

The City Council for the City of Junction City, held a joint work session with the Tri-County Chamber of Commerce Board of Directors at 6:30 p.m. on Tuesday, March 18, 2014, at Fletchall Hall, 195 W. 5th Avenue, Junction City, Oregon.

CITY OF JUNCTION CITY: Mayor, David Brunscheon; Councilors Karen Leach, Bill DiMarco, Jim Leach, Randy Nelson, Steven Hitchcock; and Herb Christensen; City Administrator, Melissa Bowers, Police Chief, Mark Chase; Public Works Director, Jason Knope; Finance Director, Mike Crocker; and City Recorder, Kitty Vodrup.

TRI-COUNTY CHAMBER: President, Brad King; Board Members: Barb Shipley, Michele Eldridge, Paul Canter, Sara Jones, Jeanni Cuthbertson, Cary Claar, and Pat Straube; and Executive Director, Rick Kissock.

FACILITATOR: Heidi Khokhar from Rural Development Initiatives

I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Mayor Brunscheon called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance. Introductions occurred.

Ms. Khokhar stated that the purpose of the meeting was for the City and Chamber to better understand each other and what goes on in each organization. Potential joint opportunities and increased collaboration would be examined. She noted that the Ford Institute Leadership Program would be offering a free collaboration training this fall, and she encouraged meeting participants and others groups in the community to attend. She reviewed the public meeting process for the City and ground rules for the work session.

II. CITY- CHAMBER PARTNERSHIPS

a. City Funding - Administrator Bowers reviewed that the City contributes the following to the Chamber:

- Annual Contribution - \$4,000 from the General Fund for tourism promotions. The amount is budgeted and the Chamber writes a letter of request to receive the funds.
- Rural Tourism and Marketing Program (RTMP) – These are county transient room tax receipts, and the City applies for these funds each year. The City has awarded funds to the Chamber over the years for projects such as the Regional Tourism Magazine. Most recent contribution for the Regional Tourism Magazine was \$2,000.

b. Events - Director Kissock reviewed:

- Light Parade in December – Chamber oversees, Council approves request, and Chamber works closely with the Police Department and Public Works.
- Community Showcase in April – Chamber oversees and Community Center, Viking Sal, Police Department, and Public Works attend the showcase.

c. Reader Board - Administrator Bowers reviewed:

- Reader board is owned by the City and located on Highway 99, adjacent to Dutch Brothers.
- The reader board was managed by the Chamber for a number of years and then returned to City management over the last 8 years.
- The reader board is available to service clubs and non-profits for community activities and events that are open to the general public. There's no fee and use is on a first come, first serve basis.
- Applications are submitted to the City Recorder, and applicants are responsible to post messages, as long time volunteer Chuck Cook retired from this duty.
- Beginning in 2012, the City started reserving \$2,000 each year from RTMP dollars towards funding an electronic reader board for the future. The balance of funds collected so far for this project is \$6,000.

d. Liaisons/Cross Membership - Director Kissock reviewed:

- City staff serves on the Chamber Board and Chamber members serve on City committees.

- Council members and City staff are involved with Chamber functions and events, which increases networking and makes the community stronger. He has seen an increase in City participation at breakfasts, lunches, and other events.
- e. **Welcome Baskets** - Director Kissock reviewed:
 - The Chamber began the Welcome Basket Program a few years ago with all three cities (Junction City, Harrisburg, and Monroe), after the Welcome Wagon Program was discontinued.
 - When new residents go to City Hall to sign up for utility services, they receive a letter letting them know that the Chamber has a welcome basket for them.
 - The welcome baskets not only greet new residents, but also provide information on local services and businesses in the community.
 - The baskets are no cost to the City and include items such as gift certificates from local businesses, a City of Junction City lapel pin, etc.
- f. **Business and Economic Development Service** - Administrator Bowers reviewed:
 - Business and economic development services are offered individually by the Chamber and by the City.
 - Information sharing is informal in nature between the City Administrator and Chamber Director.

