

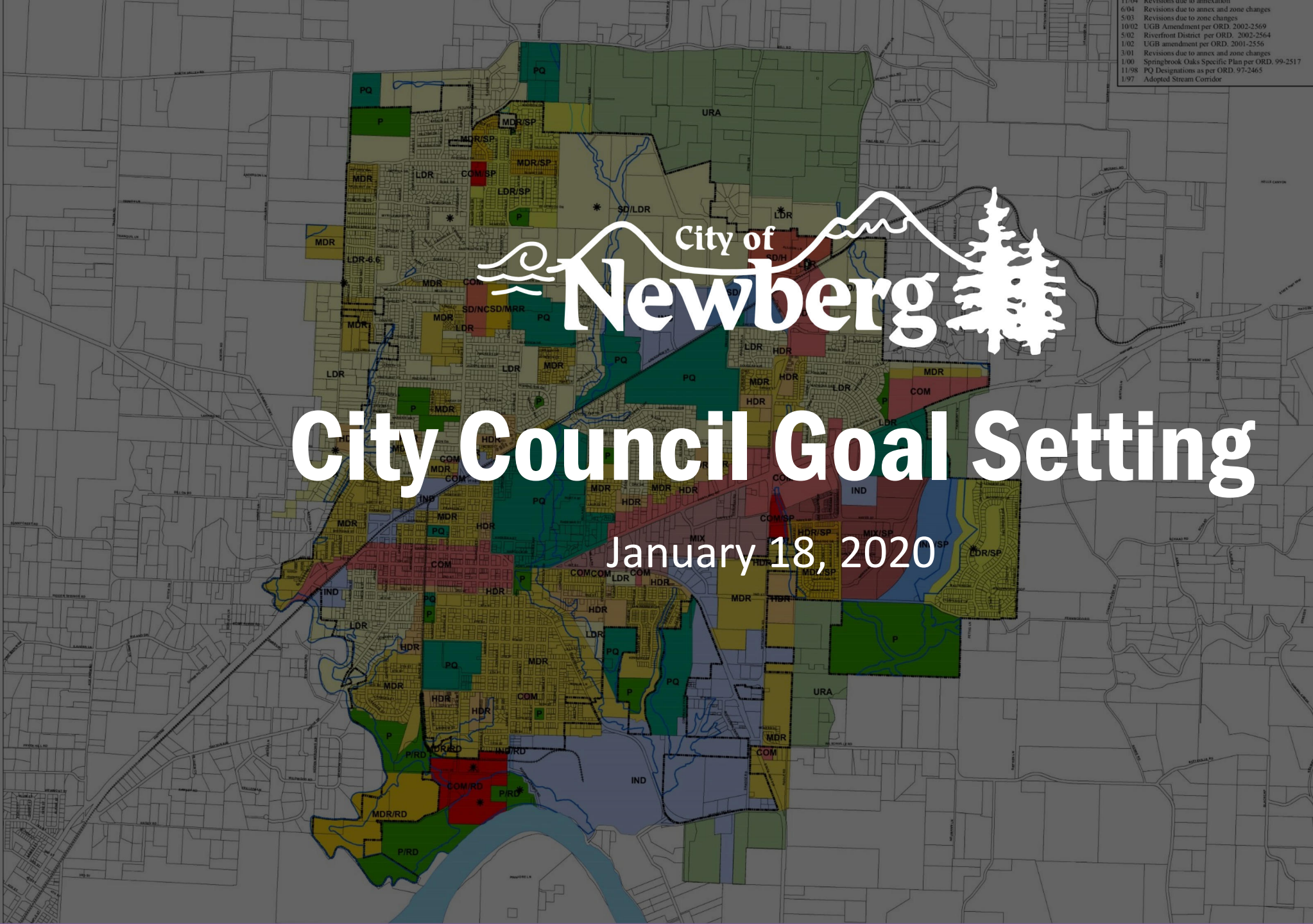


**City Council Goal Setting Session
January 18, 2020 - 9:00 AM
George Fox University - Canyon Commons,
1400 E. North Street Newberg, Oregon**

