

W. S. B. I.

AGENDA COVER MEMORANDUM

AGENDA DATE: May 5, 2004

TO: LANE COUNTY BOARD OF COMMISSIONERS

PRESENTED BY: Peter Thurston, Community and Economic Development Coordinator

AGENDA ITEM: ORDER/ IN THE MATTER OF ALLOCATING \$10,000.00 FROM THE SPECIAL PROJECTS TOURISM PROGRAM WITHIN THE SPECIAL REVENUE SERVICES FUND FOR THE PURPOSES OF COORDINATING THE REGIONAL TOURISM INFRASTRUCTURE STRATEGY TASK FORCE AS SPECIFIED IN THE AGENDA MEMORANDUM

I. MOTION

IT IS MOVED THAT THE ORDER BE ADOPTED IN THE MATTER OF ALLOCATING \$10,000.00 FROM THE SPECIAL PROJECTS TOURISM PROGRAM WITHIN THE SPECIAL REVENUE SERVICES FUND FOR THE PURPOSES OF COORDINATING THE REGIONAL TOURISM INFRASTRUCTURE STRATEGY TASK FORCE AS SPECIFIED IN THE AGENDA MEMORANDUM

II. ISSUE OR PROBLEM

Shall Lane County expend \$10,000 from the special project tourism program for coordination of the Regional Tourism Infrastructure Task Force, as established by the Board in April 2004?

III. DISCUSSION

A. Background

By Order 04-4-14-3 the Lane County Board of Commissioners established and appointed members to the Regional Tourism Infrastructure Strategy Task Force. At the time of establishing the task force, the Board of Commissioners requested that an Order be returned for adoption to allocate \$10,000 from the Special Projects Tourism Program.

B. Analysis

At the January Tourism Summit, Lane County government was identified as the appropriate agency to facilitate a countywide plan for promotion of tourism. To be competitive in the tourism industry, a region needs to have a clear vision and appropriate infrastructure to encourage growth of the tourism industry. A working group from the summit recommended that a task force be appointed and that it be supported with a grant of special projects tourism funds to identify,

analyze and recommend strategies that will contribute to Lane County as a destination point for visitors.

The grant will be used to retain consultant services, primarily for research and analysis. Attachment A outlines the scope of services prepared as a starting point for Task Force determination of the consultant services. The Lane County Convention and Visitors Association and the Chambers of Commerce will assist with the public information, task force meeting process, and recording the minutes of the meetings. Lane County Community and Economic Development Program staff will process the consultant contract, provide assistance in public notice about the task force process, and monitor the public record process.

Funds are available in the Special Projects Tourism Program from repayment of room tax receipts from earlier commitments to the Lane County Fair Board.

The purpose of the project is to enhance tourism and thereby increase room tax receipts to Lane County. This is consistent with the purposes described Lane Code for these funds.

C. Alternatives/Options

The Board may:

- 1) Approve the ORDER directing that \$10,000 Special Projects Tourism Program funds be used to support the Regional Tourism Infrastructure Strategy Task Force, or
- 2) Decide not to commit funding to support the task force.

D. Recommendations

Number 1 is recommended, to approve the ORDER directing that \$10,000 of Special Projects Tourism Program funds be used to support the Regional Tourism Infrastructure Strategy Task Force.

E. Timing. The first Task Force meeting is tentatively scheduled to be held on May 6

IV. IMPLEMENTATION/FOLLOW-UP

Upon approval of the Board, the Lane County Community and Economic Development Program will complete the process of defining the scope of work and receiving proposals for consultant services. The Task Force will make the final decision on the selection of a consultant. CVALCO and Chamber staff will coordinate the Task Force agenda process and provide on-going public notice and meeting recording keeping

ATTACHMENTS

ORDER

A – DRAFT Tourism Infrastructure Task Force Scope of Services

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

ORDER NO.) IN THE MATTER OF ALLOCATING \$10,000.00 FROM THE
) SPECIAL PROJECTS TOURISM PROGRAM WITHIN THE
) SPECIAL REVENUE SERVICES FUND FOR THE
) PURPOSES OF COORDINATING THE REGIONAL
) TOURISM INFRASTRUCTURE STRATEGY TASK FORCE
) AS SPECIFIED IN THE AGENDA MEMORANDUM

