

ASHLAND CITY COUNCIL
SPECIAL CALLED BUSINESS MEETING AGENDA
Wednesday, February 22, 2023
Council Chambers, 1175 E. Main Street
REVISED

6:00 PM Regular Business Meeting*

- I. **CALL TO ORDER**
 1. Land Acknowledgement**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **MAYOR'S ANNOUNCEMENTS**
 1. State of the City Address
- V. **SPECIAL PRESENTATIONS**
 1. Travel Ashland Quarterly Report
 2. Climate Friendly & Equitable Communities
6. **CITY MANAGER REPORT**
7. **PUBLIC FORUM (15 minutes)**
8. **CONSENT AGENDA**
9. **PUBLIC HEARINGS**
10. **UNFINISHED BUSINESS**
 1. City Council Election to fill Councilor Positions #2 and #3 Vacancies
11. **NEW BUSINESS -- RESOLUTIONS AND CONTRACTS**
 1. Council Meeting Calendar Adjustments Resolution
- XII. **ORDINANCES**
- XIII. **OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS**
- XIV. **ADJOURNMENT OF BUSINESS MEETING**

State of the City – Ashland – 2023

The state of Ashland is... hopeful. But it's not the kind of hope that comes from simply having a positive outlook – although we tend to be optimistic here in Ashland. Instead, this hope comes from a clear-eyed understanding of the very real challenges we are facing and knowing that we have what we need to square up against these challenges and come out the other side stronger and more resilient.

We know this because we are already building on strength. In spite of the many vacant positions we have had across the City's operations, over the past year:

On the affordable housing front...

- Low-income families moved into 89 new affordable rental units in Ashland and the City approved a 230 unit rental housing annexation, which includes 38 affordable units.
- Community Development completed the Housing Capacity Analysis and updated its software to streamline the permitting process and make it easier to navigate for local residents and business owners.
- The Council awarded over \$400,000 in Affordable Housing Fund and Community Development Block Grants to Habitat for Humanity, OHRA, Maslow Project, and Rogue Retreat to help over 700 people.

Public Works had similar successes.

- Staff partnered with other southern Oregon communities to finalize the Water Sharing Intergovernmental Agreement and completed Storm Drain, Collection System, and TAP Master Plans that will guide future investments in our water and wastewater systems
- We added six electric vehicles to the City's fleet
- And, we successfully navigated centrifuge dewatering issues at the wastewater treatment plant ending the year with no permit violations

What is a centrifuge dewatering issue you ask? I don't think I can explain it very well, but our staff can, and they know how to fix those issues. So much of what the City does is like this. Day in and day out doing what it takes to maintain our systems and prevent service disruptions. Luckily, the rest of us don't need to know the ins and outs of things like centrifuge dewatering issues.

Over at our fire stations, Ashland Fire & Rescue

- Responded to 5264 calls for service, including 946 fire calls and 4313 medical calls. Fourteen times a day, we called for help and they came.
- Our fire department taught local realtors how to reduce wildfire risk and hosted classes on fire adapted landscaping and defensible space for residents and contractors.
- In our watershed, our Ashland Forest Resiliency Project partners completed 429 acres of pile burns and underburned 143 acres for forest health and wildfire safety.
- Our Wildfire Division burned an additional 160 acres inside and adjacent to the community

- We purchased two new ambulances and donated our older ones to our sister City, Guanajuato. It was a beautiful day when the Guanajuato firefighters came to drive them home.
- Our Finance Department brought home the gold with another clean audit. Our ending fund balances are strong and we added \$1.5 million to our reserve fund.
- Staff rebuilt our Human Resources department, completed three labor negotiations, hired and oriented 67 employees, and reintroduced the annual Employee Appreciation Luncheon.

Police

Our Police Department handled over 27,500 calls for service – that's 75 calls per day. As with the fire department, when we called for help, they came in spite of serious staffing shortages. The department has made significant gains in rebuilding those staffing levels.

Our officers were directly involved in saving 10 lives by rendering medical assistance. 10 lives. We are fortunate to have a police department led by law enforcement professionals who fully embrace community peace keeping and a team of officers who understand and work hard to address social equity and racial justice issues.

Our police department was with us as we came together once again for the Chamber of Commerce's 4th of July parade, Halloween parade, and Festival of Light.

Our team in the Electric Department completed our Wildfire Mitigation Plan, purchased the Mountain Ave substation saving us \$150,000 a year, responded to over 50 outage calls, and installed over 10,000 feet of underground cable.

We made some structural changes as well to improve efficiency and service levels. We combined IT and the Ashland Fiber Network under the new Department of Innovation and Technology and hired a director. We partnered with SOU and the Ashland School District on a whole community Emergency Operations Center. We brought communications and community engagement help back after a five-year hiatus. You have probably already noticed the improvement. We created an emergency manager position to oversee emergency planning and manage our emergency operations center in the event of future disasters.

Parks & Recreation

- Held a grand opening of the renovated Japanese Garden attended by over 2,000 people.
- Re-opened the Ashland Senior Center, Daniel Meyer Pool, and the Ice Rink and resumed all mayor community events.
- Opened 8 new pickleball courts with night lighting in Lithia Park.
- Continued improvements in the Ashland Watershed trail system

Grants

In spite of our staffing shortages, our staff still managed to position the City to receive over \$10 million dollars for projects like: installing solar panels at our service center, making improvements to Briscoe School, improving the TAP water system, identifying Safe Routes to School projects, helping residents

stay healthy during smoke events, rehabilitating the taxiway at the airport, creating neighborhood wildfire fuel breaks, increasing homeless services and helping residents reduce their wildfire risk.

Volunteer Efforts

In addition to the good work of our staff, the volunteer spirit is alive and well here in Ashland.

- The volunteer-led Wildfire Risk Assessment Program performed nearly 200 wildfire home safety assessments for residents. Each assessment takes about two hours. These volunteers have added boots on the ground capacity to the fire department's free wildfire inspection program and created a model for others to follow.
- The Community Emergency Response Team or CERT has created a leadership team and conducted its first in person training post-Covid, bringing 12 new volunteers into the program.
- A special thank you to the over 100 residents who serve on volunteer City commissions and committees, lending their time, expertise, and elbow grease to help the council and staff make progress on our shared goals.
- Our Planning Commission does detailed, often thankless land use and planning work on behalf of the City and they do it extraordinarily well.
- The Public Art Commission unveiled the Golden Connections installation at Railroad Park that honors the railroad and the Chinese laborers who built it. It also shepherded the process of Council approval for the art installation Ancestors Future: Crystalizing our Call.
- The Housing and Human Services Committee helped Council develop a new policy for extreme weather sheltering that includes not only extreme cold, but extreme heat and wildfire smoke.
- The Social Equity and Racial Justice Committee is helping the City meet its goals around social justice, equity, diversity, and inclusion.

There are many more accomplishments by our staff and volunteers – far too many to list here.

Challenges

And, we know our challenges: severe economic disruption, accelerating wildfire risk, lack of affordable housing, the climate crisis, addressing inequity, and a bit of trouble in utility billing – just to name a few.

In 2023 we will focus on maintaining and improving our excellent public safety and essential services – fire, police, streets, parks and recreation, water, wastewater, electric, AFN, and airport. We will also be an exceptional partner with local organizations and neighboring governments to make real progress on the issues we care about most.

We will work hard across our community, and we will sometimes disagree – wildly. But we will also remain good neighbors, maybe even good friends, because that is what this moment in time is calling us to do.

And we will, from time to time, have good reason to laugh at ourselves. Because, let's face it, we do quirky things here in Ashland. It's part of our charm, and why many of us love living here.

All of this hard work is to reimagine the Ashland of the future and chart a course to get us there.

The Ashland of the future has a robust local economy. Its public services are well-funded. It is a leader in climate action. It is a diverse community because it has figured out how to provide affordable housing and childcare. It is lively and innovative. And, perhaps most importantly, it is authentically welcoming to all residents and visitors alike.

We are on the cusp of making incredible gains on the issues we care most about.

- We are working with the Chamber of Commerce to diversify our local economy. We will support local businesses that are already in transition wherever we can.
- Staff will continue to support the Croman Mill Redevelopment project to provide a range of housing and commercial opportunities.
- We will make a plan for Ashland Fiber Network's future.
- Public Works will complete road repair projects on Ashland Street and Mountain Avenue and design projects for Oak Street and Middle Clay Street.
- Community Development will implement the new Climate Friendly & Equitable Communities rules to help us move our climate goals forward. Later this spring they will work with Council to finalize the Housing Production Strategy and we will all get to work implementing it to protect and increase affordable housing in Ashland.
- We will get the electric system master plan underway, and complete our Transportation System Plan update, and the Water Management and Conservation Plan.
- The City will work with the US Department of Agriculture to develop a \$10 million program to help local homeowners transition to high efficiency electric appliances and weatherize their homes.
- Ashland Parks and Recreation will build the East Main Street neighborhood park, including the dog park, bike-skills park, and pump track. It will also improve aquatic recreation and competition options in Ashland and continue to improve and develop the hiking and mountain bike trail system.
- Our Electric department will streamline incentive programs and focus more of those incentives on fuel switching to help us move our climate goals forward.
- Our Police Department will focus on getting back to full staffing and re-establish the traffic and downtown officer programs, including cadets and park patrol.

