

The Newsletter of the  
City of Veneta

88184 8th Street  
PO Box 458  
Veneta, OR 97487  
(541) 935-2191  
www.venetaoregon.gov

# City News

## Broadband Demand Survey

With the goal of attracting an Internet and Broadband provider who will deliver faster and more reliable services to customers, the City of Veneta's Economic Development Committee will be conducting an internet demand survey. "Several potential broadband providers have asked that we conduct a survey to determine what service customers are currently using, what services they

would like, and what they would be willing to pay for enhanced services," explained City Administrator Ric Ingham.

"The City Council has been frustrated by promises from an existing provider to upgrade fiber and offer a triple play package of cable, phone, and internet services," Ingham continued. "That hasn't happened. So we're look-

*(Continued on page 2)*

## Residents to Vote on Marijuana Tax

On Nov. 8, Veneta voters will consider a 3 percent tax on sales of recreational marijuana products sold at retailers in the City of Veneta. The tax may yield as much as \$10,000 annually, which City Administrator Ric Ingham said will be allocated equally between the Law Enforcement and Parks and Recreation Departments.

"Both of those departments are funded by property taxes and need

additional resources," he said. Though City staff had initially proposed that all revenue from the new tax go to law enforcement, "The City Council was adamant that half of it should be invested in our Parks and Recreation fund," he said. "If kids are encouraged to get active and engaged, we hope they will be less inclined to use drugs, alcohol or cigarettes."

*(Continued on page 2)*

## Holiday Events and City Closures

On Dec. 1 at 6:30pm, the City and Veneta community partners will host the traditional Tree Lighting Ceremony. The tree will be showcased in a new plaza at Veneta Elementary School (VES). The ceremony will feature performances by local school choirs, who will stand atop concrete risers designed to provide easy access and viewing. The facilities were built during the remodel of VES and with support from the City of Veneta and the Fern Ridge School District.

Santa Claus will arrive on a fire truck, Key Club elves will be on hand to help him, and Kiwanis of Fern Ridge will serve hot chocolate.

On Dec. 8 at 7:00 p.m., dozens of brightly lit floats will make their way through town for the 13<sup>th</sup> Annual Fern Ridge Light Parade. To register a float, contact the Veneta Fern Ridge Chamber of Commerce.

City Hall will be closed on Nov. 11 in observance of Veterans Day, and Nov. 24 and 25 for Thanksgiving.

### CITY OF VENETA - CIVIC CALENDAR - NOVEMBER 2016

Veneta Administrative Center - 88184 8th Street, Veneta, Oregon

1	Veneta Planning Commission Meeting - City Hall	6:30 p.m.
9	Veneta Park Board Meeting - Community Center - 25190 E. Broadway	4:30 p.m.
9	City Park Redesign Open House - Community Center, 25190 E. Broadway	6:30 p.m. to 8:30 p.m.
6	Daylight Saving Day - Fall Back 	
8	Election Day	
9	Veneta Economic Development Committee Meeting - City Hall	2:00 p.m.
11	Veterans Day - City Hall Closed 	Closed
14	Veneta City Council Meeting - City Hall Veneta Urban Renewal Agency Meeting immediately following City Council Meeting	6:30 p.m.
17	Municipal Court - City Hall	8:30 a.m.
24	Thanksgiving Day - City Hall Closed 	Closed
25	City Hall closed in Observance of Thanksgiving Holiday	Closed
28	Veneta City Council Meeting - City Hall	cancelled

Calendar updates will be posted on the City's website at [www.venetaoregon.gov](http://www.venetaoregon.gov) This Civic Calendar was sent to: Fern Ridge Review, Fern Ridge School District 28J, Fern Ridge Public Library, and Lane Fire Authority

## ***Redevelopment Tool Kit***

In April 2016, the Veneta Urban Renewal Agency adopted a set of downtown incentive programs known as the Redevelopment Tool Kit. The incentive programs come in all shapes and sizes aimed at supporting economic development and beautification in Veneta's downtown area. The Tool Kit can provide small or large grant funding for new or existing businesses for signage, streetscape amenities, required street improvements, environmental assessments, SDC fee reductions, and more.

