

**CITY COUNCIL STUDY SESSION
OCTOBER 14, 2013
5:00 PM
Newberg Public Safety Building – 401 E. Third Street**

AGENDA

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. GENERAL DISCUSSION**

This is a meeting of the Newberg City Council for the purpose of general discussion of City business regarding City Council Goals. No action will be taken. No oral or written testimony will be heard or received from the public.

- IV. ADJOURNMENT**

*The Mayor reserves the right to change the nature and order of items that are discussed at the study session.

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please dial 711.

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City of Newberg - Goal Setting Workshop

Goals/Objectives Identified by City Council

Goal #1 – Create a clear vision for the future of Newberg, maintaining its small town feel

- Continue to have a small-town feel that serves the residents, not just high-end tourists.

Goal #2 – Improve communication between our citizens, elected officials, and city staff

- Communications: both internal and external
- Work on customer service skills of employees who have to interface with citizens
- Be good employers so our employees will be committed to doing the best job they can do.

Goal #4 – Foster and encourage economic development in the community

- Economic Development
- Grow Newberg for economic and diversity purposes (while keeping a small city feeling).
- Taking advantage of the recent expansion of tourism in Yamhill County. This includes looking at Newberg as a wine country destination and the shaping of downtown following the Newberg-Dundee bypass.

Goal #5 – Maintain and modernize the City's transportation and utilities infrastructure

- Transportation Issues – both vehicle and pedestrian
- Pedestrian enhancements and correction – sidewalks, etc.
- Find a way to protect the infrastructure investment
- Transitioning the local and collector street system to a complete street model, which encourages multi-modal transportation, efficient transit, safe communities, "neighborliness," greener streets, and decreased infrastructure costs. (Vision?)
- Improving or modernizing transportation infrastructure which includes having a steady revenue stream that can be relied on and possible re-prioritizing the modes of transportation the City is focused on to include increased alternative modes such as bike/ped.

Goal #6– Implement the highest practicable environmental standards

- Continue to look for ways to move our environmental practices (both City and citizens) in the right direction.
- Increasing the City's sustainability/decreasing the City's environmental footprint.

Goal #7 – Manage and operate the city governance in an efficient and effective manner

- Financial Management (Sustainable budget)
- Fiscal responsibility
- City Manager replacement
- Real goal implementation
- Continuing to maintain essential and basic services such as library, water, sewer, streets, garbage, etc.

Biggest Challenges Identified by City Council

Goal #1 – Create a clear vision for the future of Newberg, maintaining its small town feel.

- Find a way to grow Newberg, but keep that small town feel and spirit of volunteerism as active as it is today
- Managing Newberg's growth so we are a compact and diverse community, with places of family-wage employment, with engaging activities and services for people of all ages and incomes, that maintains a safe and effective street system, while encouraging and supporting local agricultural industries that make the Chehalem Valley so spectacular.
- Making Newberg a place where people want to live – that provides adequate job and adequate funding for public services.

Goal #3 – Provide a high level of Public Safety services

- Crime in general: emphasis on drug use and drug trade.

Goal #5 – Maintain and modernize the City’s transportation and utilities infrastructure

- Locate the money to protect the infrastructure investment
- Utility infrastructure and funding (utility rates)
- Road repair and failing City infrastructure are long past planning for and methodologies to get on with it.

WORKSHEET FOR GOAL SETTING WORKSHOP CITY OF NEWBERG

Goal #1. Create a clear vision for the future of Newberg, maintaining its small town feel.

1.1	Support and encourage efforts to create a specific vision for Newberg.	
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Goal #2. Improve communication between our citizens, elected officials, and city staff.

2.1	Develop a better communication system with the community (Implement a program that will improve communications with the public in an effort to better inform citizens of City activities and encourage civic engagement)	
2.2	Update the City's website (The City website is the electronic communication link between citizens, elected officials, and staff. Events, records, and forms are just a few examples of the information found on the website.)	
2.3	Full electronic access for council business (Elected officials will be issues portable computers, enabling electronic access to meeting minutes, presentations, and records.)	
5.2	Civic Engagement Program (Develop a civic engagement program to encourage citizens to participate in City committees and on Council.)	

