

Minutes of the Veneta City Council

June 9, 2014

- Present: Sandra Larson, Brittany Boothe, Thomas Cotter, Victoria Hedenstrom
Budget Committee Members: George Hageman, Calvin Kinney, Robbie McCoy, Tim Brooker
- Absent: Thomas Laing, Veneta City Council and Keith Weiss, Budget Committee
- Others: Ric Ingham, City Administrator; Kay Bork, Community Development Director; Shauna Hartz, Finance Director and City Recorder; Kyle Schauer, Public Works Director; Katie Babits, Management Analyst; Mindy Sandford, Accounting Clerk; and Michelle Ossowski, Fern Ridge Review

Mayor Larson called the Joint Meeting of the Urban Renewal Agency Budget Committee and Agency Board to order at 7:03 p.m.

1. **JOINT MEETING OF THE URBAN RENEWAL AGENCY BUDGET COMMITTEE AND AGENCY BOARD**
 - a. Approval of May 20, 2014 Urban Renewal Agency Budget Committee Meeting Minutes

MOTION: Thomas Cotter motioned to approve the May 20, 2014 minutes. Tim Brooker seconded the motion which passed unanimously.

Mayor Larson adjourned the Joint Meeting at 7:04 p.m.

2. **JOINT MEETING OF THE BUDGET COMMITTEE AND CITY COUNCIL**
 - a. Approval of May 20, 2014 Budget Committee Meeting Minutes.

MOTION: Thomas Cotter motioned to approve the May 20, 2014 minutes. Tim Brooker seconded the motion which passed unanimously.

Mayor Larson adjourned the Joint Meeting at 7:04 p.m.

3. **CALL TO ORDER**

Mayor Larson called the Veneta City Council meeting to order at 7:05 p.m. Budget Committee Citizen Members Tim Brooker and George Hageman stayed briefly. Budget Committee Citizen Members Robbie McCoy and Calvin Kinney left the meeting at 7:10 p.m.

4. **IF I WERE MAYOR CONTEST WINNERS**

Mayor Larson announced the local winners of the "If I were Mayor" contest. She said at the elementary level, Emily Buchanan, a fifth grader and Libby Stone, a fourth grader, both from Veneta Elementary placed first and second respectively. They each received a \$10 gift card to Dari Queen and a one day family swim pass to Veneta Community Pool. At the high school level, Susanna Hedenstrom from Elmira High School placed first and received a \$50 gift card and a one day family swim pass. Mayor Larson presented all three contestants with a congratulatory certificate. She said this is an annual contest but there were no entries from the Middle School. Mayor Larson said the contest is a lot of fun and she enjoys working with the students.

5. **PROPOSED USES OF STATE SHARED REVENUE**

- a. **PUBLIC HEARING** – Proposed Uses of State Shared Revenue
 - 1) Mayor Larson opened the Public Hearing at 7:15 p.m.
 - 2) Staff Report

Hartz said the state of Oregon collects cigarette, liquor, and highway gas taxes which are then distributed to cities and counties based on certain formulas. In order to remain eligible to receive funds, entities are required to hold two public hearings. The first public hearing was held on May 20th at the Budget Committee level and tonight's public hearing is being held at the Council level.

3) Questions from Committee
None

4) Public Comment
None

5) Committee Deliberation
None

6) Mayor Larson closed the Public Hearing at 7:15 p.m.

6. APPROVED BUDGET FOR FISCAL YEAR 2014-15

a. PUBLIC HEARING – Approved Budget for Fiscal Year 2014-15

1) Mayor Larson opened the Public Hearing at 7:15 p.m.

2) Staff Report

Hartz said in order for the City to continue to operate past June 30, 2014, the 2014-15 fiscal year budget must be adopted. She said the state of Oregon provides a process with a deadline of June 30th. Two of the state's objectives is to allow for citizen involvement so we have five citizen members on the Budget Committee and provide public comment opportunities for residents during this public hearing.

3) Questions from Committee
None

4) Public Comment
None

5) Committee Deliberation
None

6) Mayor Larson closed the Public Hearing at 7:16 p.m.

