

Council Present:

Omar Bowles
Richard Heyman
Jane Vincent

Patrick Miller
Dave Stram
Richard Zettervall

Staff Present:

Michelle Amberg
Roberta Tharp
Cliff Bellew
Jim Piper
Madeline Phillips
Maia Hardy

City Administrator
City Recorder
Public Works Director
Finance Director
Planner
Comm. Development
Coordinator

Council Absent: 1 – Omar Bowles for part of the meeting

Press: 0

Audience: 2

The Strategic Planning Session was called to order by Mayor Dave Stram at 4:02 pm and the Pledge of Allegiance was given.

Mayor Stram excused Councilor Bowles from the Strategic Planning session.

Mayor Stram introduced Mark and Colleen, consultants from Moss Adams.

They provided a quick overview of the strategic planning process, the draft vision statement, and the mission and values that was worked on by staff and today the Council will be getting into goal prioritization, and work on objectives.

Mission, Vision and Values – these are the foundation on which the strategic plan is built and provide the context for decision making and compromises.

- Mission – The City of Creswell exists to provide quality, reliable, and affordable city services to city residents and businesses creating a safe, livable, attractive community with a unique small town atmosphere
- Vision – Creswell will be a place where people want to live and work:
 - i. A safe, inclusive, family-oriented small town community of desirable neighborhoods with rural roots
 - ii. Serves as a gateway to vibrant natural resources
 - iii. Our community will support a resilient, robust local economy
 - iv. Our citizens will be actively engaged in improving and maintaining a high quality of life
- Values – Integrity; Collaboration; Problem Solving; and Approachable

Draft Vision Statement

- Started out working with the staff as to where we should be as a city
- Went out to the public and conducted a vision survey. They brought the results back to staff and developed the vision statement.

Vision survey results (ranked in order):

1. A safe, inclusive family oriented small town community of desirable neighborhoods with rural roots
2. Our community will support a resilient robust local economy
3. Our citizens will be actively engaged in improving and maintaining a high quality of life
4. Serves as a gateway to vibrant natural resources

A discussion ensued on including the word friendly (in front of inclusive) to survey result #1. Further discussion was held on the meaning of small town and rural roots. Citizens view Creswell as a bedroom community and don't see a resilient robust economy.

Councilor Miller explained that the Council is trying to have a vision of what folks want so we can work towards those goals. We need to set our goals to meet our vision.

A discussion ensued regarding the phrase of “gateway to vibrant natural resources”; Ms. Amberg explained we want folks to make Creswell a stopping point, not necessarily a destination. Ms. Amberg noted bedroom community and gateway are two very different words, and she needs to know what the Council wants to define the vision.

The Council would like to see vision #1 to be changed to read: A safe, friendly, family oriented small town of desirable neighborhoods with rural roots.

Councilor Zettervall suggested changing the word gateway to recreational opportunities. (serves as a “gateway to outdoor recreation and travel”).

Mission Statement and Values

Colleen reminded the Council that this section belongs to the staff. A discussion ensued regarding the use of “transparency”. Transparency means honest and if you are honest you are transparent. It was suggested to replace the word transparency with the word accountable.

Strategic Goals

The Council participated in an exercise prioritizing the goals. Scenario: If each Councilor had \$1,000 to put towards the City’s Strategic Goals how would they spend their money: (goals are listed in ranking order 1-4 on how the Council spent their money)

- Goals – Accountable Government – (\$1,425) or 36% of the votes
- Safety and Preparedness – (\$825) or 21% of the votes
- Quality of Life – (\$800) or 20% of the votes
- Economic Development – (\$625) or 16% of the votes
- Community Engagement – (\$325) or 8% of the votes

In a citizen’s survey, the same goals were ranked in the following order:

- Quality of life
- Economic development
- Safety and preparedness
- Accountable Government
- Community engagement

In a brief discussion, the Council compared how their priorities matched up with the citizen’s priorities.

Mark and Colleen then reviewed each of the goals along with their objectives with the Council:

- Accountable Government
Deliver programs and services transparently, effectively, and efficiently.
- Community Engagement
Inspire citizen engagement in shaping and serving the community.
- Economic Development
Build the City’s capacity to support and attract businesses, create jobs, and position Creswell for sustainable growth.
- Quality of Life
Create a great place to live by providing infrastructure that supports our community’s needs, access to recreation opportunities, and safe neighborhoods.
- Safety and Preparedness
Ensure a safe community through proactive and responsive protection of life, property and infrastructure.

Councilor Bowles entered the session at 5:44 pm.

Next steps in the Strategic Planning Process:

- Define performance measures to report progress toward objectives
- Develop action plan template
- Approve final plan

Mayor Stram noted he would like to have a joint meeting with department heads to discuss and agree on the objectives.

Councilor Miller suggested trimming down each category to two or three objectives per goal. He explained that this will provide staff the time needed to do a good job in completing the objectives.

City of Creswell
City Council Minutes
January 18, 2016

After further discussion, Mark and Colleen passed out a list of Goals and Objectives. They asked each council member to prioritize the objectives for each goal and bring back their list to the next meeting. Colleen noted that they will push back the adoption of the Strategic Plan to allow time for the process and further discussion. Mayor Stram suggested looking for a time in February to schedule the next meeting.

Adjournment

There being no further discussion Mayor Stram adjourned the Strategic Planning session at 6:04 pm.

-Signature on File-
Dave Stram, Mayor

-Signature on File-
Roberta J Tharp, City Recorder