



# NEWSLETTER

STRENGTH IN UNITY

First Quarter 2018

## PRESIDENT'S MESSAGE



**H**ello from  
beautiful  
Tigard!

I am excited to begin 2018 with you, the esteemed members of the Oregon Mayors Association. I know I speak for everyone in thank-

ing Redmond Mayor George Endicott for his great leadership over the last year. It was the beginning of an exciting and transformative time for Oregon.

I think the new year will bring many opportunities to share our expertise with each other and I hope you'll take advantage of the wisdom of our group. As a member of the OMA since 2013, I can attest to the mentoring, camaraderie and excellent advice I've received from fellow mayors. Our membership contains an  
*(continued on page 5)*

## Inside This Issue

- City Spotlight: Florence
- Mayors Leadership Award
- Save the Date: 2018 OMA Summer Conference
- "If I Were Mayor" Student Contest
- Conference Scholarships
- 2018 OMA Board of Directors Bios
- 2018 Calendar of Events
- Idea Corner: Building Your Team
- Membership Reminder
- LOC Grassroots Advocacy Program

# City Spotlight: **FLORENCE**



# CITY SPOTLIGHT:

## FLORENCE

Submitted by City of Florence

### Economic Development & Infrastructure

#### New Public Works Facility

Constructed in 2017, this building is filled with innovative and environmentally-friendly ways to reduce energy consumption.

#### Pacific View Business Park

A prime location for local manufacturers and job creators near the airport and fiber networks.

#### Rhododendron Drive Improvements

A shoulder extension project that improved street, water and bicycle/pedestrian infrastructure.

#### FloGro

An innovative way to re-use solid waste, FloGro is a compost mixture of solids and yard debris.



### Old Town & Main Street

#### ReVision Florence Streetscape Project

Lessons learned from a partnership between city, county and state agencies to improve mainstreet tourism on a state hwy.

#### Public Art & History

The value of history and art including the Oregon Coast Military Museum and Siuslaw Pioneer Museum.





## City Hall Remodel & Expansion

The process, challenges and successes of constructing public buildings.

## Chamber of Commerce

The Florence Area Chamber of Commerce provides visitor information center and tourism marketing services.

## Coastal & River Living

### Coast Guard City Designation

Tour the Siuslaw Coast Guard Station and learn about how Florence became the 22nd Coast Guard City in the U.S.

### Emergency Response

A summary of crucial services offered by the Coast Guard in and around our waterways.



## Mayors Leadership Awards

**N**ominations will be open soon for the Mayors Leadership Award, a program of the Oregon Mayors Association which honors OMA-member mayors who have demonstrated exceptional leadership qualities which have contributed to lasting benefits in his/her city and the community as a whole.

Special consideration will be given to mayors who have:

- Shown considerable involvement in community affairs and intergovernmental relations;
- Shown exceptional skill in helping to facilitate productive relationships between the governing body and city employees; and

- Helped other Oregon mayors reach their full potential as community leaders.

Congratulations to 2017's winners, Mayor Sharon Konopa of Albany and Mayor David Stram of Creswell! Watch your mailbox and the OMA website for nomination materials in late March. Nominations will be due on Friday, May 25, 2018. Questions about the Mayors Leadership Award can be directed to Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org) or (503) 588-6550.

## SAVE THE DATE

for the 2018 OMA Summer Conference  
July 26-28 at the Florence Event Center



### Florence to Welcome Mayors for OMA Summer Conference!

Mark your calendars and plan to attend the 2018 OMA Summer Conference in Florence. In addition to an excellent education program being planned by the OMA Board of Directors, host Mayor Joe Henry and city staff are planning fun and informative events. Plus, join us for the annual golf tournament. Watch the OMA website and future OMA newsletters for more information.

