

**ASHLAND CITY COUNCIL
REGULAR BUSINESS MEETING DRAFT MINUTES**

Tuesday, November 2, 2021

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

Written and oral testimony will be accepted for public input. For written testimony, email public-testimony@ashland.or.us using the subject line: Ashland City Council Public Testimony.

For oral testimony, fill out a Speaker Request Form at ashland.or.us/speakerrequest and return to the City Recorder. The deadline for submitting written testimony or speaker request forms will be on Monday, November 1st at 10 a.m. and must comply with Council Rules to be accepted.

Note: Items on the Agenda not considered due to time constraints are automatically continued to the next regularly scheduled Council meeting [AMC 2.04.030.(D)(3)]

5:30 PM EXECUTIVE SESSION

The City Council will hold an Executive Session regarding real property transaction pursuant to ORS 190.660(2)(e). Executive Sessions are closed to the public.

Mayor Akins called the Executive Session to order at 5:32 PM.

Councilors' Seffinger, Jensen, Hyatt, Graham and Jensen were present. Councilor Moran arrived at 5:53 PM.

Assistant City Attorney Doug McGeary was also present.

The Executive Session was adjourned at 5:57 PM.

6:00 PM REGULAR BUSINESS MEETING

I. CALL TO ORDER

Mayor Akins called the Meeting to order at 6:00 PM.

II. PLEDGE OF ALLEGIANCE

Councilor Hyatt led the Pledge of Allegiance.

III. ROLL CALL

Councilors' Hyatt, Graham, DuQuenne, Seffinger, Jensen and Moran present.

IV. MAYOR'S ANNOUNCEMENTS

Jensen read the Land Acknowledgment into the record (*see attached*).

V. APPROVAL OF MINUTES

1. Study Session of October 18, 2021
2. Business Meeting of October 19, 2021

Hyatt/Moran moved to approve the Minutes. Discussion: None. All Ayes. Motion passed unanimously.

VI. SPECIAL PRESENTATIONS & AWARDS

1. Transportation System Plan and Vision Zero Resolution

Public Works Director Scott Fleury gave a brief Staff report and introduced Transportation Commission Chair Linda Peterson Adams.

Ms. Adams read a statement into the record (*see attached*).

Council thanked Staff and the Commission.

2. Rogue Valley Mountain Bike Association

Martin Stadtmueller and Casey Botts presented Council with a PowerPoint Presentation (*see attached*).

Items discussed were:

- Bicycle Tourism Strategy
- Market and Trends Analysis
- Components of a Cycling Destination
- Gaps Analysis
- Strategy
- Priority Implementation

Council thanked Stadtmueller and Botts for the presentation.

Council discussed next steps.

Hyatt/Moran moved to work with Administration to convene a group between all stakeholders impacting our trail system and define a process for trail identification, environmental assessment, risk assessment and path to approval. no sooner than February 2022. Discussion: Hyatt thanked the work of Casey and Martin. Moran spoke that it is time to move this forward. Graham questioned Hyatt the timing for this. Seffinger spoke to her concerns. She spoke to the importance to have all parts of the Community involved in this decision.

Hyatt/Moran moved amend the motion to include to bring the group together no sooner than February 2022. Discussion: None. **Roll Call Vote:** Jensen, Hyatt, Graham, Moran, DuQuenne: YES. Seffinger: NO. **Motion passed 5-1.**

Roll Call Vote to the Main motion: Moran, Graham Hyatt, Jensen, DuQuenne: YES. Seffinger: NO. Motion passed 5-1.

MINUTES OF BOARDS, COMMISSIONS, AND COMMITTEES

Airport	Budget	Conservation & Climate Outreach
Historic	Housing and Human Svcs.	Parks & Recreation
Forest Lands	Climate Policy	Community Center & Pioneer Hall Ad Hoc
Planning	Public Arts	Social Equity & Racial Justice
Transportation	Tree	Wildfire Safety

VII. PUBLIC FORUM

Business from the audience not included on the agenda. The Mayor will set time limits to enable all people wishing to speak to complete their testimony. [15 minutes maximum]

Louise Shawkat – Ashland - read into the record regarding Climate change.

