

## **MINUTES OF THE PROCEEDINGS OF A WORK SESSION OF THE CITY COUNCIL**

**February 23, 2012**

The minutes of the proceedings of a work session of the City Council of the City of Coos Bay, Coos County, Oregon, held at 4:00 p.m. at the Coos Bay Fire Station, 450 Elrod Avenue, Coos Bay, Oregon.

### **Those Attending**

Those present were Mayor Crystal Shoji and Councilors Jennifer Groth, Jon Hanson, Stephanie Kramer, Gene Melton, John Muenchrath, and Mike Vaughan. City staff present were City Manager Rodger Craddock, Finance Director Susanne Baker, Public Works and Development Director Jim Hossley, Economic Revitalization Administrator Joyce Jansen, and Police Chief Gary McCullough.

### **Discussion of 2012 Council Goals**

A work session was held for the purpose of reviewing the 2012 Council Priorities, and Activities:

Consensus was that these were not City goals:

1. Designate an area for a community garden.
2. Make public meeting consensus driven; as we have learned w/Egyptian group/Heather Laird.
3. Embrace bus transit station in downtown with an eye to the future to include Porter Stage Line.
4. Incorporate walking/bike/routes/degree of difficulty/duration/mileage – self sufficient; include community groups already engaged in these activities.
5. Identify blight byway/blackberry shoulders in town for eradication.
6. Rethink the downtown experience, like the Oakway Center in Eugene.

Already included into Economic Development & City Revitalization:

1. Hire outside (appointed group) evaluation/suggestion for economic development

**Citizen Education & Involvement:** Educate, cultivate, and encourage public participation in City government.

#### **Top Goal Priorities:**

- ✓ Educate citizens on the roles and activities of City government
- ✓ Encourage citizen input and volunteerism in City government

#### **Short Term, Long Term, and Ongoing Activities Aimed at Achieving Goal Priorities:**

- Provide opportunities for individuals, groups, and service clubs to actively participation in community projects, committees, meetings, projects, and other forums.

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- Redevelop City's website to provide greater usability, information on city services, projects, programs, and upcoming public meetings.
- Create options for internet outreach and input through the City's website to aid the Council in their decision making process.
- Utilize social media as an additional tool to educate, cultivate, and encourage public participation in City government.
- Create a Wastewater public involvement stakeholder's group to educate the public on the infrastructure needs and to encourage citizen input on financing options.

Consensus was to accept the Citizen Education & Involvement goal as presented.

**Infrastructure and Services:** To maintain and improve the City's physical infrastructure and provide quality services for current and future citizens.

### **Top Goal Priorities:**

- ✓ Maintain staffing levels to adequately provide core services
- ✓ Ensure that the City can protect and enhance the useful life of streets, utilities, and facilities
- ✓ Ensure staff is properly equipped and trained to deliver city services to those who work, live, and visit the City of Coos Bay

### **Ongoing Activities Aimed at Achieving Goal Priorities:**

- Maintain staffing levels to adequately provide core services.
- Maintain equipment replacement schedules to ensure staff is properly equipped to provide and deliver city services.

### **Short Term and Ongoing Activities Aimed at Achieving Goal Priorities:**

- Update the Parks Master Plan.
- Implement identified facilities improvement projects which include but are not limited to: stabilization and repair of the Library foundation, reroofing of the Library, painting the exterior of the Art Museum, seismic retrofit and upgrades at City Hall, restoration of the Egyptian Theatre, expansion of the Eastside boat ramp facilities, development of multi-modal pathways on S Empire Blvd., and identified wastewater / stormwater capital improvements.
- Codify sidewalk expansion & management plans.

### **Long Term and Ongoing Activities Aimed at Achieving Goal Priorities:**

- Explore funding opportunities to pave and maintain City streets.

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- Complete facilities master plan to include, but not limited to: Library expansion, remodel and / or replace of the Empire Fire Station, and relocation of City Shops outside the floodplain.
- Implement identified Empire traffic circulation improvements.
- Improve sidewalk crossings and ADA access (ADA curb cuts) throughout the City.

Consensus was to accept the Infrastructure and Services goal as presented.

**Economic Development & City Revitalization:** To create a vibrant community for City citizens and entrepreneurs.

### **Top Goal Priorities:**

- ✓ To promote and assist in the revitalization of the Downtown and Empire URA Districts in an effort to provide development opportunities for businesses and industry.
- ✓ To coordinate with our economic development partners in an effort to attract, retain, and promote expansion of local business opportunities.

