



CITY OF HERMISTON COUNCIL GOALS

February 2017

Where Life is Sweet





TABLE OF CONTENTS

- 03** Acknowledgments
- 04** Introduction
- 05** Hermiston's Vision and Core Values
- 06** 2017 Environmental Scan
- 07** 2016 Council Goal Updates
- 11** Looking Ahead: 2017 Council Goals

ACKNOWLEDGMENTS

City Council

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INTRODUCTION

TO THE COUNCIL AND THE COMMUNITY:

In February 2017, the City Council convened with the City of Hermiston Leadership Team for a Council Retreat to review updates on 2016 goals, current community issues, and identify the Council's goals and priorities for the coming years.

A facilitator led the group through a day-long discussion and documented and summarized project updates and the 2017 Council goals. In the pages which follow you will see a summary of this discussion.

The City Council's leadership in setting high-level goals for the community is important to the organization's work. Working together, the City Council, City staff and the community have much to look forward to.

Sincerely,

Byron D. Smith
City Manager
March 23, 2017



VISION + CORE VALUES

"The City of Hermiston aspires to support an excellent community. We strive to provide courageous leadership to create an inclusive community while providing an affordable, livable and growing economy."



Hermiston's Core Values

ENVIRONMENTAL SCAN

The purpose of the environmental scan is to provide context for the goal setting. The team discussed different tactics, resources and initiatives which were helping to move the community forward in achieving the goals set in 2016. Conversely, the team identified challenges the community and organization is facing.

Moving Hermiston Forward

- » Engaged Citizens
- » Public Input
- » Progressive City Council
- » Cohesive Leadership
- » Expanding Infrastructure
- » Big Picture Thinking
- » Inclusiveness
- » Embracing Change
- » Partnering with Public/Private Agencies
- » Administrative Willingness to Listen and Communicate

Current Challenges

- » Aging Infrastructure
- » Increased Compression
- » Resistance to Change
- » State Budget Uncertainties
- » PERS
- » Keeping up with Technology
- » Increasing Costs to Provide Services
- » Staff Time Committed to EOTEC

2016 Council Goal Updates

Goals	Status	Highlights	Challenges	Department Lead/Support
1. Downtown Revitalization				
1.1 Continue work through urban renewal	Ongoing	100% expenditure on facade grants; 75% on festival street design; RARE volunteer; Hanging flower baskets on Main St.	Difficult to get public input and participation; Managing expectations with planned budget and limited resources; managing downtown parking as designed in festival street; need to share info re; plaza/community space for year-round activity; Engagement is challenging - use the media to promote	Planning/City Manager
1.2 Analyze downtown parking	In progress	Opportunity to partner w/ private developer; Trying angled parking to add capacity	Making festival street; parking and other goals within budget	Planning/City Manager
2. Parks and Recreation Development				
2.1 Park Development	Ongoing	Newport Park complete; Sunset park Phase I nearly complete	Weather	Parks & Recreation/Planning
2.2 Eastside Park Property	Ongoing	Baker pond appraisal (wetland)	Getting appraisal done	Parks & Recreation/Planning
2.3 Code Enforcement	Ongoing	Working with City Attorney to do code update; derelict buildings taken down	Tighter process to deal with build-ings and landlords	Parks & Recreation/Planning
2.4 Recreation Development	Ongoing	Recruited new supervisor - program expansion (Senior program and after school program)	As department matures will need to look at resource allocation - grown programs to capacity	Parks & Recreation/Planning
3. Infrastructure Master Plans				
3.1 TSP Review	Ongoing	Nearing construction on 2 new signals - ODOT grant, private funding ODOT funding the rest; Reviewed priority projects w/ Council; ODOT resurfaced 395 (done strategically, quickly with little impact to the public)	Signal plan included lots of good public input; plan with no fund-ing (huge unfunded list of street improvements and not much for trails)	Planning
3.2 Capital Improvement Plan	Ongoing	Completed inventory of projects; funded two major projects; shifted to strategic approach- implementation = long-term savings	Funding; lots of capital needs; transportation funds - how do we raise them?	City Manager/Public Works Departments/ Finance

Goals	Status	Highlights	Challenges	Department Lead/Support
4. Public Transit				
4.1 Public Transit	Ongoing	New bus loops around town	Tightening up the routing; transit committee meetings quarterly; long-term funding	City Manager
5. Service Level Assessment				
5.1 Online Access	Ongoing	Court kiosk helps to alleviate clerk workload; bids for new meters helps to alleviate calls to clerks and provides better info to customers; recreation registration online and launched mobile app; e-permitting system	Increased use of grants to leverage resources; lack of in-house IT staff; budget; learning curve for tracking grant funds; developing good processes	All departments
5.2 Reorganize for Efficiencies	Ongoing	More information coming to council; code enforcement staff under parks and rec.		All departments
5.3 Utility Maintenance Staff	Ongoing	Using efficiencies with new technology to reallocate water and finance staff; new street maintenance equipment		All departments
6. City Facility Assessment				
6.1 Current facilities/Plan for City Hall	Ongoing	Space needs assessment; Internal brainstorming on City Hall options; Safety improvements in City Hall	Funding; Community support	City Manager
6.2 Conference Center Future	Ongoing	Design on Carnegie Library - flex office space; Opportunities include flex office space, parks and rec in conference center to program as community center; Analyzing the finances to understand current conditions	Complex issue with current tenant concerns; Engaged Hermiston Futures Task Force; Diverse interests (Chamber, Community, etc. Making a profit vs. serving the public); council needs to show a united front; funds donated to run "community center"	City Manager

Goals	Status	Highlights	Challenges	Department Lead/Support
7. Economic Development				
7.1 Economic Development	Ongoing	Analyzing wastewater needs at Cook Industrial Park; Work on signal w/ hospital; rebuilt electrical system at Cook Industrial Park to build capacity; Rezoning of industrial property (Fowler Property 44 acres)	Housing - how do we help to facilitate?	City Manager/Planning
8. EOTEC				
8.1 EOTEC	Ongoing	Opened the event center and people are booking it; finalized budget, contractors on staff, and we have a timeline in place; operating the event center and learning rapidly without an FTE to manage	Funding; time/weather; transition to contracted facility manager; getting people to realize it's more than just fairgrounds; staffing/marketing	City Manager (County is partner)



LOOKING AHEAD: 2017 COUNCIL GOALS

Goal 1: Livability

- 1.1 Family/Youth Facility
- 1.2 Aquatic Facility
- 1.3 Festival Street
- 1.4 Downtown Revitalization

Partners:
School District
Hospital
Chamber
Community College
Downtown Businesses

Goal 2: EOTEC

- 2.1 Completion of Construction
- 2.2 Management Structure

Partners:
County
Fair Board
Rodeo Board
Hoteliers
EOTEC Board

Goal 3: Economic Development

- 3.1 Housing
- 3.2 Retail
- 3.3 Water
- 3.4 Jobs/Primary Economic Development

Partners:
Tribes; HDC; County
Neighboring Cities;
Columbia Development
Authority; Oregon
National Guard; State;
NOWA; Ports

Goal 4: Capital Improvement Plan (CIP)

- 4.1 Complete the Plan/Prioritize Projects
- 4.2 Identify Funding

Partners:
State
Federal Government
County