



**City of Sutherlin  
Open Discussion/Plans & Reports  
Monday, January 22, 2018  
Civic Auditorium – 7:00 p.m.**

**AGENDA**

**Mayor Todd McKnight**  
Council President Luzier  
Councilors Boggs, Riggs, Stone, Tomlinson, and Vincent

- 1. CALL TO ORDER / FLAG SALUTE**
- 2. ROLL CALL**
- 3. AGENDA CONFIRMATION**
  - a. February 12, 2018 Agenda
- 4. a. COUNCIL PRIORITY PROGRESS REPORT**  
**b. COUNCIL COMMENTS**
- 5. WORKSHOP**
  - a. Budget Discussion
  - b. System Development Charges
  - c. Ford's Pond Funding Strategy
- 6. REPORTS**
  - a. Wastewater Treatment Plant – Bidding and Construction Timeline
- 7. STRATEGIC PLAN UPDATE** (Reports in Council Packet)
  - a. Evaluate Industrial Lands Inventory, establish timeline, and current contractual conditions, and options
  - b. Storage Tank Upgrade Timelines
- 8. ADJOURN**

*Members of the audience who wish to address the Council will be invited to do so. Speakers must use the microphone stating their name and address prior to addressing the Council.*



# **Call to Order & Flag Salute**





# ROLL CALL





# **AGENDA CONFIRMATION**





**City of Sutherlin  
Regular Council Meeting  
Monday, February 12, 2018  
Civic Auditorium – 7:00 p.m.  
AGENDA**

**Mayor Todd McKnight**  
Council President Luzier  
Councilors Boggs, Riggs, Stone, Tomlinson, and Vincent

- 1. CALL TO ORDER / FLAG SALUTE**
- 2. ROLL CALL**
- 3. INTRODUCTION OF MEDIA**
- 4. PUBLIC COMMENT**

[The purpose of citizen comment is to allow citizens to present information regarding agenda items only. A time limit of three minutes per citizen shall apply.]

**5. PRESENTATIONS**

**6. CONSENT AGENDA**

- a. January 8, 2018 Minutes – Regular Meeting
- b. January 22, 2018 Minutes – Workshop Meeting

**7. PUBLIC HEARING**

- a. UGB Exchange (continued from January 8, 2018 meeting)

**8. COUNCIL BUSINESS**

- a. Ordinance – Urban Growth Boundary Exchange (first reading, title only)

**9. REPORTS**

**10. CITY COUNCIL COMMENT**

**11. PUBLIC COMMENT**

[The purpose of citizen comment is to allow citizens to present information regarding items off the agenda. A time limit of three minutes per citizen shall apply.]

**12. ADJOURN**

*Members of the audience who wish to address the Council will be invited to do so. Speakers must use the microphone stating their name and address prior to addressing the Council.*



# **COUNCIL PRIORITY PROGRESS REPORTS**

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## **COUNCIL COMMENTS**





# WORKSHOP



# City of Sutherlin



Council Priorities Review  
(Presentation will be Distributed at Council Meeting)



# City of Sutherlin



System Development Charges Review  
(Presentation will be Distributed at Council Meeting)



## City of Sutherlin

STAFF REPORT					
Re: Ford's Pond Funding Strategy				Meeting Date: 1-22-2018	
Purpose:	Action Item <input type="checkbox"/>	Workshop <input checked="" type="checkbox"/>	Report Only <input type="checkbox"/>	Discussion <input type="checkbox"/>	Update <input checked="" type="checkbox"/>
Submitted By: Brian Elliott, Community Development Director and Jim Housemen Friends of Ford's Pond President				City Manager Review <input checked="" type="checkbox"/>	
Attachments: Funding Strategy					

### WHAT IS BEING ASKED OF COUNCIL?

Conduct Council Workshop to review the funding strategies for the Ford's Pond Community Park Construction Phases 1 and 2.

### EXPLANATION

This workshop is to explain to Council the grant funding strategy that the City will partner with Friends of Ford's Pond to move forward in the construction phases of the Ford's Pond Community Park. Construction Phase 1, as identified in the master plan consists of a 1.7 mile perimeter of a pervious asphalt path around Ford's Pond (estimated cost \$705,000). Phase 2, as identified in the master plan would be to begin the development of the Southeast corner of the property, along Church Road. Improvements would include site utilities, benches, bicycle racks, restroom, asphalt parking and asphalt trails (estimated cost \$748,000).

### OPTIONS

Not Applicable

### SUGGESTED MOTION(S)

None



James Houseman shared this file using Google Sheets

master spreadsheet.xlsx

Sign in

SIGN UP

	A	B	C	D	E	F	G	H	I	J	K
1	<b>Project 1 - Pathway (\$705,000)</b>										
2	Funding Source	Grantee	Amount	due date	award date	status					
3	C. Giles Hunt Charitable Trust	FOFP	\$10,000	February 28, 2018	June 30, 2018	application					
4	Cow Creek Umpqua Indian Foundation	FOFP	\$15,000	March 1, 2018	July 31, 2018	application					
5	Land & Water Conservation Fund	City	\$50,000	March 2, 2018	September 30, 2018	application					
6	Recreational Trails Program	City	\$281,500	June 15, 2018	November 30, 2018	application					
7	Oregon Community Foundation	FOFP	\$50,000	July 15, 2018	November 30, 2018	application					
8	The Ford Family Foundation	FOFP	\$250,000	open	open	application					
9	Transient Room Tax Fund	FOFP	\$5,000	open	open	committed					
10	City In-Kind Materials Donation		\$43,500			committed					
11											
12	total		\$705,000								
13											
14	<b>Project 2A(SE Corner Parking/Restroom \$748,000)</b>										
15	Funding Source	Grantee	Amount	due date	award date	status					
16	Land & Water Conservation Fund	City	\$50,000	March 2, 2018	September 30, 2018	application					
17	Local Government Grant Program	City	\$641,000	April 1, 2018	September 30, 2018	application					
18	Sutherlin Lions	FOFP	\$1,000			Pending					
19	Sutherlin Rotary	FOFP	\$10,000			Pending					
20	City In-Kind Materials Donation		\$43,500			committed					
21	Sutherlin System Development Charge		\$2,500			committed					
22											
23	total		\$748,000								
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overview ▾ Project 1 Pathways ▾ Project 2A SE park&amp;restroom ▾ Project 1 RTP ▾

Explore



# **REPORTS**





## City of Sutherlin

STAFF REPORT					
Re: WWTP Bidding and Construction Schedule Update				Meeting Date: 1-22-2018	
Purpose:	Action Item <input type="checkbox"/>	Workshop <input checked="" type="checkbox"/>	Report Only <input type="checkbox"/>	Discussion <input type="checkbox"/>	Update <input checked="" type="checkbox"/>
Submitted By: Brian Elliott, Community Development Director				City Manager Review <input checked="" type="checkbox"/>	
Attachments:					

### WHAT IS BEING ASKED OF COUNCIL?

Conduct Council Workshop to provide an update regarding the WWTP bidding and construction schedule.

