

**ASHLAND CITY COUNCIL  
BUSINESS MEETING MINUTES  
Tuesday, December 3, 2024**

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**5 p.m. Executive Session**

Mayor Graham and Councilors Hyatt, DuQuenne, Bloom, Dahle, Kaplan, and Hansen were present. Acting City Attorney Doug McGeary, Assistant Attorney Carmel Zahran, City Manager Sabrina Cotta, and City Recorder Alissa Kolodzinski were also present. Attending from the media was Susan Hiland from the Grants Pass Daily Courier.

1. To consider information or records that are exempt by law from public inspection pursuant to ORS 192.660 (2)(f).

**6:00 PM Business Meeting**

**I. CALL TO ORDER**

Mayor Graham called the meeting to order at 6:02 p.m.

a. Land Acknowledgement\*\*

Councilor Dahle read the land acknowledgement.

**II. PLEDGE OF ALLEGIANCE**

Councilor Hansen led the pledge of allegiance.

**III. ROLL CALL**

Mayor Graham, Councilors Hyatt, Bloom, Dahle, DuQuenne, Kaplan, and Hansen were present.

**IV. MAYOR'S/ CHAIR OF THE COUNCIL ANNOUNCEMENT**

Graham spoke that the Community Center virtual tour is live on the website, and applications for the Citizens Budget Committee will be considered at the next City Council Business Meeting in December.

**V. APPROVAL OF MINUTES**

**VI. CONSENT AGENDA**

- a. Approval of Liquor License for Masala Bistro and Bar
- b. Resolution 2024-31 Declaring the Canvass of the Vote of Election held in and for the City of Ashland, Oregon November 5, 2024.
- c. Social Equity and Racial Justice Advisory Committee Appointment
- d. Housing and Human Services Advisory Committee Appointment

**DuQuenne/Dahle m/s to accept the consent agenda as is.**

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

**VII. SPECIAL PRESENTATIONS**

a. Western Rivers Conservancy

Stewardship Director Mik McKee with Western Rivers Conservancy (WRC) provided a presentation about Madrone Ridge Forest Protection Project (see attached). McKee reviewed the conservation and recreation potential for the property and WRC's proposal to partner with the City for acquisition and long-term City ownership. McKee spoke of a similar three-year project where WRC helped develop a county-owned community forest. McKee spoke that WRC would find the acquisition funding and if successful find a long-term local steward of the property. McKee spoke that WRC has a purchase and sale agreement which allows it to pursue funding and work with the City that includes a series of earnest payments it would like help with. McKee and Graham clarified that WRC would also expect the City to represent strong interest when partnering to secure funding and work with the community in developing the conservation initiative for long-term stewardship. This process could include working with forest and recreation management consultants. Graham spoke of the potential benefit of increased wildfire management for the community and Hansen spoke of the potential economic development in tourism and the increased economic mountain biking recreation. Staff received direction to continue conversations in developing a formal contract for Council consideration.

**VIII. PUBLIC FORUM**

15 minutes – Public input or comment on City business not included on the agenda

**Guled & Caballero Uhtoff** – expressed concern about the proposed sale of Lincoln field  
**Caldwell** – Thanked various groups for opening the Severe Weather Shelter

**IX. PUBLIC HEARING**

- a. ORDINANCE 3253 An ordinance amending AMC Section 10.120.010 Enhanced Law Enforcement Area and Persistent Violation to add a CAP East.

Police Chief Tighe O'Meara and Assistant City Attorney Carmel Zahran spoke of the modification to the current Enhanced Law Enforcement Area (ELEA) as requested by council and reviewed the presentation regarding the reasons for expansion (see attached). Hansen confirmed with O'Meara that this ordinance is applying the current ELEA that exists downtown to the area defined as CAP East. Hyatt confirmed with O'Meara that individuals subject to expulsion under this ordinance would still have access to the areas for critical activities such as for groceries, medical attention, and pharmacy. Kaplan asked for clarification on how violations and potential expulsions apply to the two separate areas. O'Meara and Zahran clarified that each area is treated separately so that three convictions in the same ELEA could lead to expulsion from that specific area. Council asked for clarification in the ordinance language to that effect.

**Public Hearing open**

**Rohde** – spoke in opposition of the current ELEA



**Navickas** – spoke against the ordinance

**Sanford** – spoke in support of this ordinance

**Sage** – spoke in favor of providing police with crisis intervention training

**Public hearing closed**

Bloom asked what trainings police officers receive. O'Meara spoke of leading the State in areas including Fair and Impartial Policing and Procedural Justice and APD was invited to assist in creating curriculum to include emotional intelligence into the state police trainings. Every APD officer goes through Critical Incident training and stays current with trainings. Kaplan requested data on the percent of homeless individuals who have been excluded from the downtown ELEA. Hansen requested statistics for the February study session to include how many individuals may have been expelled in the proposed new ELEA had this ordinance been in place.

**Bloom/Dahle m/s to approve the application of the current Enhanced Law Enforcement Area ordinance to the proposed area referred to as CAP East.**

**Discussion:** Bloom spoke of the need to provide law enforcement with necessary tools to address misuse of public space in the proposed area to allow access to all residents. Dahle spoke of increased negative behavior and in favor of responsible action to address this trend.

**Kaplan/Dahle m/s to amend the motion for staff to clarify the ordinance language in the second reading regarding separate ELEA areas as intended and discussed.**

**Discussion:** Kaplan and Dahle spoke in favor of clarification. Hansen spoke of the Council's commitment to support the south side of Ashland.

**Roll Call Vote on amendment: Councilor Hyatt, Bloom, DuQuenne, Hansen, Dahle, and Kaplan YES. Amendment passed.**

**Discussion on main motion:** Kaplan spoke against the ordinance as not being based on evidence that shows it will work as intended. DuQuenne spoke in favor of the ordinance, the need for support the south side of Ashland, and confidence in law enforcement's ability to apply the ordinance with compassion and respect.

**Roll Call Vote: Councilor Hyatt, Bloom, DuQuenne, Hansen, Dahle, YES. Kaplan NO. Motion passed.**

**X. ORDINANCES, RESOLUTIONS AND CONTRACTS**

- a. Second Reading – ORD 3244 Amending AMC 2.10 to Establish Uniform Policies and Operating Procedures for Advisory Committees and Commissions

Acting City Attorney Doug McGeary spoke of making the change requested by council at the prior reading. City Manager Sabrina Cotta suggested an amendment to section 2.10.030 to update public notice requirement from 36 hours to 48 hours prior to the public meeting based on new public meetings law.

