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Memorandum Date: October 29, 2008  
Order Date:

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**TO:** Board of County Commissioners  
**DEPARTMENT:** Public Works/Parks Division  
**PRESENTED BY:** Loralyn Spiro, Public Works Analyst  
**AGENDA ITEM TITLE:** IN THE MATTER OF AMENDING CHAPTER 3 OF THE LANE MANUAL TO REVISE THE DUTIES, MEMBERSHIP SELECTION, AND TERM OF THE TOURISM COUNCIL (LM 3.550)

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**I. MOTION**

In the Matter of Amending Chapter 3 of the Lane Manual to Revise the Duties, Membership Selection, and Term of the Tourism Council (LM 3.550).

**II. AGENDA ITEM SUMMARY**

This Order would make changes to the language in Lane Manual Chapter 3, Section 3.550 to reflect the current role Lane County's Tourism Council has as a nonmandated committee and match its current procedures with the language stated in Lane Manual.

**III. BACKGROUND/IMPLICATIONS OF ACTION**

**A. Board Action and Other History**

Prior to January 1997, the Tourism Council was an eight-member council consisting of designated and appointed geographically diverse members from the following categories:

- One Convention & Visitors Bureau Board member
- One University of Oregon member
- One Fair Board member
- One Lane County Chamber of Commerce member
- Three Industry representatives
- One At-Large member

The council advised the Board on policy issues and activities to enhance tourism throughout Lane County, including the development and implementation of a marketing plan toward which Lane County allocated dedicated funds from the Transient Room Tax. This included making the recommendations for the Tourism

Special Projects Grant awards. Member terms were for four years ending June 30.

On January 22, 1997, the Board of County Commissioners, at a regular meeting, unanimously approved streamlining the Tourism Special Projects Grant awards process, which included the role that the Tourism Council would have. The Tourism Council now is only responsible for evaluating, scoring, and making recommendations of tourism grant awards that help implement Lane County's tourism marketing plan. The Lane County tourism-marketing plan acts as a guide when making recommendations. The council consists of five members from geographic service area appointed by the Board of County Commissioners and serve one year terms ending December 31.

The accomplishment of the development of the tourism-marketing plan and the designated and appointed geographically diverse members in the categories occurs through a contract with the Convention & Visitor Association of the Lane County and their board.

The changes made in 1997 to the Tourism Council and its procedures were not reflected in corresponding changes to the language in Lane Manual. As a result, the current composition of the Tourism Council and its role are inconsistent with that described in the Lane Manual.

## **B. Policy Issues**

There are no administrative policies or procedures for the Tourism Special Projects Grant Program in the APM since only one County department is affected. However, there are procedures established by the Board of County Commissioners for the Tourism Special Projects Grant Program related to the process for applying, reviewing, and awarding grants for the program. Attached is the procedure manual for the grant program.

## **C. Board Goals**

By updating Chapter 3, Section 3.550 of the Lane Manual, the Board would be providing the public with accurate and current information and confirm staff direction as related to the Tourism Council and the Tourism Special Projects Grant Program. This would help strengthen the following goal from the County's Strategic Plan:

### **B2: Refine the communications plan**

- a. Lane County Government recognizes that efficient and effective use of its resources requires strong communication. This includes effective communication with the public, internally among County personnel, and

between County departments and other agencies that work with the County.

**D. Financial and/or Resource Considerations**

This is primarily a housekeeping change, and is intended to have the language in Lane Manual reflect the Tourism Council's current procedures used for the Tourism Special Projects Grant Program.

**E. Analysis**

By updating, the information in Lane Manual related to the Tourism Council and the Tourism Special Projects Grant Program, accurate and current information for public consumption is available. This information would clarify the role of the Tourism Council as related to the grant program and will confirm direction for staff. Updating the Lane Manual prior to the next grant round, which will start in December 2008, will provide accurate and current information. The following items are inconsistent as listed in Lane Manual and as currently utilized for administrating the program.