WHEREAS, At the 2004 Tourism Summit of Lane County, leaders of public and private tourism agencies recommended Lane County Government lead tourism development coordination, and

WHEREAS, by Order 04-4-14-3 the Board of County Commissioners established the Regional Tourism Infrastructure Strategy Task Force with the charge of identifying, analyzing, and providing recommendations for developing a strategy to address deficiencies in tourism infrastructure throughout Lane County with the objective of creating Lane County as a destination point, and

WHEREAS, the Task Force is to be initiated with county community and economic development staff assistance and then be coordinated with consultant and tourism agency services, and

WHEREAS, Special Project Tourism funds were identified for support of Task Force coordination, and

WHEREAS, it is the practice not to place county sponsored tourism projects in competition with community tourism projects, and

WHEREAS, Special Project Tourism funds are available for the Task Force, and

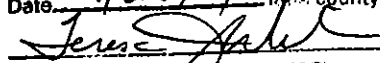
WHEREAS, the project meets the Special Project Tourism Fund purpose of select special projects to enhance tourism as chosen by the Board annually under its own criteria, and

WHEREAS, the Board has reviewed the recommendation and finds that it is in the public interest to facilitate tourism infrastructure development using funds from the Special Projects Tourism fund, **NOW, THEREFORE, IT IS HEREBY**

ORDERED that \$10,000 be allocated from the Special Projects Tourism Program within the Special Revenue Services Fund to provide coordination services for the Regional Tourism Infrastructure Strategy Task Force established with the charge of identifying, analyzing, and making recommendations for a strategy to develop countywide tourism infrastructure opportunities throughout Lane County with the objective of creating Lane County as a destination point.

FURTHER ORDERED that the County Administrator is authorized to sign a contract for services to implement coordination of the Task Force, using Special Projects Tourism Programs funds.

Signed this 5th day of May 2004.

APPROVED AS TO FORM
Date 4/26/04 Lane County

OFFICE OF LEGAL COUNSEL

Bobby Green Sr., Chair
LANE COUNTY BOARD OF COMMISSIONERS

DRAFT

Scope of Work for the Lane County Regional Tourism Infrastructure Strategy Task Force

The scope of work for the Lane County Regional Tourism Infrastructure Strategy Task Force consists of two separate areas: Research and Presentation and Task Force Facilitation. As much of the following services will be purchased with available funds as is feasible through the public quote process, and focused on the collections and analysis of information about the tourism industry. Level of services will be scaled to match coordination needs and available funding and in-kind services by tourism agencies (staffing partners).

Research and Presentation

Task 1: Collect and review economic development, infrastructure, and tourism information

The consultant, in consultation with the Task Force and staffing partners, will collect data about existing tourism infrastructure, current development projects, and anticipated infrastructure needs. The Task Force will develop and distribute community surveys and conduct competitive analyses of tourism infrastructure in communities throughout Lane County.

Product:

1. The Task Force will develop and distribute a community survey. The community survey will assess current tourism infrastructure assets, future projects, and stated needs.
2. The Task Force will conduct a competitive analysis of tourism infrastructure.
3. Economic development, infrastructure, and tourism development plans will be collected and made available for review to the Task Force as the Task Force deems necessary.

Schedule: The Consultant, working with the Task Force and staffing partners, will develop and distribute the community survey and competitive analysis materials in June. Materials will be collected and analyzed in July and August.

Task 2: Develop Tourism Infrastructure Recommendations

The Task Force, working with the consultant, will use the information gathered in Task 1 to develop recommendations about tourism infrastructure opportunities.

Product:

1. Draft Set of recommendations for review by the Task Force.
2. Final Set of recommendations for presentation to the Lane County Board of Commissioners.

Schedule: The draft set of recommendations will be made available to the Task Force no later than September 2004. The final set of recommendations will be prepared no later than October 2004.

Task 3: Draft Tourism Infrastructure Strategy and Recommendations to the Lane County Board of Commissioners

The consultant will work with the Task Force to develop their findings and recommendations into a Regional Tourism Infrastructure Strategy. This task builds on task 2 and formalizes the opportunities and recommendations and identified and developed into a formal plan.

