



**CITY COUNCIL SPECIAL SESSION MEETING MINUTES ~ APPROVED
JUNE 10, 2014 AT 4:00 PM**

City Hall ~ 82877 Spruce St., Westlake, OR

The proceedings of the Dunes City Council were recorded digitally and are on file at Dunes City Hall. Upon approval by the City Council, these minutes will be available online at www.DunesCity.com

1. CALL TO ORDER

Mayor Rebecca Ruede called the meeting of the Dunes City Council to order at 4:00 pm.

2. ROLL CALL

Roll Call was taken by City Administrator / City Recorder Fred Hilden.

Present: Mayor Rebecca Ruede, Council President Jamie Mills, Councilor Duke Wells, Councilor Sheldon Meyer, and Councilor Maurice Sanders,

Also Present: Blair Bronson and Stacy Partridge, Best in the West Events, City Administrator/Recorder Fred Hilden, Administrative Assistant Renee Green, Planning Commission Chairman George Burke, Planning Commissioner Ken Henderson, and a few members of the Amateur Radio Club.

Absent and Excused: Councilor Dick Anderson and Councilor Ed Scarberry.

3. PLEDGE OF ALLEGIANCE

All who were present stood for the Pledge of Allegiance.

4. APPROVAL OF THE AGENDA

Council President Mills made a motion to approve the Agenda. Councilor Meyer seconded the motion. The motion passed by unanimous vote.

5. ANNOUNCEMENTS & CORRESPONDENCE

6. CITIZEN INPUT – NONE SCHEDULED

(Citizen Input was included under Agenda Item 7.A.)

7. NEW BUSINESS –

A. Oregon Dunes Triathlon and Duathlon (2014 Debriefing)

Mayor Ruede opened discussion by noting that she would like to go around the room and hear positive comments about the triathlon and then go back around the room to hear about areas for improvement. She asked Blair Bronson, Best In The West Events, to elaborate on the 2014 Oregon Dunes Triathlon and Duathlon held on May 10th, 2014.

Blair Bronson – In this second year we quadrupled numbers from last year to 175 finishers, some of those being relay teams, taking the total number up to 185, which is great. It is one of the most challenging courses in Oregon with lots of positive feedback. The return racers commented on how they like the course changes that have been made since last year. Demographics-wise we have expanded with a few different clubs that will be returning in the future. We did have two bicycle accidents, only one that did not get to finish because he was taken out by a dog, but says he will be back. There were no serious injuries.

Stacy Partridge - The Oregon State University Triathlon Club has decided to put the Oregon Dunes Triathlon on their calendar which will bring another forty-five participants. This year was significantly better than 2013 with less scrambling around although the rain did wash away some of the course markings that had to be redone several times. Erica, our race course director, made a point to speak with everyone that did happen to get off course so they felt like they were heard and changes will be made for next year.

Duke Wells - We were blessed with good weather, even though it rained a little in the morning, we had sunshine later in the morning; participants were pleased with the course changes. The radio coverage with KCST was missed so we may revisit having Bob Sneddon air at the finish line on race day. This event is a given city-wide benefit with bringing the athletes and their families into town for the weekend. We have put ourselves on the map along with putting Dunes City in the history book. Maybe we could put a little grand stand in to cheer on the racers before they go up the sand hill.

Fred Hilden – Organization was so improved from last year's event, and he expressed his sincere thanks to Blair and Stacy of The Best In The West Events for doing such a great job. He stated he felt the run course should be closed like the bike course to make sure no one leaves his or her station before the last runner has passed. He feels we need to get sponsorship packets out by July and that September is just pushing it out too far. This event has become an international event with participants from Abu Dhabi and Canada.