- We will do our best to position to the City to receive federal funding through the historic climate investments Congress passed last year.
- This Council will figure out how to leverage surplus properties toward our shared goals.
- We will continue to look for ways to increase efficiency as we wrestle with the structural shortfall in our General Fund that limits our ability to maintain services year over year.
- And, we are going to double down on our engagement with Ashland residents, including improving our website and finding new ways to share information and have conversations. The town hall last month was our first effort, but there will be more.

Staff

I want to take a moment to speak directly to our staff. What I just shared is only part of what you have done over the past year to provide the foundation from which those of us fortunate enough to live in Ashland get our incredible quality of life. Thank you. We know how difficult it has been over the past three years with Covid, the Alameda Fire, and resignations across our operations. We also know that the lights stayed on, clean, clear water kept flowing from our taps, when we called for help, you came.

In this midst of these emergencies, Ashland Parks and Recreation stepped up to help our most vulnerable neighbors and keep us connected with each other and with the natural world. We are proud of the good work you all do. And we know how hard it is to cover your own job as well as part or all of someone else's when there are vacancies. So, thank you for not giving up on us. The City is making good progress in filling vacant positions. As of today, we have only 19 vacancies across our operation.

What You Can Do

In settled times, community is about parades, sharing good times, and lending a hand to our neighbors. In unsettled times, community takes on a whole new meaning. In Ashland, it still involves parades, but it's also about working together, sharing what we have, getting our hands on the rope, and leaning in hard to protect what we love. There is no doubt that we are in unsettled times, but unsettled times also bring great opportunity if we can strike the balance between steady and innovative.

People often stop me in the grocery store or on the street and ask me what they can do to help. Once, when I was younger and struggling with a complex problem, my father told me "do what you can see. By the time you're done with that, you'll know what to do next." Here are a few things we can all see:

Support local businesses so that they can thrive while we re-calibrate our local economy.

Be welcoming to students so that they feel connected to our community.

Fire-wise our homes and yards to protect ourselves and our neighbors.

Electrify our homes and vehicles to protect the climate.

Work to understand systemic racism and bias so that we can all help Ashland be welcoming to all people.

Help our neighbors. Just because it's always a good idea to help our neighbors.

And let's be ready to lean in and support initiatives that come from the City and our partners as we make our way through 2023.

We are in a time of rapid, transformational change. That can be scary, but it doesn't have to be. We can move forward, protect what we love, and build the Ashland of the future if we stick together, work hard, and look after each other. Because here in Ashland, we are always better together.

Quarterly Report

October - January
2022

Ashland City Council
February 22nd, 2023





Travel Ashland Role

Our work and impact

Where we are now

A strong end to 2022

Program Analytics

Earned media coverage

Website and Social Analytics

Paid Media Performance – Search and Display

Industry Statistics

Ashland lodging industry

Culinary Industry

Looking forward

Winter and Spring Campaigns

Photo by Bob Pallermi

Travel Ashland's role and work

- Travel Ashland **leverages** its grant dollars to promote our destination, by providing the **furthest, effective market outreach and destination management** that businesses and partners depend upon.
- For over a decade Travel Ashland has been **diversifying our visitor base. Ashland continues to welcome a new visitor for new reasons.**
- This new visitor is **more active and spontaneous, attracted to Ashland's walkability, access to the outdoors** and takes part in a **spectrum of experiences.**
- Our **2021 visitor study** underscored Ashland's strengths and **validated the largest shift** in Ashland's visitor base. Coupled with the **new brand implemented over the past year**, this work enabled Ashland to **bounce back** and **recover faster.**
- This pivot would not have been possible had we not seen the changes coming prior and been planting the **seeds to expand** and **grow visitation** that anchored our **ability to evolve.**
- Businesses and our tourism industry partners rely on Travel Ashland to **educate and promote** to visitors while being good stewards of our destination.

Photo by Bob Palermini





Photo by Bob Palermini

A track record of positive impact

- For the past 40 years, your investment has enabled Travel Ashland to **generate lodging tax dollars** with our industry partners and operators to fuel Ashland's economy. Travel Ashland is the tourism branch of the Ashland Chamber of Commerce. We are your allies.
- We have **increased lodging tax and food & beverage tax revenue** year over year, aside from the pandemic, and have helped to generate strong recovery since.
- These dollars and the impact of visitation also support our year-round **workforce**, our **quality of life**, **fund essential services** and sustain **amenities** that residents value. It underscores why we live here.
- Our work inspires visitors to travel here **year-round** and supports our tourism related businesses and employment. We **generate food and beverage tax dollars** through visitor spending and our culinary promotions.
- Of the lodging tax generated: **70%** goes to the City's general fund; **30%** are restricted tourism dollars that, by state law, must be reinvested back into the tourism industry.

Where we are now

- **The fall** ended with **strong visitation and the holidays were comparable to 2019** numbers for many though different from 2021.
- **We support and promote events that are returning and growing** such as the upcoming Oregon Chocolate Festival, the Cheese Festival and the Ashland Independent Film Festival and the new Rogue Table events.
- **Spring promotions** are underway with **targeted campaigns** reaching our personas and key markets that we continually assess and update based on engagement and visitation.
- We are **producing** seasonal videos, imagery and footage telling the story of visiting Ashland along with growing our social platform and engagement. We will be sharing our Fall shoot on YouTube.
- In March we will launch Travel Ashland's **Industry platform** to support our partners with resources, research and outreach.
- Production of our **Visitor Guide** begins and due to publish in May.
- We are revamping how we attract **conferences, groups and tours.**



Program Analytics

Photo by Bob Palermi



Earned Media Coverage November – December 2022

- Great coverage for Ashland and the region with many travel writers planning their trips for 2023. Travel Ashland participates by collaborating, hosting, planning and coordinating with partners such as Neuman Hotel Group, Travel Southern Oregon, Rogue Valley Vintners and Travel Oregon.

Shopping

Book a wellness getaway at an Oregon resort that filters mineral waters to your room

Jean Chen Smith
Dec. 15, 2022



Little Springs Resort
living.com

Nestled in the small town of Ashland in Oregon's Rogue Valley, a mere 15

SF Gate
(San Francisco Chronicle
Website)
5.6 million UVP

Big Life Magazine
(circulation: 30,000)

biglife
magazine

LIVE BIG | TRAVEL | FOOD & DRINK | FASHION & GEAR | ARTS & CULTURE | PLACE | SHOP | V



Be Here Now: Ashland, Oregon

Words by Hollis Zimmer

I have been to Ashland, Oregon, only a handful of times but on each visit, I find myself lured further into its charms like Alice descending into Wonderland. One might imagine seeing the White Rabbit pop out of the bush in the leafy, verdant Little Park that beckons visitors with its magical springs. And a king or queen may actually be mid-soliloquy nearby at the Shakespeare Festival if you listen closely enough, though hopefully ordering no one's beheading. A stroll through the streets may indeed find you eventually seated at a table enjoying magical mushrooms, not of the hallucinogenic variety but of the palate-pleasing wizardry kind concocted by local chefs.

This is a town with a vibrant arts scene, a walkable downtown, a range of foodie-centric restaurants, a craft beer scene, a burgeoning wine culture, trails for hiking, biking, and running, and, amazingly, a ski area that is both affordable and fun. It's also a college town, a feature that brings its own youthful vibrancy. It would be tempting to call Ashland a lovely little hamlet given its well known history as the home of the Oregon Shakespeare Festival, but it offers so much more than that. Add to this paradisaical scene some of the loveliest people around and you get the idea of why this is a magical town.