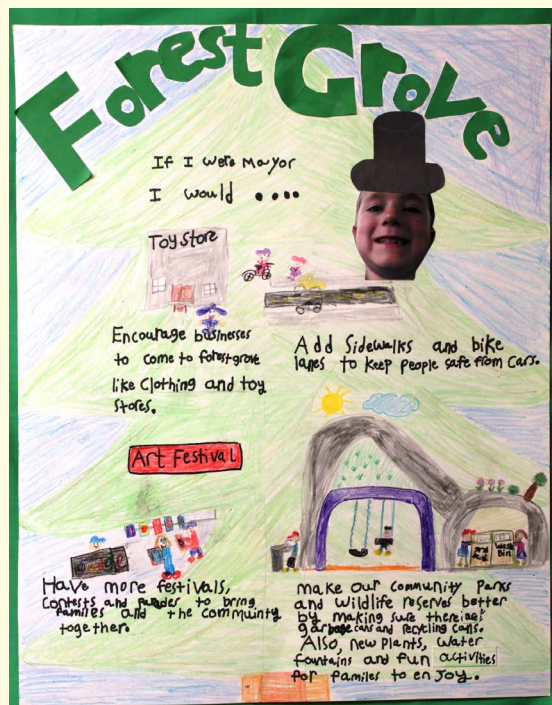
## “If I Were Mayor” Student Contest

### Deadline Approaching

If your city is planning to participate in this year’s “If I Were Mayor...” student contest, winning local entries must be submitted to the OMA for the statewide competition by **May 11, 2018**. Essays and digital media presentations may be emailed to Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org); posters must be mailed to OMA, 1201 Court St. NE #200, Salem, OR 97301.

### Judges Needed for Statewide Competition

Mayors who are not administering their own local contests are invited to participate as a judge at the statewide level. Judging for the statewide competition will take place in mid-June, at the League of Oregon Cities office in Salem. If you are interested in participating as a judge and are available to come to Salem for the judging meeting, please notify Megan George by **April 30, 2018** at [mgeorge@orcities.org](mailto:mgeorge@orcities.org). More details about the contest can be found on the OMA website at [www.oregonmayors.org](http://www.oregonmayors.org). Questions may be directed to Megan George at the email above or (503) 588-6550.



2017 First Place Poster Winner

## President's Message

(continued from page 1)

enormous amount of expertise and insight and I can't wait to see how we put that to use in 2018.

One thing is sure – I'm honored to represent Oregon's Mayors as president of the OMA.

If we've seen anything over the last year, it's that change is constant. From a nationwide search, the League of Oregon Cities' Board of Directors selected Mike Cully to serve as the League's new executive director. His knowledge and experience with economic development, transportation, healthcare and associated industries will be a great benefit to the LOC and OMA.

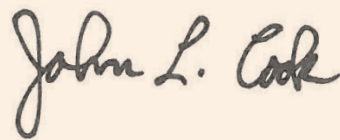
Even though the State Legislature will convene for a short session (February 5 to March 11), there is still a lot to do. Many of the debates and decisions in Salem may impact cities across the state regarding transportation, public safety, budgets and healthcare. Changes in the federal government have the potential to shake up tourism and public lands, marijuana revenue and trade. No matter the size of your city, chances are good that we share many of the same concerns – how to replace aging public infrastructure, balance the budget, address homelessness and affordable housing and meet the needs of our citizens with diminishing resources.

This year is certain to bring challenges – big and small – and I encourage each mayor to reach out to peers in our group. Whether you're sharing good news, best practices or innovative ideas in the quarterly newsletter or coming together at the annual OMA Summer Conference in the coastal gem known as Florence, or the fall workshop held in Eugene during the LOC Annual Conference, I encourage you to take advantage of your OMA membership. The Oregon Mayors Association offers each of us valuable opportunities to meet and discuss the issues important to our cities – and our state. In 2016, I was lucky enough to meet the Dalai Lama at a United States Conference of Mayors gathering and one of his quotes has stuck with me: *"Choose to be optimistic, it feels better."*

With that quote in mind, I would love to hear from you. You can always reach me at [MayorCook@tigard-or.gov](mailto:MayorCook@tigard-or.gov) or through the OMA office in Salem. The fantastic Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org) is a great resource for mayors. Take a moment to share your thoughts on the OMA – is there something we can do better? Is there anything you would change? I'm eager to hear your suggestions for strengthening our organization.

Our motto is **Strength in Unity**. That phrase has never been truer. Working together, we are formidable partners and influencers on county, state and federal legislators. Residents look to us for guidance and trust that we can work with our councils and city staff to keep cities livable and prosperous. Let's partner to make our communities strong, resilient and responsive for the people we serve.

