

**ASHLAND CITY COUNCIL
STUDY SESSION MINUTES
Monday, June 15, 2026**

Mayor Graham called the meeting to order at 5:04 p.m.

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

Absent: Councilors Bloom and Hansen.

Budget Committee Members present: Linda Peterson-Adams, Noah Werthaiser, Shane Hunter, and Jim Fredericks.

Budget Committee Absent: Carol Cohen, Kristen Roy, and Eric Britten.

Staff Present:

Sabrina Cotta	City Manager
Alissa Kolodzinski	City Recorder
Bryn Morrison	Interim Finance Director
Brandon Goldman	Community Development Director
Linda Reid	Housing Program Manager
Derek Severson	Planning Manager

I. Call to Order

Graham acknowledged the passing of the St. Helens city administrator John Walsh and extended condolences to Walsh's family and community.

II. Reports and Presentations

a. Finance Update - Third Quarter FY 26 Financial Update and Forecast

Cotta introduced the item, noting that Citizens Budget Committee members had been invited to attend as part of an ongoing effort to structure off-year engagement with the committee.

Morrison presented the Third Quarter FY 26 Financial Update and Forecast (see attached).

Third Quarter Revenues and Expenditures

A 5% increase in citywide revenues was reported, reaching \$78.2 million. Key contributors were the public safety fee, wildfire risk reduction fee, parks fee, food and beverage tax (up 6.2%), and transient lodging tax (up 10.1%). Intergovernmental revenue increased due to Public Works TAP system upgrades, fire department reimbursements, and state revenue sharing. Charges for services were down due to a mild winter but may rise with summer electricity and water demand. Interest on investments was at 78.7% of budget, and miscellaneous revenue rose from the sales of clean fuel credits and decommissioned assets. Expenditures were within budget, with personnel services at 70.2% and materials/services at 68.8%. Clarification on "within budget expectations" was provided, explaining that expenditures should remain within 75% at this fiscal point, with some biennial flexibility.

The citywide net position was \$84.8 million, compared to \$89.8 million last year. The General Fund balance was \$16.8 million, down from \$20 million previously. The Capital Improvement Fund had a negative balance due to \$200,000 expenditures related to the Community Center and Pioneer Hall, set

to be adjusted in the next report. Citywide cash and investments were at \$79.2 million, a drop resulting from large capital projects.

Parks and Recreation had slightly higher revenue than the previous year, with expenditures within budget. Personnel services were at 67.4% and materials/services at 64.1% of budget. The Parks Capital Improvement Fund balance was approximately \$3.5 million, with large projects pending.

As of March 31, 451 customers received utility assistance, with 28 having reached the \$400 cap. The program offers a 30% water, sewer, and electric discount up to \$400 annually, budgeted at \$283,000 with \$96,000 spent by March. Total outstanding utility receivables were approximately \$5 million, with \$2.6 million considered past due. \$1.3 million were customers on active payment plans not subject to disconnection processing, and \$1.3 million were subject to delinquent processing. Morrison clarified that a former delinquent pool totaling \$2.3 million had been referred to the Department of Revenue and a collection agency, with some returns beginning to come in following tax season.

An updated forecast was presented including increased fuel costs, higher fire department overtime due to dry conditions, and consideration of the potential food and beverage tax sunset as a variable. The forecast indicates the General Fund may fall below the minimum balance policy in fiscal years 2029–2030.

Council discussion noted a better fiscal position than anticipated during budget adoption and that the drawdown of the General Fund is modest and intentional due to the historically high fund balance. Future budget processes to ensure alignment of revenues and expenditures to avoid dipping below minimum reserve thresholds with emphasis placed on policy updates that might address the potential downward trend. The upcoming budget process was identified as the strategic point for such discussions, and consideration was given for a more in-depth upcoming biennium budget process involving both the council and public. To align strategic priorities with the new strategic plan, a council retreat is planned before the budgeting season. Concurrently, several policy-level discussions are being arranged in advance to facilitate a smoother budgeting process and reduce the need for mid-stream adjustments.

It was noted that the city had received the Certificate of Achievement for Excellence in Financial Reporting for the 38th consecutive year as the highest recognition in governmental accounting and financial reporting.

b. Presentation: Storytown by Matt Hoffman

Matt Hoffman provided a presentation along with his colleagues Karolina Lavaningno and Montana Hauser (see attached). Hoffman initiated Story Town to counter declining school enrollment and attract young families. The mission is to transform Ashland into a cultural epicenter through year-round events, creative infrastructure, and economic development.

In the first year, goals included rebranding to "Story Town," launching a calendar app with White Rabbit, and creating unique programming alongside an "eventorship" program to mentor new event producers. The inaugural Ashland Sarcasm Festival in December drew 2,500 attendees to over 20

shows at 12 locations, boosting local business revenue by 47–55%, generating 42+ hotel stays, and employing 17 locals with \$44,000 circulating in the local economy. The event attracted visitors from 32 locations outside Ashland. Coverage included features in The Oregonian and by Oregon Public Broadcasting, and recognition from Travel Oregon. Story Town also effectively heightened exposure for partner organizations. Community efforts included a bike valet program with EPIC Ashland, addressing parking issues and promoting biking culture. The Eventorship Program nurtures fledgling event producers, with an example being aid in organizing a Southern Oregon Renaissance Fair. Story Town's three-year plan involves expanding the calendar app, positioning the Sarcasm Festival as a premier event, launching a spring outdoor festival, and hosting a winter music event, all aiming for a self-sustaining yearly event cycle by year four.

Council discussion included praise for Story Town and its initiatives to activate non-traditional and unexpected venues. Story Town's collaborative nature was highlighted, along with its coordination with the Ashland Chamber, Travel Ashland, Travel Southern Oregon, and Travel Oregon through various promotional channels. The organization serves as a platform for Ashland's events and organizations. It was mentioned that Story Town received a mention in an Oregon Shakespeare Festival playbill. There was talk of the synergy with Travel Ashland's Destination Marketing Organization, which suggests potential further coordination. The concept of anchor events versus ongoing year-round programming was identified, with a note on budget constraints as the key limiting factor for expansion rather than infrastructure issues. There was curiosity about the broader application of the Story Town brand and potential for expansion across the Southern Oregon valley, framed as a collaborative opportunity rather than a competitive one. Additionally, the importance of a centralized, accessible event calendar was underscored, with praise for the newly added web-based calendar offering an accessible alternative for visitors not wanting to download a mobile app.

c. Manufactured Home Park Zoning amendments and code updates

Goldman reviewed the history and recommendations of the Planning Commission along with staff recommendations. He was joined by staff members Severson and Reid. Scott Fregonese and Journie Gering of 3J Consulting joined via zoom and provided a presentation (see attached).

Goldman summarized the extensive public process leading to this point, including an advisory committee, stakeholder interviews, public outreach, multiple Planning Commission study sessions, Housing and Human Services Advisory Committee review, prior Council study sessions, and a unique joint study session among the Planning Commission, Housing Committee, and Council. The DLCDF-funded project was nearing completion, with Planning Commission review concluded at its June 9th hearing.

- Ordinance 3296 establishes a new Manufactured Home Park (MHP) zone and comprehensively updates the city's manufactured housing regulations, addressing both state-mandated requirements and city-initiated actions for preservation, reinvestment, and modernization of manufactured home parks.
- Ordinance 3297 applies the new MHP zone to two parks within the Ashland city limits: Wingspread and Tolman Creek.
- Ordinance 3298 establishes a corresponding Manufactured Home Park comprehensive plan designation, applied to the two city-limit parks and two parks within the Urban Growth

Boundary—Siskiyou Village and Nauvoo Park—which would receive the MHP zoning designation upon annexation.

- Ordinance 3306 creates a new Chapter 10.116 establishing notice of sale requirements, opportunity-to-purchase provisions, relocation planning requirements, and anti-harassment provisions as tenant protections. Unlike the other three ordinances, this is a municipal action, not a land use ordinance.

Goldman noted that the materials provided for the study session were from before the Planning Commission's June 9th hearing. The packet for the first reading on the following evening includes Planning Commission suggestions such as defining "manufactured home park," "manufactured dwelling park," and "manufactured housing development" as synonymous. It also involves removing Upper Pines Mobile Home Park and 278 Idaho Street from the proposed MHP zone and comprehensive plan designations, along with excluding Jackson Wellsprings from the comprehensive plan designation as it doesn't meet traditional manufactured home park criteria. These updates are included in the ordinance package for the first reading.

Freganesi walked through major code amendments, organized by section. The ordinance increases density limits from 13.5 to 18 units per acre, allowing units under 500 sq ft to contribute less toward density, adding flexibility for prefabricated units. Setbacks and coverage comply with fire and building codes, including porch and deck allowances. Landscaping must cover 35% of the lot, and open space standards were updated. A nonconformity clause enables phased compliance, so that improvements to one portion of a park do not trigger a requirement to bring the entire park into full compliance at once. Annexation standards remove affordability requirements for parks, allowing 18 units/acre to ease annexation. Childcare and treatment facilities comply with state laws (HB 3560, HB 2005). The ordinance permits RVs in parks, acknowledging their current presence and the trend of full-time residency. The code aims to support evolving and affordable housing.

Goldman reported that the Planning Commission was generally supportive of Ordinance 3306 but recommended that further legal review be conducted by the city attorney's office prior to adoption. A motion to remand the ordinance back to the Planning Commission pending that review was not seconded and did not carry; the Commission ultimately forwarded the ordinance to Council with its comments. Staff recommended that Council proceed with first readings of Ordinances 3296, 3297, and 3298 at the following evening's public hearing, and continue consideration of Ordinance 3306 to a date certain of July 21st, pending city attorney review.

