



TOURISM ADVISORY COMMITTEE AGENDA

Thursday, April 13, 2023

2:00 p.m.

This meeting includes in-person and virtual participation.
Council/Willamette Room - 333 Broadalbin Street SW

<https://council.cityofalbany.net/groups/tac/zoom>

You can also dial in using your phone.

Call: 1-253-215-8782 | Meeting ID: 862-5898-2524

Passcode: 480841

Please help us get Albany's work done.

Be respectful and refer to the rules of conduct posted by the main door to the Chambers and on the website.

- 2:00 p.m. Call to order (Chair)
- 2:00 p.m. Roll call (Staff)
- 2:05 p.m. Election of Officers (Chair)
- 2:10 p.m. Approval of minutes: [Pages 3-6] (Chair)
- November 10, 2022
- 2:15 p.m. Business from the public: (Chair)
- Persons wanting to provide comments may:*
- 1- Email written comments to sophie.adams@cityofalbany.net, including your name before noon on the day of the meeting.
 - 2- To comment virtually during the meeting, register by emailing sophie.adams@cityofalbany.net before noon on the day of the meeting, with your name. The chair will call upon those who have registered to speak.
 - 3- Appear in person at the meeting and register to speak.
- 2:20 p.m. Scheduled business: [Pages 7-9] (Verbal)
- Marketing and Tourism Promotion RFP Discussion
- 3:20 p.m. Staff updates and issues (Verbal)
- 3:25 p.m. Business from the committee (Verbal)
- 3:25 p.m. Next Meeting Date: TBD
- 3:30 p.m. Adjournment (Chair)

This meeting is accessible to the public via video connection. The location for in-person attendance is accessible to people with disabilities. If you have a disability that requires accommodation, please notify city staff at least 48 hours in advance of the meeting at: sophie.adams@cityofalbany.net or call 541-917-7654.

Testimony provided at the meeting is part of the public record. Meetings are recorded, capturing both in-person and virtual participation, and are posted on the City's website.



TRANSIENT LODGING TAX ADVISORY COMMITTEE

MINUTES

November 10, 2022

3:00 p.m.

Hybrid

DRAFT

Call to Order

Chair Keith Lohse called the meeting to order at 3:00 p.m.

Roll Call

Members present: Pam Silbernagel, Steve Reynolds, Peggy Burris, Keith Lohse.

Members absent: James Dufour, Mark Patrzik, Cyndi Wiggins.

Approval of Minutes

3:01 p.m.

Member Silbernagel expressed concern that amendments made to prior meeting minutes were not referenced in the August 25 minutes to carry changes forward. Member Burris was concerned that a question from member Reynolds at the August 25, 2022, meeting regarding remaining money from the last fiscal year after paying expenses year-to-date and reserve being met, was not included in meeting minutes.

Motion: Silbernagel moved to approve the August 25, 2022, minutes, with the inclusion of above referenced question from member Reynolds, and amendment to include the full language of the prior minute amendments. Member Reynolds seconded the motion which passed 4-0.

Business from the Public

3:05 p.m.

Sophie Adams, Economic Development Coordinator discussed an email received from Wendy Sutton with the Linn Benton NAACP. Another email was received from Rebecca Bond, who attended the meeting and would be addressing members directly.

Rebecca Bond, with the Albany Visitors Association (AVA) stated she requested Adams to forward supplemental budget request for the August 25, 2022, meeting. Rebecca informed she was hoping to gain support from the Transient Lodging Tax (TLT) commission for supplemental budget requests. Member Lohse thanked Bond, and member Burris asked if support was given what council meeting this would fall into. Adams replied that requests would go to council November 28, 2022, and dependent on council direction would come back with formal supplemental budget process in either December or early January.

Jason Brandt, President with the Oregon Restaurant and Lodging Association (ORLA) addressed the members stating that he is meeting with different local governments to learn more about local lodging taxes and investments. There was discussion among TLT members, Brandt and City Manager Troedsson about local lodging taxes, rates and expenditures.

Lise Grato with the Albany Downtown Association (ADA) was next introduced, and handed out a supplemental budget request, in hopes of gaining TLT support as it moves to City Council. The ADA's

goal is to be able to bring the beauty of downtown e.g., hanging baskets and snowflakes to the waterfront project (Water Avenue).

Scheduled Business

3:22 p.m.

1. Collaborative Tourism Promotion Grant Requests

Member Lohse suggested going through grant requests in order and getting input and questions out and saving voting for last. Member Silbernagel inquired if there was a supplemental budget going to council if the amount could be amended going into the supplemental fund. Lohse requested staff guidance; City Manager Peter Troedsson advised.