- 1. OPENING**
- 2. OVERVIEW OF THE DAY**
- 3. COUNCIL GOAL SETTING**
- 4. LUNCH**
- 5. NEXT STEPS**
- 6. ADJOURN**

ACCOMMODATION OF PHYSICAL IMPAIRMENTS:

In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical accommodations you may need as far in advance of the meeting as possible and no later than two business days prior to the meeting. To request these arrangements, please contact the city recorder at (503) 537-1283. For TTY service please dial 711.



6/04 Revisions due to annex and zone changes
5/03 Revisions due to zone changes
10/02 UGB Amendment per ORD. 2002-2569
5/02 Riverfront District per ORD. 2002-2564
1/02 UGB amendment per ORD. 2001-2556
3/01 Revisions due to annex and zone changes
1/00 Springbrook Oaks Specific Plan per ORD. 99-2517
11/98 PQ Designations as per ORD. 97-2465
1/97 Adopted Stream Corridor

- Including the Urban Reserve Areas
- Future Park Site
 - OS Open Space
 - Stream Corridor
 - City Limits
 - COM Commercial
 - SD/V Springbrook District - Village
 - SD/NC Springbrook District - Neighborhood Commercial
 - SD/H Springbrook District - Hospitality
 - COM/RD Commercial Riverfront
 - COM/SP Specific Plan
 - IND Industrial
 - IND/RD Industrial Riverfront
 - IND/SP Specific Plan
 - SD/E Springbrook District - Employment
 - LDR Low Density Residential
 - SD/LDR Springbrook District - Low Density Residential
 - LDR/1A
 - LDR-6.6 Low Density Residential 6.6 d.u./ac
 - LDR/RD Low Density Residential Riverfront
 - LDR/SP Specific Plan
 - MDR Medium Density Residential
 - MDR/RD Medium Density Residential Riverfront
 - SD/MRR Springbrook District - Mid-Rise Residential
 - MDR/SP Specific Plan
 - HDR High Density Residential
 - HDR/SP Specific Plan
 - P Parks
 - P/RD Parks Riverfront
 - PQ Public-Quasi Public
 - MIX Mixed Use
 - MIX/SP Specific Plan
 - Urban Reserve

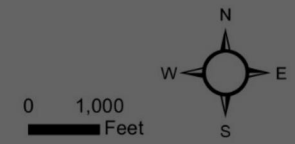
City of Newberg

City Council Goal Setting

January 18, 2020

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This map is created from various data sources and is subject to change without notice. This map is intended for general planning purposes only.



Human Resources

Interim HR Director, Alison Seiler

Multi-Year Challenges:

- Change Management
- Equity, Diversity, Inclusion
- PERS
- HR Staffing

Next Year:

- Entering the 21st Century – Technology and Electronic Processing
- Newberg is not an island – HR trends nationwide

Newberg Public Library

Library Director, Will Worthey

Challenge 1: Windows in the Library Leak

- Clearstory leak whenever it rains causing visible corrosion to cement and steel frames

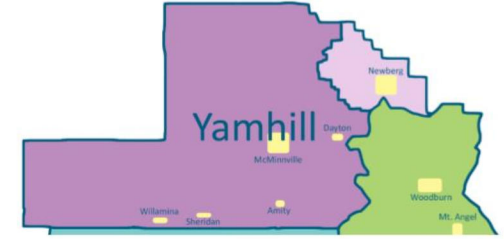


Proposed Goal: Repair windows

- Library foundation willing to support large part of cost, indicated they want to see the City be part of the solution financially
- Will require capital campaign to hire architecture firm
- Suspect glass will need to be removed, new rubber sealants added

Newberg Public Library

Library Director, Will Worthey



Challenge 2: Rural and Dundee residents unable to receive library cards

- Dundee and unincorporated areas pay no tax dollars to CCRLS

Proposed Goal: Library Director works with Dundee City Council to encourage Dundee to join with Newberg as a full CCRLS member