- Number of members currently utilized for the council does not match the number listed in Lane Manual.
- The length of term served by members is not the same as stated in Lane Manual.
- The criterion for selecting members is not the same as stated in Lane Manual.
- The current role of the council for advising the Board on Tourism related items is not reflective of what is in Lane Manual.

Currently, Lane Manual states the following in regards to the Tourism Council:

**3.550 Tourism Council (Lane County).**

Advises the Board on policy issues and activities to enhance tourism throughout Lane County, including the development and implementation of a marketing plan toward which Lane County will allocate the dedicated funds from the Transient Room Tax.

STAFFING: Department of Public Works/Parks Division

MEETS: As needed

NONMANDATED

MEMBERSHIP: (8) Consists of geographically diverse members from the following categories:

- One Convention & Visitors Bureau Board member
- One University of Oregon member
- One Fair Board member
- One Lane County Chamber of Commerce member

Three Industry representatives  
One At-Large member

TERM: 4 years, ending June 30

The following is how Lane Manual will read if the purposed changes are implemented:

**3.550 Tourism Council (Lane County).**

Advises the Board on policy issues and activities to enhance tourism throughout Lane County, including the implementation of a marketing plan toward which Lane County will allocate the dedicated funds from the Transient Room Tax through the Tourism Special Projects Grant Program.

STAFFING: Department of Public Works/Parks Division

MEETS: As needed

NONMANDATED

MEMBERSHIP: (5) Consists of members appointed by Commissioners.  
Each Commissioner will appoint a representative.

TERM: 1 year, ending Dec. 31

The differences between the current language and the proposed change to the Lane Manual, and the associated advantages, are as follows:

- Number of members currently utilized for the council does not match the number listed in Lane Manual – The current working council consists of five members appointed by the Board of County Commissioners. The review process timeline is shorter with a council to five members. By having a smaller group, scheduling meetings for all to attend, tallying scores and recording comments takes less time for administering the program.
- The length of term served by members is not the same as stated in Lane Manual – The current working length for council members to serve is one year. With the reduction in the term length served from four years to one year, the council has better representation. Council members can be rotated easier allowing the Board to appoint a member for the year that has perspective that reflects current happenings. Potential council members are more likely to volunteer with a shorter time commitment.
- The criterion for selecting members is not the same as stated in Lane Manual – The current working appointments occur with each Commissioner appointing a representative of their choice. By having the flexibility to appoint a council member of their choosing, each Commissioner can appoint a member that best reflects their district. By not having appointees from specific categories, less conflict of interest occur during the review process, which allows for discussions that are more open and complete scoring.
- The current role of the council for advising the Board on tourism related items is not reflective of what is in Lane Manual – The current working

purpose of the council is as advisers to the Board for awarding the tourism grants, which helps implement the Lane County marketing plan. By having the council concentrate on the grant application review and advising the Board on awards, the grant award process is shorter. The council's previous role in helping develop the Lane County marketing plan currently occurs by the Convention & Visitors Association of the Lane County's staff and Board.

**F. Alternatives/Options**

#1. Chose to approve the motion to update Lane Manual Chapter 3, Section 3.550 to change the language to reflect the current utilization of the Tourism Council by Lane County.

#2. Chose to leave Lane Manual Chapter 3, Section 3.550 as written and officially list the Tourism Council as inactive. This would leave the option to reactivate the Tourism Council as stated in the Lane Manual for future use. The procedures established by the Board for the Tourism Special Projects Grant Program as related to the review committee would be a separate advisor committee to the Board.

#3. Chose to do nothing at this time and ask for further analysis.

**IV. TIMING/IMPLEMENTATION**

An amendment to the Lane Manual would be effective upon signing the order.

**V. RECOMMENDATION**

Staff recommendation is to approve option #1 of the motion to update Lane Manual Chapter 3, Section 3.550 to change the language to reflect the current utilization of the Tourism Council by Lane County. The contract with the Convention & Visitors Association of Lane County is achieving the goal of the development of the tourism-marketing plan and representation from diverse members from throughout Lane County.