VIII. CITY MANAGER REPORT

Interim City Manager Gary Milliman gave a brief report.

Items discussed were:

- City Manager Interview Process.
- Curtailment of hours for Police Officers working with Talent.
- Pioneer Hall and Community Center status report will be on the next agenda.

IX. CONSENT AGENDA

1. Resolution Extending the Terms of the Reward Fund for David Michael Grubbs
2. Approval of Liquor License for Garden of Being LLC
3. Appointment of Anne Cowden to the Social Equity & Racial Justice Commission

Hyatt/DuQuenne moved to approve the Consent Agenda. Discussion: None. Roll Call Vote: Graham, DuQuenne, Hyatt, Jensen, Seffinger and Moran: YES. Motion passed unanimously.

X. PUBLIC HEARINGS

Persons wishing to speak are to submit a “speaker request form” prior to the commencement of the public hearing. Public hearings conclude at 8:00 p.m. and are continued to a future date to be set by the Council, unless the Council, by a two-thirds vote of those present, extends the hearing(s) until up to 9:30 p.m. at which time the Council shall set a date for continuance and shall proceed with the balance of the agenda.

XI. UNFINISHED BUSINESS

1. Rogue Valley Sewer Services Next Steps

Public Input:

John Scarbough – Ashland – Vice Chair of Wildfire Safety Commission. He spoke regarding

this agenda item – *see attached*

Bryan Sohl – Ashland -Spoke that he is a member of CCOC. He suggested to reject this plan and of his concerns of the plan.

Emily Bowes – Ashland – Encouraged Council to take no further actions in this item.

Dan Van Dyke – Ashland – Spoke regarding concern of this item and suggested to not approve this item.

Joanne Eggers – Ashland – Spoke in concern of this item. She spoke to not approve this item.

Milliman gave a brief Staff report.

Public Works Director Scott Fleury gave a Staff report and overview of the Agreement with City of Medford.

Moran discussed options and financial facts. Jensen called point of order that this was not a question but deliberation. Mayor Akins asked for Moran to continue with a question.

Hyatt reiterated a point of order and that this is question time not deliberation.

Moran questioned the funding and the two studies presented.

Staffed discussed the timeline of when the Study will be completed. Fleury spoke that it is estimated by December.

Moran/DuQuenne moved to approve funding in the amount of \$230,100 to participate in Medford Reclamations Facility Planning Study. Discussion: Moran spoke that on March 4th Council looked into pursuing goals. One of the goals was reviewing Council government spending and savings. He spoke that this would be moving towards that goal. DuQuenne spoke in support of the motion due to wanting the facts and the data. Mayor Akins spoke in support of a phased study first. Graham spoke that it is important to invest in infrastructure. She spoke that this is not a good idea. She spoke that this would be removing control of our water. She spoke that this will use more energy. She spoke that this will cost our rate payers a significant amount more money. She spoke she would be voting against the motion. Hyatt spoke to her concerns to this motion. She spoke that she would not support the motion. **Roll Call Vote: Jensen, Hyatt, Graham Seffinger: NO. Moran and DuQuenne: YES. Motion Fails 2-4.**

Jensen/Graham moved to take no further action on this matter and table any further discussion of connecting to RVSS and this includes no further Staff time to this project. Discussion: Moran spoke he would support this but when Jensen is not re-elected can come back to this. Hyatt called point of order as inappropriate. The Mayor spoke to continue and talk about these issues.

Graham/Jensen amended the motion to indicate that this will not be taken up outside of a Water Master planning process. Seffinger, Graham, Hyatt, and Jensen: YES. DuQuenne and Moran: NO. Motion passed 4-2.

Roll Call Vote to the Main Motion: Hyatt, Graham, Jensen and Seffinger: YES. Moran and DuQuenne: NO. Motion passed 4-2.