- Would grant Dundee patrons ability to get library cards
 - Would solve 8/10ths of the challenge
- No funds needed – just permission to make formal ask of Dundee community and council

Communications

Community Engagement Specialist, Lacey Dykgraaf

Challenge 1: Lack of unified branding and messaging

Proposed Goal: Create brand standards and messaging to develop a more unified City and portray more professionalism

- Key messages, brand statements, proper logo usage, fonts and usage guidelines, color palette, messaging matrix, etc.

Communications

Community Engagement Specialist, Lacey Dykgraaf

Challenge 2: Website, documents, and forms are difficult to navigate

Proposed Goal: Revamp the City website with more current menu items, features, and an overall fresher look

- Would need to undertake website audit
- Lengthy project with possible upgrade to CMS system

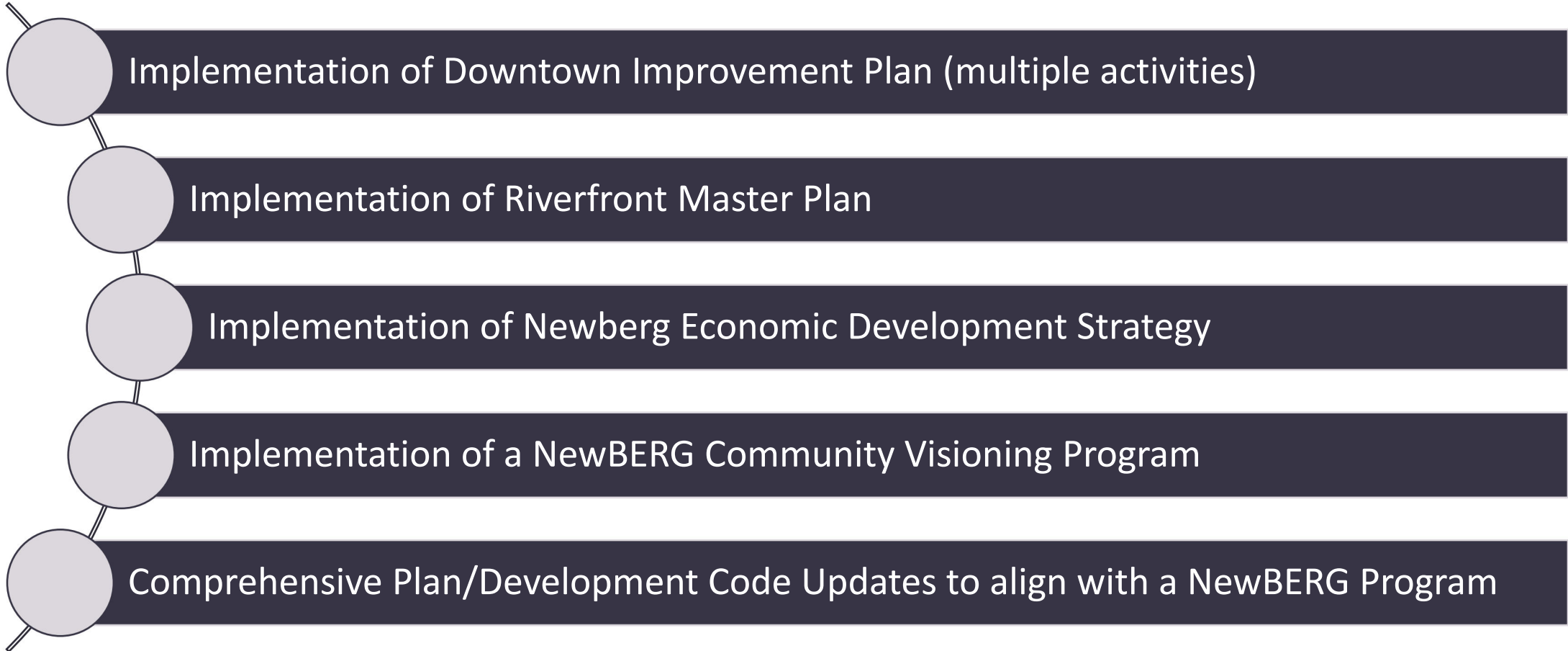