**VI. FOLLOW-UP**

An update of the language in Lane Manual will take place as well as in the procedure manual for the Tourism Special Projects Grant Program. The Board will receive a copy of each updated manual.

**VII. ATTACHMENTS**

Board Order

Tourism Special Projects Grant Program procedure manual - Available for review  
Lane Manual pages 3-72 & 3-73, current and updated version at front desk in the  
Board office

BEFORE THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY, OREGON

ORDER NO.

IN THE MATTER OF AMENDING CHAPTER 3 OF  
THE LANE MANUAL TO REVISE THE DUTIES,  
MEMBERSHIP SELECTION AND TERM OF THE  
TOURISM COUNCIL (LM 3.550)

The Board of County Commissioners of Lane County orders as follows:

Lane Manual Chapter 3 is hereby amended by deleting, substituting, and adding the following section:

**DELETE THIS SECTION**

3.550

as located on pages 3-73 through 3-74  
(a total of 2 pages)

**INSERT THIS SECTION**

3.550

as located on pages 3-73  
(a total of 2 pages)

Said section is attached hereto and incorporated herein by reference. The purpose of this substitution and addition is to revise the duties, membership selection and term of the Tourism Council (LM 3.550).

Adopted this \_\_\_\_\_ day of \_\_\_\_\_ 2008.

\_\_\_\_\_  
Chair, Lane County Board of Commissioners

APPROVED AS TO FORM

Date 11-17-08 Lane County

\_\_\_\_\_  
OFFICE OF LEGAL COUNSEL

At right margin indicates changes  
**Bold** indicates material being added  
~~Strikethrough~~ indicates material being deleted

**LEGISLATIVE  
FORMAT**

~~3.5503-552~~

Lane Manual

~~3.5503-554~~

component of video lottery funds and room tax funds. Advises the Board in accordance with the following purpose, goals and subjects:

Purpose. To provide a forum for discussion and an avenue for implementation of rural economic and community development projects and programs including: (1) Provides the mechanism for small communities to participate in policy development that affects them, focusing on diversification of rural opportunities (i.e. jobs); (2) Enhancement of the rural lifestyle and character that contributes to the economic and cultural stability of rural Lane County.

Goals. Develop rural community and economic development goals recognizing funding requirements, specific infrastructure needs and other factors important to rural incorporated and unincorporated communities in Lane County.

Primary Subject Areas. Rural/Urban Interaction, Economic Diversification /Enhancement of Rural Communities, Transportation, Housing, Job Creation, Long-Term Resource Management and other issues established by the Rural Community Improvement Council.

STAFFING: Department of County Administration

MEETS: Monthly

NONMANDATED

MEMBERSHIP: (11) Consists of representatives of the following interests:  
One from City in East Lane Commissioner District  
One from City in West Lane Commissioner District  
One from Unincorporated Community in East Lane Commis-

sioner District

One from Unincorporated Community in West Lane

Commissioner District

One At-Large from East Lane Commissioner District

One At-Large from West Lane Commissioner District

One from Business Community

One from Agricultural Community

One from Rural Fire Protection District

East Lane County Commissioner

West Lane County Commissioner

The Oregon Department of Transportation, Lane County Public Works Department and Land Management Division and other agencies as determined appropriate shall have ex-officio positions on the Rural Community Improvement Council.

TERM: 3 years, ending December 31 (*Revised by Order No. 00-8-16-1; Effective 8.17.00*)

**3.550 Tourism Council (Lane County).**

Advises the Board on policy issues and activities to enhance tourism throughout Lane County, including the ~~development and~~ implementation of a marketing plan toward which Lane County will allocate the dedicated funds from the Transient Room Tax.

