



MINUTES

LANE COUNCIL OF GOVERNMENTS BOARD OF DIRECTORS

**EWEB -- Training Room
500 East 4th Avenue -- Eugene
June 23, 2011 - 6:00 P.M.**

VOTING MEMBERS

Present

Councilor Chris Pryor (Eugene), Chair	Mayor Sharon Hobart-Hardin (Veneta)
Councilor Mike Anderson (Creswell)	Board Member Greg James (Willamalane)
Mayor Phil Brubaker (Florence)	Board Member Al King (School District 19)
Councilor Dave Brunscheon (Junction City)	Board Member Tony McCown (LCC)
Commissioner Rich Cunningham (EWEB)	Board Member Bill McCoy (Lane Library)
Board Member Sherry Duerst-Higgins (LESD)	Councilor Joe Pishioneri (Springfield)
Mayor Bill George (Lowell)	Mayor Judy Volta (Coburg)
Mayor Don Hampton (Oakridge)	Councilor Neal Choiniere (Westfir)

Absent

City of Cottage Grove Representative	Fern Ridge Library Representative
Siuslaw Public Library Representative	Western Lane Ambulance District Rep.
Lane County Representative	River Road Parks and Recreation Dist. Rep.
School District 4J (Eugene) Representative	Port of Siuslaw Representative
School District 52 (Bethel) Representative	Siuslaw Valley Fire District Representative
School District 68 (McKenzie) Representative	EPUD Representative

NON-VOTING MEMBERS

None

STATE ELECTED OFFICIALS

None

GUESTS

Roger Gray, Cathy Hamilton, Tom Schwetz

LCOG STAFF

George Kloeppe, Sandy Karsten, Kay Metzger, Ann Mortenson, Bob Swank, Byron Vanderpool

1. CALL TO ORDER – ROLL CALL

Chairperson Chris Pryor called the meeting of the Lane Council of Governments (LCOG) Board of Directors to order at 6:00 p.m. He invited members present to introduce themselves, giving a highlight of activities in their jurisdiction.

Eugene Water & Electric Board General Manager Roger Gray welcomed members of the Board to EWEB administrative headquarters. He described the facilities and public use of the Training and Board Rooms.

Chairperson Pryor determined that there were no requests to change the Agenda and noted that there was no one present wishing to present public testimony.

2. REPORTS

A. Chair and Executive Committee

Chairperson Pryor referred to Agenda support material entitled “Report of the Executive Committee,” noting that it contained summaries of actions taken at meetings held on May 12 and June 9, 2011. He highlighted its announcement that he intended to appoint Phil Brubaker, Sherry Duerst-Higgins, and Greg James to the Nominating Committee. He said the appointments were scheduled for Board confirmation as part of the Consent Agenda.

B. Advisory Councils

Chairperson Pryor referred to Agenda support material entitled “Advisory Council Reports,” noting that it contained summaries of meetings of the Metropolitan Policy Committee held on May 12 and June 9, of the Lane Area Commission on Transportation held on May 11 and June 8, of the Lane County Public Safety Coordinating Council held on May 19, of the Lane Economic Committee held on May 23, of the Senior Services Advisory Council held on May 17 and June 14, and of the Disability Services Advisory Council held on May 13.

C. Executive Director

LCOG Executive Director George Kloepfel referred to Agenda support material distributed at the beginning of the meeting entitled “Comments from the Executive Director” and reviewed information it contained about the schedule of Board meetings, staff leadership training, the Community Emergency Notification System (CENS) “Alert Me” registration for cell phone voice and texting, certification review of the Central Lane Metropolitan Planning Organization (MPO), and results of the competitive bidding process which resulted in selecting Pauly, Rogers, & Company for auditing services.

Mayor Sharon Hobart-Hardin responded to a request of Mr. Kloepfel by offering to host the December 8 Board meeting in Veneta.

3. BUSINESS ITEMS

A. Consent Agenda

Chairperson Pryor noted that the Consent Agenda included acceptance of the minutes of the April 28, 2011, Board meeting; adoption of the FY 2011-12 Area Plan on Aging and Disability Services; confirmation of Senior Services Advisory Committee appointments; and confirmation of Board Nominating Committee appointments.

Mayor Hobart-Hardin moved, seconded by Commissioner Rich Cunningham, to approve the Consent Agenda. The motion was adopted unanimously, 14:0.

B. Senior and Disabled Services

Senior Meals and Meals on Wheels Program Manager Sandy Karsten referred to Agenda support material entitled “Donation Policy for Senior Meals and Meals on Wheels” and reviewed information it contained regarding suggested donations for those served by the services. She pointed out that the Lane County suggested donation was the highest in Oregon and the actual average donation received in Lane County was the lowest in the state.

