



CITY OF GERVAIS

592 Fourth Street/PO Box 329, Gervais, Oregon 97026-0329
503-792-4900 Administration Office; 503-792-3791 Fax
Text Tel. (TTY) 1-800-735-2900 Spanish (TTY/V) 1-800-735-3896

PUBLIC NOTICE

The Gervais City Council will hold a Goal Setting Workshop at 6:30 pm at the Gervais City Hall located at 592 Fourth Street, Gervais, Oregon, on Thursday, January 18, 2018.

AGENDA

1. Call to Order
2. Roll Call
3. Announcements:
 - A. Additions/deletions to the agenda
4. Set council goals for Fiscal Year 2018-19
Sean O'Day, Executive Director of Mid-Willamette Valley Council of Governments
5. Adjourn

Gervais is a charming, dynamic rural community with a rich cultural heritage, valuing the past and anticipating the future...a wonderful and tranquil place to work, play and live.

The City of Gervais is an Equal Opportunity Provider and Employer. Complaints of discrimination should be sent to: USDA, Director, Office of Civil Rights, Washington, DC 20250-9410



CITY OF GERVAIS

592 Fourth Street/PO Box 329, Gervais, Oregon 97026-0329
503-792-4900 Administration Office; 503-792-3791 Fax
Text Tel. (TTY) 1-800-735-2900 Spanish (TTY/V) 1-800-735-3896

Date: January 11, 2018

To: Mayor and City Councilors

From: Susie Marston, City Manager

Re: Update on 2017 Goals

The purpose of this memo is to provide you with an update on the goals and objectives that have been accomplished during 2017. Mayor Platt is unable to attend the goal setting session, but she wrote a memo to the council with her thoughts and ideas, which is included in this packet. I'm excited to welcome MWVCOG Executive Director, Sean O'Day for the first time to facilitate this year's goal setting worksession.

Goal #1: Attract businesses that will provide services/job opportunities in the community.

At this time last year, Dollar General recently broke ground for construction of their new Gervais store, but had to stop and wait for the rains to dissipate in order to resume construction. The store was completed in November and then opened on December 8th, followed by a ribbon cutting and grand opening a week later. The store has been a welcome addition to Gervais, and it seems to be a natural compliment to what the community has to offer.

Goal #2: Provide municipal facilities and infrastructure to support current operations and growth.

Water Reservoir No. 1 was repaired, sandblasted and recoated on the interior and exterior. All of the interior beams that support the roof were replaced. This project was funded primarily in the form of a low interest loan from Business Oregon, with the total cost being approximately \$100,000 less than we expected. It's really nice to have this long awaited project done. The newly refurbished tank is structurally sound and should have an extended life span of about 15-20 years now.

Marion County has contacted us about repaving Douglas Avenue. A precursor to this will be to improve sidewalks and add ADA ramps. The City could potentially be partnering with Marion County on this project and we also could be eligible for grant funding through ODOT.

Gervais is a charming, dynamic rural community with a rich cultural heritage, valuing the past and anticipating the future...a wonderful and tranquil place to work, play and live.

The City of Gervais is an Equal Opportunity Provider and Employer. Complaints of discrimination should be sent to: USDA, Director, Office of Civil Rights, Washington, DC 20250-9410

The City has been experiencing an increase in residential construction. All of the new construction has been on either vacant lots or on one tax lot that has been divided into two or more lots where additional houses are being built. We anticipate that this trend will continue. While growth is good for the City, it also adds extra demand on our water, sewer and storm drain systems. I think it's time to really take a hard look at finding a way to fit the cost of having the City's master plans updated in the budget for FY 2018-19. I have been looking for grants, and I applied for a planning grant through DLCD (Department of Land and Conservation Development), which was not awarded due to there being other priorities that better matched the criteria for the grant. There may be some hope of getting assistance from Marion County. One of the biggest reasons to have an updated master plan is to analyze costs and user rates, and also to analyze the utility systems and update the capital improvement plan. With the construction of these new homes, the City is building its SDC Funds without having the justification (in the form of an updated master plan) to use them on capital improvements. Having updated master plans would open the flood gates, so to speak, to allow the City to plan for and use SDC funds to provide added facilities to accommodate the growth we are experiencing.