7. PUBLIC COMMENT

Joan Mariner, 25712 Cochran Ct., Veneta, OR

Ms. Mariner said she wanted to speak about the branding proposal that City staff and the Council have been working on. She said she attended the open house last week. She said several years ago, she spent a lot of time at Council meetings. In 2004 to 2006 she attended meetings on a strategic update for Veneta. She said a lot of things have happened in Veneta since that time; the new pool and the Service Center. She said back then there was a lot of building and Veneta was the fastest growing small town in the state. She said because of that strategic update, plans made at that time, and a very able City Administrator, we got a downtown renewal project completed in spite of the recession. She said while the Service Center is underused and is doing what it can, in only four more years it will be a fully functioning community center that will be a very dynamic edition to our community. She said we have a lot to be excited about in Veneta. She said back when the Chamber was going through its branding campaign, she attended Chamber meetings and at the end, the Chamber came up with the "Inspired by Nature" logo. She said that branding campaign was very expensive and she felt the Chamber didn't really benefit much from it because, in her opinion, the Chamber didn't have a sense of direction. She said she has that concern for Veneta. She said Veneta has so much positive activity going on right now but we don't have any place to stay or even any bed and breakfasts. She said we don't have any kind of guide or information book; maps, places to see, etc. She said she doesn't think we're quite there yet and shouldn't spend tens of thousands of dollars. She said we have a lot to be excited about but branding is premature.

Cat Amber, 2281 Wisconsin St., Eugene, OR

Ms. Amber said she is from Mid Lane Cares. She said the Ford Family Foundation (FFF) has made consistent investment in this community including to the Service Center. She said recently FFF hosted a seminar on a program they are launching called Wealth Works. She provided a packet of information about the program which asks communities to look at their market economy and identify what sectors of the economy that may have optimum positioning to grow. She said she attended the seminar and has been working with a team over the last 14 months and more intensively over the last six weeks. She said the team identified the health care services sector as the potential slice of Fern Ridge's market that could grow. She is attending tonight's Council meeting to inform the City Council that Mid Lane Cares has submitted an application on a regional basis to try to make a greater proposal. She said most people in the Fern Ridge region right now use health care services but most of those residents travel 30 miles for those services. With funding assistance from the FFF those services could be provided in the Fern Ridge area and could be housed here in different businesses. She said she can provide the full proposal electronically.

In response to a question from Victoria Hedenstrom, Ms. Amber said 10 years ago Veneta had the capacity to offer 13,000 annual medical office visits, we now have the capacity to offer 8,000 annual visits; our population has grown by 60% plus we have a built-in need to hire providers. She said pilot programs could be offered also. She said there is one physician that would be delighted to establish a more broad practice as well as some non-profits that are all stakeholders in the application.

In response to a question from Ingham. Ms. Amber said paramedics would do an in home check up on a recently discharged patient. She said the director at the Florence Emergency room said he would admit fewer patients if he knew that patients would have follow-up care by paramedics.

In response to a question from Mayor Larson, Ms. Amber said FFF wants to see healthier communities. She said the Service Center offers wellness services and would like to expand its services this year. She said you must improve a community's health with these grant funds. She said the program will cover patients with Medicaid, Medicare, private insurance, and those with no insurance. She said better health care access means communities are better educated.

Joan Mariner said the local clinics here do not take Medicare or Medicaid patients.

Thomas Cotter requested the information from Ms. Amber.

In response to a question from Ingham, Ms. Amber said she will be back to request Council endorsement because the process is three fold. She said applications are due tomorrow but there's about a week's grace period. She said this application is called an "opportunity grant application" and if we get it, we could be one of five selected in the state of Oregon. Also if selected FFF will cover the cost to put a team together to prepare a more detailed application to submit by the July 1st deadline. She said if the application is selected on July 1st, they will need City endorsement on July 2nd. She said to really get the investment – City officials need to agree to back the application.

8. CONSENT AGENDA

MOTION: Thomas Cotter made a motion to approve the consent agenda as presented. Brittany seconded motion.

VOTE: Thomas Cotter, aye; Sandra Larson, aye; Victoria Hedenstrom, aye; Brittany Boothe, aye.

The consent agenda as approved included Minutes for May 12, 2014, Minutes for May 20, 2014 special Council meeting, Accounts Paid through May 27, 2014, Account Payable through June 3, 2014, and the Public Works Activity Report for May, 2014.

