

**ASHLAND CITY COUNCIL
BUSINESS MEETING MINUTES
Tuesday, May 6, 2025**

I. 4:30 P.M. Executive Session

Mayor Graham and Councilors DuQuenne, Bloom (arrived 5:10), Dahle, Kaplan, and Hansen were present. Jon Rue from CDR Labor Law, City Manager Sabrina Cotta, City Attorney Johan Pietila, and City Recorder Alissa Kolodzinski, were present.

- a. To conduct deliberations with persons designated by the governing body to carry on labor negotiations pursuant to ORS 192.660 (2)(d).

6:00 PM Business Meeting

Council Present: Mayor Graham, Councilors Dahle, DuQuenne, Bloom, Kaplan, and Hansen.

Council Absent: None

Staff Present:

Sabrina Cotta	City Manager
Johan Pietila	City Attorney
Alissa Kolodzinski	City Recorder
Brandon Goldman	Community Development Director
Derek Severson	Planning Manager
Tighe O'Meara	Chief of Police
Jordan Rooklyn	Deputy City Manager

II. CALL TO ORDER

Mayor Graham called the meeting to order at 6:10 p.m.

- a. Land Acknowledgement**

Councilor Kaplan read the land acknowledgement.

III. PLEDGE OF ALLEGIANCE

Councilor Hansen led the pledge of allegiance.

IV. ROLL CALL

V. MAYOR'S/ CHAIR OF THE COUNCIL ANNOUNCEMENT

- a. Asian American and Pacific Islander Heritage Month Proclamation
- b. National Historic Preservation Month Proclamation

Both Proclamations were read into the record. Graham spoke about [the wildfire preparedness educational series](#) and [the Helen and Alann Berg Good Governance Award](#) that Ashland received from the League of Oregon Cities in recognition of its learning courses held in partnership with Southern Oregon University's Osher Lifelong Learning Institute [available on the City's website](#).

VI. APPROVAL OF MINUTES

- a. Minutes of April 14, 2025 – Study Session Meeting
- b. Minutes of April 15, 2025 – Business Meeting

Hansen requested an addition to the 4.15.2025 Business Meeting Minutes in the section beginning at the bottom of page four and the top of page five regarding the parks fee: 'The budget gap is not due to Park's mismanagement, but due to overall expenses outpacing revenue in the general fund.'

Motion made to approve the minutes of the study session and business meeting as amended

Motion: Hansen Second: Bloom

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

VII. CONSENT AGENDA –

- a. Approval of Liquor License for Tlalli
- b. Approval of Liquor License for Cooks Speakeasy
- c. Resolution 2025-08 Setting the Wildfire Risk Reduction Fee (previously AFR) and Repealing Resolution 2019-20
- d. Resolution 2025-04 Setting the Public Safety Support Fee Repealing Resolution 2018-09
- e. Request from Ad-Hoc Committee on Early Learning and Affordable Childcare to publish an article
- f. Affordable Childcare Ad Hoc Committee Appointment

Request to remove items c, d & e

Motion made to approve the consent agenda items a, b and f.

Motion: Dahle Second: Kaplan

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

Discussion on Item c:

Bloom requested to include language regarding the CPI (Consumer Price Index) in the resolution.

After discussion and amendment, the following motion was adopted:

Motion made to approve the increase of the Wildfire Risk Fee, previously known as the AFR Fee from \$3.00 to \$7.00 and as stated in section two of the resolution and repeal Resolution 2019-20, and to substitute paragraph in section three to read: "to account for inflation, an annual adjustment will be applied on July 1st of each fiscal year. The adjustment shall be based on the percentage change in the Consumer Price Index for all urban consumers CPIU West region for the most recent 12-month period available, not to exceed 5% annually. The finance department shall provide public notice of the proposed adjustment, at least 30 days before it takes effect July 1, 2025 along with a brief explanation of the CPI calculation. An annual increase above 5% requires separate approval by the City Council via duly noticed public meeting. "

Motion: Bloom Second: DuQuenne

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

Discussion on item d:

Citizen spoke of their concern regarding the financial reasons presented for the proposed increase in the public safety fee and suggested that ambulance transports be reserved for emergencies rather than for transporting from one hospital to another.

Motion made to approve Resolution 2025-04 to increase the public safety fee of \$5.00, and repeal Resolution 2018-09 and substitute a paragraph for section three to read: " To account for inflation, an annual adjustment will be applied on July 1st of each fiscal year. The adjustment shall be based on the percentage change in the consumer price index for all urban consumers CPIU West region for the most recent 12-month period available not to exceed 5% annually. The finance department shall provide public notice of the proposed adjustment at least 30 days before it takes effect July 1, 2025 along with a brief explanation of the CPI calculation. An annual increase above 5% requires separate approval by the City Council via duly noticed public meeting."

Motion: Bloom Second: Dahle

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

Discussion on item e:

Bloom spoke that publishing this article may increase regional collaboration on this issue.

Motion made to approve the Ad Hoc Committee on Early Learning and Affordable Childcare to publish the article: 'Business and Childcare: A Crucial Symbiosis'

Motion: Bloom Second: Hansen

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

VIII. SPECIAL PRESENTATIONS

a. If I Were Mayor Contest Winners

Graham spoke about this Statewide contest by the Oregon Mayors Association where students were challenged to answer the question, "What Would I do as Mayor?". Graham received many submissions and gave special thanks to the teachers, parents, and schools that encouraged their students to participate. The winners were announced from each grade, with an overall winner selected. Graham invited winners to sit in the Mayor's chair, say a few words, rack the gavel, and have their picture taken.

Five minute recess taken.

b. RVTD Presentation

Kelly Madding, Operations Manager, and Paige West, Planning and Strategic Programs Manager, from RVTD (Rogue Valley Transportation District) along with Denise Krause RVTD Board Member provided a presentation (see attached.)

- Established in 1975, RVTD is celebrating its 50th Anniversary this year
- Currently operates 15 routes in 8 communities with over 950K trips provided in FY 2023-24
- Route 10: Medford, Phoenix, Talent and Ashland M-F 5:00am to 8:30PM every 20 minutes and Saturdays 1am to 6pm every 30 minutes.
- Route 1X: Seasonal express route between Medford and Ashland M-F 6:00am to 8:00pm hourly.
- Route 17: Ashland Crosstown M-F 7:30am to 7:30pm every 30 min. (beginning June 23)
- West reviewed Ashland bus stops by popularity and explained bus pass programs.
- RVTD's Bicycle Program staffs its all-volunteer community bike shop in the Ashland Grove in partnership with Ashland Parks and Recreation, Ashland Parks Foundation, and the Ashland Climate Collaborative which collects bike donations, fixes them up, and gives most away through several non-profits throughout service district area.