Council Discussion

Concerns were expressed regarding the 180-day opportunity-to-purchase window. Nonprofit organizations and past research indicate that 90 to 120 days is generally more appropriate, as 180 days could result in negative consequences for tenants. Initially, the consultant team recommended 120 days, consistent with peer city research such as the City of Bellingham's experience. It was suggested to explore tolling mechanisms for delays outside residents' control. The discussion also covered whether the land use ordinances could be adopted separately from Ordinance 3306. It was clarified that establishing the Manufactured Home Park (MHP) zone effectively prevents conversion to other uses and that Ordinance 3306 offers added protection against rent escalations post-sale to

third parties. Even though state law caps rent increases at 6 percent, some park owners seemed resistant to the proposed zone changes, unlike in Portland where many opted in voluntarily. Efforts to engage local park owners had limited success. The zone change, while more stringent than incentivizing, offers benefits like increased density and a nonconformity relief pathway. The rationale behind the zone change is to protect residents' investments from displacement due to redevelopment, drawing lessons from past regional incidents of park conversions in the mid-2000s. Furthermore, post-disaster conversion risks, such as those following the Alameda fire, were highlighted, with zone designations offering additional security. Concerns were also raised about Section 10.116.05 of Ordinance 3306, specifically regarding ambiguous language around relocation plans. It was suggested that clarity could be improved by changing "may" to "shall," mandating specific actions. The discussion included reviewing affordable housing requirements for parks annexing into the city, acknowledging that while manufactured home parks currently provide lower-cost housing, this may change over time. The goal is to encourage annexation by minimizing obstacles, even if permanent affordability cannot be assured.

Goldman clarified that the consultant contract was largely fulfilled: staff would work with the city attorney's office to address the recommended revisions to Ordinance 3306 prior to the scheduled first reading on July 21, 2026.

III. Adjournment

The meeting was adjourned at 7:26 pm.



City Recorder Alissa Kolodzinski



Mayor Tonya Graham



Finance Update Third Quarter FY26

June 15, 2026

Finance

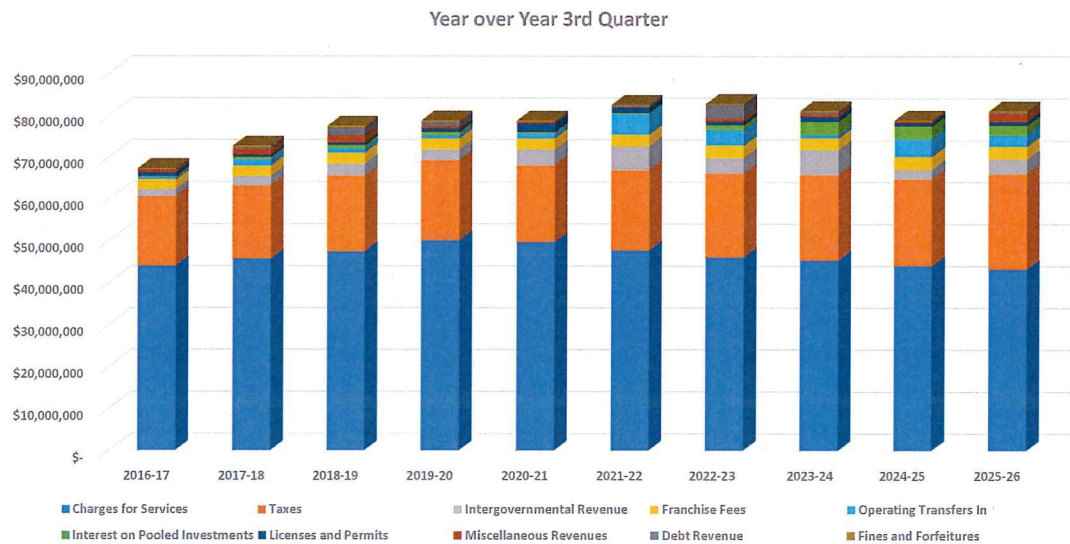
Third Quarter FY26 Financials:

- ❖ Summary of Fund Balances
- ❖ Summary of Revenues and Expenditures – City Wide
- ❖ Statement of Resources, Requirements, and Changes in Fund Balance – by Fund
- ❖ Summary of Cash & Investments





Revenues



Financial Overview – Third Quarter FY26

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Revenues

- ❖ City-Wide \$78.2M or 5% increase from prior year
- ❖ Taxes
 - Increase due to Public Safety Fee and Wildfire Reduction Fee increase and creation of Parks Fee
 - Food and Beverage Tax- 6.2% increase from prior year
 - Transient Lodging Tax-10.1% increase from prior year
- ❖ Licenses and Permits, System Development Charges
 - Higher than prior year for this time period

Financial Overview – Third Quarter FY26

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Revenues

❖ Intergovernmental Revenue

- *Grant Revenue-Public Works TAP system upgrades, conflagration reimbursement for Fire, State Revenue Sharing increased slightly*

❖ Charges for Services

- *Lower than previous year for same time period due to mild winter*

❖ Fines and Forfeiture

- *Higher than the previous year due to increased Parking Fine Revenue*

❖ Interest on Investments

- *Decreased- 78.7% compared to prior year*

❖ Miscellaneous Revenues

- *Increased over prior year-sale of Clean Fuel Credits and Decommissioned Assets in the Equipment Fund*

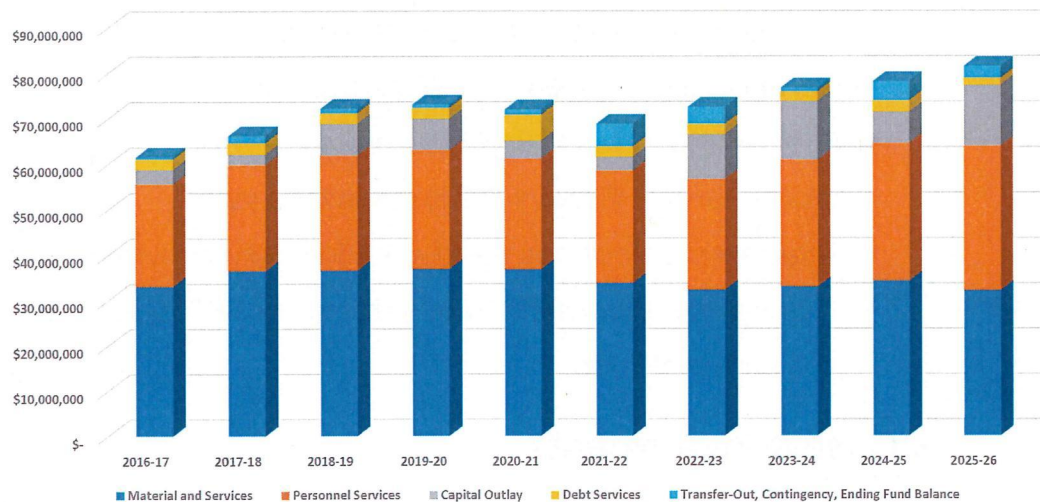
Financial Overview – Third Quarter FY26

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Expenditures

Year over Year 3rd Quarter



Financial Overview – Third Quarter FY26

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Expenditures

- ❖ Third quarter, first year of biennium-75%
 - *Personnel Services 70.2% of budget*
 - *Materials and Services 68.8 % of budget*
 - *Debt Service is trending as expected based on repayment schedules*
 - *Capital Outlay is trending as expected based on timing of projects*
- ❖ Within expectations for third quarter



City's Net Position

❖ Fund Balance

- *City Wide = \$84.8M vs \$89.8M previous year*
- *General Fund = \$16.8M vs \$20M previous year*
- *Street Fund = \$3.2M vs \$3.9M previous year*
- *Water Fund = \$16M vs \$19.3M previous year*
- *Telecommunications Fund = \$2.6 vs \$3M previous year*
- *Capital Improvement Fund- Transfer of \$200,000 from the General Fund*

❖ Cash & Investments

- *City Wide = \$79.2M vs \$83.6M previous year*



Ashland Parks and Recreation

❖ Revenue

- *Slightly higher than previous year*

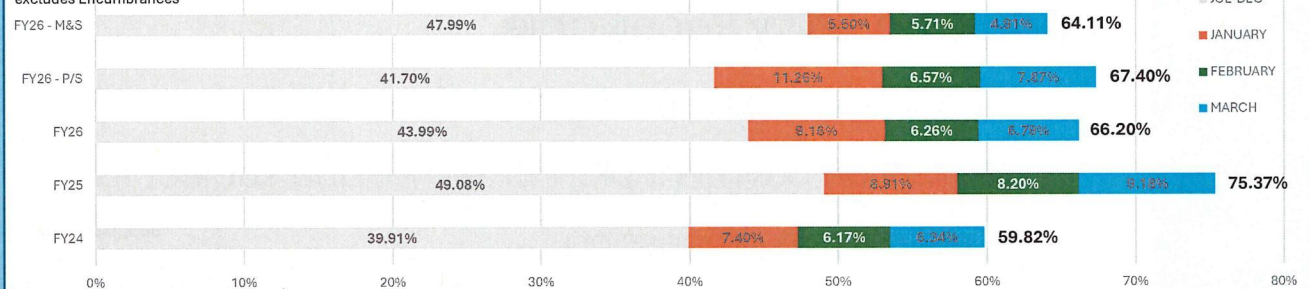
❖ Expenditures

- *Within budget expectations*
 - General Fund Personnel Services 67.4%
 - General Fund Materials and Services 64.1%
 - Parks Capital Improvement Fund balance \$3,478,241



GENERAL FUND: ORIGINAL APPROPRIATION BUDGET EXECUTION*

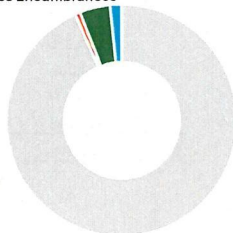
*excludes Encumbrances



Q3 FY26 BALANCE: \$2,619,634 of \$7,750,540

PARKS CIP*

*excludes Encumbrances

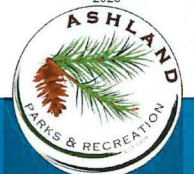


PRIOR BALANCE: \$3,250,234
 JANUARY: + \$25,362
 FEBRUARY: + \$147,713
 MARCH: + \$54,932
 Q3 BALANCE: \$3,478,241



GENERAL FUND REVENUE*

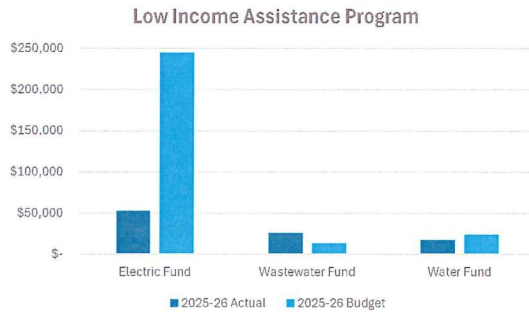
*excludes Park Maintenance Agreements / Parks Grants





