



Council Study Session Agenda

**ASHLAND CITY COUNCIL
STUDY SESSION AGENDA
Monday, September 18, 2023
Council Chambers, 1175 E Main Street**

**View on Channel 9 or Channels 180 and 181 (Charter Communications)
or live stream via rvtv.sou.edu select RVTV Prime.**

HELD HYBRID (In-Person or Zoom Meeting Access)

Public testimony will be accepted for both general public forum items and agenda items.

**Please complete the online Public Testimony Form (ashland.or.us/Council),
for WRITTEN and ELECTRONIC testimony only.** Indicate on the Public Testimony Form if you wish to
provide WRITTEN testimony, or if you wish to speak ELECTRONICALLY during the meeting.

Please submit your testimony no later than 10 a.m. the day of the meeting.

5:30 p.m. Study Session

- 1. Public Input (up to 15 minutes)**
- 2. Business Roundtable Discussion**
- 3. Adjournment of Study Session**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Manager's office at 541.488.6002 (TTY phone number 1.800.735.2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).



City Council–Business Roundtable

September 19, 2023

5:30 p.m. – 7:30 p.m.

City Council Chambers

1175 E. Main Street

Ashland, OR 97520

DISCUSSION

1. Introduction
2. Short overview presentation of steps/initiatives since May 2022 Business Roundtable

Thought Questions for the Roundtable:

- a) *What is the Sense of the Ashland Business Community Looking Forward?*
 - a. *Where do you see as issues and growth opportunities for the local/regional economy?*
 - b. *What is the changing landscape of Ashland's tourism?*
 - c. *What is the changing landscape for real estate (residential & commercial markets)?*
- b) *How Can We Build Economic Resilience?*
 - a. *What are our risks/weaknesses going forward?*
 - b. *What are our strengths/opportunities going forward?*
- c) *What can the City of Ashland do to support the local economy?*

BUSINESS PARTICIPANTS

Tourism

1. Andrew Gast, Mt. Ashland
2. Pete Wallstrom, Momentum Rafting

Retail/Restaurant

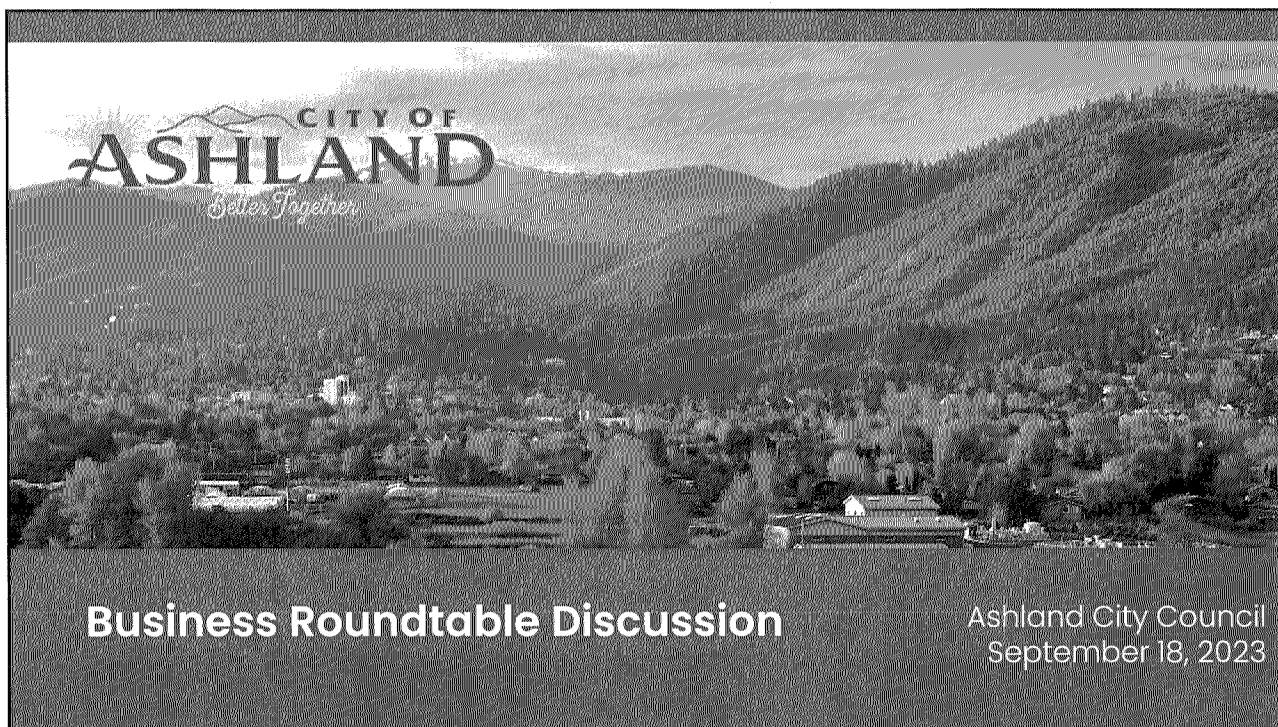
3. Lisa Beam, Pie + Vine and Skout Tap House
4. Clarinda Merripen, Black Sheep
5. Elijah Katkin, Brickroom