- Bike to Work Day – [Ashland Bike Breakfast is Friday May 16 7:30-9:30am at Railroad Park.](#)
- Transportation Options is a cooperative program with Southern Oregon University that utilizes an SOU intern to promote and educate people regarding transportation options.
- Extended hours to 10:00pm are on RVTV's short range projects to accomplish by 2030. Sunday service is also on the long-term planning list but is less of a priority due to cost.
- Historic, current, and projected costs of service were reviewed: costs are outpacing revenues. RVTV will ask voters to approve a previously funded special levy that sunsets in 2026.
- RVTD's hybrid diesel buses use 100% renewable diesel fuel and plans include an all-electric fleet of paratransit vehicles in late 2026 through Carbon Reduction Program funds.

IX. PUBLIC FORUM – Citizens asked how decisions are made and implemented when changing Night Lawn rules and spoke about the related storage area, plans for 2200 Ashland St., status on finding non-profit partners to serve Ashland's unhoused, and about low-income housing.

X. PUBLIC HEARING

- a. First Reading of Ordinances 3249, 3250, 3251, and 3263 to implement the Climate Friendly Area Overlay

Goldman and Severson were joined by Elizabeth Decker from Jet Planning to review and discuss the history and steps taken to develop Climate Friendly Area's (CFA's) in compliance with State Statute.

Proposed code changes include:

- Formal CFA overlay designation
- Removal of maximum densities in C-1, C-1-D and E-1 zones
- Revisions to height and residential use standards in Downtown C-1-D zone
- Expanded design standards for pedestrian oriented development.
- Solar access management provisions to support compact urban form.
- Four separate ordinances are proposed to implement the zoning changes and complete the CFA adoption process to be completed by the end of this fiscal year.
- Some key CFA overlay permitted uses include allowing attached single-family dwellings; allowing multifamily dwellings as mixed-use; allowing for retail, restaurants, offices, schools, parks, childcare, and government offices; and limiting use for storage.
- New minimum densities are: 15 du/ac (dwelling units per acre) in R-2, 20du/ac in E-1, and 25 du/ac in C-1 with an exception for larger mixed-use buildings over 2.0 FAR (Floor Area Ratio).
- No maximum density and the existing minimum of 0.5 FAR applies

Discussion:

- FAR restrictions are intended to address non-resident development.
- Increase of max height to 50ft with 60 ft. allowed for affordable housing developments.
- Discussion on solar setbacks in the CFA's. The priority of CFA's are to achieve the additional densities – the criterion for solar setbacks aims to preserve solar access for neighbors around the perimeter of the district.
- Recommended companion code updates, not required for CFA's, but in response to public engagement, include removing maximum densities in C-1 and E-1 zones citywide and expanding downtown C-1-D development standards to promote similar development.

- Discussion on conditional use related to Downtown C-I-D zone. Affordable housing is permitted outright and historical preservation criteria can be maintained by not designating as a CFA.
- Clarification that parking does not qualify as Plaza Use per current or proposed City Code.

Hearing opened, no speakers, Hearing closed

- Discussion on incorporating a requirement for 25% of dwelling units to be affordable to meet the threshold for the additional height bonus from 50 to 60 feet.

After discussion and amendment, the following motion was adopted:

Decision:

Motion made move approve first reading of the following ordinances, Ordinance #3249, an ordinance amending the Ashland Land Use Ordinance to repeal Chapter 18.3.14 Transit Triangle Overlay and replacing it with a new Chapter 18.3.14 Climate Friendly Overlay; with Exhibit A footnote six on page nine to read: 'multifamily and mixed-use dwellings meeting the standards for 25% affordable housing in section 18.2.5.050 are eligible for bonus height. Applicants may alternatively pursue height bonuses per ORS 197a.445';

- **Ordinance #3250, an ordinance amending the adopted Zoning Map to add the Climate Friendly (CF) Overlay.**
- **Ordinance #3251, an ordinance amending the adopted Site Design Zones Map to align the extent of the Detailed Site Design Review Overlay Zone to include the full extent of the Climate Friendly Area Overlay Zones.**
- **Ordinance #3263 an ordinance amending chapters 18.2.1, 18.2.2, 18.2.3.130, 18.2.6, 18.3.12, 18.3.13 & 18.4.2.040.c of the Ashland Land Use Ordinance to align with the new Climate Friendly Area regulations and ensure implementation of applicable development standards each and to move each ordinance to Second Reading on June 3, 2025, and to direct staff to prepare written findings for adoption in conjunction with the second reading.**

Motion: Bloom

Second: Kaplan

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

XI. ORDINANCES, RESOLUTIONS AND CONTRACTS

- Second Reading ORD 3258 An Ordinance Amending AMC Chapter 10.30 to Prohibit Hazardous Fire Use

O'Meara brought forward this item for second reading.

No discussion.

Motion made to approve the second reading of adoption of Ordinance No. 3258 as amended.

Motion: Hansen

Second: DuQuenne

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

XII. UNFINISHED BUSINESS

Graham made a change in order of business due to lack of time and priority.

- 2025-2027 Transient Lodging Tax (TLT) Revenue Use for Tourism Promotion
Rooklyn spoke briefly about this item and provided a presentation (see attached).
 - Small event grant program and beautification efforts for South Ashland will be included.

- Parking infrastructure dollars for 2027 were earmarked for discussion to consider alternative parking models as infrastructure projects for 2027.
- The 0.25 FTE outlined is for City staff – cost recovery associated with program administration.
- Destination Marketing is a line item that could be used to allocate support for local venues.

XIII. NEW BUSINESS

a. Travel Ashland Proposal for Destination Marketing Activities

Katherine Cato, Travel Ashland Director, presented this topic and proposed budget (see attached).

- Mission of Travel Ashland is to grow and diversify Ashland's visitation year-round.
- Strategic activities include destination marketing, research and data analytics to measure impacts, and procuring groups, tours, and conferences.
- A new Travel Ashland 101 is a new business marketing program.
- Investment is necessary in tourism as a key mechanism to support year-round employment.

Clarified was stated on how the line items could change based on Council recommendation. Council discussed the dollar amounts for various line items and the new business marketing program. Cato clarified how data such as visitor spending is used to measure economic impact. Council discussed adopting an alternative \$450K budget that would include \$350K for destination marketing, \$50K for business marketing program, \$15K for Chamber programs, and \$35K for data analytics. Staff recommended a one-year contract with an option to renew it to allow for more conversation on programming for the second half of the biennium.