**Hyatt/ Bloom m/s to approve Second Reading of Ordinance #3244, "An Ordinance Amending AMC 2.10 to Establish Uniform Policies and Operating Procedures for Advisory Committees and Commissions with the change from 36 hour to 48 hours in section 2.10.030 and advance for enactment.**

**Discussion:** none

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

(Graham called for a seven-minute recess)

**XI. UNFINISHED BUSINESS**

a. USDA RESP Loan Update and Program Roll-Out Plan

Finance Director Mariane Berry and Climate and Energy Analyst Chad Woodward provided a presentation (see attached). Berry spoke that the Rural Utility Service (RUS) approved Ashland's electric utility revenue to secure the debt for this loan. Bond counsel advised the City that the City Council will need to decide which of the two possible Oregon Statutes to base its borrowing authority from. ORS 287A.150 would call for a referral period and may refer decision to voters. ORS 271.390 would only finance real property and Council would need to find that energy efficient measures are needed, and requires a weighted average maturity application to customer loans. Borrowing based on ORS 287A.150 would allow use of funds as planned but could be held up if referred to voters until the next election scheduled for May of 2026. Borrowing based on ORS 271.390 would limit borrowing to real property only and staff would recommend using existing conservation funds to pay for staff salary and marketing until the program becomes self-sufficient through interest revenue. Woodward presented an overview of program roll-out with the goal to have the program ready to begin on Earth Day in April of 2025.

DuQuenne asked about the interest rate the City would use and if other municipalities have had success with this. Berry spoke that an interest rate of four to five percent is being considered and that no other municipalities were available to serve as an example for the loan. Hansen confirmed with Berry that this program would be available to residents and businesses and asked what the contractor fee would be to the City. Woodward explained that the origination fee of 1.99% existed in the original implementation manual, but the City could elect to simplify the program without it. Hyatt asked Berry how long it might take to see a return on investment if Council decided to use conservation funds to partially fund the program. Berry responded the forecast is between two to four years. Cotta summarized that the conservation funds in question have not yet been allocated by Council and this option represents a \$1 Million potential revenue with a \$200K investment. Bloom asked what criteria would be considered for borrowing and how the City will ensure an applicant is not over-borrowing. Woodward spoke that the qualification criteria is a bill review showing applicant has an electric account and is in good standing with no shut-off within the last twelve months. The value of the conservation measure considered must be greater than the weighted average of the life of the loan. Graham asked how a customer would know what improvements to make. Woodward spoke that options for such an assessment include the home energy score incentive program with certified auditors, a non-certified audit can be conducted and still rolled into the cost of the RESP loan, and there also remains capacity for a



home energy audit by City staff. Hansen asked how the program might handle delay in contractor availability. Woodward spoke that a project must demonstrate the efficiency as intended upon completion, but an applicant can re-apply in the future for other measures if they have not reached the maximum.

**Hyatt/Dahle m/s to Council support the RESP roll out plan as outlined, apply the borrowing authority under ORS 271.390, use \$200K from Conservation funds to support start-up and administrative costs, including the hiring of necessary personnel to support the program, and target May 2025 for launch.**

**Discussion:** Hyatt, Dahle, and Kaplan spoke of support for the motion.

**Turtle** – spoke in support of this program

Dahle added that a number of CEAP (Climate and Energy Action Plan) goals and action items are met through this program. Hansen spoke that he is solar contractor and recused himself from voting due to a conflict of interest. Council and Graham expressed their gratitude to staff for their hard work getting this program going.

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

Woodward spoke of staff recommendations for conservation fund usage including matching Energy Trust offerings, adding capacity with additional staff, increased incentives, pass through heat pump (PTHP) incentives, replacing electric vehicle chargers and assistance program funding. Cotta spoke that staff is seeking direction to expend these funds previously set aside by Council as recommended.

**Kaplan/Bloom m/s authorize staff to pursue the purchase of electric vehicle charger replacements for \$50K, develop a program for up to 100% of costs for hardware for installation of terminal heat pumps at staff's discretion; and to bring the question of increased incentives, which ones and how much to CEPAC and come back in three months.**

**Discussion:** Hansen recused himself due to conflict of interest.

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

## **XII. NEW BUSINESS**

- a. Affordable Housing Trust Fund Reallocation Request: Sunstone Housing Collaborative

Housing Program Manager Linda Reid spoke that Sunstone Housing Collaborative (HSC) is requesting that their award allocation for land acquisition be reallocated for predevelopment costs as an eligible expenditure under the funding guidelines. The Housing and Human Services Advisory Committee approved this reallocation at their last meeting in November. Krista Palmer from Sunstone was available for questions. Bloom asked what would happen to the funds if the project did not move forward. Reid spoke that funds expended under the contract would be difficult to recoup. Bloom and Dahle asked if other properties besides the sports field were being considered. Palmer spoke this opportunity came from the school board and was not her decision.

**Bloom/DuQuenne m/s to move to approve the reallocation of \$55,000 in Affordable Housing Trust Funds awarded to Sunstone Housing Collaborative from property acquisition to predevelopment costs, including architectural services, consultant services in support of affordable housing development, and the development of a master plan and Request for Proposals**

**Discussion:** DuQuenne spoke of support for this project to move forward.

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

b. Appointment of Councilor Kaplan to Sunstone's selection committee

**Dahle/Hansen m/s to approve the appointment of Councilor Bob Kaplan to serve on the scoring committee evaluating applications responsive to Sunstone Housing Collaborative's "Request for Proposal for a Development Team for the Ashland Attainable Housing Project."**

**Discussion:** Dahle and Hansen both spoke in support of Kaplan's appointment.

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

c. Council Adoption of 2200 Ashland Street Master Plan

Cotta introduced the topic and spoke that members of the ad-hoc committee were present to answer questions. DuQuenne spoke in favor of making sure the language is right in the document before adoption.

**Neisewander** – Spoke in support of the Master plan the changes recommended by staff

Council discussed the recommendations as presented and whether to incorporate changes. Bloom suggested adopting what came from the committee. Hyatt spoke concern that the "shall" statements create a legal responsibility the City may be unable to meet without obligating the general fund if grants are not received. DuQuenne suggested select members of the ad hoc committee work directly with the City Manager for a final version and is worth getting right. Cotta spoke that recommended staff changes included less restrictive language in order to meet the intention of the committee. Graham spoke about the intent of the ad hoc committee and offered to revise the document and bring it back to the Council at the next meeting. Bloom spoke that he could support the document with the word "shall" removed per Hyatt's recommendation. Graham invited Jan Calvin to speak as the committee's consultant. Calvin clarified that the committee did not intend to obligate the City's general fund and noted that recommended staff changes were to remove restrictions on providing triage/crisis services. Calvin affirmed that the intent was for service provider partners to address those more emergent issues with the City focused on transitional services for use of the building. Graham clarified with Calvin that the purpose of a second ad-hoc committee would be to provide value-based guidance rather than rules for use of the building. DuQuenne suggested this come back for review at the February study session. Dahle asked Calvin if the committee would agree with removal of the word "shall" from the



document. Calvin responded that in some cases that word was important to the committee such as when outlining partner service delivery to ensure accountability, but in other places could be set aside. Hyatt clarified that her only concern regarding the word "shall" was where it may convey financial obligation. Graham offered to bring back a revised draft for the December 17 meeting.

d. 2200 Ashland Street Facility Plan Ad Hoc Committee  
Moved to December 17 agenda.