Update on Low Income Assistance Program

- ❖ 451 Qualified Customers
- ❖ 28 have reached \$400 threshold



As of March 31, 2026

	2025-26 Actual	2025-26 Budget
Electric Fund	\$ 52,955	\$ 245,000
Wastewater Fund	25,996	13,660
Water Fund	17,331	24,000
	\$ 96,282	\$ 282,660

Financial Overview – Third Quarter FY26

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Update on Utility Receivable

- ❖ \$2.6M of \$5M total is past due
- ❖ \$1.3M on payment plan, \$1.3M not and subject to delinquent processing

Utility Billing Receivable

Fund:	As of March 31, 2026	Total Delinquent
General	\$ 707,619	\$ 386,927
Street	234,285	128,360
Wildfire Risk Reduction	74,457	24,260
Water	727,550	356,324
Wastewater	684,375	302,743
Stormwater	85,088	34,478
Electric	2,133,194	1,195,409
Telecommunications	391,373	202,489
	\$ 5,037,942	\$ 2,630,991

Amount on payment plans: \$ 1,271,006

Amount without payment plans: \$ 1,359,985

Financial Overview – Third Quarter FY26

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Update on Utility Receivable

❖ Total Aging By Fund:

	1 to 30	31 to 60	61 to 90	91 to 120	Over 120	Total	Total Delinquent
General	\$ 320,693	\$ 60,298	\$ 43,140	\$ 28,468	\$ 255,021	\$ 707,619	\$ 386,927
Street	105,925	17,247	11,452	8,708	90,953	234,285	128,360
Wildfire Risk Reduction	50,197	7,253	4,363	3,044	9,600	74,457	24,260
Water	371,226	51,564	32,891	21,871	249,998	727,550	356,324
Wastewater	381,632	53,746	30,290	20,832	197,875	684,375	302,743
Stormwater	50,610	5,967	3,520	2,439	22,551	85,088	34,478
Electric	937,785	172,401	124,150	79,421	819,438	2,133,194	1,195,409
Telecommunications	188,884	22,659	25,096	8,936	145,798	391,373	202,489
	<u>\$ 2,406,951</u>	<u>\$ 391,136</u>	<u>\$ 274,901</u>	<u>\$ 173,719</u>	<u>\$ 1,791,234</u>	<u>\$ 5,037,942</u>	<u>\$ 2,630,991</u>



General Fund Forecasting Update

❖ Process for forecasting

- ❖ Gather and analyze historical averages
- ❖ Develop set of assumptions
- ❖ Continue to evaluate Revenue and Expenditure streams
- ❖ Update forecast periodically



General Fund Forecasting Update

- ❖ Additional Adjustments to the forecast from February 11, 2026:
 - ❖ Increased Fuel Costs
 - ❖ Increased Fire Department Overtime
 - ❖ Incorporated sunset of Food and Beverage tax in worst case scenario



General Fund Forecasting Update

- ❖ Potential Impacts:
 - ❖ Ambulance Study and Regional Fire Study underway
 - ❖ Unfunded Capital needs
 - ❖ Impact of the future of SOU
 - ❖ Impact of the closure of most of Ashland Community Hospital



SOU and Asante potential impacts

Southern Oregon University

	Yearly
Food and Beverage Tax at SOU	\$ 40,000
Utilities SOU pays	2,040,000
Utilities for SOU Family Housing	225,000
	\$ 2,305,000

Asante Ashland Community Hospital \$ 835,000

Asante Ashland Community Hospital	Yearly
Electric Fund	\$802,795
General Fund	\$8,364
Stormwater Fund	\$1,029
Street Fund	\$2,332
Wastewater Fund	\$6,191
Water Fund	\$10,490
Wildfire Risk Reduction Fund	\$1,010

SOU Utility Accounts	Yearly
Electric Fund	\$1,671,310
General Fund	\$5,175
Stormwater Fund	\$28,176
Street Fund	\$96,019
Wastewater Fund	\$64,128
Water Fund	\$163,725
Wildfire Risk Reduction Fund	\$11,279
SOU Family Housing Accounts	Yearly
Electric Fund	\$110,547
General Fund	\$39,167
Stormwater Fund	\$1,216
Street Fund	\$13,541
Telecommunication Fund	\$823
Wastewater Fund	\$15,927
Water Fund	\$38,566
Wildfire Risk Reduction Fund	\$2,819



General Fund Forecasting Update

Best Case Scenario

	2024-25 Actual	2025-26 Forecast	Change	2026-27 Forecast	Change	2027-28 Forecast	Change	2028-29 Forecast	Change	2029-30 Forecast	Change	2030-31 Forecast	Change
Revenues	\$42,905,006	\$42,767,275	0%	\$43,246,251	1%	\$44,125,130	2%	\$45,393,291	3%	\$46,671,490	3%	\$47,931,876	3%
Taxes	20,183,671	22,371,155	10%	23,027,439	3%	23,704,694	3%	24,403,594	3%	25,124,836	3%	25,834,708	3%
Franchise Fees	4,240,385	4,410,000	4%	4,910,000	10%	5,106,400	4%	5,310,656	4%	5,523,083	4%	5,744,006	4%
Charges for Services	11,121,520	11,344,268	2%	11,699,840	3%	12,218,069	4%	12,605,428	3%	13,006,648	3%	13,422,249	3%
Intergovernmental Revenue	584,078	595,760	2%	607,675	2%	619,828	2%	632,225	2%	644,869	2%	657,767	2%
Grants	620,352	250,000	-148%	250,000	0%	250,000	0%	250,000	0%	250,000	0%	250,000	0%
Licenses and Permits	1,101,054	1,125,277	2%	1,150,033	2%	664,334	-73%	678,949	2%	693,886	2%	709,152	2%
Fines and Forfeitures	182,961	186,620	2%	190,353	2%	194,160	2%	198,043	2%	202,004	2%	206,044	2%
Operating Transfers In	3,850,774	1,532,545	-151%	497,545	-208%	497,545	0%	497,545	0%	497,545	0%	497,545	0%
Interest on Pooled Investments	850,261	780,000	-9%	740,000	-5%	695,000	-6%	640,000	-9%	550,000	-16%	430,000	-28%
Miscellaneous Revenues	169,950	171,650	1%	173,366	1%	175,100	1%	176,851	1%	178,619	1%	180,405	1%
Expenses	\$44,590,710	\$44,096,359	-1%	\$45,352,510	3%	\$45,261,047	0%	\$46,863,569	3%	\$48,678,141	4%	\$50,547,925	4%
Personal Services	28,941,626	29,652,411	2%	31,020,774	4%	31,523,572	2%	32,869,005	4%	34,282,966	4%	35,769,452	4%
Materials & Services	12,822,638	12,149,305	-6%	12,293,095	1%	12,638,832	3%	13,195,922	4%	13,596,533	3%	13,979,831	3%
Capital Outlay	1,480,203	1,441,142	-3%	885,142	-63%	445,142	-99%	445,142	0%	445,142	0%	445,142	0%
Operating Transfers Out	1,346,243	453,500	-197%	353,500	-28%	653,500	46%	353,500	-85%	353,500	0%	353,500	0%
Contingency Used		400,000		800,000	0	0	0	0	0	0	0	0	0
Beginning Fund Balance	\$17,057,723	\$15,372,019		\$14,042,935		\$11,936,676		\$10,800,759		\$9,330,480		\$7,323,830	
Ending Fund Balance	\$15,372,019	\$14,042,935		\$11,936,676		\$10,800,759		\$9,330,480		\$7,323,830		\$4,707,780	
Operating Expenditures	\$41,764,264	\$42,201,717		\$44,113,868		\$44,162,405		\$46,064,927		\$47,879,499		\$49,749,283	
Fund Balance Policy (16.67%)	\$6,962,103	\$7,035,026		\$7,353,782		\$7,361,873		\$7,679,023		\$7,981,512		\$8,293,205	
Excess/(Deficiency)	\$8,409,916	\$7,007,909		\$4,582,894		\$3,438,886		\$1,651,457		(\$657,683)		(\$3,585,425)	
Unassigned	\$13,516,988												



General Fund Forecasting Update

❖ Year End Estimate Using May 31, 2026

- ❖ Franchise Fee and Electric Users Tax reduced for mild winter
- ❖ Intergovernmental Revenue increased
- ❖ Interest on Investments decreased
- ❖ Administration-Capital increased only this year
- ❖ Fire-Overtime increased
- ❖ Decreased Parks Capital Outlay
- ❖ Use of Contingency