After discussion and amendment, the following motion was adopted:

Motion made to direct staff to contract with Travel Ashland with a one-year contract of \$450,000 for the provision of destination marketing services as proposed by Travel Ashland.

Motion: Bloom

Second: Kaplan

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

Items on the Agenda not considered due to time constraints are automatically continued to the next regularly scheduled Council meeting [AMC 2.04.030.(D)(3)].

Unfinished Business

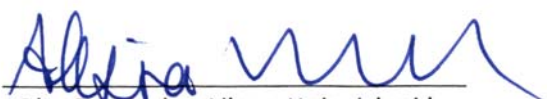
a. Proposed Changes to Enhanced Law Enforcement Area Process

XIV. CITY MANAGER REPORT

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

XVI. ADJOURNMENT

The meeting was adjourned at 9:40 p.m.


City Recorder Alissa Kolodzinski

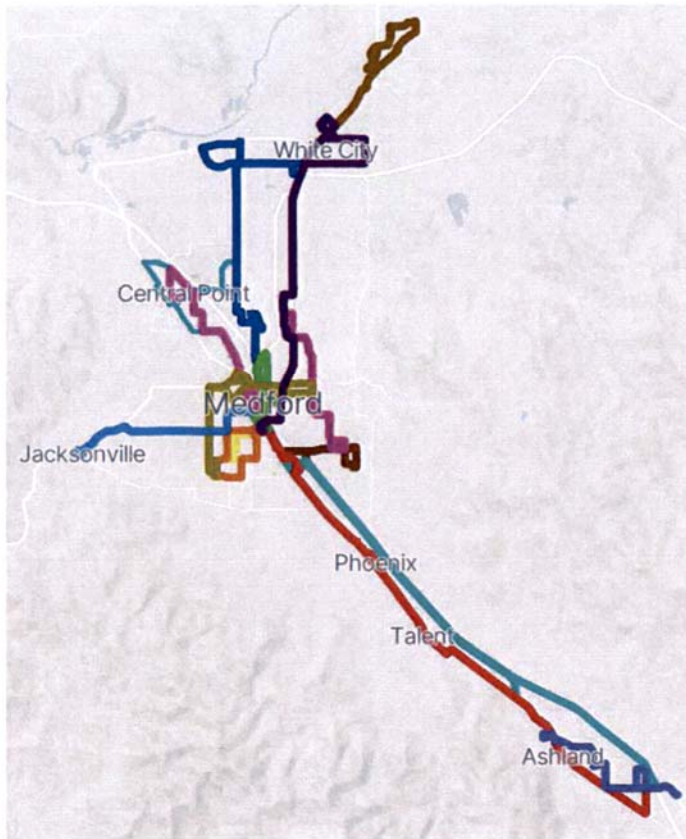

Mayor Tonya Graham



RVTD Services, Programs and Budget Outlook

Prepared for Ashland City Council | May 6, 2025
 Kelly Madding, RVTD Operations Manager
 Paige West, Planning and Strategic Programs Manager





Established in 1975, Rogue Valley Transportation District will be celebrating its 50th Anniversary this year. RVTD currently operates 15 routes in 8 communities within the fourth largest urbanized area in the state of Oregon.

Over 950,000 trips were provided in FY 2023-2024 on RVTD's fixed route and paratransit service and is expected to provide 1.2M this year.

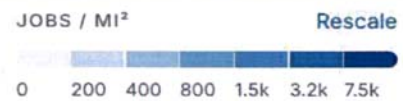
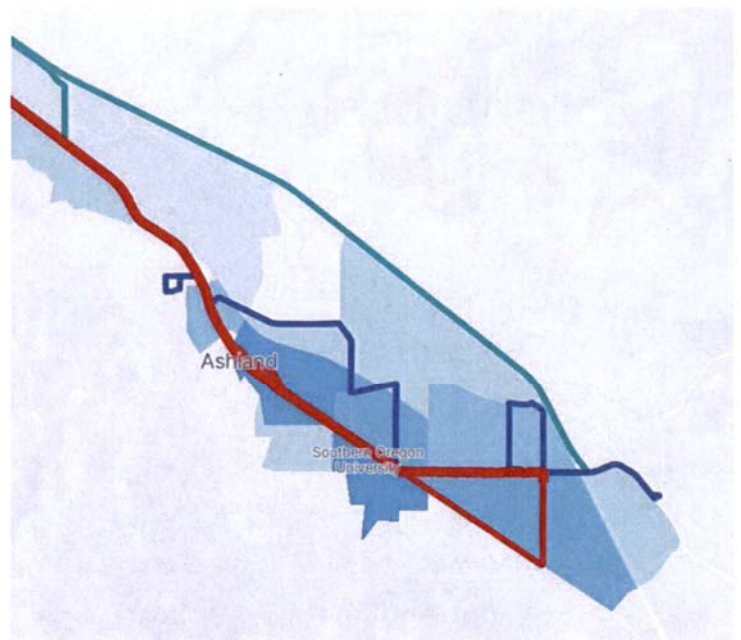
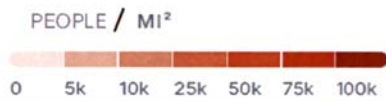
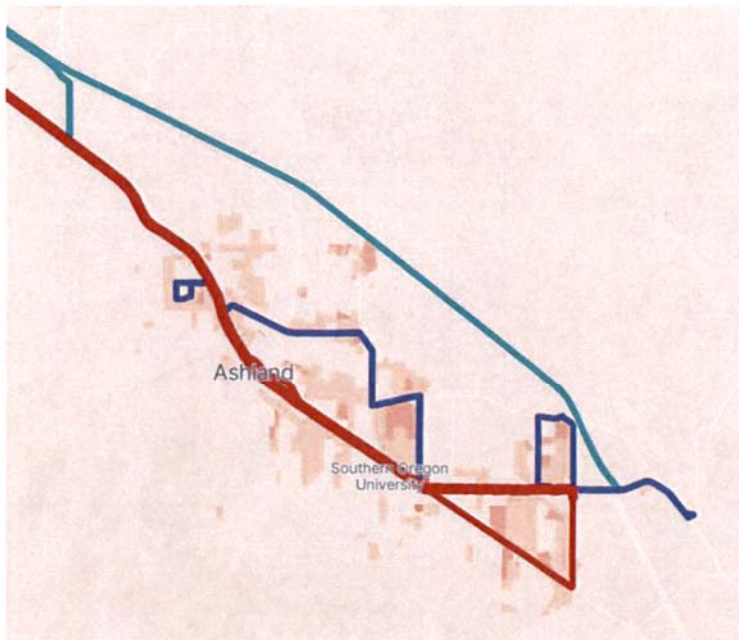


