

# City News

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

## McCoy and Weiss Appointed to City Council

At the Monday, Feb. 13, 2017 City Council meeting, Robbie McCoy and Keith Weiss were sworn in as City Councilors. Robbie McCoy was appointed to fill the remaining two years of a four-year

term. Keith Weiss was appointed to a four-year term. The two were appointed to fill vacancies created with the departure of Councilors Tim Brooker on Nov.

(See "City Council" on page 2)

## City Budget Committee Openings

The City of Veneta is accepting applications for four citizen positions on the Budget Committee. The Mayor appoints the citizen positions in consultation with the City Council. Two of the positions run through December 31, 2017 and two

through December 31, 2019.

Generally speaking the time commitment required is two to six hours per year during the months of May and June. The appointed members must be a

(See "Budget Committee" on page 2)

## City Receives Fourth Budget Award

The City of Veneta has once again received the Distinguished Budget Presentation Award from the Government Finance Officers Association of the United States and Canada (GFOA).

The award is significant in that it reflects the commitment of the City Council, Mayor, Budget Committee, and staff

to meeting the highest principles of governmental budgeting. To receive the award, the document had to satisfy nationally recognized guidelines for effective budget presentation. These guidelines are designed to assess how well the City's budget serves as a policy

(See "Award" on page 2)

## Water Rates to Remain the Same

After three years of annual rate increases (ranging from 2 to 3.5 percent), the City of Veneta has determined that it will not be necessary to increase water rates this year. The rate increases were implemented, in part, to meet the debt service obligations incurred to build the water pipeline from EWEB's infrastructure in Eugene to Veneta. Determined to be the most cost-effective solution for Veneta's long-term water supply needs, the project cost \$10 million. The higher fees also enabled the City to keep pace with the costs of providing water services, purchasing water from EWEB, and funding maintenance and repairs as needed.

Initially, the City had forecast that these small annual rate increases would likely be necessary each year through 2021. However, because of growth in the City, more rate-payers are sharing in the cost of this debt. In addition, changes to the proposed timing of large capital improve-

(See "Water Rates" on page 2)

CITY OF VENETA - CIVIC CALENDAR - MARCH 2017		
Veneta City Hall - 88184 8th Street, Veneta Oregon		
1	Veneta Park Board - City Hall	4:30 p.m.
7	Veneta Planning Commission - City Hall	6:30 p.m.
8	Veneta Economic Development Committee Meeting - City Hall	2:00 p.m.
12	Daylight Savings Time Begins - Spring Forward	
13	Veneta City Council Work Session - City Hall	5:30 p.m.
	Veneta City Council Meeting - City Hall	6:30 p.m.
	Veneta Urban Renewal Agency Meeting - Immediately following	
16	Municipal Court - City Hall	8:30 a.m.
17	St. Patrick's Day 	
22	Veneta City Council Goal Setting Session - City Hall	4:00 p.m.
25	"Meet Sgt. Denham" (Lane County Sheriff's Office contract Sergeant for the City of Veneta) - Fern Ridge Library	1:00 p.m.
27	Veneta City Council Meeting - City Hall	6:30 p.m.
Calendar updates will be posted on the City's website at <a href="http://www.venetaoregon.gov">www.venetaoregon.gov</a> This Civic Calendar was sent to: Fern Ridge Review, Fern Ridge School District 28J, Fern Ridge Public Library, and Lane Fire Authority		

## City Council

15, 2016, and Laura Ruff on Dec. 31, 2016. Mayor Sandra Larson and the current Veneta City Councilors reviewed the applications at a Council Work Session on January 23, 2017.

The Council scored seven applications on a scale of 1 to 5 based on prior City experience, previous or current involvement or experience in City and community activities, and knowledge of City government. Based on these criteria, the field was narrowed to three individuals, who were interviewed at a Special City Council meeting on Jan. 30. Ultimately, McCoy and Weiss were appointed.

