MINUTES
KEIZER CITY COUNCIL

Monday, December 11, 2023
Robert L. Simon Council Chambers
930 Chemawa Road NE
Keizer, Oregon

CALL TO ORDER Mayor Clark called the meeting to order at 6:49 p.m.

ROLL CALL Roll call was taken as follows:

Present:	Staff:
Cathy Clark, Mayor	Adam Brown, City Manager
Shaney Starr, Council President	Tim Wood, Assistant City Manager
Soraida Cross, Councilor	Shannon Johnson, City Attorney
Robert Husseman, Councilor	Shane Witham, Planning Director
Kyle Juran, Councilor	Bill Lawyer, Public Works Director
Laura Reid, Councilor	Melissa Bisset, City Recorder

Absent:
Daniel Kohler, Councilor
Youth Councilor Grayton Woodard

DISCUSSION

a. Strategic Plan Sarah Singer Wilson of SSW Consulting presented the proposed draft Strategic Plan. Ms. Singer Wilson explained the project goals, the Project Timeline, a recap of the engagement efforts, the proposed mission, vision, and values. In order for employees to remember the values, staff came up with an acronym, which is REACH and stands for: Responsible, Excellent, Assessible, Compassionate, and Helpful. REACH describes how services and the project goals will be implemented.

The proposed goals were reviewed and included:

1. Safety and Supportive Services

2. Transportation and Mobility
3. Economic Development
4. Engaged Community
5. Community Growth
6. Strong and Sustainable Government

Discussion ensued regarding Item 1.4 "Increase resources to address and prevention of homelessness in connection with other organizations across Marion County." It was noted that collaborating with other community partners would be the best method to address this item. There was a suggestion to update Item 1.4 because the City is already a collaborative- and partnership-based City. Everything the City does is in partnership with the City's continuum of care, which is a two-County continuum."

Mayor Clark suggested updating the item to read: "increase or maximize resources in connection with other organizations across Marion County to address the current prevention of homelessness." Mayor Clark clarified that the City is providing appropriate resources in collaboration, rather than solo, to meet the needs of the people in the community.

There was a question regarding the citywide emergency management plan to address continuity of operations and hazard mitigation. Discussion continued regarding emergency operations and City tabletop exercises.

The Transportation System Plan (TSP) was anticipated to be in the five-year window of the proposed Strategic Plan. Discussion ensued regarding transit being acknowledged in the updated TSP once the scenario planning was complete, and that the TSP would be in conjunction with Cherriots (Keizer Transportation System). Mayor Clark suggested adding a footnote that Salem Area Mass Transit is included in the TSP because the City has an overlay with them. Planning Director Witham provided information on the River Cherry Overlay District, including timeframes and noting that it should be reworded to include a revitalization plan.

There was a conversation around safety related to transportation and mobility. Mr. Witham suggested that the TSP include a Bike Stressful Assessment in which the bike facilities are ranked based upon the amount of stress loads from traffic. Mr. Witham explained there is a safety element within the revitalization plan that encourages the City to do a safety and mobility audit of River Road. Mayor Clark suggested referencing the Oregon Bicycle and Pedestrian Plan and the Transportation Safety Action Plan for safety recommendations and protocols within transportation planning. Councilor Starr requested that the annual review of the Strategic Plan be written in the Strategic

Plan rather than in a Resolution.

It was requested that an explanation would be included in Item 3.4 on the economic gardening term, which is the practice of growing the businesses that are already here.

Discussion ensued regarding the difference between the two items: 3.6 on Conduct Urban Renewal analysis to revitalize River Road and Item 2.3 on Complete River Cherry Overlay District.

Discussion ensued regarding rewording Item 3.7 on the feasibility of a business license program to support Economic Development and public safety. It was not anticipated to be a revenue generator and a fee would not be collected. Mayor Clark suggested removing Economic Development because the intention was to help create an informational type database of businesses in the City to assist with public safety.

City Attorney Shannon Johnson reviewed Item 3.8, which was related to the Willow Lake Settlement Agreement. The idea was to expand the types of uses to allow for development.

There was discussion regarding using a variety of engagement tools and strategies and the importance of hearing from the community.

It was suggested to add item 4.1, a translation and/or interpretation services to be consistent with 4.9 because they are two different things and purposes.

There was discussion about using the Community Diversity Engagement Committee (CDEC) to explore, identify, and give recommendations to the Council on diversifying the City's engagement or to have the pulse on the CDEC. Not everyone may want to be engaged, but the City needs to learn their needs and wants. There was a suggestion of adding the CDEC and their work to one of the action items.

City Manager Adam Brown explained the statistically significant bi-annual community survey and how it can be used. It would need to be a long-term commitment strategy to make changes.

It was decided that Item 4.9 relating to translation and interpretation service would be reworded and include a policy.

It was suggested that the CDEC should be included in Item 4.3.

Discussion ensued regarding public engagement and/or polling related to potential community growth.

Planning Director Shane Witham explained that the City would be required to adopt a Housing Capacity Analysis and revisit the Housing Needs Analysis.

It was noted that 5.10 should be revised to state "Create" rather than "Complete," as there was not a Capital Improvement Program (CIP) based on the Parks Main Plan Update and Parks projects.

Public Works Director Bill Lawyer, explained item 5.7 on conducting public utilities' analysis and that the public utilities' analysis was related to an Urban Growth Boundary expansion. Item 5.7 would be updated.

Mr. Lawyer clarified that the Water Main Replacements were the steel water mains that needed to be replaced.

It was noted that Items 4.7 and 6.5 were connected. Assistant City Manager Wood added that the general fund is the most restricted fund that the City has, so the City needs to look at the funding mechanisms to support the general fund services. The other item is much broader, as it may incorporate services not supported by the general fund. So, there could be something else out there that the residents are looking for that the City isn't currently providing.

There was discussion about being clear, specific, and explanatory throughout the Strategic Plan so the public understands.

Ms. Singer Wilson shared that there were twelve responses received based on a recent community and staff survey. When the plan returns to the Council, there may be some additional staff recommendations based upon these survey results.

There was concern about Community Outreach and Engagement with the draft Strategic Plan. The Council wished to gather additional feedback on the draft Strategic Plan before it was adopted. Discussion ensued as to getting the survey to the public throughout the community by sending it to all the committees, commissions, and boards for greater outreach and allowing more time for responses. Ms. Singer Wilson responded by sharing that the survey was sent out to all the committees and all the stakeholders mapped out in earlier meetings, and she provided staff with template emails.

City Manager Adam Brown agreed that the City could re-open the survey and share it. Mayor Clark summarized that the updated, draft Strategic Plan will be provided in another survey to the community on a variety of social media with pushes and sent via email.

Mr. Brown shared that he appreciated the preparedness with all the questions, and the City would extend the invitation for survey participation and try to stretch the distribution broader, higher, and wider.

ADJOURNMENT Mayor Clark adjourned the meeting at 8:53 p.m.

MAYOR:

~~Cathy Clark~~
Council President Shaney Starr

APPROVED:

Dawn Wilson, Deputy City Recorder

Minutes approved: 02/20/2024

"Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury."