
City of Newberg

City Council

November 15, 2021

Meeting held electronically due to COVID-19 pandemic

WORK SESSION –

Meeting called to order at 6:00 p.m.

Councilors Present: Mayor Rick Rogers, Councilors: Denise Bacon, Elise Yarnell Hollamon, Stephanie Findley, Julia Martinez Plancarte, and Mike McBride.

Absent: Bryce Coefield

Staff Present: City Manager Pro Tem Will Worthey, City Attorney James Walker, City Recorder Sue Ryan,

Mayor Rogers introduced Zac Flier, a middle schooler who was Mayor for the Day. There was discussion regarding going back to in-person meetings and re-opening City Hall in January.

Presentation on Strategic Planning:

Sara Singer Wilson, SSW Consulting, introduced the topic and gave a background on SSW Consulting including their services and experience. She then discussed what strategic planning was, Newberg project goals, 2022 Council goals, Council goal-setting, and timeline.

There was discussion on staff understanding of the goals, finding a balance, coming to a consensus, and getting reports on how staff was meeting the goals.

CITY MANAGER REPORT

City Manager Pro Tem Worthey discussed operational changes, new standardized reporting system, digitizing personnel records, internal STRIVE committee, new hiring procedures, City-wide organizational chart, discussions on ARPA fund distribution , and hiring process for the new City Manager.

Mayor Rogers asked the Council to respond to the survey regarding legislative redistricting. He was trying to organize a discussion with community leaders on what they wanted in the community.

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BUSINESS SESSION:

Councilors Present: Mayor Rick Rogers, Councilors: Denise Bacon, Elise Yarnell Hollamon, Stephanie Findley, Julia Martinez Plancarte, and Mike McBride.

Absent: Bryce Coefield

Staff Present: City Manager Pro Tem Will Worthey, City Attorney James Walker, City Recorder Sue Ryan, and Community Development Director Doug Rux.

Meeting called to order at 7:00 p.m.

PRESENTATIONS

Mayor Rogers proclaimed November 27, 2021 as Small Business Saturday and encouraged people to shop local this holiday season.

Leslie Caldwell, Taste Newberg Director, gave the Quarter 1 report from July-September 2021 on their contract. She discussed the website analytics, website and social media content, social media analytics, Facebook insights, Instagram insights, Instagram and Facebook top five posts, social media audience, email marketing, public relations successes and highlights, media mentions, partnerships, collaborations, and marketing support, transient lodging tax revenue recap, and fiscal year 2021-2022 budget roll-up for Q1.

Scott Berg, Chehalem Valley Chamber of Commerce Director, gave the Quarter 1 report on the Visitor Center contract. He discussed activities to get more traffic to the Visitor Center.

There was discussion regarding tracking the number of people using the Visitor Center and their involvement in ARPA funding.

COUNCIL APPOINTMENTS

Action: To consent to the Mayor's appointment of one new member to the Ad Hoc Urban Renewal Citizens' Advisory Committee (Phillip Higgins for a term beginning November 16, 2021 and ending April 30, 2022), and to reconvene the Ad Hoc Urban Renewal Committee starting November 16, 2021 and to sunset April 30, 2022.

Motion: Councilor Bacon

Second: Councilor McBride

Vote: 6 Yes 0 No 1 Absent (Coefield)

PUBLIC COMMENT

Jesse Cadd, Newberg resident, discussed the PRIDE flag being flown at City Hall and how it showed the City was taking sides. He thought it should be removed.

Weston Granberg, Newberg resident, submitted written public comment on school board decisions.

Councilor Yarnell-Hollamon hoped the community could find common ground and create a place where everyone felt safe and seen. She did not think the flag should be removed.

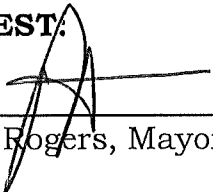
Mayor Rogers said the Council had made it abundantly clear that being welcoming was important. He hoped everyone would participate in the conversations about what they all collectively believed as a community.

Councilor McBride thought all political flags should be removed. They needed to be neutral and welcoming to all.

Meeting adjourned at 7:49 p.m.



Sue Ryan, City Recorder

ATTEST:


Rick Rogers, Mayor