General Fund Forecasting Update

General Fund Forecast

Scenario based on Actuals as of May 31, 2026

	2024-25 Actual	2025-26 Forecast	Change	2026-27 Forecast	Change	2027-28 Forecast	Change	2028-29 Forecast	Change	2029-30 Forecast	Change	2030-31 Forecast	Change
Revenues	\$42,905,006	\$42,220,095	-2%	\$42,973,358	2%	\$43,960,700	2%	\$45,353,652	3%	\$46,798,419	3%	\$48,254,213	3%
Taxes	20,183,671	22,012,420	8%	22,747,582	3%	23,492,379	3%	24,265,216	3%	25,067,244	3%	25,856,819	3%
Franchise Fees	4,240,385	4,100,000	-3%	4,600,000	11%	4,784,000	4%	4,975,360	4%	5,174,374	4%	5,381,349	4%
Charges for Services	11,121,520	11,224,402	1%	11,576,378	3%	12,090,903	4%	12,474,447	3%	12,871,738	3%	13,283,292	3%
Intergovernmental Revenue	584,078	718,843	19%	740,408	3%	762,621	3%	785,499	3%	809,064	3%	833,336	3%
Grants	620,352	574,385	-8%	574,385	0%	574,385	0%	574,385	0%	574,385	0%	574,385	0%
Licenses and Permits	1,101,054	1,130,000	3%	1,154,860	2%	669,267	-73%	683,991	2%	699,039	2%	714,417	2%
Fines and Forfeitures	182,961	215,000	15%	221,450	3%	228,094	3%	234,936	3%	241,984	3%	249,244	3%
Operating Transfers In	3,850,774	1,532,545	-151%	632,545	-142%	632,545	0%	632,545	0%	632,545	0%	632,545	0%
Interest on Pooled Investments	850,261	637,500	-33%	650,000	2%	650,000	0%	650,000	0%	650,000	0%	650,000	0%
Miscellaneous Revenues	169,950	75,000	-127%	75,750	1%	76,508	1%	77,273	1%	78,045	1%	78,826	1%
Expenses	\$44,590,710	\$44,340,178	-1%	\$45,352,510	2%	\$45,261,047	0%	\$46,863,569	3%	\$48,678,141	4%	\$50,547,925	4%
Personal Services	28,941,626	29,735,044	3%	31,020,774	4%	31,523,572	2%	32,869,005	4%	34,282,966	4%	35,769,452	4%
Materials & Services	12,822,638	12,101,634	-6%	12,293,095	2%	12,638,832	3%	13,195,922	4%	13,596,533	3%	13,979,831	3%
Capital Outlay	1,480,203	1,650,000	10%	885,142	-86%	445,142	-99%	445,142	0%	445,142	0%	445,142	0%
Operating Transfers Out	1,346,243	453,500	-197%	353,500	-28%	653,500	46%	353,500	-85%	353,500	0%	353,500	0%
Contingency Used		400,000	0	800,000	0	0	0	0	0	0	0	0	0
Beginning Fund Balance	\$17,057,723	\$15,372,019		\$13,251,996		\$10,872,784		\$9,572,438		\$8,062,521		\$6,182,799	
Ending Fund Balance	\$15,372,019	\$13,251,996		\$10,872,784		\$9,572,438		\$8,062,521		\$6,182,799		\$4,749,283	
Operating Expenditures	\$41,764,264	\$42,236,678		\$44,113,868		\$44,162,405		\$46,064,927		\$47,879,499		\$49,749,283	
Fund Balance Policy (16.67%)	\$6,962,103	\$7,040,854		\$7,353,782		\$7,361,873		\$7,679,023		\$7,981,512		\$8,293,205	
Excess/(Deficiency)	\$8,409,916	\$6,211,082		\$3,519,003		\$2,210,565		\$383,498		(\$1,798,713)		(\$4,404,118)	
Unassigned	\$13,516,988												



Government Finance Officers Association



Government Finance Officers Association

Certificate of Achievement for Excellence in Financial Reporting

Presented to

**City of Ashland
Oregon**

For its Annual Comprehensive
Financial Report
For the Fiscal Year Ended

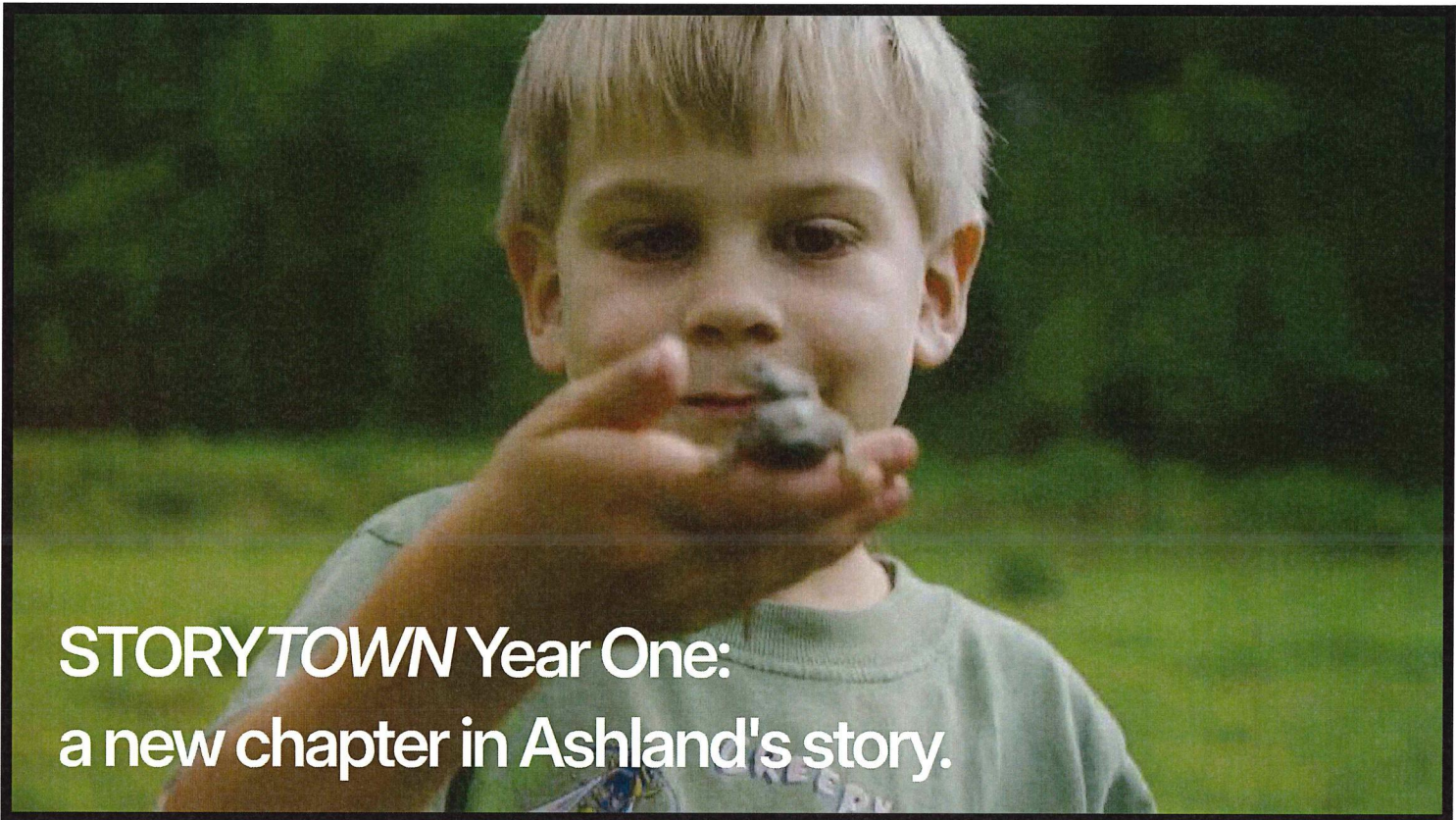
June 30, 2025

Financial Overview – Third Quarter FY26

21

QUESTIONS?



A close-up photograph of a young child with light-colored hair, looking directly at the camera. The child is holding a small, dark, rounded object in their right hand, positioned near their mouth. The background is a soft-focus green field.

STORYTOWN Year One:
a new chapter in Ashland's story.

A photograph of a large, dark, moss-covered rock in a stream. Water is flowing over the rock, creating white rapids and splashes. The scene is captured in a slightly low-angle, close-up shot.

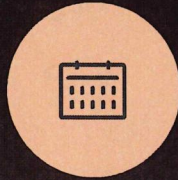
Storytown Mission

Storytown Ashland revitalizes our city through year-round cultural events, creative infrastructure, economic and workforce development—with the goal of making Ashland an ever-flowing and attractive destination for young families and artists, 365 days a year.

Year one goals



Rebrand
Ashland



Fill the
Calendar



Foster
Collaboration



Solve
Problems

Highlight 1 - Branding

We rebranded Ashland
as 'Storytown'.

**STORY
TOWN
ASHLAND**



How Storytown rebrand works

Expands the
Calendar



Speaks to a
wider audience



Adds to the
storytelling
legacy of OSF

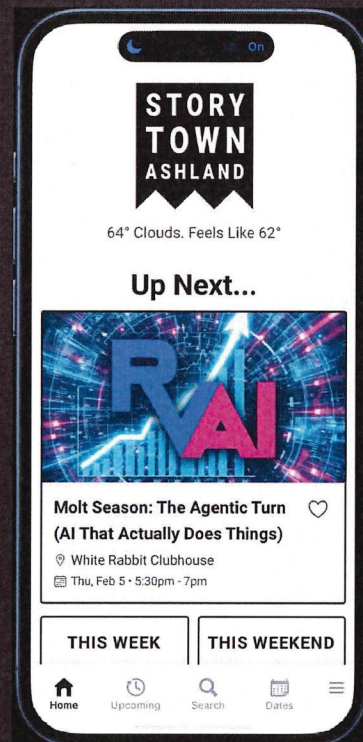


Ashland, a cultural
epicenter on I-5.

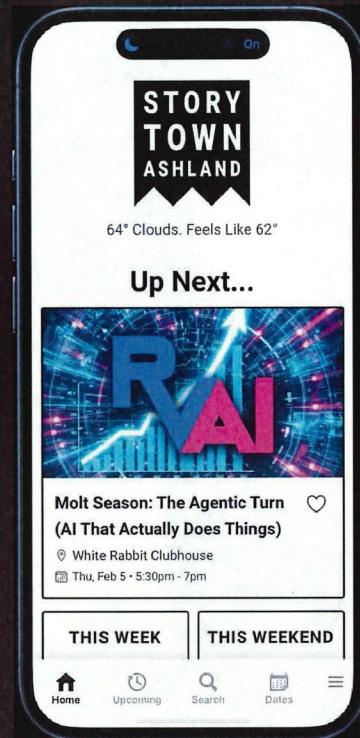


Highlight 2 - Storytown App

We built the Storytown
Ashland App and laid
the foundation for a
year round calendar.