**XIII. CITY MANAGER REPORT**

Cotta reported that Jordan Rooklyn has been hired as the Deputy City Manager. The Town Hall is scheduled for January 22, 2025, in the Rogue River Room at SOU. The finance department is in process of moving into the new location, but customer service hours are still at the Grove and Senior Center. The financial audit is underway as is recruitment for the City Attorney position.

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

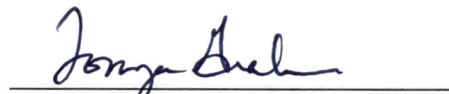
**XV. ADJOURNMENT**

**Bloom/DuQuenne m/s to adjourn. All in favor. The meeting was adjourned at 9:30 p.m.**

Submitted by:

  
City Recorder Alissa Kolodzinski

Attest:

  
Mayor Tonya Graham

# Madrone Ridge Forest Protection Project

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Presentation to Ashland City Council  
December 3, 2024



WESTERN RIVERS  
CONSERVANCY

## About Western Rivers Conservancy

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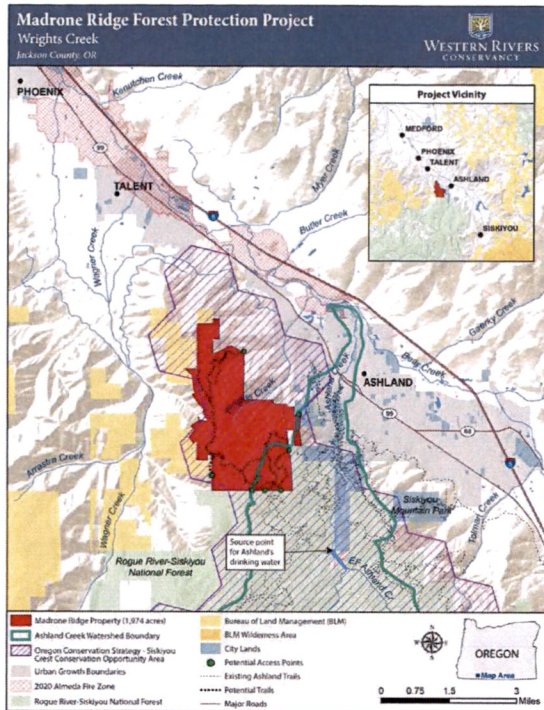
- Our mission is to protect outstanding river ecosystems in eleven western states.
- We acquire land to conserve critical habitat, provide public access for compatible use and enjoyment and cooperate with other agencies and organizations to secure the health of whole ecosystems.



WESTERN RIVERS  
CONSERVANCY



# Madrone Ridge – Jackson County, Oregon

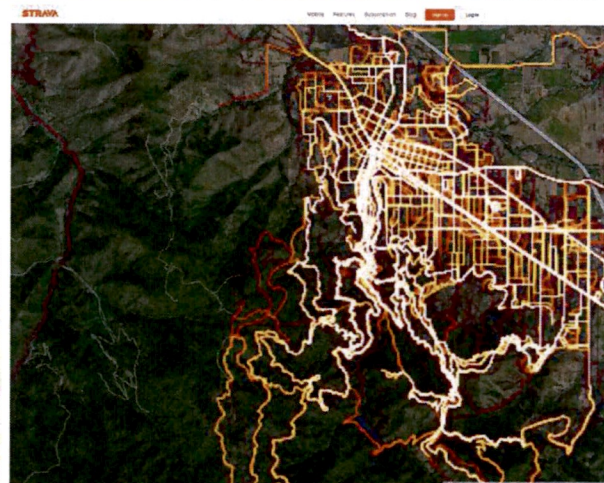
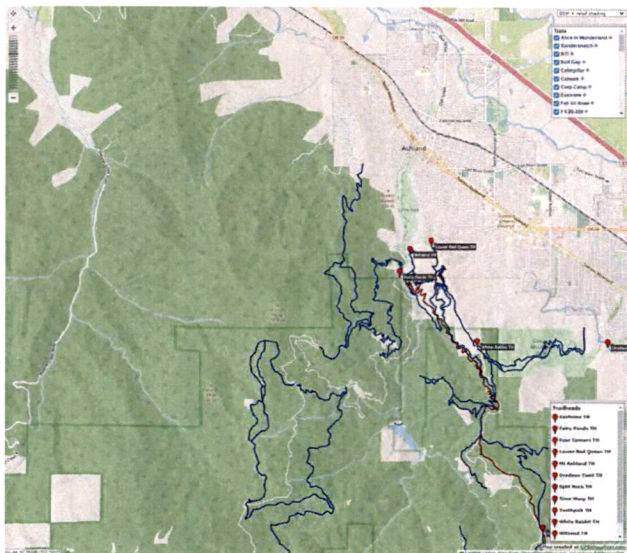


## Key context:

- Fee Simple Acquisition
- City of Ashland
- Development threat
- Ashland Creek watershed
- Urban growth boundary
- Alameda fire
- Connectivity

## Recreation Potential

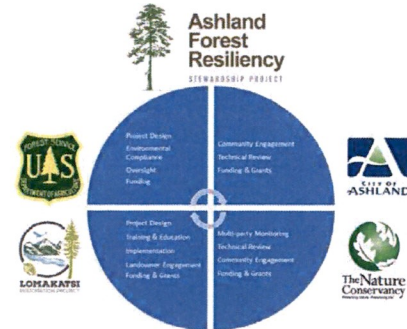
- Expand existing trail network
- New access & connectivity
- Aligns with City's economic development objectives





# Preserve Past Investments

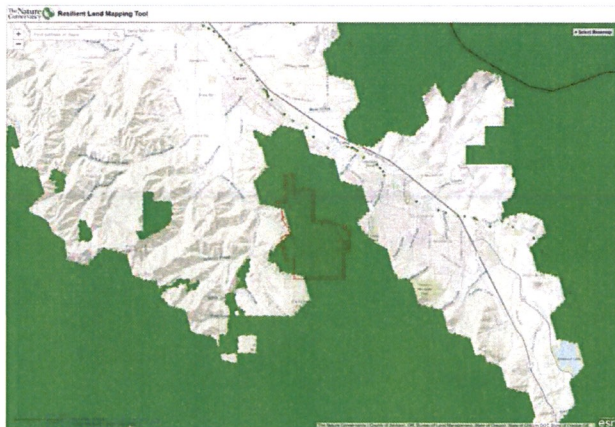
- AFR Project
- Over \$1 million invested
- Continue to manage for public safety and watershed health



Lomakatsi Crew burning piles  
(picture from AFR website)