### **Short Term, Long Term, and Ongoing Activities Aimed at Achieving Goal Priorities:**

- Continue to implement economic development programs such as the façade and other business related grants and /or loan programs, and explore ways through which the City can encourage the revitalization of underutilized and blighted areas in the City.
- Encourage strategic planning and coordination of economic development activities through our economic development partners including but not limited to URA, SCDC, Chamber, and VCB.
- Pursue the development of Hollering Place, and the Lockhart and old fire station lots.
- Implement “Old Marshfield” concepts in the downtown core area.
- Start discussions on economic development along the waterfront walkway area.
- Develop wayfinding signage or legends to aid in directing drivers and pedestrians off of Hwy 101 and into the downtown business district.
- Increase bus / parking / bike / walking connections in the downtown area.
- Encourage redevelopment of downtown buildings through enforcement of existing building codes and available economic development programs.
- Continue to support the Downtown Association with its efforts to bring economic development through the Main Street program.
- Consider future development alternatives and the renaming of the Pedway.
- Identify and implement changes to 2<sup>nd</sup> Court to encourage economic development and increased pedestrian usage.
- Provide a business-friendly environment that attracts and retains both large and small businesses to our community.

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- Identify areas and possible funding for installation of elevators to promote second floor development.

Consensus was to accept the Economic Development & City Revitalization goal as presented.

**Finance:** To adopt and maintain a sustainable budget that reflects City priorities and realizes current economic conditions.

### **Top Goal Priorities:**

- ✓ Provide a sustainable level of core services, meet regulatory requirements, and contribute to a stated goal within budgetary constraints of predictable revenue.
- ✓ Maintain public trust and confidence by utilizing resources in the most efficient manner possible.

### **Short Term, Long Term, and Ongoing Activities Aimed at Achieving Goal Priorities:**

- Exercise fiscal responsibility and keep the City Council actively involved in monitoring the financial health of the City.
- Conduct long range revenue & expenditure forecasting to better anticipate upcoming financial challenges and allow opportunities to make necessary adjustments.
- Demonstrate financial stability by maintaining healthy solvency, liquidity, and leverage measures.
- Through Council consideration and action, develop an adequate reserve policy to fund predictable future costs as well as unforeseen eventualities.
- Through Council consideration and action, develop an investment policy which maintains a secure, adequate and liquid operational cash balance as well as a secure, acceptable reserve cash balance.
- Maintain current financial rating to maintain and continue to earn the lowest possible cost of financing needed for capital projects.
- Before the City undertakes capital expenditures or accepts grant funds, the ongoing costs and commitments should be described fully including identification of the revenue sources expected to provide for such ongoing costs, so that proper consideration may be given to the longer term financial sustainability of the project or commitment.
- Explore and evaluate shared service options with other municipalities and the county in an effort to obtain increased efficiencies in the delivery of city services.
- Explore wastewater project funding options.

Consensus was to accept the Finance goal as presented.

**City Policies & Procedures:** To review and evaluate the City Charter, and selected ordinances, and policies to provide for the current and future needs of the citizens.

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### Top Goal Priorities:

- ✓ Evaluate the City Charter, ordinances, and policies to efficiently address the needs of the businesses and citizens in a cost effective and timely manner.
- ✓ Evaluate the City Charter, ordinances, and policies for compliance with existing and revised federal and state regulatory agency rules.

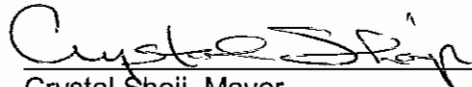
### Short Term, Long Term, and Ongoing Activities Aimed at Achieving Goal Priorities:

- Review and evaluate the City Charter to ensure it provides the necessary framework to provide for the current and future needs of our citizens.
- Review, evaluate, and update if needed, the City's comprehensive plan to provide for the current and future needs of our community.
- Evaluate, implement, revise & update as necessary, City ordinances to include but not limited to Empire Design Standards, Taxi Cab's & Towing ordinances.
- Evaluate, implement, revise and update as necessary, Council Rules along with rules and regulations for the City's various boards, commissions and committees.

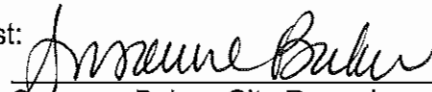
Consensus was to accept the City Policies & Procedures goal as presented. Consensus achieved on the proposed five 2012 Council goals. No decisions were made.

### Adjourn

There being no further business to come before the Council, Mayor Shoji adjourned the meeting. The next regular Council meeting was scheduled for March 6, 2012 in the Library Meeting Room.

  
Crystal Shoji, Mayor

Attest:

  
Susanne Baker, City Recorder