

Cottage Grove City Council
Goal Setting Minutes
January 8, 2011

Mayor Williams called the meeting to order at 8:04 a.m. Present were Mayor Williams, Councilors Boone, Burback, Fleck, Doyle, and Murphy. Council Gowing was absent.

Richard explained how the goal setting process would go. He asked Council to talk about what they liked in Cottage Grove and what brought them here and kept them here.

Enjoyed it here
Got to see each other once in awhile
Schools
Fondness of town/Home
Small Town
Not Eugene/Springfield
Moved here to raise kids in small town
People Wave
Close to Eugene
On Purpose
Livability – Run – Walk – Sidewalks - Safe to walk dogs
Know neighbors – people stop and talk
Safe
Best bang for your buck as far as housing costs/value of homes
Slower Pace life style
Friendly
Hate Crowds so less crowds here
Found by Accident
Impressed by downtown main street
Heritage and Culture
Historical – Respect and care of historical things
Space – larger lots – low density
Parks

Look at goals from 2005-06 which were broken down into 5 categories. These are Council goals not City goals. Look at creating policy or direction that they want the City to move in.

Richard went over the goals and explained where the City had gotten on each goal. Finance; Quality of Life; Economic Development; Infrastructure, Governance

Mayor talked about the Main and 99 (TGM) project and that the City was keeping its road funds to be used as the \$500,000 match for that project. It was a major improvement for the City.

Down the road – what issues are going to hit us, what are we facing?

1. Broadband, fiber to bring companies to Cottage Grove – advanced telecommunications
2. Public Safety

3. High growth, low employment, work closely with chamber to reach out to businesses to locate here –create task force – business recruitment
4. Infrastructure replacement , water, reclaimed water, sidewalks and parking
5. Baby Boomer Trends, pay attention to what needs will be, what livability needs are, what do we have to offer to keep them here or have them come here. Highly skilled volunteer pool. Health care and fitness – attract volunteers
6. Revitalize – highway 99 looks bad south, needs to be cleaned up, look more attractive – price shopper area vacant, north highway 99 needs to be made a gateway to downtown
7. Small Businesses
8. Growth pressures – people moving west , some will land here and things will get more expensive in getting utilities to them - what kind of people are moving west – retirees not necessarily looking for jobs – some unemployed industrial workers looking to do something else
9. Job market forcing people to move back to Eugene or Portland due to jobs being moved – not as many families with smaller families
10. Fuel prices – LTD report – role change, transportation
11. Develop overall commuter plan
12. Town hall meeting – ad hoc committee regarding transportation
13. Maintain – buildable lands - economic development - expand UGB boundaries – more customer friendly – support chamber of commerce efforts – increase room tax – expand small business loans
14. Look at sidewalk system in city
15. Consider building fiber throughout city
16. Police service – maintain or increase
17. Community center – consolidate into armory – sell building
18. Acquire parking for armory and funding for armory for upgrades
19. Maintain services – look for funding sources
20. Spin off library for library district
21. Voter apathy – lack of understanding – increase information. small core of citizens who are engaged – very focused but vast majority don't have an idea of what the city is doing – come up with ways for people to be more informed
22. Prevention issues – public safety - social issues poverty, child abuse, drug abuse, homeless
23. Drug war – court costs – shift of legal vs. illegal. evolving and there are going to be a lot of court cases coming – expensive – shifts happening on the issue. Population, attitudes are shifting away from prohibition on drugs, example marijuana (like California), margins on votes getting smaller and smaller, at some point going to shift. Whenever things like that change, you have to adjust
24. Joint meetings with other districts – coordination with other jurisdictions
25. Accessibility of council meetings. A lot of people talked about access, work sessions and roundtables – televise or on radio – people not being able to have enough input into process – look at other ways to grant access to information
26. Juvenile delinquents in parks. Parks – work with service clubs to improve – a lot of complaints about coiner park, juveniles chasing families away from parks
27. Downtown – seeking funding – keep businesses here
28. Blighted/nuisance properties. Look at imminent domain on meat cutting school property to clean up downtown
29. Rivers – natural resource improvement and enhancement
30. More services needed – money to pay – people aren't willing to pay – trust of government – fund type

- 31. Education. Richard talked with Krista and she is proposing \$4M worth of cuts for school district – jobs, school closures, pool closure
- 32. Security and emergency preparedness.

Discussion was held on the vision statement and why we need a vision statement.

The current Vision Statement for the City is: Cottage Grove is a friendly community looking toward the future by building upon its heritage, promoting economic and recreational opportunities and providing for the safety and welfare of all.

The want our citizen’s desire:

We create _____

- Comfort
- Security
- Good place to live
- Services
- Stores
- High Quality of Life (Sums it up)

The need or product we deliver:

By providing _____

- Needs
- Fulfilling Needs
- Infrastructure
- Foundation of Services
- Police
- Water
- Sewer
- Recreation opportunities - entertainment

To whom we deliver our product:

For _____

- Citizens & Guests
- Community - ? out of city
- All – that touch CG
- Residents
- People & those who visit

New Vision Statement: Providing a foundation of services to insure a high quality of life for all citizens and visitors.

How are we going to accomplish our vision statement?

Goals:

1. Fiber System - become utility
2. Infrastructure – Maintenance of infrastructure

3. Developing a commuter plan to support population of CG residents who work in Eugene/Springfield area – Multi-dimension
4. Full funding for Armory rehabilitation, via grants, other than taxes on community, parking
5. Improve variety of restaurants
6. Capturing younger population – events at armory
7. Dog Park – pet friendly
8. Education – retention of youth
9. Easiest place to open business – streamline process
10. Financing – small business loan program
11. Auto-push email
12. Town hall – informal – exchange – speaker’s bureau – ribbon cuttings
13. Design more effective oversight of municipal court
14. Website - technology
15. Recruitment (Outreach)/council/committee members that reflect population
16. Economic Development (think about for next meeting where is balance between citizens pay for businesses or businesses paying for themselves)

Fun/Dream Ideas:

Dream - Redo buildings along 99 South, blend with downtown area

Decide on design and look at other revitalization

Fun/dream - Bring big name event here to accommodate large number of people – (ex. Elton John)

Fun - Entertainment options – movie theaters

Dream - Large conference center

Fun - Massive news worthy event – treasure hunt bohemia mining days (get CG in news)

Dream - Moat Park surrounding CG/pave Main Street with gold

Dream – develop two alley ways that parallel Main Street - cobble stone surface to take advantage of architectural design and clean up and paintings on facades

Dream - Create a downtown wine and cigar bar - higher end – caters to wineries

Fun – Mascot & theme

Dream – Redo overpass

Richard’s dream project – widen connector with covered bridge – big sidewalks

Staff – summer picnic; trailhead spray park (fun water park); bring back goose; get rid of trail and put tracks; concerts, big name in Bohemia Park; move caboose to library and connect to library for kids’ reading room

Trudy Borrevik, City Recorder

Gary Williams, Mayor