## Resource Values

### T&E Species and Habitat

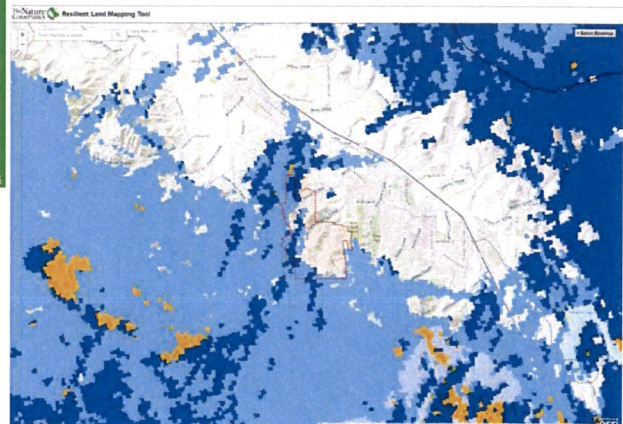


Recognized biodiversity

- NSO
- Peregrine falcon
- Fischer
- Western Pond Turtle

Resilience and climate flow

- Oak woodland, madrone and mixed conifer
- Riparian and aquatic
- Ridgetop connectivity





# Next Steps

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- Contract WRC to secure the property through 9/30/2027.
- WRC will apply for funding necessary to acquire property.
- Evaluate the benefits and responsibilities of ownership.



## Thank You & Questions

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Mik McKee, Stewardship Director  
[mmckee@westernrivers.org](mailto:mmckee@westernrivers.org)  
(503)241-0151

# Ashland Police Department City of Ashland Legal Department Enhanced LEA

November 19, 2024

## ELEA in place since 2012 to address chronic negative behavior

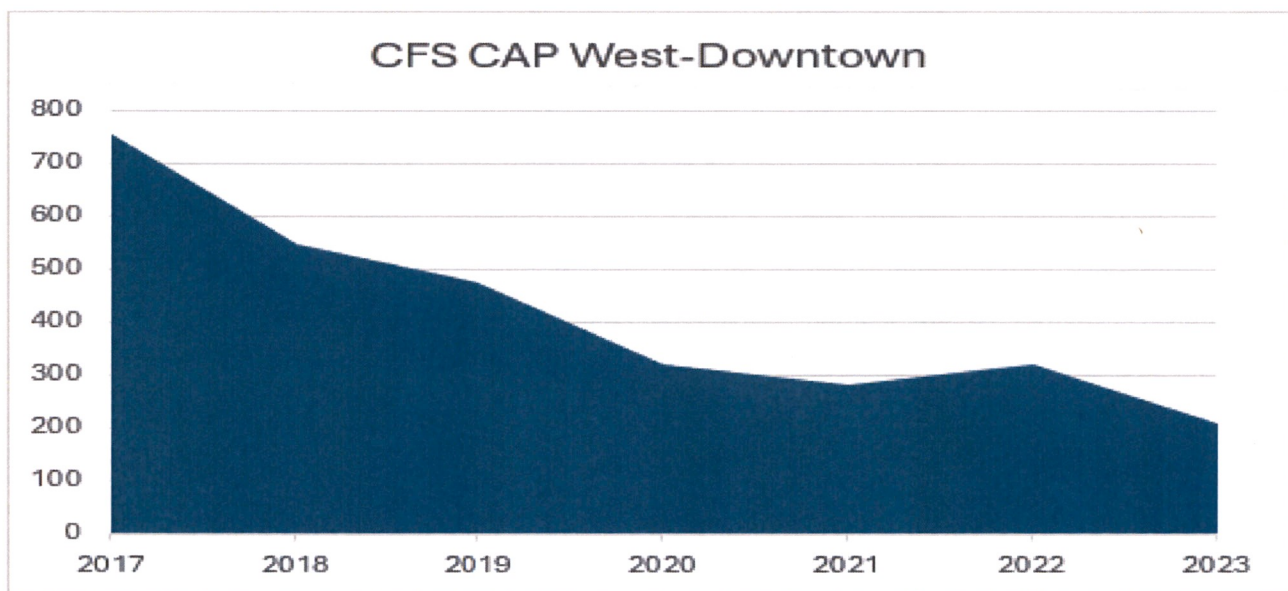
Muni court crim. convictions  
scattering rubbish  
Unnecessary noise  
Drinking in public  
Open Container  
Smoking MJ in public  
Dogs control and license  
Camping-NOT included