Community Development

Community Development Director, Doug Rux



Community Development

Community Development Director, Doug Rux



Newberg-Dundee Police Department

Chief of Police, Brian Casey

- Long term sustainable revenue sources city wide
- Mental Health and Suicide Prevention and Awareness
- Affordable Housing and Homelessness
- Police Department Staffing
- Body Cameras
- Competitive Wages and Benefits
- Additional School Resource Officer

Finance Department

Finance Director, Matt Zook

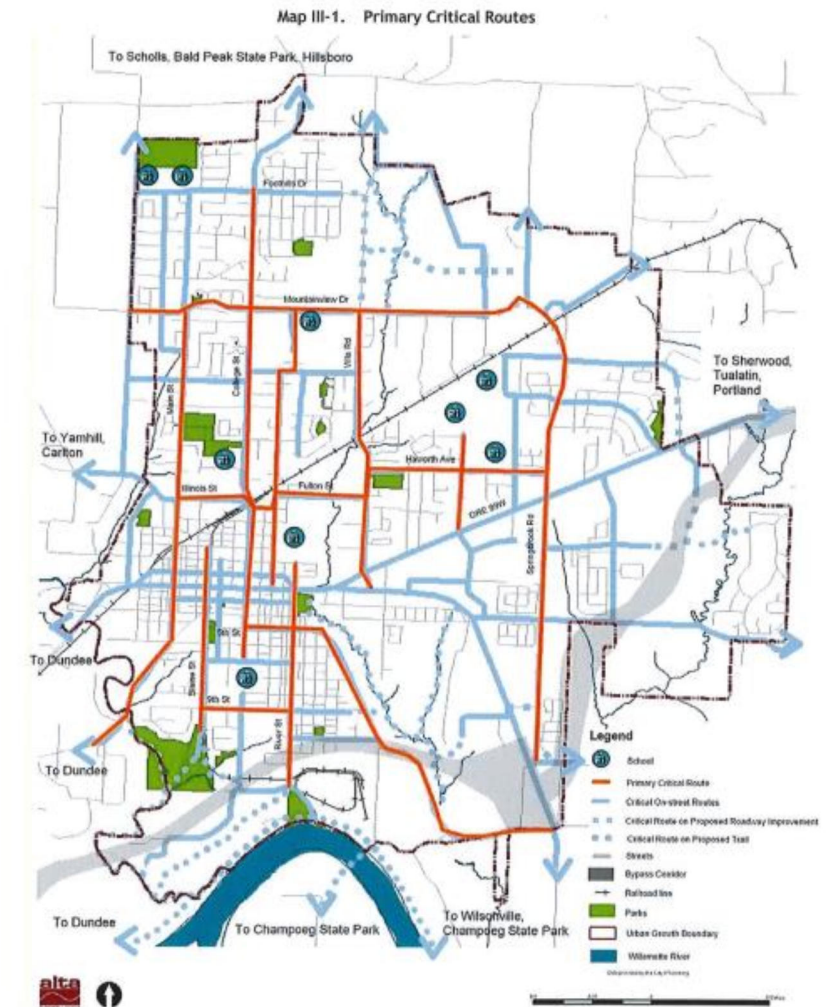
- Resolution of employee morale and leadership division and infighting
- Recruitment and integration of key leadership positions
- Better technology solutions for budgeting and long-range planning
- Technology integration and utilization
- Urban Renewal
- Funding PERS and NERPS retirement plans
- A structurally balanced budget with enhanced revenue and strategic choices on spending