Goal #3. Provide a high level of Public Safety Services

Goal #4. Foster and encourage economic development in the community

1.4	Initiate and foster a stakeholders group for Newberg branding/marketing (Develop a branding and marketing plan as an economic tool to establish consistent artwork and wording styles on everything from tourism signs to website to letterhead to make our organization instantly recognizable to investors, business contacts and travelers from other areas.)	
1.5	Explore avenues of new economic development (Newberg should pursue economic development that will provide jobs for area residents, strengthen local businesses, and support a self-sufficient, complete community. Newberg should seek new ways to strengthen and diversify the local economy. Newberg should explore new methods of achieving this goal, including partnering with other organizations.)	
1.6	Review urban growth boundary (Newberg's urban growth boundary currently contains only a 13 year supply of land. Newberg should amend its urban growth boundary to include a 20-year supply of buildable land. Of particular concern should be including an adequate supply of industrial land and of land for affordable housing.)	
1.7	Review city limits (Newberg should review its current city limits and decide whether additional property should be annexed to the city. Of particular concern should be adding industrial land to the city to provide land for jobs and economic development. The City also might consider annexing additional land for affordable housing. The City should decide whether to pursue annexation of islands of unincorporated land or similar site specific properties to the city.)	

Goal #5. Maintain and modernize the City’s transportation and utilities infrastructure.

3.4	Contiguous sidewalks along all streets (Correct deficiencies identified in the 2007 Newberg ADA/Pedestrian/Bike Route Improvement Plan finding of 24 miles of missing sidewalks and 445 missing curb ramps.)	
3.5	Crestview Drive extension (The City needs an additional north side major collector to facilitate the movement of traffic. To accomplish this, complete Crestview Drive from the Providence Drive intersection at Highway 99W to the Springbrook Road roundabout.)	
3.6	Have draft concept for rerouting traffic downtown (Identify a route in the downtown area that would allow pass-through traffic an option other than First Street.)	
3.7	Road maintenance funding (Implement alternative funding mechanisms such as a gas tax, traffic impact fee, construction impact fee, or improvement bonds that would assist in supporting the City street maintenance program.)	
3.8	South side improvements (Newberg should pursue improvements in two particular areas along the south side of Newberg. First, the City should pursue improvements along the riverfront area. Short term improvements could include a walking trail along the river. Longer term improvements would include utility and transportation infrastructure improvements that would promote development according to the riverfront master plan. Second, the City should pursue improvements to create a new industrial area along 219 near Wynooski Road. Transportation and utility improvements in this area are needed to create “shovel ready” industrial land, which would promote economic development in the area.)	

Goal #6. Implement the highest practicable environmental standards.

4.1	Cleaning contracts with green companies (The City will only award contracts for cleaning services with preference given to those companies that have Green Seal Certification. GS-42 establishes environmental requirements for cleaning service providers of commercial, public, and institutional buildings, including in-house and external cleaning services, to create a green cleaning program that protects human health and the environment.)	
4.2	City builds to LEED standards (All city facility improvements will meet LEED standards and existing buildings will be operated under sustainable and environmentally friendly practices.)	

Goal #7. Manage and operate the city governance in an efficient and effective manner.

5.1	Sustainable budget (Develop a sustainable budget identifying appropriate funding sources, has appropriate contingencies and foresees issues that may arise in the future to withstand the ups and downs of the economy.)	
3.2	Increase systems for meeting the needs of the communities underprivileged or disadvantaged citizens. (The City will provide support with the community by: <ul style="list-style-type: none"> • Facilitate the coordination between the various organizations; • Provide and distribute information concerning the programs available; • Be a resource for governmental assistance for various programs; and • Partnership with other organizations to provide assistance, facilities, and other resources. 	

3.10	Loose Cat population fixed (controlled) (Implement a public awareness campaign on the importance to spay and neuter cats. Consider adoption of ordinances to address the cat population when the new animal shelter is completed.)	
3.11	Funding and methods to increase library hours will be developed and implemented.	

CITY OF NEWBERG GOAL-SETTING WORKSHOP

MISSION STATEMENT

The City of Newberg serves its citizens, promotes safety, and maintains a health community.*

(The Council did not change the wording of the Mission Statement, but discussed changing it to read: The City of Newberg serves its citizens, *maintains* safety and *promotes* a health community. The Council wanted this noted, so that they could review it again, the next time they reviewed the Mission Statement.)