Best Regards,



John L. Cook  
OMA President  
Mayor, Tigard

## Summer Conference Scholarships Available

Each year scholarships are offered for mayors of small cities to participate in the OMA Summer Conference through the OMA Scholarship Program. Mayors from a city with a population up to 5,000 can apply for the scholarship. As an added benefit, 2018 OMA membership dues will be waived for non-OMA member mayors who are granted a scholarship.

More information and an application form will be included in the conference registration mailing in mid-April, and it will be posted on the OMA website at [www.oregonmayors.org](http://www.oregonmayors.org).



# Meet Your 2018 OMA Board of Directors

## OFFICERS



**President**  
*John Cook*  
*Mayor, Tigard*

chair of the Washington County Budget Committee for 18 years, President of the Tigard Area Chamber of Commerce, the Tigard Jaycees and Tigard Little League.



**President-Elect**  
*Brian Dalton*  
*Mayor, Dallas*

his forestland and to the community of Dallas. One of his hobbies is to restore and fly 1920s vintage antique airplanes.



**Past President**  
*George Endicott*  
*Mayor, Redmond*

Alliance. He is past chair of the Local Officials Advisory Committee to LCDC, represented local governments on the Governor's (Cascadia) Resilience Commission, and currently serves as a member of the Governor's Regional Solutions Team.

A lifelong Tigard resident, Mayor Cook has served as Tigard's mayor since 2013. An accountant for over 30 years, Mayor Cook established his own Tigard CPA and financial planning firm in 1993. He graduated from Oregon State University with a BS in Business. Mayor Cook is a board member of the Westside Economic Alliance and serves on the U.S. Conference of Mayors Transportation Committee, ODOT Region I Area Commission on Transportation, SW Corridor Steering Committee and Washington County Coordinating Committee.

Prior to his election, Mayor Cook was

Mayor Brian Dalton is a fifth generation Polk County resident, serving on the Dallas City Council since 2001 and as mayor since 2011. He obtained a master's degree in public administration, then pursued a career as a Regular Army Officer serving in many locations throughout the world. He retired as a Lieutenant Colonel in 1993. In that year, with his brother, he founded Dalton Rock, Inc., which has become a major source of aggregate material in the region. The rock company was sold in 2008 and Brian has since devoted his energies to managing

Mayor Endicott has served on the Redmond council since 2005 and as mayor since January 2009. He is past president of the League of Oregon Cities (LOC), and chairs LOC's Community Development Policy Committee. He is the recipient of both LOC's James C. Richards Memorial Award and the OMA's Mayors Leadership Award. He is a member of the Central Oregon Cities Organization and represents Redmond on the Central Oregon Area Commission on Transportation and the Deschutes Water



*Bob Andrews*  
*Mayor, Newberg*

Mayor Andrews has served on the Newberg City Council since 2002, and as mayor since 2007. Mayor Andrews is retired from pension management with the State of Oregon. He is a 36-year resident of Newberg and a family man—a father of three girls and a grandfather of three granddaughters.



*Steve Callaway*  
*Mayor, Hillsboro*

Mayor Steve Callaway was elected to the City Council in November 2010, re-elected in 2014, and most recently elected as mayor in 2016. Steve ran for City Council because he wanted to continue his involvement in and service to Hillsboro in a position that would allow him to blend his experience gained while serving on the Budget Committee, the Hillsboro 2020 Vision Implementation Committee, the Planning Commission, and more. Additional community involvement includes the Jackson Bottom Wetlands Preserve Board, the Library Foundation, Oregon International Airshow, Boys and Girls Club, Tualatin Plains Presbyterian Church, the 53rd Avenue Park Task Force and the Hillsboro Schools Foundation. He obtained his undergraduate degree from Point Loma Nazarene University in San Diego and his master's degree at Lewis and Clark College in Portland. He has retired from his position as a principal at Tobias Elementary School.



*Bill Graupp*  
*Mayor, Aurora*

Mayor Graupp is a DFM applications engineer at Mentor Graphics on the marketing team and has been in the semiconductor industry for 38 years. He also contributes to his community as the mayor of Aurora for more than four years and North Marion School District (15) Board member for six years. Bill is the current board chairman for the Oregon Future Business Leaders of America Foundation (OR-FBLA), delivering business curriculum to over 2,000 high school students around the state. Bill currently serves on the Oregon Educators Benefit Board (OEBB) by governor's appointment. Bill has recently completed the Oregon Leadership Institute with OSBA achieving platinum level of leadership training. Current project is creating a Career Technical Education (CTE) program for local high school students at the Aurora State Airport focused on aviation business careers.