≡ **MEN'S JOURNAL**

Men's
Journal
(circ. 1.3
million
unique
visitors per
month)

ADVENTURE

These Small 'Mom 'n Pop' Ski Resorts Are Locals' Best-Kept Secrets



Courtesy: Image

Mt. Ashland Ski Area

by Nancy Prichard Bouchard

PHOTO: [Image]

Website and Social Analytics

Website Metrics October – December

[Site targets](#) workbook

October – December Actual

	October – December 2022	October – December 2021	Variance	Variance
Pageviews	32,890	10,998	21,892	199.05%
Users	19,790	4,503	15,287	339.48%
Sessions	22,116	5,412	16,704	308.65%

January – March Forecast

	January – March 2023	January – March 2022	Variance	Variance
Pageviews	34,500	20,570	13,930	67.72%
Users	16,000	9,117	6,883	75.50%
Sessions	15,500	10,629	4,871	45.83%

Social Metrics October – December

Facebook October – December Actual

	Oct-Dec 2022	Oct - Dec 2021	+/-	+/-
Followers	2,458	2,082	376	15.28%
Reach	41,170	3,423	37,736	91.66%
New Likes	75	41	34	45.33%

Instagram October – December Actual

	Oct - Dec 2022	Oct - Dec 2021	+/-	+/-
Followers	4,035	3,438	597	14.79%
Reach	16,787	6,235	10,552	62.86%
New Likes	244	0	244	100%

Paid Social October – December

168,445

Impressions

51,729

Reach

2,797

Clicks

3.35%

CTR

\$0.27

CPC

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Live your daydreams
Winter's enchanting Festival of Light is a chance for you to live out your ...See more

[Learn more](#)

👤 Jodi Larson and... 3 comments 3 shares

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Live your daydreams
Winter's enchanting Festival of Light is a chance for you to live out your ...See more

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Tax free dining and shopping is just the tip of the iceberg this winter during the ...See more



TRAVELASHLAND.COM/FESTIVA...
Light up winter
30th anniversary event schedule

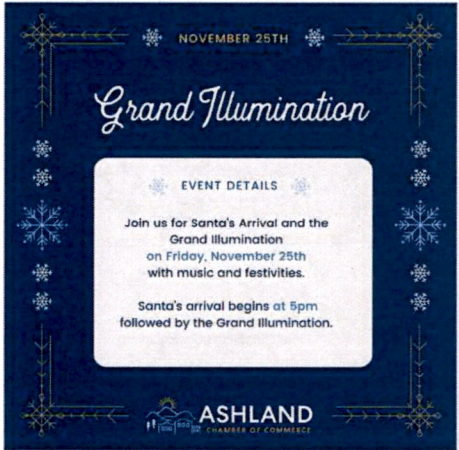
[LEARN MORE](#)

🔗 Share

Paid Social October – December

 **Travel Ashland Oregon is in Ashland, Oregon.** Sponsored · 🌐

🔔 You don't want to miss Ashland's 30th annual Festival of Light Celebration 🎄 🌟 ❄️ Kicking off next week 🗓️ We look ...See more



Grand Illumination

NOVEMBER 25TH

EVENT DETAILS

Join us for Santa's Arrival and the Grand Illumination on Friday, November 25th with music and festivities.

Santa's arrival begins at 5pm followed by the Grand Illumination.

ASHLAND
CHAMBER OF COMMERCE

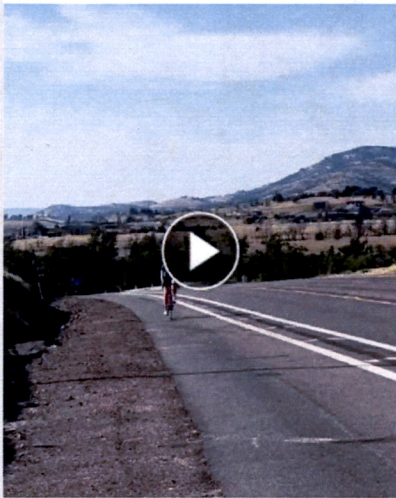
travelashland.com
ANNUAL FESTIVAL OF LIGHT - Travel Ashland

[Learn more](#)

👍 Like 💬 Comment ➦ Share

👤 Connie Pope and 26 others 7 shares

 **Facebook**
Instant articles



Travel Ashland Oregon is in... SPONSORED · 🌐

CYCLING - Travel Ashland

Ashland, Oregon is home to some of the most scenic, fun and bike friendly roads on the West Coast. From lakes to mountains with a cute town in ...See more

[Learn more >](#)

 **Travel Ashland Oregon**
Sponsored · Play Full 1:28 >



Ashland, Oregon is home to a not-so-secret amazing mountain biking trail system. The trails run all the way from the Mt. Ashland ski Area directly down to town! Our local riders Katie and Josh learned how to mountain bike on... [More](#)

 **Facebook**
Feeds Expand ...

 **Travel Ashland Oregon is in Ashland, Oregon.** Sponsored · 🌐

Get your costumes ready! Ashland's Halloween Parade is back on Halloween, Monday, October 31st, 330pm. The parade will start ...See more



ashlandchamber.com
Special Events - Annual Children's Halloween... [Learn more](#)

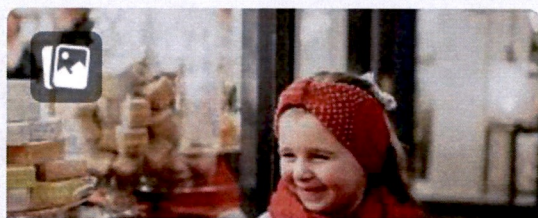
👍 City of Ashland... 3 comments 48 shares

👍 Like 💬 Comment ➦ Share

Social Posts December

Top Post

Reach 1,073 Engagement 21



Winterbreak in Ashland
Family Getaway Itinerary

Day 1 Snowplay @ Mt. Ashland & dinner in town
Day 2 Shopping and Ice Skating in Lithia Park
Day 3 Cozy rest day and the best hot chocolate
Day 4 Explore the playgrounds and hike the trails

Something for everyone - get away to Ashland this winter break with the family and friends. ❄️ The holidays are filled to the brim with magic 🧙 and wonder along with scrumptious food and libations. 🍷 #familyfun #basecampashland #liveyourdaydreams

Reach 461 Engagement 23



Happy Hanukkah on this first night! May your candles burn bright this season.

Reach 302 Engagement 12



Come celebrate the light in Ashland this holiday season. Wishing everyone a beautiful Winter Solstice as the sun stands still and winter begins. #liveyourdaydreams #wintersolstice2022 #pnw

Key Takeaways

- **The editorial calendar** with prewritten social posts and templates were a success promoting Festival of Light and winter itineraries.
- **Travel Ashland** launched the new social management plan the week of Dec 12 with a new social media consultant starting January 2023.
- **Overall web traffic** and engagement continues to be up significantly YOY
 - Pageviews +140%
 - Users +329%
 - Sessions +261%
- **Top Pages**
 - Homepage 10.67%
 - Top navigated to after Homepage
 - Festival of Light
 - Winter Reaction
 - Dining
 - Ashland 4 Kids 9.14%
 - Festival of Light 6.09%

Paid Media Performance

Photo by Lindsey Bolling Photography



Search

Search October – December 2022

108,075

Impressions

6,297

Clicks

5.83%

*Industry Average 5-7%

CTR

\$0.81

*Industry average \$1.40

CPC

Ad Group ▾	Impressions ▾	Clicks ▾	Click Rate ▾	Absolute Top Impressions ▾	Top Impressions ▾
Branded ▶	27,044	2,277	8.42%	36.71%	86.66%
Family Fun ▶	26,449	1,580	5.97%	21.09%	82.28%
Outdoors ▶	28,021	1,063	3.79%	42.30%	92.95%
Wine and Culinary ▶	18,281	768	4.20%	27.38%	71.97%
Arts and Culture ▶	8,092	599	7.40%	46.01%	74.97%
Local Shopping ▶	188	10	5.32%	27.17%	53.32%

TOP CITIES

City	Impressions	CTR
Portland, Oregon	45,811	4.92%
Dorris, California	8,243	9.95%
Seattle, Washington	3,130	4.35%
Redding, California	812	15.76%
Sacramento, California	1,350	7.41%
Eugene, Oregon	1,420	6.69%
Salem, Oregon	1,102	7.80%
San Francisco, San Francisco B...	1,444	5.68%
Redmond, Oregon	704	9.52%
San Jose, Silicon Valley	1,057	6.15%

*2022 Search Advertising Benchmarks
LocalIQ - multiple categories

Search Creative Examples

Wine & Culinary

Impressions	Clicks	CTR
4,232	164	3.88%

Wine and Culinary Paradise | Farm-to-Table Dining | Travel Ashland
[Ad] www.travelashland.com

Award winning microbrews and wine await. Plan your trip with Travel Ashland. A Wine Enthusiast's Top 10 Best Wine Travel Destination. Book a trip today.

[What To Do](#)
[Explore Ashland](#)
[Dining & Tours](#)

Family Fun

Impressions	Clicks	CTR
6,683	471	7.05%

Ashland for kids | Family Hiking Trips | Request Your Visitor Guide
[Ad] www.travelashland.com

Something for everyone in the family. Outdoor adventure for all abilities. Make family memories with an Ashland Vacation. Request your Visitor Guide today.

[What To Do](#)
[Explore Ashland](#)

Outdoors

Impressions	Clicks	CTR
6,783	270	3.98%

An Outdoor Adventure Awaits | Pacific Crest Trail | Cycle Oregon Wine Country
[Ad] www.travelashland.com

Whether You Love To Hike, Bike, Run, Ski Or Raft, Ashland Offers Something For Everyone. Where the Cascades meet the Siskiyou's adventure awaits. Plan your trip; Travel Ashland.

[What To Do](#)
[Explore Ashland](#)

Branded

Impressions	Clicks	CTR
3,567	390	10.93%

Start Your Journey | Visit Ashland Oregon | Wine, Culinary, and Culture
[Ad] www.travelashland.com

Ashland provides a year-round destination for travelers to pursue their passions. View sample Itineraries and request your free Visitor's Guide today!

[What To Do](#)
[Explore Ashland](#)

Arts and Culture

Impressions	Clicks	CTR
2,482	178	7.17%

Plan Your Trip | Explore - Travel Ashland | Travel Ashland
[Ad] www.travelashland.com

Exploring the beauty of Ashland through the arts, theater and scenic views. A year-round roster of theater, performing arts, and other cultural events. Visit Ashland.

