

FILED

3:40pm

JUL 25 2012

TASSI O'NEIL  
COUNTY CLERK

**MINUTES – TILLAMOOK COUNTY BOARD OF COMMISSIONERS' LEADERSHIP  
TEAM MEETING - Monday, July 2, 2012  
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**COMMISSIONERS PRESENT:**

Charles J. Hurliman  
Tim Josi  
Mark Labhart

**STAFF PRESENT FOR PORTIONS OF THE MEETING:** Tassi O'Neil, Chair; Michael Soots, Director, Information Services; Dan Krein, Director, Juvenile Department; Neal Lemery, Justice of the Peace; Travis Porter, Interim Facilities Maintenance Manger; Andy Long, Sheriff; Denise Vandecoevering, Assessor; Del Schleichert, Director, Parks Department; Dan McNutt, Surveyor; Dave Dickman, Director, Human Resources; Liane Welch, Director, Public Works; Bill Sargent, County Counsel;

**CALL TO ORDER:** By Chair O'Neil at 8:00 a.m. in Commissioners' Meeting Room B.

**ITEM NO. 1: ANNOUNCEMENTS:** There were no announcements, introductions or non-agenda new business items.

**ITEM NO. 2: ADS FOR SALE BOOST COUNTY REVENUE:** Mark Labhart discussed the NACo article regarding Ads for Sale Boost County Revenue.

Dave Dickman stated "Oregon has been doing this for years, for example Reeser's Stadium". He doesn't think it is such a bad idea. "You would need to define what advertising you would or would not accept. Define the policy in advance". Michael Soots took an opposing view. "We are pounded with advertisements. It gives the impression our services are for sale to the highest bidder". Commissioner Hurliman would like Bill Sargent to look into this. "We would lose more than we would gain".

Chair O'Neil wondered about ads on our website. Liane Welch said counties need new sources of revenue. "If it will bring money to the road department, I'll look at anything". Mr. Dickman suggested we would need a central clearinghouse and to hire a contractor to administer it. He said this merits further study and professional input. Commissioner Hurliman said it would be a distraction to our website and feels it cheapens our image.

Andy Long stated that from a law enforcement agency's point of view he is not interested. Commissioner Labhart said it must be legal as other counties are doing it. Chair O'Neil asked if anyone in Oregon is doing it. Commissioner Labhart said he doesn't have an opinion either way.

Chair O'Neil stated that Michael Soots and Bill Sargent will check into it.

**ITEM NO. 3: SPACE COMMITTEE:** The space committee meeting is this Friday from 8:00 am to noon. Commissioner Labhart reported that the city police are not moving out of their building. That building will be off the options list. He asked the departments to

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submit ideas in writing to the committee and those ideas will be discussed at the meeting on Friday.

Mr. Dickman asked if the board had discussed a large space option for the courts for a new courtroom and if they have an opinion. Commissioner Labhart said he had no opinion yet and will discuss it at the space committee meeting on Friday. Commissioner Hurliman stated "For most meetings we don't need this much space. Some we do, but not most. We used to hold meetings at the First Christian Church". He would not throw that off the table.

Dan McNutt said this is another unfunded mandate. Every county has this problem. He understands the issue but thinks it would be difficult to pull off. Mr. Soots was concerned that by throwing in these big requests we will be deadlocked and not do anything. Commissioner Labhart stated that every option good or bad will be on the table.

Mr. Dickman suggested that we have a facilities manager, so let Paul Levesque decide. He said it should not be a democratic but a management decision. Commissioner Labhart said it will be a management decision in the end.

**ITEM NO. 4: POLICY & PROCEDURES:** Mr. Dickman is working on the first initial draft. After his surgery the Policy and Procedures Committee will have its first meeting.

**ITEM NO. 5: UNION CONTRACT/SUPERVISOR TRAINING:** Mr. Dickman has scheduled August 3, 10, 17 and 24 for a ½ day training for all managers to attend one of the meetings. Liane Welch asked if one of the dates could NOT be a Friday. Mr. Dickman said he will arrange to have a couple that are not on Fridays. Sheriff Long asked if they could do one for the Teamster managers, not during the fair, and have it at the jail.