Ashland Service:

Route 10- Serves Medford, Phoenix, Talent and Ashland M-F 5:00AM to 8:30PM every 20-minutes and Saturdays 7:00AM to 6:00PM every 30-minutes

Route 1X- Express Route between Medford and Ashland M-F 6:00AM-8:00PM hourly (seasonal)

Route 17- Ashland Crosstown M-F 7:30AM to 7:30PM every 30-minutes (beginning June 23rd)



Bus Stop Popularity

LEGEND

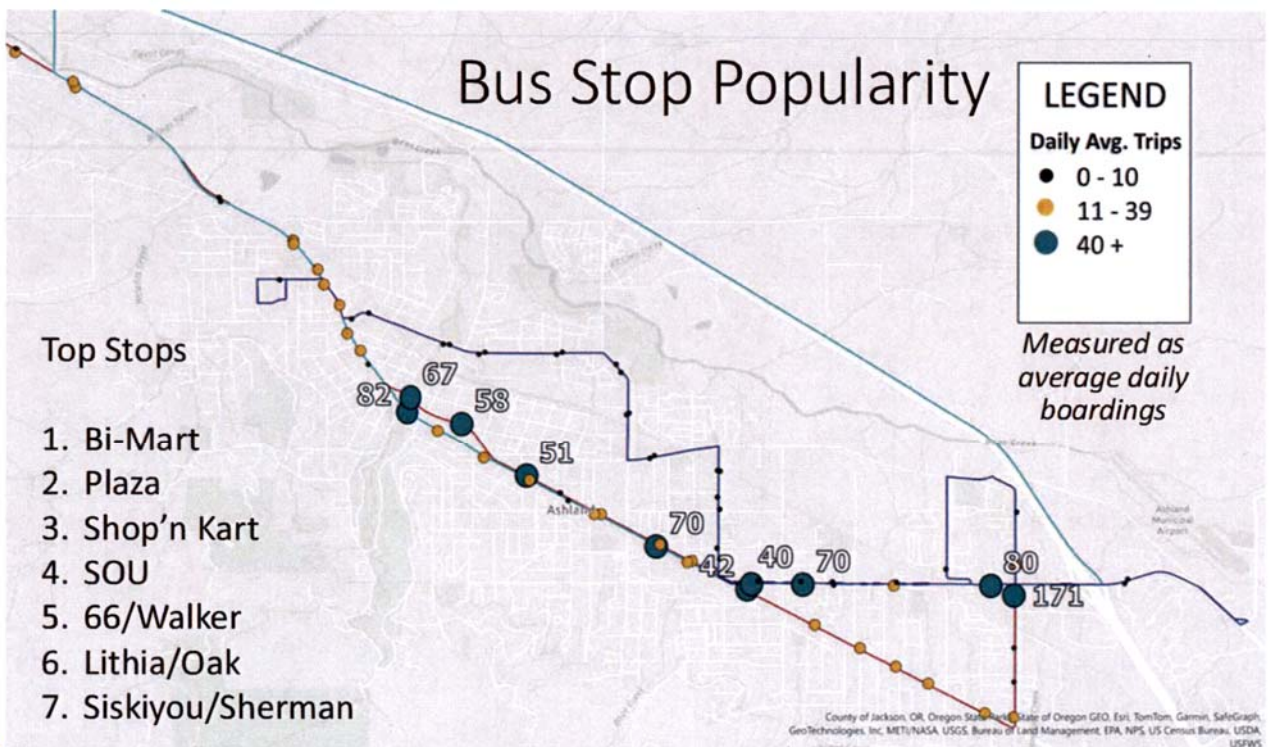
Daily Avg. Trips

- 0 - 10
- 11 - 39
- 40 +

*Measured as
average daily
boardings*

Top Stops

1. Bi-Mart
2. Plaza
3. Shop'n Kart
4. SOU
5. 66/Walker
6. Lithia/Oak
7. Siskiyou/Sherman



County of Jackson, OR, Oregon State, State of Oregon GEO, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, MET/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS



Group Bus Pass Programs

Bus Pass Programs:

- Southern Oregon University (Students and Employees)
- Columbia Care Rogue Ridge Apartments
- Neuman Hotel Group
- Ashland Food Co-op
- Yerba Prima



NEUMAN
HOTEL GROUP



ColumbiaCare



SOCIETY OF
ST. VINCENT
de PAUL

Low Income Bus Pass Programs:

- OHRA
- St Vincent De Paul Ashland



OHRA
Opportunities for Housing,
Resources, & Assistance

Fare Distributor and Reseller :

- Ashland Senior Center

Yerba Prima



Bicycle Programs

Pedal Power community bike shop at the Grove

Pedal Power Youth Bike Program

Bike Swap

Bike safety lessons in each Ashland elementary schools

Pop-up "bike socials"

Ashland's first bike bus to get kids safely to school

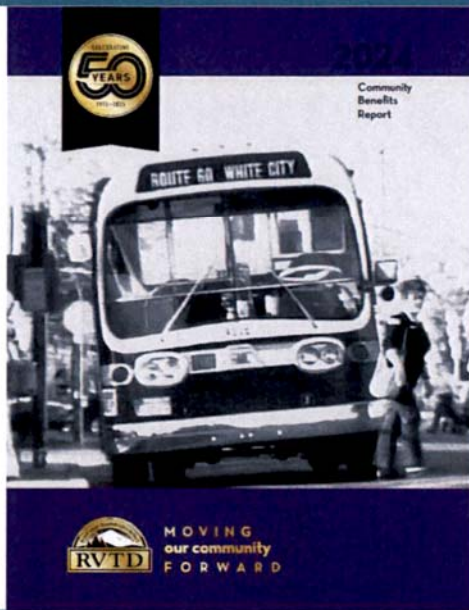
Bike safety education to adults through OLLI

Bike to Work Day–Ashland Bike Breakfast

Friday, May 16 • 7:30-9:30am
Railroad Park



Publications: Community Benefits Report, E-newsletters and 2 mailed Newsletters



CELEBRATING 50 YEARS OF SERVICE

RVTB Marks Half a Century of Connecting the Rogue Valley

This year, Rogue Valley Transportation District (RVTB) celebrates 50 years of dedicated service to the residents of the Rogue Valley. Since its beginning in 1975, RVTB has grown from a small organization with just two vans into a respected state leader, and nationally recognized, public transit service, now adding to our portfolio the award of the 2023 National Small Urban Transit System of the Year. RVTB now boasts a fleet of 47 buses and 23 paratransit vans covering nearly 80 square miles of territory that serves eight cities.