9. COUNCIL BUSINESS AND REPORTS

a. Business
None

b. Councilor/Committee Liaison Reports

Brittany Boothe said she missed the June Park Board meeting but did say the recreation guide has been published and distributed around the area.

Victoria Hedenstrom said she will be attending the Fern Ridge Chamber meeting tomorrow, June 10th.

Thomas Cotter had nothing to report, however he did say he attended the branding open house and he and Mayor Larson read the book Mr. Baker wrote. He said he agreed that branding may not be the way to go but he's not sure it's not a proper step.

Mayor Larson said the School District approved the application (available on the school district's website) for the Citizens' Oversight Committee to oversee bond allocations. She said DLR, the group that shepherded the School District through the bond process and created the initial designs, were appointed to do design and construction management of the project.

10. STAFF REPORTS

a. Finance Director.....Shauna Hartz

(1) Adoption of Budget and Critical Components for Fiscal Year 2014-15

Hartz said the following four resolutions are routine that we do each year in order to adopt the budget and to receive state revenue. She said on May 6th the proposed budget was presented to the Budget Committee and on May 20th the Budget Committee approved the proposed budget. The Committee also imposed tax levies, specified appropriations, and categorized the taxes. She said the next step is to hold a budget hearing on the approved budget, which we're doing this evening. The resolution adopting the budget follows this agenda item summary. Hartz reviewed two other resolutions; one that verifies the City provides four or more services and the other one is to officially notify the State that we would like to continue receiving those state revenue funds. She said the estimate is about \$370,000 for 14-15 fiscal year. She said the last resolution modifies the purpose of a reserve fund in order to allow the City to put some funds in reserve to accumulate for possible City Hall or administrative building expansion. She said there was a \$25,000 transfer in the budget for 14-15 year and rather than create a new reserve fund, she suggested we modify the current reserve fund for governmental purposes which was originally for street related purposes. She said she will track those reserve amounts separately but because they are both governmental activities it made sense to modify the existing reserve fund.

i. **RESOLUTION NO. 1145** – A RESOLUTION ADOPTING THE OPERATING BUDGET FOR FISCAL YEAR 2014-2015; SPECIFYING APPROPRIATIONS; IMPOSING TAXES; AND CATEGORIZING TAXES IMPOSED

MOTION: Thomas Cotter made a motion to approve Resolution No. 1145. Victoria Hedenstrom seconded the motion with passed with a vote of 4-0.

ii. **RESOLUTION NO. 1146** – A RESOLUTION CERTIFYING THAT THE CITY PROVIDES FOUR OR MORE MUNICIPAL SERVICES

MOTION: Thomas Cotter made a motion to approve Resolution No. 1146. Brittany Boothe seconded the motion with passed with a vote of 4-0.

iii. **RESOLUTION NO. 1147** – A RESOLUTION DECLARING THE CITY'S ELECTION TO RECEIVE STATE SHARED REVENUES

MOTION: Thomas Cotter made a motion to approve Resolution No. 1147. Victoria Hedenstrom seconded the motion with passed with a vote 4-0.

iv. **RESOLUTION No. 1150** – A RESOLUTION MODIFYING THE PURPOSE OF THE FUND ENTITLED “RESERVE-GOVERNMENTAL”

MOTION: Thomas Cotter made a motion to approve Resolution No. 1150. Brittany Boothe seconded the motion with passed with a vote of 4-0.

(2) Proposed Storm Water Drainage Fee Increase

i. Agenda Item Summary

Hartz said in 2004 the City prepared a Master Drainage Plan to meet the City’s need for development and improvement of the City’s drainage system. At that time fees were set at \$1.95 per month for residential accounts and \$5.95 for commercial and industrial accounts (Resolution No. 876). In 2007 the Council adopted a fee increase to \$2.00 and \$6.00 respectively (Resolution No. 947). In 2013 the City used the Consumer Price Index for Urban Wage Earners (CPI-U) in the Portland-Salem area as a guide to increase fees by .20/month for residential accounts and .60/month for commercial accounts. The primary reason for the increase was to “catch” the City up with the inflation rate of 10% in the CPI-U from 2007 to 2013 to cover operations costs. The increase of 5% being proposed in Resolution No. 1151 will possibly help to set aside funds for non-operational projects.