**ITEM NO. 6: NEWSWORTHY DEPARTMENT UPDATES:** Mr. Soots said we will be getting a new telephone system. He will have a presentation of the new system when appropriate. If you haven't gotten the new version of OFFICE, you will this year. He will schedule training.

**ITEM NO. 8: (TAKEN OUT OF ORDER) EXCEL TRAINING:** Mr. Soots will Present the Excel Spreadsheet training on Tuesday, July 17 from 9 am to 11:00 am. He has space for 12.

**ITEM NO. 6: NEWSWORTHY DEPARTMENT UPDATES (CONTINUED):** Dan Krein said it is pretty quiet in the Juvenile Department. Juvenile court time has been changed

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from Monday afternoon to Friday morning. He also stated that there has been a major bunch of graffiti around town, related to gangs.

Commissioner Labhart stated that the county is looking at bringing undersea cable to Pacific City that will hook into the lightwave system. They will also be extending lightwave lines. Commissioner Labhart said that Community Development Director, Valerie Sutton, gave her two-week notice to work for the City of Beaverton. What the board will do for that position is yet to be determined. The Secure Rural Schools Act was authorized. It's a one year fix again and is significantly less than last year.

Commissioner Labhart mentioned the state has named a tsunami coordinator and there is the new 2-1-1 tsunami debris phone number. There is no federal funding for debris removal at this time. Commissioner Hurliman expressed concern about the hype of invasive species. He is concerned about the cost. The new Roads Committee has been formed. Nothing is planned for the November election.

Commissioner Labhart stated that the county budget is balanced. He will be on a conference call at 2:30 pm with other counties to discuss fiscal distress.

Neal Lemery said the Justice Court is now also the municipal court. He stated they process about 100 tickets per court date and about 7,000 tickets per year. He also explained a little about the e-ticketing system now in use.

Travis Porter said the training room is done. The repairs to the south lobby are also complete. He is also going to put some exhaust fans in the boiler room to reduce the heat in the courthouse.

Bill Sargent had nothing to report

Andy Long said they have been real busy. There are a lot of death investigations. The heroine problem seems to be in check. The civil department is very busy with forfeitures. The courts have been forcing them through the Sheriff's office.

Commissioner Hurliman would like the Management Team to think about how we are going to make it next year. Coordinated Care Organizations (CCO's) are a really good idea to get funds down on the ground, but it has added another layer. He said his phone has been ringing off the hook about two potholes in Netarts. Ms. Welch said there is not enough money to fix everything.

Del Schleichert distributed a packet of graphs pertaining to county campgrounds and boat launches. He also discussed boat launch ticket complaints with Judge Lemery. Mr. Schleichert also stated that he has a good group of voluntary staff and park hosts.

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Danny McNutt said his office is in the process of moving some things to TLC. He is not sure of the date he will be moved in.

David Dickman said open enrollment ended last Friday. They are working on cyber recruiting over the internet. He knows of three retirements in the next three months.

Liane Welch announced David McCall as the new Solid Waste Coordinator. Foss Road construction will start on July 9. July is the in-water work month for her department; August will be paving month and September they will be cleaning out culverts.

Chair O'Neil said her office is getting ready for the November elections. Formation of a new Pioneer Water District will be on the November ballot. Also, the Soil and Water Conservation District will try for a permanent rate on the November ballot. She stated that SB 1552 will be implemented on July 11.

Commissioner Hurliman said that they thought that two photos on the conference room wall had been lifted, but Commissioner Labhart stated that he had seen them lying on the floor.