[What To Do](#)
[Explore Ashland](#)

Display

Display October – December

1,115,876

Impressions

1,800

Clicks

0.16%

CTR

40

View Through

Place	Region	Impressions	Clicks	Click Rate
San Francisco	California	82,418	120	0.15%
Phoenix	Arizona	50,234	106	0.21%
Seattle	Washington	67,858	103	0.15%
Portland	Oregon	77,287	102	0.13%
Los Angeles	California	56,962	88	0.15%
Sacramento	California	34,060	56	0.16%
San Diego	California	26,823	49	0.18%
Denver	Colorado	25,567	34	0.13%
Las Vegas	Nevada	15,334	33	0.22%

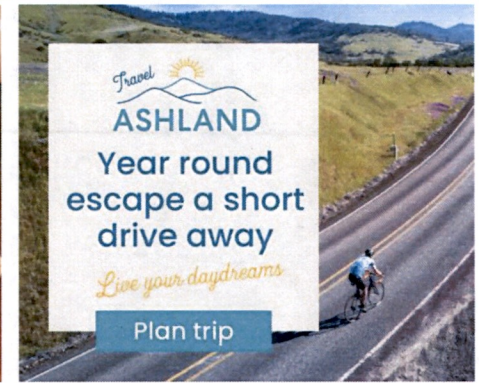
Display



Persona: Quick Escapes
Interest: All
Market: Drive
Run Dates: 3.1.2022–11.30.2022



Impressions: 74,968
CTR: 0.11%
Clicks: 82



Persona: Family Getaways
Interest: Family Fun
Market: Drive & Fly
Run Dates: 3.1.2022–11.30.2022



Impressions: 135,000
CTR: 0.15%
Clicks: 201



Display



Persona: Quick Escapes
Interest: Wine & Culinary
Market: Drive
Run Dates: 3.1.2022-11.30.2022



Impressions: 127,186
CTR: 0.09%
Clicks: 110



Persona: Wanderers
Interest: Wine & Culinary
Market: Drive & Fly
Run Dates: 11.1.2022-11.30.2022



Impressions: 50,067
CTR: 0.28%
Clicks: 141



Outdoors- Hike



Hiking

Persona: Quick Escapes

Interest: Outdoor - Hike

Market: Drive & FLY

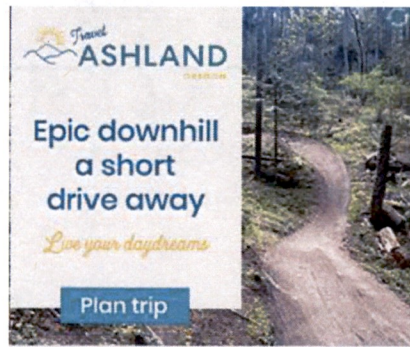
Run Dates: 11.1.2022-11.30.2022

Same ad creative as the "quick escapes" different targeting

Impressions: 50,076

CTR: 0.22%

Clicks: 110



Persona: Quick Escapes

Interest: Outdoors - Mt Biking

Market: Drive

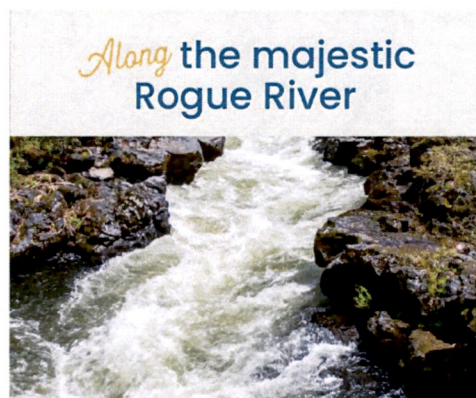
Run Dates: 11.8.2022-11.30.2022

Impressions: 25,873

CTR: 0.41%

Clicks: 105

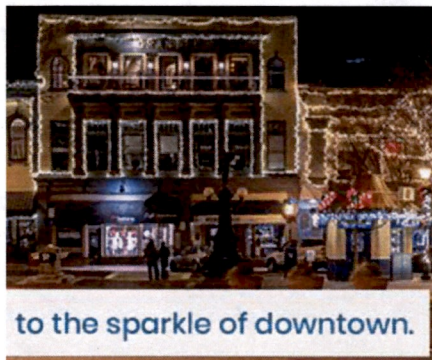
Basecamp Crater Lake – Winter – Outdoors



Persona: All
Interest: Outdoor Enthusiasts
Market: Drive & Fly
Run Dates: 12.1.2022–2.28.2023

Impressions: 50,179
CTR: 0.27%
Clicks: 133

Family Getaways Winter

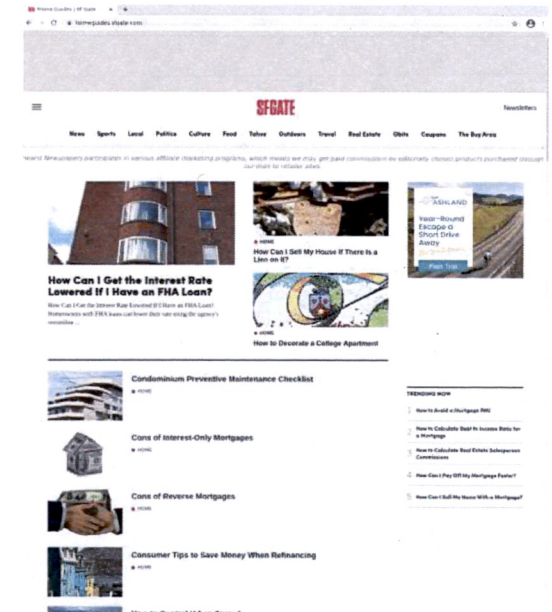
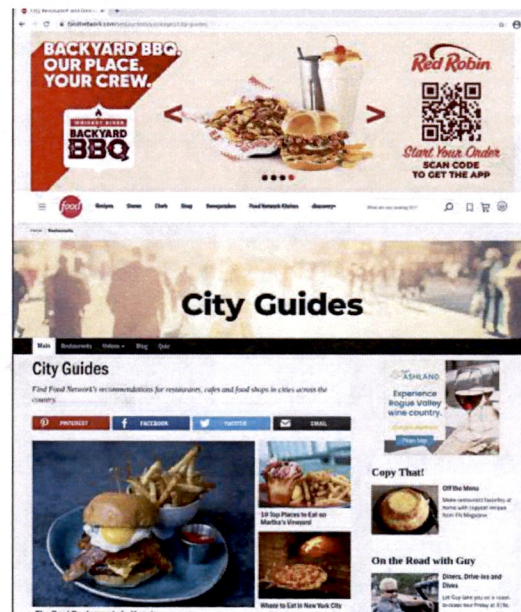
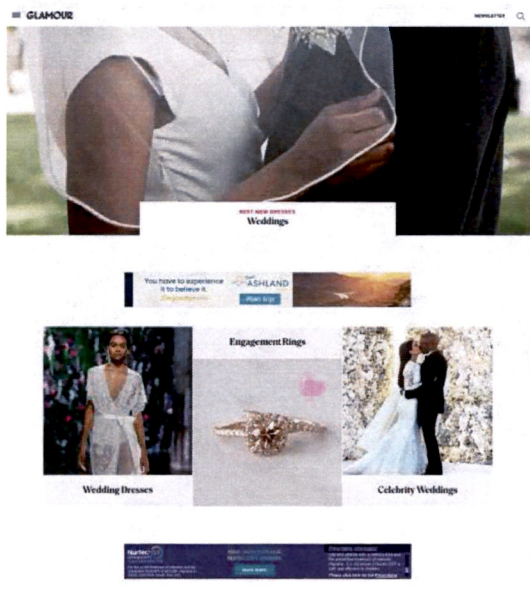


Persona: Family Getaways
Interest: Family Fun
Market: Drive & Fly
Run Dates: 11.9.2022-2.28.2023

Impressions: 75,270
CTR: 0.25%
Clicks: 187

Display – Highlights

- Overall campaigns continue to perform well
- The best performing ad sets by CTR (click through rate) were both of the family targeted ones
- Each month we are seeing additional “view through” which is when someone sees an ad but does not click and visits the site later



Industry Statistics

Lodging Industry Statistics: September – December

Key Points:

- For Ashland's entire lodging sector, a third of the properties report to STR, a data collection entity that we subscribe to.
- Below, occupancy represents 536 rooms nights, approximately a third of the 1700+ rooms of Ashland's lodging. Data is based on properties that report to the STR reporting system.
- Ashland paced well in occupancy compared to the state, region and county with growth over 2021 in September and December.
- Beyond lodging, **September and December were strong** months for restaurant, retail, outfitters and wineries.
- The beautiful fall weather and travel in general was strong through October. The **holidays were up for many** in 2022 occupancy wise however with **rising costs, profitability was flat** for many. Compared to 2019, most exceeded pre-pandemic revenues.