XII. NEW AND MISCELLANEOUS BUSINESS

1. Police Department Follow-up on Budget Discussion – Unfinished business

Police Chief O'Meara gave a Staff report.

Due to time constraints the below items have been moved to a future meeting.

2. Revenue Options Discussion
3. Request for Housing Workshop

XIII. ORDINANCES, RESOLUTIONS AND CONTRACTS

1. Second Reading of Ordinance No.3203 Regarding the Beach Creek Annexation and Adoption of Findings.

Senior Planner, Derek Severson gave a brief Staff report.

It was confirmed there has been no ex-parte contact since the last meeting.

Hyatt/Seffinger moved approval of the second reading by title only of Ordinance No. 3203 An Ordinance Annexing Property and Withdrawing an Annexed Area from Jackson County Fire District No. 5 (Beach Creek Annexation – Planning Action #PA-T3-2021-00003'and adoption of the ordinance. Discussion: None. Roll Call Vote: DuQuenne, Seffinger, Jensen, Moran, Hyatt, and Graham: YES. Motion passed unanimously.

Hyatt/Jensen moved to adopt the written findings for approval of Planning Action #PA-T3-2021-00003 as presented. Discussion: None.

Councilor Seffinger left the meeting at 8:57 PM

Roll Call Vote: Jensen, Hyatt, Moran, Graham and DuQuenne: YES. Motion passed unanimously.

XIV. OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS

XV. ADJOURNMENT OF BUSINESS MEETING

The Council Business Meeting was Adjourned at 9:27 PM.

Respectfully submitted by:

City Recorder Melissa Huhtala

Attest:

Mayor Akins

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Manager's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

Land Acknowledgement (shorter version)

We acknowledge and honor the aboriginal people on whose ancestral homelands we work—the Ikirakutsum Band of the Shasta Nation, as well as the diverse and vibrant Native communities who make their home here today. We honor the first stewards in the Rogue Valley and the lands we love and depend on: Tribes with ancestral lands in and surrounding the geography of the Ashland Watershed include the original past, present and future indigenous inhabitants of the Shasta, Takelma, and Athabaskan people. We also recognize and acknowledge the Shasta village of K'wakhakha—"Where the Crow lights"—that is now the Ashland City Plaza.

The TSP Update is essential because it's the law. In 1991 Oregon passed a planning rule specific to transportation, requiring cities to have TSPs.

The TSP Update is essential to integrate our Climate and Energy Action Plan, updated land use code, the Evacuation Time Estimate Study, and other new initiatives and changes since 2012.

The TSP Update is essential for receiving grant funding for Capital Improvement Projects from State and Federal programs, including grants to improve safe routes to our schools.

The TSP Update is essential to help grow and sustain the City's economic health by accommodating the needs of businesses, workers, citizens and visitors in our community.

The TSP Update is essential to enhance the City's livability by moving all ages and abilities through and around our community safely, efficiently, and equitably via an inclusive walking, rolling and biking system where all users feel safe and secure

We have been designing everything around cars since Henry Ford began the mass production of automobiles. What if we could design everything around people and their safety instead?

Vision Zero is an approach which prioritizes the safe travel of **PEOPLE** over expeditious travel of **Motor Vehicles**. That **safety** is more important than **speed**. That even one more death or seriously injured child on Ashland's streets is unacceptable and that we can develop a transportation network that reaches towards that ultimate goal.

It recognizes that people will make mistakes, but changes can be made to the transportation system in which those inevitable mistakes do not end in death or severe injuries. This includes identifying communities or populations that are disproportionately impacted by traffic deaths and serious injuries and prioritizing roadway safety investments in those areas.

Many Communities across the country, including Portland and Eugene here in Oregon, have come together to adopt the Vision Zero concept and commit to Action Plans.

The Federal Highway Administration has endorsed the Safe Streets and Vision Zero concepts and the US Congress has introduced a bill to promote it. In the recently adopted report of the Oregon State Transportation Safety Action Plan, their goal is exactly what we are proposing in our Resolution in support of Vision Zero. To have zero fatalities or serious injuries due to the transportation system.