**ITEM NO. 7: (TAKEN OUT OF ORDER) LIGHTWAVE PRESENTATION:** Paul Levesque was not present.

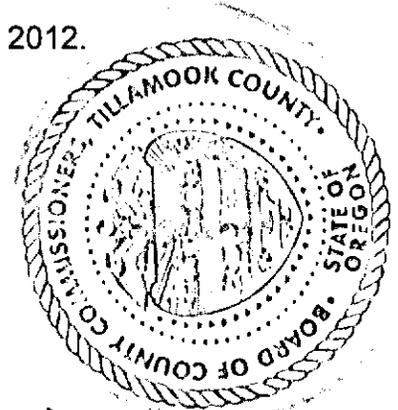
**ITEM NO. 9: DATE AND TIME OF NEXT MEETING:** August 6, 2012 at 8:00 a.m.

There being no further business Chair O'Neil adjourned the meeting at 9:50 a.m.

RESPECTFULLY SUBMITTED this 25<sup>th</sup> day of July, 2012.

County Clerk: Tassi O'Neil

Susan L. Becraft  
Susan Becraft, Recording Secretary  
& Special Deputy



**APPROVED BY:**

[Signature]  
Chair

[Signature]  
Vice Chair

[Signature]  
Commissioner

**NOTICE OF LEADERSHIP TEAM MEETING**

**of the**

**TILLAMOOK COUNTY BOARD OF COMMISSIONERS**  
with Tillamook County Elected Officials  
and Department Heads

to be held

**Monday, July 2, 2012 at 8:00 a.m.**

**Commissioners' Meeting Rooms A & B**  
County Courthouse, 201 Laurel Avenue, Tillamook, Oregon

**BOARD OF COMMISSIONERS**

Tim Josi, Chair

E-mail: [tjosi@co.tillamook.or.us](mailto:tjosi@co.tillamook.or.us)

Mark Labhart, Vice Chair

E-mail: [mlabhart@co.tillamook.or.us](mailto:mlabhart@co.tillamook.or.us)

Charles J. Hurliman, Commissioner

E-mail: [churlima@co.tillamook.or.us](mailto:churlima@co.tillamook.or.us)

201 Laurel Avenue  
Tillamook, Oregon 97141  
Phone: (503) 842-3403 FAX: (503) 842-1384

ANY QUESTIONS? Contact  
Paul Levesque (503) 842-1809  
E-mail: [plevesqu@co.tillamook.or.us](mailto:plevesqu@co.tillamook.or.us)

COUNTY WEBSITE: <http://www.co.tillamook.or.us>

NOTE: The Tillamook County Courthouse is accessible to persons with disabilities. If special accommodations are needed for persons with hearing, visual or manual impairments who wish to participate in the meeting, please contact (503) 842-3403 at least 24 hours prior to the meeting so that the appropriate communications assistance can be arranged.

## AGENDA

CALL TO ORDER: Monday, July 2, 2012 8:00 a.m.

### 1. ANNOUNCEMENTS

### NEW BUSINESS

2. Ads for Sale Boost County Revenue – Mark Labhart
3. Space Committee – Mark Labhart
4. Policy & Procedures – Dave Dickman
5. Union Contract/Supervisor Training – David Dickman
6. Newsworthy Department Updates

### OLD BUSINESS

7. Lightwave Presentation – Paul Levesque
8. Excel Training – Michael Soots

### FUTURE BUSINESS

9. Date and Time of Next Meeting(s) August 6, 2012 @ 8:00 a.m.?

### ADJOURN

### BOARD MEETINGS AND ANNOUNCEMENTS

**INDEPENDENCE DAY** is an observed holiday for Tillamook County, as well as the Circuit Court. All offices in the Courthouse, including the Circuit Court will be **closed** on **Wednesday, July 4, 2012**. The Tillamook Library, public works/road department and sheriff's office administration department will also be closed.

The Commissioners' **evening meeting** schedule will resume in October.

The Commissioners will tour the Siuslaw National Forest in Tillamook County on **Tuesday, July 24, 2012** from **9:00 a.m. to 2:00 p.m.** with US Forest Rangers from the Hebo Ranger District.

7-2-12

# Leadership Team

Tassi O'Neil

Michael Soots

Dan Krein

**Mark Lobkoff**

Neal Lemery

Travis Porter

Andy Long

Chuck Hurlihan

Denise Vandewey

Del Schleichert

DAN MC NUTT

DAVID Dickman

Liane Welch

Bill Sargent

Clerk

T. S.

Juv. Dept.