- We know what's happening now
- Personalized single source calendar
- Surprise & delight in the palm of your hand
- Foundation for year-round experiences

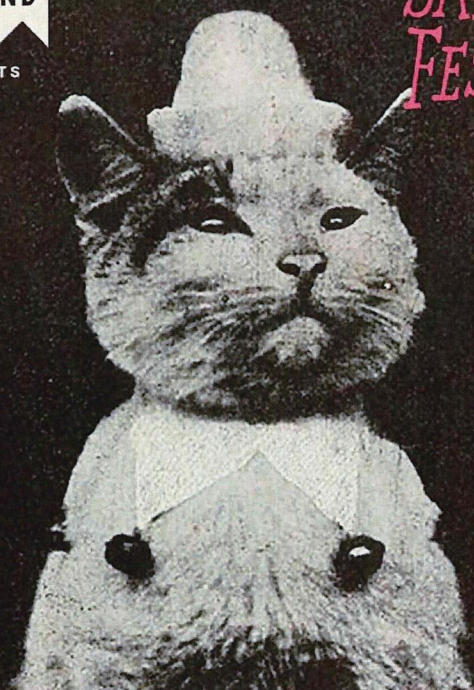


Highlight 3 - The Ashland Sarcasm Festival!

We launched the 1st annual Ashland Sarcasm Festival!

STORY
TOWN
ASHLAND
PRESENTS

ASHLAND
SARCASM
FESTIVAL



ASF! year one

2,500 + total attendees



50 + comedians booked



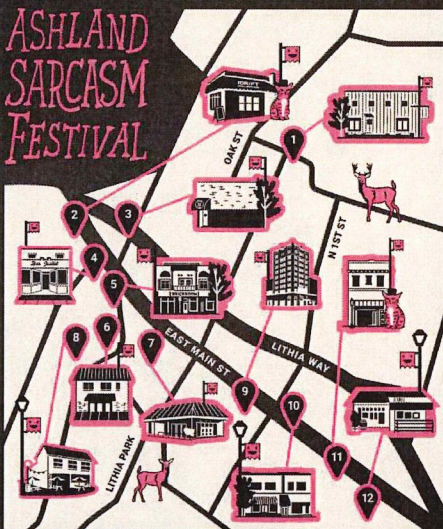
42 nights booked at local hotels



Boosted sales in restaurants and shops



ASHLAND SARCASM FESTIVAL



- 1 Resistance Wine Co
- 2 The Drift Collective
- 3 Local 31 Pub
- 4 Bar Juliet
- 5 Brickroom
- 6 White Rabbit Creator Clubhouse

- 7 Angus Bowmer Theatre
- 8 Skout Taphouse
- 9 Ashland Springs Hotel
- 10 The Columbia Hotel
- 11 Liquid Lounge
- 12 Zl Spice Cafe

PRESENTED BY

STORY TOWN
ASHLAND

December 5 - 7, 2025
SARCASMEST.COM

Impactful Marketing & PR

- The Oregonian (two stories)
- Oregon Arts Watch
- Jefferson Public Radio
- Here is Oregon
- OPB
- Ashland News
- Rogue Valley Times
- KOBI News 5
- KDRV Newswatch 12

Workforce Development Through Sarcasm



Local Economic Impact

- 17 Ashland residents employed.
\$44k+ invested into local hires production, print services, and business partners.



Event Performance & Reach

- 17 out of 20 events sold out; audience represented by 32+ cities with 30+ multi-event attendees.



Business Growth

- Achieved a 47-55% revenue increase for participating businesses.

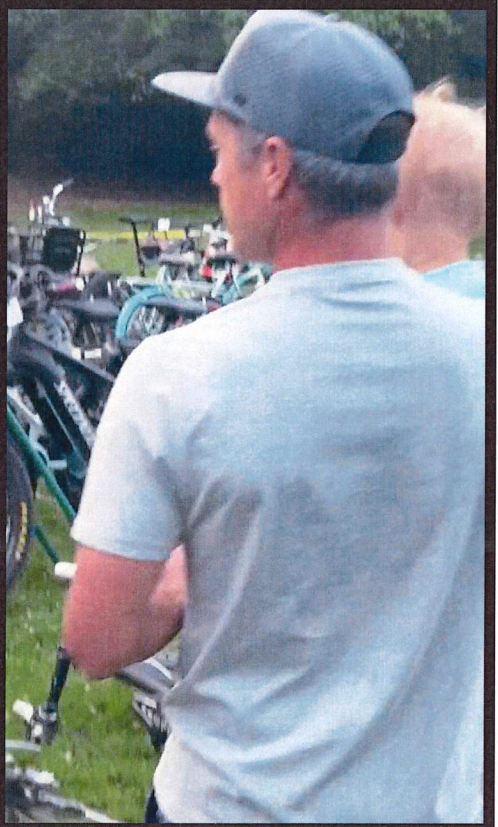
Highlight 4 - Free Bike Valet

With the help of SOU student athletes we created free bike valet for concerts in Lithia Park to alleviate parking headaches. Some of our athletes are staying in Ashland during the summer now to work the valet.

THIS HAT MEANS...



...FREE BIKE VALET.

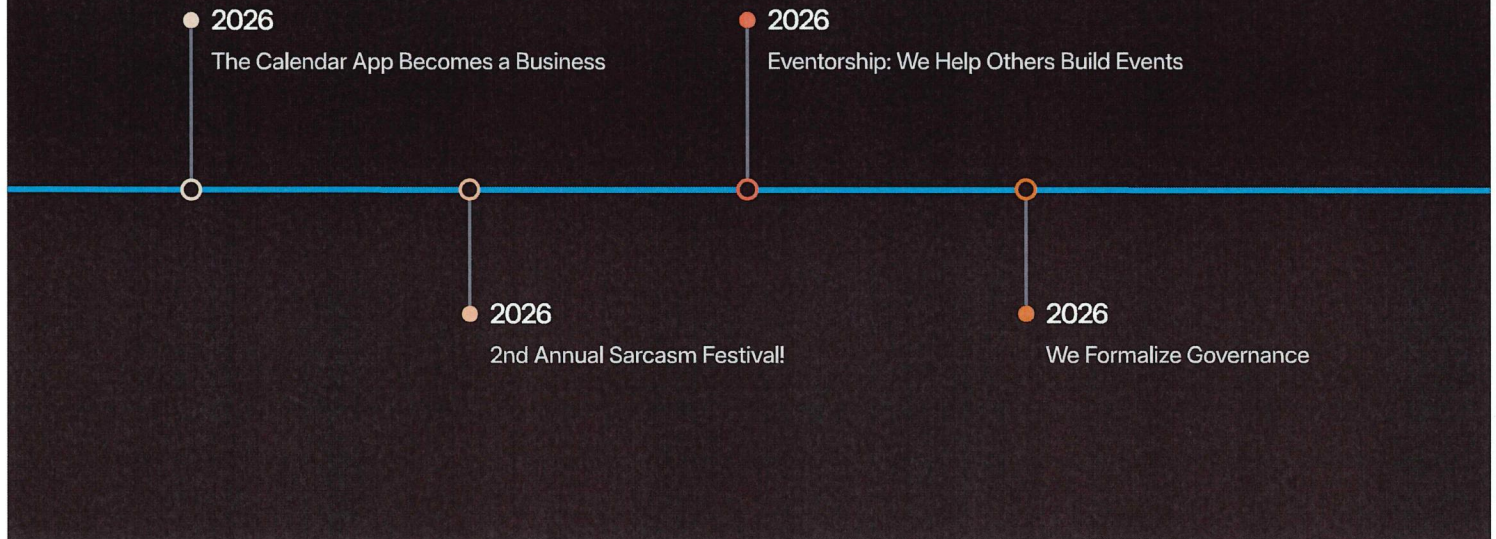


Highlight 5 - Eventorship

We started a program to help new events succeed, when new events succeed, new businesses sprout up and workforce development grows. Giving SOU students jobs and a pathway to staying in Ashland.

Eventorship
mentorship for events

The Next Three Years: 2026



The Next Three Years: 2027



The Next Three Years: 2028 and Beyond



Ashland's Year-round Cultural Calendar by 2028



A photograph of a field with purple flowers and green grass under a cloudy sky. The text is overlaid on the left side of the image.

The seeds have been planted, now is the time to support this mission to grow and blossom !

A photograph of a field with purple flowers and green grass under a cloudy sky. The text is overlaid in the center of the image.

Thank you!

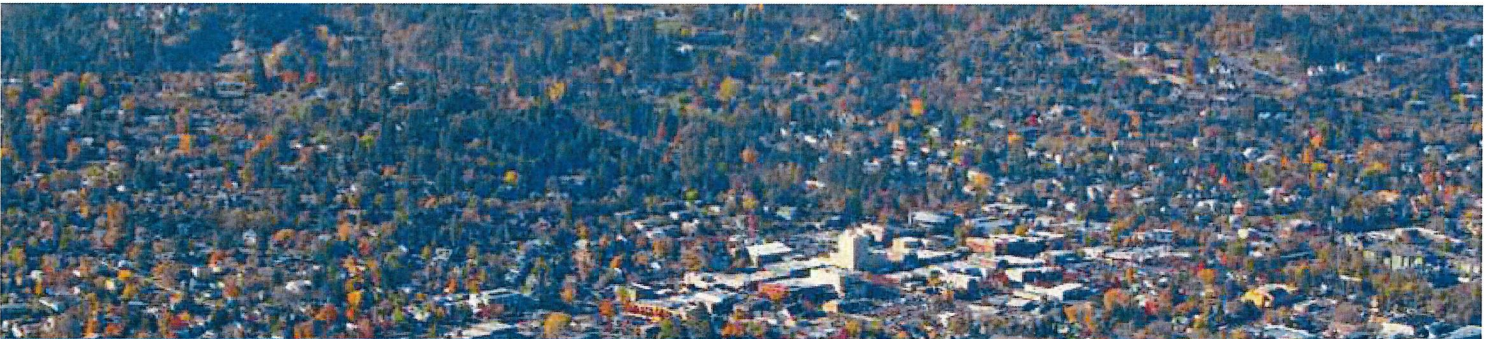


Manufactured Home Park Zone (MHPZ)



