



# NEWSLETTER

STRENGTH IN UNITY

Second Quarter 2019

## PRESIDENT'S MESSAGE



**H**owdy Mayors!  
Well, Spring is here and our thoughts naturally turn to the wonders of the Oregon Mayors Association. For our eager readers, here's the latest.

Plans are forming up for our OMA Summer Conference at the Inn at the Commons in Medford August 1-3—sign-up began May 24. The Conference Planning Committee has already met with much good in the works, including an excellent keynote speaker (we actually have money in the budget for this!), great golf, meet and greets with the state agency heads, a “downtown dine around,” interesting

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O R E G O N   M A Y O R S   A S S O C I A T I O N



## CITY SPOTLIGHT: SPRINGFIELD

Submitted by Christine Lundberg, Mayor, Springfield

**T**he City of Springfield, Oregon is a vibrant community where a history of collaboration and innovation makes us a city welcoming to new people, businesses, and ideas. We maintain a deep commitment to those who already call our community home as we blend the best of our hometown feel with an eye on our future.

The City of Springfield is a “can-do” organization which enjoys a reputation for making good things happen. We work to ensure Springfield is a great place to be – whether you’re a business owner, a resident, or a guest to our community.

We know much of our success is built through the partnerships we create and nurture.



### **Downtown Springfield**

Downtown Springfield has directly benefitted from responsive and effective collaborations between the community, the City, and our businesses.

To remove up-front development barriers for investors working in our Downtown we created the System Development Charge (SDC) Payment Program. To date, nearly \$450K in SDC payments have been made on behalf of 14 downtown Springfield businesses and projects. The program is also offered in Springfield’s Glenwood neighborhood.

We recently launched a Downtown Building Loan Program to support business owners who desire to make substantial improvements to their business spaces. The program, launched in response to community asks, has been widely celebrated and has provided a unique opportunity for businesses to make the most out of their dreams of owning and operating in downtown Springfield.

Both of these programs are possible thanks to a voter-approved designated Downtown Urban Renewal area. By working together with the community and businesses, downtown Springfield has reinvented itself and has earned well-deserved positive headlines. It has become a bustling family destination and its growth continues. You can

learn more at [www.discoverdowntownspringfield.org](http://www.discoverdowntownspringfield.org) or follow along daily at [www.facebook.com/discoverdowntownspringfield](https://www.facebook.com/discoverdowntownspringfield).

### **Glenwood North Riverfront Redevelopment**

After years of effort to envision the potential and opportunity of the north Glenwood riverfront area, the Springfield City Council and Urban Renewal Agency approved the purchase of critical riverfront land. This land was identified as catalytic to the redevelopment and future of Glenwood. The vision for the area includes community riverfront parks and paths, housing, restaurants, and commercial space along the river.

A formal request for proposals is scheduled for the coming year - building on the momentum of the recently completed, award-winning, Franklin Boulevard Phase I Redesign, which provides critical infrastructure in the area.

Having the support of the community and the interest of our business community has allowed us to take significant steps forward in achieving their vision.

### **Public Art**

We’ve made a dedicated effort to increase public art in our community. The last five years has brought us regional, national, and international attention and accolades



with the installation of The Official Simpsons Mural (a two time winner of the Certificate of Excellence from TripAdvisor), the Ken Kesey Mural, the 65-foot-tall Springfield Flame, the Vietnam Veterans Memorial, and the Oregon Women Veterans Sculpture (Oregon Heritage Award recipient). These pieces have been thoughtfully placed throughout the City to help showcase to visitors and community members the important places and pride of Springfield.

Each piece involved meaningful collaboration from community stakeholders. And there's more to come. This year marks the launch of a new round of public art installations planned through 2023. New art initiatives include decorative crosswalks in downtown Springfield and artistic entryway sign welcoming people into our community from the east.

We also have our sights set on a "Welcome to Downtown Springfield" mural on the Fry and Rankin Building.

