



# Oregon Mayors Association Summer Conference Program July 26-28, 2018

Florence Event Center (FEC) | 715 Quince St. Florence, OR 97439  
Driftwood Shores Resort | 88416 1<sup>st</sup> Ave. Florence, OR 97439  
Ocean Dunes Golf | 3345 Munsel Lake Rd. Florence, OR 97439

## **THURSDAY, JULY 26**

- |                        |  |                                     |
|------------------------|--|-------------------------------------|
| 11:00 a.m. - 3:00 p.m. | <b>Golf</b>  | <b>OCEAN DUNES GOLF COURSE</b>      |
| 1:00 p.m. - 5:00 p.m.  | <b>Registration Open</b>   | <b>FLORENCE EVENTS CENTER (FEC)</b> |
| 2:00 p.m. - 4:00 p.m.  | <b>City Tour: Integrated Capital Improvements</b><br><i>Bus transportation provided – pick up in front of Florence Events Center</i><br>Over the past five years, the City of Florence has undertaken a comprehensive and integrated set of capital improvement projects to update our facilities, transportation corridors, and key infrastructure. This tour will take a look at these major capital investments and how the City coordinated the timing both internally and with other government agencies. Projects include City Hall Remodel and Expansion, construction of a new Public Works Operations Facility, utility and street improvements, airport improvements, and the ReVision Florence Streetscape Project. |                                     |
| 3:30 p.m. - 4:30 p.m.  | <b>OMA Board Meeting</b>   | <b>FEC CONFERENCE ROOM</b>          |
| 4:30 p.m. - 5:30 p.m.  | <b>Newcomer's Orientation</b><br><b>President:</b> <i>Mayor Michael Cape, Amity</i><br><b>Speakers:</b> <i>Mayor Scott Burge, Scappoose</i><br>Are you new in your mayoral position or is this your first OMA conference? Come and learn tips from other newly elected and seasoned mayors about what it takes to be successful and effective in your new role. This session will cover some of the basics including managing an agenda and working with your city manager, councilors and the public. It will also provide an informal opportunity to meet new mayors early on in the conference.   | <b>FEC AUDITORIUM</b>               |
| 5:30 p.m. - 6:30 p.m.  | <b>Get-Acquainted Reception &amp; Silent Auction</b><br>Mayors, spouses and guests are invited for a welcome reception and to participate in our annual fund-raiser auction – bring your auction items directly to the reception. This silent auction will feature gift baskets brought by mayors from all over the state. One hundred percent of the funds raised goes to the OMA scholarship fund.   | <b>FEC RM. 1-2</b>                  |
| 7:30 p.m.              | <b>Dinner on your own</b>  |                                     |

8:30 p.m. - 10:30 p.m. **President's Welcome Reception** **DRIFTWOOD SHORES**  
Enjoy a nightcap and bring the evening to a close in the company of friends. Drink tickets and snacks will be provided for this event.

**FRIDAY, JULY 27**

7:00 a.m. **Registration Opens** **FEC LOBBY**

7:00 a.m. - 8:00 a.m. **Continental Breakfast** **FEC RM. 3-5**

8:00 a.m. - 8:30 a.m. **Opening Ceremonies** **FEC AUDITORIUM**  
**Presider:** *Mayor John Cook, Tigard; OMA President*  
**Color Guard:** United States Coast Guard Station Siuslaw River  
**National Anthem:** Nyah Vollmar  
**Invocation:** Pastor Randy Benscoter, Resurrection Lutheran Church  
**Welcome:** *Mayor Joe Henry, Florence*

8:30 a.m. - 9:45 a.m. **Hazardous Material Shipments via Rail and Highway and Responding to a HazMat Incident** **FEC AUDITORIUM**  
**Speaker:** *Office of the State Fire Marshall*  
Staff from the Oregon State Fire Marshal's office will share information about hazardous material shipping via rail and highway. Learn to identify shipments according to the HazMat placard; tips on the role of Elected Officials during an incident, and how HazMat teams work with local responders to assure local communities are prepared to respond to hazardous material incidents and create a safer community.