VISION STATEMENT

Newberg will cultivate a health, safe environment where citizens can work, play and grow in a friendly, dynamic and diverse community valuing partnerships and opportunity. *

(The Council did not change the working of the Vision Statement, but discussed changed the statement to read: *Newberg cultivates* a healthy, safe As above, the Council wanted this noted, so that they could review it again, the next time they reviewed the Vision Statement.)

GOALS

1. Create a clear vision for the future of Newberg, maintaining its small town feel.
2. Improve communication between our citizens, elected officials and city staff.
3. Provide a high level of Public Safety services.
4. Foster and encourage economic development in the community.
5. Maintain and modernize the City’s transportation and utilities infrastructure.
6. Implement the highest practicable environmental standards
7. Manage and operate the city governance in an efficient and effective manner.

OBJECTIVES

Goal #1 – Create a clear vision for the future of Newberg, maintaining its small town feel.

	OBJECTIVE	PRIORTITY
1.1	Support and encourage efforts to create a specific vision for Newberg.	

October 8, 2013

City of Newberg
Mayor Bob Andrews and City Council Members
414 First Street
Newberg, OR 97132

Dear Mayor and City Councilors,

Re: Input on City Council Goal Setting Meeting Scheduled for October 14th, 2013

Incredibly, it has been 10 years since I served as the vice-chair of the Ad Hoc Committee on Newberg's Future. City Council (Resolution No. 2003-2486) created the committee to study how the city should provide land for future housing, employment, and institutional needs. I believe it is critical that the city council continue to pursue the vision established in the Futures Planning process by recommitting to goals that actively encourage and support adding land to the UGB and URA for residential, industrial, and institutional development commensurate with the planned growth of the community. Our success as a vital community depends upon taking steps now to ensure that another 10 years doesn't go by before we can implement our own vision for our own community.

In the past 10 years we have much to celebrate: an Industrial UGB moving forward, construction on the Bypass, world class hotels, golf courses, and restaurants, a vibrant cultural center, new housing developments, plans for affordable housing, etc. Yet a critical piece of our community's vision of the future has been left hanging – land for residential development. By state law the City of Newberg is required to have both a 20 year and a 40 year residential land supply. The city's land use planning effort began with the Ad Hoc Committee, and has been on hold since the URA was remanded by LCDC in 2009/2010. Newberg literally and figuratively cannot afford to stall in the planning process and re-group, re-study, re-analyze, re-plan and re-defend the data behind our vision every 10 years without ever being allowed to implement that vision along the way.

We respectfully request that you include in your goals, or perhaps more appropriately in the objectives supporting your goals, specific direction for city staff to immediately revive their efforts to complete the urban reserve planning process in accordance with state law and the best interests of our community.

Sincerely,



Cathy and Mike Stuhr

31100 NE Fernwood Rd
Newberg, OR 97132

October 8, 2013

City of Newberg
Mayor Bob Andrews and City Council Members
414 First Street
Newberg, OR 97132



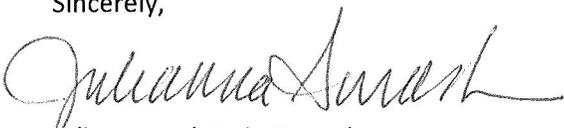
Dear Mayor and City Councilors,

Re: Input on City Council Goal Setting Meeting Scheduled for October 14th, 2013

We own land within the city's proposed Corral Creek Road South Urban Reserve Area. Until recently, we believed the city was actively pursuing expansion of the URA based upon the recommendations of the Ad Hoc Committee on Newberg's Future in 2005. In the last few weeks we have come to understand the city's reserve planning efforts have been stalled since the URA was remanded in 2009/2010. We have all seen recently the length of time it now takes to gain approval for land use issues in Yamhill County. However, Newberg cannot afford to continually stall in the planning process and re-group, re-study, re-analyze, re-plan and re-defend the data behind vision for the city every 10 years without ever being able to implement that vision.

As members of the community, we feel it is vital to quickly pick up the URA efforts where the city left off, to ensure that the future residential and other land use needs of the city will be met. We respectfully request that the city council establish goals that encourage and support residential development commensurate with the planned growth of the community. We feel it would be appropriate at this time for the council to direct staff to immediately complete the reserve planning process in accordance with state law and the best interests of our community.

Sincerely,

 
Julianna and Craig Sowash