



SCAPPOOSE *Oregon*

**TUESDAY, JANUARY 3, 2023
CITY COUNCIL
WORK SESSION ~ REVIEW GOALS, 6PM
COUNCIL CHAMBERS
33568 EAST COLUMBIA AVENUE
SCAPPOOSE, OREGON 97056**

Mayor Elect Joe Backus called the work session to order at 6:00 p.m.

Present: Joe Backus; Megan Greisen; Pete McHugh; Tyler Miller; Kim Holmes; Andrew Lafrenz; City Manager Alexandra Rains; Legal Counsel Peter Watts; Police Lieutenant Chris Fluellen; Police Chief Steven Lougal; City Recorder Susan M. Reeves; Public Works Director Dave Sukau; Assistant to Public Works Director Huell Whitehaus; Assistant to City Manager Isaac Butman; Community Development Director Laurie Oliver Joseph; City Engineer Chris Negelspach; Associate Planner NJ Johnson; Judge Steven Todd; and Anna Del Savio, South County Spotlight.

Remote: Paul Fidrych; and Lisa Hoffmann (joined at 6:28pm).

Excused: Jeannet Santiago

City Manager Rains explained we have our annual review of Council goals for this evening's work session. There are several members of staff in the room that can answer specific questions as they were assigned to certain goals throughout the year, if you do have questions beyond what's already in your packets. She explained she will simply move down the list.

Council Goal 1: Develop a vibrant and diverse local economy

1.1 – Develop a downtown revitalization program

There were no questions.

1.2 – Evaluate the creation of a small business incubator

There were no questions.

1.3 - Identify goals for community branding

Kim Holmes explained in the description, she believes it refers to a rebranding exercise. She asked do we have a current brand or something that we're pivoting away from?

City Manager Rains replied she would say that with this particular goal, from a staff perspective, we haven't always had the most clarity on whether or not this was a discussion about branding more of the community in terms of tourism and economic development and things like that versus the City. It does seem like the cities brand is pretty well established. She doesn't know that that was necessarily on the table, but there was more of a look forward to see how you wanted to bring yourselves together more as a community. That's kind of how she took that, unless she is just misunderstanding.

Pete McHugh explained the discussion with the Urban renewal Agency, they have talked about branding and it's not a rebranding. He thinks what they're talking about is that is a broader image for the City.

Joe Backus asked what would come from the 50-Year Planning Committee toward the branding and how long will that take?

City Manager Rains replied well that's always kind of been part of the question, and maybe a little bit of hesitation on staff's part is that there is a lot going on. Is there a comfort level for Council to move forward with this because you feel like you all are somewhat clear on what you want to see or are you wanting things to develop more. Staff thought some kind of a process with having someone help us maybe define Councils vision or idea a little bit further before trying to put it out to hire someone. She thinks it is a very hard thing to define and there is just not a lot of clarity.

Joe Backus would like to look into the branding more.

1.4 - Support and monitor development of the Columbia Commerce Center

City Engineer Chris Negelspace explained the City gained ownership of the 14-acre park in the Southeast corner of this development.

1.5 - Work with partners to develop robust economic development marketing

Megan Greisen talked about the previous Mayor being heavily involved with this. She asked how will we represent ourselves moving forward.

City Manager Rains explained one of our primary partners in all of that with tourism is Columbia Economic Team and the new Mayor has applied to be on their board and take over that position that the previous Mayor held, so it does look like that will probably happen. With him assuming that role then he will be able to fulfill a lot of those same duties.

Joe Backus would like to see what Mayor Burge did and see if it is something he can continue and if not then find someone who can continue in that same capacity or role so that we don't lose anything there.

1.6 - Continue to Support OMIC's Expansion

City Engineer Chris Negelspach gave an update.

1.7 - Promote and support small local businesses

Associate Planner NJ Johnson explained one of the things that we have been trying to do is have a recurring small business spotlight. He explained the process that takes place.

1.8 - Promote and support county-wide and local tourism

Joe Backus talked about getting the word out about Chapman Landing.

Goal 2: Enhance Community Livability

2.1 - Update Rail Corridor Study

Joe Backus stated that does appear it is closed and no further action.

City Manager Rains replied correct.

2.2 - Develop Long Term Comprehensive Community Vision

Kim Holmes stated seeing how other cities have done their vision statements it seems that 50-years is a longer term than what's rationally adopted. She asked for some background on how we arrived at 50-years.

Legal Counsel Peter Watts explained under State Law we are required to have 20-years' worth of buildable lands inventory. He explained the process and said the idea is if the lands are designated as an urban reserve, it gives notice to the property owners that the City at some point expects it to come inside the Urban Growth Boundary which can have a lot of implications or none at all depending on whether someone wants to develop or not.

2.3 - Promote Community Events – signature event

Joe Backus stated that he knows there is a date set for the next event. He asked when will we be able to start promoting it?

Assistant to City Manager Isaac Butman gave an update.

Megan Greisen asked if we could add bullet points for the other events that the City funds just for reference in the end of year report.

2.4 - Continue identifying projects for fuel tax money

Public Works Dave Sukau gave an update.

2.5 - Annual one-on-one meetings with neighboring local leaders (school district, county, fire, port, OMIC, senior center, 911 district)

Megan Greisen stated if there are entity's that Council wants to cross off or add just remember those when we make our goals.

2.6 - Continue community outreach and involvement

Pete McHugh stated he was impressed with the number of people we have following us on Facebook.

2.7 - Support Senior and Community Center

Pete McHugh stated the City has done a great job, mostly Alex, with working with the center.

Adjournment

Joe Backus adjourned the work session at 6:55 p.m.



Mayor Elect Joseph A. Backus

Attest:



City Recorder Susan M. Reeves, MMC