Goal #3: Engage in efficient and effective governmental activities to promote community safety and wellness.

Lieutenant Mark Chase and Councilor Micky Wagner have teamed up to establish a CERT team for Gervais. They have been able to recruit 12 community members to be part of the team, and they held a couple of trainings in September, 2017.

During the holidays, Councilor Wagner worked with the school district to organize a dinner, where the school cafeteria was opened to the community for a warm meal, a visit with Santa and treat bags, which were stocked with goodies for the kids that were prepared by Mayor Platt and her helpers. Woodburn Fire collected canned food in December.

The police department continues to have a high regard for community policing and officers engaging in the schools. Officers also continue to educate our local kids about bicycle safety and the department gives out helmets to those in need.

Goal #4: Improve our community's aesthetic appeal.

Mid-Willamette Valley COG applied for and was awarded a grant from HEAL Cities to create wayfinding maps for Gervais, Dallas and St. Paul. Staff will provide some historical information to help aid in the creation of a walking path in Gervais. The City could enhance this project by implementing some ideas the U of O students from the "Green Cities" course gave us. One example would be to place historical plaques along the route to identify historical sites or give little historical tidbits of events that happened in town. If you look back on some of the history, Gervais used to be a booming little town, and it might be really neat to showcase historical happenings in our downtown area.

Goal #5: Develop and implement community recreational resources and cultural activities.

The annual community sale was organized and run by Mayor Platt. The police department always appreciates her efforts to raise money for community outreach purposes. The 4th of July celebration was bigger last year. Added to the event were street vendors and a car show. Councilor Michael Gregory served as the Chairman for the committee. The parade continues to grow under the leadership of John Hoffmann, and as a ride along in the parade, I was so happy to see so many smiling faces along the parade route.

Goal #6: Enhance community communications.

I am beginning to explore the idea of having our COG city planner hold regular office hours at City Hall. As I give this more thought, I can see that she could help the City in a bigger capacity than just meeting with potential land use and building permit applicants. There are several ways she could help the city achieve some of our objectives in regard to economic and community development. I have come up with a list of ideas where she could be helpful:

- Develop roles and policies to lay the groundwork for forming a planning commission
- Develop a business license program
- Meet with local merchants and engage them in the livelihood of the Gervais business community
- Aide in updating the development code, possible assistance with code enforcement?
- Produce a welcome pamphlet and get a newsletter started?

I still need to discuss this possibility in greater depth with the COG to see if it would even be feasible for her workload, and the council also needs to weigh in on this idea. If it does work out, I think it would be a great way to accomplish these items that have been part of our goal setting discussions for many years.



CITY OF GERV AIS

592 Fourth Street/PO Box 329, Gervais, Oregon 97026-0329
503-792-4222 Administration Office; 503-792-3791 Fax
Text Tel. (TTY) 1-800-735-2900 Spanish (TTY/V) 1-800-735-3896

Letter from Mayor Platt Goal Setting 2018

January 7, 2018

Dear Council Members and Staff,

First I would to thank you for your diligence in attending our annual goal setting meeting. It is my sincere hope that we as a council continue to focus on the needs of our community. In so doing, may we be reminded as elected officials that we serve all of the people as a whole, which includes the things we must do, and moving forward with the goals we'd like to do, as time, and finances allow.

Because I am unable to be here this year due to surgery recovery, I wanted to submit some ideas that have been things that we have talked about in the past, rehashed throughout goal setting sessions, and then set some aside as perhaps "a later topic".

As I was giving this some thought, there are items that we have left on our "established" goal sections as they have moved from the current to 1-3 years, etc. listings. I am thinking at this point if it would be good to remove some of the items that are on-going, as the goal was set, it was met, it has been on-going, and is now a part of the community culture. We embrace it as part of our culture, and move on. If we see that it begins to need attention, we can always revitalize it, and bring awareness immediately, or re-set it as a goal once again.

*Annual Earth Day Activities/ City-Wide Clean-up

*Tree City USA

Community Engagement and collaboration with other government bodies should remain as an on-going goal as new opportunities present themselves depending on changes in legislation, or inter-governmental opportunities.

