



AGENDA

SPECIAL MEETING OF THE ROSEBURG CITY COUNCIL CITY COUNCIL CHAMBERS, 900 SE DOUGLAS

TUESDAY, APRIL 7, 2015
4:30 p.m.

CALL TO ORDER

Mayor Larry Rich

City Councilors

Alison Eggers
Lew Marks

Ken Fazio
John McDonald

Victoria Hawks
Tom Ryan

Steve Kaser

DISCUSSION ITEM

1. Goal Action Items

GOOD OF THE ORDER

ADJOURNMENT

*** AMERICANS WITH DISABILITIES ACT NOTICE ***

Please contact the City Recorder's Office, Roseburg City Hall, 900 SE Douglas, Roseburg, OR 97470-3397 (Phone 541-492-6866) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

**ROSEBURG CITY COUNCIL
AGENDA ITEM SUMMARY**



GOAL ADOPTION

Meeting Date: April 7, 2015
Department: Administration
www.cityofroseburg.org

Agenda Section: Special Meeting
Staff Contact: Lance Colley
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

The City Council needs to consider action items to achieve the goals adopted pursuant to Resolution No. 2015-01.

BACKGROUND

A. Council Action History.

- January 27, 2015 – City Council met to establish goals
- February 23, 2015 – City Council adopted Resolution No. 2015-01 adopting goals.

B. Analysis.

On February 23, 2015, the City Council adopted the following goals:

1. Identify and implement long term infrastructure funding mechanisms to ensure infrastructure system sustainability.
2. Implement the Urban Renewal financial and capital improvement plan; evaluate establishment of an additional urban renewal plan area.
3. Initiate community livability programs and beautification projects.
4. Define and establish business friendly/improved City image.

The Council now needs to consider action items which will help achieve those goals. Staff has offered some suggestions in the attachment, but wish to receive City Council input and direction.

As we review goal activities we should consider that the only Staff positions being added are a part-time Compliance Officer and restoration of the part-time Secretary in Community Development to full time to help with the compliance work load and increased development activity. If activities cannot be undertaken by existing Staff, there would be budgetary impacts to either hire additional Staff or contractors.

C. Financial and/or Resource Considerations.

There are no immediate financial considerations. However, several of the goals relate to development and implementation of financial planning. The completion of those goals will significantly assist City Staff, the City Council and Budget Committee in ensuring appropriate budgeting to attain these and future goals.

D. Timing Issues.

Completion and implementation of these goals and action items will evolve over the long and short-term.

RESOLUTION NO. 2015-01

A RESOLUTION ADOPTING THE GOALS FOR THE CITY OF ROSEBURG

WHEREAS, goals set forth the City's vision, goals and objectives; and

WHEREAS, the City Council of the City of Roseburg met to consider goals; and

WHEREAS, the City Council wants to provide leadership and direction for Staff for the next one to four years;

NOW, THEREFORE, BE IT RESOLVED by the City Council of Roseburg, Oregon, that the following Goals are hereby adopted. This Resolution shall become effective immediately upon its adoption.

- A. Identify and Implement Long Term Infrastructure Funding Mechanisms to Ensure Infrastructure System Sustainability
- B. Implement the Urban Renewal Financial and Capital Improvement Plan; Evaluate Establishment of an Additional Urban Renewal Plan Area
- C. Initiate Community Livability Programs and Beautification Projects
- D. Define and Establish Business Friendly/Improved City Image

APPROVED BY THE CITY COUNCIL OF ROSEBURG, OREGON, AT ITS REGULAR MEETING ON THE 23rd DAY OF FEBRUARY 2015.


Sheila R. Cox, City Recorder

Identify and Implement Long Term Infrastructure Funding Mechanisms to Ensure Infrastructure System Sustainability

- Evaluate and update water, storm and parks system development charges and present to Council for adoption
- Implement residential sidewalk standards for infill with possible use of Assessment Fund for cost share
- Explore available grant funding sources for any opportunities where one-time money can reduce long-term costs, e.g. energy savings, automation, efficiency
- Develop a commercial sidewalk assessment fund policy and market it to the commercial development community
- Evaluate multiple options for ongoing street/path funding including gas tax, general obligation bonding, local option funding and a street utility fee

Implement the Urban Renewal Financial and Capital Improvement Plan; Evaluate Establishment of an Additional Urban Renewal Plan Area

- Identify grants and other funding mechanisms to enhance existing facade improvement program
- Identify areas for future Urban Renewal Plan areas for initial review by the Council/Agency Board by December 31, 2015
- Upgrade City-owned property and assets in the existing area
- Upgrade parking structure for safety, functionality and aesthetics

Initiate Community Livability Programs and Beautification Projects

- Implement City entrance signage and wayfinding
- Create City communications strategy including social media
- Identify grants and other funding mechanisms to enhance existing façade improvement programs
- Upgrade City parking area near Deer Creek
- Upgrade parking structure visually and functionally
- Revisit Tree City USA program and tree ordinance
- Support Part-time Compliance Officer
- Participate/encourage volunteerism through community based volunteer programs

Define and Establish Business Friendly/Improved City Image

- As part of the second/third phases of the LUDO update, identify and remedy inconsistencies that may lead to misunderstandings
- Work with appropriate agencies (UCC Small Business, Business Incubator, Partnership) to ensure consistent understanding of business registration and site development standards
- Provide customer service training for City employees providing direct services to the public
- Provide outreach to the real estate and development community about the business registration process and requirements
- In conjunction with Goal 1, establish a commercial sidewalk enhancement program utilizing the Street Light/Sidewalk Fund and the Assessment Fund