After four years in the U.S. Navy, Weiss spent 30 years in retail management, has served on the Veneta City Budget Committee as a citizen member for eight years, and was formerly secretary/treasurer of the Vista Ridge Homeowners Association.

“Based on my experience on the Budget Committee and living in this community, I believe that we have terrific leadership between City staff, councilors, and mayor,” said Weiss. “When Brooker retired, I stepped up to ensure that leadership continues, particularly when it comes to encouraging economic growth.”

A local business leader, McCoy has been the own-

er of Robbie’s Windowbox Café since 2001, and served as treasurer and a member of the Board of Directors for the Veneta-Fern Ridge Chamber of Commerce since 2002. In 2009, Mayor Larson appointed McCoy to a citizen position on the City’s Budget Committee. Because of her long experience with the Chamber, Mayor Larson immediately appointed McCoy as the Council Liaison to the Veneta-Fern Ridge Chamber.

“After so many years of involvement with City government and the Chamber, I just felt comfortable stepping into this new role,” said McCoy. “The time just seemed right, so I applied.”

Weiss’s term runs through December, 2020 and McCoy’s through December, 2018. City Councilors essentially serve as the legislative branch of City government as well as oversee City goals and policy-making. Since all City Council members are also members of the Budget Committee, both Weiss and McCoy resigned as Citizen Budget Committee members. Consequently, the City is now accepting applications for those openings (see “What’s New” on the City’s website at [www.venetaoregon.gov](http://www.venetaoregon.gov)).

## Budget Committee

Veneta resident and a qualified voter of the City of Veneta.

Applications are available at the City’s Administrative Center at 88184 8<sup>th</sup> St., Veneta, Monday through Friday between 9:00 a.m. and 5:00 p.m., or may be obtained from the City’s website:

[www.venetaoregon.gov](http://www.venetaoregon.gov) under “What’s New”

Completed applications can be hand delivered to the Administrative Center or mailed to P.O. Box 458, Veneta, OR 97487. The application deadline is March 17, 2017. If you have questions or would like more information, contact Shauna Hartz at 541-935-2191.

## Award

document, financial plan, operations guide, and communications device. To receive the award, Budget documents must be rated “proficient” in all four categories, and the 14 mandatory criteria within those categories.

The City pays a small fee to nominate its budget for consideration, but, according to Finance Director Shauna Hartz, it is money well spent.

“The GFOA has given a lot of thought to what makes a good budget,” said Hartz. “So by adhering to their guidelines, we end up with a much better budget. We must take a holistic view of the budget. For in-

stance, when considering a capital outlay, we have to ensure that it is aligned with our policies and plans, and also consider the long-term operations costs. And, we need to write the document so that it is easy to understand.”

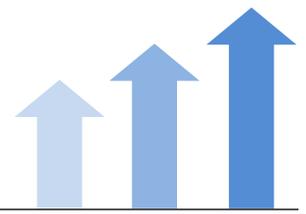
When a Distinguished Budget Presentation Award is granted to an entity, a certificate of Recognition for Budget Presentation is also presented to the individual or department designated as being primarily responsible for its having achieved the award. The Award was presented to the City’s Management Team and acknowledged at the Feb. 13 City Council meeting.

## Water Rates

ment projects reduced the amount of anticipated funding needs for those projects.

Because capital expenditures and growth due to construction are difficult to project, the City cannot yet

determine what will happen with rates in the future. City staff will continue to update and compare costs against projections to determine rates based on those results.



### Message from the Chair

The Veneta Economic Development Committee has started the new year with a lot of new developments.

The Committee supported the City in conducting a broadband survey to get residents and business perspectives on the need for advanced telecommunications. Not surprisingly, the results of the survey indicated a strong preference for improved broadband service. Clearly, businesses in the community or thinking of locating in the community consider advanced telecom a must have, not a nice to have.