III. CHAMBER AND CITY OVERVIEW

Chamber – President King reviewed the following:

a. Regional Promotion

- The concept of the Chamber is a regional approach for Junction City, Harrisburg, and Monroe. The Chamber budget is close to \$90,000 per year and it makes a lot of sense to combine the three communities.
- Director Kissock and Administrative Aide Teresa Brown do a great job of getting relocation packets to new residents and providing information.
- The Chamber has good connections with Travel Lane County, as Chamber Board members Pat Straube and Liz Doyle also serve on the Travel Lane County Board.

b. Business Organization

- Membership fees make up only 45% of the Chamber budget.
- Chamber membership is primarily Junction City, Harrisburg, and Monroe, but there are some members from Eugene and other areas.

c. Visitors Center

- There are standards to maintain to be called a visitors center, and the Chamber's emphasis is on trying to get people to focus on local shopping and activities.
- The Chamber works reciprocally with other local chambers and each distributes the others material, but the priority focus is on local area businesses and areas of interest such as food, lodging, retail, and travel information.
- This area is very agriculturally based, with the grass seed farms, wineries, etc.
- Being set in the middle of Eugene and Corvallis provides a great opportunity to capture traffic between the two cities.

d. Community Events

- The Chamber sponsors some community events that are primarily Chamber focused, such as the annual dinner and auction, which is their second biggest fundraiser. This was held a couple of weeks ago.
- Community Showcase – for local businesses and non-profits. The non-profit groups are a very important part of the community and they are active and have a very good presence.
- The Chamber's annual meeting occurs in July and recognizes small and large business of the year, as well as non-profit of the year.
- The Distinguished Service Awards occur in November and recognize individuals for outstanding work in the community.
- The Light Parade, Daffodil Festival, Pet Parade, Function 4 Junction, Truck Function in Junction, and Scandinavian Festival are all great events and bring many of town visitors into the area.

- The Chamber also holds informational meetings on government candidates, and a debate between Jay Bozievich and Dawn Leslie will occur on April 24th.

e. Business Retention/Recruitment

- A high priority for the Chamber is supporting and promoting local businesses. There are other organizations that focus on recruiting new businesses into town.
- They would like to see the return of the Lane Community College Strategies for Success. The Ford Institute of Leadership also offers classes.
- The Chamber has sponsored classes, such as Danuta Pfeiffer doing a marketing class a few years ago. The Chamber would like to hold more classes like this.
- Networking opportunities have worked well over the last couple of years, and President King thanked Councilor Karen Leach for her regular attendance at breakfast meetings. Other networking opportunities include monthly lunch forums, greeters, and after hours events.
- The Chamber is working on developing a new website, which will provide a better online presence and draw people to the area.
- The Chamber met with State Mental Hospital representatives a few months ago to talk about utilizing local businesses in conjunction with their operational needs. A job fair will be held in July and the state has already hired 112 people.

City - Mayor Brunscheon reviewed the following:

a. Community Development Committee (CDC)

- Purpose - "Focus on developing a City atmosphere that promotes business expansion, retention, growth, and beautification of the business community; developing and maintaining working relationships with local businesses and organizations to meet common goals; promoting Junction City's assets with the region; maximizing existing resources and expanding funding for projects related to economic development."
- This Committee was established in 1997 and is made up of three City Council members who are appointed by the Mayor.
- The CDC is a standing committee of the City Council and reports to the City Council. The chair of CDC is Councilor Bill DiMarco.