### EXPLANATION

To provide an overview of the Bidding and Construction schedule for the WWTP improvement project with City Council.

- |                                          |                   |
|------------------------------------------|-------------------|
| 1. 1st Advertisement for Bid             | February 6, 2018  |
| 2. 2 <sup>nd</sup> Advertisement for Bid | February 13, 2018 |
| 3. Open Bids                             | March 6, 2018     |
| 4. Council Review & Award Bids           | March 12, 2018    |
| 5. Preconstruction Conference            | April 16, 2018    |
| 6. Notice to Proceed                     | April 23, 2018    |
| 7. Complete Construction                 | October 23, 2019  |
| 8. Start Performance Evaluation          | November 23, 2019 |
| 9. Complete Performance Evaluation       | November 23, 2020 |

### OPTIONS

Not Applicable

### SUGGESTED MOTION(S)

None



*Strategic Plan  
Updates*



## City of Sutherlin

STAFF REPORT					
Re: Airport Industrial Lands Council Priority Update				Meeting Date:	1/22/18
Purpose:	Action Item <input type="checkbox"/>	Workshop <input type="checkbox"/>	Report Only <input type="checkbox"/>	Discussion <input type="checkbox"/>	Update <input checked="" type="checkbox"/>
Submitted By: Jerry Gillham, City Manager				City Manager Review	<input checked="" type="checkbox"/>
Attachments: 1. City Ec Dev Plan, 2. March 215 Virtual Building Concept & 3. Oregon Only Announcement					

### WHAT IS BEING ASKED OF COUNCIL?

This is a written update regarding 2016 Council Initiative/Strategic Plan objective seeking city alternatives in obtaining accelerated development of the previously city-owned airport industrial lands now in the control of Douglas County.

### EXPLANATION

By council initiative (and subsequently inserted into the strategic plan), city staff were directed to work more directly with Douglas County to stimulate development on the former City of Sutherlin airport lands. The city and county entered into an IGA in May of 1990 transferring ownership of these lands to the county. The county in turn committed to making investments into infrastructure and upon sale of any parcels, after debts, split revenues 50/50 with the city. In March of 2015, the county, through then staff Alex Campbell began the process of using lottery funds to construct an industrial spec-building on these lands (see attached) that morphed into the concept of doing an internet virtual building. Additionally, the City of Sutherlin moved to establish a formal Economic Development Plan to be used in recruiting new development to Sutherlin and demonstrate to the county that we were prepared for and ready to accommodate new economic growth (see attached). In 2016, with little economic development outcomes, council asked for staff to meet with the county to consider alternatives. Staff did begin communications and held meetings with members of the commission to discuss returning the lands back to the city, working more hand-in-hand with the city or staying the course. During these initial meetings, Commissioner Boice became our point of contact and subsequently, through our ongoing and positive working relationship, we decided to continue regular dialogue and see how this renewed and candid relationship could prove more beneficial over time as opposed the more dramatic move of retaking these lands. As part of this history since 1990, both the city and the county has invested hundreds of thousands of dollars in roads and infrastructure in support of these lands. As we began to meet with the Oregon Only Group in coming up with development options that worked for them, these airport lands came into the discussion. Once we knew that UCC had decided to seek on-campus alternative schooling, Oregon Only came even more into play.

<b>SUMMARY</b>
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Because of Commissioner Boice, with support from Alex Campbell of the State and Wayne Patterson of the UED Partnership & IEDC, Oregon Only has now formally announced their move to Sutherlin on these lands (see attached) and thus, for all practical purposes achieving this 2016 Council Initiative/Strategic Plan Objective.



# DRAFT City of Sutherlin Economic Development Plan DRAFT

## Community Vision

### *City-Wide Vision Statement:*

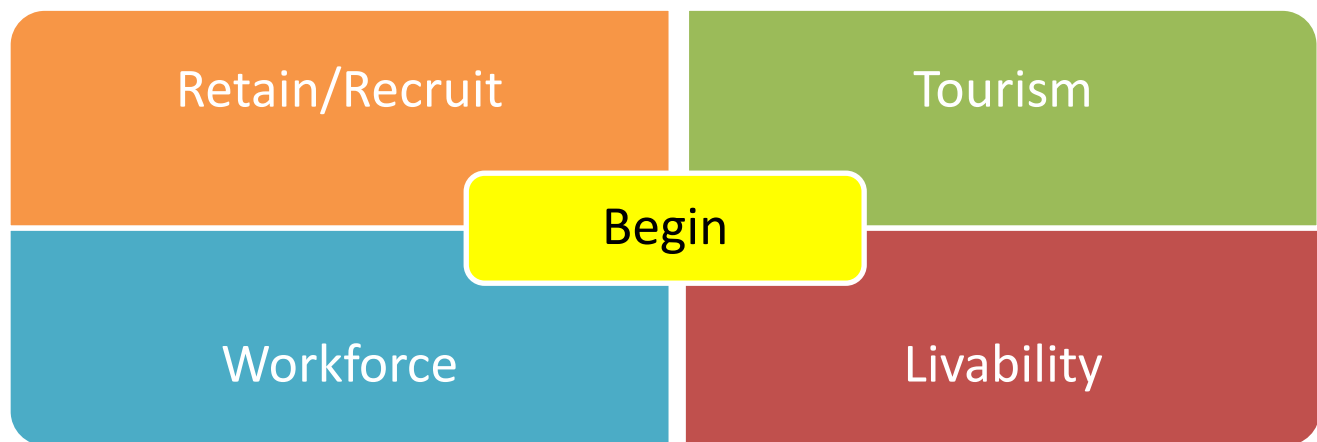
*With a “can do” attitude, we honor the past while building toward a prosperous future. With community collaboration and civic pride, the City of Sutherlin is a beautiful, safe, and welcoming place to live, work, and play.*