STAFFING: Department of Public Works/Parks Division

MEETS: As needed



At right margin indicates changes  
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**LEGISLATIVE  
FORMAT**

~~3.5523.552~~

Lane Manual

~~3.5543.554~~

**NONMANDATED**

**MEMBERSHIP:** (58) Consists of ~~geographically diverse members district appointed members by Commissioners.~~ ~~One Convention & Visitors Bureau Board member~~

~~One University of Oregon member~~

~~One Fair Board member~~

~~One Lane County Chamber of Commerce member~~

~~Three Industry representatives~~

~~One At Large member~~

**TERM:** 14 years, ending **December 31** ~~June 30~~ (Revised by Order No. 00-8-16-1; Effective 8.17.00)

**3.552 Vegetation Management Advisory Committee.**

Acts as a forum for public input into the County's Integrated Vegetation Management (IVM) Program. Reviews vegetation management needs and related issues and makes recommendations to the Board of County Commissioners. Works with Public Works staff to establish vegetation management priorities in keeping with available funds and IVM methodologies. Reviews requests for vegetation management activities beyond the scope of routine maintenance. Reviews the program standards and policies, including long-range planning for future program needs and prepares recommendations for Board action as necessary. Serves as liaison group in representing the vegetation management concerns of the community to the Board and representing Board decisions to the community.

**STAFFING:** Department of Public Works

**MEETS:** Monthly

**NONMANDATED**

**MEMBERSHIP:** (9) Consists of all at-large appointments.

**TERM:** 4 years, ending December 31 (Revised by Order No. 00-8-16-1; Effective 8.17.00)

**MANDATED SPECIAL COMMITTEES/BOARDS**

**3.554 Board of Property Tax Appeals.**

Hears petitions for reduction of: a) The assessed value or specially assessed value of property as of January 1, but only if the value that is the subject of the petition was added to the roll prior to December 1 of the tax year; b) The real market value of property, but only if the maximum assessed value of the property that is the subject of the petition is determined by ORS Chapter 308, and c) Corrections to value is made pursuant to ORS Chapter 311.

Board also considers applications to excuse liability for the penalty imposed under ORS 308.295.

**STAFFING:** Department of Management Services, Division of Chief Deputy County Clerk

**MEETS:** Variable between first Monday in February and April 15 of each year.

**MANDATED:** ORS 309.020

**MEMBERSHIP:** (3) ORS 309.067. The county governing body shall appoint a pool of members of the county-governing body or the governing body's

**3.550 Tourism Council (Lane County).**

Advises the Board on policy issues and activities to enhance tourism throughout Lane County, including the implementation of a marketing plan toward which Lane County will allocate the dedicated funds from the Transient Room Tax.

STAFFING: Department of Public Works/Parks Division

MEETS: As needed

NONMANDATED

MEMBERSHIP: (5) Consists of district appointed members by Commissioners.

TERM: 1 year, ending December 31 *(Revised by Order No. 00-8-16-1; Effective 8.17.00)*

**3.552 Vegetation Management Advisory Committee.**

Acts as a forum for public input into the County's Integrated Vegetation Management (IVM) Program. Reviews vegetation management needs and related issues and makes recommendations to the Board of County Commissioners. Works with Public Works staff to establish vegetation management priorities in keeping with available funds and IVM methodologies. Reviews requests for vegetation management activities beyond the scope of routine maintenance. Reviews the program standards and policies, including long-range planning for future program needs and prepares recommendations for Board action as necessary. Serves as liaison group in representing the vegetation management concerns of the community to the Board and representing Board decisions to the community.

STAFFING: Department of Public Works

MEETS: Monthly

NONMANDATED

MEMBERSHIP: (9) Consists of all at-large appointments.

TERM: 4 years, ending December 31 *(Revised by Order No. 00-8-16-1; Effective 8.17.00)*

**MANDATED SPECIAL COMMITTEES/BOARDS****3.554 Board of Property Tax Appeals.**

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Board also considers applications to excuse liability for the penalty imposed under ORS 308.295.

STAFFING: Department of Management Services, Division of Chief Deputy County Clerk

MEETS: Variable between first Monday in February and April 15 of each year.

MANDATED: ORS 309.020

MEMBERSHIP: (3) ORS 309.067. The county governing body shall appoint a pool of members of the county-governing body or the governing body's designees, and a pool of nonoffice-holding residents of the county who are not employees of the county or of any taxing district within the county, who are eligible and willing to serve as members of the county board of property tax appeals.