**BOC**

Justice Court

Facilities

TESO

**BOC**

Assessor

Parks

SURVEYOR

HR

PW

Co. Counsel

## Research News

# Ads for Sale Boost County Revenues



As local governments across the country look for additional revenue sources, they are discovering new programs where they can sell access to county vehicles and buildings for marketing. Cook County, Ill. is one example of how to make money with your existing infrastructure. The assessor's office is selling ad space on its website, and the county is now looking at selling naming rights to various governmental buildings and installations.

The County Council is looking at selling naming rights for assets such as the cafeteria in the county hospital, county-owned bike trails and nature centers. It is also looking at other facilities near substantial foot and vehicular traffic such as parking lots and garages, dog parks and forest preserves. Other possibilities may include naming a wing or site in the hospital for a corporate or philanthropic sponsor. County Council President Toni Preckwinkle has staff seeking a company that can create a marketing plan that will explore options. The ultimate goal of the county is not to spend any of its own funds

but to get into a revenue-sharing plan with its vendor company.

Lee County, Fla. and other counties in Florida are also allowing advertisements on their websites. Charlie Green, Lee County clerk of courts, is using Google ads hoping to entice local advertisers. Brevard County's clerk and Alachua County's property appraiser are doing the same. Lee County hopes to generate about \$100,000 a year that will be used to support the technology for the website.

With an average of 5,000 views a day, the clerk's Web page is pricing ads from about \$62 to nearly \$1,500 a month. Currently Google ads rotate about five national ads on the clerk's site. Banned ads include those that address politics, religion, sex, guns, gambling, alcohol or tobacco.

The clerk's office's contract is with a company that pays it a commission for other governments that the clerk's office refers and 10 percent of the gross revenues of the new client for the first three years.

Sarasota County, Fla. is now allowing prominent placement of advertisers' signs in many of its public parks and spaces. A county

dog park now boasts a sign advertising a dog grooming service, and a public beach has a sign advertising a DIY dog wash. Each of these businesses paid a fee of \$500 to have its signs posted. The funds go to a

nonprofit group that coordinates the county's new marketing program. The nonprofit can approve deals for up to a certain amount, but the County Commission must approve deals for more than \$50,000. The

## Ad dollars on school boards' agendas

School boards seem especially adept at finding ways to attract advertising revenue. The Douglas County, Ga. school board, grappling with \$67 million in state cuts since 2003 and a \$775 million decline in property tax, has reviewed a proposal that would allow the district's schools to sell ads for placement just about anywhere in school facilities as long as it is not a classroom. Napkins in the cafeteria, logos on lunch trays and auditorium seat backs and salad bar sneeze guards are fair game. Nearby Cobb County sells ad space on signs that are hung outside of the high schools.

Meanwhile, Jefferson County, Colo. schools have a contract with a local bank that allows advertising on 100 school buses and announcements during events.

County school boards in northern Texas are also selling advertising space on their school buses and buildings to help offset a \$5.4 billion education funding cut from the state last year. Ads are being placed in school newsletters and stadiums, and one school is looking at ads on the school roofs.

Schools in some counties in Colorado have sold ad space at the bottom of student's report cards. One enterprising teacher in Idaho negotiated a deal with a local pizzeria to get paper for her classroom with the pizzeria's ad on each page.

sponsors are also responsible for the maintenance and upkeep of the area where their signs are posted.

Westchester County, N.Y. has an exclusive contract to sell ads in its parking garage at the county airport. The city of Baltimore recently approved legislation that would ultimately prevent the closure of some of the local fire companies. The plan is to sell ad space on the sides of the fire trucks.

Critics of the sale of ads and naming rights to county government property say that there are possible conflicts of interest and lack of public control over what they are subjected to. Targeting criticism to advertising in schools and on school buses, many parents believe that these ads can send the wrong message to impressionable children. Supporters counter with the fact that they are very discerning about the types of ads that are allowed.

