



Staff Report

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TO: Mayor and City Council

THROUGH: City Council Board and Commission Appointments Committee

FROM: Keith Stahley, City Manager

SUBJECT:

Revenue Task Force status update.

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Result Area(s): Good Governance.

SUMMARY:

On January 22, 2024, the Salem City Council approved the slate of candidates 25 candidates and two alternates for the Revenue Task Force, as recommended by the Board and Commission Committee. The Task Force will meet seven times; consider feedback from eight focus groups, three town halls, and a statistically valid poll; and deliberate on recommendations to the City Council concerning revenue options to support City services supported by the General Fund. Recommendations will be presented to the City Council in a Work Session on July 15, 2024.

ISSUE:

Receive an information update and progress report on the Revenue Task Force.

RECOMMENDATION:

Information only.

FACTS AND FINDINGS:

At their December 11, 2023 meeting, the Salem City Council approved a charter and a budget for the Revenue Task Force. The purpose of the Revenue Task Force is to explore new, additional revenue sources and adjustment to fees to sustain those services that do not have a dedicated revenue stream. The Task Force's work will be carried out in parallel with the work of the Budget Committee and City Council as they consider amendments to the 2024 adopted budget and formulate the proposed 2025 budget based on revised revenue projections.

First Meeting. On January 29, 2024, the Task Force met for the first time. Together, they reviewed the Task Force's purpose, nominated members from the group to serve in role of Chair and Vice Chair, appointed Chair Sean Nikas and Vice Chair TJ Sullivan, and developed group norms. The Task Force was very engaged in group conversation, and asked questions for follow up. Prior to the meeting, the group reviewed a pre-read packet. These materials are available on the City's the [2024 Revenue Task Force web page <https://www.cityofsalem.net/government/boards-commissions/other-advisory-groups/2024-revenue-task-force>](https://www.cityofsalem.net/government/boards-commissions/other-advisory-groups/2024-revenue-task-force).

Second Meeting. On February 15, 2024, the pre-read packet and agenda for the Task Force's second meeting were released, with the goal of discussing revenue targets and having an initial conversation about revenue options. At the City Council meeting, our verbal update will include outcomes from this Task Force meeting.

Focus Groups. A focus on recruitment for participants in the eight focus groups has resulted in a balanced representation among Wards and the other characteristics of interest sought in Task Force membership. Outreach occurred with people who applied to serve on the Task Force, and relied on same community partner strategy that resulted in the diverse character of Task Force membership. These virtual focus group conversations are scheduled to occur between February 26 through March 7.

Latino Business Alliance. On February 8, 2024, staff were invited to Latino Business Alliance by Task Force member David Rheinholdt in the interest of providing foundational understanding of the challenge and work ahead, so that they were prepared to provide feedback forward to the Task Force. The group was very engaged and asked thoughtful questions.

Town Halls. In April, three town halls will provide more feedback to the Task Force on key issues and options being considered. Save the dates for the following community conversations:

- April 10, 6:30-8:30 pm in South Salem at Baxter Hill Community Hall, 1780 Baxter Road SE.
- April 16, 6:30-8:30 pm in a virtual conversation. Sign up to participate in this virtual meeting will be available soon.
- April 23, 6:30-8:30 pm in North Salem at Center 50+, 2615 Portland Road NE

A team of staff, Moss Adams, Parachute Strategies, and DHM will support the Task Force with facilitation, community engagement and surveying, revenue analysis, and project management. Findings from community outreach and engagement will inform Task Force decision making at key

milestones. Additional status reports to Council are anticipated on a monthly basis, with a Work Session devoted to the Task Force recommendations on July 15, 2024.

BACKGROUND:

In 2023, the City Council held multiple work sessions on continuing General Fund services and forming a Revenue Task Force. On November 27, 2023, Salem City Council formed a Revenue Task Force. At their December 11, 2023, City Council approved the Revenue Task Force Charter and discussed membership selection process and timeline. On January 22, 2024, Salem City Council approved the slate of candidates 25 candidates and two alternates for the Revenue Task Force, as recommended by the Board and Commission Committee. Additional status reports to Council are anticipated on a monthly basis, with a Work Session devoted to the Task Force recommendations on July 15, 2024. Additional information regarding the timeline and key dates will be presented at the City Council meeting.

Courtney Knox Busch
Strategic Initiatives Manager

Attachments:
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