9:45 a.m. - 10:00 a.m. **Networking Break**

10:00 a.m. - 11:45 a.m. **State Agency Directors Forum** **FEC RM. 3-5**  
This is your opportunity to meet with directors and staff of Oregon's state agencies and Regional Solutions team members in one place. Come with your questions.

11:45 a.m. - 12:00 p.m. **Networking Break**

12:00 p.m. - 1:00 p.m. **Keynote Lunch** **FEC RM. 3-5**

1:00 p.m. - 1:30 p.m. **Sponsor Feature**  
This conference would not be possible without the generous support of our sponsors. This year, the OMA Summer Conference had two Platinum Sponsors: *Comcast* and *PGE*.

1:30 p.m. – 3:00 p.m.

**Breakout Sessions:**

**1. What's New in Transient Lodging Taxes**

**AUDITORIUM**

**Presider:** *Wendy Johnson, Intergovernmental Relations Associate, League of Oregon Cities*

**Speakers:** *Mayor Brian Dalton, Dallas; Mayor Mike Scott, Manzanita; and Mayor Sam Steidel, Cannon Beach*

At this lodging tax session, attendees will learn about the following: 2018 legislation that improves tax fairness amount short-term rental intermediaries (like Airbnb and VRBO), restrictions on use of city lodging taxes and how cities should transfer funds to third parties properly, how cities can limit the numbers of short term rentals, and how cities could have the Department of Revenue handle tax collections soon. Attendees will also learn how to successfully impose a new tax or a tax increase, even in areas where the county has a tax. The League's Wendy Johnson will provide legal and legislative updates along with best practices on these issues. She will bring them to life by moderating a panel of mayors from cities that have handled each of these issues.

**2. Budgeting Basics for Small Cities**

**FEC RM. 1-2**

**Speakers:** *Mayor Bill Graupp, Aurora*

All cities are required to prepare and submit a balanced budget. It typically happens once a year – but the process and outcomes can vary significantly depending on the city. This session will focus on small city budgeting starting right at the beginning with common terms, examples of resources and requirements, types of funds, and filing requirements.

3:00 p.m. - 3:15 p.m.

**Networking Break**

3:15 – 5:00 p.m.

**City Tour: Improving Livability and Quality of Life**

*Bus transportation provided – pick up in front of Florence Events Center*

Florence has many different identities depending on who you speak to. We are coastal town, a tourism community, a rural river community, a regional hub, a Coast Guard City, and much more. In providing services, the City has to consider all of these identities and customers. To do this, the City has created several programs and projects aimed at improving the quality of life and livability for our many permanent and temporary community members. On this tour we will look at our economic development efforts, the Coast Guard designation, public art program, park improvements, FloGro composting program, and more.

5:30 p.m. – 9:00 p.m.

**City of Florence Historic Old Town Block Party**

Come join the City of Florence in Historic Old Town to help us celebrate our 125<sup>th</sup> year as a city! Enjoy our Siuslaw River Bridge Interpretive Center, river views, and local entertainment. While you are in Old Town, stop by local shops and many amazing restaurants.