Occupancy – Hotel/Motel Lodging

	Sept.	Oct.	Nov.	Dec.
Ashland	71.5%	61.7%	53.6%	55.1%
YOY for Ashland	+11.7%	-5.6%	-10.6%	+9.8%
Jackson County	74.4%	65.3%	57.8%	52%
Southern Oregon	69.4%	65.4%	45.8%	47.1%
Oregon	67%	64.1%	47%	46.3%

Source: STR Report

Vacation Rentals '22 vs. '21

Sept.	Oct.	Nov.	Dec.
+17%	+15%	-30%	-21%

While November and December were down vs. 2021, **they were up over 2019 and 2020**. Vacation rentals represents a significant number of rooms in Ashland. They are legally licensed and contribute to the lodging tax. Above shows revenue for 66 vacation rental properties in Ashland. Source: BookStayHop

Lodging Industry Statistics: September - December

Key Points:

- Average daily rate represents 536 rooms nights, approximately a third of Ashland's lodging but is a key snapshot.
- Data is based on properties that report to the STR reporting system.
- Ashland held a **strong room rate** and paced ahead of the county and region, which has typically been the case.
- TOT and F&B collections are outsourced by the City of Ashland to the State and have a lag time of 3-6 months.

Ashland ADR: Average Daily Rate (room revenue/rooms sold)

	Sept.	Oct.	Nov.	Dec.
Ashland	137.65	131.47	102.86	105.29
YOY for Ashland	+7.6%	+8.6%	-6.7%	+20%
Jackson County	124.02	117.32	100.88	95.19
Southern Oregon	119.23	115.33	96.47	96.67
Oregon	141.13	135.95	114.48	114.63

Source: STR Report

Siskiyou Welcome Center Visits

Sept.	Oct.	Nov.	Dec.
2145	1426	1654	1357

2022 totaled 21,805 visitors **exceeding 2021 by 20%** with 17,661. The Siskiyou Welcome Center is part of the Oregon State Welcome Center system. **60% of all entry** into Oregon comes through our corridors. 20% of all state highway funds in Oregon are generated by visitors according to Travel Oregon. The Welcome Center is managed by Travel Southern Oregon with paid staff and volunteers and funded through Travel Oregon.

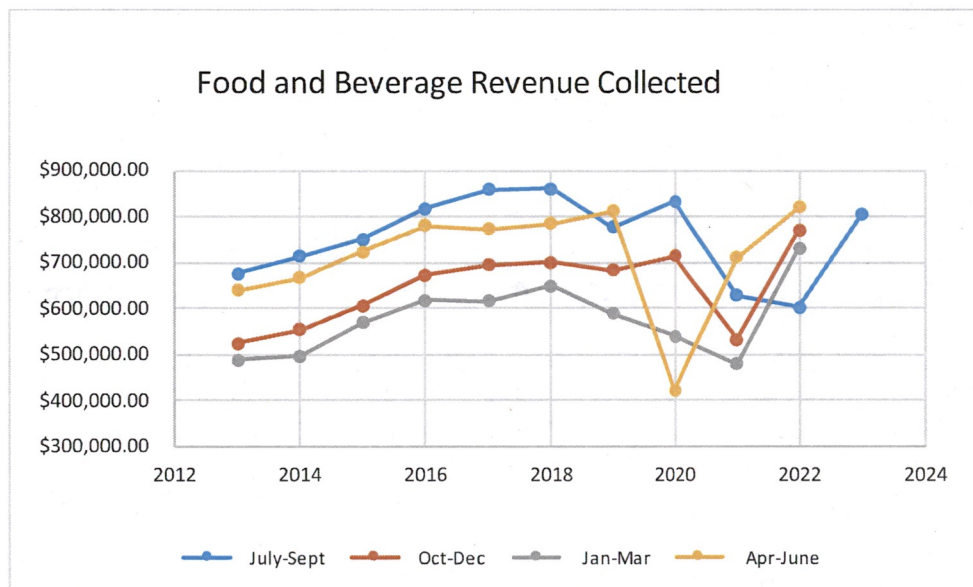
Ashland's Transient Room Tax Statistics show from the latest data available that **July – September of 2022 of \$993,327 paced within 20% of Ashland's best summer ever in 2018.** This recovery far exceeds many other destinations that are still building back. Conversely, January – March continue to show the greatest opportunity to increase occupancy.

Culinary Industry Statistics

Key Points:

Restaurant responses to Travel Ashland's survey showed the following trends October – December:

- Customers preferred dining outdoors with weather permitting; are spending more per check; ordering more small plates and alcohol; requesting more to-go and many were up in 2022 vs prior years for some.
- **Below, F&B annual revenue collections shows recovery and stabilization with spring pacing to summer.**
Hence the work we do to promote year-round to help increase fall and winter revenue with visitors.



Source: Hdl reports



Photo by Lindsey Bolling

Strategic Campaigns



Photo by Bob Palermini

Water Campaigns launched in September

- Crater Lake
 - Ashland as “basecamp” for your Crater Lake trip. As outlined in our recent Economic Diversification Study which we have done and continue to do.
 - The ad “story” starts at Ashland Creek, to the Rogue River and ends with Crater Lake.
 - Links to: <https://travelashland.com/stay/> to focus on the lodging in Ashland as Basecamp
- “Healing Waters”
 - Tells the story of relaxation and rejuvenation of water in town
 - Features reflection at the duck pond, a spa soak, fountains in the park and access to nature with the fairy ponds
 - Links to <https://travelashland.com/relax-refresh/>

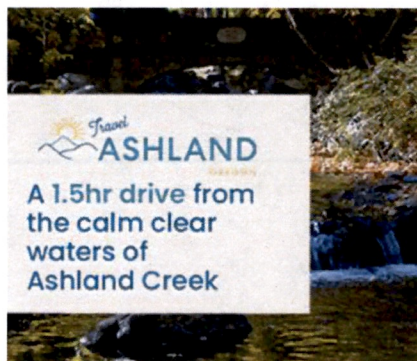
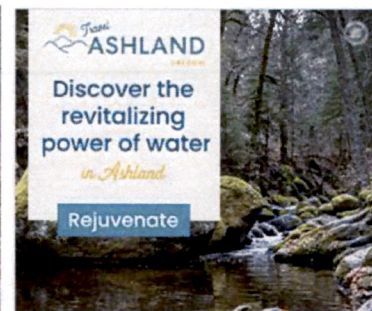
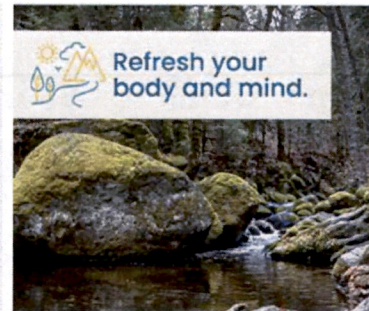
Display – “Water” Campaign launched September 2022



Persona: Wanderers
Interest: Arts & Culture
Market: Drive & Fly
Run Dates: 9.24.2022–2.28.2023



Impressions: 175,400
CTR: 0.13%
Clicks: 236



Persona: All
Interest: Outdoor Enthusiasts
Market: Drive & Fly
Run Dates: 9.24.2022–11.30.2022



Impressions: 100,114
CTR: 0.12%
Clicks: 117





Live out your daydreams this Holiday Season.

Join us for Santa's Arrival and the Grand Illumination on Friday, November 25th with music and festivities. Santa's arrival begins at 5pm followed by the Grand Illumination. Celebrating the magic of the season for kids, families, locals and visitors alike.

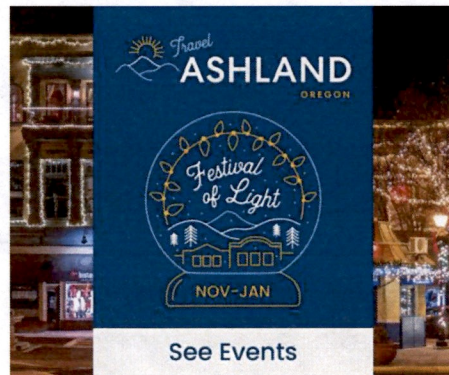
www.travelashland.com/festivaloflight



Festival of Light & Holiday Campaigns

- We promoted and produced the kick off the holidays with the **30th annual Festival of Light event November 25th** main event that welcomed over 10,000 people at the grand illumination. Festivities continued through the new year showcasing community partners.
- **Landing page** on travelashland.com dedicated solely to the Festival of Light, associated events and local shopping opportunities
- **Social media templates** outlined all the events leading up to the Festival of Light and throughout the entire holiday season
- **Paid social and targeted display campaigns** focused on the events as well as **outdoor, shopping, lodging, dining and entertainment** opportunities
- Geographic targets include the West Coast and emphasis on Redding to Eugene drive markets and LA, Phoenix and Seattle flight markets

Festival of Light



Persona: All
Interest: All
Market: Drive & Fly
Run Dates: 11.14.2022-12.31.2022

Impressions: 200,714
CTR: 0.14%
Clicks: 286

PTA:

Polygonal Targeted Audiences



Photo by Bob Palermi

We Invite You Back *December -February*

- Utilizing **Polygonal Targeted Audiences (PTA)**
- Similar to geofencing, PTA targets a set geography and collects data via cell phone. We use a time frame "lookback" and target those who visited during the window of time and eliminate or target based on the audience we are looking to reach.
- **Launched December 19**
- This **targets those who have visited Ashland during the summer months and invites them back** for winter activities.
- The audience was pulled through mobile devices
 - **Look back May-June-July, 2022**
 - 48 commercial address locations: **23,450 devices discovered accounting for 129,300 visits to Ashland area hotels, restaurants, airport, etc.**
 - 819 address (CRM): 1,071 devices appended to the residential CRM list.
 - 12,804 devices removed due to association with undesirable ZIP's. (Mostly from 97520, 97501, 97504 and 97502 to avoid targeting locals)
- The campaign creative runs through websites as display ads and through social media.
- In addition to the direct target an additional "Audience Lookalike" was created to reach a larger audience that mirrors their online behaviors of the original audience.