## Economic Development Vision

### *Economic Development Vision Statement:*

*In order to enhance community livability to its fullest potential, the City of Sutherlin will work with local, regional, and state economic development entities to create a business-friendly environment that: supports existing and new businesses, supports compatible commercial and industrial uses, and increases job opportunities. The City will accomplish this through policies that promote job creation through strategic economic development marketing and infrastructure.*

## Five Cornerstones



1: Begin	2: Retain/Recruit	3: Tourism	4: Workforce	5: Livability
Cornerstone Dev.	Business Inventory	Tourism Plan	Need Identification	City Infrastructure
Key Responsibilities	Target/Clusters Dev.	Product Dev	Partnerships	Downtown
Assignments	Land Inventory	Branding	Special Events	Parks/Roads
Schedule	Marketing Concept	Events/Attractions		Public Utilities
Plan	Target/Cluster Recruit	Niche Retail		Supportive Gov.
Continuous Review	Business Support			Vision/Goals

## Cornerstone Overview

- **First Cornerstone Actions: Begin**

Hold initial workshop with Planning Commission to:

1. Agree upon cornerstones.
2. Examine the work ahead and create initial assignments for groups/individuals best suited for accomplishing various tasks in the Economic Development Plan.
3. Establish a timeline or schedule for completing various elements of the plan.
4. Agree to implement the plan.
5. Continuously review and provide update reports to the Planning Commission.

- **Second Cornerstone Actions: Retain/Recruit**

1. Complete a buildable lands inventory with wetlands analysis and update the economic development web site.
2. Create a business retention and expansion (BR&E) program for the principal purpose of retaining and creating jobs in the City of Sutherlin. This BR&E program shall include planning and implementing community-specific activities that promote interaction with local businesses and will offer both one-on-one and networking services to help businesses achieve their maximum degree of success.
3. Develop business attraction and recruitment strategies that include target/cluster industries.
4. Create mechanisms by which interested companies would choose to relocate or expand operations into the City of Sutherlin.

- **Third Cornerstone Actions: Tourism**

1. Develop a tourism marketing and development plan to increase visitor numbers and spending, as well as bolster the economic vitality of the City of Sutherlin.
2. Create and/or support tourism related activities and “tourism-inducing” products that build upon existing tourism attractions and events.

- **Fourth Cornerstone Actions: Workforce Education and Development**

1. Assess current businesses to help identify anticipated future needed workforce.
2. Identify key resources and create partnerships with those resources in helping to sustain a quality workforce for businesses to include federal and state agencies, UCC and other educational institutions.
3. Work specifically with the Chamber of Commerce and Sutherlin and Oak School Districts in creating a Business-Education Partnership Program (School-to-work education).

- **Fifth Cornerstone: Livability**

1. Ensure infrastructure is properly planned for or constructed for economic development priorities and specifically in line with the needs of cluster/target industry priorities.
2. Ensure continued public awareness and support of the Economic Development Strategic Plan and ongoing community-wide economic prosperity.
3. Ensure the City of Sutherlin is cooperatively working with community stakeholders in achieving its unified vision and goals.

## Sutherlin Economic Development Lifecycle

### Phase I: 2015

Establishment of a plan with agreed upon areas of responsibilities from multiple stakeholders.



### RESULTS:

A plan is in place and being executed.

### Phase II: 2015 - Ongoing

Build relationships with key agency personnel and other stakeholders that are in a position to help Sutherlin build upon our existing economy.

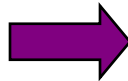


### RESULTS:

Key relationships with state, regional and local stakeholders are established and effective for the benefit of Sutherlin.

### Phase III: 2015 - Ongoing

Establish and support business retention, expansion and recruitment activities to include target/cluster marketing and existing business assistance.



### RESULTS:

Target/Cluster industries established, marketing strategy engaged, business retention and assistance program in place.  
There is a net increase in jobs.

### Phase IV: 2015 - 2020

Establish a Tourism Development Plan with the Sutherlin Chamber of Commerce that includes two priorities: 1, Increasing visitor stays, and 2) Creating at least one new product/activity attraction.



### RESULTS:

A TDP is in place and being executed.  
There is a mechanism that measure year-to-year visitor stays and one new tourism attraction.

### Phase V: 2015 - 2020

Workforce Development: Create innovative partnerships and programs to provide education, increase training quality and build capacity.



### RESULTS:

There are at least two programs in place to help support the workforce needs of existing businesses in Sutherlin: 1) Job Fair and 2) Business Education Partnership.

### Phase VI: 2020

Ensure industrial and commercial infrastructure planning and capacity is in place while sustaining community quality of life. Reformulate plan based on findings.



### RESULTS:

There is long-term availability of shovel ready industrial and commercial property. Quality of life increases due to balance of employment, public safety, amenities, and recreational opportunities.

## **FIRST CORNERSTONE: Begin**

**In partnership with the Planning Commission and other stakeholders, create and manage a 2015 – 2020 Economic Development Plan for the City of Sutherlin.**

### **FIRST CORNERSTONE: Goal 1**

- Establish initial cornerstones and work with the Planning Commission in establishing a list of goals and objectives.
- Work with Planning Commission in making specific assignments to areas of responsibility including a schedule for tracking and reporting back to the Planning Commission on progress.

