



City of Rockaway Beach

City Council Workshop Minutes

Date: Wednesday, February 14, 2024

Location: Rockaway Beach City Hall, 276 HWY 101 – 2nd Floor Conference Room

1. CALL TO ORDER

Mayor McNeilly called the meeting to order at 4:30 p.m.

2. ROLL CALL

Start time: [04:30:27 PM \(00:00:20\)](#)

[Mayor - Charles McNeilly: Present](#)

[Position #3 - Kristine Hayes: Present](#)

[Position #4 - Alesia Franken: Present](#)

[Position #1 - Mary McGinnis: Present](#)

[Position #5 - Penelope Cheek: Present](#)

[Position #2 - Tom Martine: Excused](#)

Staff Present: Luke Shepard, City Manager; and Melissa Thompson, City Recorder

3. COUNCIL BRIEFING/DISCUSSION

- a. Discussion Regarding Strategic Planning Proposal - Sara Singer Wilson, SSW Consulting**
Start time: [04:31:03 PM \(00:00:57\)](#)

Shepard explained that SSW Consulting came highly recommended by other agencies and City Managers across the state, and they have recent and relevant experience in strategic planning and goal setting.

Sara Singer Wilson, SSW Consulting, introduced herself and shared a presentation on a proposal for Strategic Planning Services along with a draft game plan for the City. McGinnis commented that the strategic plan would benefit the Planning Commission and Budget Committee. McNeilly commented that he appreciated the proposed approach to community outreach. At the request of McNeilly, Wilson further explained outreach and engagement tools that could be utilized. McGinnis inquired about next steps and Shepard explained that if the Council approved the proposal at their regular session that night, he would prepare and execute an agreement, and begin the process in the next month or two. After comments by Franken and Hayes, there was brief discussion regarding the comprehensive plan and how it might integrate into or align with the strategic plan. Wilson said she could share her presentation slides with the Council, as well as links to other city's plans. At the request of Hayes, Wilson further explained how a full community vision plan compared to a strategic plan.

- b. Marketing & Facade Grant Award Review**

Start time: [05:01:19 PM \(00:31:13\)](#)

Shepard provided a recap of the Marketing & Facade Grant programs, explaining they are funded by transient room tax (TRT) dollars and administered by the Tillamook Coast Visitors Association (TCVA).

Hayes declared a potential conflict of interest because her business submitted one of the applications, and stated that she would not vote on the Façade Improvement awards.

Shepard gave a brief overview of the number of applications submitted and deemed eligible, and the funds available to be awarded. Hayes advocated that non-profits be considered for eligibility. After brief discussion, it was suggested that the non-profit issue be discussed at a future workshop. The Council reviewed and discussed the applications. Shepard answered clarifying questions for the Council. Cheek expressed concern that Hayes' business had applied for a grant. Hayes clarified that she had recused herself. Shepard noted that there was no City policy precluding Hayes' business from applying.

Shepard provided an overview of the Marketing Grant application submitted by Rockaway Beach Community Education. The Council reviewed the application and there was consensus to consider it for approval at the regular session. Hayes advocated that the grant be reopened until all available funds are awarded. Shepard noted that since TCVA administered the grants, he could not speak to whether they had the capacity to re-open the grant, but could address it with them. Shepard confirmed for McGinnis that he could confirm whether grant awards must be expended by recipients by the end of the current fiscal year.

c. Update on Election Administrative Process

Start time: [05:11:50 PM \(00:41:44\)](#)

Shepard provided an update on the election administration process. He explained that there seemed to be consensus at the last workshop not to change the current election process and he was asked to confirm with legal counsel that it was legal for the city to have Council position numbers on the ballot. Shepard confirmed that the current process was legal. He noted that there are other cities that do not have wards or districts that have Council position numbers. Shepard explained that if the Council wanted to make a change, the best way to do so was to amend the City Charter to be specific in how we run elections and then the County will follow suit based on the Charter. Cheek commented that the current process was fair. There was brief discussion regarding timelines for the process of referring amendments to voters, and that candidate filings would occur prior to referral deadlines. McNeilly noted that people have different views regarding position numbers, and it was worthy of discussion at a future workshop.

Hayes and McGinnis commented on the nominating process of filing for position by petition or filing by fee. Shepard and McNeilly explained that was a separate issue and action would be considered in the regular session following the workshop.

Shepard shared a presentation slide with an overview of 2024 General Election filing deadlines. McNeilly noted that the names of candidates who have filed for open positions, along with their filing status, will be posted online.

d. Review of Draft Resolution 2024-08 Setting Short-Term Rental (STR) Cap

Start time: [05:25:37 PM \(00:55:31\)](#)

Shepard explained that if the Ordinance giving the Council authority to set an STR cap is adopted, the cap number will be set by Resolution. Shepard explained that the draft resolution setting the cap was updated to include a section providing that the cap be reviewed on an annual basis each October, beginning October 2025.

Hayes declared a potential conflict of interest and recused herself from the discussion.

McNeilly shared a spreadsheet with the Council indicating how many STRs would equate to one in four and one in five dwelling units. Franken recommended that the cap be set at 1% above the current number of STR licenses, noting that it might help those who have purchased property with the intent to have an STR, but did not yet have a building permit. Cheek shared that she received about 14 emails in favor of a cap, and proposed a limit of 475. McGinnis said she was more comfortable with 482 or 487, in order to include those who may be in the process of selling their property. Shepard confirmed for Franken that he would review the process and timeline for setting a cap at the regular Council meeting. Franken commented that it would be useful to have occupancy rates for the annual reviews.

e. Review of Resolution 2024-13 Authorizing Letter of Support for the Salmonberry Trail Intergovernmental Agency's (STIA) Application for RAISE Grant (5:25 p.m.)

Start time: [05:39:40 PM \(01:09:34\)](#)

Shepard explained that STIA was eager to get a trail built in Rockaway and recommended that the Council approve the proposed Resolution 2024-13 in the regular meeting session.

4. ADJOURNMENT

Start time: [05:40:26 PM \(01:10:20\)](#)

Cheek made a **motion**, seconded by Franken, to adjourn the meeting at 5:40 p.m.

The **motion carried** by the following vote:

[Position #5 - Penelope Cheek: Motion](#)

[Position #4 - Alesia Franken: 2nd](#)

[Position #3 - Kristine Hayes: Approve](#)

[Position #4 - Alesia Franken: Approve](#)

[Position #1 - Mary McGinnis: Approve](#)

[Position #5 - Penelope Cheek: Approve](#)

MINUTES APPROVED THIS
13TH DAY OF MARCH 2024



Charles McNeilly, Mayor

ATTEST

Melissa Thompson
Melissa Thompson, City Recorder