City Council Study Session

June 15, 2026, 5:00 PM



Project Overview



MHPZ Project

Overview

Project Background: The MHPZ is a part of Ashland's Housing Production Strategy **Strategy G:** *Maintain quality and support preservation of existing manufactured home parks*

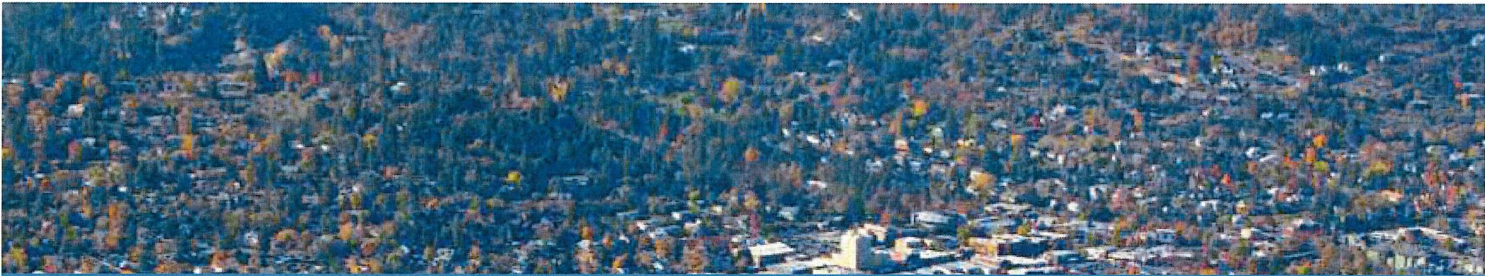
DLCD Grant: Ashland received a technical assistance grant from the Oregon Department of Land Conservation and Development (DLCD) to fund the creation of the MHPZ ordinance.

Design Standards: The project called for set standards for density, lot size, setbacks, utilities, and more to preserve existing parks and possibly allow higher-density development and smaller unit sizes.

MHPZ Project

Engagement

- The MAC met 3 times over the course of the project to give feedback
- A joint study session between the HHSAC, PC, CC was held on January 27, 2026 to review work products
- Code changes were reviewed by:
 - MAC on March 11, 2026
 - HHSAC on April 23, 2026
 - PC on April 28, 2026
- An online open house is available on the city webpage showing work products and materials
- A survey was published on the webpage
 - It was open from April 27 to May 31, 2026
 - Approximately 46 people responded to the survey



Proposed MHP Zone



Proposed MPH Zone

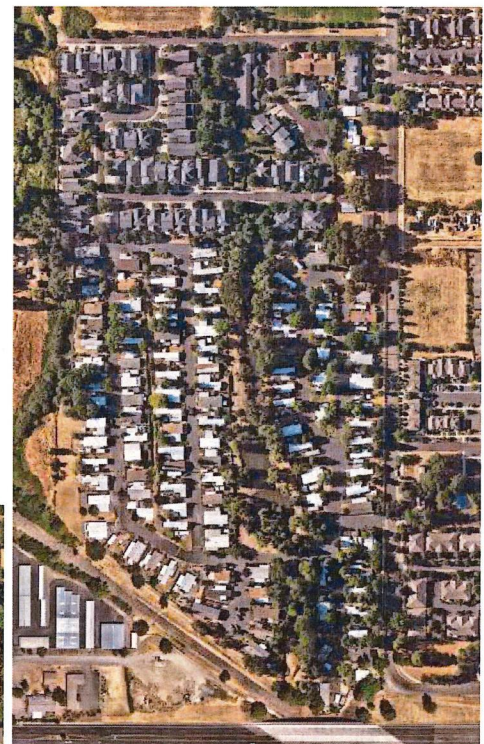
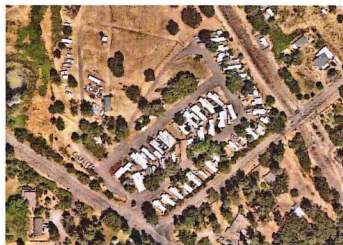
The Manufactured Home Park Zone (MHPZ) is proposed for 4 existing manufactured housing communities.

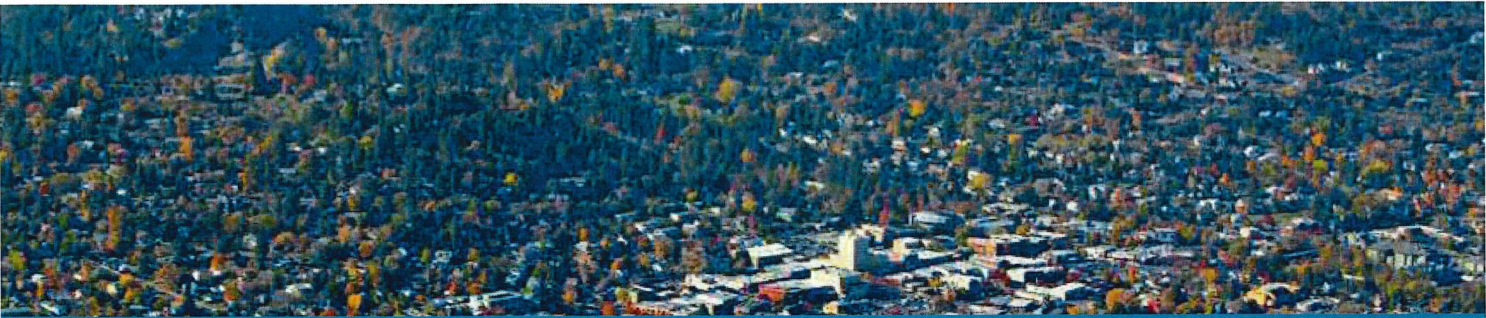
2 are located within the Ashland city limits:

- Wingspread Manufactured Home Park
- Tolman Creek Manufactured Home Park

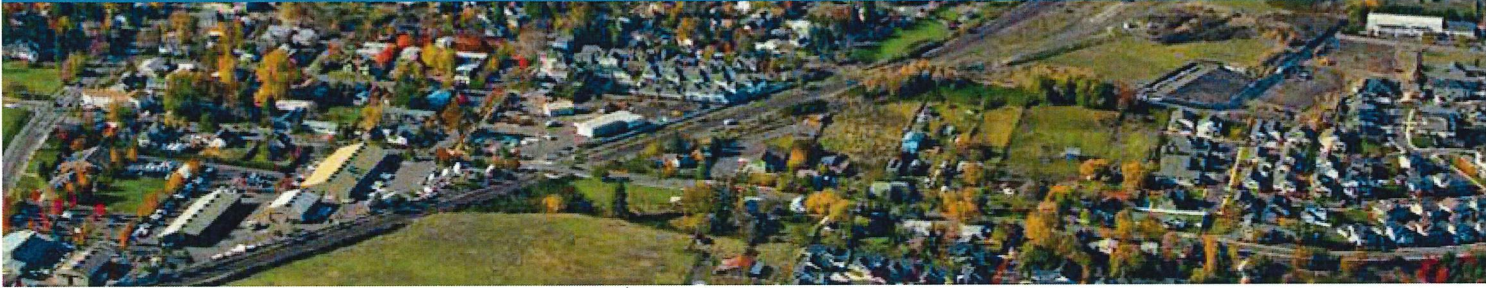
2 are located within the Ashland Urban Growth Boundary (UGB):

- Siskiyou Village Manufactured Home Park
- Navoo Park Estates





Proposed Code Changes



Code Changes Summary

AMC
18.2.2.030

- ✓ Add the Manufactured Home Park Zone (MHPZ) to the Allowed Uses by Zone table.
- ✓ Update the childcare facilities to be permitted on lands zoned for multiunit residential or institutional uses to comply with HB 3560.
- ✓ Update residential treatment facilities and residential homes to be permitted on lands zoned for residential, commercial, employment, industrial, and public lands (excluding parks) to comply with HB 2005.

Code Changes Summary

AMC
18.2.3.170

- ✓ Revise standards for manufactured homes on individual lots to comply with state-required clear and objective standards to comply with HB 2347 and ORS 197A.400.

Code Changes Summary

AMC
18.2.3.180

- ✓ Revise manufactured housing development standards to implement updated clear and objective standards.
- ✓ Update density, dimensional, and design standards to support higher-density manufactured housing developments.
- ✓ Remove minimum lot size standards and instead reference applicable building and fire code requirements.
- ✓ Revise maximum lot coverage standards to allow up to 65 percent lot coverage.
- ✓ Update setback standards to reference applicable building and fire code separation requirements and allow limited encroachments for porches and decks where compliant with applicable codes.
- ✓ Update private street and circulation standards, including turnaround requirements consistent with applicable fire code standards.

Code Changes Summary

AMC
18.2.3.180

- ✓ Add permanent pedestrian walkway and ADA accessibility requirements.
- ✓ Update landscaping standards and require landscaped open areas for a minimum of 35 percent or lot area.
- ✓ Update common open space and amenity standards.
- ✓ Add standards for community-serving buildings, including permitted and conditional accessory uses.
- ✓ Revise manufactured housing unit standards, including removal of minimum size, width, and patio requirements and allowing smaller units under 500 square feet to count toward density calculations at a reduced ratio.
- ✓ Revise standards applicable to nonconforming manufactured housing developments to allow phased or partial compliance approaches.

Code Changes Summary

AMC
18.3.9.020

- ✓ Revise Performance Standards Option (PSO) applicability provisions to allow cottage housing and manufactured housing developments to utilize PSO procedures.

AMC
18.3.9.030

- ✓ Add references to AMC 18.2.3.180 within PSO Overlay applicability standards.