The Urban Renewal Agency and the City of Veneta envision a downtown full of small retail and commercial development that is pedestrian oriented. To facilitate this vision, the Urban Renewal Agency has funds allocated to promote commercial and retail development, to assist projects that provide a service that is underserved or does not exist, and for the removal of urban blight.

City Administrator Ric Ingham encourages businesses to visit the City's Website to learn about

the financial assistance, funding criteria, how to apply for funds, and more. "A booklet describes all the incentives the City can make available through the Redevelopment Tool Kit to help existing businesses expand and get a better foothold."

Businesses that have benefited from the Redevelopment Tool Kit include West Lane Fitness. "When West Lane Fitness relocated to its downtown location on Broadway, the City helped them work on their façade," said Ingham. Another company is currently aiming to locate on a new property, and has also applied for a grant to make façade improvements.

"Clearly, existing business owners are benefiting from the Redevelopment Tool Kit," Ingham continued. "And if new businesses are interested in relocating to Veneta, we will consider their applications as well."

Ingham encourages businesses to see if the City's Economic Development Program can help them, too.

## ***Residents to Vote on Marijuana Tax Continued...***

The State of Oregon currently taxes recreational marijuana at 25 percent, with proceeds being collected by the state. Effective January 1, that rate will be reduced to 17 percent, allowing local governments to levy a tax to benefit counties and cities.

"It's important for voters to understand that the proposed 3 percent City tax on recreational marijuana, combined with the state's 17 percent tax, would still be less than the current 25 percent state tax," explained City Mayor Sandra Larson. She also noted that—although Veneta residents will also vote on Lane County's ballot measure proposing a 3 percent recreational marijuana tax—that tax would only apply in unincorporated areas of the county. "It will not result in double taxation within Veneta city limits."

The City Council would have the authority to set the amount of the tax, but under no circumstances would it exceed 3 percent of the retail sales price of a marijuana item. Marijuana retailers would collect

the tax from consumers and remit the proceeds to the City. Medical marijuana will remain untaxed at all levels.

Ingham explained that both of the local marijuana retail establishments now doing business in Veneta began as medical marijuana dispensaries. But with the passage of Measure 91 (the statewide legalization of recreational marijuana), both have now entered the recreational marketplace, which is regulated by the Oregon Liquor Control Commission.

"I think it's encouraging that the owners of both establishments have come to the City Council to indicate their support for the 3 percent local tax," said Ingham.

The City cannot advocate for a given measure, and no PAC (Political Action Committee) has taken a position on the tax. But Ingham urges all citizens to participate in the political process and vote!

## ***Broadband Demand Survey Continued...***

ing for a better way to solve the problem and provide better service to our community."

Using the Lane Council of Government's (LCOG's) existing survey platform, the City will ask residents to answer a few questions online. "For those who do not want to do an online survey, hard copies will be widely distributed throughout the

community. Those completed surveys can be mailed or dropped off at City Hall," Ingham said.

Once the data is compiled, the committee can make decisions about how best to serve the needs of households and businesses in and around Veneta. The link to the survey is on the City website at [www.venetaoregon.gov](http://www.venetaoregon.gov)

# Veneta Broadband Access Project

## Community High Speed Internet Demand Survey

The City of Veneta and the Veneta Economic Development Committee are exploring opportunities to improve high speed internet service throughout the community. This starts by assessing existing demand for high speed internet and gaining a broader understanding of community needs. This survey is the foundation for this effort. **We appreciate your support in taking a few minutes to fill it out!**

1. What type of internet connection do you have at home?

- Dialup     Satellite     DSL     Cable     Wireless     Fiber to the home  
 Wireless mobile card or cell service     I do not have internet service (Skip to question #5)

2. Which company provides your internet service?

- CenturyLink     Charter     Exede Internet     Hunter Communications  
 HughesNet     Skycasters     Unwired West     Other \_\_\_\_\_