In response to a question from Thomas Cotter, Hartz said non-operational projects means something that is more than general maintenance of the drainage ditches.

Ingham said upsizing a culvert to accommodate a higher volume of stormwater would be considered non-operational.

ii. **RESOLUTION No. 1151** – A RESOLUTION ESTABLISHING STORMWATER DRAINAGE FEES FOR THE CITY OF VENETA AND REPEALING RESOLUTION NO. 1111

MOTION: Thomas Cotter made a motion to approve Resolution No. 1151. Victoria Hedenstrom seconded the motion with passed with a vote of 4-0.

Ingham suggested Cotter withdraw his motion because the Council approved the resolution prior to public comment.

MOTION: Thomas Cotter withdrew his motion.

iii. Public Comment

None

MOTION: Thomas Cotter made a motion to approve resolution No. 1151. Victoria Hedenstrom seconded the motion which passed with a vote of 4.0

(3) Appropriation Transfers for Fiscal Year 2013-14

i. Agenda Item Summary

Hartz said this resolution has to do with the current fiscal year. She said we are allowed to transfer appropriations between funds by resolution because these types of transfers do not change the total amount of the budget simply moving spending permission from one classification to another. She said there is a typographical error in the resolution but it will be corrected in the final resolution signed by Mayor Larson. She said it should read ORS 294.463 not ORS 294.450.

In response to questions from Mayor Larson, Hartz said in the general fund, there were more building permits which required more inspections. Hartz said with regard to capital projects, there are two different departments within that fund. One focused on the Community Development Block Grant (CDBG) allowable expenses and the other department is regular, ongoing materials and services.

- ii. **RESOLUTION No. 1148** – A RESOLUTION TRANSFERRING APPROPRIATIONS FOR THE 2013-14 FISCAL YEAR.

MOTION: Thomas Cotter made a motion to approve Resolution No. 1148. Brittany Boothe seconded the motion with passed with a vote of 4-0.

b. Community Development Director..... Kay Bork

- (1) Business Registration Amendment

Bork said Ordinance No. 512 will amend the City's municipal code, more specifically the business registration language that Council discussed last month, relating to medical marijuana dispensaries.

- i. **ORDINANCE No. 512** – AN ORDINANCE AMENDING CHAPTER 5.05, BUSINESS REGISTRATION, OF THE VENETA MUNICIPAL CODE, for second reading and final enactment.

MOTION: Thomas Cotter made a motion to approve Ordinance No. 512 for second reading by title only and for final enactment. Victoria Hedenstrom seconded the motion which passed with a vote of 4-0.

Ordinance No. 512 was read into the record for second reading by title only and for final enactment.

In response to a question from Thomas Cotter, Bork said there was an opportunity for public comment at the first reading of Ordinance No. 512 at the May 20, 2014 meeting.

- (2) Adoption of a Resolution Adding a Renewable Energy Permit and Fee to the City's Building Permit Fee Schedule

- i. Agenda Item Summary

Bork said Resolution No. 1152 would amend the existing building permit fee schedule to include a renewable energy permit fee. She said this came about during the implementation of the state's new "epermitting" system. She said we were missing a specific title "renewable energy fee" so the state asked us to add it to our schedule. She said adding a fee can only be done by resolution. She said the state sent out the required notification to the interested parties 45 days prior to the public hearing and that time has passed.

In response to a question from Victoria Hedenstrom, Bork said we need to include the renewable energy permit fee if we want to offer online permit payments. She said it's more of a housekeeping process than anything.

In response to a question from Mayor Larson, Mr. Mortier, City Building Inspector, said previously when renewable energy is produced in homes and businesses, it was easy to convert to amps but renewable energy is generated in kilowatts hours so this is just a housekeeping process. He said the state wants it as an individual fee item within the "epermitting" system.

In response to a question from Mayor Larson, Ingham said that it should have read for "repairs, maintenance, and installation of renewable energy systems". He said at this point 99% of what we will see will be new installation.

Bork said the first set of fees address installation.