Big Hole in the original (current) law-doesn't include Circuit Court matters

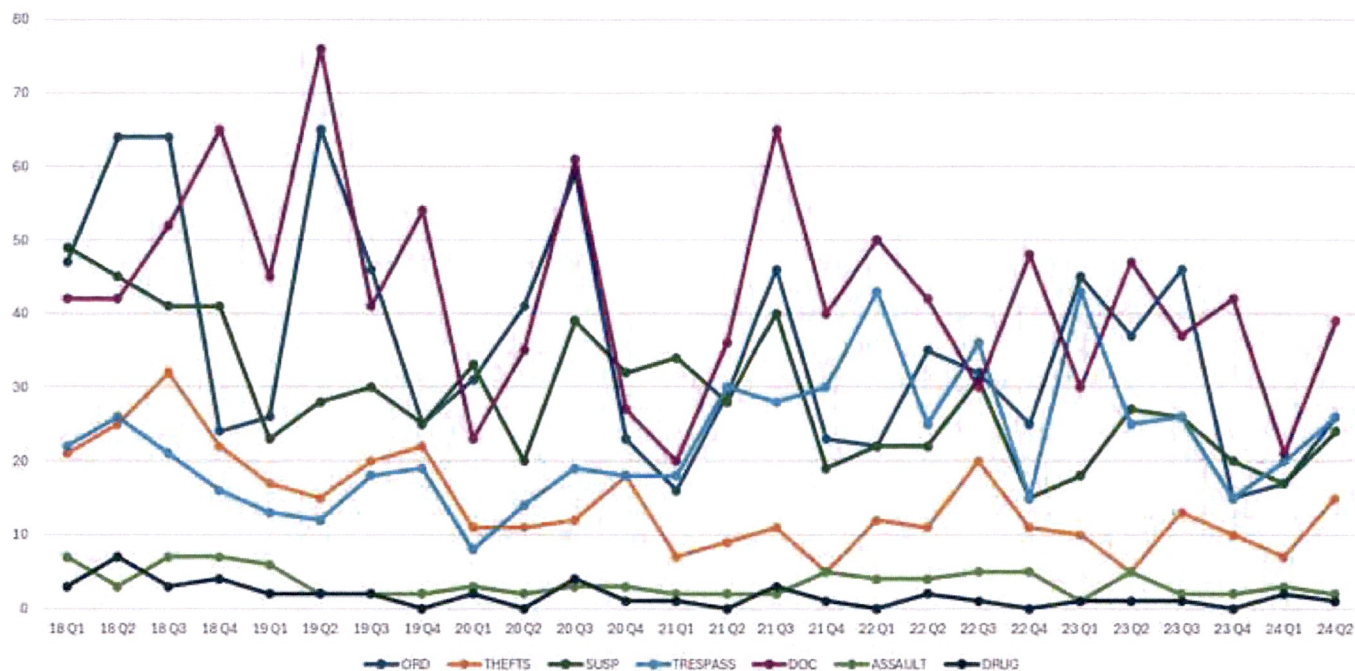


## CAP (West) Qualifying Convictions/Exp

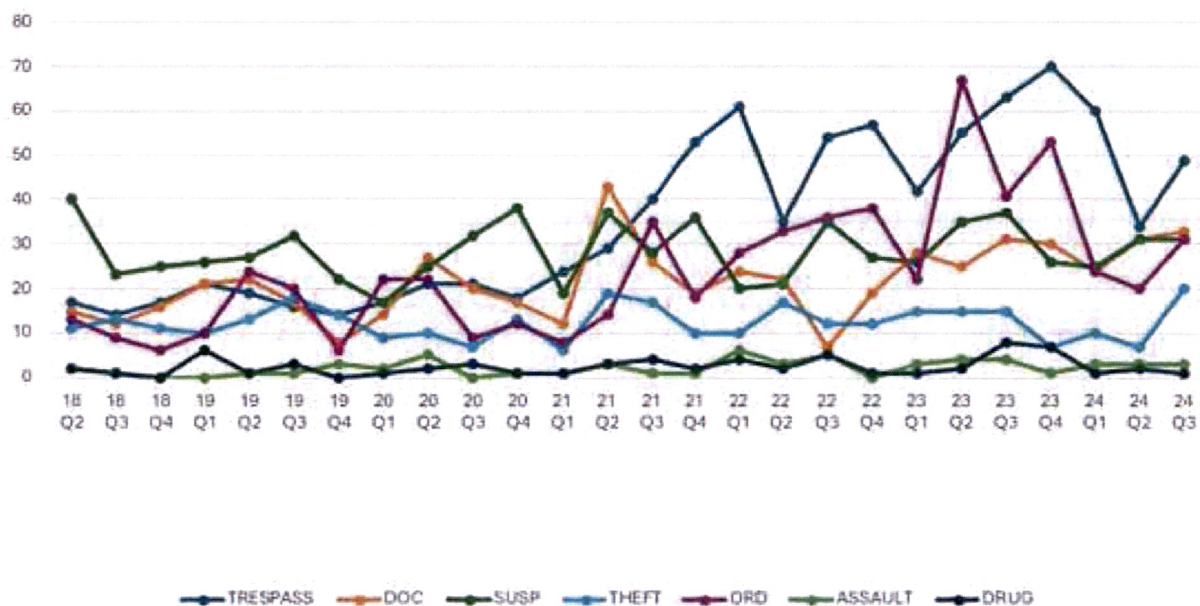
- 2023 105 violations led to nine expulsions
- 2022 79 violations led to one expulsion
- 2021 56 violations led to three expulsions
- 2020 109 violations led to four expulsions
- 2019 140 violations led to eight expulsions
- 2018 215 violations led to six expulsions
- 2017 359 violations led to 15 expulsions



