

Friday January 15, 2016

Good Friday afternoon everyone! I would like to thank Mayor Rich for taking the time to put together the annual State of the City address that he delivered last Monday evening. The State of the City is a great opportunity to communicate with our constituents regarding organizational accomplishments for 2015 and what's in store for 2016. Given that Council Goals provide our direction going into the budget and capital planning processes, you will continue to see an emphasis on Urban Renewal work, infrastructure funding evaluation and enhancement of our beautification and business relationship work in the community. Enhancing our interaction with the public through traditional and social media and community outreach will also be an emphasis.



In keeping with the emphasis on communications, the January City Connection newsletter was published this week and is available in print and on our website at <http://www.cityofroseburg.org/your-government/newsletter/>. The website has the current and prior editions of the twice annual newsletter. The January newsletter includes the Mayor's State of the City address as well as a message from me and articles developed by each of the departments that talk about important activities, projects and events. I hope you all have an opportunity to peruse the newsletter. It is our intention to use the newsletter as a communications device and also to inform our constituents about upcoming opportunities and events.



This week I had an opportunity to meet with Superintendent Gerry Washburn from Roseburg Public Schools and Mike Fieldman regarding early learning, Head Start and the school district's efforts to work together on early childhood education and family development in our community. In addition, I had an opportunity to meet the new interim president from UCC. Dr. Walter Nolte arrived January 4th and is planning on being at UCC through the arrival of a new president around the end of June. Dr. Nolte has a wealth of experience in leading community/junior colleges and has hit the ground running. I think it's essential that the City and our educational partners work together to meet student, family and work force needs in our community. I look forward to continued work with Superintendent Washburn and Dr. Nolte.

The Economic Development Commission met on Tuesday to review local organization tourism grant applications and to receive updates from the Partnership and the Visitors Center. The EDC voted to fund five different projects (all under \$5,000) that will

enhance our tourism efforts over the course of the next six to twelve months. As you may recall, the EDC considers grant applications twice a year for tourism related projects, primarily in amounts under \$5,000. Staff is working with a number of other entities to determine if the City has an opportunity to develop a couple of proposals for the EDC and Council to consider regarding community image, tourism and “Wayfinding” to enhance the local tourism experience and hopefully encourage folks to stay longer and learn more about our community.

The Public Works Commission met on Thursday and reviewed a list of street resurfacing recommendations for the upcoming project season. Annually we provide all of the utility companies with a list of upcoming street projects so they can evaluate if utility work needs to be accomplished before or during street resurfacing. The Code requires that no street cuts occur for routine maintenance or improvements for a period of five years after resurfacing on arterials and collector streets and a period of two years for other streets. We will notify the utilities soon with the proposed list of street projects for 2016.



Thursday I met with Alex Campbell to discuss upcoming marketing efforts in conjunction with phase II of a Partnership grant related to wine tourism, the efforts that CHART is working on and possible grant funding for tourism and economic development marketing. We will continue to work through the Partnership, the Visitors Center, our EDC and the DCIDB and CCD to create a consistent strategy that will serve Roseburg and central Douglas County from both a tourism and industrial development standpoint. I believe we will have some great opportunities to leverage local resources in 2016.

Friday afternoon I met with a number of property owners from downtown including owners of Paul O'Brien winery, Safeway and Rite Aid, the former Honda dealership property and a representative from Byrd Ranches and Rentals. These owners and the DRA President discussed downtown development and future development possibilities and recruiting opportunities for businesses in the core area. It was a good discussion and we hope to continue to work with all of the businesses and property owners to encourage additional development downtown.



Don't forget we have the annual First Citizen banquet next Thursday! Monday is a holiday so enjoy the long weekend.