The EDC is underway with the second round of Veneta Business Connect, the business retention and expansion program, with Rural Development Initiative and funded by the Ford Family Foundation. We hope to interview another eight-ten businesses to see what we can recommend to the City to help businesses thrive and expand. At its January meeting, the EDC also reviewed retail market data compiled by RDI. This data confirmed that, for most aspects of retail demand the Fern Ridge trade area, which includes Veneta and surrounding rural areas, has substantial “leakage” – demand that is filled by stores outside the area.

A subcommittee of the EDC has developed a charter for the Veneta Small Business Assistance Center, which will be housed inside the Veneta-Fern Ridge Chamber of Commerce. The founding group is now trying to raise about \$3,000 to fund opening expenses, including purchase of a computer, printer, and screen in the hope of getting the center open by summer. The Center will provide space for regional assistance providers to meet with businesses and act as a mini-incubator for startup enterprises.

These are all auspicious signs for generating more support for local businesses. Veneta is coming alive; join in to help build a vibrant business community.

-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.*

### Business in the News — Artisan Mercantile

It started as a call on Facebook, explaining Sherrey Admire’s vision. Soon, she had a team of artists wanting to consign their work at a storefront, now known as the Artisan Mercantile.

Admire is the owner of Veneta’s newest business, and inside its doors, one can find a variety of beautiful, hand crafted goods. The Artisan Mercantile opened on November 18<sup>th</sup>, in time to participate in the Holiday Bazaar. Before the Artisan Mercantile, crafters and artists would have the annual Bazaar as a short window of time to sell their products. Other methods of selling were simply not as visible as a store front.

“It’s about giving back to Veneta. We need to support small, local communities,” said Admire. The Artisan Mercantile features work from over 40 vendors; products include soaps, lotions, kitchen wares, wool hats and scarves, art, pottery, candles, jewelry, and repurposed furniture. Fees are either a flat monthly cost of \$125, or a 50% cut of each sale made.

Another goal of Admire’s is to brand Veneta as a destination. “Some of our artists have begun including ‘Made in Veneta’ in their work when possible.”

Consider shopping at Artisan Mercantile for your next gift; you’ll be sure to find something lovely, unique, and “Made in Veneta.”

**The Artisan Mercantile is located at 88267 Territorial Highway, and can be found on Facebook at [www.facebook.com/ArtisanMercantileVenetaOR](http://www.facebook.com/ArtisanMercantileVenetaOR).**



### LTD WEST EUGENE SERVICE REDESIGN (FORMERLY CALLED THE ANNUAL ROUTE REVIEW)

According to Lane Transit District, evaluating routes on a yearly basis is part of delivering high-quality service. Input from riders, bus operators, and the general public in the past few years has resulted in more rural service, increased frequency on popular routes, and service that runs an hour later on Sundays.

LTD is happy to report that due to the opening of the Eugene West 11<sup>th</sup> EmX expansion in Fall of 2017, LTD has the opportunity to enhance service in West Eugene and beyond. The expansion includes Route 93-Veneta. The Route 93 redesign will add one trip on Saturdays (totaling 3 trips), and introduce Sunday service (2 trips) as well as adding 2 weekday trips (totaling 10). Plus, the route would begin and end at Seneca Station and Veneta passengers would be able to connect to the West Eugene EmX at the Willow Creek facility (at Walmart) to make their connections to the Eugene Station or several other routes.

**The West Eugene Service Redesign survey is currently linked on the LTD website at [www.ltd.org/west-eugene/](http://www.ltd.org/west-eugene/).**

## Events and Dates to Remember

**Economic Development Committee Meetings – Open to the Public** **March 8th, and the Second Wednesday of every month 2:00 – 3:30 p.m.**

Veneta City Administrative Center  
88184 8<sup>th</sup> Street, Veneta

**Subcommittee Meetings – Open to the Public**

**Workforce Development** **March 9th, and the Second Thursday of every month 4:00 – 5:00 p.m.**  
Veneta City Administrative Center  
88184 8<sup>th</sup> Street, Veneta