Member Lohse introduced the following Collaborative Tourism Promotion (CTP) grant requests from: Albany Civic theater, Gallery Calapooia, Motive Entertainment, LLC DBA: The Garage, Team Bulldog Wrestling (West Albany High School Wrestling), West Albany Youth Baseball, and Oregon Valley Futbol Alliance. The dollar amounts for each CTPG request were discussed, and questions from members regarding grant requests including goals, numbers of individuals being brought in area for these events, where people are being drawn in from, as well as the markets being targeted were some of the questions addressed. These questions were answered by representatives for each organization in attendance at the meeting.

Lohse noted that Gallery Calapooia was one of the two approved groups from the last round of CTP Grants in 2019, which members had expressed wanting to make a priority during this round of grants.

Lohse also noted the elements that the grant awardees need to include in the written report to the City after the event/activity takes place, which are listed on the Memo written to the TLT Advisory Committee and included in the meeting agenda packet. TLT members were instructed to keep these in mind as they reviewed grants.

Dollar amounts for each CTP grant request were presented and discussed, and the following were agreed upon by TLT advisory members:

- Albany Civic Theater—\$5000.00 to cover tabling events
- Gallery Calapooia—\$7000.00 to cover rack cards, any remaining to out of area marketing
- Motive Entertainment, LLC DBA: The Garage—\$10,000.00 for music artist
- Team Bulldog Wrestling—\$8,000.00 to cover wrestling mats and supplies
- West Albany Youth Baseball—\$8,000.00 to cover field costs, umpires, and awards
- Oregon Valley Futbol Alliance—\$12,000.00 to cover all requests but banners

Motion: Silbernagel moved that the grants are approved as presented/discussed. Member Burriss seconded the motion which passed 4-0.

2. Final TLT Policy Review

Manager Troedsson notified committee of his availability for questions and concerns going forward with the policy update. Member Lohse noted that he believes that language in policy could be stronger, especially under section one that the word "may" would be better replaced with "will" or "shall".

Member Silbernagel stated that she is not in favor of changing from an advisory commission to a promotion committee. Silbernagel stated she feels "advisory" is important looking at whole picture of tourism, as this committee gives advice. Tourism Advisory Committee would be a more favorable name. Under policy statement should include the committee will award CTP grants and would like clarification that one role of the committee is to advise Council on tourism related matters, and review tourism related programs. Discussion followed regarding TLT funding allocations and ORS compliance specifics and processes.

Silbernagel would like policy statement to include that Committee has a recommendation role and would like this to be included in the first paragraph of this statement, so advisory role on the budget process is not forgotten. Silbernagel also recommended that the listed numerical percentage under the methodology section be remove.

Member Reynolds recommended including that we intend to comply with Oregon State procurement law.

Motion: Silbernagel moved to recommend to the City Council the adoption of the revised Transit Lodging Tax Policy with the changes that the committee has discussed today inclusive of that the TLT committee is advisory to the Council on spending tourism dollars as well as providing advice to the council as well as reviewing and overseeing tourism programs, and expect that they shall participate in any selection process, that the committee is not required to meet if there is no money budgeted for the CTP grant. Member Burriss seconded motion which passed 4-0.

Motion: Silbernagel moved that the committee recommends that the council not include language related to a percentage of the total TLT revenues to be spent on tourism promotion, or tourism related facilities because that percentage is being contested. Member Reynolds seconded motion passed 4-0.

Motion: Silbernagel moved that the committee advise the council as well as future councils that they don't believe it is appropriate to bring the Transient Lodging Tax services for tourism promotion of the community inside the city house. Member Burriss seconded motion which passed 4-0.

Lohse asked when review would be going to council, which Adams responded would be December 12, 2022.

Staff Updates and Issues
None.

5:08 p.m.

Business from the Committee

5:09 p.m.

Member Burriss stated that she strongly wants supplemental budgets brought to the council, and that funding gets to agencies.

Motion: Burriss moved that committee present to council, that committee support funding the Tourism Promotion related line items including the Albany Visitors Association, Albany Downtown Association, and the Monteith Historical Society. Silbernagel seconded the motion which passed 4-0.

Silbernagel asked committee members if they wanted to ask the City Council for more Collaborative Tourism Promotion (CTP) funds as part of the supplemental budget process. Discussion among committee members and staff followed with differing opinions.

Motion: Silbernagel moved that the committee advise the City Council to add an additional \$50,000 above what they are already asking for as part of the supplemental budget process to be able to allow full funding to the current CTP project awardees. Member Burris seconded the motion which passed 3-1, with Lohse in opposition.