These public art pieces are thanks, in part, to Springfield investments in our tourism industry, resulting in availability of transient room tax dollars. Portions of these tax funds are prioritized by Oregon statute for use in tourism promotion and projects. Through this funding source, and the support of our stakeholders, we've been able to create incredible public art pieces that continue to draw visitors to Springfield.

## A Little about our Community

Located in the heart of the Southern Willamette Valley, Springfield is a family-friendly community where a growing economy and numerous historical aspects of Oregon's past have blended into a vibrant home for approximately 60,000 residents. Springfield, our sister-city Eugene, and the surrounding region combine to create Oregon's third largest metropolitan area with a population of 351,800 passionate and hardworking community members.

Springfield celebrates its traditional and advanced wood products, food and beverage, and emerging high technology industries that showcase an ever growing

and diversifying economy. With the fourth largest industrial area in Oregon, Springfield is home to world-class industry leaders that continue to make long-term investments in our community; companies such as International Paper, Roseburg Forest Products, Rosboro, Franz Bakery, Kingsford Charcoal by Clorox, Symantec Corporation, Royal Caribbean Cruises, Richardson Sports, PacificSource Health Plans, and McKenzie-Willamette and PeaceHealth medical centers. And these are only to name a few. We'll soon be home to Wayfair, a global leader in home décor.

We have abundant indoor and outdoor recreation opportunities including a swim park, sports centers, miles of trails for biking and walking, and parks and open space. We're nestled between the Willamette and McKenzie rivers, providing scenic and lush settings around and throughout the community. Culturally, Springfield residents have access to a variety of Performing Arts, such as the award-winning symphony, opera, ballet, and musical theater, as well as major college sports at the University of Oregon and Oregon State University.

## A Little about our City Government

Springfield has a council-mayor form of government. The City Council, made up of volunteers, consists of one person nominated from each of six wards and elected by voters at large. The volunteer mayor is elected by citywide vote, and mayor and council elections are nonpartisan. The mayor and city council members serve without pay for four-year overlapping terms. There are no term limits.

Springfield is a home-rule charter city which has operated under the council-manager form of government since 1947. The mayor presides over City Council meetings and does not vote except in the case of a tie. The City Council sets overall city policy and establishes goals for the city. The mayor and City Council appoint the city manager, city attorney, municipal court judges, and many residents to serve on advisory committees.



## OMA Board Seeks 2020 Applicants

The Oregon Mayors Association is accepting applications from active OMA members for its 2020 Board of Directors. The OMA Nominating Committee will prepare a slate of officers including the president, president-elect, and one director to the OMA Board for review and consent prior to the association's Annual Membership Meeting September 26, during the League of Oregon Cities Annual Conference in Bend.

Mayors interested in serving on the OMA Board of Directors for a three-year term beginning January 2020 are encouraged to submit an application, available at [www.oregonmayors.com](http://www.oregonmayors.com). Applications are due no later than **August 12, 2019**. Any questions may be directed to Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org) or (503) 588-6550.



### **SAVE THE DATE** **OMA ANNUAL MEMBERSHIP** **MEETING & FALL WORKSHOP**

**September 26, 2019**  
**Riverhouse, Bend**

The OMA Annual Membership Meeting and Fall Workshop will take place at the Riverhouse on the Deschutes on Thursday, September 26. The Membership Meeting begins at 8:30 a.m., followed by the Fall Workshop from 9:00 a.m. to 12:00 p.m.

Registration for the Fall Workshop opens in early July. As more information becomes available it will be posted on the OMA website at [www.oregonmayors.org](http://www.oregonmayors.org).



### **Don't Forget to Renew Your Membership**

Established in 1972, the Oregon Mayors Association is a voluntary association of persons who hold the office of mayor. Benefits of membership include reduced summer conference and fall workshop registration fees, the annual membership directory, and access to the active network of mayors across the state. The strength of our association is centered on the participation of our members.