**Business Connect** **March 14th, and the Second Tuesday of every month 4:00 – 5:00 p.m.**  
Veneta/Fern Ridge Area Chamber of Commerce  
24949 OR-126, Veneta

**Local Business Showcase** **April 29th, 1:00 – 6:00 p.m.**  
Deep Woods Events  
89980 Territorial Hwy, Elmira

## Economic Development Committee Members

Len Goodwin, Chair [lenelmira@gmail.com](mailto:lenelmira@gmail.com)  
Herb Vloedman, Vice-Chair [herbLC@vloedman.com](mailto:herbLC@vloedman.com)  
Thomas Cotter, City Council President [tcotter@ci.veneta.or.us](mailto:tcotter@ci.veneta.or.us)  
Jason Alansky [jalansky@bannerbank.com](mailto:jalansky@bannerbank.com)  
Linda Boothe [lbgeodesics@gmail.com](mailto:lbgeodesics@gmail.com)  
Dave D'Avanzo [dave.davanzo@laneelectric.com](mailto:dave.davanzo@laneelectric.com)  
Ryan Frome [ryanfrome@gmail.com](mailto:ryanfrome@gmail.com)  
Gina Haley-Morrell [haleyscurves@gmail.com](mailto:haleyscurves@gmail.com)  
Charles Ruff [ruff@truffletree.com](mailto:ruff@truffletree.com)

### Staff

Ric Ingham, City Administrator  
[ringham@ci.veneta.or.us](mailto:ringham@ci.veneta.or.us)  
541-935-2191 ext. 306  
Marina Brassfield, Economic Development Specialist  
[mbrassfield@ci.veneta.or.us](mailto:mbrassfield@ci.veneta.or.us)  
541-935-2191 ext. 312

## Committee Member Profile



Gina Haley-Morrell is a member of the Economic Development Committee. Gina also serves on the Veneta-Fern Ridge Chamber of Commerce Board, as well as the Mid Lane Cares Board. She has been very active in the Chamber, and is a past chamber president. Gina and her husband, Joe, are local business owners and enjoy time with their family and serving the community.

## Subcommittee Updates

**Workforce Development** is exploring best ways to connect employers and employees to classes and trainings, as well as bridging the divide between business and the school system. The group is also focusing on issues with the public transit system. On December 6<sup>th</sup>, Workforce invited a group of transportation planners from LTD to discuss the annual route review and the proposed changes to Route 93 (Eugene to Veneta), to begin September 2017. Audience members, including Krystina Burns, Site Director of FCR, were pleased with the proposed changes

“We’ve had a great partnership with LTD, they’ve been accessible and open to input from our community and business leaders. We’re excited for the upcoming improvements, especially the addition of an additional weekend day. Eugene to Veneta service is a critical link and this expansion will help our local employers and citizens of the entire area,” said Burns.

**Business Infrastructure** is wrapping up a community wide survey gauging residential demand for broadband internet service. The majority of respondents are not satisfied with their current service indicating that it is unreliable and expensive. 96% of respondents indicated they would be interested in an alternative internet service. Results were shared with service providers and City staff is exploring next steps

**Business Connect** has partnered with the Veneta-Fern Ridge Chamber of Commerce. They have been focusing on two projects: a Local Business Showcase and a Small Business Assistance Center. The Showcase will be held at Deep Woods on Saturday, April 29<sup>th</sup> from 1:00 p.m. to 6:00 p.m. The Showcase will highlight the many different types of businesses and services in our area.

The Chamber of Commerce is inviting area businesses to participate in this community wide event. Thanks to our other title sponsors Deep Woods, Sanipac and Lane Electric, there are no registration or attendance costs. Each participant will have a table set up with decorations, materials explaining what products and/or services they offer, samples, or small items to sell. Businesses will have the opportunity to network with one another and community members. For more about the activities of any of the subcommittees, or to get involved, please contact Marina Brassfield at [mbrassfield@ci.veneta.or.us](mailto:mbrassfield@ci.veneta.or.us) or 541-935-2191 ext. 312.