b. Design Committee

- The Design Committee has five main purposes, as defined in the Committee guidelines.
 - A. To create an attractive, coordinated and quality image of downtown by capitalizing on Junction City's unique assets and heritage
 - B. To identify a course of action for implement priorities related to downtown design and development for Junction City. Activities may include reviewing the Downtown Plan, analyzing parking, developing signage and gateways, coordinating window displays, and acting as a resource for business and property owners
 - C. To enlist and support local, state and federal aid programs in meeting the needs of citizens of Junction City and surrounding areas
 - D. To cooperate with and assist in the efforts of affiliated community service based groups in Junction City and surrounding areas in the above purposes and in such projects
 - E. To assure all activities of the subcommittee are within the scope of actions permitted to a subcommittee of Community Development Committee of the City Council of the City of Junction City.
- The Design Committee was established in 2011 by the CDC and with review of the Council. It is made up of 13 members that are appointed by the Mayor
- The Design Committee reports to CDC and the chair is Councilor DiMarco.

c. Revolving Loan Fund/Program

- Purpose is to review RLF applications and make recommendations to the Council on loan approvals and terms of agreement, as well as provide oversight of the RLF program and criteria.
- The RLF Committee was established in 1985 and consists of three members, one of which is a City Councilor or the Mayor, and one alternate. Two out of the three members must reside within the UGB.

- Appointments are made by the Mayor with approval by the Council for terms of two years. Preference is given, when possible, to the appointments of a commercial lending professional or an accounting professional.
- The RLF Committee reports to the City Council. The Committee processes applications and submits to CDC for additional review, prior to review by the Council.
- The Chair is Councilor Karen Leach.
- Loan information, including criteria and applications, are available on the City's website or by contacting City staff.

d. Infrastructure and General Services

- In 2013, the Council adopted two goals related to infrastructure improvements:
 - Build a new Water Treatment Plant, with the focus of removing iron and manganese. This is the first step towards improving the water quality in the City's water system.
 - Complete the plan approval, engineering, and financial plan for a new Wastewater Treatment Plant by December 31, 2014.
- The City is comprised of the following departments and divisions:
 - Finance Department – plans and manages the financial operations of the City.
 - Municipal Court Division of the Finance Department – responsible for processing traffic violations, traffic crimes, violation offenses, misdemeanor offenses, and City ordinance violations.
 - City Administration – provides leadership, direction, and implementation of Council short and long range plans and communicates official policies and procedures to staff and the public.
 - Planning Division – manages the City's development activities, community plans, building permit processes, and related City codes.
 - Aquatics Division of Community Services Department – manages and provides the Max Strauss seasonal pool from June to August, 6 days a week, including swimming lessons, team swim, recreational swim, lap swim, fitness classes, and also rentals.
 - Parks Division of the Community Services Department – provides for 9 developed parks sites, pool maintenance, and assists Parks Committee with development of 4 undeveloped parks sites.
 - Public Library Division of the Community Services Department – provides a print collection, DVD and audio collections, online services, Wi-Fi, story time, Summer Reading Program, and a public computer lab that is offered 5 days a week.
 - Police Department – comprised of a patrol division that provides 24 hour a day service year round; a voluntary reserve program, a dispatch and records center that provides 24 hour dispatch and emergency services to the Junction City Police Department, the Junction City Rural Fire Protection District, and the Coburg Police Department; and the Junction City Municipal Jail, which consists of 2 cells, 4 beds, and is certified and approved as a local correctional facility. The jail provides housing for sentenced inmates who appear before the Municipal Judge.
 - Viking Sal Senior Center Division of the Community Services Department – which includes services and activities designed for individuals 55 and older at 5 days a week in the area of leadership, education, assistance, recreation, nutrition, and wellness.
 - Junction City Community Center Division of the Community Services Department – includes services and activities designed for all areas with a focus on youth programs, adult assistance and education, and fitness and wellness programs.
 - Community Development Department – works on tourism, business development, and economic development programs.
 - Street Department in the Public Works Department – manages and operates the City streets, bike paths, and stormwater systems.
 - Water Department in the Public Works Department – manages and operates the City's drinking water system, including but not limited to waterlines, fire hydrants, storage tanks, wells, water meters, customer based utility services, and water quality reporting.