## DIRECTORS



*Sandy Roumagoux  
Mayor, Newport*

Mayor Roumagoux was re-elected to her third term as mayor of Newport in 2016. She was elected to the Newport City Council in 2010 after serving on the Board of Education of Oregon Coast Community College for the previous ten years. Mayor Roumagoux is an artist (painter) and is represented by the Michael Parsons Fine Art Gallery in Portland.



*Bob Russell  
Mayor, Eagle Point*

Mayor Russell, starting his fourth term as mayor, was born and raised in Portland and graduated from Oregon State University in 1972. In 2005, after a career as a regional manager for Canon USA, fulfilled a lifetime dream and bought the historic Butte Creek Mill in Eagle Point. Mayor Russell immediately got involved in the Chamber of Commerce and the Economic Development Commission. Tragically, the 1872 water-powered flour mill burned down on Christmas morning in 2015. Mayor Russell is now president of the non-profit Butte

Creek Mill Foundation with plans to rebuild the mill as a historically accurate tribute to its pioneer heritage.



*Dave Stram  
Mayor, Creswell*

Fresh out of college in 1982, Mayor Dave Stram and his wife, Jocelyn, moved to Creswell to begin a ministry at the Creswell Church of Christ. Thirty years later he retired from the same church and was asked by local citizens to run for mayor. He is now in his third term as Creswell's mayor. From 1998-2004 Mayor Stram served on the Board of Directors of his alma mater, William Jessup University in Rocklin, California. Dave teaches piano to 25 students each week and is the account manager for Hot Tees, a custom onsite event apparel

provider. In his spare time, he enjoys playing golf, running, reading, and hanging out with his two grown children.

## Calendar of Events

**May 11, 2018**

OMA Board of Directors Meeting  
Conference Call

**July 26, 2018**

OMA Board of Directors Meeting  
Florence Events Center, Florence

**July 26 – 28, 2018**

OMA Summer Conference  
Florence Events Center, Florence

**July 28, 2018**

OMA Business Meeting  
Florence Events Center, Florence

**September 26, 2018**

OMA Board of Directors Meeting  
Hilton, Eugene

**September 27, 2018**

OMA Business Meeting & Fall Workshop  
Hilton, Eugene



## Building Your Team

### 10 Tips from Anna Peterson, Former Mayor of Salem (2011-2016)

**1. You have to walk the talk.** Sharing the power is more than appointing people to committees and asking councilors to chair committees instead of the mayor chairing them. I have to get out and stay out of the way in order for them to own the task they have volunteered for, and that I have asked them to do. I attend committee meetings as I can, some more than others. But, I am careful to never run the meeting or state my opinion in such a manner that others are shut down or think “Oh, I better fall in with the mayor.” We just don’t work that way here.

**2. Respect the professional city staff.** Rely on them for information and listen to their advice. I don’t always agree or take their exact advice, but I do most of the time. I test their assumptions by talking with councilors and people out in the community. That way, I get other perspectives. Then I cook it all up together in my brain and do what I think is the right thing.

**3. Don’t get into power struggles with professional city staff.** You will lose every time. Oh... you may win the battle, but you’ll lose the war. The staff are close-knit group of people who will be there usually far longer than any of the elected mayors or councilors. They will close ranks around any staff person you injure or disregard. They will control the flow of information to you based on how they respect—or don’t respect—you. It’s not that they are mean or conniving... they are just people trying hard to do a job and these responses are natural. We do the same thing for people in our families and in organizations we all volunteer for.

**4. Learn to say sorry and really mean it.** Sometimes my mouth and brain become disconnected. I have said some things in council meetings or in executive or work sessions that I have regretted five minutes later... but the damage has been done. It takes a sincere apology delivered correctly to begin mending the relationships. Sometimes it takes a long time for someone to come back to working closely with me because of the damage I inflicted on that person, or on someone they like or think that I mistreated. The people who heard the “wrong” also need to hear the apology. So, if it’s on the council floor, then that’s where the apology needs to be made. Or, quickly the next morning in an email that all staff and the press see.