### **FIRST CORNERSTONE: Goal 2**

- Establish processes to ensure that the Planning Commission gives close scrutiny to the effectiveness of the Economic Development Plan and further, implements appropriate change in response to shortcomings while also taking advantage of noticeable strengths
- Assigned to: Planning Commission

#### **Goal 2 Objectives:**

- Give appropriate accountability response to both City of Sutherlin Planning Commission and City Council
- Evaluate the strengths and weaknesses of the plan and take action in response to both by making appropriate change

#### **Goal 2 Actions:**

- Develop regular monitoring and reporting process for Planning Commission review and consideration
- Schedule regular assessment briefings with economic development partners and other similar communities to observe the current economic landscape, emerging trends in community and economic development and make adjustments to the plan as deemed necessary by the Planning Commission

#### **Goal 2 Success Indicators:**

- There will be a semi-annual progress report to include outcomes of all advisory committees brought to the Planning Commission beginning in June 2015
- There will be one biannual “partners assessment” conducted with City staff, Sutherlin Chamber of Commerce, Sutherlin Downtown Development Inc. and other outside economic development agency professionals to review progress to that date, give consideration of emerging trends and lay out improvement recommendations to be brought forward to the Planning Commission in October of each year

## **SECOND CORNERSTONE: Business Retention & Attraction**

- 1. Develop business attraction strategies that include target industries and Target/Cluster industry marketing methodology.**
- 2. Create a business retention and expansion (BR&E) program for the principal purpose of retaining and creating jobs in City of Sutherlin. This BR&E program shall include planning and implementing community-specific activities that promote interaction with local businesses and will offer both one-on-one and group training to help organizations achieve their maximum degree of success.**

### **SECOND CORNERSTONE: Goal 1**

- Develop a City of Sutherlin Target/Cluster Industry listing which considers existing resources, business sectors, and emerging business and economic stimulus industries compatible with the City of Sutherlin. Seek out our most competitive advantage.
- Complete an Economic Opportunity Analysis of key developable industrial and commercial lands immediately followed by a recommended Economic Development Plan.

#### **Goal 1 Target/Cluster Industry Listing:**

- Agriculture & Food Processing
- Knowledge-Based Technology
  1. Automation: Additive Mfg. (Advanced Materials)
  2. Communications/Internet
  3. Software
  4. Film/Video
  5. Organic Electronics/Photovoltaic R&D/Mfg., Remote Sensing, Robotics
- Manufacturing
  1. Sports and Recreational
  2. Metals: fabrication, aerospace, military, precision machining, foundries
  3. Plastics/Rubber: resin, synthetic rubber, fibers, filaments, etc.
  4. Wood Products
  5. Green energy; online electric vehicles
- Tourism
- State and Federal Operations, Retention and Expansion
  1. State Police/Homeland Security/Military
  2. Centralized Service Center
  3. State and federal agency relocation/expansion
- Environmental Services & Technology
  1. Specialized Manufacturing: green-solar building, solar panels
  2. Co-Generation, Bio-fuels, packaging, fuel cell, sustainable building materials etc.
  3. Research/Technology/Services
- Transportation
  1. Distribution Centers/warehousing
  2. All-motor repair/rebuild- parts manufacturing
  3. Large-scale maintenance/truck services

## **SECOND CORNERSTONE: Goal 2**

- Create two-fold business recruitment and attraction program utilizing a relationship based and target market approach, and develop support marketing materials highlighting our quality of life, and the Land, Labor, and Time (LLT) benefits to our Target/Cluster Industries
- Assigned to Planning Commission

### **Goal 2 Objectives:**

- Assign the relationship based recruitment responsibility to an individual and enact work program details, success monitoring, and incentive requirements within their scope of work
- Begin the relationship based recruitment process by using already known resources such as personal acquaintances, school alumni, existing businesses and civic groups, Oregon Economic Development Association, Coos Curry Douglas Economic Development District, The Partnership, known business assistance programs, and other regional business connections
- Develop mechanisms for evolving and adapting relationship based recruitment to changing conditions and new information
- Coordinate economic development branding and marketing materials in consort with the Chamber of Commerce Transient Room Tax Committee (TRTC) in designing and distributing economic development and tourism marketing materials

### **Goal 2 Actions:**

- Develop a working resource list of existing and potential relationship-based business recruitment resources as described above, to include ongoing communications and monthly reporting
- Develop an economic development marketing piece in alignment with the Clustered Target Industries and ensure this new product is complementary to the Tourism marketing strategy
- Identify opportunities and create attraction strategies that take into consideration the relationship based recruitment model, Clustered Target Industries, tourism marketing and regional partnerships

### **Goal 2 Success Indicators:**

- Relationship based yearly methodology and proposed resource list completed by end of August 2015
- Economic development attraction concept is finalized and reviewed by Planning Commission by September 2015
- Economic development attraction strategy with products designed, produced and available for distribution by end of January 2016
- There will be at least one mailing, involvement with regional partners in one trade show and one promotional campaign completed by end of October 2018
- One member of the Planning Commission shall be designated to be actively involved in finalizing all Planning Commission marketing products by end of May 2015
- There will be at a minimum five prospective interests consider City of Sutherlin for business investment by end July 2018

## **SECOND CORNERSTONE: Goal 3**

- Execute an existing business climate survey and create a database of information the Planning Commission and community leaders can use in developing, prioritizing, and implementing policy and action steps that best address the needs of local firms and the community, all culminating in the creation of a Business Retention and Expansion Program for City of Sutherlin
- Assigned to: Chamber of Commerce

### **Goal 3 Objectives:**

- Improvement of City of Sutherlin quality of life
- Development of a recognized pro-business message
- Improvement of community leaders' confidence in the Economic Development Plan
- Creation of a listing/record of business assistance needs, business attraction opportunities and economic development marketing
- Creating and retaining jobs by helping to resolve problems that are harmful to conducting business in Sutherlin/Oregon, or by helping to capture opportunities that would help a business in Sutherlin to grow

### **Goal 3 Actions:**

- Develop a business climate survey for purposes of attaining areas of strengths and weaknesses pertaining to support services for business; identification of the needs of some specific business sectors which could be improved; and determining what additional programs and services could be engaged which would incite business expansion in the City of Sutherlin
- Create a business data base from the survey which can document areas of business assistance needs and keep track of both business concerns and potential opportunities for business expansion
- Enact an ongoing BR&E program and yearly work program using the survey results and updated business climate database in alignment with the text of this cornerstone

### **Goal 3 Success Indicators:**

- Business climate survey will be developed with implementation timelines and presented to the Chamber Board for approval by January 2016
- Business climate survey will be implemented and completed by March 2016
- A data base program for documenting survey results and conducting ongoing business monitoring and assistance will be completed by June 2017