Ms. Karsten reviewed the recommendation of the Senior Services Advisory Council to revise the suggested donation policy for the Senior Meals and Meals on Wheels Program, as follows:

The suggested donation will be established for three year periods, beginning with fiscal year 2012, when it will be set at \$3.00 per meal. The suggested donation will increase by \$.25 at the beginning of each successive three year period.

Board Member Greg James moved, seconded by Mayor Don Hampton, to adopt the Senior Meals and Meals on Wheels meal donation policy recommended by the Senior Services Advisory Council.

Commissioner Cunningham said he wanted to have a report made of the effects of adopting the new policy. Board Member James pointed out that the Board of Directors received an annual report of the Senior Meals and Meals on Wheels program.

The motion was adopted unanimously, 14:0.

C. Executive Management and Administration

Verb Marketing + PR Consultant Cathy Hamilton referred to Agenda support material entitled “Communications Plan Update.” She reviewed the purpose and development of the Plan. She described her efforts in preparing the initial preliminary LCOG communications strategy, emphasizing its High-Level Findings, Challenges, and Greatest Communications Opportunity.

Members discussed the observations of Ms. Hamilton, raising questions about the importance of Board of Directors communication with members of their constituency, the overlapping of those to whom communications are directed, the need to facilitate sources of information, the value of the 2-1-1 information and referral service, and the availability of Directory Services as a resource.

Chairperson Pryor pointed out the importance of the Objectives of the proposed Communications Plan:

1. Improve the breadth and depth of communications from LCOG to LCOG delegates and enable the communication to extend beyond the Board level and into the organization.
2. Ensure members understand the value of their membership by equipping delegates with the tools they need to demonstrate the benefits received or available to their home agency.
3. Increase the general public's awareness of and goodwill toward LCOG, positioning the agency as one of service and efficiency, not expenditure.
4. Reach out to the media and serve as a resource and a partner.
5. Regardless of audience, better articulate and demonstrate the value of regional planning.

Members discussed, at length, the availability of services provided and supported by LCOG, confusion about who is audience of communication strategies, the value of a focus group of jurisdiction executives to evaluate the Plan, and the efforts of the Executive Committee and Staff.

Chairperson Pryor emphasized the importance of being "thoughtful and deliberate, not rushed" in the implementation of a Communications Plan.

Members discussed the value and risks in adopting and in postponing adoption of the draft Communications Plan.

Board Member Tony McCown moved, seconded by Mayor Don Hampton, to approve the five Objectives of the Communication Plan developed by Ms. Hamilton, encouraging further refinement of the Plan at future meetings of the Board.

Members discussed the motion.

The motion was adopted, 9:5, with Mayor Phil Brubaker, Commissioner Rich Cunningham, Board Member Al King, Board Member Bill McCoy, and Councilor Joe Pishioneri voting opposed.

Chairperson Pryor asked the membership if any member had any objections to specific elements of the LCOG Communications Plan. On polling the room, he determined there were none.

Chairperson Pryor referred to Resolution 2011-2, ADOPTING THE FY 2011-12 BUDGET. He noted that the LCOG Work Program and Budget for the next fiscal year had been distributed as Agenda support material.

Board Member McCown moved, seconded by Mayor Hobart-Hardin, to adopt Resolution 2011-2. The motion was adopted unanimously, 14:0.

Chairperson Pryor announced that Resolution 2011-3, A JOINT RESOLUTION OF THE BOARD OF DIRECTORS AND LOCAL PUBLIC CONTRACT REVIEW BOARD OPTING OUT OF THE ATTORNEY GENERAL'S PUBLIC CONTRACTING RULES AND ADOPTING NEW PUBLIC CONTRACTING RULES FOR LANE COUNCIL OF GOVERNMENTS, would not be considered,

Chairperson Pryor referred to Resolution 2011-4, LANE COUNCIL OF GOVERNMENTS POLICIES FOR FUND BALANCES and Staff cover recommendation distributed as Agenda support material.

Commissioner Cunningham moved, seconded by Councilor Joe Pishioneri, to adopt Resolution 2011-4. The motion was adopted unanimously, 14:0.

4. INFORMATION ITEMS

A. Senior and Disabled Services Contracts

Senior and Disabled Services Director Kay Metzger referred to agenda support material entitled "Contracts for Services FY2011-12" and noted that it provided information regarding the agencies and organizations with which Senior and Disabled Services would contract in the coming fiscal year.

B. Senior and Disabled Services Legislative Wrap-up

Ms. Metzger distributed copies of a June 23 memorandum regarding the Oregon Assembly Ways and Means Human Services Sub-Committee recommended budget for 2011-13. She reviewed in detail its negative effects on programs managed and operated by Senior and Disabled Services.

C. Collective Bargaining Report

Mr. Kloeppel reported that LCOG management continued to hold contract negotiations with unions representing employees, seeking to reach adjustments to avoid otherwise necessary lay-offs.

The meeting adjourned at 8:00 p.m.

(Recorded by Dan Lindstrom)