Ashland can join with communities nationwide to commit to developing an Action Plan whose priorities are managing speed, centering equity, and engaging the community.

Vision Zero calls on communities to establish safe speeds through safe street design, automated speed enforcement and setting safe speed limits. Assessing which needs are greatest requires complementing a data-driven approach with robust community engagement. This is why the Transportation Commission has requested the Council adopt this resolution concurrently with the Transportation System Plan Update.

As we enter into the process of Updating the Transportation System Plan, incorporating the concept of Vision Zero through the development of its Action Plan and integrating the goals of the CEAP, we will be using the tools we have at hand in the TSP update process for data collection and community involvement. This will develop a Transportation System Plan for our community that improves safety for all ages and abilities, increases the mode share of active transportation, thereby reducing greenhouse gas emissions.

Vision Zero is a guiding strategy to eliminate fatalities and severe injuries, while increasing safe, healthy, green, equitable mobility for all ages and abilities through our streets.

Ashland's Road to
Recovery
may just be a trail.



What We Do.

We Partner with Rogue Valley land managers to maintain and gain Mountain Bike Access:

- Siskiyou National Forest, Klamath National Forest, BLM, City of Ashland, Jackson County Parks and Recs, Ashland Parks and Recs, Oregon Outdoor Alliance, IMBA, OMBC, Rogue Siskiyou Trail Coalition, Private Property owners
- Trail Advocacy: Ashland Watershed, Dollar Mountain, Klamath side of Mt. Ashland, Buck Prairie
- Trail Maintenance Agreements: Ashland Watershed, MOTR, Applegate Lake area, Emigrant Lake.

Who We Are

Moms, Dads, Families, Homeowners and Business Owners.

...and oh yeah, mountain bikers.



Why Mountain Bike Trails

As mountain bikers, we've seen what trails can do for local economies and the health and wellbeing of residents



If you build it, they will come. With \$\$.

Sedona was once a sleepy arts town. Today the Sedona Mountain Bike Festival contributes over \$2.8 million in revenue.

Festival is just a fraction of overall MTB revenue.



If you build it, they will come. With \$\$.

- The annual National Interscholastic Cycling Association (NICA) mountain bike race held in Redding brought in over \$750,000 in 2019.

That's just one race in a sport that's been growing at an annual rate of 48%.



Outdoor recreation generates \$16.4 billion per year in Oregon.
Mountain biking is the fastest growing segment of that market.

Mountain Bike Oregon festival brings \$1.2 million in direct sales into the Oakridge economy.

Restaurants, shops and hotels saw profits from the High Cascades 100, which brought almost \$400,000 to Bend.

Customers of Bend's Cog Wild mountain bike tours spent almost \$250,000 on their visits annually.

Mountain biking already contributes to the local economy

2019 California Enduro Series held in Ashland:

- 49% of racers stayed in hotels in Ashland
- 100% visited a restaurant or bar during their stay.
- Average spend was \$526 for the weekend
- <300 racers spent roughly \$138,000.

A single weekend niche race that isn't advertised and sells out within hours.

Ashland's trails have unique assets

Year-round riding

Great dirt rain or shine

Shuttle-able terrain

Over 5000 ft vertical drop

Food and Beverages waiting
at the bottom



But significant holes

Lack of beginner terrain

Too many trails require fitness, skill & a car to access

Lack of terrain on South side of town

Not enough trails means existing trails are over-used

*These issues mean RVMBA is not supportive of expanding mountain bike tourism at this time.

It's Also About Equity

More trails close to home

Healthy life experiences for everyone

More easy access to nature and the outdoors for kids and adults

Responsibly market a trail system to travellers that doesn't adversely affect the environment or local population

So What's Our Plan?

Trails

Infrastructure

Events/Culture



So What's Our Plan? Trails

Sustainable Trails Plan written in November 2020.