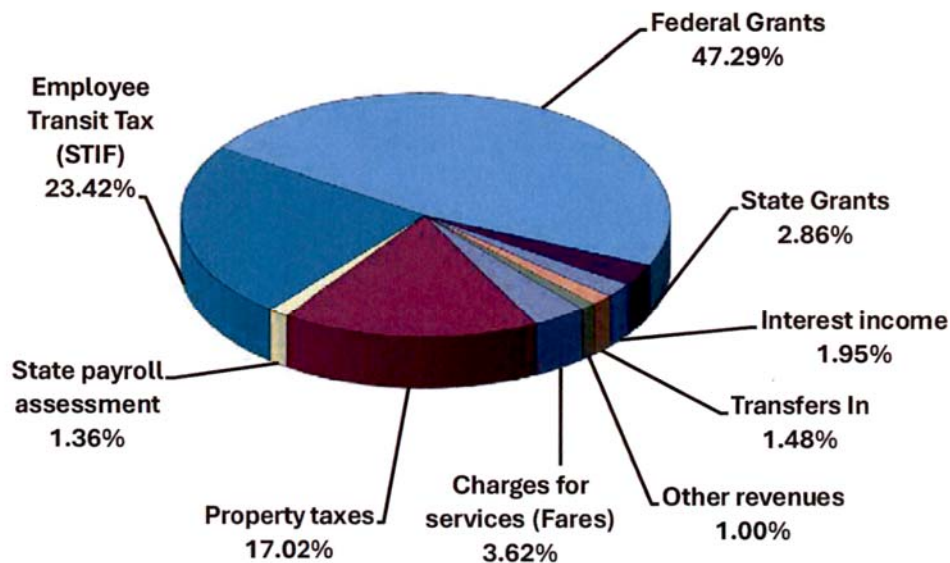
The journey began on May 1, 1975, after voters in Jackson County approved the formation of a public transportation district by a 5-2 margin. Under the leadership of the newly elected Board Chair, Peter Heflinger, RVTB's founding members quickly got to work. Their first task was to secure funding for the district, with Medford State Board of Education playing a key role in securing state support. On July 16, 1975, RVTB launched its first service, offering free transportation for all residents who could not drive. The first three days of service were a success, with more than 100 community members riding the buses, marking the beginning of RVTB's long-standing commitment to connecting the valley's residents.

Today, RVTB serves nearly 200,000 people across the communities of Medford, Central Point, Jacksonville, Phoenix, Talent, Ashland, White City, and Grants. The district operates a 50-mile fixed-route system and offers all-access paratransit service for older adults and people with disabilities. It is also one of the first to use clean-burning compressed natural gas in its transit fleet. RVTB has more than 200 employees, and its annual budget is over \$10 million, with a significant portion of that coming from state and federal funding. RVTB's success is a testament to the dedication of its staff and the support of its community. As RVTB continues to grow, the district will continue to work hard to provide the highest quality of service to its residents, ensuring that everyone in the Rogue Valley has access to the transportation they need to get to work, school, and the places they love.

As RVTB celebrates its 50th year, the district reflects on its growth from humble beginnings to becoming a nationally recognized transit system. Over the last five decades, RVTB has made it a mission to provide the highest quality of service to its residents, ensuring that everyone in the Rogue Valley has access to the transportation they need to get to work, school, and the places they love. The district's commitment to excellence is evident in its award-winning service, its dedication to sustainability, and its focus on providing a safe and reliable mode of transportation for all. As RVTB looks to the future, it remains committed to its core values and its mission to connect the Rogue Valley community.

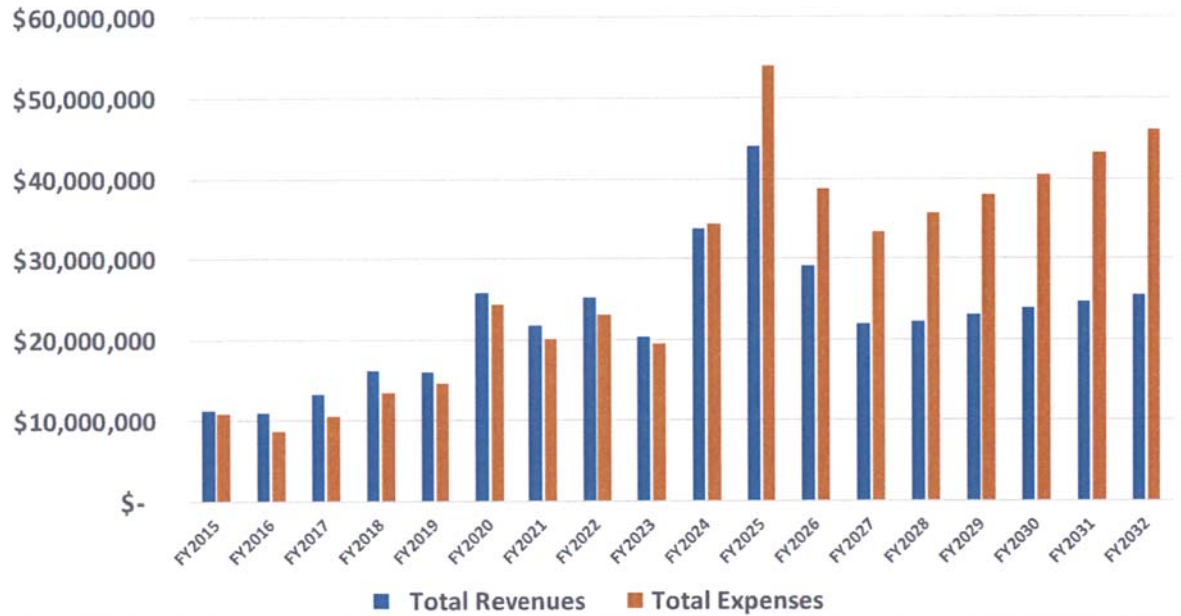


2023-2024 General Fund Revenues



RVTD Budget and Forecast through 2032

Fixed Route & ADA Services
2015-2032 Revenue and Expenses



Cost of a bus per mile (Fuel, Labor, and Maintenance)