PTA- Performance - December 2022

Display

175,941
Impressions

391
Clicks

0.22%
CTR

Social

55,486
Impressions

926
Clicks

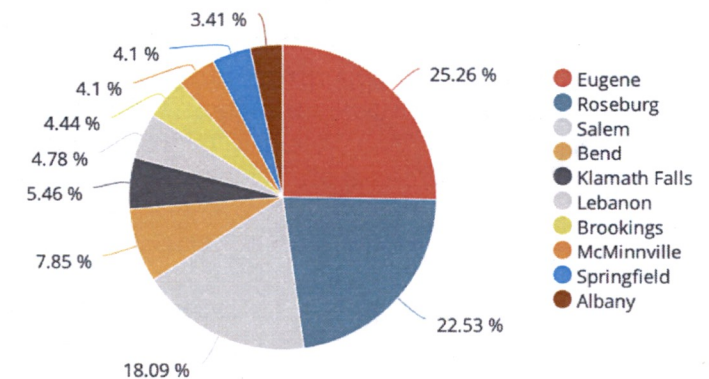
1.67%
CTR

8,524
Reach

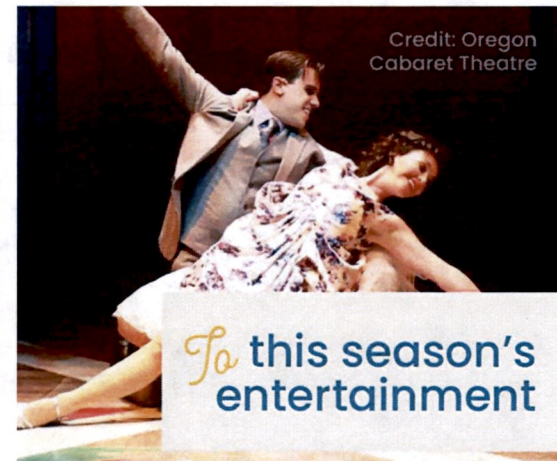
TOP CITIES BY IMPRESSIONS

City	Impressions	Clicks	CTR
Eugene	46,258	74	0.16%
Roseburg	26,594	66	0.25%
Salem	24,795	53	0.21%
Klamath Falls	9,070	16	0.18%
Bend	8,904	23	0.26%
Coos Bay	6,034	10	0.17%

TOP CITIES BY CLICKS



Welcome to Winter -PTA & Display



Persona: All
Interest: All
Market: PTA
Run Dates: 12.19.2022-2.28.2023



Current Winter Campaigns

In addition to the PTA campaign, **our current display campaigns include targeting the following personas and interests during the winter season:**

- Family Getaways - Winter
- Quick Escapes - Outdoors Ski
- Quick Escapes - Wine and Culinary
- Wanderers - Wine and Culinary
- Wanders - Outdoors something for all abilities- winter
- General Audience - Winter Getaway in Ashland
- Destination Friends - Arts & Culture

These campaigns are mirrored in our social media editorial calendar that we create monthly and deploy with our social media consultant, Katie Guest.

Promoting Spring

Spring promotions are soon to launch with **targeted campaigns** including a focus on **agritourism, families, spring weather attracting from the north** and a new **Dream Like a Local campaign** that we look forward to sharing.

Photo by Lindsey Bolling



Planning

Targeting

- Reviewing Geographies and adding a third geo group: 150 mile radius. As with the other two groups there will be overlap, but this will allow specific close in geo targeting.

Events

- Compiling an aggregation of regional events that will be housed on the Travel Ashland Site
- Marketing will be able to be directed to this page

Conferences

- Developing a strategy to market Ashland as a destination for conferences. This will include organic outreach as well as structured content and media.

School breaks

- Researching school breaks of surrounding areas to plan marketing in advance, inviting them to Ashland for their break



Photo credit: Al Case

Travel Ashland Advisory Committee

- Pete Wallstrom – Momentum River Expeditions (Chair)
- Graham Sheldon – Ashland Creek Inn
- Anne Robison – The Crown Jewel
- Don Anway – Neuman Hotel Group
- Julie Gurwell – Hearsay Restaurant, Lounge and Garden
- Scott Malbourn – Schneider Museum of Art
- Gina Bianco – Rogue Valley Vintners
- Dorinda Cottle – City of Ashland
- Javier Dubon – Oregon Shakespeare Festival
- Gina DuQuenne – Ashland City Council Liaison

Thank you!

Questions?

Katharine Cato, Director, Travel Ashland

katharine@ashlandchamber.com





Council Business Meeting

February 22, 2023

Agenda Item	Climate Friendly & Equitable Communities Update		
From	Brandon Goldman Derek Severson	Title: Interim Community Development Director Title: Senior Planner	
Contact	<u>Brandon.goldman@ashland.or.us</u> 541-552-2076 <u>Derek.severson@ashland.or.us</u> 541 552-2040		
Item Type	Requested by Council ☐ Update ☒ Request for Direction ☐ Presentation ☒		

SUMMARY

This item is an informational update on the requirements for cities to comply with the Climate-Friendly and Equitable Communities rules adopted by the state's Land Conservation and Development Commission (LCDC) in 2022.

POLICIES, PLANS & GOALS SUPPORTED

- Climate Energy Action Plan ('Urban Form, Land Use & Transportation')
- Oregon Administrative Rules 660-012-0320
- Oregon Administrative Rules 660-012-0440

BACKGROUND AND ADDITIONAL INFORMATION

In 2007, the Oregon state legislature adopted a goal of reducing Oregon's greenhouse gas emissions by 5 percent by 2050 as this level of reduction was necessary to avoid catastrophic impacts to our environment, communities, and economy. Now, 16 years later, Oregon is off track in meeting this goal, and the state is experiencing wildfires increasing in size, severity and timing, and record heat waves. Oregon is particularly off-track in reducing pollution from the transportation sector, which is responsible for at least 38 percent of greenhouse gas emissions. On its current path, Oregon will only reduce transportation pollution by about 20 percent by 2050. In seeking to avoid more weather events, more wildfires, more ocean acidification, and more record heat waves, Governor Brown directed state agencies to initiate a rulemaking effort to promote cleaner vehicles, cleaner fuels, and less driving.

The "Climate Friendly & Equitable Communities" rulemaking which was completed in July of 2022 seeks to reduce greenhouse gas emissions from automobiles in Oregon's eight metropolitan areas by reducing driving and encouraging walking, biking and transit, as well as by supporting greater usage of electric vehicles. This is to be accomplished through the creation of more pedestrian friendly areas with compact, mixed-use development to be called "climate friendly areas" or CFAs. The rulemaking includes changes to parking mandates; prioritizing investments in high quality, connected and safe pedestrian, bicycle and transit networks; and changing the methodology used in transportation planning including the standards used to determine the success or failure of a roadway so that automobiles are not the sole consideration.

Climate Friendly Area (CFA) Study pursuant to OAR 660-012-0315

The rules adopted in 2022 require that cities within Oregon's eight metropolitan areas identify CFAs which would accommodate "30 percent of the total identified number of housing units necessary to meet all





Council Business Meeting

current and future housing needs.” CFAs are to have a minimum residential density requirement of 15 dwelling units per net acre with minimum building heights of no less than 50 feet/four stories, or demonstrate that alternative measures will achieve 20 dwelling units and 20 jobs per net acre; and include limits on what minimum parking requirements can be applied. Beginning in January, parking mandates are no longer allowed within ½-mile of frequent transit where most CFAs are likely to be located, and once adopted, parking mandates will not be allowed within ½-mile of CFAs themselves unless a menu of parking management policies are enacted and parking for multi-family units is ‘unbundled’.

For the CFA study, underway now, cities are to identify likely CFAs and after analysis to ensure that the identified areas can accommodate the targeted housing needs, a report of the study’s findings will be sent to the Department of Land Conservation and Development (DLCD). Cities and counties are to use the study process to identify the most promising area or areas to be chosen as CFAs, but are not required to subsequently adopt and zone every one of those studied areas as a CFA.

To facilitate the CFA study, DLCD has made technical assistance funding available for consultants to support both the technical analysis necessary in identifying likely CFA’s, and the associated public engagement process. For Ashland, the Rogue Valley Council of Governments (RVCOG) is conducting the technical analysis and 3-J Consulting, Inc. will be conducting the public engagement process as well as a required anti-displacement analysis of the identified CFAs.