*(Research News was written by Jacqueline Byers, director of research.)*

*\*To see samples of the website advertising mentioned here, read Research News online at [www.naco.org/countynews](http://www.naco.org/countynews).*

# Japan Tsunami Marine Debris

What to do if you see debris



## GENERAL GUIDANCE

**Be safe:** Use common sense and follow general safety guidelines. If you don't know what an item is, don't touch it. If it appears hazardous, contact appropriate authorities.

Marine debris items or significant accumulations potentially related to the tsunami can be reported to [DisasterDebris@noaa.gov](mailto:DisasterDebris@noaa.gov) with as much information as possible (including its location, the date and time you found it, photos, and any relevant descriptions). It is important to remember that not all debris found on U.S. shorelines is from Japan, so please use your discretion when reporting items.

## Contact Information

U.S. Coast Guard National Response Center  
Toll Free: 1-800-424-8802  
Online: [www.nrc.uscg.mil/nrchp.html](http://www.nrc.uscg.mil/nrchp.html)

U.S. Coast Guard Pacific Area Command  
510-437-3701

For more information, please visit:  
[www.marinedebris.noaa.gov](http://www.marinedebris.noaa.gov)



## - GUIDELINES BY DEBRIS TYPE -

### Litter and other typical marine debris items

Examples: Plastic bottles, aluminum cans, buoys, Styrofoam  
Common marine debris types may vary by location. If practical, we encourage you to remove the debris and recycle as much of it as possible.

### Potential hazardous materials (HAZMAT)

Examples: Oil or chemical drums, gas cans, propane tanks  
Do not contact [DisasterDebris@noaa.gov](mailto:DisasterDebris@noaa.gov) for response assistance. Instead, contact your local authorities (a 911 call), state environmental health agency, or the National Response Center to report the item with as much information as possible. Do not touch the item or attempt to move it.

### Derelict vessel or other large debris item

Examples: Adrift fishing boat, shipping containers  
Contact your local authorities (a 911 call) and state environmental health agency to report the item. If the debris item is a hazard to navigation or has a pollution risk, contact the National Response Center or the USCG Pacific Area Command for assistance. Do not attempt to move or remove vessels.

### Mementos or possessions

Examples: Items with unique identifiers, names, or markings  
If an item can 1) be traced back to an individual or group and 2) has personal or monetary value, it should be reported to [DisasterDebris@noaa.gov](mailto:DisasterDebris@noaa.gov). NOAA will work with local Japan consulates to determine if they can help return the item to Japan.