CNG Bus: \$0.77 per mile
Diesel Hybrid: \$1.23 per mile

59% cost increase



Cost of a bus engine rebuild

2019: \$28,500
2025: \$46,027

61% cost increase



Cost to service a fixed route bus

2019: \$689.19
2025: \$1,347.87

95% cost increase



Healthcare and other Benefits

2017: \$2,336,452
2024: \$5,116,604

119% cost increase



Cost of a new CNG 35 ft bus

2015: \$451,292
2024: \$738,443

64% cost increase



Cost Per Service Hour

2017: \$70 Per Service Hour
2025: \$125 Per Service Hour

78% Cost Increase



State and Local Funding Sources

State Transportation
Improvement Funds (STIF):
.1% of payroll



For Every



Permanent Rate:
\$0.17/\$1,000

Special Levy:
\$0.13/\$1,000
Expires 2026



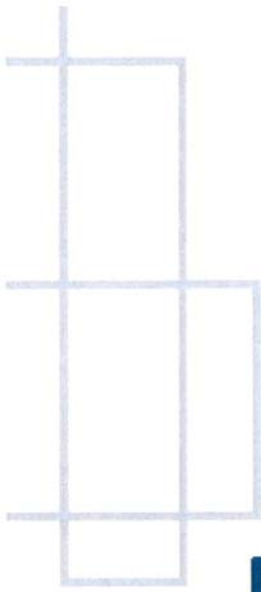
\$400,000

Permanent Rate	\$68
Special Levy	\$52
Total	\$120



Thank you





CLIMATE FRIENDLY AREA PROPOSED MAP & CODE UPDATES



CITY OF ASHLAND CITY COUNCIL
MAY 6, 2025

3J CONSULTING
CIVIL ENGINEERING | WATER RESOURCES | COMMUNITY PLANNING



PROJECT INTRO

- Purpose: Designate Climate Friendly Areas (CFAs) that support vibrant, walkable mixed-use neighborhoods
- Update zoning maps and code to implement
- Part of broader Climate Friendly & Equitable Communities (CFEC) program

Project development & public engagement:

- March 2024 to March 2025

Work sessions:

- Planning Commission 2/25/25
- City Council 3/17/25

Adoption hearings:

- Planning Commission 4/29/25
- City Council: first reading 5/6/25
second reading 6/3/25

IMPLEMENTATION COMPONENTS

MAP UPDATES

- Amend Zoning Map:
 - Maintain existing base zones
 - Add new Climate Friendly (CF) Overlay for both CFAs
 - Remove Residential (R) Overlay in Railroad Property
 - Limit extent of Pedestrian Place overlay
 - Remove existing Transit Triangle (TT) Overlay
- Amend Site Design Zones Map:
 - Expand Detail Site Review Overlay to full extent of both CFAs

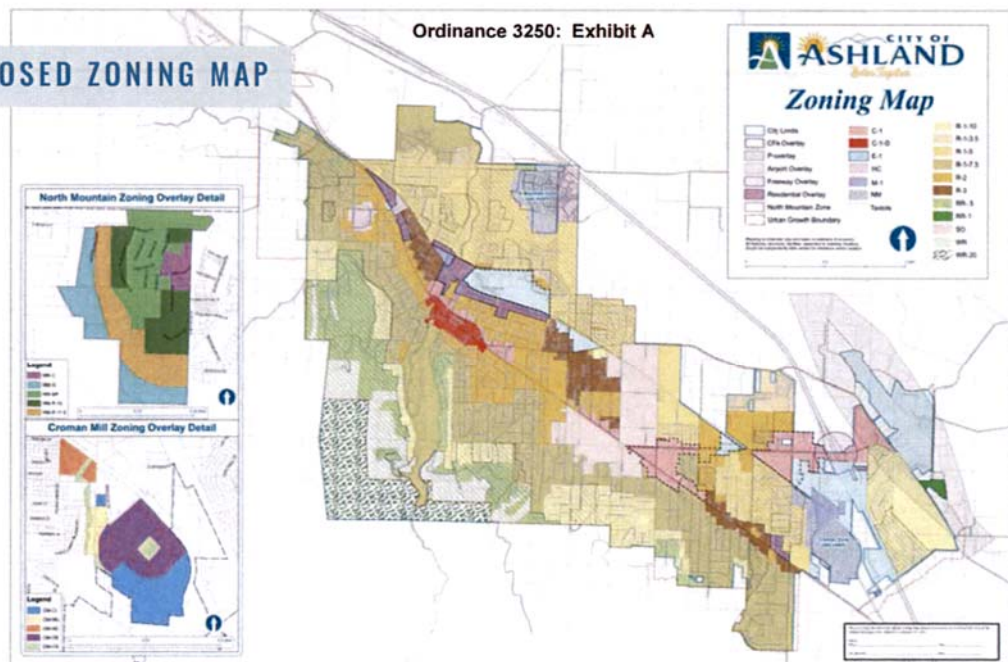
CODE UPDATES

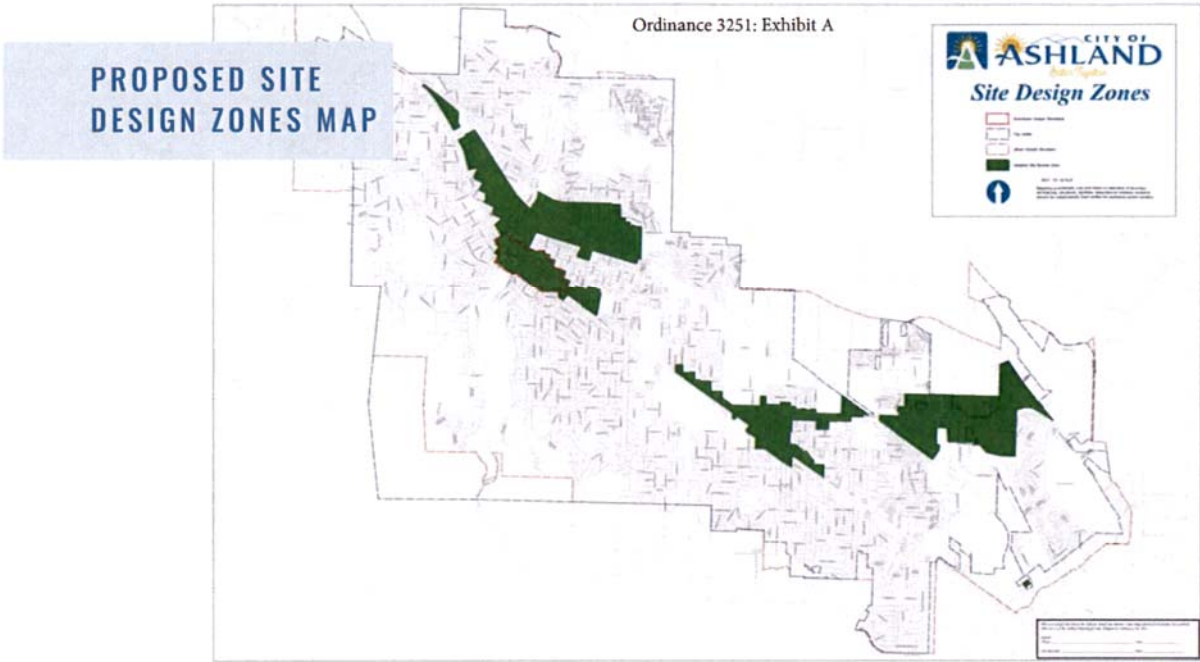
- Add new Climate Friendly (CF) Overlay chapter
- Remove Transit Triangle (TT) chapter
- Related updates throughout