Maurice Sanders – Communication was a key issue in 2013 and this year he did not see as much confusion; he is very impressed with how things were handled at this event. Councilor Sanders stated he really liked having the flaggers at Darlings Loop for the warning to slow down for sharp corners. Maybe we could get another person to work at the aid station so if one is called away we still have one staffing the booth. We need to market the ODT in California—this would be huge and a smart thing to do. Shirt sizes need to come in bigger sizes — had to give mine to my wife as a nightshirt. He commented that he would hate to see this fail because

of parking issues, maybe we could get a driver and bus from the casino as in-kind sponsorship. We need to form a committee that works directly with Blair all year long. We could also talk to someone about getting golf carts for some type of shuttle system.

Ken Henderson – I believe there is an opportunity in marketing this event to make it huge, it's a huge deal with these athletes coming out with this being a USAT event, as a volunteer my wife and I look forward to helping out again next year. Athletes had expressed that the course is tough and the real deal, they love it. We were impressed that Blair handled the severe weather on Friday with having to mark the course a couple different times, the organization went well and seems like Blair knows what he is doing. I volunteered both years, this year I had a blast directing traffic and the athletes were all so friendly and look forward to doing it again next year. The radio club saw more organization this year than last year and radio coverage went well. There was some confusion in the transition area with swimmers coming in and bikers going out then the bikers coming back in and runners going out, along with the automobiles wanting to leave to drive over to the finish line area so there were three lanes of traffic. The race official cars should be marked with the magnetic signs so that if they come upon an athlete or volunteer that person knows whom they are talking with. Renee from the amateur radio club had an issue with signing up for a volunteer position and then being pulled to do something else that maybe they do not have training for, we were out there just to do radio communication — nothing else.

Jamie Mills – Expressed concern that we (the City) did not know what was going on during the planning phases as we did last year since Fred did not have to be in the middle of everything. She suggested we put together the race bags the night before packet pick up so that there will be less confusion. Let registration know ahead of time what the first number to issue will be for the racers that are registering that day. She would like to get posters and cards earlier on so that we can plaster this town. Jamie also expressed concern that about where the division of sponsors is because we don't want to step on any ones' toes. After some discussion, it was decided that the City should check in with Blair if they want to contact someone like Nike just to be sure that we do not have Adidas already sponsoring the event. Finally, we need a press release by December to be published in magazines like the travel magazines and LCOG newsletter.

Mayor Ruede – Mayor Ruede felt the positions of the tents made a huge difference this year and were well received with more and more positive feedback. She also stated that the organization was great, and she really liked the different colored shirts and all the hard work that was put into this event. She found it very inspiring to see the college athletes come with the thousand dollar bikes and cute little outfits and “UFO” - looking helmets. She suggested that we get together with Cal from the Florence Chamber and have a small survey done with the hotels in town asking questions if any of the guests were here for the ODT and how many people were in your party. We do need to get a little better kitchen area set up with cutting boards, knives etc. I would like to have the food go to the athletes first but how do you say no to someone. She commented that the City of Florence would like registration packets and Blair and Stacy stated this could not be done.

Renee Green – Renee stated that the organization was so much better at this event and the communication was better between the director, volunteers and racers. We do need to have wa-

ter by registration-there were a few athletes coming to registration looking for water to hydrate. For the big sponsors we need to give a deadline for the t-shirt sizes so we know that our sponsors will be covered with receiving the t-shirts they have ordered and they should get them early enough to wear before the race.

George Burke – Blair was very available to everyone that needed him and did a wonderful job, resulting in less stress for everyone. At the top of the bike hill there was no “sanican” and the finish line area should be blocked off. One of the motor scooter people told us that the last biker had come so I packed things up and then another biker came through the course. We should have a post-race packet that needs to go out to all our sponsors from the Mayor.

PLAN FOR NEXT YEAR 2015 – BLAIR BRONSON

Mr. Bronson stated that this is hands down the best community he has ever worked with and that includes from Seattle to California. When he brought another director with him to the City Council meeting his associate later made the comment that he has never seen a community come together to make something like this happen. This event has the potential to grow into something huge where it may come to the point that we need to cap the race because we do not have a place to park cars anymore. A large change that we need to think about is getting a shuttle and have everyone park at East Woahink in the morning and fill that parking lot up first. The amount of foot traffic went up substantially and I would like to get the participants off the road. Another change would be a one-lane closure from the highway down to the park where the runners come out of the trails and run along the road. However this would be up to the County, so they are going to come out and measure the road to see if we can close that and make it as safe as possible.