Silbernagel thanked staff in conclusion to business from the committee.

Member Lohse concluded that his term with the TLT Advisory committee is coming to an end at the conclusion of the year, and he does not intend to renew his position on the committee.

Next Meeting Date

The next regularly scheduled meeting is TBD.

Adjournment

Hearing no further business, Lohse adjourned the meeting at 5:27 p.m.

Respectfully submitted,

Reviewed by,

Kaitlin Martin
Administrative Assistant I


Sophie Adams
Economic Development Coordinator

**Documents discussed at the meeting that are not in the agenda packet are archived in the record. The documents are available by emailing cityclerk@cityofalbany.net.*



MEMO

TO: Tourism Advisory Committee (TAC)

VIA: Peter Troedsson, City Manager  4/4

FROM: Sophie Adams, Economic Development Coordinator

DATE: April 3, 2023, for the April 13, 2023, Tourism Advisory Committee Meeting

SUBJECT: Contracting for Marketing and Tourism Promotion Services

Action Requested:

Assist staff in developing a list of marketing and tourism promotion services (scope of work) to be completed by one or more outside entity.

Background:

Per the City's Transient Lodging Tax (TLT) Policy and long-standing practices, the city may contract with one or more outside entities to perform marketing and other tourism related activities. This includes "marketing of Albany for business and pleasure-related travel, promotion of our tourist attractions, and support to the tourism industry" (Policy #F-12-12-001).

In the previous biennium, three outside entities received funding for tourism-related activities:

Monteith House Museum, an historic Albany tourist attraction; Albany Downtown Association, Albany's accredited local Main Street Organization; and Albany Visitors' Association, currently contracted for marketing, tourism promotion and tourism-industry support activities.

Discussion:

The Main Street program and the Monteith House Museum contracts will be procured via the sole-source method. Marketing and Tourism Promotion Services will be procured via the Request for Proposals (RFP) method. These processes are prescribed by Oregon Revised Statutes (ORS) and the city's own procurement policies and best practices. Over the next two meetings (April and May), staff requests the TAC's discussion and input into a list of services that will become the scope of work in the RFP.

Proposed RFP Schedule:

- April: TAC meeting to help develop scope of work.
- May: TAC meeting to review final scope of work before publishing.
- End of May: RFP published.
- Mid July: RFP due, evaluation, optional interviews. (One TAC member may sit on evaluation team)
- Early August: Council award of contact.

In the attached document, is a brief outline of what to expect in an RFP document and a preliminary scope of work. Most parts of an RFP are standard, so focus time and discussion on helping develop the scope. The

elements provided include examples from other communities as well as the services Albany currently receives. Remember that RFP's need to be general. It will not list every specific task or deliverable, but rather general services. The proposers will respond with their proposal for accomplishing the scope.

SA: pt

Attachment: Elements of an RFP



Regarding Marketing and Tourism Promotion Services

333 Broadalbin Street SW, PO Box 490, Albany, Oregon 97321-0144 | PHONE 541-917-7500

The purposes of an RFP are to ensure transparency, competition, equal opportunities, and City accountability of public funds. RFP's also allow the city to review proposers' unique solutions and creative responses to the request.

Key elements of an RFP:

- Public Notice, process instructions, applicable laws, schedule
- Background info of the city and its attractions
- **Scope of requested services *requires input from TAC**
- Submittal requirements
- Evaluation Criteria
- Contract Award and Agreement, including terms, conditions, insurance

Potential items to include in scope: Expand/Amend list as applicable.

Remember that all activities should ultimately help drive overnight stays.

- General tourism marketing: Provide services and personnel to research and implement a wide variety of industry proven practices to market Albany, including using regional partnerships. (This includes maintenance of a visitor website, social media, and calendar of City-wide events).
- Visitor hospitality services: Provide services, activities, and personnel to create and sustain hospitality programs that allow visitors to receive information and assistance while recreating in and visiting the City. This includes utilizing a broad array of tools (i.e., visitor center, visitor guide, telephone, on-site information booths, online services, etc.).
- Conventions, meetings, seminars sales: Provide services, activities, and personnel to promote, solicit, procure and service "convention" business and general tourism.
- Event and sports competitions sales: Provide services, activities, and personnel to promote, solicit, procure and service large events and sports competitions that bring visitors to Albany.
- Partnership development: Plan and implement short and long strategies to build support and partnerships with community members and businesses within the City and within the region to enhance the City's and region's attractiveness as a tourism and recreation destination.
- Market analysis: Provide data collection services and analysis of tourism-related market data to the City, including an annual State of the Industry report.