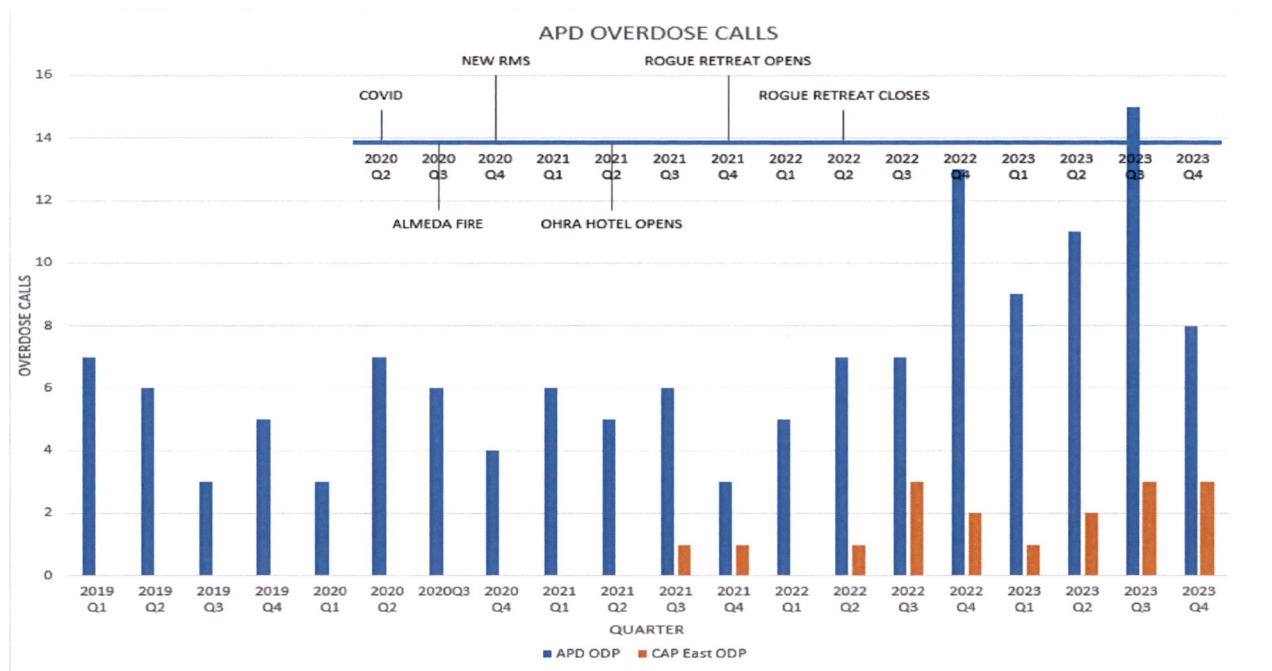
CAP West



CAP East

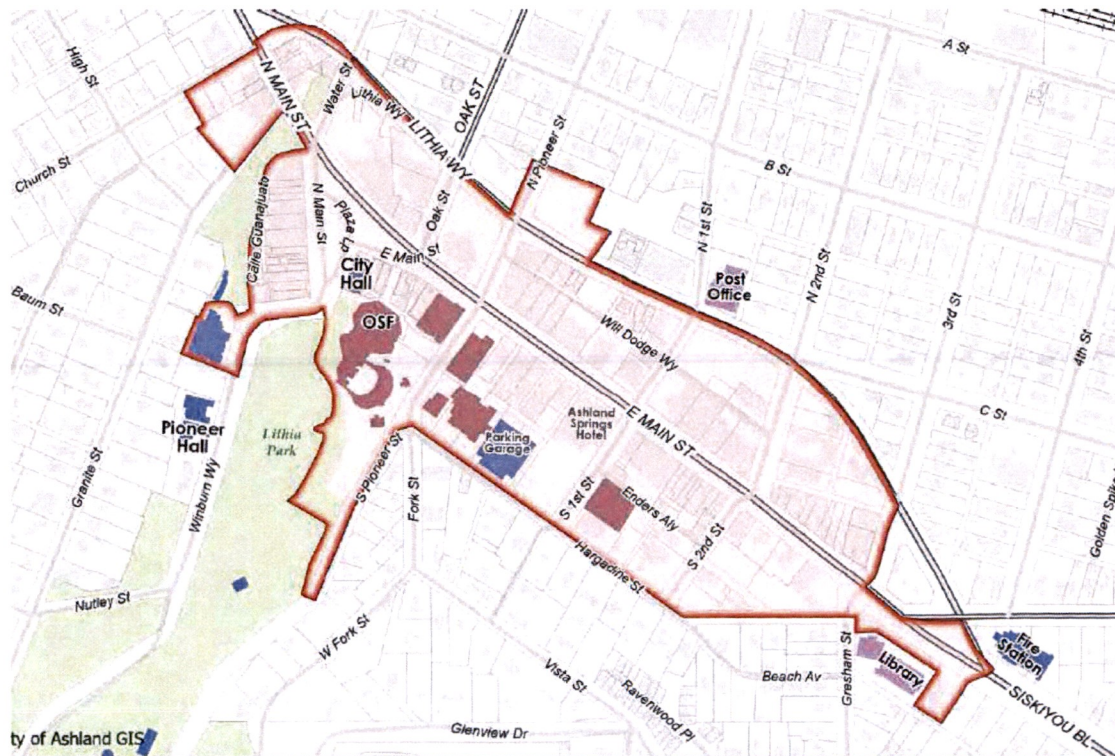
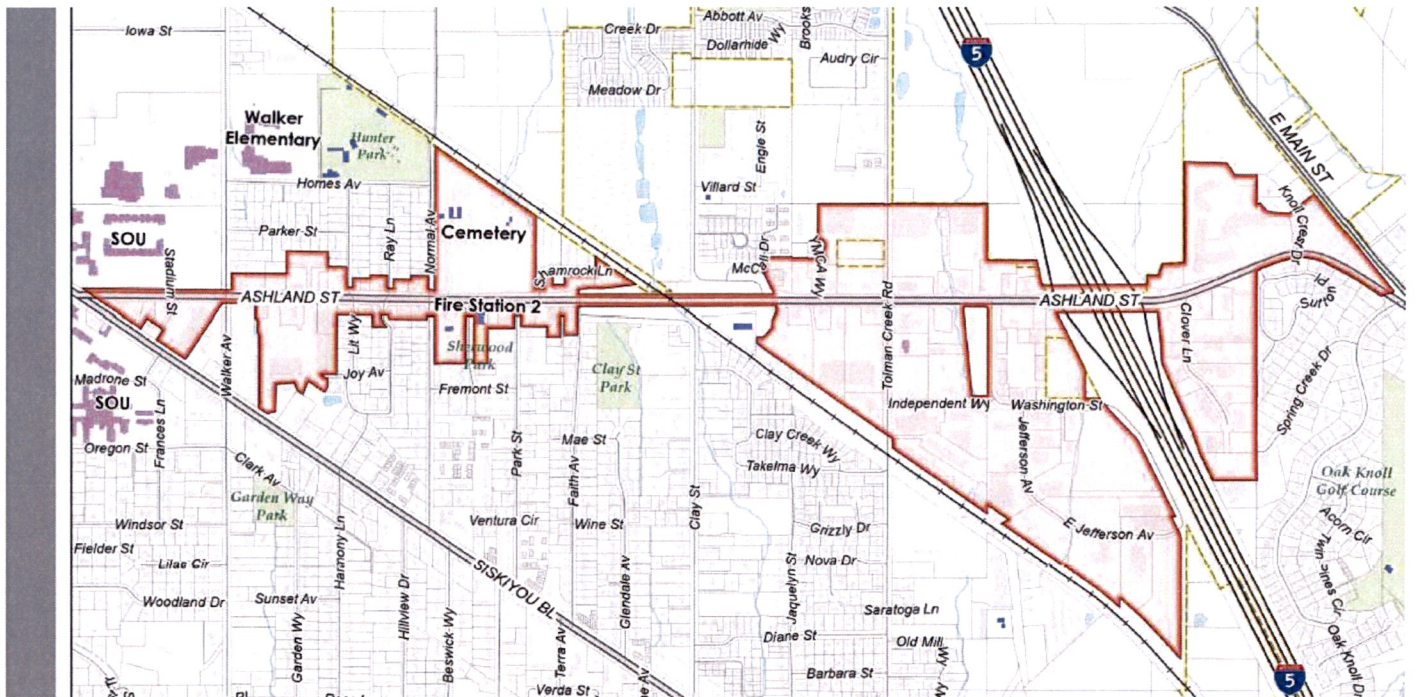