Public Works Department

Public Works Director, Jay Harris

Goal 1: Sidewalk Accessibility

- Identify funding sources for program
- Curb ramp replacements
- Fill in missing sidewalk gaps
- Repair damaged sections
- Remove sidewalk obstructions



JUNE 2007

III-5

Public Works Department

Public Works Director, Jay Harris

Goal 2: Upgrade Street Lighting

- Convert existing lights to LED
- Identify funding sources for program (funding competes with sidewalks)
- Dark sky compliant lighting
- Replacement of end of life poles
- Reduction in energy usage
- Reduced maintenance costs
- Resolve PGE/City ownership issue

Public Works Department

Public Works Director, Jay Harris

Goal 3: Water System Improvements

- Continue development of a redundant water source for the City
- Seismic evaluation of water system
- Seismic upgrades to critical points of failure
- Design manual update to include seismic standards
- Update the emergency water distribution plan and develop distribution points with faith based community
- Technology improvements
- Develop non-potable water system and additional customers

Public Works Department

Public Works Director, Jay Harris

Goal 4: Maintain Pavement Index

- Maintain city-wide pavement condition index
- Complete ADA ramp inventory
- Complete ramp improvements with pavement reconstruction projects

Public Works Department

Public Works Director, Jay Harris

Goal 5: Develop a 20-Year City Facilities Master Plan for City Hall, the Library, and Public Safety Building

- Reduce footprint & energy use
- Develop long term needs for property, buildings, and parking needs to coincide with growth of City
- Determine deferred maintenance items and fund/schedule needed repairs
- Continue ADA updates to all facilities
- Develop/improve a new facility asset management and work order system
- Develop additional public meeting space

Information Technology

IT Director, Dave Brooks

Information Security

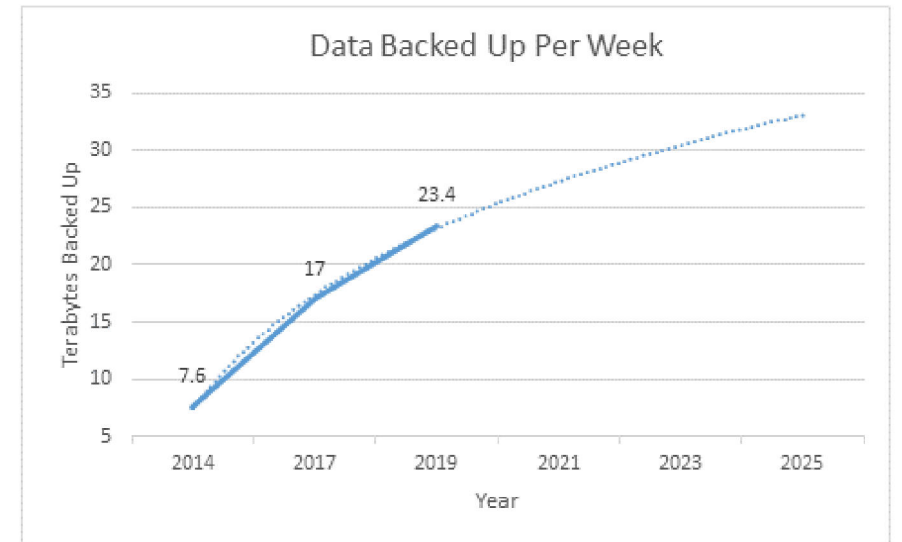
- Risk Management
- Business Continuity
- Monitoring and mitigation of threats
- Education

Sustainability of technology assets

- Growing infrastructure
- Technology initiatives

Communications

- Internal
- Public



Records

City Recorder, Sue Ryan

Electronic Records Management System

- Oregon Records Management Solution (ORMS)

Know Your Local Government

- Create a system for citizens to learn about local government

Legal Department

City Attorney, Truman Stone

Legal

- Supporting City Council and other departments to achieve goals
- Ongoing code revision and updating