Plan submitted to APRC and review is on APRC Goals list

Trails Master Plan citizen committee currently reviewing individual trails proposals

Many of these trail proposals are on City-owned land

See the full plan at:

<https://www.rvmba.org/news/city-of-ashland-sustainable-trails-plan>

So What's Our Plan? Trails

East Lithia Trail - Volunteer labor to construct

A much needed beginner trail

Easy access—no driving required

Would spare all riders the danger of “the Gauntlet” (aka Winburn Way) Granite and Glenview

Would bring more riders to downtown bars, restaurants and shops.

So What's Our Plan? Trails

South Side Trails

Uphill and downhill trails in Siskiyou Mountain Park

Would serve the south side of town while taking pressure off BTI & Jabberwocky

Low angle beginner trails for kids and families

Downhill trail professionally built at \$5-7 per foot

Uphill trail volunteer labor

So What's Our Plan? Infrastructure

Pumptrack

Brings an accessible community skills building area to town

Creates interest in mountain biking and event venues

Attracts new demographic of tourist — families

Approximate cost of \$300k.

So What's Our Plan? Infrastructure

Private property acquisition/City owned land for infrastructure

Bellingham Waterfront Park

*Are there any city owned properties where temporary infrastructure could be developed?

Infrastructure could be developed?



So What's Our Plan?

Imperatrice Property

Dual Slalom—unique and perfect for events & races.

Est \$75-100k to build

Great winter terrain. Warmer and stays light longer.

Possible link to BLM/Grizzly Peak would create another epic ride to make Ashland a true draw.

Would reduce impact on Watershed trails



So What's Our Plan? Events/Culture

Identify possible locations to hold an Oregon League (NICA) mountain bike race.

Estimated \$300,000 into local economy for annual race.

Supports youth cycling and healthy recreation

So What's Our Plan? Events/Culture

Second Enduro race to take place of defunct Spring Thaw

*Have already been contacted by promoters

Downtown Criterium road race

*Building the infrastructure will attract

Event promoters*



Better for residents, business, *And* the Environment

More sustainable trails = far fewer unsustainable trails

Less driving to trailheads

More access to nature creates more stewards of nature.

Sell a superb product to a wide demographic

What do we need?

Collaboration - APRC, CoA, Travel Ashland, RVMBA, Local Businesses

Direction to guide work

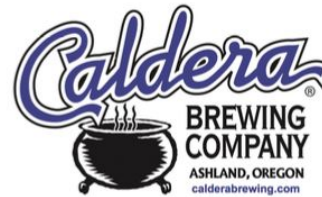
Ex: East Lane County Tourism Strategy

Ways to navigate city government and streamline approvals?

Funding - Grant writing, funding ideas.

Your support and ideas!

Backed by Ashland Businesses and Advocates of Outdoor Recreation



Backed by Ashland Businesses and Advocates of Outdoor Recreation

Rogue Valley Runners • Ashland Food Co-op • Caldera Brewing Company • Mix Bakery • Bear Creek Bikes • Case Coffee • Flywheel Bicycle Solutions • Ashland Homes • Ashland Mountain Adventures • Ruby's • Bird and Rye • Historic Ashland Armory • Ashland Lodging Association • Ashland Cycle Sport • Panacea Anesthesia Services • Cycle Analysis • Gils • Anesthesia Associates • Pangea • Zoey's Cafe • Siskiyou Cyclery • Kim Locklin Realty • Flow Factory NW • Second Street Cottages • Piccadilly Cycles • Press for Oil • Ashland Anesthesia Associates • Taylored Elements • Loon Outdoors • Ashland Accommodates • Pie & Vine • Sesame • Falafel Republic • Conscious Construction • Shrew's House • Kobe • Ashland Sneak Preview • Spativa • Royce Real Estate • Shepherd's Dream • Siskiyou Massage • True South Solar • Evolved Landscapes • Three Penny Mercantile • Elizabeth Institute • Full Circle Realty • Cowslip Belle • Coleman Creek Construction • Asher Homes • American Trails • Integrity Building Contractors • Shepherd Gotfrid Group • Ashland Art Center • Pacific 3D Reality Capture • The Crown Jewel • Rogue Web Works • Mountain Provisions • Trails & Tarmac • Ashland Physical Therapy • BioSkin