Climate Friendly Area (CFA) Codes pursuant to OAR 660-012-0320

Once likely CFAs are identified, which must occur by December 31, 2023, the next step for cities will be to adopt a Climate Friendly Element to the Comprehensive Plan along with updated Comprehensive Plan maps to include the identified CFAs and to revise land use codes accordingly. The city will need to prepare supporting findings as wells as identify on-going and newly added housing production strategies to promote affordable housing within CFAs. Transportation System Plans will need to be made consistent with the new rules at their next update. This second step is to be completed by December 31, 2024. *(It is anticipated that state funding will again be available to fund consultants for both the technical work and public outreach process for the map adoption and code amendments.)*

Implementation Timeline

The LCDC-adopted timeline for Climate-Friendly & Equitable Communities-related tasks is detailed below:

Cities are required to eliminate some minimum parking requirements by December 31, 2022 <i>[Requires code changes or implementation directly from rules. Ashland is currently implementing from the rules.]</i>
--

Cities to require Electrical Vehicle Conduit in Multifamily Developments > 5 units for 40 percent of spaces. <i>[Requirements to implemented through Building Codes beginning March 31, 2023]</i>
--





Council Business Meeting

Cities required to eliminate all remaining minimum parking requirements by June 30, 2023 or select from a menu of alternative parking options. <i>[Ashland has requested extension to December 31, 2023.]</i>
Climate Friendly Areas (CFA) Study consultant work through June 30, 2023 <i>[Technical Assistance by Rogue Valley Council of Gov'ts]</i>
CFA Public Engagement and Anti-Displacement Process consultant work through June 30, 2023 <i>[Technical Assistance by 3J Consulting, Inc.]</i>
Final CFA Study report due to DLCD by December 31, 2023
CFA Transportation Modeling by June 30, 2024
CFA Designation, Maps & Code Amendments consultant work through June 30, 2024 <i>[Consultants still to be determined based on available Technical Assistance funds in this phase.]</i>
CFA Designation, Maps and Code Amendments Adoption by 12/31/2024

The Planning Commission was updated on the Climate-Friendly and Equitable Communities rulemaking on August 9, 2022. A virtual meeting to kick off the regional effort to identify climate friendly areas was held on February 2, 2023. This meeting was hosted by 3J Consulting, LLC as the public engagement consultant for the three cities in the southern Rogue Valley (Ashland, Medford and Talent) required to identify climate friendly areas. This meeting featured a presentation explaining the rulemaking as it relates to climate friendly areas and a Q&A session with staff from the Department of Land Conservation & Development (DLCD) as well as break-out rooms for discussions of the specific efforts in each of the three cities. Videos of the main meeting and the break-out session are available at <http://www.ashland.or.us/climatefriendly>.

FISCAL IMPACTS

The current phase of rule implementation requires that cities study potential climate friendly areas and assess the land use code amendments that will be necessary to comply with the rules. A report to the Department of Land Conservation and Development (DLCD) is required no later than December 31, 2023. DLCD has provided grants, and is administering them, for cities to utilize consultants for the geo-spatial analysis and public engagement associated with this first phase work. The subsequent phase will require that cities amend comprehensive plans, zoning maps and ordinances to formalize their climate friendly areas by December 31, 2024. There has been some indication that DLCD intends to provide for similar consultant services arrangements for some or all of this work, but this will be dependent on the state legislature allocating funding through the budget process. There will be significant staff time involved to take the consultant information, finalize reports for DLCD, amend development codes, and shepherd necessary legislative amendments through the local process.

Cities are also required to implement additional changes to parking requirements by June 30, 2023. The elimination of parking mandates within ½ mile of frequent transit routes is already in effect, however the City has enlisted the services of 3J Consulting, LLC to conduct a parking code audit and identify necessary code changes to codify the rules into our local land use ordinance. This work will be completed under an existing professional services contract already approved under the existing budget. The city has requested DLCD approve an alternative date of December 31, 2023 for the final adoption of the requisite changes to Ashland's parking requirements.



Council Business Meeting

DISCUSSION QUESTIONS

This item is provided for informational purposes to keep the Council abreast of the implementation of these state rules moving forward.

SUGGESTED NEXT STEPS

The City of Ashland has created a website <http://www.ashland.or.us/climatefriendly> which will be kept up to date with project updates moving forward.

The project consultants provided by DLCD will be coordinating a series of stakeholder meetings and a public open house to occur in March and April of this year. A study of the Climate Friendly Areas is expected to be completed in August 2023.

REFERENCES & ATTACHMENTS

The State of Oregon's Department of Land Conservation and Development (DLCD) has webpages dedicated to the rulemaking process (<https://www.oregon.gov/lcd/LAR/Pages/CFEC.aspx>) and implementation of the rules (<https://www.oregon.gov/lcd/CL/Pages/CFEC.aspx>).



Council Business Meeting

February 21 & 22, 2023

	City Council Election to fill Councilor Positions #2 and #3 Vacancies	
From	Melissa Huhtala	City Recorder
Contact	Mellissa.huhtala@ashland.or.us ; 541-522-2084	

SUMMARY

This agenda item is for City Council deliberation to fill two vacant Councilor positions; Positions No. 2 and 3. The Council must appoint/elect replacements within 60 days of the effective dates of the individual resignations (see Article III, Section 4 of the City Charter below under Policies, Plans & Goals Supported). City Council appointments/elections to fill a vacant elected office position is for a term that expires upon election of a successor by public vote at the next biennial election; in this case November 2024. The sixty-day deadlines for the vacant Councilor positions are as follows:

- March 24, 2023, for Councilor Position No. 3
- April 8, 2023, for Councilor Position No. 2

At its January 31, 2023 Business Meeting, the City Council adopted the below outlined process and schedule for soliciting applicants and making the appointment for Councilor Position #3. The process has previously been used by the City to fill other elected officer vacancies. At the February 7, 2023 Business Meeting, the Council directed that the same process and general schedule be used to also fill Councilor Position #2.

1. Applications were due by 5:00 p.m. on **February 14, 2023**;
2. City Recorder forwarded all applications to Council upon deadline closing;
3. Interviews of applicants by Councilors, depending on number of applicants, to be completed by **February 20, 2023**;
4. Upcoming City Council meetings at which both vacant Councilor positions may be considered within the sixty-days deadlines are as follows:
 - **Feb. 21st** at the regular City Council Business meeting
 - **Feb. 22nd** at a Special Called Business Meeting
 - **March 7th** at the regular City Council Business meeting
 - **March 21st** at the regular City Council Business meeting

The City has received nineteen (19) applications for one and/or the other vacant Councilor positions.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

The appointment/election to fill vacant elective offices of the City is at the City Council's discretion. The Council may act under this agenda item to appoint individuals to fill one or both vacant Councilor positions or identify candidates for further consideration and election at a subsequent Council meeting within the sixty-days deadlines.

STAFF RECOMMENDATION

N/A

FISCAL IMPACTS

N/A

POLICIES, PLANS & GOALS SUPPORTED

City Charter Article III – Elective Officers, Section 4 – Vacancies specifies the City Council has sixty (60) days from an effective resignation date to fill a vacated Elected Officer position:

Section 4. Vacancies An office shall be deemed vacant upon the incumbent's death; adjudicated incompetence; conviction of a felony; other offense pertaining to his/her office, or unlawful destruction of public records; resignation; recall from office or ceasing to possess the qualifications for the office; or, in the case of the Mayor or Council Member, upon his/her absence from the City for thirty (30) days without the consent of the Council or upon his/her absence from meetings of the Council for sixty (60) days without like consent, and subsequent declaration of the vacancy by a two-thirds affirmative vote of the Council.

A vacant elective office in the City shall be filled within sixty (60) days by the Council electing some qualified person to fill such vacancy. The appointee's term of office shall begin immediately upon appointment and shall continue until a successor, elected at the next biennial election, takes office for the unexpired term. The Council shall have the power, by a two-thirds affirmative vote, to expel any member of the Council for disorderly conduct in Council or inattention to duties. No Council member shall be expelled without notice and a hearing by the Council.