Haven't renewed your membership yet? Visit [www.oregonmayors.org](http://www.oregonmayors.org) or contact Megan George at [mgeorge@orcities.org](mailto:mgeorge@orcities.org) to do so.

## President's Message

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breakout sessions from a mayor's perspective, plus lots of networking time woven into the program.

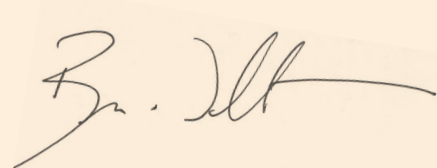
Your OMA Board met on April 29 to receive updates regarding a number of ongoing actions including the work of our various committees, a legislative update (an eventful session indeed), the review of our very healthy budget and progress reports on our new website and OMA Listserv (coming this summer probably for sure!).

Of particular interest to the Board is our aim to raise our membership numbers this year. The staff has sent reminders to folks who need to renew or prospective new members. Several of us will also be making follow-up phone calls to heighten the interest in joining our fine group. Again, we had 183 members last year and are shooting to exceed that number this year. As a reminder of the amazing bargain we offer, here is the chart of our low, low dues:

Population	Dues
1,000 or less	\$71
1,001 to 5,000	\$106
5,001 to 20,000	\$139
20,001 to 50,000	\$171
50,001 to 100,000	\$205
100,001 and more	\$270

Consider that my city, Dallas, population 16,000, only pays an embarrassingly low \$139 to join in the fun. This readily translates in real-world dollars to a mere 33 cups of a Starbucks Nitro Cold Brew with Cascara Cold Foam coffee drink or one gas tank fill-up of your F-350 King Ranch Super Duty with its Kingsville Antique Affect Leather Bucket Seating Surfaces option. So, who can resist these bargain prices?

Meanwhile, see you in Medford in August!



Brian Dalton  
OMA President  
Mayor, Dallas

## Calendar of Events

### **August 1, 2019 | 2-4 p.m.**

OMA Board of Directors Meeting  
Inn at the Commons, Medford

### **August 1-3, 2019**

OMA Summer Conference  
Inn at the Commons, Medford

### **September 25, 2019 | 2:15 p.m. – 3:30 p.m.**

OMA Board of Directors Meeting  
Riverhouse on the Deschutes, Bend

### **September 26, 2019 | 8:30 a.m. – 12 p.m.**

OMA Annual Membership Meeting & Fall Workshop  
Riverhouse on the Deschutes, Bend



## LEAGUE RESOURCE – City Focus and Inside the Capitol Podcasts

The LOC launched its City Focus podcast on September 20, 2018, and we have produced 19 episodes to date. The main goal of our podcasts is to provide timely, relevant information to cities, legislators, media and the public by highlighting and focusing on specific topics in 15 to 30-minute episodes. The City Focus podcast also serves as a conduit for members to communicate their stories to a broader, state-wide audience and share their experiences and concerns across the state.

The podcast has been well received and our downloads are steady with the most popular episodes to date covering PERS Reform and Third-Party Building Inspections. Episode 13 showcased the City of Aurora and their concerns about the building inspection issue; giving them the opportunity to

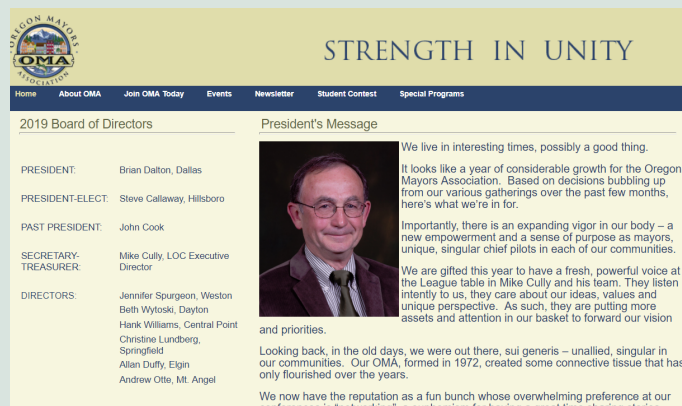
provide real-world examples of how a decision made at the state level ultimately affects cities.