**5. Don’t draw conclusions or assume motives about how councilors act or vote.** I ask them if knowing is important or I let it go. But, I don’t try to figure out other’s motives and intentions.

**6. Councilors have families and many times jobs or businesses.** They have tugs and pulls that we don’t know about. They don’t work for me... they work with me. But, sometimes those other demands leave them with little time for council business. If it’s a consistent problem, I talk with them and ask a “How’s this load working for you?” sort of question. I need to spend more time with them than I do. That’s one of my shortcomings as their mayor.

#### Send in Your Good Ideas!

If you have a good idea to share with your fellow mayors, send a brief description (2-3 paragraphs) and a photo if available to Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org). For example, an innovative solution to a challenge that you’re proud of, a new city building, how you’re using social media or your website, use of volunteers, citizen outreach, public/private partnerships, etc. Send them in and share your good news!



# Keep Up-to-Date with the OMA Website

[www.oregonmayors.org](http://www.oregonmayors.org)



- Conference Info
- OMA Newsletter
- Board of Directors
- Upcoming Events
- Student Contest Information
- And more!

## Share Your Session Ideas for the Summer Conference



OMA wants to hear from you. What sessions would you like to see at the Summer Conference in Florence this year? Sessions should be educational, address city issues and provide resources for mayors to take back to their communities. Please send your ideas to Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org) by **March 2, 2018**.

**7. I don't throw anyone under the bus.** Only in one extreme case did I let others know about an inappropriate behavior by a councilor. Don't air your dirty laundry in public.

**8. I respect each councilor as an individually elected official.** I understand that they need to keep their constituents informed and as happy as is reasonable. Sometimes that results in their voting a certain way or making statements in meetings or the press that I might not agree with. I just give them the room they need.

**9. I don't need to know everything.** I don't need councilors to tell me everything they are doing in their contacts and relationships with staff and the public. I don't get upset or bothered if a councilor, or a few of them, are in a meeting with the city manager or staff and I'm not included. I have confidence that they are just trying to get information or work out a possible solution on an issue.

**10. Share the spotlight.** Sometimes get out of it all together and let it shine on other councilors. I share speaking engagements, appearances, football trophy nights, etc. It's good for the community to see them, too. I can't get to everything so it helps me and them. For example, at the annual state of the city speech I ask that all councilors sit at the head table, instead of out in the audience like they used to be. That presents a strong and united picture to the community. I thank them at council for projects they take on, or events where they represent the mayor or city.

## Membership Reminder

It is time to renew your membership in the OMA! Thank you to those mayors who have already done so:

Adair Village	Dayton	Independence	Myrtle Point	Spray
Albany	Depoe Bay	Irrigon	Nehalem	Springfield
Athena	Detroit	Island City	Newberg	St. Helens
Aumsville	Donald	Jacksonville	Newport	Stanfield
Aurora	Drain	Jefferson	Noth Bend	Stayton
Banks	Dundee	Joseph	North Powder	Sublimity
Barlow	Durham	Junction City	Oakridge	Summerville
Bay City	Eagle Point	Keizer	Ontario	Sutherlin
Beaverton	Elgin	King City	Oregon City	Sweet Home
Bend	Enterprise	Klamath Falls	Pendleton	Talent
Boardman	Estacada	La Grande	Phoenix	The Dalles
Brookings	Eugene	La Pine	Prairie City	Tigard
Brownsville	Fairview	Lafayette	Prineville	Tillamook
Burns	Falls City	Lake Oswego	Rainier	Toledo
Butte Falls	Florence	Lakeside	Redmond	Troutdale
Canby	Forest Grove	Lebanon	Reedsport	Tualatin
Cannon Beach	Fossil	Lincoln City	Riddle	Turner
Cascade Locks	Garibaldi	Lowell	Lake Oswego	Umatilla
Central Point	Gearhart	Lyons	Rockaway Beach	Union
Chiloquin	Gervais	Madras	Rogue River	Vale
Clatskanie	Gladstone	Malin	Rufus	Veneta
Coburg	Glendale	Manzanita	Salem	Vernonia
Columbia City	Gold Beach	Maupin	Scappoose	Warrenton
Condon	Gold Hill	Maywood Park	Scio	Lebanon
Coos Bay	Haines	McMinnville	Scotts Mills	West Linn
Coquille	Happy Valley	Medford	Seneca	Westfir
Cornelius	Heppner	Metolius	Shady Cove	Weston
Corvallis	Hermiston	Milton-Freewater	Shaniko	Wilsonville
Cottage Grove	Hillsboro	Monmouth	Sheridan	Winston
Cove	Hines	Moro	Sherwood	Wood Village
Creswell	Hood River	Mt. Angel	Silverton	Woodburn
Culver	Hubbard	Mt. Vernon	Sisters	
Dallas	Imbler	Myrtle Creek	Lebanon	

