

**MONDAY, MARCH 6, 2017
CITY OF SCAPPOOSE
COUNCIL GOAL SETTING SESSION AT 5:30 P.M.**

Mayor Burge called the Council Goal Setting Session to order at 5:30 p.m.

Present: Mayor Burge, Council President Reed, Councilor Riffle, Councilor Kessi, Councilor Greisen, Councilor Sanders, City Manager Sykes, Legal Counsel Rihala, City Recorder Reeves, Program Analyst Alexandra Rains, AmeriCorps RARE Participant Ben Tolles. Also present is Police Chief Miller and Public Work Director Dave Sukau.

City Manager Sykes explained after the Annual Town Meeting and hearing the comments about a variety of topics, and before we develop our budget for the year, staff finds it very useful to plug in the Council's goals. He explained tonight we are going to do a SWOT analysis, which is basically part of a strategic planning process. He explained by doing this it gives us a chance to look at our organization and see what is working and what is not working, what opportunities we should be pursuing, and what some of the challenges are that we will face. He explained after Council comes up with the Strengths, Weaknesses, Opportunities, and Threats he would like them to choose their top five for each category.

This is the list of SWOT items that Council came up with, along with the votes of how Council ranked them.

2017 City Council SWOT

Strengths

Dedicated staff 4
Good Police Department 4
Proximity to the metro region 4
Safe community 3
Good City Manager 2
Economic activity 2
Good City Planner & Engineer/CDC Department 2
Good school district 1
Recreational opportunities (ongoing) 1
Good communication/transparency 1
Long term planning (open to it)
Unified Council
Friendly community
Crown Zellerbach Trail
Desirable place to live
Highway 30

Weaknesses

Hwy 30/traffic 4
Lack of a community center 4
Aging infrastructure 4
Lack of sidewalks (Safety) 3
Lack of inviting downtown area 3
Lack of long term comprehensive vision 3
Housing availability 3
Lack of local jobs 2
No City identity 1
No community events 1
Railroad 1
Commuter town 1
Lack of buildable frontage on Hwy 30
No design standard for businesses
More community outreach/community board for items to be posted
No welcome sign on the south end of Scappoose
Enhance welcome sign on the north side
Lack of community groups
Lack of recreational opportunities for youth
Lack of parks (SW & SE corners)
Emergency preparedness planning
Limited City facilities

Opportunities

Promote economic opportunities 5
Opportunities to improve sidewalks & connectivity 5
Develop long term comprehensive plan 4
Build City owned facilities for City offices 4
Improve transportation 3
Strengthen community clubs 3
Brand and market the City 2
Community center 2
Promote parks/recreational opportunities 1
Modify development code to be more park friendly 1
Enhance existing parks
Finish park master plan
Finish master plans
New way finder signage
Connecting parks with trails
Alternate route to the airport
Emergency preparedness planning
High density residential/alternative housing

Be judicious with incentives

More in-house work/less contracting ~ Enhance skills/training

Threats

Funding 6

Traffic 6

Highway 30 4

Being reactive instead of proactive – no longer term vision 4

City debt 3

PERS 3

Rapid growth 2

Railroad 1

Cornelius Pass

State and Federal regulations

Media

City Manager Sykes explained City staff went through the same process for a SWOT analysis. He handed out staff's SWOT results.

Councilor Kessi stated he likes that the City staff considers itself as a strength, including team work. He stated it means they are competent, and like working together, and that is important.

Councilor Sanders stated she is sorry that they missed limited staff on weaknesses because she does agree as the City grows there is going to be need for more staff.

Mayor Burge stated he agrees, and he feels we need to make sure that we continue to have the staff to provide the services needed. He stated we want to continue to be efficient and effective.

Councilor Sanders stated we don't want to work the staff we have to death.

Councilor Riffle stated there is one staff member that can't take time off, or they are limited to time off because there is no one to cover for them.

Councilor Greisen asked how are we addressing the issue of making sure staff does feel appreciated, which is listed under weakness ~ lack of employee recognition. She just wants to make sure we are making staff feel appreciated.

City Manager Sykes replied we will look at ways to work on that.

Mayor Burge and Council President Reed both stated maybe there could be some kind of recognition on longevity.

City Manager Sykes stated an employee recognition program is something to consider. Mayor Burge explained he thinks we need to look at the top list and not have such a long list like last year.

City Manager Sykes explained what staff will do with the goals is put together an action plan and try to figure out how we can accomplish it. He stated staff probably accomplished at least 80% of the goals that Council set for staff last year.

Council came up with the following goals ~

GOALS

Complete Chapman Landing
Develop City Brand/Marketing
Long Term Comp plan
Promote economic development
Improving transportation ~ road, sidewalks, bike, etc.
Complete master plans
Enhance existing parks
Building facilities for City offices (possibly with a community center)
Emergency planning
Improve infrastructure
Promote community organizations
Pool property (sell) and any other surplus property

City Manager Sykes explained staff will take each one of these and develop an action plan which will identify all the steps that we are going to take to accomplish the goal. He explained if Council has any other goals they want to add to the list just send it to staff and we'll add it to the list.

Adjournment

Mayor Burge adjourned the Goal Setting Session at 6:57 p.m.



Scott Burge, Mayor

Attest:



Susan M. Reeves, MMC, City Recorder