/lessons, 10% discount on room/facility rentals and swimsuits, 5 free passes per year for friends and family, and discounts on special events)

(Residents receive 10% discount on annual pass)

| | |
|---------------------|-------|
| Adult (18-59) | \$250 |
| Youth (under 18) | \$200 |
| Senior (60 & over) | \$200 |
| Two-person | \$375 |
| Family ¹ | \$450 |

5) 20 coupons (non-expiring)

| | |
|--------------------|---------|
| Adult (18-59) | \$85.00 |
| Youth (under 18) | \$60.00 |
| Senior (60 & over) | \$60.00 |

¹ "Family" means up to four persons related by blood, marriage or civil union who reside together in the same household. In the case of an annual pass, add \$60.00 for each additional family member.

6) Facility rental rates

Small room \$30.00/hour
Large Room \$60.00/hour

Entire facility (includes both rooms, all pools, lifeguards, and one lead lifeguard for one hour)

| <u># of Guests</u> | <u>Rate*</u> |
|--------------------|--------------|
| 1-40 | \$200.00 |
| 41-80 | \$250.00 |
| 81-120 | \$300.00 |
| 121-160 | \$350.00 |
| 161-200 | \$400.00 |
| 201-240 | \$450.00 |

*Add \$75.00 for each additional hour.