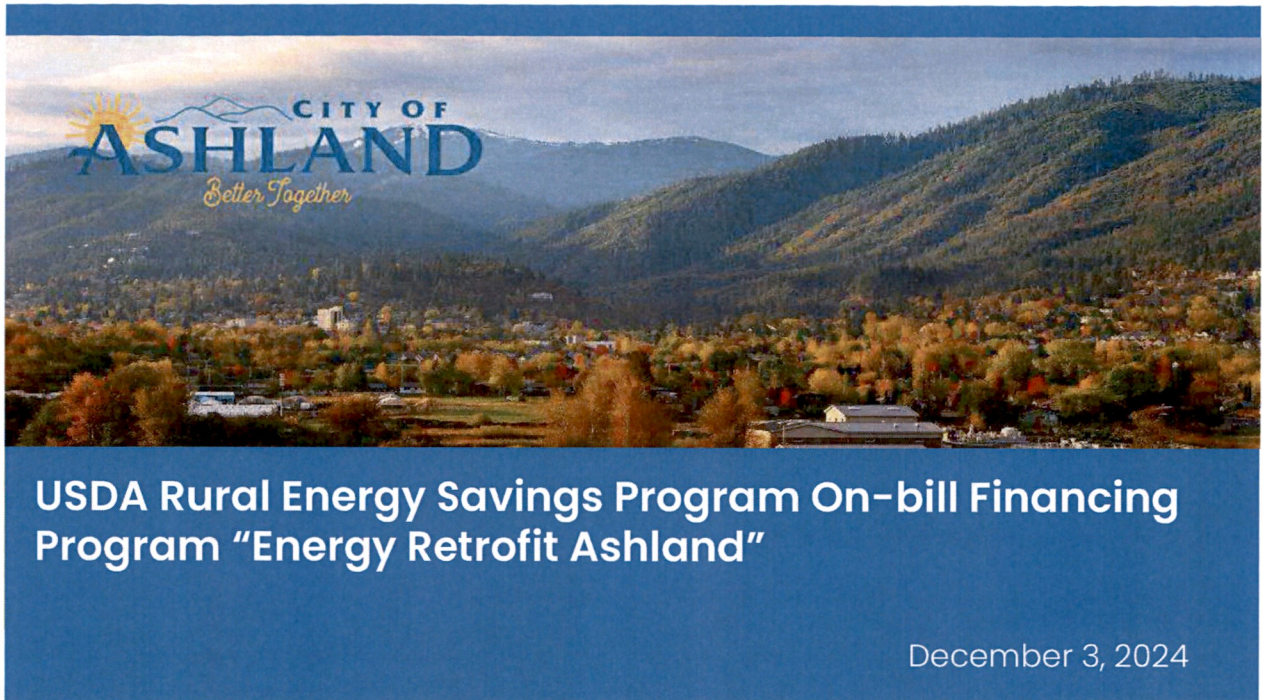


Since January 1<sup>st</sup>

- In proposed CAP East:
  - 19 individuals have received 3 or more charges
  - Highest offender has received 133, then 9, 7, 6







## USDA Rural Energy Savings Program On-bill Financing Program "Energy Retrofit Ashland"

December 3, 2024

FINANCE

### RESP Financing Update

#### Lending of Credit issue with RESP borrowing

- ❖ Municipalities prohibited *from pledging its full faith and credit to backing the loan to a company.*
- ❖ RUS approved Ashland Electric revenues to secure the debt.

#### Per bond counsel, two statutes to approve the borrowing

- ❖ ORS 287A.150 – *referral period which may refer authority to the voters.*
- ❖ ORS 271.390 – *requires financing of real or personal property only; Council finds the energy efficient measures are needed; requires a weighted average maturity application to the customer loans.*



RESP Loan Update | 12.3.24



## Other Financing Considerations

### Authority Considerations

- ❖ Timing; Ability to move forward
- ❖ Special upfront advance

### If ORS 271, use of Conservation Funds BN23-25

- ❖ Available \$955K
- ❖ Requesting \$200K to ensure successful launch
  - Conservation billing specialist/manager, marketing, lower interest, unforeseen costs
  - Partly/fully recoverable through program

RESP Loan Update | 12.3.24



## Other Financing Considerations

### Interest rate, fees, etc

- ❖ Affordability; Debt coverage ratio

### Creditworthiness

- ❖ Ensure successful launch; Use first year to flush out issues

### Opportunity to expand program

- ❖ Build resources to offer equity and flexibility – low income & renters

### Timing of Loan Process

- ❖ ETA February 2025

*Return to Council in Feb/Mar on additional updates*

RESP Loan Update | 12.3.24





# 10 steps to completing loan # 1

**Start**

Congratulations!  
Your application  
to USDA was  
approved now you  
can finalize your  
loan documents  
and launch the  
program!



**End!**

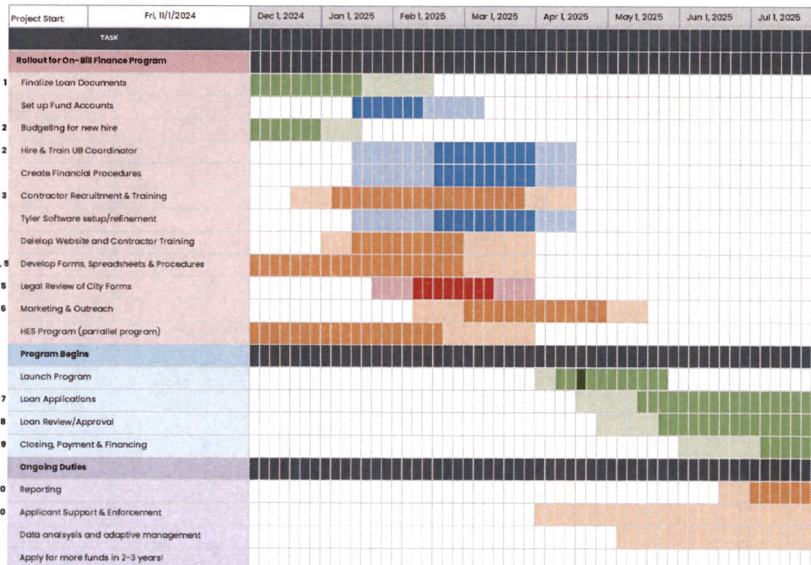
(...sort of; now  
repeat steps 7-9  
an average of 50  
times a year for  
10 years!)

Ongoing: Data analysis and adaptive management to ensure project success. Apply for additional funding 2-3 years after launch!

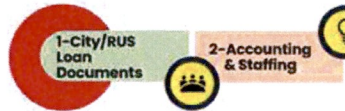
RESP Loan Update | 12.3.24



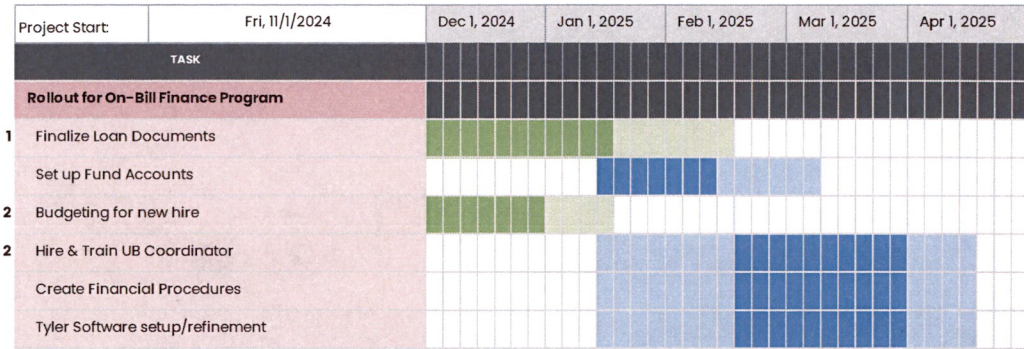
## Energy Retrofit Ashland Timeline



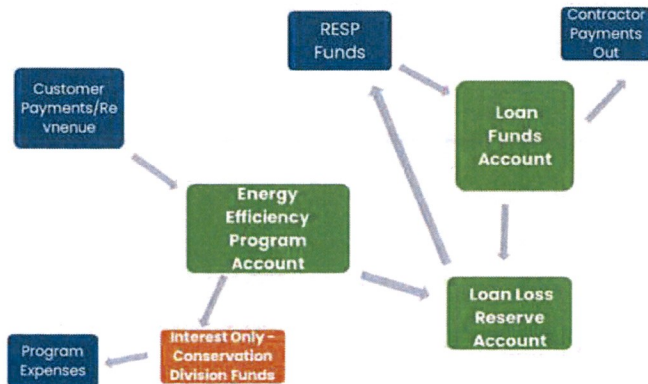
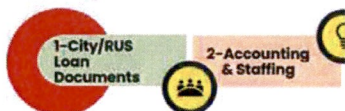
RESP Loan Update | 12.3.24