## **THIRD CORNERSTONE: Tourism Development**

**Develop a tourism marketing and development plan (TDP) to increase visitor numbers and spending, as well as bolster the economic vitality of the City of Sutherlin.**

### **THIRD CORNERSTONE: Goal 1**

- Position City of Sutherlin as a year round destination rich in history, scenery, recreation, attractions, and community events
- Assigned to: Chamber of Commerce

#### **Goal 1 Objectives:**

- Increase tourism visitation levels throughout the City of Sutherlin/Douglas County
- Generate exposure and excitement for visitor industry products, complementary attractions, and community events
- Create Brand equity for the City of Sutherlin (A symbol and/or concept carrying with it an image and awareness level, which instills customer and community loyalty.)
- Position City of Sutherlin as a unique and “high demand” destination for all seasons of recreation
- Build partnerships and coordinate efforts within the community to maximize the effectiveness of advertising dollars

#### **Goal 1 Actions:**

- Assign countywide tourism marketing development and implementation to the Sutherlin Chamber of Commerce
- Develop and administer a visitor survey instrument and create a year-to-year Tourism Development Plan
- Concentrate on marketing the niches of City of Sutherlin through seasonal marketing campaigns that promote the recreations of the season
- Evaluate and update collateral material for effectiveness, content, and use of technology
- Continue to support community events with existing partners that have a proven record in maximizing our return on investment
- Award grants strategically in an effort to support community events and build Brand equity by awarding grants to City of Sutherlin groups

#### **Goal 1 Success Indicators**

- Annual Marketing Plan will be developed by November 30<sup>th</sup> of each year
- Increase TRT Revenue 5% over prior year measurable as of third quarter reports annually
- Completion and successful implementation of the Annual Marketing Plan by January of each year
- Complete a visitor survey and TDP plan, execute plan and begin implementation by June 2016
- Submit visitor survey trend analysis results with recommendations by the beginning of October 2016, and annually thereafter



## **THIRD CORNERSTONE: Goal 2**

- Develop guidelines for way-finding and signage improvements which maintain the ongoing objectives and standards set forth in the TDP, as well as addressing community needs
- Assigned to: Chamber of Commerce Transient Room Tax Committee

### **Goal 2 Objectives:**

- Create an ongoing way-finding and signage assessment and advisory team to:
  - Develop a cohesive signage and way-finding plan for City of Sutherlin that “connects-the-dots” and builds the City of Sutherlin image as a destination community
  - Improve signage for countywide attractions that will increase visitor stays in the City of Sutherlin

### **Goal 2 Actions:**

- Meet with ODOT, City, County, attractions and stake holders to determine procedures and steps
- Complete an plan to improve signage

### **Goal 2 Success Indicators**

- Way-finding and signage plan developed by end of 2017

## **THIRD CORNERSTONE: Goal 3**

- There will be new and innovative tourism product that will attract visitors from throughout the region and subsequently increase visitor stays in the City of Sutherlin and secondarily, a new product/tourism training program planned and executed
- Assigned to: Sutherlin Chamber of Commerce and Sutherlin Downtown Development Inc.

### **Goal 3 Objectives:**

- Initiate a visitor and guest service customer service training program
- Evaluate the probability of an information /central reservations center
- Develop a conference center feasibility study
- Create one new tourism development product

### **Goal 3 Actions:**

- Utilizing the expertise of existing county service providers, develop a customer service training program for the visitor service, hospitality and retail community
- Develop partnerships in strategizing and implementing a centralized reservation center for the lodging industry in the City of Sutherlin
- Develop a conference center task force and coordinate with the Planning Commission
- Analyze existing services, make recommendations for improvement: develop and implement a new tourism development product

**Goal 3 Success Indicators**

- There will be two specialized training sessions conducted for the hospitality industry by October 2018
- A central reservation services center feasibility study will be completed and/or withdrawn for further action by March 2019
- Completion of conference center feasibility study by June 2020
- A new tourism development product will be introduced by December 2015

## **FOURTH CORNERSTONE: Workforce Education and Development**

**Create systems and partnerships for developing a quality workforce.**

### **FOURTH CORNERSTONE: Goal 1**

- Develop a multi-year plan to address workforce availability and workforce qualifications necessary to meet the needs of current and future industry in the City of Sutherlin
- Assigned to:

#### **Goal 1 Objectives:**

- Utilize the results of a *business climate survey* (completed by the Sutherlin Chamber of Commerce) as a basis of determining existing workforce needs
- Create and engage a follow-up survey to existing and potential target/cluster industries in order to determine target industry workforce needs
- Put into place some necessary first steps in creating specific services in support of workforce development
- Create specialized partnerships in developing a workforce training agenda and local initiative strengthening ties among workers, learning institutions and the workplace for purposes of expanding future workforce capacity

#### **Goal 1 Actions:**

- Analyze the results of the existing business climate survey
- Conduct a target industry workforce survey in order to acquire information on how a City of Sutherlin workforce development program can best serve target industry needs
- Combine the results of the existing and target industry surveys and develop a listing of possible database scenarios for provision of workforce development services

#### **Goal 1 Success Indicators:**

- Results of the existing business climate survey will be completed, analyzed and reported to the Planning Commission by September 2019
- Target industry workforce survey will be drafted, reviewed and refined by March 2019
- Target industry workforce survey will be presented to the Planning Commission by October 2019
- The City of Sutherlin, and Chamber of Commerce will combine efforts and hold a forum with agency, education, business and civic leaders to come to unified agreement regarding workforce development and training needs and lay out some first steps in organizing a program in response to the needs identified by November 2020

## **FIFTH CORNERSTONE: Livability**

### **Ensure:**

- 1. Enhanced public awareness and support of the Economic Development Plan**
- 2. Ongoing infrastructure and land inventories are planned for in stimulating the economy**
- 3. Continued actions in support of City Vision and Goals**

### **FIFTH CORNERSTONE: Goal 1**

- Establish regular communications with the community.
- Assigned to: City Staff through the Planning Commission

#### **Goal 1 Objectives:**

- Utilize all available media to report progress, celebrate successes and listen to the public