ADDITIONAL CODE UPDATES

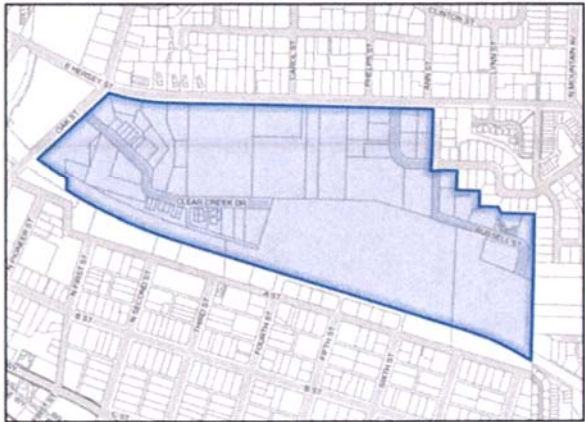
- Lift maximum density in E-1, C-1, C-1-D
- Increase allowed heights and allow multifamily residential downtown

PROPOSED ZONING MAP





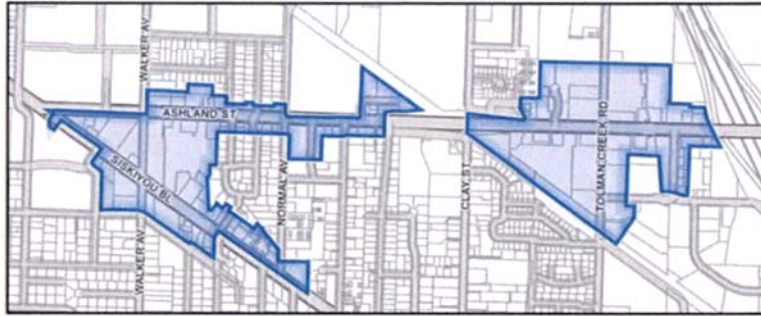
RAILROAD PROPERTY CFA



- Maintain Employment (E-1)
- Remove Residential (R) Overlay
- Add Climate Friendly (CF) Overlay
- Expand Detail Site Review Overlay

TRANSIT TRIANGLE CFA

Maintain Commercial (C-1), Employment (E-1), Residential (R-2)
Remove Pedestrian Place Overlay at two nodes
Remove Transit Triangle (TT) Overlay*
Add Climate Friendly (CF) Overlay
Expand Detail Site
Review Overlay



*Also remove TT Overlay from surrounding R-2, R-3 areas; revert to base zoning

CF OVERLAY KEY FEATURES

USES

- Allow attached single-family dwellings, maintain access standards
- Allow multifamily dwellings as mixed-use (except affordable housing, commercial-ready)
- Allow retail, restaurants, office
- Maintain drive-ups, auto-oriented uses w/existing limitations
- Maintain employment uses, address off-site impacts as needed
- Allow schools, parks, child care, government offices
- Limit storage uses

CF OVERLAY KEY FEATURES

DENSITY & DIMENSIONS

- New minimum density:
 - 15 du/ac in R-2
 - 20 du/ac in E-1
 - 25 du/ac in C-1
 - Exception for larger mixed-use buildings over 2.0 FAR
- No maximum density
- Minimum 0.5 FAR
- No setbacks, apply solar setbacks to buildings within 100 ft of residential zone
- 10-ft step-backs for upper stories abutting residential
- Increase max height to 50 ft, 60 ft for affordable housing
- Max block length of 350 ft

Apply Detail
Site Design
Review
standards
Additional
CFEC walkable
design
standards to
enhance and
clarify, in
development

CODE UPDATES BEYOND THE CFAs

- **Remove maximum density in C-1 and E-1 zones citywide**
 - Will apply to mixed-use development permitted in C-1, portions of E-1 with Residential Overlay (eliminate 30 du/ac, 15 du/ac current maximums)
- **Expand downtown (C-1-D) development standards for similar CFA-scale development**
 - Permit multifamily dwellings outright without mixed use requirement, at 30 du/ac minimum density, commercial-ready ground-floor construction
 - Increase max height from 40 ft to 50 ft outright, with option to increase to 60 ft (currently 55 ft) as conditional use
 - Remove maximum density (eliminate 60 du/ac current maximum)

PLANNING COMMISSION RECOMMENDATION

The Planning Commission recommended that the City Council adopt the ordinance amendments as proposed, including the following actions to implement Climate Friendly Areas within the City of Ashland:

- Amend the Land Use Ordinance to establish a new Climate Friendly (CF) Overlay chapter and repeal the existing Transit Triangle Overlay (AMC 18.3.14, new and repealed)
- Adopt additional code amendments for consistency and clarity within AMC Title 18, including updates to chapters 18.2.1, 18.2.2, 18.2.3 and 18.2.6, to align with CFA regulations, ensure implementation of applicable development standards and expand development standards in the C-1, E-1 and C-1-D areas including downtown
- Amend the Site Design Zones Map to align the Detailed Site Design Review boundary with the Climate Friendly Area boundaries (AMC 18.4.2)
- Amend the Zoning Map to apply the Climate Friendly Overlay and amend the Residential Overlay

PUBLIC HEARING &
DELIBERATIONS

II. TLT Funds & Grants Update/Recommendation

Summary

The City imposes a 10% Transient Lodging Tax (TLT) on temporary or short-term lodging within Ashland city limits. Roughly 70% of that tax revenue goes into the City's General Fund to support services, and roughly 30% is reinvested into supporting and growing tourism.

This agenda item is an overview on:

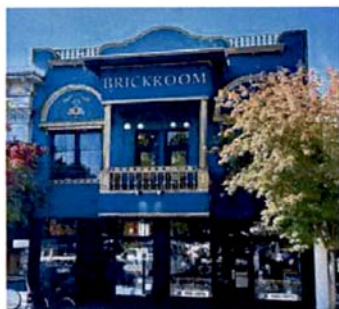
- a) how TLT funds were used to support tourism in BN25-27, and
- b) how staff propose using TLT funds to support tourism in the future.