Membership materials are available on the website [www.oregonmayors.org](http://www.oregonmayors.org). Please contact Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org) or (503) 588-6550 if you have any questions.

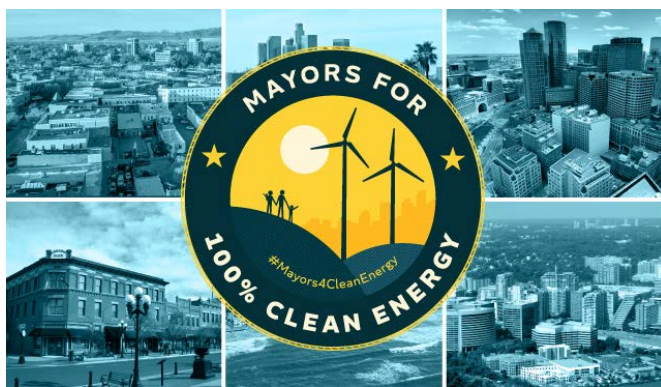


## League of Oregon Cities Grassroots Advocacy Program

The League has developed a means to efficiently and strategically activate city leaders on legislative matters during the February session. As the need arises, members of the League's lobby team will be able to electronically alert all mayors, councilors and city managers in each legislative district individually. Thanks to a significant amount of data entry and email upgrades, the League can now issue legislative alerts to an individual district without compiling a special email group. This is the first step in reforming and enhancing the League's grassroots advocacy program.

Additionally, the League is requesting that cities and city leaders who are active on social media monitor the hashtag #ORCitiesLeg and amplify those posts by sharing and re-tweeting them.

Please contact Scott Winkels at [swinkels@orcities.org](mailto:swinkels@orcities.org) if you have additional questions.



## Mayors for 100% Clean Energy

Local leadership on clean energy is more important than ever.

As we face unprecedented threats to vital climate, environmental, and pollution protections, mayors and local leaders are seizing the moment to lead our nation towards a healthier, stronger future by committing to 100% clean, renewable energy for all. Mayors understand first-hand the threats to security and public health that families are facing across the country. We are asking mayors to respond to this moment by signaling their support for clean energy and healthy communities. Transitioning to 100% clean and renewable energy—like energy efficiency, wind, solar and electrified transportation—will protect our kids and families from pollution, create new jobs and local economic opportunities, and ensure that all people have access to affordable energy solutions.

That's why with the co-chairs the Sierra Club's Ready For 100 Campaign is launching Mayors For 100% Clean

Energy—an initiative calling on all mayors regardless of political party, from big cities and small towns—to support a vision of 100% clean and renewable energy in their cities, towns, and communities, and across the country. Mayors have a powerful role in making 100% a reality, and a powerful voice to help us spread the message.

Whether you're a mayor, activist or partner, you can take action now!

The following Oregon mayors have pledged their support for a community-wide transition to 100% renewable energy:

- Mayor Lucy Vinis, Eugene
- Mayor Biff Traber, Corvallis
- Mayor Mark Gamba, Milwaukie

For more information, including how to pledge your support, visit [www.sierraclub.org](http://www.sierraclub.org) or email [mayors4cleanenergy@sierraclub.org](mailto:mayors4cleanenergy@sierraclub.org).





STRENGTH IN UNITY

1201 COURT ST. NE, #200  
SALEM, OREGON 97301

PRSRT STD  
US POSTAGE  
**PAID**  
SALEM, OR  
PERMIT NO. 50