Prosecution

- Work with Municipal Judge to set up community court program

Legal Department

City Attorney, Truman Stone

Code Compliance

- Standardize legacy code case data imported to TRAKiT
- Add legacy Wild/Domestic Animal Permit information to TRAKiT
- Finalize Hobby Kennel permit application & develop inspection process with NDPD
- Close all cases opened from 2019 Street Tree Report & begin next phase
- Attain Level 2 Oregon Code Enforcement Association professional certification

2020 NEWBERG CITY COUNCIL MEETING INFORMATION

Meeting Date: 1/18/20 – Goal Setting

Councilors	Roll Call						
PIROS	X						
JOHNSON	X						
YARNELL HOLLAMON	X						
CURTIS GEMEROY	X						
ROGERS	X						
BACON	X						
FINDLEY	X						
ROLL CALL VOTES							
MOTION (1 st /2 nd):							
Department/ Staff:							
Changes:							
Tabled:							

☐ Council Timesheets

☐ Workmen's Compensation hours – 6 hours

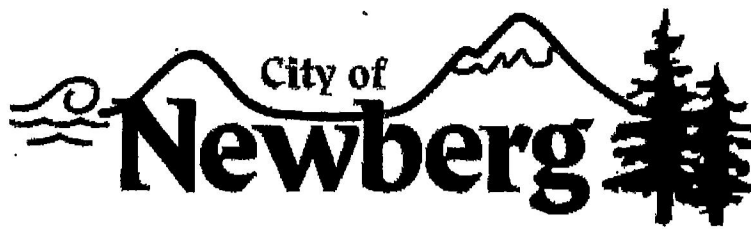
Executive Session ORS 192.660 (2) h – Legal Counsel

Staff Present: City Manager Pro Tem Clyne, City Attorney Stone

Start: 2:40 p.m.

Stop: 2:50 p.m.

Meeting adjourned at 2:50 p.m.



COUNCIL PRIORITIES
2017-2018

- GOAL 1: Maintain a state-of-the-art 911 dispatch center and 800 MHz radio communication system.
- GOAL 2: Repair and maintain City's streets and sidewalks and secure funding.
- GOAL 3: Facilitate annexation to Tualatin Valley Fire and Rescue District.
- GOAL 4: Improve Newberg Employee Retirement Pension System (NERPS).
- GOAL 5: Utilize technology to improve and economize City services and within 3 years obtain functional software/hardware that reduces redundancies and duplications through the integration of departmental systems.
- GOAL 6: Complete a 5-Year Financial Plan and Fiscal Policies.
- GOAL 7: Expand the City's Urban Growth Boundary.
- GOAL 8: Encourage Affordable Housing.
- GOAL 9: Develop a Riverfront Master Plan.
- GOAL 10: Implement Emergency Preparedness and Response Program.
- GOAL 11: Implement Newberg Economic Development Strategy.
- GOAL 12: Complete community visioning process and communication plan to engage Newberg residents.
- GOAL 13: Improve the Transit System in and out of Newberg.

City of Newberg Goals Developed for a NewBERG Community Vision



COMMUNITY ENGAGEMENT

1. Build support networks between neighbors and within neighborhoods
2. Promote strong relationships and networks between and among individuals and social service organizations in the wider community
3. Develop a spirit of service throughout the community



COMMUNITY LEADERSHIP

1. Improve leadership collaboration
2. Develop new leaders



CULTURAL ASSETS

1. Increase community participation
2. Improve communications of cultural activities and facilities
3. Expand events and opportunities for all



ECONOMIC DEVELOPMENT

1. Enhance industrial development capabilities and opportunities
2. Enhance commercial development capabilities and opportunities
3. Create a premier business and workforce program
4. Complete funding, administrative, and organizational actions for Newberg Downtown Improvement Plan



LIVABILITY & DEVELOPMENT

1. Blend the built environment with surrounding natural landscape
2. Improve multi-modal transportation
3. Improve housing affordability
4. Complete Newberg Downtown Improvement Plan
5. Improve infrastructure