3. What are the primary reasons you use the internet at home? Check all that apply.

- Communication (email, Skype, etc.)     Work from home (home-based business)  
 Work from home for an employer (telework)     General information/research  
 Entertainment (TV/videos, music, gaming, etc.)     Taking online courses/distance learning  
 Other (please describe) \_\_\_\_\_

4. Are you satisfied with your current home internet service?     Yes     No

Please explain \_\_\_\_\_

5. If a new or alternative high speed internet service were available to your **home**, would you be interested in acquiring it?     Yes     No

6. If interested in purchasing new or alternative high speed internet service, how much would you be willing to pay per month for a new or alternative high speed internet service (average price for high speed is approximately \$53)?

- \$31-\$40     \$41-\$50     \$51-\$60     \$61- \$70     \$71 or more

7. If not interested in purchasing high speed internet access or new, higher speed internet service to your home, what are the primary reasons? (check all that apply)

- Dial-up access meets my current needs     Cannot afford high speed internet  
 Satellite is my only option, but installation and monthly service costs are too high  
 Cannot afford a computer     Do not know how to use a computer  
 Do not have a reason to use a computer     Other \_\_\_\_\_

8. Do you live inside Veneta city limits?     Yes     No

9. Please provide your contact information and check the boxes below that apply to when you are willing to let us use this information.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone/email \_\_\_\_\_

- I would like to receive additional information and updates about this project.
- I would be willing to sign a letter of intent to purchase new service, or a petition in support of grant funding to bring high speed internet to my community.
- I would like my contact information shared with internet service providers interested in increasing service in the area.

**Note: This question is optional.** We will only use this information for the purposes you selected. This information will allow the project team and internet service providers to better understand the demand for internet and make an investment case.

10. Please feel free to share additional comments on your community’s internet service and its impacts on community vitality below.

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**Please return your completed survey to a drop box located in town (City Hall or Library) by Friday, December 2, 2016. If you are unable to make it to one of the drop boxes, surveys can be mailed to:**

City of Veneta  
PO Box 458  
Veneta, Oregon 97487

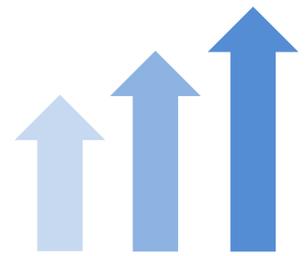
**Or take the survey online at:**

<http://www.lanevoices.org/topics/24718/economic-development-veneta-broadband-access-project>

If you have any questions about the survey, or the Veneta Broadband Access Project, please feel free to get in touch with Ric Ingham at [ringham@ci.veneta.or.us](mailto:ringham@ci.veneta.or.us) or 541-935-2191 ext. 306. Thank you for your support!

# Veneta Economic Development

## NEWS



An Occasional Publication of the Veneta Economic Development Committee

November 2016

### Message from the Chair

Summer is often a time to step back, take some time off to reflect. But not for the City of Veneta's Economic Development Committee. We have continued to pursue new initiatives and ideas, and are looking forward to expanding our involvement in the future.

In July, members of the Committee joined several other area residents in testifying before the Joint Committee on Transportation Preservation and Improvement as it toured the State seeking input on transportation needs. Our message was very clear: do something to improve the bottleneck on Highway 126 between Eugene and the Fern Ridge area. It seems our voice was heard.

Not only did we receive positive feedback from many of the legislators present, but we have learned that ODOT regional officials will be including a request for funding an environmental analysis of the Fern Ridge Corridor Plan in the 2017 transportation initiatives. This environmental work is an essential next step to move the project forward.

The Committee recently created three subcommittees to help expand the involvement of citizens in stimulating economic development. Finally, we now have a new intern to support our work. Claudia Denton has completed her one-year internship and taken a full time job with the City of Eugene. New to us is Marina Brassfield, who will support the Committee as well as being involved in several other City projects. We continue to meet on the second Wednesday of every month at 2 p.m. in Veneta City Hall. Please come and join us.