REFERENCES & ATTACHMENTS

None

Council Business Meeting

February 22, 2023

Agenda Item	Resolution 2023-03 Adjusting the City Council Meeting Calendar for February 2023-February 2024	
From	Joseph Lessard	City Manager
Contact	joe.lessard@ashland.or.us ; 541-522-2103	

SUMMARY

City Council has requested the City Manager recommend calendar adjustments for Study Session meetings cancelled due to conflicts with National Holidays. This agenda item is a resolution (see attached) adjusting the City Council's Regular and Study Session meetings calendar through February 2024 by adding Special Meetings or changing a Study Sessions to a Business Meetings due as necessary due calendar conflicts with National Holidays. This item also adjusts Council's calendar by scheduling Summer End/School Start and Mid-Winter/New Year meeting breaks. The following Council calendar adjustments are recommended by City Staff:

- Set the Monday, July 3, 2023 Study Session as a Special Business Meeting or add a Special Meeting Business Meeting for Wednesday, July 5, 2023 as needed due to the July 4, 2023 Business Meeting cancellation
- Cancel the Tuesday, September 5, 2023 Business Meeting for the Summer End/School Start Break
- Cancel the Tuesday, January 2, 2024 Business Meeting for the Mid-Winter/New Year Break
- Set a Wednesday, Jan 17, 2024 Special Meeting Study Session to adjust for the Martin Luther King Day Study Session cancellation
- Set a Wednesday, Feb 21, 2024 Special Meeting Study Session to adjust for the Presidents Day Study Session cancellation

BACKGROUND AND ADDITIONAL INFORMATION

Ashland Municipal Code (AMC) 2.04 - Rules of City Council includes the following in Section 2.04.020 - Meetings:

- Regular Meetings. The regular sessions of the Council are on the first and third Tuesday of each month unless otherwise arranged, beginning at 6:00 p.m.
- Special Meetings. A special meeting may be called either by the Mayor or two members of the Council.
- Study Sessions shall begin at 5:30 p.m. on the day before each regular meeting unless otherwise arranged, but shall not be held on national holidays.

FISCAL IMPACTS

N/A

STAFF RECOMMENDATION

Approval of Resolution 2023-03. Staff will accommodate the recommended changes in the Council's calendar by scheduling items for Council consideration around the changes.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

Adoption of Resolution 2023-03 may be accomplished by the following motion:

- I move to approve Resolution 2023-03 adjusting the City Council's Regular and Study Session meetings calendar through February 2024 by adding Special Meetings due to National Holiday calendar conflicts and to allow for Summer End/School Start and Mid-Winter/New Year meeting breaks.

REFERENCES & ATTACHMENTS

Resolution 2023-03

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**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ASHLAND, OREGON,
RESOLVES AS FOLLOWS:**

- Set the Monday, July 3, 2023 Study Session as a Special Business Meeting or add a Special Meeting Business Meeting for Wednesday, July 5, 2023 as needed due to the July 4, 2023 Business Meeting cancellation
- Cancel the Tuesday, September 5, 2023 Business Meeting for the Summer End/School Start Break
- Cancel the Tuesday, January 2, 2024 Business Meeting for the Mid-Winter/New Year Break
- Set a Wednesday, Jan 17, 2024 Special Meeting Study Session to adjust for the Martin Luther King Day Study Session cancellation
- Set a Wednesday, Feb 21, 2024 Special Meeting Study Session to adjust for the Presidents Day Study Session cancellation

ADOPTED by the City Council this _____ day of _____, 2023.

SIGNED and APPROVED this _____ day of _____, 2023.

Reviewed as to form:

1 Doug McGeary, Acting City Attorney

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Council Business Meeting

February 21 & 22, 2023

	City Council Election to fill Councilor Positions #2 and #3 Vacancies	
From	Melissa Huhtala	City Recorder
Contact	Mellissa.huhtala@ashland.or.us; 541-522-2084	

SUMMARY

This agenda item is for City Council deliberation to fill two vacant Councilor positions; Positions No. 2 and 3. The Council must appoint/elect replacements within 60 days of the effective dates of the individual resignations (see Article III, Section 4 of the City Charter below under Policies, Plans & Goals Supported). City Council appointments/elections to fill a vacant elected office position is for a term that expires upon election of a successor by public vote at the next biennial election; in this case November 2024. The sixty-day deadlines for the vacant Councilor positions are as follows:

- March 24, 2023, for Councilor Position No. 3
- April 8, 2023, for Councilor Position No. 2

At its January 31, 2023 Business Meeting, the City Council adopted the below outlined process and schedule for soliciting applicants and making the appointment for Councilor Position #3. The process has previously been used by the City to fill other elected officer vacancies. At the February 7, 2023 Business Meeting, the Council directed that the same process and general schedule be used to also fill Councilor Position #2.

1. Applications were due by 5:00 p.m. on **February 14, 2023**;
2. City Recorder forwarded all applications to Council upon deadline closing;
3. Interviews of applicants by Councilors, depending on number of applicants, to be completed by **February 20, 2023**;
4. Upcoming City Council meetings at which both vacant Councilor positions may be considered within the sixty-days deadlines are as follows:
 - **Feb. 21st** at the regular City Council Business meeting
 - **Feb. 22nd** at a Special Called Business Meeting
 - **March 7th** at the regular City Council Business meeting
 - **March 21st** at the regular City Council Business meeting

The City has received nineteen (19) applications for one and/or the other vacant Councilor positions.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

The appointment/election to fill vacant elective offices of the City is at the City Council's discretion. The Council may act under this agenda item to appoint individuals to fill one or both vacant Councilor positions or identify candidates for further consideration and election at a subsequent Council meeting within the sixty-days deadlines.

STAFF RECOMMENDATION

N/A

FISCAL IMPACTS

N/A

POLICIES, PLANS & GOALS SUPPORTED

City Charter Article III – Elective Officers, Section 4 – Vacancies specifies the City Council has sixty (60) days from an effective resignation date to fill a vacated Elected Officer position:

Section 4. Vacancies An office shall be deemed vacant upon the incumbent's death; adjudicated incompetence; conviction of a felony; other offense pertaining to his/her office, or unlawful destruction of public records; resignation; recall from office or ceasing to possess the qualifications for the office; or, in the case of the Mayor or Council Member, upon his/her absence from the City for thirty (30) days without the consent of the Council or upon his/her absence from meetings of the Council for sixty (60) days without like consent, and subsequent declaration of the vacancy by a two-thirds affirmative vote of the Council.

A vacant elective office in the City shall be filled within sixty (60) days by the Council electing some qualified person to fill such vacancy. The appointee's term of office shall begin immediately upon appointment and shall continue until a successor, elected at the next biennial election, takes office for the unexpired term. The Council shall have the power, by a two-thirds affirmative vote, to expel any member of the Council for disorderly conduct in Council or inattention to duties. No Council member shall be expelled without notice and a hearing by the Council.

REFERENCES & ATTACHMENTS

None

Council Business Meeting

February 22, 2023

Agenda Item	Resolution 2023-03 Adjusting the City Council Meeting Calendar for February 2023-February 2024	
From	Joseph Lessard	City Manager
Contact	joe.lessard@ashland.or.us ; 541-522-2103	

SUMMARY

City Council has requested the City Manager recommend calendar adjustments for Study Session meetings cancelled due to conflicts with National Holidays. This agenda item is a resolution (see attached) adjusting the City Council's Regular and Study Session meetings calendar through February 2024 by adding Special Meetings or changing a Study Sessions to a Business Meetings due as necessary due calendar conflicts with National Holidays. This item also adjusts Council's calendar by scheduling Summer End/School Start and Mid-Winter/New Year meeting breaks. The following Council calendar adjustments are recommended by City Staff:

- Set the Monday, July 3, 2023 Study Session as a Special Business Meeting or add a Special Meeting Business Meeting for Wednesday, July 5, 2023 as needed due to the July 4, 2023 Business Meeting cancellation
- Cancel the Tuesday, September 5, 2023 Business Meeting for the Summer End/School Start Break
- Cancel the Tuesday, January 2, 2024 Business Meeting for the Mid-Winter/New Year Break
- Set a Wednesday, Jan 17, 2024 Special Meeting Study Session to adjust for the Martin Luther King Day Study Session cancellation
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BACKGROUND AND ADDITIONAL INFORMATION

Ashland Municipal Code (AMC) 2.04 - Rules of City Council includes the following in Section 2.04.020 - Meetings:

- Regular Meetings. The regular sessions of the Council are on the first and third Tuesday of each month unless otherwise arranged, beginning at 6:00 p.m.
- Special Meetings. A special meeting may be called either by the Mayor or two members of the Council.
- Study Sessions shall begin at 5:30 p.m. on the day before each regular meeting unless otherwise arranged, but shall not be held on national holidays.

FISCAL IMPACTS

N/A

STAFF RECOMMENDATION

Approval of Resolution 2023-03. Staff will accommodate the recommended changes in the Council's calendar by scheduling items for Council consideration around the changes.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

Adoption of Resolution 2023-03 may be accomplished by the following motion:

- I move to approve Resolution 2023-03 adjusting the City Council's Regular and Study Session meetings calendar through February 2024 by adding Special Meetings due to National Holiday calendar conflicts and to allow for Summer End/School Start and Mid-Winter/New Year meeting breaks.

REFERENCES & ATTACHMENTS

Resolution 2023-03

A RESOLUTION OF THE CITY OF ASHLAND TO ADJUST ITS FEBRUARY 2023-
FEBRUARY 2024 CALENDAR FOR REGULAR AND STUDY SESSION MEETINGS

SECTION 1. The City Council adjusts its Regular and Study Session meetings calendar through February 2024 by adding Special Meetings due to National Holiday calendar conflicts and to allow for Summer End/School Start and Mid-Winter/New Year meeting breaks as follows:

- SECTION 2.** This resolution is effective upon adoption.

Melissa Huhtala, City Recorder

Tonya Graham, Mayor

Doug McGeary, Acting City Attorney