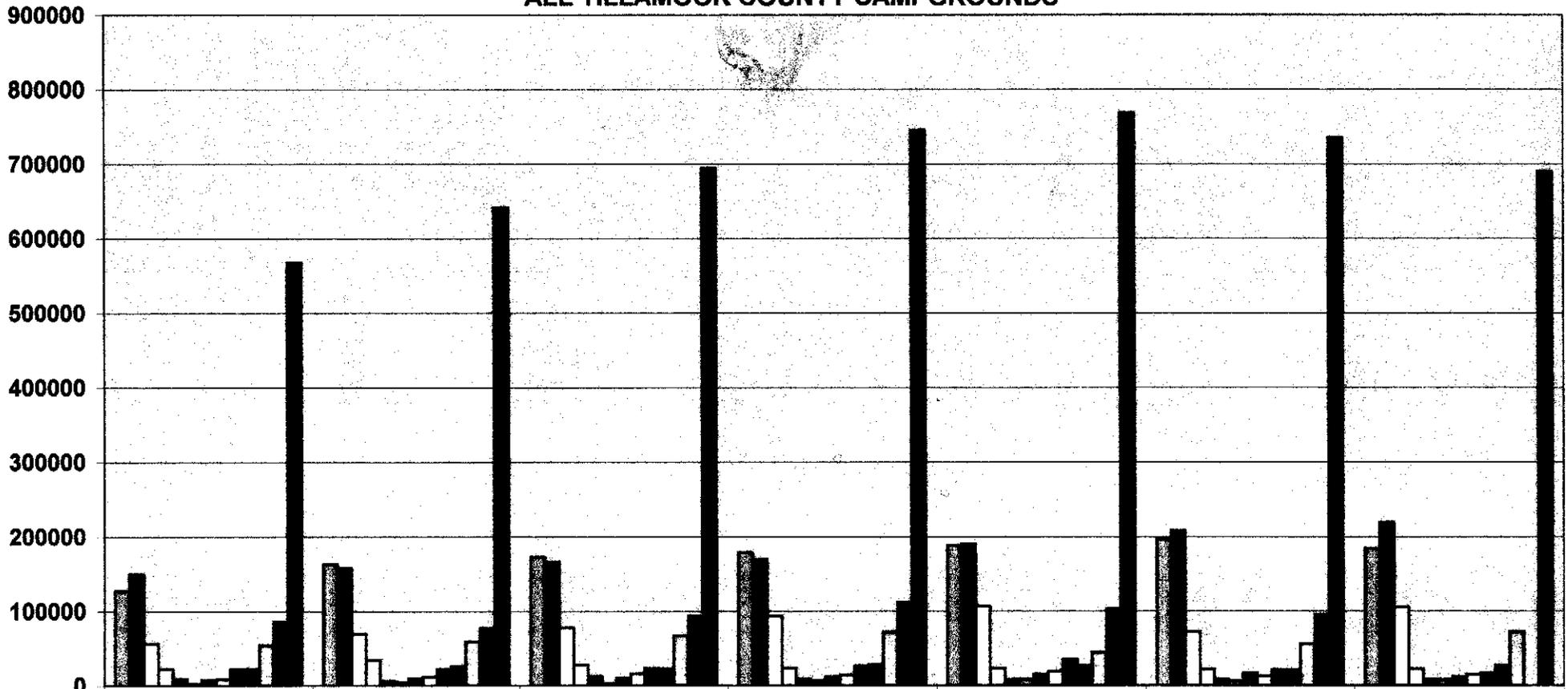
### Remains

It is highly unlikely that remains from the tsunami will reach the United States, but if you see human remains anywhere, contact local authorities (a 911 call) and report what you observed. Do not touch or attempt to move them.

### Unknown item

If you don't know what it is, don't touch it. If you believe it is a hazardous item, contact local authorities and report it.