– Len Goodwin

### Committee Mission

*The purpose of the Veneta Economic Development Committee is to support existing businesses and attract new businesses. The mission is to pursue the economic interest of Veneta by constructing and implementing policy development and programs.*

### Broadband Internet Survey to be Conducted

Veneta Business Connect found a common issue amongst local businesses—a lack of reliable, high speed internet. Businesses rely on internet to run a point-of-sale system, to train employees, and to maintain databases and create reports. Many face obstacles due to inaccessibility or a slow connection.

During the Economic Development Committee's August meeting, LS Networks shared information about their Connected Community Program which seeks to form public-private partnerships with small rural communities (population less than 10,000 residents) in order to expand fiber optic Broadband services. A key takeaway from LS Networks' presentation is that assessing demand for high speed internet is vital to learning more about opportunities in Veneta.

In an effort to improve internet availability, the City of Veneta will be conducting a brief demand survey. The survey will provide information about whether residents and businesses are satisfied with their current internet service and how likely they are to change providers if an alternative service became available.

The survey will be available online at [www.lanevoices.org/topics/24718/economic-development-veneta-broadband-access-project](http://www.lanevoices.org/topics/24718/economic-development-veneta-broadband-access-project) and will also be sent in the monthly water bill. The Committee encourages residents of Veneta to take part in this survey to help in our community development efforts.

### Veneta Business Connect Findings

In late 2015, the City's Economic Development Committee (EDC) partnered with Rural Development Initiatives (RDI) to launch a Business Retention and Expansion Program known as Veneta Business Connect. The Final Report was completed in June 2016. The report findings include:

- Local businesses don't feel well connected with one another;
- They are interested in business support services but are not fully aware of the resources available;
- Businesses face a shortage of qualified labor;
- There is limited high speed internet;
- There is a lack of available commercial retail space.

As the program ventures into its second year, the EDC has created three subcommittees: Workforce Development, Business Connect, and Business Infrastructure. Workforce Development will focus on issues involving bus routes for employees from Eugene to Veneta, as well as identifying the skills needed in the community. Business Infrastructure will address rental space concerns, and business specific utility challenges, like fiber access. Business Connect will work on connecting business to each other, to the community, and to tools and resources. If you are interested in participating on or attending one of the subcommittee meetings, please contact Marina Brassfield, 541-935-2192 ext. 312, [mbrassfield@ci.veneta.or.us](mailto:mbrassfield@ci.veneta.or.us).

## Business in the News—The Frost Queen

The Frost Queen is Veneta's newest bakery, owned by Marsha and her husband Jeremy Sturm. The two debuted at the Farmers' Market in May.

"It's been awesome getting to know the community members here in beautiful Veneta. We love the small town feel – to be in an area where you as a customer matters. That's what we hope customers feel about our business – to feel welcome and appreciated," said Sturm.



The Frost Queen specializes in all types of baked goods including all types of cakes, cheesecakes, scones, cookies, and cake balls. "If we don't have a recipe we will chase one down and give it a go! Some of our best recipes were inspired by customer's heart's desire."

Wholesale prices are offered to businesses and the Frost Queen is willing to deliver. Catering is also available for events up to 500 or 1,000 people, depending on the order and event.

Beginning November 5, The Frost Queen will open inside Robbie's Window Box Café from 8:00 a.m. to 12:00 p.m. on Saturdays. "Partnering with the Windowbox Café is a huge step for us - the café is adorable and so cozy. Being able to serve coffee with the baked goodies is a great match. Our goal is to eventually open our bakery daily in Veneta. We feel so at home out here and would like to contribute to the community," said Sturm.

Come enjoy a scone with a specialty coffee inside the cozy little café in the Fern Ridge Center at 88267 Territorial Hwy.

*\*If residents / businesses want to buy the Frost Queen's products, they can contact Sturm at 541-232-4841, or via her website and Facebook page.*

<http://thefrostqueen.com>

<https://www.facebook.com/thefrostqueenllc>

## Committee Member Profile

Thomas Cotter is a City Councilor and acts as the Council Liaison for the EDC. Councilor Cotter is the principal broker and owner of Fern Ridge Realty. He is interested in fiber optics, bike and walking trails within the community, and creating a safe, sustainable, and economically viable community for all Veneta residents.