Real Estate/Development

6. Eric Herron, Cascadia Prime Commercial Real Estate
7. Eric Pool, Full Circle Realty
8. Eric Strong, Full Circle Realty
9. Mark Philhower, Full Circle Realty

Light Manufacturing

10. Jordan Willing, Blue Marble



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Business Roundtable

City of Ashland - 2023-2025 BN Budget

- **Pedestrian Wayfinding Services**
 - Goal – Identify best use and placement of signs for key locations in City, including for City parks
 - Timeline – Fall RFP
- **Pilot of New Downtown Trashcans**
 - Pilot – At trouble spots with solar compacting trashcans and recycling bins
 - Goal- better service, more attractive bins
 - Timeline- deployment of pilot trashcans in October-December 2023
- **Beautification of Tourist Destination Areas**
 - Sidewalk cleaning and planters in key tourist pedestrian locations
 - Goal – More attractive tourist event, retail and restaurant areas
 - Timeline – Spring cleaning and planter placements


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City of Ashland - 2023-2025 BN Budget

- **Business Beautification Grant Program**
 - \$175k± grant match program
 - For exterior improvements of façade and lighting
 - Goals
 - Enhance City's appearance
 - Achieve current regulations compliance where necessary
 - Timeline - Open grant applications by Nov 1, 2023
- **Event Support Grant Program**
 - \$100k± grant program
 - Support festival and events
 - Goals
 - Activate public spaces and increase visitor spending
 - Increase/enhance events by reducing traffic control and permitting costs
 - Timeline - Open grant applications by Nov 1, 2023

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City of Ashland - Community Development

- **Introduction of Online Permitting Module - Citizen Self Service**
 - Online permit application and inspection scheduling
 - Enhances accessibility and convenience for applicants
 - Streamlines permitting process
- **Development Services Coordinator on City staff**
 - Building permits and planning actions addressed in timely manner
 - Coordinates internal city departments for timely reviews and information sharing with applicants
 - Implementing on-line application process
- **New Food Truck Ordinance adopted in May**
 - Provides greater flexibility for food vendors in Ashland
 - Addresses evolving trends and consumer preferences
 - Promotes entrepreneurship and culinary diversity in the community

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City of Ashland - Community Development

- Customer Satisfaction Survey
 - Conducted from March 2018 to June 2022
 - Assessed satisfaction of building permit and planning applicants
 - Elicited feedback on the permitting process
 - improved - responsiveness and helpfulness in 2022 compared to in 2016
 - Positive Trend - professionalism, accuracy, and fairness
 - Mixed but Improving - There were both positive and negative comments; department efforts to enhance experience evident.
 - Continuous Improvement - Included maintaining high standards, clarity, responsiveness, and enhancing transparency through online platforms
- Development Process MAC
 - Builders, planners, and architects
 - Objective
 - Find opportunities for expediting the development review processes and improving customer service

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City of Ashland - Economic Roundtable

- Economic Roundtable of March 6, 2023
 - Partnership to build the Ashland Brand Community
 - Partnership to Envision the University District Activity Center
 - Partnership for Affordable Childcare & Early Child Development
 - Early Learning Ad Hoc Committee
 - Early Childhood Affordability Grant Program (Sept. 27th applications)

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City of Ashland - Economic Status

- **Moody's Investor Service**
 - City's bond issuer rating of Aa3
 - In the top 4 highest ratings for municipalities
- **City's financial position strong**
 - Wealth level high (per capita)
 - Economic growth level stable
- **Modest constraints/weaknesses include:**
 - Low resident income in relation to Full Value
 - Economic durability equates to diversification of industry/workforce
- **Key Takeaway Priority:**
Creation & diversification of jobs among City residents

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Thank You

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