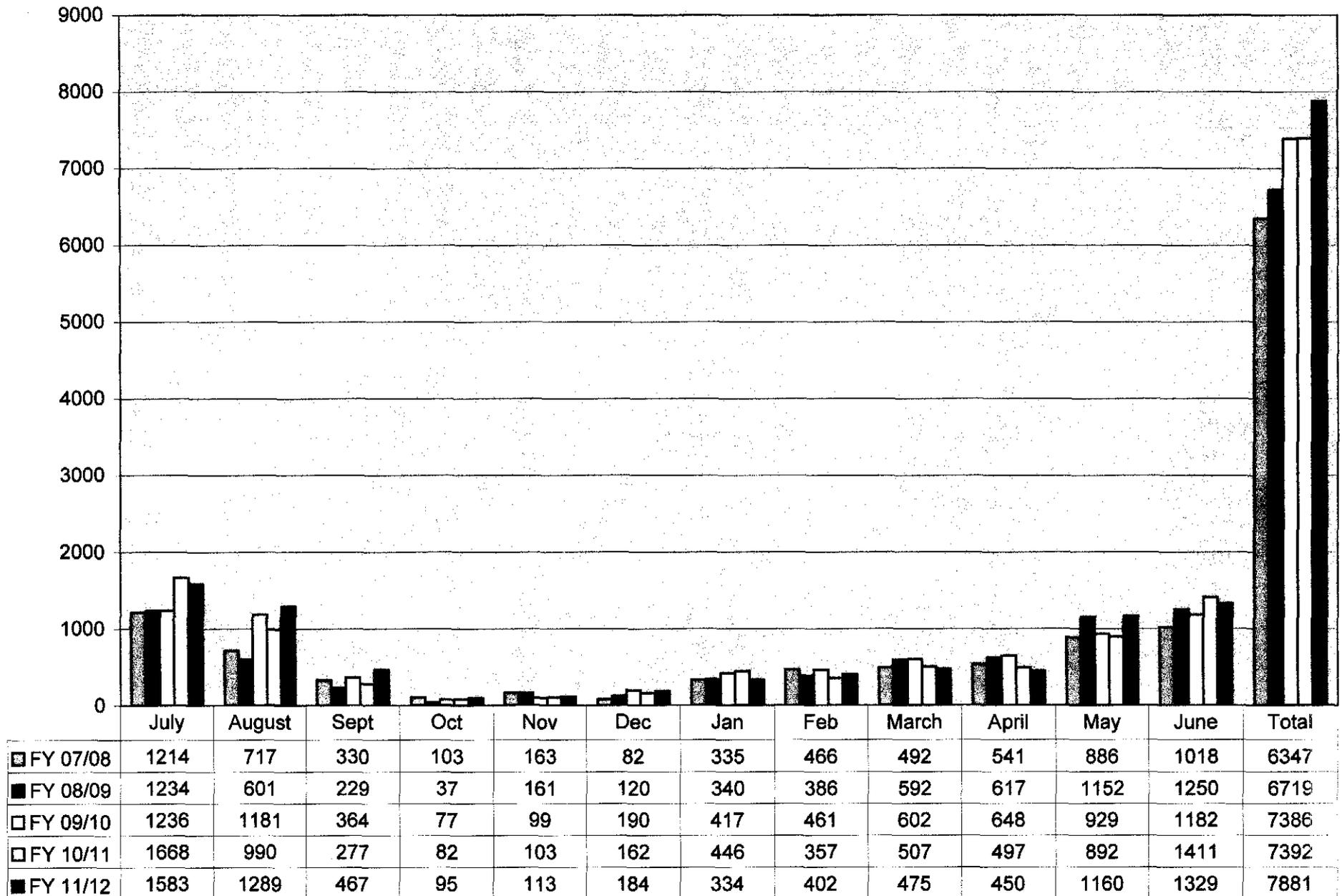
### ALL TILLAMOOK COUNTY CAMPGROUNDS



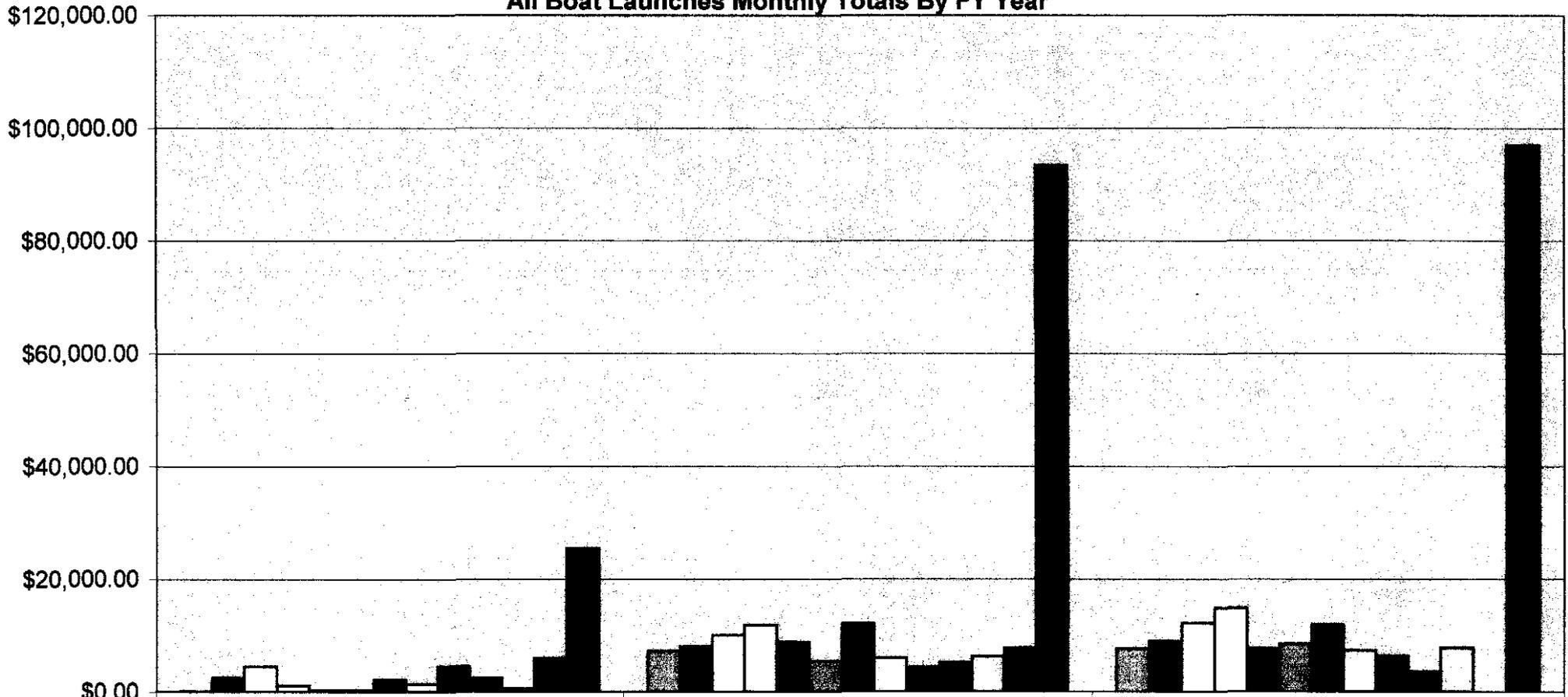
	FY 05/06	FY 06/07	FY 07/08	FY 08/09	FY 09/10	FY 10/11	FY 11/12
■ July	127483	162898	172882	178648	187779	195873	184227
■ Aug	149590	157462	166175	169396	190302	207714	219286
□ Sept	56405	69180	78239	93222	106713	72183	105480
□ Oct	22070	34483	28212	23321	23166	21671	22436
■ Nov	9038	6174	12334	8888	8016	8726	8189
■ Dec	2244	4480	3403	6740	8324	6118	7734
■ Jan	7037	9719	10270	11792	15372	15995	11646
□ Feb	8604	11560	16068	14084	19218	12855	15250
■ Mar	22201	22138	23090	26277	35231	21154	16391
■ Apr	22222	26470	22671	28372	26860	20890	26926
□ May	54423	59713	67083	72053	45040	56076	72530
■ June	86223	77068	93872	112209	102779	95788	0
■ Total	567540	641345	694299	745002	768800	735043	690095

Through 6-28-12

**Reservation Totals By All Tillamook County Campgrounds - FY 07/08 To Current**



### All Boat Launches Monthly Totals By FY Year



	FY 09/10 Total	FY 10/11 Total	FY 11/12 Total
■ July	\$76.12	\$7,269.18	\$7,707.96
■ Aug	\$2,507.26	\$8,045.63	\$8,997.15
□ Sept	\$4,448.75	\$10,099.78	\$12,196.93
□ Oct	\$1,080.40	\$11,856.78	\$14,835.73
■ Nov	\$201.75	\$8,851.66	\$7,687.10
■ Dec	\$322.50	\$5,471.68	\$8,480.17
■ Jan	\$2,116.80	\$12,133.79	\$11,930.01
□ Feb	\$1,386.00	\$5,958.93	\$7,363.87
■ Mar	\$4,435.20	\$4,300.75	\$6,300.27
■ Apr	\$2,394.00	\$5,266.44	\$3,613.16
□ May	\$529.20	\$6,331.15	\$7,864.65
■ June	\$5,945.09	\$7,827.16	\$0.00
■ Yearly Total	\$25,443.07	\$93,412.93	\$96,977.00