NEW POTENTIAL GOALS:

Our police department is always busy, and we all know it is difficult to be fully staffed, or retain officers on a long term basis. One thing I have heard consistently since 2006 is that our ordinances need to be gleaned, and made current. Years of enacting new ones without fully repealing the old, have left our ordinances sometimes challengeable, and difficult to enforce. I think if this becomes a priority, and a written goal for staff, that perhaps it will allow us to seek some grant funding to gain financial ability to help get this done. Once it is complete, future ordinances will need to be carefully initiated that includes repealing any previous ones that would serve to constrict the ability to cite or enforce.

Along these same lines, we have had several opportunities missed to have volunteers work with/for us because of the lack of supervision, concerns of liability, etc. We have volunteer committees that are committing their service and time without any real structure or policy that helps to aide them, as well as to meet the needs of the city structure in making sure we are fulfilling due diligence whenever liability issues arise. We need to have a goal that basically states that any time a committee is formed; policy will first be developed and adopted. We currently need policy for our economic development committee, activity committees, (fund raising, Fourth of July, Holiday celebration, etc.)

It would be nice to have a **potential projects identified** list that would be available to those who want and offer to volunteer.

- A student called last year and wanted to know if we had something they could do to fulfill their Eagle Scout project.
- A teacher called and wanted to take a group of students out and weed, clean-up the strip along Douglas.

I would like to appoint a ***Parks and Recreation Committee in 2018*** with several highlighted goals for doing such.

- Involves citizens in their recreation areas
- It is a progressional opportunity to bring additional ideas to the table (structures, pathways, maintenance, youth opportunities, summer "in the park programs", etc.
- With an established committee, we would have better leverage in partnering with existing non-profits and/or neighboring communities for recreational activities (fees for aquatic centers, library use, etc. – build the dream!)
- Seeking Grants
- We need additional benches not only in our park, but perhaps along our walking pathways
- There has been interest expressed in constructing a simple veteran's recognition area/wall

There is so much potential if we establish policy, provide the encouragement, and then get out the way. It's a "win-win" with lasting results for children and their families.

There are many ideas that the ^{U of O} ~~OSU~~ students provided for us through their completed presentation in 2017 that we could begin to seek support for in areas that do not need major overhaul.

Our down town needs to be revitalized. Perhaps one of goals should be to have staff research the "what's what" in an urban renewal district, or special district. We have our beautiful city hall, Great Street and street lighting, stage area, and THEN, the rest of the block, including our old city hall. The buildings are in need of major repairs, probably seismic up-grading...the whole "nine yards" and then some. It can be accomplished. Where do we begin? Other cities have been there, and have surpassed the challenges. Let's at best set a goal this year to find out what some of their resolve was, and how they went about bringing change to their downtown rural communities.

Those are my thoughts. I hope you can be as proud of the team work that we have accomplished together throughout the years. I am, and I am greatly pleased with the staff that we have been blessed with. I hope that you will trust that the ideas I have presented are not merely my personal dream, but rather arise from situations I've encountered throughout the year within our city and through relationships established with other cities.

As a visionary, I often see the entirety of a painting in my mind before I ever pick up a brush. How else would one know what colors to choose? We all are hearing the pain in higher taxes, more taxes, fees...how dare we dream of anything? But we must keep being the dreamers, and at best have the canvas prepared for those who may be the ones to frame it.

Thank you for including my written letter in my absence. I have gone over it with Susie prior to the meeting, so she can maybe fill in any questions that you may have in those regards.

Have a good meeting.

Sincerely,

Shanti Platt
Mayor

Gervais is a charming, dynamic rural community with a rich cultural heritage, valuing the past
... And anticipating the future... a wonderful and tranquil place to work, play and live...

**The City of Gervais is an Equal Opportunity Provider and Employer. Complaints of
discrimination should be sent to: USDA, Director, Office of Civil Rights, Washington, DC
20250-9410**

CITY OF GERVAIS, OREGON

GOAL-SETTING WORKSHOP RESULTS

January 23, 2017

GOAL-SETTING WORKSHOP RESULTS

January 23, 2017

MISSION STATEMENT

The City of Gervais shall honor, respect and involve its community members to promote safety, wellness, and economic growth and stability.