#### **Goal 1 Actions:**

- Make certain that all public meetings are advertised and the public invited
- Develop written materials that explain the Economic Development Plan and provide ongoing information pertaining to economic development efforts
- Refine and utilize the city's and chamber's web page for more effective outside and inside community communications
- Work in partnership with other stakeholders in creating a unified message

#### **Goal 1 Success Indicators:**

- All public meetings will be advertised with a record at City of Sutherlin Hall
- The Economic Development Plan, once adopted by the Planning Commission, will be published and available to the public by end of September March 2015
- A quarterly Planning Commission progress report will be distributed to the public beginning January 2016
- The Planning Commission will hold two workshops to receive a progress report and consider public opinion of the Economic Development Plan by 2016

### **FIFTH CORNERSTONE: Goal 2**

- Produce a map that accurately depicts all developable industrial and commercial lands to be posted on the economic development web site
- Move available residential zoned land from Fords Pond to just West of I-5
- Complete an infrastructure needs and financing plan
- Assigned to: City Staff and Planning Commission

#### **Goal 2 Objectives:**

- Conduct a buildable lands inventory to include wetlands impacts
- Develop new long-range land-use concepts in consideration of reconfiguring the UGB and updating the Comprehensive Plan to also include extension of city services outside the UGB
- Seek to raise funds to conduct an infrastructure needs and financing plan

**Goal 2 Actions:**

- Apply for DLCD grant to fund buildable lands inventory and infrastructure
- Develop written materials that explain the Economic Development Plan and provide ongoing information pertaining to economic development efforts
- Refine and utilize the city's and chamber's web page for more effective outside and inside community communications
- Work in partnership with other stakeholders in creating a unified message

**Goal 2 Success Indicators:**

- All public meetings will be advertised with a record at City of Sutherlin Hall
- The Economic Development Plan, once adopted by the Planning Commission, will be published and available to the public by end of September March 2015
- A quarterly Planning Commission progress report will be distributed to the public beginning January 2016
- The Planning Commission will hold two workshops to receive a progress report and consider public opinion of the Economic Development Plan by 2016
- There will be a completed Buildable Lands Inventory and Infrastructure Financing Plan completed and approved by City Council by May 2016

**FIFTH CORNERSTONE: Goal 3**

- City vision and goals are posted and emphasized in executing the Economic Development Plan
- Government policies reflect support for economic growth and increased livability
- There is a plan for improving the city's downtown core
- Assigned to: City Staff, Sutherlin Chamber of Commerce, Sutherlin Downtown Development Inc. and ODOT

**Goal 2 Objectives:**

- City Strategic Plan includes projects to make improvements to city parks and public spaces
- City of Sutherlin, Sutherlin Chamber of Commerce and Sutherlin Downtown Development Inc. will work together and apply for grant funds to upgrade Central Avenue from the Visitor's Center to Umatilla

**Goal 2 Actions and Success Indicators:**

- Central Park, Red Rock Sports Park and Red Rock Trail will be improved or expanded by February 2016
- City, Chamber and SDDI will submit application for a grant from ODOT to upgrade Central Avenue from the Visitor's Center to Umatilla Street to include a new downtown streetscape
- The city's parks will be maintained at the highest levels from 2015-2020

DRAFT

MEMORANDUM

TO: Douglas County Industrial Development Board

From: Alex Campbell, Exec. Dir., The Partnership for Economic Development in Douglas County

Re: Sutherlin "Spec" Building

Date: March 8, 2015

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Proposal

The County could improve its industrial recruitment prospects by preparing for construction—and perhaps constructing—a "cold shell" spec building at of the county-owned Sutherlin Industrial Park (SIP).

A building of approximately 25,000 square feet , 100'x250', could be relatively easily expanded up to 36,000 square feet. See figure below of a possible site plan developed by i.e. Engineering in 2013, utilizing the southeast corner of Sutherlin Industrial Park.

An approach that would minimize the cost of initial investment and maximize future adaptability to a user would be to construct a foundation and shell (metal skin building) with 25' clear heights but no interior slab. This would allow a future user to construct a slab to their specifications, including underground vaults or utilities. Preparing the yard with gravel rather than paving the site would again make final development possible with minimal wasted investment.

The new access road shown on the plans could be constructed at a future date, once a tenant is identified. The State of Oregon Immediate Opportunity Fund program could pay for up to 50% of the cost of constructing the new access road once a tenant is identified, assuming that the tenant would bring new employment to Oregon.

Background

The Sutherlin Industrial Park is one of five County-owned industrial development parks. It was previously the Sutherlin airport and was deeded to the County by the City of Sutherlin to be developed as an industrial park. Parts of the former airport that have been developed include a portion of Orenco's campus, Crown Dental Works, and Inland Empire/Garden Valley Foods. The park is has been state-certified as development ready (meaning a high-degree of due diligence has been completed on various potential barriers to development) and was included in the Central Douglas Regionally Significant Industrial Area (providing some preference for state economic development resources).

A line item of approximately \$900,000 had been previously budgeted in prior years for construction of such a project, but the County has not chosen to "pull the trigger" on the project. A grant from Business Oregon in 2012-2013 paid for the site development and utility plans completed by i.e. Engineering. The work completed by i.e. included design of a needed water line extension and a storm water

funds is economic development. The greatest risk of such a project would be that expending dollars on this project would leave the County with a reduced "war chest" with which to pursue other economic development projects. With the fund's current cash on hand and outstanding obligations, the available cash is approximately \$1.8 million.

The decision to construct the building, which would represent the large majority of the costs, does not need to be made immediately. The County could begin the design and permitting process. Ideally, a potential purchaser or tenant could be identified during the course of permitting, allowing the project to proceed on a true build-to-suit approach. If such a user is not identified, the County could choose to not actually construct the building.

#### Key Next Steps & Outstanding Questions

Several areas of potential uncertainty should be resolved either prior to, or simultaneous with, commencing work on the next phase. Key questions that will impact project timeline and overall cost include:

- Finalizing the vision for the built project.
- Updating construction cost estimates.
- Selecting and determining cost of wetland mitigation strategy. Options include use of near-by County-owned former log ponds, use of recently acquired County property in the area purchased for road widening projects, and purchase of credits from Oregon Department of State Lands through their Fee-in-Lieu program. Such credits would likely be priced at between \$65,000 and \$70,000 an acre.
- Determining most cost-effective procurement/project bid structure.