II. How TLT Funds were Used (BN23-25)

Beautification Grant Program

\$335,548 distributed across 48 unique businesses.



Fresh coat of paint, signage and lighting at the Brickroom.



Repaired sidewalks at 450 Siskiyou.



A new awning at Websters.



Bike infrastructure, fencing, and landscaping.



II. How TLT Funds were Used (BN23-25)

Event Partnership Grant Program

\$99,050 distributed across 22 events.

Of the **6 events hosted** so far:

- approx. **4,500 locals served**
- approx. **1,950 visitors served**
- approx. **241 room nights booked**



3

II. How TLT Funds were Used (BN23-25)

Downtown Beautification

\$125,868 spent



Example of historic medallion project.



Walking upstream crosswalk.



Solar-powered trashcans.

New awnings!
Planter bed improvements!



4

II. Proposal for using TLT Funds in the future (BN25-27)

Budgeting & Distribution by Major Activity

Data & Research

Visitor data
Economic Impact Analyses

Destination Marketing

Paid marketing
Earned marketing
Travel website
Visitor's Guide
Social media
Coordination

Events/Attractions

Beautification programs
Event sponsorship
Event prospecting
Accessibility programs

Infrastructure

Wayfinding signage
Connectivity
Parking infrastructure
Bandshell Improvements



II. Proposal for using TLT Funds in the future (BN25-27)

Budgeting & Distribution by Major Activity

Activity	Recommended % Distribution	Est. Dollar Amount (~\$1M in revenue)
Data & Research	5%	\$50,000
Destination Marketing	45%	\$450,000
Events/Attractions	35%	\$350,000
Infrastructure	15%	\$150,000



Strategy & Budget

FY 25-26/26-27
Ashland City Council May 6th



Travel Ashland's Mission and Role

Mission: To grow and diversify Ashland's visitation year-round by delivering an unmatched travel experience that inspires and engages the visitor, encourages repeat visitation, converts visitors into potential residents and services groups, tours and conferences.

Strategy and Activity

- **Research, data and analytics**
- **Paid Media** – display, search, YouTube, media
- **Earned Media** – 3rd party perspective [Play Reel](#)
- **Asset Development and management** [Play Video](#)
- **Utilizing Effective Tools** – optimized website and social channels
- **Ashland Visitor Guide and Map Guide** – trusted visitor resource
- Procuring **groups, tours and conferences**
- **Visitor Information Services** and **accessibility**
- **Travel Ashland 101** – (new) Business Marketing Program

Ashland's **amenities and quality of life** are driven by visitors. Our amenities and businesses aren't sustained by residents alone. Visitation drives year-round employment.

Investment in tourism is keeping your investment in city resources. If we want a healthy general fund, **investment is necessary in tourism** as a key mechanism that supports city services, year-round employment, businesses, property taxes and food & beverage tax.

Photo by Judiaann Woo



Proposed Activities 2025–2027

Activity	Why it matters	Goal/Outcome
Research, data and analytics	To ensure we have a comprehensive analysis we use the latest data and statistics to define our strategy, KPI targets and validate we are having an impact on tourism, supporting partners and our economy	Sustain, grow and diversify visitation by informed work and analysis from our data of visitor trends and behavior; To provide partners and businesses with relevant data to enable informed decisions.
Destination Marketing – paid media (display, search, YouTube, traditional), earned media (travel writers) guided by research, advisory committee and brand platform	In alignment with partners such as OSF, Neuman Hotel Group and all stakeholders, this work drives visitation, keeps Ashland positioned as a key destination while we measure engagement through our output and statistics	Retain our share of the marketplace and remain a competitive destination for drive and fly markets while growing Ashland's visitation and strengthening employment, quality of life and Ashland's economy.
Assets and tools – utilize and develop – Annual Visitor Guide, www.travelashland.com , social channels, creation of image, video and editing	By inspiring and engaging the visitor , we encourage repeat visitation and convert visitors to potential residents and business owners, so they will spend their dollars here (2024: \$70.2M in visitor spending)	Visitors are informed by optimized tools that effectively reach them and trusted resources so they plan and choose to visit Ashland. Key personas (families, outdoor, culinary, wine and wellness travelers) are invited and welcomed.
Hospitality, groups, tours and conferences	Group and industry business brings dollars to Ashland in times of lower occupancy and supports partners and collaboration	Procure and promote group business with partners to foster a steady visitor volume year-round while actively hosting and servicing industry and groups
Visitor Information Services and Accessibility	To be welcoming to all , we provide needed information, communication, wayfinding and resources to visitors	Deliver an unmatched visitor experience through front line volunteers and welcome more accessible travelers
Travel Ashland 101 expansion – Business Marketing Program (new) – pilot program to support businesses with visitor marketing plan and tools, data and consumer facing assets	Our work supports the industry and we will continue to grow Ashland's economy and foster healthy visitor related businesses and their effectiveness	4 businesses will benefit from this program to further expand their visitor reach within each fiscal year.

Travel Ashland Budget

Program	2025–2026	2026–2027
Data, Analytics and Research	\$45,000	\$45,000
Marketing	\$211,600	\$211,600
Payroll (1.75 FTE = 40% of budget) Katharine 1 FTE; Bonnie .5 FTE for Visitor Information Services; .25 FTE event and program support	\$196,000	\$196,000
Overhead dues, insurance, office expenses, accounting (shared 30% of total with Chamber)	\$37,400	\$37,400
Grand Total	\$490,000	\$490,000

Travel Ashland Advisory Committee



- Pete Wallstrom – Momentum River Expeditions (Past Chair)
- Graham Sheldon – Ashland Creek Inn
- Anne Robison – The Crown Jewel
- Charlsie Lane – Neuman Hotel Group
- Julie Gurwell – Hearsay Restaurant, Lounge and Garden
- Scott Malbourn – Schneider Museum of Art (Current Chair)
- Marti Huff – Lithia Springs Resort
- Jordan Rooklyn – City of Ashland Staff
- Javier Dubon – Oregon Shakespeare Festival
- Andrew Gast – Mt. Ashland Ski Area
- Eric Weisinger and Ali Rouiller – Weisinger Family Winery
- Jay Bowen – Columbia Hotel
- Ryan Hawk – Rogue Valley Mountain Bike Association

Photo by Steve Heinrichs

Thank you!

Questions?

Katharine Cato, Director, Travel Ashland

katharine@ashlandchamber.com