- ii. Public Comment
None

- iii. **RESOLUTION NO. 1152** – A RESOLUTION ADOPTING RENEWABLE ENERGY PERMIT FEE FOR THE CITY OF VENETA AND AMENDING ATTACHMENT A OF RESOLUTION NO. 1105

MOTION: Thomas Cotter made a motion to approve Resolution No. 1152. Brittany Boothe seconded the motion with passed with a vote of 4-0.

c. Management Analyst.....Katie Babits

- (1) Revision of Classification and Compensation Schedule of Regular Employees of the City of Veneta for FY2014-2015

- i. Agenda Item Summary

Babits said Resolution No. 1149 will revise the classification and compensation schedule for regular employees for 2014-15. She said earlier this year the Council approved the seasonal employees' classification and compensation schedule which provided a cost of living allocation (COLA). She said staff is proposing regular employees receive a 2.5% COLA. Babits said legal counsel revised the wording of the resolution after packets were delivered. She reviewed the corrections made to the Resolution and provided updated copies to Council members.

- ii. **RESOLUTION NO. 1149** – A RESOLUTION ADOPTING THE CLASSIFICATION AND COMPENSATION SCHEDULE OF REGULAR EMPLOYEES OF THE CITY OF VENETA FOR FISCAL YEAR 2014-2015 AND REPEALING RESOLUTION NO. 1129

MOTION: Thomas Cotter made a motion to approve Resolution No. 1149. Victoria Hedenstrom seconded the motion with passed with a vote of 4-0.

- (2) Revisions to the City of Veneta Employee Handbook and the Veneta Community Pool Employee Manual

- i. Agenda Item Summary

Babits said Resolution No. 1153 revises the City of Veneta Employee Handbook. She said in 1988 Ordinance No. 283 was adopted by the Council which allowed the personnel system, including the employee handbook, be adopted by resolution. She said an amendment is required in order to change the age of which students can be hired by the City. She said this change is primarily because the American Red Cross certifies lifeguards at the age of 15 but our minimum age for hiring is 16. She said we would like to start them at the same age they can be certified. She said legal counsel also made some grammatical and formatting changes to Resolution No. 1153. Babits provided an updated Resolution to Council members.

Babits said Resolution No. 1154 addresses revisions to the Veneta Community Pool Employee Manual. She reviewed those revisions and said legal counsel also made some revisions after packets were mailed. Babits provided Council members with a copy of the updated resolution.

In response to a question from Brittany Boothe, Schauer said this year we have four or possibly five lifeguards returning from college that started at the pool when they were in high school.

Babits said this year we have one new lifeguard.

Victoria Hedenstrom said her daughter wanted to apply for a lifeguard position at the pool but

applied in Junction City who allows 15 year old lifeguards. She said she is happy to see this change.

- ii. **RESOLUTION NO. 1153** – A RESOLUTION TO AMEND SECTION 6.90 OF THE EMPLOYEE HANDBOOK OF THE CITY OF VENETA AND REPEAL RESOLUTIONS NO. 1114 AND NO. 1135

MOTION: Thomas Cotter made a motion to approve Resolution No. 1153. Brittany Boothe seconded the motion with passed with a vote of 4-0.

- iii. **RESOLUTION NO. 1154** – A RESOLUTION ADOPTING THE VENETA COMMUNITY POOL EMPLOYEE MANUAL AND REPEALING RESOLUTION NO. 1061

MOTION: Thomas Cotter made a motion to approve Resolution No. 1154. Brittany Boothe seconded the motion with passed with a vote of 4-0.

- d. Public Works Director..... Kyle Schauer

(1) Community Pool Update

Schauer provided an update on the pool opening this season. He said while the public works crew was preparing for the pool season, several significant leaks were discovered in the piping, which was likely caused by the harsh freezing last winter. He said the pool is winterized every season and we haven't had any trouble up until now. He said the public works crew was able to do most of the repairs, cut holes in a few walls to access the pipes, and installed a drain. He said there are some shiny metal pieces that now allow access to more piping. He said the pool is up and going and staff has been hired. He said yesterday was the first in service day for lifeguards and the pool opens next Saturday, June 14th. He said the school year was extended one week so the pool will open on a modified schedule as most of the staff is still in school. He said the following week the pool will be on a regular schedule as outlined in the new recreation guide. He said the recreation guides were provided to all the local schools. He said lifeguards had a great weekend of training.

In response to a question from Victoria Hedenstrom, Schauer said the water was 83 degrees yesterday.