Next steps that could be taken in the near future that would advance the project towards construction are:

- Geo-tech investigation
- Arsenic background level investigation
- DSL/USACE Removal/Fill Joint Permit application (including functional assessment of disturbed area and up-dated mitigation plan)
- Butler building/foundation design

The above steps could be completed for approximately \$25,000.

management plan. With support from Douglas County, City of Sutherlin completed a new lift station in the park, immediately to the south of the project site. With the expectation that development of this parcel was a likely next step in development of the park, the City of Sutherlin also recently completed a waterline extension at a cost of approximately \$200,000.

### Rationale

Improving the local inventory of existing buildings would strengthen the County's ability to compete for business recruitment leads. Most leads or site searches prefer an existing building, many are seeking only an existing building. Prospective recruitment targets, particularly smaller firms, are wary of the complications and uncertainty of taking on ground-up development projects. In addition, the time-line of such a project is often incompatible with a client's needs.

There are few buildings that would compete with this project in the existing industrial inventory. There are very few quality vacant industrial buildings with 20'+ clear heights in this size range. Several buildings (the former North River Boats facilities in Green and on Kuester Road, and the former North Douglas Wood Products building in Drain) that were of good quality and moderate-sized, have been purchased by users in the last two years.

The development time-line given the presence of wetlands on the site make this approach particularly valuable. A wetland fill/removal permit can take six to twelve months to complete, and must be completed prior to any development activity on the site. This essentially doubles the development timeline for such a site.

The proposed project would impact approximately  $\frac{1}{4}$  of an acre of wetland.

### Why Sutherlin Industrial Park?

If the County were to make such an investment, Sutherlin Industrial Park is the most logical location to do so. It is well-situated relative to the central Douglas County labor market. Significant prior investments by the County, City of Sutherlin, and the State, have prepared the site for the next phase of development. Finally, the presence of wetlands on the site makes the benefits of pursuing a spec building greater (i.e., a spec building here is that much more desirable than the bare ground because of the permitting timeline described above). (On the other hand, the site is not entirely wetland, making the overall cost of the mitigation a relatively smaller cost of the project.)

### Risks

The primary risk of pursuing such a project is financial. A previous cost estimate for the design and construction of the cold shell was under \$900,000. This estimate needs to be updated, with prevailing wage costs and wetland mitigations costs included.

The direct opportunity cost is greatly minimized because the County is very limited in its investment options by state law. Recent returns on County cash have been less than 1% per year. Because the proposed source of funds is the County's industrial development fund, the only other potential use of





Bruce Allen Brunette

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Jan 7 at 10:02am · 🌐

Engineered Cross Laminated Timber was Developed at OSU, Its produced at a DR Johnson Mill in Riddle Oregon. Its going to be used in our Oregon Only Development in Sutherlin Oregon. It will be showcased in our Convention Center and Hotel along With Jeld Wen Doors and Windows. Jeld Wen another Oregon Story. Our Website, Concept Drawings are in the works. The Project is on 100 acres on I5 In Sutherlin. It will feature A Convention Center/Hotel, A shopping mall featuring Oregon Only Companies, Retail/ Restaurants, A large scale Amusement Park with an authentic Timber Roller Coaster and the longest Timber Flume ride in America. We will also have a Timber/Oregon History interpretive Center. Every aspect of this will be the Oregon Story. Homegrown Companies. University of Oregon, Oregon State University. Every consultant, Every Contractor, Every Company will be Oregon. We will highlight every aspect of Oregon.

We are putting this in Sutherlin the Timber Capitol of The World. We will also feature Oregon Wines, Oregon Beer, Oregon Agriculture, The city of Sutherlin, Douglas County and the State of Oregon have embraced our Concept. So has the U of O Architecture and Land Use Departments. Oregon State University Engineering/Agriculture and Forestry Departments.



**Grant will help develop Oregon's first cross-laminated timber plant**

[portlandtribune.com](http://portlandtribune.com)



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## City of Sutherlin

STAFF REPORT					
Re: Water Storage Tank Update				Meeting Date: 1-22-2018	
Purpose:	Action Item <input type="checkbox"/>	Workshop <input checked="" type="checkbox"/>	Report Only <input type="checkbox"/>	Discussion <input type="checkbox"/>	Update <input checked="" type="checkbox"/>
Submitted By: Brian Elliott, Community Development Director				City Manager Review <input checked="" type="checkbox"/>	
Attachments: N/A					

### WHAT IS BEING ASKED OF COUNCIL?

This staff report is to provide Council an update on the Water Storage Tank funding strategy.

### EXPLANATION

As reported in July, 2017, our current water system storage tanks are under capacity. On December 14, 2017 staff submitted Letter of Interest (LOI) to Business Oregon. Currently the LOI is in process at this time, awaiting ranking for funding. We should have received additional information in order to provide an update at the February 26, 2018 Council workshop.

