



MINUTES
KEIZER VISION CITIZENS ADVISORY COMMITTEE
Thursday, November 6, 2008
Keizer City Hall
Keizer, Oregon

Meeting convened at 6:30pm. In attendance were:

Person	Representing
Lore Christopher (7:00 pm)	Mayor
Richard Walsh	City Council
Jim Taylor	City Council
Jerry Nuttbrock	West Keizer N.A.
Beth Daniell	Gubser N.A.
Curt McCormack	Citizen at Large
Craig Koller	Citizen at Large
Lyndon Zaitz	Citizen at Large
Shelly King	Citizen at Large
Debbi McCune	Chamber of Commerce

Person	Representing
Greg Rands	Planning Commission
Jim Jacks	Planning Commission

Consultants	Staff
Elaine Cogan	Nate Brown
Daniel Christianson	Sam Litke
Stephen Ames	Kevin Watson
	Debbie Lockhart

Discussion

Following introductions, members of the committee suggested possible mottos or vision statements.

Challenged with Growth
 Possible Well Known Music Town
 Dynamic, Innovative Conservatism
 Untapped
 Sleepy but Waking Up Fast
 Full of Exciting Opportunities

Home
 Pride, Spirit & Volunteerism
 Well-Kept Secret
 Keizer: Wondering if it Wants to be a City
 Comfortable but Percolating
 Able to Accomplish Great Feats with Very Little

Ms. Cogan noted that these responses indicate citizens that are positive and comfortable with the City of Keizer and that should be captured in the vision statement.

Stephen Ames then explained the need for a vision statement as a destination, a long term goal, an action plan, strategy, road map or step-by-step plan. He noted that the statement should engage the whole community and should describe a complete Keizer in years to come. It should be driven by questions such as: Where are we now? What are we as a community now? What are our strengths and weaknesses? Where are we

going? Where do we want to be? Mr. Ames concluded that the vision will stand by itself but many ideas will stem from it including the periodic review.

Discussion then took place regarding the periodic review with Sam Litke explaining that the visioning is the first step in periodic review that will hopefully give Council a tool to work with in the future. He noted that expansion of the urban growth boundary may occur, but an argument that there is a need for expansion must be created as well as verification that citizens are in favor of that expansion. Nate Brown added that it is important to understand that growth is important to the future of Keizer as it relates to growth issues. Lengthy discussion then took place regarding including urban growth boundary expansion and development of the vision. Sam urged everyone to consider everything, not just land issues.

Ms. Cogan added that development of a vision statement would help frame thoughtful discussion and bring about profound and far reaching decisions or ideas for the future.

Mayor Christopher reminded committee members of the Keizer Futures program developed in 2000 and explained her hope for this committee.

Discussion then took place regarding a logo and theme for this project. Committee members agreed to keep the Keizer logo with Mayor Christopher explaining that the three stars on the Keizer logo represent Pride, Spirit and Volunteerism and the seven lines indicate the 7 votes it took to become a city, and the Iris represents Keizer as the Iris Capital of the World and the blue and gold coloring bring to mind the state colors and McNary High School colors. Committee members then suggested these possibilities for a theme:

What's Next?

Eyes on the Future

Pride, Spirit & Volunteerism: What's Next?

A Proud Heritage with an Eye to the Future

Now What?

Keizer Tomorrow

A Place to Call Home

Future of our Heritage: What's Next?

Proud Heritage/Exciting Future

Keizer 2033

Committee members agreed to give this more thought and email ideas to Ms. Cogan.

Daniel Christianson reviewed the draft Community Profile and asked for feedback. He explained that it was intended to provide a basis of information for initiation of discussion. He noted that some information is statistically driven and some is simply an understanding of the city. Committee members reviewed the document and pointed out inaccurate or outdated information. They suggested including parks, government, tax rate, the Willamette River, location, volunteerism, Fire District, neighborhood associations, the Miracle of Christmas and finance information. Ms. Cogan urged committee members to send additional thoughts via email.

The project schedule was distributed with review taking place and Committee members agreeing to meet again on Monday, December 8 at 6 p.m. to plan public forum dates and survey questions.

Ms. Cogan noted that three visioning questions would be included on the City survey but a separate survey would be posted on the web for community input. Members contributed the following ideas:

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|---|-------------------------------|
| Types of Jobs | Traffic |
| Bicycling/Non-motorized Transportation | Industrial Development |
| Mass Transit | Schools/School District |
| Infrastructure | Green Space |
| Public Recreation | Arts & Culture |
| Library | Growth |
| Youth Activity | Downtown |
| Environmental Quality | Museum |
| Water Quality | Identity |
| Sustainability | Economic Vitality |
| Connection to Natural Resources | Energy |
| Trees | Agriculture |
| Public Safety | Renewable Energy |
| City Services | Tax Rate/Property Tax Revenue |
| Water Conservation: Keeping cost low and preserving the most precious resource on earth | |

Ms. Cogan urged committee members to send additional thoughts via email.

Conclusion

The meeting concluded at 8:20 p.m.

*Next meeting Monday,
December 8, 2008
6 p.m.*