### Energy Retrofit Ashland Timeline



RESP Loan Update | 12.3.24



RESP Loan Update | 12.3.24

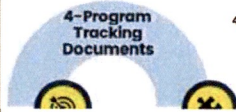




### Energy Retrofit Ashland Timeline

| Project Start:                                                | Fri, 11/1/2024 | Dec 1, 2024 | Jan 1, 2025 | Feb 1, 2025 | Mar 1, 2025 | Apr 1, 2025 | May 1, 2025 |
|---------------------------------------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|
| TASK                                                          |                |             |             |             |             |             |             |
| <b>Rollout for On-Bill Finance Program</b>                    |                |             |             |             |             |             |             |
| <b>3 Contractor Recruitment &amp; Training</b>                |                |             |             |             |             |             |             |
| a. Review Ashland Business Licenses, Regional and State Lists |                |             |             |             |             |             |             |
| b. Letters to recruit and explain application process         |                |             |             |             |             |             |             |
| c. Contractor Application                                     |                |             |             |             |             |             |             |
| d. Contractor Review                                          |                |             |             |             |             |             |             |
| e. Contractor Agreement                                       |                |             |             |             |             |             |             |
| f. Contractor Manual (guidelines, process, outreach material) |                |             |             |             |             |             |             |
| g. Contractor Training (2 hour training required)             |                |             |             |             |             |             |             |

RESP Loan Update | 12.3.24

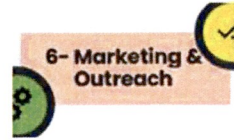


### Energy Retrofit Ashland Timeline

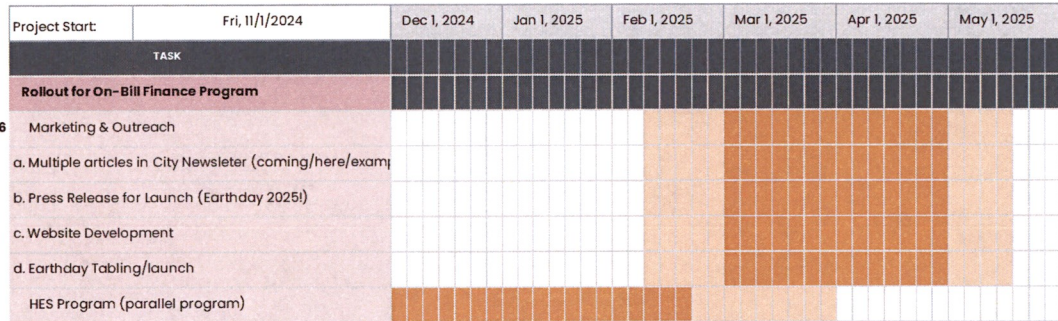
| Project Start:                                           | Fri, 11/1/2024 | Dec 1, 2024 | Jan 1, 2025 | Feb 1, 2025 | Mar 1, 2025 | Apr 1, 2025 | May 1, 2025 |
|----------------------------------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|
| TASK                                                     |                |             |             |             |             |             |             |
| <b>Rollout for On-Bill Finance Program</b>               |                |             |             |             |             |             |             |
| Develop Website                                          |                |             |             |             |             |             |             |
| <b>4, 5 Develop Forms, Spreadsheets &amp; Procedures</b> |                |             |             |             |             |             |             |
| a. Finalize List of Eligible Measures                    |                |             |             |             |             |             |             |
| b. Finalize Evaluation Parameters (measure and program)  |                |             |             |             |             |             |             |
| c. List of Participating Contractors                     |                |             |             |             |             |             |             |
| d. Loan Application (attach contractor bid)/Tariff Rider |                |             |             |             |             |             |             |
| e. Calculator for time of loan for improvements          |                |             |             |             |             |             |             |
| f. Pre/Post Install conservation plan                    |                |             |             |             |             |             |             |
| g. Tariff Rider                                          |                |             |             |             |             |             |             |
| h. Certificate of Completion                             |                |             |             |             |             |             |             |
| i. Recording Document                                    |                |             |             |             |             |             |             |
| j. Late Payment Notice                                   |                |             |             |             |             |             |             |
| <b>5 Legal Review of City Forms</b>                      |                |             |             |             |             |             |             |

RESP Loan Update | 12.3.24





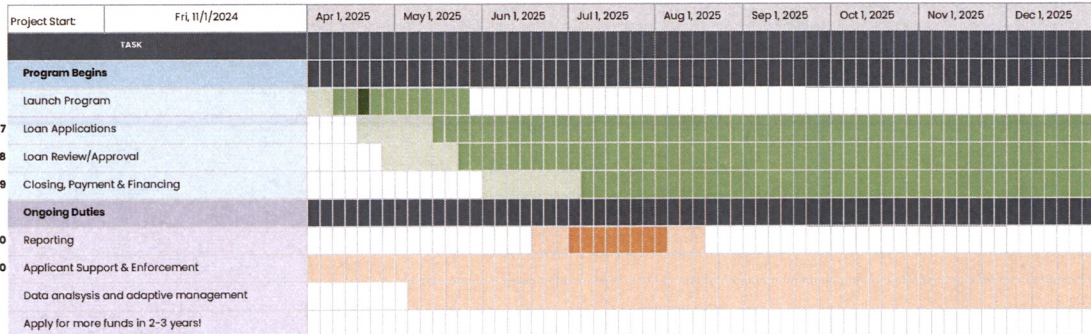
### Energy Retrofit Ashland Timeline



RESP Loan Update | 12.3.24



### Energy Retrofit Ashland Timeline



Ongoing: Data analysis and adaptive management to ensure project success. Apply for additional funding 2-3 years after launch!

RESP Loan Update | 12.3.24





## Conservation Funding – Non-RESP Expenses

### 1. Options Reviewed by Conservation Staff

- Match Energy Trust Offerings
- Offer increased amount on existing incentives
- Increase Pass Through Heat Pump incentive (PTHP)
- Add Staff

### 2. Energy Trust Offerings (ETO) – may not have the hoped for impact

- Still mainly focuses on owners not renters
- May not be practicable for lower income individuals and

### 3. Increased incentives – needs further evaluation of what to fund and for how much.

### 4. PTHP incentive for homes and apartments – most readily available option that can both lower costs and limit energy consumption

- Rental unit retrofit incentive to cover up to 100% of costs for hardware and installation up to \$1500 (300 units = \$450,000)
- Run program through fiscal year 2027 or until funds have expired.

### 5. Electric Vehicle Chargers

- Replacement of unsupported EV Chargers – \$50,000

### 6. Funds available for assistance program funding



Questions?

**Thank you!**

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