



CITY OF SALEM

555 Liberty St SE
Salem, OR 97301

Meeting Agenda

Urban Renewal Agency

Monday, July 8, 2024

6:00 PM

**Council Chambers /
Hybrid Meeting**

This meeting is being conducted both in-person and remotely and allows remote attendance by the governing body, when requested. Interested persons may attend the meeting in Council Chambers or view the meeting in real-time on the City of Salem YouTube Channel, thanks to a partnership with CC:Media. Comcast Cable subscribers can watch on CC:Media Channel 21. Please submit comments on agenda items by 5:00 p.m., or earlier, on the day of the meeting at cityrecorder@cityofsalem.net. If attending the meeting remotely, public comment and testimony may be provided during the meeting via Zoom. Remote attendees must pre-register between 8:00 a.m. and 4:00 p.m. on the day of the meeting using this link: <https://www.cityofsalem.net/comment-at-council>

1. OPENING EXERCISES:

(Includes call to order, roll call, pledge of allegiance, announcements, ceremonial presentations, and reports from boards, commissions, or committees)

Call to Order

Roll Call

1.1 APPROVAL OF ADDITIONS AND DELETIONS TO THE AGENDA

2. PUBLIC COMMENT

3. CONSENT CALENDAR:

(Includes approval of minutes, adoption of routine resolutions, and items of business requiring Board action)

3.1 MINUTES:

3.1a. [24-277](#) June 24, 2024 Draft Urban Renewal Agency Minutes

Attachments: [6-24-24 Draft URA Minutes.pdf](#)

3.2 RESOLUTIONS:

3.3 ACTION ITEMS:

- 3.3a. [24-251](#) Salem Convention Center Marketing Addendum for Fiscal Year 2025 (FY25).

Ward(s): Ward 2

Councilor(s): Nishioka

Neighborhood(s): CANDO

Result Area(s): Strong and Diverse Economy; Welcoming and Livable Community

Recommendation:

Authorize the Executive Director to execute the attached Amendment and Addendum for Marketing the Salem Convention Center that provides Transient Occupancy Tax revenues of \$524,590 for Salem Convention Center marketing in FY25.

Summary:

The proposed FY25 budget allocation of Transit Occupancy Tax (TOT) for Convention Center marketing purposes is \$524,590. The Convention Center also has available \$79,757 from unused funds through FY23. It received \$477,000 for FY24, with final payment to be reconciled by September 30 once final TOT revenue is known. The Convention Center Manager is required to submit a marketing plan (Attachment 1) for Agency Board approval annually.

Attachments: [FY25 Marketing Plan and Budget.pdf](#)

[FY2025 Marketing Addendum and Agreement.pdf](#)

Revised - Corrected the ward number and councilor name listed on the first page of the staff report.

4. PUBLIC HEARINGS:

5. SPECIAL ORDERS OF BUSINESS

(includes consideration of items deferred from the consent calendar, unfinished business from a previous meeting, and any action item which requires a selection among options, consideration of matters of special importance to the Board, new business, and management reports)

- 5.a. [24-285](#) Motion from Chair Chris Hoy regarding modifications to the Urban Renewal Agency grant exception criteria for each urban renewal area to require disclosure of information regarding entities providing work on URA funded projects.

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

6. INFORMATION REPORTS:

(items that require no Board action)

Individuals needing special accommodations such as sign language, foreign language interpreters or equipment for the hearing impaired must request such services at least 48 hours prior to the meeting. To request accommodations or services, please call 503-588-6255 or 503-588-6003 (TTD/TTY 503-588-6439), or by e-mail at: cityrecorder@cityofsalem.net at least two business days in advance.