

WORKSHOP MEETING MINUTES
SISTERS CITY COUNCIL
520 E. CASCADE AVENUE
AUGUST 11, 2016

MEMBERS PRESENT:

Chris Frye	Mayor
Nancy Connolly	Council President
David Asson	Councilor
Amy Burgstahler	Councilor
Andrea Blum	Councilor

STAFF PRESENT:

Rick Allen	City Manager
Paul Bertagna	PW Director
Joe O'Neill	Finance Officer
Patrick Davenport	CDD Director
Kathy Nelson	City Recorder

GUESTS:

Judy Trego	Sisters Chamber of Commerce Executive Director
Tina Brockway	Sisters Art Association
Bob Burgess	Sisters Art Association
Dennis Schmidling	Sisters Art Association

The workshop was called to order by Mayor Frye at 5:40 p.m.

1. Chamber of Commerce Annual Update

Sisters Chamber of Commerce Executive Director Judy Trego provided a PowerPoint presentation to update the Council on the events of the previous year. She reported the renovations at the Chamber building were almost completed and thanked the City for all the upgrades. She stated the third and final phase was to replace the doors.

Ms. Trego reported the Chamber was able to provide a huge selections of guides to visitors and had distributed over 40,000 the previous year. She stated the Chamber had been awarded a \$10,000 grant from Travel Oregon to be used to construct a downtown kiosk that would provide maps of recreational trails, shops, restaurants and places of interest. She stated the location for the kiosk had not been determined and noted information on the kiosk would be updated annually. She reported the grant funds would not be received until 2017.

Ms. Trego reported the Chamber was in charge of the banner program and appreciated the City's help in installing and taking down banners throughout the year. Themes for the banners included winter, fall and local events like My Own Two Hands, the quilt show and the folk festival. She stated the Chamber had a successful social media program that reached almost 100,000 people a month and the Chamber had recently produced a commercial that had received strong and measurable support. She reported the Chamber had created a Sisters mobile app that provided all the same information as the Chamber's website and had over 25 media partners they worked with to market Sisters country.

Ms. Trego stated the increased funding the Chamber was receiving from the increased transient room tax was being used to promote Sisters during the shoulder season and the Chamber had been pleased with the results. She explained that familiarization trips and visits by elected officials also helped to promote the City. She stated the Chamber continued to host the Christmas parade and tree lighting ceremony as well as the Harvest Faire that brought 7,000 to 10,000 people to Sisters annually. **Ms. Trego** presented the most current ad that had run on

WORKSHOP MEETING MINUTES
SISTERS CITY COUNCIL
520 E. CASCADE AVENUE
AUGUST 11, 2016

television in the Eugene and Portland areas. **Ms. Trego** complimented the Council on being business friendly and stated the Chamber of Commerce was very happy to be a partner.

Councilor Connolly asked if the additional transient room tax the Chamber was receiving was helping businesses besides lodging providers. **Ms. Trego** replied she had been informed by shop and restaurant owners they had seen a big increase in sales. **Councilor Connolly** asked if the foot traffic that came into the Chamber of Commerce seeking information were people who had planned on stopping in Sisters or visitors that were driving through town and decided to stop. **Ms. Trego** replied a majority of people had already chosen Sisters as a destination and the rest stated they were gathering information for when they could come back. **Councilor Blum** asked if there was ever anything visitors were looking for that the Chamber could not provide and **Ms. Trego** replied scenic bikeway maps were often requested, but they were no longer in print and only available as a mobile app. She added that occasionally the Chamber would run out of state maps.

Councilor Burgstahler asked how the Maida Bailey building was utilized. **Ms. Trego** reported several boards held meetings in the building each month, it was used by some veterans groups, and the folk festival used it as a “green room” for visiting musicians. **Councilor Burgstahler** stated she would like to see the building updated. **Ms. Trego** agreed that would be nice but noted since it was a historical building, structural changes would not be permitted.

