

## MEMORANDUM

TO: Clackamas County Board of County Commissioners (BCC)  
FROM: Tonia Holowetzki – Public and Government Affairs Interim Director  
RE: 2024 State of the County  
DATE: Feb. 6, 2024

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**REQUEST:** Should Clackamas County host and produce an alternative event to the State of the County, and if so, what is the BCC’s direction for event format?

**BACKGROUND:** PGA has generated several formats for consideration. In addition, PGA could produce a video that sets the stage for the event as the opening act. The video could then be used throughout the year at various other events or promotions. Following the video, the run of show includes brief opening remarks from either the chair or full commission and an open forum for questions and answers.

Possible videos include:

- ClackCo Annual Report: Successes of the past 12 months and priorities for the rest of 2024.
- BCC Priorities: Each commissioner discusses their 2024 priorities.

If the BCC chooses to move forward with an alternative format, the commission may consider a name change to reflect the pivot and clear separation from past State of the County events. A name, such as **Clackamas County 2024**, for example, would allow PGA to better plan a content and promotional strategy.

### Potential formats

1. **Hearing Room:** Several years ago, PGA produced evening events in the hearing room. PGA hired a facilitator for a Q-and-A and solicited blue cards from the attending audience. With the hearing room now equipped with Zoom, the event can be enhanced through livestreaming and virtual public participation. Optionally, PGA could stream the event live on Facebook and solicit questions that way, as well.
2. **Online Town Hall:** The event could be held entirely online, similar to a town hall. Optionally, PGA could stream the event live on Facebook and solicit questions that way, as well.

3. **Offsite:** PGA could find a third-party site, partnering with the North Clackamas Chamber of Commerce (again), Clackamas Community College, or a local civic organization, for example. The format for any of these would be dependent on the partner and its capabilities.

For any of these formats, the event would be open to the general public and PGA would promote public participation widely, including to CPOs and hamlets.

**Proposed formats: Pros and cons**

	<b>Pros</b>	<b>Cons</b>
<b>Hearing Room</b>	<ul style="list-style-type: none"> <li>Controlled/familiar environment</li> <li>Built-in streaming</li> <li>Possible Facebook streaming expansion</li> </ul>	<ul style="list-style-type: none"> <li>Challenging to draw a crowd based on previous years; could be harder post-pandemic</li> <li>Risers/equipment rented for past event</li> <li>Possible facilitator cost</li> </ul>
<b>Online Town Hall</b>	<ul style="list-style-type: none"> <li>Familiar process/program</li> <li>Expected turn-out higher than in-person</li> <li>Possible Facebook streaming expansion</li> </ul>	<ul style="list-style-type: none"> <li>Lacks in-person aspect</li> </ul>
<b>Offsite</b>	<ul style="list-style-type: none"> <li>Potential for better room set-up</li> <li>Built-in audience with partnership</li> <li>Probable lunchtime event</li> </ul>	<ul style="list-style-type: none"> <li>Dependent on capabilities of site</li> <li>Limited streaming options/online participation</li> <li>Unknown associated costs</li> </ul>

**Recommendation**

PGA can develop an event in any of the formats listed below. If the BCC does decide on a new format, PGA recommends the name change to Clackamas County 2024.

Respectfully submitted,  
**Tonia Holowetzki**  
 PGA Interim Director