Code Changes Summary

AMC
18.3.9.040

- ✓ Revise outline plan procedures to exempt manufactured housing developments and cottage housing developments from certain outline/final plan approval submittal requirements.
-

AMC
18.5.8.050

- ✓ Revise annexation standards to exempt manufactured home parks from residential annexation affordability requirements and allow manufactured housing developments up to 18 dwelling units per acre upon annexation.

Code Changes Summary

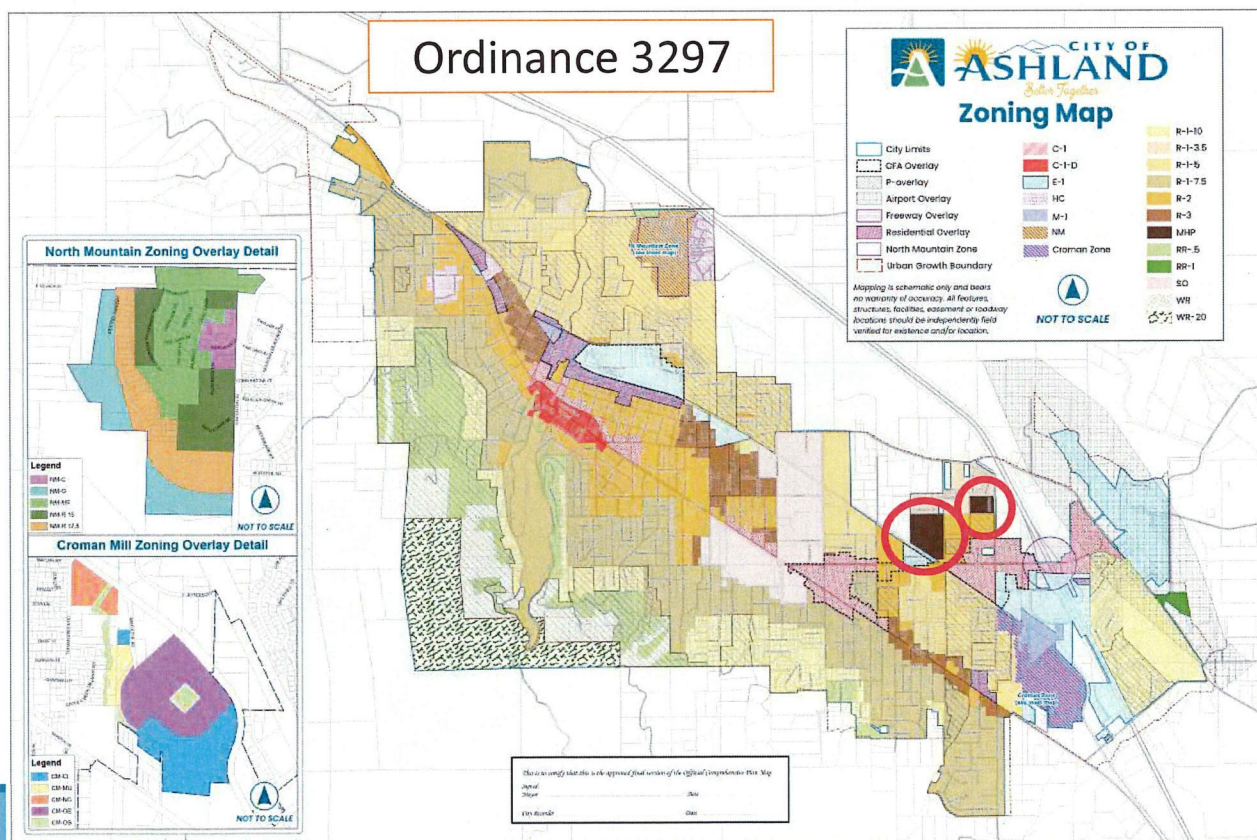
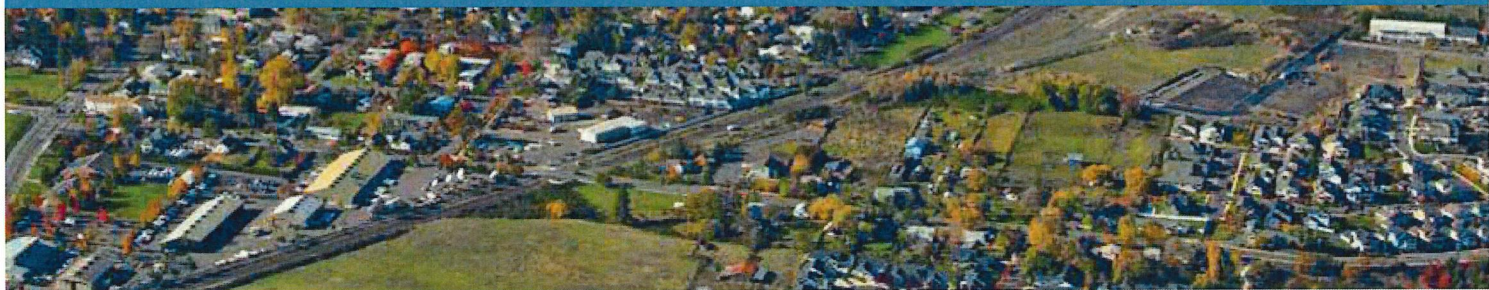
AMC
18.6.1.030

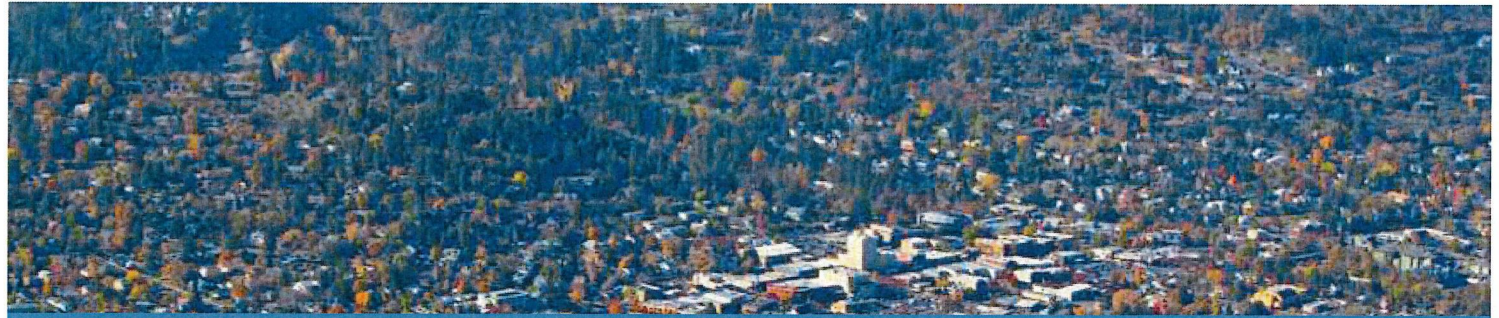
- ✓ Add and revise definitions related to manufactured housing, including Manufactured Dwelling, Prefabricated Dwelling, Manufactured Dwelling Park, Recreational Vehicle, and Proportionate Impact.
-

AMC
10.116

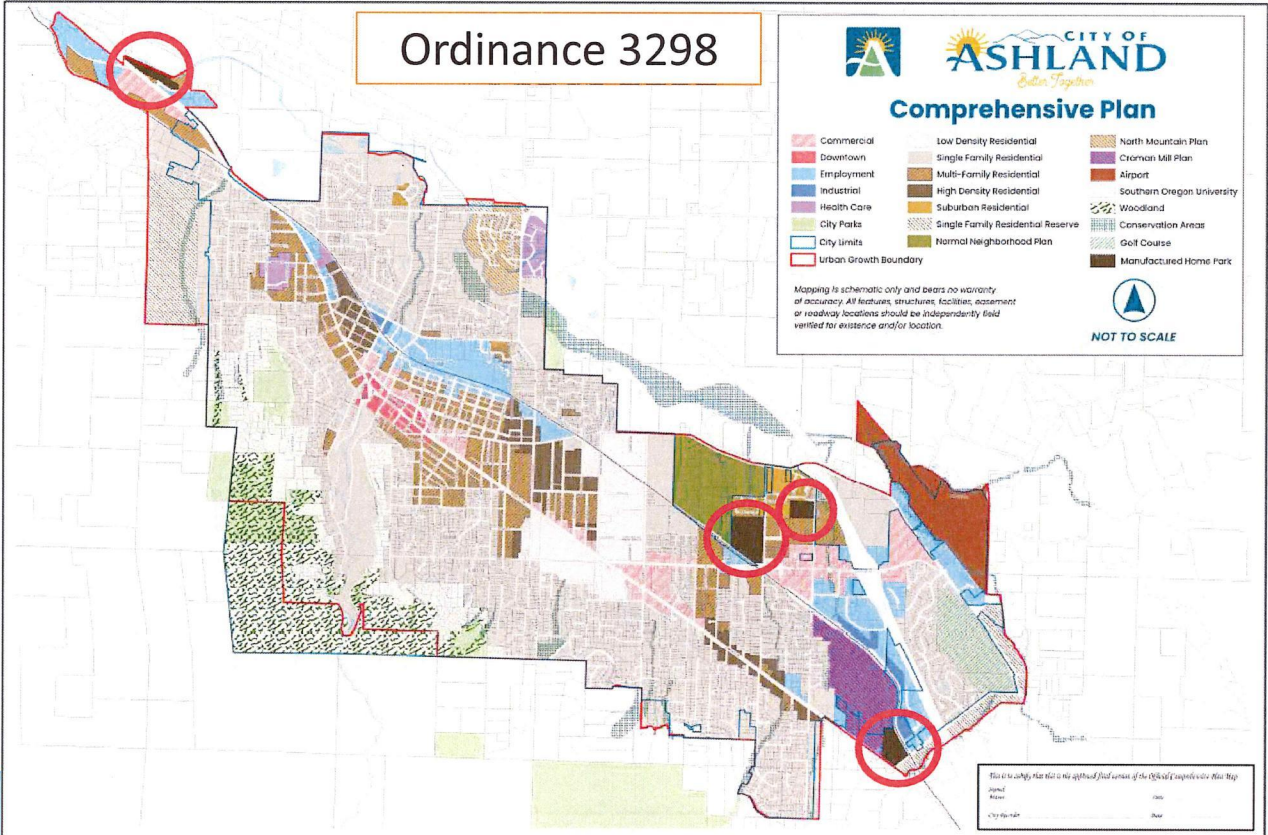
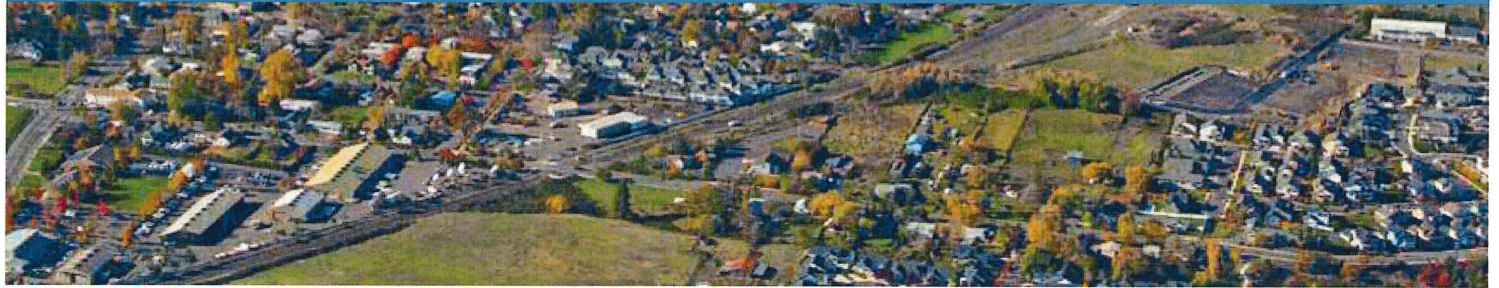
- ✓ Add a new chapter establishing standards related to manufactured home park sale, closure, conversion, and tenant protections, including notice requirements, opportunity to purchase provisions, relocation assistance standards, relocation plan review procedures, anti-harassment provisions, notice requirements to City housing staff, and enforcement provisions.