In response to a question from Brittany Boothe, Schauer said we have everything necessary to open the pool; life jackets, shirts, lanyards, chemicals, etc.

Schauer said due to last winter's freeze, the public works crew replaced 36 shrubs. He said replacement of the same species of shrubs was recommended by David Dougherty of Dougherty Landscape Architects (DLA). Schauer said the total cost of replacement was \$240 which included replacing a tree on Broadway.

In response to a question from Mayor Larson, Ingham said it's not a community garden but a group of volunteers from the Service Center and the food pantry who wanted to plant a garden to raise food for the Love Project. He said originally they wanted to use the St. Vincent lot adjacent to the Service Center but staff felt that wasn't the right place to be. He said the space adjacent to the Garden Club bulbs beds at the Community Center would be a good fit. He said there's been a lot of talk but at this point it's June and it doesn't seem as though anything has been planted.

Bork said Kim Kaufman has been working on it.

Schauer said the public works crew prepped the area away from the Garden Club's bulb beds.

e. City Administrator.....Ric Ingham

(1) Adoption of Ordinance No. 513 Renewal of Emerald People's Utility District (EPUD) Franchise Agreement

i. Agency Item Summary

Ingham said the request before the Council tonight is to approve Ordinance No. 513 for a first reading by title only. He said this is a renewal of the EPUD franchise agreement. He said this is a 10 year renewal and will expire July 26, 2014 if not renewed. Ingham said EPUD's legal as well as the City's legal counsel reviewed it. He said no substantive changes were needed and it's a solid agreement. He said the franchise fee of 5% stays the same. He said staff is recommending approval of Ordinance No. 513 for first reading by title only. It will come back to the Council for a second reading at the June 23rd meeting with enactment on July 26, 2014.

ii. **ORDINANCE NO. 513 – AN ORDINANCE GRANTING TO EMERALD PEOPLE'S UTILITY DISTRICT, HEREIN REFERRED TO AS "GRANTEE", THE RIGHT AND PRIVILEGE TO SUPPLY ELECTRICITY AND ELECTRICAL SERVICE AND TO PLACE, ERECT, LAY, MAINTAIN AND OPERATE IN, UPON, OVER AND UNDER THE STREETS, ALLEYS, AVENUES, THOROUGHFARES, AND PUBLIC HIGHWAYS, PLACES AND GROUNDS WITHIN THE CITY OF VENETA, POLES, ELECTRIC LIGHTS, POWER LINES AND OTHER APPLIANCES AND CONDUCTORS FOR ELECTRICAL SERVICE PURPOSES; AND REPEALING ORDINANCE NO. 447**

MOTION: Thomas Cotter made a motion to approve Ordinance No. 513 for first reading by title only. Brittany Boothe seconded the motion with passed with a vote of 4-0.

Ordinance No. 513 was read into the record for first reading by title only.

(2) Branding Presentation

Babits said there was a small turn-out of 24 residents. She said there was a good dialogue between City staff, elected officials and nine audience members. Those in attendance understood the importance of a branding campaign and had insight. She said a number of web sites – with tag lines were pulled up and a process to get to what our community is about and how to get it out here. She reviewed the results of the nine surveys which indicated the majority of the participants found the information informative and felt Mr. Baker had it down pretty good. Responders also said the information was helpful and seven of the nine felt Veneta would benefit from more business. She said some felt there wasn't much value in a branding campaign and that our current circumstances prevented a follow up. Six responders felt Veneta should not do a separate branding campaign for Veneta but it should be based on the Fern Ridge Community and not just the City of Veneta. Six responders said they would like to see a new logo but wanted clarification if the logo would be for the City of Veneta only or for the entire Fern Ridge Community. Another suggestion was to do some brain storming – what sets us apart: wineries, agriculture, wild life, lake, sailing, etc.

In response to a question from Victoria Hedenstrom, Ingham said Veneta doesn't have enough year round occupancy to make a hotel or motel viable. He said after wine touring, most people still prefer to be in Eugene – closer to more cultural events, restaurants, etc.

Victoria Hedenstrom said she heard the Oregon Country Fair was looking at hosting some kind of entertainment i.e., concerts, etc. at Perkins Peninsula.

Mayor Larson suggested a possible work session to decide if we should move forward this fall. She suggested we could start with a new logo for the City then focus on the branding. She said that would give us time to look at where we are and where we want to be.