Product:

1. Draft Tourism Development Strategy and Recommendations report for review by the Task Force.
2. Final Tourism Development Strategy and Recommendations report for presentation to the Lane County Board of Commissioners.
3. Post final report on Lane County Community & Economic Development Web page when available.

Schedule: The task of preparing a draft Tourism Infrastructure Strategy and Recommendations report will be completed and made available for Task Force review no later than November 2004. The final Tourism Infrastructure Strategy and Recommendations report will be completed and presented to the Lane County Board of Commissioners in January 2005.

Task 4: Presentation to the Lane County Board of Commissioners

The Task Force, with the consultant, will present the findings of the Tourism Infrastructure Strategy and Recommendations report to the Lane County Board of Commissioners.

Product:

1. The consultant, staffing partners, and Task Force will prepare presentation materials.
2. The consultant and Task Force members will present the findings to the Lane County Board of Commissioners.

Schedule: The Task Force will present the findings of the Task Force in January 2005.

Task Force Facilitation

Task Force Facilitation will be shared among several different organizations throughout Lane County and the consultant. The Convention & Visitors Association of Lane County Oregon and the Area Chambers of Commerce will provide general committee oversight for Eugene and Springfield. Additional staffing will be provided by rural chambers of commerce and the consultant obtained by the Task Force.

Task 1: Prepare and Distribute Meeting Agendas

The consultant, CVALCO, and the Area Chambers of Commerce for Eugene and Springfield (staffing partners) shall be responsible for developing and distributing meeting agendas to Task Force members and the interested public. Meeting Agendas should provide a list of principle subjects anticipated to be discussed at the meeting.

Product:

1. Consultant and staffing partners shall be responsible for working with the Task Force to develop meeting agendas.
2. Fully developed meeting agendas.
3. Meeting agendas shall be distributed to Task Force members at least one week prior to the meeting of the Task Force.
4. Copies of the agenda will be made available to the interested public.

Schedule: Meeting Agendas will be distributed to Task Force members at least one (1) week prior to a meeting of the task force.

Task 2: Meeting Notification

Completion of this task is required to remain in compliance with the Oregon Public Meetings Law. Responsibility for meeting notifications will be shared between the consultant and staffing partners. Public notices must provide for the following information: the time and place of the meeting, a list of principle subjects anticipated to be discussed at the meeting, and the notice must be sent no less than 24 hours prior to the meeting.

Product:

1. Properly created meeting notices shall be placed in local media at least 24 hrs prior to a meeting of the task force.

Schedule: In accordance with the Oregon Public Meetings Law, notification of meetings of the Task Force must be completed at least 24 hrs prior to a meeting of the Task Force.

Task 3: Record, Prepare, and Distribute Task Force Meeting Minutes

Completion of this task is required to remain in compliance with the Oregon Public Meetings Law. Responsibility for meeting minutes will be shared among staffing partners. Meeting minutes must accurately reflect the matters discussed at the meeting and the views of the participants. Minutes must be made available to the public within a reasonable period of time and must contain the following information: All members present, all motions, proposals, resolutions, orders, ordinances, and measures proposed and their disposition, the result of all votes and the vote each member by name, the substance of any discussion of any matter, and references to any documents used at the meeting.

Product:

2. Recorded Task Force meeting minutes.
3. Prepared meeting minutes will be distributed to Task Force members and made available to the public at least one week prior to each meeting of the Task Force.

Schedule: Prepared meeting minutes will be distributed to Task Force members and made available to the public at least one week prior to each meeting of the Task Force.

Task 5: Comply with Lane Manual regarding first meeting

The Task Force will remain in compliance with Lane Manual in conducting its business. At the first meeting of the Task Force it will elect a Chair and Vice Chair, review the charge of the Task Force, and develop a timeline to accomplish that charge.

Product:

1. Election of Chair and Vice-Chair.
2. Committee review of Charge.
3. Develop a timeline to accomplish the charge of the Task Force.

Schedule: Tasks outlined to comply with Lane Manual will be completed at the first meeting of the Task Force in May 2004.