Letters of Support



October 27, 2021

Dear Members of the Ashland City Council,

I know I'm preaching to the choir when I say that the Rogue Valley and Ashland have something to offer for everyone. Visitors from near and far come to immerse themselves in our forests and take advantage of year-round activities such as hiking, biking, winter sports, and rafting, and enjoy the many upscale culinary experiences, including local wineries and breweries. And at end of a busy day of activities, they come to OSF to experience world-renowned theatre performances.

The Rogue Valley Mountain Bike Association is working with Ashland's Parks and Recreation department on their Sustainable Trails Plan, and today I am writing in support of this effort. I am no expert, but it makes sense that an expanded mountain bike network in and around Ashland would attract more mountain bike and outdoor adventure tourists, which would add to the diversity of offerings in the area and greatly benefit Ashland's tourist economy. And as we have seen both in COVID times and before, rising water lifts all ships. We all stand to benefit from this expansion of our biking infrastructure.

We at OSF have been working to attract that younger audience by changing our ticket pricing structure and investing in digital and targeted marketing. In my estimation the Rogue Valley Mountain Bike Association's plan of an expanded mountain bike trail network should attract young people in their twenties and thirties who might not have Ashland on their horizon now.

I believe that the Rogue Valley Mountain Bike Association is presenting a well-thought-out plan for a trail network that would reduce wear and tear on existing trails and develop a more beginner-friendly terrain, such as the East Lithia trail.

I hope you will agree with me that by expanding offerings and opportunities to our respective audiences, the appeal to visit Ashland can only increase and add value to our highly successful tourism market, and that you will support efforts to accelerate the creation of the trail network.

Sincerely,

A handwritten signature in black ink, appearing to read "David Schmitz".

David Schmitz
Executive Director
Oregon Shakespeare Festival



October 25th, 2021

Re: Support for Rogue Valley Mountain Bike Association's Trail Plan

To Whom It May Concern;

Please accept this letter of support for Rogue Valley Mountain Bike Association's Trail Plan. We support them as an industry partner in collectively driving tourism, in their responsible management of Ashland's trails and outdoor assets as well as an active community partner and their vision for the Trails plan.

Ashland's trails attract visitors from around the country. As Ashland diversifies its visitor base in age, race, skill, interest and lifestyle personas, the trails become even more important to manage. That said, in Ashland we have a shortage of beginner friendly terrain thus making it challenging for families to all participate when coming to Ashland to ride. We support their efforts to expand the mountain bike trail network to disperse riders, take pressure off existing trails and provide novice and younger riders more options.

Visitors are more omnivores these days, as we saw as a destination in the past few years and validated through our latest Visitor Research and Analysis study conducted by Destination Analysts. Visitors are coming to Ashland to experience a variety of things including wine and culinary offerings, year-round cultural offerings through music, visual and performing arts as well as our history and wellness. The outdoor offerings in Ashland that visitors are drawn to, provide access, humble locals willing to share and unmatched scenic beauty.

Through the vision of RVMBA's trails plan and expanded trail network, we would be enriching and broadening our assets of the outdoor offerings for not only visitors but for our local residents whose quality of life thrives because of miles of trails that many moved here to enjoy.

We acknowledge and are grateful for the increasing positive economic impact the mountain bike component of our visitor base has upon Ashland's economy, supporting the amenities all residents benefit from. This project will further serve to broaden the appeal of a trip to Ashland for bikers of all abilities. Thank you for considering our support for Rogue Valley Mountain Bike Association's Trail Plan.

A handwritten signature in black ink, appearing to read "Katharine Cato".

Katharine Cato, Director

Travel Ashland

Katharine@ashlandchamber.com 541-482-3486 ext. 106

www.travelashland.com

Help Us Help Ashland.

