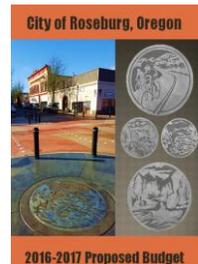


Friday May 6, 2016

Good Friday afternoon everyone! It looks like it is going to be a perfect weekend to get outside so I hope you all have a chance to do that. Next week we have a series of evening meetings so enjoy the sun over the weekend. As a reminder, we start our Council meeting on Monday at 6:00 p.m. with a Special Meeting on transportation funding. One of Council's goals for the last three years has related to infrastructure funding. We have addressed funding priorities in the Water Utility and Storm Utility, but we currently do not have an adequate funding stream to meet our long-term maintenance and capital improvement needs. Your Council packet includes a memo from Nikki and a League of Oregon Cities Local Focus from November 2014 related to transportation funding. This is an important discussion and we hope we can begin formulating some plans to address intermediate and long-term needs.

Please don't forget we also have budget committee meetings scheduled for Tuesday, Wednesday and (hopefully not needed) Thursday. We have been notified by a number of members that they will not be able to attend so please make every effort to be there so we have a quorum for decision making purposes. The annual budget process is a key element in ensuring our service delivery system continues to meet the needs of our citizens in a timely and efficient manner. We look forward to working with you all on this important process.



On Tuesday, the News Review Editorial Board invited about 20 members of the community to provide input as sort of a Community Editorial response team. The purpose of inviting the group was to ask a very diverse group to provide insight into issues that the paper may not have been aware of and issues of interest from a community perspective. As they said, they don't know what they don't know. It is clear that the News Review's Editorial Board wants to transition back to being the "local media" of choice. Tim Smith was recently hired as the Publisher/General Manager after spending a number of years with Brooke Communications and a number of years before that with the News Review. Craig Reed was recently promoted to Editor after spending almost 30 years with the paper, and Pat Markham, owner of Brooke Communications is the new owner.



Those invited to attend included the chairs of the local republican and democratic parties, directors of DTO and Umpqua Watersheds, other folks from timber backgrounds and the environmental community, education, philanthropy, local government and other opinion leaders from around Douglas County. All of those in

attendance were invited to provide topics of interest and to periodically write guest editorials about topics they might be particularly interested in. As part of Council's goal setting process, we discussed how to better utilize traditional and social media to communicate with our constituents. This is an open invitation for us to provide periodic written communications on the editorial pages of the News Review on topics most important to us. If there are topics Council thinks are particularly important to write about now I would be happy to get started.

Thursday I attended the Douglas County Chamber of Commerce/Umpqua Basin Economic Alliance semi-annual summit hosted by the City of Elkton and the Elkton Community Education Center at their facility just west of downtown Elkton adjacent to the butterfly garden. The summit was attended by 46 community and economic development leaders from around Douglas County, their largest summit to date. It was a great opportunity to share what is going on in communities from all over Douglas County in the realm of economic development and to see how our various partnerships and organizations are working cooperatively toward job creation and economic change.

During the summit, Wayne Patterson, executive director of the Partnership talked about the process we are utilizing for branding the county wide area (Envision Umpqua). He also mentions the recent recommendation made by the City of Roseburg's EDC to Council to provide partial funding for a media campaign and website development to take advantage of the upcoming US Olympic trials in Eugene. The funding request is included in your packet for consideration Monday night. From both an image standpoint, and a tourism standpoint, having this worldwide spectacle just 60 minutes away is a great opportunity for Roseburg to showcase our opportunities to thousands of attendees, athletes and supporters from around Oregon, the country and in some cases, around the world.

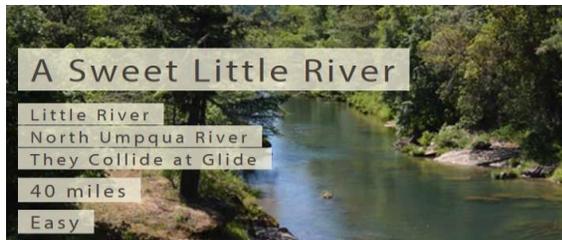


Jim Caplan also announced that Cycle Umpqua had received word from Travel Oregon that their application for a "Bicycle Tourism Studio" for the Umpqua Valley had been approved this week.



This will be a great opportunity to further the tourism aspects of biking in the county and Jim is working to add a viticulture/agriculture component to the tourism studio efforts. Planning for this activity will begin right away, and the studio and other activities will take place in early 2017. Congratulations to the group for their efforts in this very competitive grant process.

You can find more specific information on the studio program at <http://industry.traveloregon.com/industry-resources/destination-development/rural-tourism-studio/> . You can also find information on Cycle Umpqua at <http://www.cycleumpqua.com/> .



Just a quick reminder that I will be away from the office for your May 23rd meeting, but we look forward to seeing you all Monday, Tuesday and Wednesday next week. Thanks for your commitment to the City and our community. Have a great weekend everyone!