### OPTIONS

Not Applicable

### SUGGESTED MOTION(S)

None



# ADJOURNMENT





# **FOR YOUR INFORMATION**



# STRATEGIC PLAN - ACCOUNTABILITY BENCHMARKS

MONTH	DEPT	GOAL	ACTION	✓
<b>FEB 2017</b>				
02/27/17	CDD/Planning	Strengthen Building Development Code - Zone Restrictions	Establish methodology and timeline, report to Council-Workshop	✓
02/27/17	CDD/Planning	Strengthen Building Development Code - Zone Restrictions	Draft Development Code language, present to Planning Comm for review and recommendations to Council	✓
02/27/17	CDD/Planning	Dev. Code Updates & Mixed Use Zone	Present to Council-Workshop	✓
<b>MAR 2017</b>				
03/13/17	CDD/Planning	Strengthen Building Development Code - Zone Restrictions	Present to Council for adoption	✓
03/27/17	Finance	Enact a Court Fine Amnesty Program	Report to Council - <b>Email to Council</b>	
03/27/17	PW/WWTR	Establish and implement plan to assume full responsibility for city-wide STEP System inspection	Report to Council - Workshop <b>4/24/17</b>	✓
03/27/17	City Mgr/Admin	Business Licenses & Building Safety Inspection	Establish methodology and timeline and report to Council-Workshop - <b>4/10/17</b>	✓
<b>APR 2017</b>				
04/10/17	Finance	Develop long-term facility & physical asset equipment replacement reserve	Report to Council - <b>Email to Council</b>	✓
04/10/17	PW/WWTR	Establish/implement plan to assume full responsibility for STEP system inspection	Report to Council - <b>4/24/17 Workshop</b>	✓
04/10/17	City Mgr/Admin	Business Licenses & Building Safety Inspection	Research options & report to Council - Workshop	✓
04/24/17	Fire	Emergency Operations Center-Public Safety Building/City Hall	Establish methodology and timeline-report to Council	✓
<b>MAY 2017</b>				
05/08/17	Fire	Upgrade Fire Equipment	Establish methodology and timeline and report to Council - <b>Discuss during Budget Process - 4/17/17</b>	✓
05/22/17	PW/WWTR	Wastewater system improvement SBR Pre-load	Council Approval - <b>5/8/17</b>	✓
<b>JUN 2017</b>				
06/12/17	City Mgr/Admin	CBA-AFSCME	Present to Council - <b>4/10/17</b>	✓
06/26/17	PW/WWTR	14" Sanitary Sewer Forcemain	Report to Council	✓
<b>JUL 2017</b>				
07/24/17	CDD/Eng	Develop solutions to water storage deficiencies for new dev	Establish methodology and timeline and report to Council	✓
07/24/17	Finance	Examine SDC Rates	Establish methodology and timeline and report to Council	✓
<b>AUG 2017</b>				
08/28/17	CDD/Econ Dev <b>(8/28 &amp; 9/11 Packet)</b>	Clean-up deteriorated properties in Sutherlin especially along Central Ave	Research ordinances used by other Oregon cities to present to Council	✓
08/28/17	PW Fac/Parks	Rehabilitation of Central Park Playground	Report to Council <b>(Verbal)</b>	✓
08/28/17	Police <b>(8/28 &amp; 9/11packet)</b>	Develop a plan for improving Emergency Communications Infrastructure	Establish a methodology and timeline and report to Council	✓

## STRATEGIC PLAN - ACCOUNTABILITY BENCHMARKS

<b>SEP 2017</b>				
09/25/17 07/24/17	CDD/Eng	Develop solutions to water storage deficiencies for new dev	Establish methodology and timeline and report to Council	✓
<b>OCT 2017</b>				
10/23/17 (moved to Nov 2018)	Finance	Create Street Mgmt Masterplan w/funding options - (create after Central Ave project is completed - 2018)	Establish methodology and timeline and report to Council	
<del>10/23/17</del> 10/9/17	CDD/Planning	UBG land exchange/Expansion	Report to Council	✓
10/23/17	PW/Water	Update Water Master/Management & Conserv Plan	Report to Council - (WMP draft presented 8/28)	✓
<b>NOV 2017</b>				
11/13/17	Finance	Earn a clean Audit	Accept financials -present to Council	✓
11/13/17	Finance	Create long-term budget forecast	Report to Council - FYI in Council Pkt	✓
11/13/17	PW Fac/Parks	Ford's Pond Outdoor Activity Development and Restoration Plan	Present final report to Council	✓
11/13/17	PW/Water	Water Rights, Water Agreement Review and Implementation	Report to Council - FYI in Council Pkt	✓
11/13/17	PW/WWTR	Recycled Water Reuse Plan Update	Report to Council - FYI in Council Pkt	✓
11/13/17	PW/WWTR	NPDES Permit Renewal	Report to Council - FYI in Council Pkt	✓
11/13/17	PW Fac/Streets	Central Avenue & Downtown Improvements	Report to Council	✓
<b>DEC 2017</b>				
12/11/17	PW Fac/Streets	N. Comstock Project	Report to Council	✓
12/11/17	PW Fac/Parks	Ford's Pond Outdoor Activity Development and Restoration Plan	Report to Parks Advisory Committee and Council	✓
<b>JAN 2018</b>				
01/08/18	Fire	Emergency Operations Center	Report outcome to Council	✓
01/08/18	City Mgr/Admin	Continue working with volunteers in keeping library services in Sutherlin	Report to Council	✓
01/22/18	PW/Water	Schoon Mtn. Tank Upgrade	Establish timeline and report to Council	✓
01/22/18	PW/Water	Upper Umpqua Tank Upgrade	Establish methodology and timeline and report to Council	✓
01/22/18	CDD/Planning	Evaluate Industrial Lands - County and City	Establish permitted uses timeline & examine current contracts w/county	✓
<b>FEB 2018</b>				
02/12/18	PW Fac/Streets	Street Maintenance Management Plan	Create after Central Ave completed	
02/26/18	Police	Develop a plan for improving Emergency Communications Infrastructure	Develop a listing of possible solutions and report to Council	
<b>MAR 2018</b>				
03/12/18	PW Fac/Streets	Prioritize Street Overlay Projects	Present options to Council	
03/26/18	Finance	Examine SDC Rates	Develop new SDC matrix and present to Council-Workshop	
03/26/18	CDD/Eng	With ODOT, establish on/off ramp transportation plan at both exits	Provide report to Council-Workshop	
<b>APR 2018</b>				
04/09/18	PW Fac/Parks	Extension of Red Rock Trail - State St. To Calapooia St - Phase III	Report to Council	

## Diane Harris

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**From:** Diane Harris  
**Sent:** Wednesday, January 17, 2018 8:36 AM  
**To:** 'Ashley KQEN News (ashley@bciradio.com)'; 'DC Commissioners'; KUGN; 'KYLE-KQUEN'; News Desk (newsdesk@nrtoday.com); 'Register Guard'; Roseburg Beacon; 'Vera Westbrook (vwestbrook@nrtoday.com)'  
**Subject:** Public Meeting Notice  
**Attachments:** CC AGENDA JAN 22.18.pdf

Good morning!

Please see attached agenda for the January 22<sup>nd</sup> Sutherlin City Council Meeting.

Thank you,

*Diane Harris, CMC*

City Recorder/HR Manager  
City of Sutherlin  
126 E Central  
Sutherlin, OR 97479  
(541) 459-2856 ext 207  
[d.harris@ci.sutherlin.or.us](mailto:d.harris@ci.sutherlin.or.us)