- Sewer Department in the Public Works Department – manages and operates the City’s wastewater treatment and collection system, which includes but is not limited to sewer lines, manholes, sewer pump stations, the lagoon pond treatment plant, and customer based utility services.
- Sanitation Department in the Public Works Department – manages and operates the City’s solid waste collection and recycle collection program, which includes but is not limited to curbside residential garbage, recycle, and yard debris collection, commercial garbage recycling and cardboard collection, will call garbage and yard debris collection, and customer based utility services.

IV. RECESS - 10 minute break was provided.

V. JOINT OPPORTUNITIES DISCUSSION

Collective Impact

Ms. Khokhar reviewed that collaboration could be broken up into essential functions under the term “Collective Impact” and would include:

- Shared Vision
- Common Measures
- Constant Communication
- Coordinated Actions
- Coordinating Functions

Ms. Khokhar asked where the City and Chamber were at on having collective impact. Responses included:

- There was overlap between the two organizations and many of them already knew one other. Cross pollination of groups.
- The City and Chamber could collaborate on advertising of some sort to draw businesses to town.
- There are small and large business opportunities here with the hospital development, as well as the opportunity to focus on getting 1500 people living in the three communities.

Group Discussion

Ms. Khokhar split the participants into three groups of five and asked them to list joint opportunities and what works. The groups met for 25 minutes.

Opportunities

1. Business licenses for the City of Junction City
2. Using Chamber members to help fill City Committee vacancies
3. Electronic Reader Board
4. Better opportunities to sell our community. i.e., list employment opportunities, rental opportunities, and visiting businesses
5. Encourage people to shop locally
6. Involve School District and Junction City Athletics
7. Better community awareness and visibility of Council, Chamber Board, and staff

What Works

- High degree of trust - No major friction identified between the two groups in working on events or other things. An indication of the high degree of trust between the two organizations could be seen in the City giving the Chamber \$4,000 per year with no strings attached and to use to the Chamber’s best ability.
- Good communication - When the organizations have had success it was because there was good communication and good participation from a variety of people.
- There has been good and broad participation - people were willing to jump in and help out where needed.
- Great staff response

Additional Comments

- Was nice to see that both organizations want to do similar things and are headed in the same direction.
- The City and Chamber are more involved with each other than was realized. There has been a lot of open communication over the last few years, which was appreciated. Goals seem to be the same. Both are interested in businesses and making sure businesses are successful downtown and in other areas as well.
- Structure is already there and the groups can just work on collective impact.
- Was nice for this group to meet one another, so when they bump into each other on the street, they will recognize each other. This helps build that sense of community and working together to make things happen.

Director Kissock thanked everyone for getting together and learning about one another. It was nice to recognize that the City and Chamber are a lot more alike than different. Both groups have similar goals and from here they could work closer together to achieve those goals. The Chamber will be working on a strategic plan this year and part of that plan will include better and closer relationships with the local, county, and state governments.

Administrator Bowers stated that much like the Chamber's strategic plan to work closer with governments, the Council set goals last year. One of those goals was to have a joint meeting with the Chamber Board, as well as a joint meeting with the School District Board, to recognize common goals and where the groups might work together. Staff will be taking the information from tonight's work session and discussing with Council or Committees as is appropriate and seeing where to go from here in terms of City processes.

VI. OTHER BUSINESS

Commissioner Jay Bozievich was asked to share some thoughts, and he stated that it was great to see the Chamber and City Council coming together, as both had the same vested interest in the success of Junction City. He added that one thing he did not hear is how the county could fit into some of the joint shared vision, whether it is assistance from Travel Lane County, from their Economic Development Department, or other. He will be talking to Veneta and Florence about having their chambers and councils also meet jointly and he planned on attending those meetings as well.

VII. ADJOURNMENT

As there was no further business, the meeting was adjourned at 8:00 p.m.

ATTEST:

APPROVED:

Kitty Vodrup, City Recorder

David S. Brunscheon, Mayor