We also must overcome the need for more volunteers, we had about one hundred this year and I would like to see another one hundred fifty with that for a total of two hundred and fifty volunteers would be optimal. Growth of the event could come from sponsorships and marketing which needs to start now, the earlier we get sponsorships the more funds we will have to market the event early on. Various triathlon clubs start putting their schedule together in January and February so they know what races they are doing and know how to train for that race. I would like to do a winter run class, show the volunteers and the participants what a triathlon is all about, and show them how to set up like the transition area just to educate what a triathlon is, that it isn't just one race it's a whole sport. Maybe a school assembly so that maybe we can solicit the kids or parents as volunteers or participants maybe at least just talk to the schools since we already have a date for our event.

It would be a great idea to get the sports teams involved, for example get the wrestling team to get sponsors and come out to volunteer and they can get their singlet's paid for or a running club to get camp paid for? You can figure that each participant brings with them two and a half people so if you have two hundred participants then you can assume that will bring five hundred people into the community and support the economy by staying in the hotels, grocery stores or the local restaurants. The Oregon Dunes Triathlon and Duathlon could end up bringing in up to hundreds of thousands of dollars in one weekend.

The timing company will have things setup different for the 2015 event, where they will have a packet with the participants name, number and timing chip, all we have to do is ask them to verify the information to be correct. The finish line parking lot will be closed off for the 2015 event, this was just an oversight for this event. It would be nice if we could find a sponsor that would have some of their crew come out and serve the food, Moe's is willing to donate the food but not the people but maybe we could find a different group to use as servers. We could add to the racers bibs a tag they pull off to turn in to get their food and then possibly have everyone else pay a small fee for a portion.

We need to have one-way traffic in and out of the park this is where our radio volunteers would come into hand and then we can have a lane for the bikes and a lane for the runners. This is the first open water race in Oregon or possibly the Northwest, and that is one thing that we can use to sell this race along with there are no other activities that are scheduled for this weekend. All packets need to be picked up at Dunes City Hall because they need to also pick up their timing chip packet. It is fine if a swimmer gets up on the ladder of the boat as long as there is no forward progress the swimmer can sit as long as they want.

A point of order was called by Council President Mills to make a motion to extend the meeting beyond 6 pm. Councilor Wells seconded the motion. The motion passed by unanimous vote.

Blair Bronson continued - We can add onto the website "or call Renee at 541-997-3338" and she can get you registered online. Volunteer registration is open now and participant registration opens on January 1, 2015. Blair indicated he will do some updating on the sponsorship packets and get them to City Hall so we can start contacting people. Even if it rains it doesn't bother racers but it's huge that we have two years of finish line photo's with blue sky in the background, even if it does rain sideways, at the end of the day, we want to send that racer home feeling like they accomplished something great. The only thing that cancels a race is thunder and lightning, it can rain, snow, hail but the race will go on.

8. FOR THE GOOD OF THE ORDER

Councilor Wells commented that eventually, it's going to rain on this event, but it really won't matter as rain is an important part of this venue. He also expressed support for the grandstand near the finish line.

9. ADJOURNMENT

There being no further business to come before the City Council, Councilor Sanders made a motion to adjourn the meeting. The motion was seconded by Councilor Wells.

Mayor Ruede adjourned the meeting of the Dunes City Council at 6:20 pm.

APPROVED BY THE DUNES CITY COUNCIL ON THE 10th DAY OF JULY 2014.

[Signed copy available at City Hall]

Rebecca Ruede, Mayor

ATTEST:

[Signed copy available at City Hall]

Fred Hilden, City Recorder