



MEMORANDUM

TO: Clackamas County Board of County Commissioners
FROM: Tonia Holowetzki – Public and Government Affairs Director (PGA)
RE: 2025 State of the County
DATE: February 11, 2025

REQUEST: Should Clackamas County consider hosting and producing its own State of the County event? If so, what is the Board’s direction for event format?

BACKGROUND: The county presents a State of the County event every year. Most recently, this was in partnership with the North Clackamas Chamber of Commerce in the spring. In previous years, the county hosted these events independently.

If the BCC chooses to host an independent event, PGA suggests three options for event format:

- 1. Hearing Room:** The event can be live-streamed with virtual public participation similar to BCC meetings. It can also be live-streamed on Facebook for enhanced virtual public participation.
- 2. Offsite:** PGA secures a site and partners with local chambers of commerce, Clackamas Community College, or civic organizations. The meeting may accommodate virtual participation, depending on the site’s technical capabilities.
- 3. Online Town Hall:** The event is held entirely online. It can also be live-streamed on Facebook for enhanced virtual public participation.

The event will be open to the public and PGA will promote public participation widely.

RECOMMENDATION: If the Board decides to host a county-sponsored event, PGA recommends the event be held in the fall of 2025.

Respectfully submitted,

Tonia Holowetzki
PGA Director

Attachment A: Pros & Cons of Proposed Event Format Options

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