GOALS

The City of Gervais will:

1. Attract businesses that will provide services/job opportunities in the community.
2. Provide municipal facilities and infrastructure to support current operations and growth.
3. Engage in efficient and effective activities to promote community safety and wellness.
4. Improve our community's aesthetic appeal.
5. Develop and implement community recreational resources and cultural activities.
6. Enhance community communications.

OBJECTIVES

Goal #1 – Attract businesses that will provide services/job opportunities in the community

	OBJECTIVE	PRIORITY
1	Identify and promote available property for business/commercial development.	1
2	Sell old City Hall building.*	1
3	Establish Planning Commission and Economic Development Committee roles and guidelines and appoint members.	1
4	Explore development of business license program.	1
5	Explore opportunities and resources for establishing an Urban Renewal District and/or for downtown revitalization	1
6	Strengthen and promote relationship and visibility with economic development entities and existing businesses to market/promote the City of Gervais.	4

*This was given a #1 priority – but it was recognized by the Council that due to measures beyond the City’s control, this may not be accomplished in a one-year timeframe.

Goal #2 – Provide municipal facilities and infrastructure to support current operations and growth

	OBJECTIVE	PRIORITY
1	Recondition the City water tank.	1
2	Continue to implement storm water master plan.	2
3	Design and construct street and sidewalk improvements from 1 st Street to 4 th Street on Douglas Avenue.	2
4	Update Water, Wastewater and Storm Drainage Master Plans	3
5	Continue to build the Water Reserve fund (i.e. rates, fees, etc.)	4
6	Identify grant opportunities to fund City infrastructure needs.	4

Goal #3 – Engage in efficient and effective governmental activities to promote community safety and wellness

	OBJECTIVE	PRIORITY
1	Provide CERT training in Gervais for staff and community	1
2	Promote city-wide health/wellness through our “HEAL Oregon City” status.	4
3	Collaborate with State, County and other city departments and with community organizations and partners to work more effectively together to address City/community needs.**	4
4	Identify and pursue available grants for community projects	4

** This objective does not just apply to community safety and wellness, but to overall City operations.

Goal #4 – Improve community’s aesthetic appeal

	OBJECTIVE	PRIORITY
1	Offer opportunities for business owners to suggest, discuss and support downtown maintenance efforts.	1
2	Identify and assign “Green Cities” project recommendations for implementation.	2

Goal #5 – Develop and implement community recreational resources and cultural activities

	OBJECTIVE	PRIORITY
1	Create an annual community recognition event.	1
2	Identify resources to provide networking opportunities for Seniors.	2
4	Work with schools to identify and coordinate activities for children and adults, including meetings between City Council and School District Board.	4

Goal #6 – Enhance community communications

	OBJECTIVE	PRIORITY
1	Create a community Town Hall event/s or picnic to allow for community information sharing and communication.	1
2	Develop a Gervais welcome pamphlet.	1
3	Create a City newsletter.	1

KEY TO PRIORITY RATINGS

- 1 – Do now – budget in the forth-coming budget year
- 2 – Look at accomplishing 2-3 years in the future
- 3 – Nice to have – not to look at funding for at least 3 – 5 years in the future
- 4 – Routine – on-going from year to year

The following objectives, which were prioritized as #4 (Routine/Maintenance), have been removed from the Goal Setting Workshop Results in recognition that over the years, they have become part of the expectations and culture of the City of Gervais.

- In cooperation with Marion County, implement emergency preparedness plan, including training of staff and community. (Goal #3)
- Support volunteer opportunities and programs in the city. (Goal #3)
- Promote and support Community Policing, including reserves, neighborhood watch, cadet program, and school resource officer. (Goal #3)
- Continue to identify cosponsors to maintain and expand flower basket program. (Goal #4)
- Continue annual town clean-up day. (Goal #4)
- Continue graffiti elimination action plan. (Goal #4)
- Maintain Tree City USA status. (Goal #4)
- Continue to promote/support community celebrations according to municipal guidelines. (Goal #5)
- Maintain City website and Facebook page. (Goal #6)