Thomas Cotter said he's not sure at this point where we should go. He said he's not sure if we have enough people to sustain the momentum and felt we don't have enough people with

the know how to draw in the right people.

Joan Mariner said collaboration is the key. She said Veneta has a strong position to put the punch behind it. She said we need to communicate to bring in the surrounding communities.

Victoria Hedenstrom said Veneta doesn't have to brunt the cost. She said all of the Ford Family Foundation (FFF) projects are obvious in the community and she felt none of those projects would have been successful without City support.

Ingham said Mr. Baker implied a lot of destinations and a brand would be tied to the life style in our community. He suggested we touch on whether we want to be a tourist destination, if we want to be a great place to live, or a place to start up a business. He said it all comes down to the attractiveness of the community and building up our economy around it. He said we have to ask ourselves are we doing enough to attract people to our community.

Mayor Larson felt a branding campaign now is premature.

Brittany Boothe agreed. She said she walked away from the presentation realizing Mr. Baker asked questions she hadn't thought of. What is the initial goal? She agreed with Thomas Cotter that she's not sure we have enough momentum to keep it alive. She suggested having a work session and agreed the audience was weighted. She said she felt it starts with life style. She said she appreciates Mr. Baker's time and efforts but we need to start from the beginning and spend less time and funds on the marketing.

In response to a question from Brittany Boothe, Ingham said our current logo doesn't really work well with City vehicles, t-shirts, and the City's website.

After a thorough discussion, it was the consensus of the Council to hold a work session on June 23rd, at 6:00 p.m., prior to the Council meeting. Then the Council could think over the summer about what direction we should move toward with regard to a new logo and how we want to brand our City for tourism, livability, and/or business.

(3) Questions from Councilors

Mayor Larson said ART Inc. is performing "the Curious Savage", its first fully staged production of a three-act play on Saturday, June 14th and again the following week.

In response to a question from Victoria Hedenstrom, Ingham said he hasn't seen an invitation from ART, Inc. to the City Council.

Mayor Larson said she would like to see some pedestrian signs installed on Hunter. She said there's been some drivers not obeying speed limits.

Thomas Cotter said the County will install the speed trailer if we ask.

In response to a question from Mayor Larson, Ingham said staff has already requested the speed trailer. He said the public works crew will move it daily while we have it. He said the speeding on Hunter is likely due to a nicer roadway due to the improvements completed after the pipeline was installed. He said there are some things we can do to get the word out. He said we may be able to acquire smaller radar speed signs to tell drivers how fast they are going.

11. OTHER

Mayor Larson said there are some bad spots on Eighth St. and E. Bolton is in really bad shape.

In response to a question from Victoria Hedenstrom, Ingham said the County is adamant that the

speed limits on Perkins will be 35 to 45 mph from Territorial to Huston. He said the Council would have to give direction to staff to apply for a change.

Michelle Ossowski said a flashing light may help with speeding through the school zone during school hours.

In response to a question from Victoria Hedenstrom, Ingham said for consistency, the Council can direct staff to work with the County Geographical Inspection System (GIS) Dept. to complete a map with speed limits.

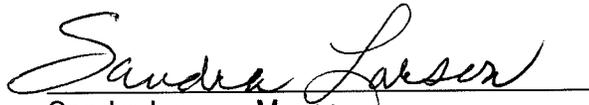
In response to a question from Brittany Boothe, Ingham said staff will look into replacing our U.S. flag. He said Thomas Laing may have connections for locating a better quality flag.

Ingham said last week Sgt. Billy Halverson was assigned as Veneta's new sergeant and Deputy Jahnke is leaving his patrol with Veneta. He said staff is hosting a luncheon on Wednesday to bid farewell to Deputy Jahnke. Ingham said Sgt. Halverson will provide an update on changes with deputy coverage.

June 4, 2014 is the official start of the 2014 campaign season. He said a press release will be published in the June 11th and July 9th editions of the Fern Ridge Review. He said it is a four step process.

12. ADJOURN

Mayor Larson adjourned the Veneta City Council at 9:18 p.m.


Sandra Larson, Mayor

ATTEST:


Darci Henneman, Assistant City Recorder
(Minutes prepared by Dhennehan)