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AGENDA COVER MEMORANDUM

AGENDA DATE: February 1, 2005

TO: LANE COUNTY BOARD OF COMMISSIONERS

FROM: Regional Tourism Infrastructure Strategy Task Force

PRESENTED BY: Bob Zagorin, Task Force Chair; Kari Westlund, CVALCO executive Director; and Peter Thurston, Lane County Community and Economic Development Coordinator

AGENDA ITEM: ORDER/ IN THE MATTER OF FORMING AN INTERIM WORKING GROUP TO ASSESS AND RECOMMEND A STRUCTURE FOR A PERMANENT INTER-JURISDICTIONAL ENTITY TO OVERSEE THE ANALYSIS, DEVELOPMENT, OPERATION, AND MAINTANANCE OF TOURISM FACILITIES AND INFRASTRUCTURE IN LANE COUNTY.

I. MOTION

IT IS MOVED THAT THE ORDER BE ADOPTED IN THE MATTER OF FORMING AN INTERIM WORKING GROUP TO ASSESS AND RECOMMEND A STRUCTURE FOR A PERMANENT INTER-JURISDICTIONAL ENTITY TO OVERSEE THE ANALYSIS, DEVELOPMENT, OPERATION, AND MAINTANANCE OF TOURISM FACILITIES AND INFRASTRUCTURE IN LANE COUNTY.

II. ISSUE OR PROBLEM

Shall Lane County appoint an interim working group comprised of: One (1) appointee designated by the City of Springfield, one (1) appointee designated by the city of Eugene, one (1) appointee designated the city of Florence, the Regional Tourism Infrastructure Task Force Chairperson, the CVALCO executive director, and two (2) appointees designated by the Board of County Commissioners, to recommend a permanent organization for tourism infrastructure development, management, and maintenance?

III. DISCUSSION

A. Background

By Order 04-4-14-3 the Lane County Board of Commissioners established and appointed members to the Regional Tourism Infrastructure Strategy Task Force. The Task Force has made two recommendations requiring action by the Lane County Board of Commissioners, including:

focus on tourism and support of tourism investment. It does not commit Lane County to any specific financial outlay. Adoption of the Order also recognizes the importance of a continued intergovernmental structure that has the capacity to work closely with the private sector. Tourism infrastructure examined by the task force included a wide range of facility types, including: telecommunications, downtowns, waterways, economic development, conference facilities, sports and art facilities, parks, and university improvements, as summarized pages 10 – 12 of the task force report.

Organizational options. The following is a list of several examples of organizational structures that the working group will consider. One of the underlying questions to be evaluated is how much authority is needed for a tourism infrastructure management organization to be successful? Examples of public and quazi-public organizations formed under Oregon Revised Statutes (ORS) Chapter 190 to manage facilities include: 1) county-wide service district, or other special service district, that has authority to tax, incur debt, and work with most anybody (public and private) to facilitate the goals of the district. Under current Oregon law only one such countywide district may be formed. This may have implications for other initiatives or require legislation to allow this option. 2) On the other end of the organizational continuum, cities and counties may contract with one another to have one or more of these public bodies fulfill certain functions, as may be specified in an intergovernmental agreement. 3) Somewhere in the middle are non-taxing public organizations, such as the fiber optic consortia, formed under ORS 190, with member being cities and counties. These organizations may incur debt and play a role of facilitating development and management of infrastructure and facilities. Examples are described further in the task force report, however, legal advice will be needed in the final analysis of powers and limitations of each. Lane Council of Governments may be involved in assisting member jurisdictions and the interim working group analyze these options.

Staffing options. In addition to the legal advice that will be necessary to describe various organizational structures, there will need to be staff assigned to keep the process moving through the various jurisdictions and to assist with the preparations of reports, board actions, and other matters that the working group determines necessary to complete their job. There is no budget dedicated to this activity, inside county government, CVALCO, or other organizations.

The Board of Commissioners committed \$10,000 for professional services during the Task Force process. It is estimated that a similar amount of staffing and legal expense may be needed to take the interim working group through the development and organization evaluation process. The process will rely on commitment of the participating jurisdictions to develop the appropriate actions to support the organizational adoption process. Actual formation of the legal entity, required hearings, and other steps will be part of a future staffing proposal. Lane County Community and Economic Development Program can play a similar facilitation role as in the Task Force process to date: help to secure services, schedule rooms, and be sure the public process is properly announced and advertised. CVALCO staffing of the working group in a manner similar to the Task Force process, with legal advice from LCOG, could round out the team needed to complete the proposed working group functions.

Summary of reasons for the recommended action. The task force determined that current authorities do not exist for coordination development and management of essential tourism

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

ORDER NO.) IN THE MATTER OF FORMING AN INTERIM WORKING
) GROUP TO ASSESS AND RECOMMEND A STRUCTURE
) FOR A PERMANENT INTER-JURISDICTIONAL ENTITY
) TO OVERSEE THE ANALYSIS, DEVELOPMENT,
) OPERATION, AND MAINTANANCE OF TOURISM
) FACILITIES AND INFRASTRUCTURE IN LANE COUNTY.

WHEREAS, At the 2004 Tourism Summit of Lane County, leaders of public and private tourism agencies recommended Lane County Government lead tourism development coordination, and

WHEREAS, by Order 04-4-14-3 the Board of County Commissioners established the Regional Tourism Infrastructure Strategy Task Force with the charge of identifying, analyzing, and providing recommendations for developing a strategy to address deficiencies in tourism infrastructure throughout Lane County with the objective of creating Lane County as a destination point, and

WHEREAS, the Task Force has undertaken analysis of Lane County's tourism inventory as it relates to competing destinations, and

WHEREAS, the Task Force has outlined a strategy for tourism infrastructure development in its recommendations to the Lane County Board of Commissioners, and

WHEREAS, that strategy includes the initial recommendation that Lane County form an interim working group to analyze and recommend a permanent inter-jurisdictional entity that would oversee the analysis of potential for, and the subsequent development, operation, and maintenance of tourism facilities in Lane County.

NOW, THEREFORE, IT IS HEREBY

ORDERED that the Board establishes an interim working group, under provisions of Lane Manual Chapter 3.507 (task forces), with the specific charge to analyze and recommend a permanent inter-jurisdictional entity that would oversee development, operation, and maintenance of tourism facilities and infrastructure in Lane County. Organizational options shall include special districts, various public entities formed under the authority of Oregon Revised Statutes Chapter 190, and other options considered viable by the interim working group.

FURTHER ORDERED that the members of the interim working group shall be as follows: one (1) member appointed by the city of Florence, one (1) member appointed by the city of Eugene, one (1) member appointed by the city of Springfield, two (2) members appointed by the Lane County Board of Commissioners, and the Tourism Infrastructure Task Force Chairperson, and executive director of Convention and Visitors Association of Lane County, for a total interim working group of seven (7) members.

FURTHER ORDERED that the interim working group shall report back to their respective local jurisdictions by June 1, 2005, and the final report to the Board of County Commissioners by June 29, 2005.

Signed this 1st day of February, 2005.

Anna Morrison., Chair
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM
Date 1/26/05 lane county
Jerome Stubb
OFFICE OF LEGAL COUNSEL