In addition to our regular podcast, we have recently created a micro-podcast called Inside the Capitol that highlights the work of the IGR team and provides 5 to 10-minute quick hits on what is happening at the capitol every week.

Both podcasts can be downloaded free of charge on our podcast page as well as at iTunes, Google Play Music, Spotify, YouTube, and Stitcher. We want to encourage our members to subscribe to the podcast and to share ideas for topics by emailing the show at [CityFocus@orcities.org](mailto:CityFocus@orcities.org) or calling host and producer, Denise Nanke at 503-540-6594.

## 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!

## Register Now for the OMA Summer Conference

- Breakout sessions
- Golf Tournament
- Silent Auction
- Tours
- State Agency Directors
- Awards Presentations
- Networking

See preliminary program on the next page. Register at:

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

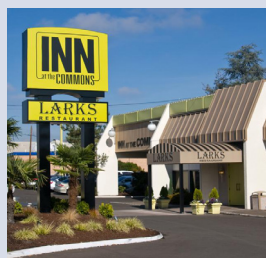
# OMA Summer Conference

Inn at the Commons | Medford | August 1-3, 2019

## Preliminary Program

THURSDAY, AUGUST 1		SATURDAY, AUGUST 3	
8:00 am – 1:00 pm	Inner 9 Golf Tournament at Centennial Golf Club	7:00 am – 5:00 pm	Registration Open
1:00 pm – 5:00 pm	Registration Open	7:30 am – 8:30 am	Continental Breakfast
1:00 pm – 2:00 pm	Newcomer's Orientation	8:30 am – 10:00 am	Legislative Update
2:00 pm – 4:00 pm	OMA Board of Directors Meeting	10:00 am – 10:30 am	Break
2:15 pm – 4:00 pm	Mayors City Tour: Capital Improvement Projects	10:30 am – 11:30 am	Breakout Sessions
5:30 pm – 7:30 pm	Taste of the Rogue Reception & Silent Auction		1. Home Rule & Preemption
7:30 pm	Dinner on your own		2. How to Work with Counties
8:30 pm – 10:30 pm	OMA President's Welcome Reception	11:30 am – 1:00 pm	Lunch & Student Contest Awards Presentation
		1:00 pm – 2:30 pm	Breakout Sessions
			1. Public Records and Public Meetings
			2. How to Work with City Managers
FRIDAY, AUGUST 2			
7:00 am – 5:00 pm	Registration Open	2:30 pm – 3:00 pm	Break
7:00 am – 8:00 am	Continental Breakfast	3:00 pm – 4:30 pm	Mayors Open Forum
8:00 am – 8:30 am	Opening Ceremonies and Welcome	4:30 pm – 6:00 pm	Reception
8:30 am – 9:30 am	Breakout Sessions	6:00 pm – 8:00 pm	Awards Dinner & Award Presentation
	1. Communication for Small Cities	8:00 pm – 10:00 pm	Entertainment: Fabulous Savoy's Band
	2. Census 2020		
9:30 am – 9:45 am	Break		
9:45 am – 11:45 am	State Agency Director's Forum		
11:45 am – 1:15 pm	Lunch & Keynote Speaker		
1:15 pm – 2:15 pm	Breakout Sessions		
	1. How to Run a Short Meeting		
	2. Impacts of Marijuana		
2:15 pm – 2:45 pm	Break		
2:45 pm – 5:00 pm	Mayors City Tour: USCCP and Harry & David		

## Hotel Information



Lodging is provided by the Inn at the Commons in Medford. You can reserve online through [www.oregonmayors.org](http://www.oregonmayors.org), or you may also call to make your reservation at 541-779-5811 and mention "Oregon Mayors Association." Rooms start at

\$129 per night (plus 10.8% tax). The reservation cut-off date is Friday, July 5, 2019.



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