## Events and Dates to Remember

**Committee Meetings –  
Open to the Public**

**Second Wednesday of every month 2:00 – 3:30 p.m.**  
Veneta City Administrative Center  
88184 8<sup>th</sup> Street, Veneta

**Subcommittee Meetings –  
Business Connect**

**November 8th, and the Second Tuesday of every month 4:00 – 5:00 p.m.**  
Veneta/Fern Ridge Area Chamber of Commerce  
24949 Hwy 126, Veneta

**Workforce Development**

**November 10th 4:00 – 5:00 p.m.**  
Veneta City Administrative Center  
88184 8<sup>th</sup> Street, Veneta

**Bicycle Tourism Studio  
\*registration is required**

**November 17<sup>th</sup> 1:30—5:00 p.m.**  
Village Green Resort, 725 Row River Road, Cottage Grove

**December 13<sup>th</sup> 9:30 a.m.—12:00 p.m.**  
Greenwaters Community Building,  
48362 Hwy 58, Oakridge

## Veneta Economic Development Committee Members

Len Goodwin, Chair

[lenelmira@gmail.com](mailto:lenelmira@gmail.com)

Herb Vloedman, Vice-Chair

[herb@vloedman.com](mailto:herb@vloedman.com)

Thomas Cotter, City Council President

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## Staff

Ric Ingham, City Administrator

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Marina Brassfield, Economic Development Specialist

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541-935-2191 ext. 312

# CITY PARK MASTER PLAN

Add Your Voice  
to the Future of City Park

**Join Us!**

**WEDNESDAY, NOVEMBER 9, 2016**

Veneta Community Center  
at City Park

25192 E Broadway  
6:30pm - 8:30pm

**Presentation Followed by Open House**  
by DLA Architects



Contact Kay Bork,  
Community Development Director  
at 541-935-2191 or [kbork@ci.veneta.or.us](mailto:kbork@ci.veneta.or.us)



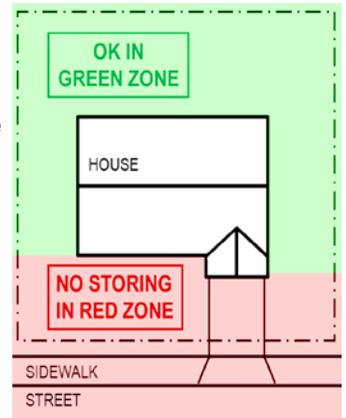
## Recreational Vehicle Parking Refresher

The City of Veneta would like to remind residents where recreational vehicles, travel trailers, and boats can be parked. The City's Land Development Ordinance 493, Article 5, Section 5.01(6) allows residents to park and store motor homes, travel trailers, fifth-wheel trailers and other recreational vehicles on private property as long as they are (1) not being used for human habitation, and (2) not being stored in the front of a resident's property.

This includes driveways and side yards that are between the plane of the front door and front of house and the street (see diagram).

Parking on a city street, right-of-way or alley for the principal purpose of storing the vehicle is prohibited. Under the City's Municipal Code, Chapter 10.05.130 (3)(c): *Recreational vehicles, travel trailers and boats cannot be parked on any public property, street, right-of-way or alley for a period longer than 72 hours, unless a permit is obtained from the City Administrator.*

Vehicle owners found in violation can be subject to a fine of \$50 - \$250. Vehicles can be tagged as an abandoned vehicle and towed and impounded at the owner's expense.



These ordinances and codes have been established to ensure public safety. When large vehicles are stored improperly they can become a hazard by blocking drivers' views and making it difficult for emergency vehicles to get down streets quickly. If you have any questions on parking ordinances, please contact the Code Enforcement Officer at (541) 935-2191.

## Leaf Pick-Up Do's and Don'ts



- Put only leaves in plastic bags-No garbage or wood debris.
- Tie all bags closed.
- Put all tied bags at the curb without blocking sidewalk or other access.



- Rake or blow leaves into the street.
- Block any drainage with leaves or debris.