2. Hood Avenue Art District Discussion

City Manager Allen stated the creation of the Hood Avenue Art District was a project the City had worked on for over a year. He stated the draft resolution could be reviewed and if the Council came to agreement with the Sisters Art Association members, the resolution would come before the Council for approval at a future meeting. He explained the resolution was a requirement for the creation of the Art District.

Sisters Arts Association member **Tina Brockway** stated when opening the Hood Avenue Gallery opening three years ago she noticed fragmentation among the galleries and began looking for a means to bring some unity to the area and increase traffic onto Hood Avenue. She discovered the Oregon Department of Transportation (ODOT) had a plan whereby an art district could be designated if the area met certain criteria, which was to have six galleries within a four block area. She stated the designation would allow signage to be placed on Cascade Avenue to alert tourist of the galleries. She reported the merchants on Hood Avenue got together and paid to submit the necessary paperwork and pay for the signage. She noted the art district was not just a vision for Hood Avenue; it was supportive of art all over town. She stated galleries on Hood Avenue and even those not located on Hood Avenue were supportive of the idea.

Sisters Arts Association member **Dennis Schmidling** stated monthly 4th Friday art walks were now well attended, especially since they had begun a campaign to offer some type of gift certificate or piece of art from a local merchant. He explained that the more galleries a person visited, the higher their chances of winning the prize. Sisters Arts Association member **Bob**

WORKSHOP MEETING MINUTES
SISTERS CITY COUNCIL
520 E. CASCADE AVENUE
AUGUST 11, 2016

Burgess stated the art association was a registered 501(C)3 non-profit that was focused on marketing and the association was requesting support from the Council by means of a resolution. He reported a website had been created that provided lots of information on artists and galleries and also included a blog. He reported the four member board had created a gallery map of Sisters and distributed over 7,500 maps within one year, noting the maps were only available from a gallery. He stated the association would have a booth at the Harvest Faire which would showcase art and artists again this year. **Mr. Schmidling** reported there were 23 galleries within less than a mile in Sisters.

Councilor Asson asked how galleries not located on Hood Avenue felt about the district being named the Hood Avenue Art District and asked how those galleries were being included. **Mr. Burgess** replied all galleries were included on the map they distributed regardless of their location. He noted the chances for the monthly drawing were increased by the number of galleries a person visited and that helped encourage visitors to all galleries, not just those on Hood Avenue.

Ms. Brockway reported artists not located on Hood Avenue had participated in advertising campaigns and planned events included all the galleries. **Councilor Burgstahler** asked if the association had ever considered a name that was more encompassing and **Mr. Burgess** replied they had struggled to come up with a name. **Ms. Brockway** noted many cities had used the name of one street and just grown the district off of the name. **Councilor Burgstahler** stated she would prefer a more defining name for the entire city and **Mr. Burgess** welcomed any ideas for names she could suggest

Mr. Schmidling stated the Hood Avenue Art District was more about creating an environment and noted 16 of the 23 galleries in the city were located on Hood Avenue. **Mr. Burgess** commented the gallery map had been the greatest asset for helping all the galleries.

The **Council** was supportive of the creation of the art district and requested some minor edits to the draft resolution that included adding a section to recognize other areas where galleries exist within the city. The Arts Association members were supportive of the suggestion. **Mr. Burgess** stated the emphasis of the district was to make Sisters a significant place to enjoy and view many types of artwork. He added the association was also working to place a series of bronze sculptures along Hood Avenue.

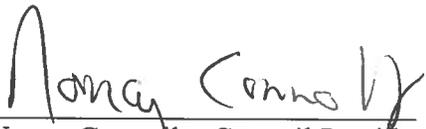
3. Other Business

- **City Manager Allen** reviewed the hiring process and timeline to replace the City Recorder and permanent City Manager positions.
- The **Council** requested staff review and update the code of conduct policy in the Personnel Guide prior to hiring a new City Manager.

The meeting was adjourned at 6:59 p.m.

WORKSHOP MEETING MINUTES
SISTERS CITY COUNCIL
520 E. CASCADE AVENUE
AUGUST 11, 2016


Kathy Nelson, City Recorder


Nancy Connolly, Council President