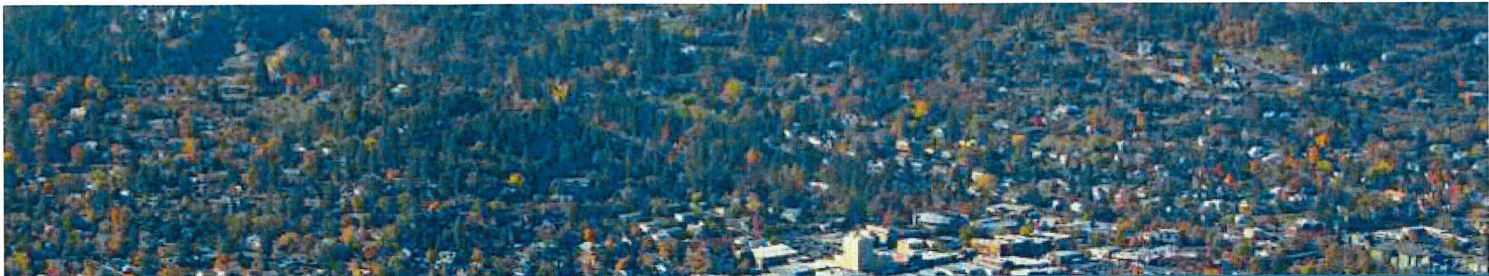
An aerial photograph showing a steep, densely wooded hillside. The trees are mostly green, with some autumnal colors visible. At the base of the hill, there is a small cluster of buildings, including what appears to be a school or institutional building with a prominent white tower or chimney. The surrounding area is also densely wooded.



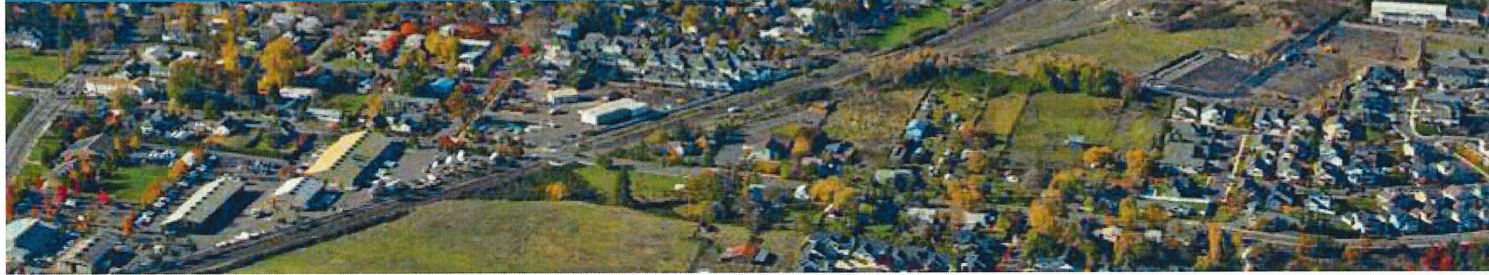


Updated Comprehensive Plan Map



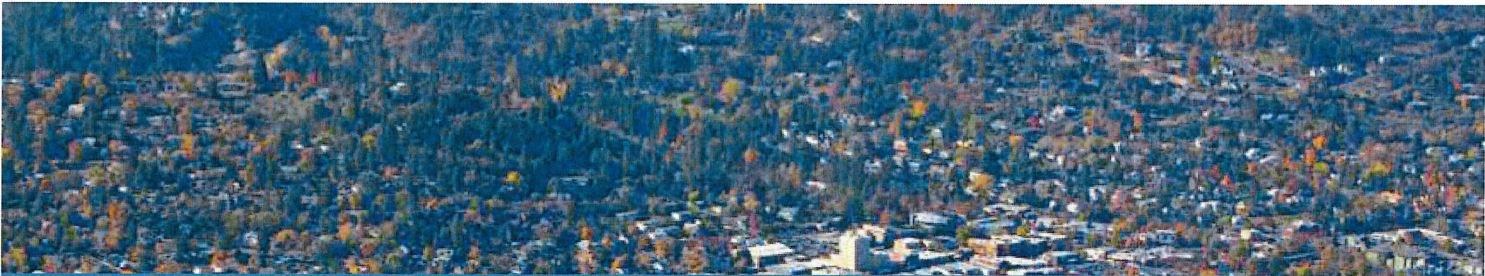


Next Steps

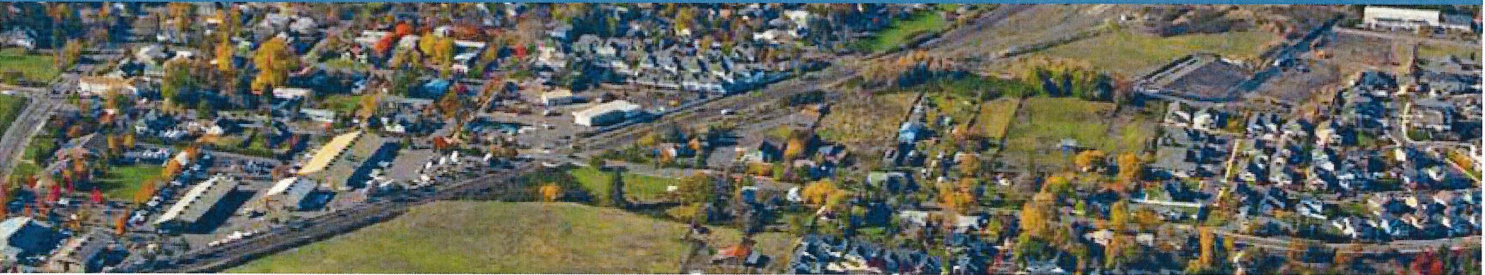


Next Steps:

- Adoption Schedule:
 - City Council Public Hearing First Reading – 6/16
 - City Council Second Reading- 7/21



Recommendations



Planning Commission Recommendation

Commissioners Phillips/Herron m/s to recommend that City Council adopt the proposed manufactured home park zone ordinance package for PA-L-2026-00018, including Ordinances 3296, 3297, and 3298, together with the supporting findings as recommended by staff and as amended on the record, specifically: amending Ordinances 3297 and 3298 to remove Upper Pines and 278 Idaho Street from the proposed MHP zone and comprehensive plan designations, excluding Jackson Wells Springs from the maps, and amending the definition of "manufactured dwelling park" to recognize "manufactured home park" and "manufactured housing development" as synonymous terms; and further recommending that Ordinance 3306 (AMC Chapter 10.116) be forwarded to City Council with the Planning Commission's comments but receive additional city attorney review before adoption.

Roll Call Vote: Commissioners Phillips, Herron, Maher, MacCracken Jain, KenCairn, Lininger, and Verner: All AYES. Motion passed 7-0.

Staff Recommended Council Motions for Public Hearing on 6/16

Motion 1 – Ordinance No. 3296

I move to approve first reading of Ordinance No. 3296 amending Ashland Municipal Code Sections 18.2.2.030, 18.2.3.170, 18.2.3.180, 18.3.9.020, 18.3.9.030, and related provisions to establish the Manufactured Home Park Zone (MHPZ), modify manufactured home park standards, and implement state law requirements relating to childcare facilities and residential care uses, as presented [or as amended].

Motion 2 – Ordinance No. 3297

I move to approve first reading of Ordinance No. 3297 amending the Ashland Zoning Map to establish the Manufactured Home Park Zone, as presented [or as amended].

Motion 3 – Ordinance No. 3298

I move to approve first reading of Ordinance No. 3298 amending the Ashland Comprehensive Plan Map to establish the Manufactured Home Park designation, as presented [or as amended].

Motion 4 – Ordinance No. 3306

I move to continue consideration of Ordinance No. 3306 adding Chapter 10.116 to the Ashland Municipal Code establishing notice of sale, opportunity to purchase, relocation standards, and tenant protections for manufactured home park residents to July 21, 2026, and direct staff to return with any revisions recommended following further legal review.

Questions & Comments



Thank You!