## **SATURDAY, JULY 28**

- 7:45 a.m. - 8:45 a.m. **Continental Breakfast** **FEC RM 3-5**
- 8:45 a.m. - 10:00 a.m. **The State of Recycling in Oregon** **FEC AUDITORIUM**  
**Presider:** *Mayor Denny Doyle, Beaverton*  
**Speakers:** *Peter Spendelow, Natural Resource Specialist, Oregon Department of Environmental Quality; Scott Keller, Senior Program Manager for Sustainability and Recycling, City of Beaverton*
- The past twelve months have seen massive disruptions in the markets for recyclable materials that have impacted the markets for recyclable commodities and recycling collection programs in cities across the state. This session will provide a recap of what has happened to recycling markets in the past year, where they stand today, and what may happen next.
- 10:00 a.m. - 10:15 a.m. **Networking Break**
- 10:15 a.m. - 11:45 a.m. **Breakout Sessions:** **FEC AUDITORIUM**
- 1. Building on Shirley’s Experience:**
- What Women Can Bring to the Role of Mayor**
- Presider:** *Mayor Sandy Roumagoux, Newport*
- Speakers:** *Mayor Teri Lenahan, North Plains; Mayor Betty Roppe, Prineville, Mayor George Endicott, Redmond; and Former Mayor Krisanna Clark-Endicott*
- In the spirit of Gertrude Stein’s famous line “a rose is a rose is a rose”, this session is intended to reinforce that “a mayor is a mayor is a mayor” and that women serving in the role of mayor can build on their inherent strengths like collaboration, networking and organization, as former Nehalem Mayor Shirley Kalkhoven did. All are welcome to attend this session.
- 2. Making Your City’s Urban Forest More of an Asset** **FEC RM 1-2**
- Than a Liability**
- Speaker:** *Kristin Ramstad, Urban and Community Forestry Assistance Program Manager, Oregon Department of Forestry*
- Too often, city tree managers see trees as maintenance headaches and accidents-waiting-to-happen. In this presentation, Kristin will talk about the basics of planning, planting, and maintaining a healthy, attractive urban forest, and the reasons becoming a Tree City USA can make your city trees easier. There will be ample time for questions and discussion.
- 11:45 a.m. - 12:00 p.m. **Networking Break**
- 12:00 p.m. - 1:30 p.m. **Lunch & Student Contest Awards Presentation** **FEC RM 3-5**

1:30 p.m. - 3:00 p.m.

**Breakout Sessions:**

**1. Council Priority Setting**

**FEC AUDITORIUM**

**Presider:** *Mayor Steve Callaway, Hillsboro*

**Speakers:** *Erik Jensen, Principal, Jensen Strategies*

Jensen Strategies assists organizations throughout the Northwest in making informed and inclusive decisions that achieve lasting results. One of the services provided is collaborative decision making which encompasses strategic planning and visioning. Join Erik as he talks about best practices of setting priorities at the council level.

**2. Cross Laminated Timber – Career**

**FEC RM 1-2**

**Technical Education -Work Ready**

**Presider:** *Mayor Christine Lundberg, Springfield*

**Speakers:** *Sue Rieke-Smith, Ed.D, Superintendent Tigard-Tualatin School District; Vonnie Mikkelsen, Executive Director, Springfield Chamber of Commerce; Valerie Johnson, Owner/President, DR Johnson Lumber Company, Riddle Oregon*

Across Oregon cities are faced with the issue of providing good paying jobs. In turn, a skilled workforce is critical to existing businesses and businesses looking to locate in a city. Springfield has develop an innovative partnership between city government, the school district, chamber of commerce, and DR Johnson that is focused on growing a skilled workforce ready for the future.

3:00 p.m. - 3:15 p.m.

**Networking Break**

3:15 p.m. - 4:30 p.m.

**Mayors Open Forum**

**FEC RM 3-5**

**Presider:** *Mayor John Cook, Tigard; OMA President*

Do you have current issues or problems facing your city that are in need of solutions? Are you a new mayor who values the experiences of your peers? Are you an experienced mayor willing to share your successes and failures for the good of other mayors? This moderated session is designed to be interactive. Bring your ideas and concerns and be prepared to ask questions and join the discussions.

4:30 p.m. – 5:30 p.m.

**Reception**

**FEC RM 1-2**

5:30 p.m. - 7:30 p.m.

**Awards Dinner & Awards Presentation**

**FEC RM 3-5**

Stick around for musical guest C.R.O.W. at 7:15 p.m.