

**FOREST GROVE CITY COUNCIL WORK SESSION  
(COUNCIL RETREAT)  
FEBRUARY 13, 2010 – 9:00 A.M.  
MCMENAMINS GRAND LODGE, BILL SCOTT ROOM  
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*Minutes are unofficial until approved by the Council.  
Council approved minutes as presented February 22, 2010.*

**1. ROLL CALL**

Mayor Peter Truax called the Council Retreat to order at 9:00 a.m. **ROLL CALL:**  
**COUNCIL PRESENT:** Thomas BeLusko, Jr., Thomas Johnston, Victoria Lowe, Camille Miller, Ronald Thompson, Elena Uhing, and Mayor Peter Truax. **STAFF PRESENT:** Michael Sykes, City Manager; Paul Downey, Administrative Services Director; Susan Cole, Assistant Finance Director; Jeff King, Economic Development Coordinator; and Anna Ruggles, City Recorder.

**2. FACILITY MASTER PLAN:**

Sykes facilitated this portion of the work session, noting the purpose of the above presentation was to give Council an overview of the results of the City's Facility Master Plan, noting the facility master plan options are being presented to Council so staff can receive preliminary feedback before finalizing the options for formal presentation to the Council at a future date. Sykes introduced Downey and Cole who addressed questions and gave an overview of the City's Facility Master Plan. Staff presented copies of various designs and specifications for a Downtown Campus and a Civic Center, including City Hall, Police, Engineering, and Community Development facilities. Staff presented copies of a handout titled "Downtown Campus Options Summary", which outlined total estimated costs for each design option. In addition, staff gave an overview of the existing conditions of each facility.

**Council Discussion:**

Mayor Truax opened the floor and roundtable discussion ensued as Councilmembers studied the various design options. In conclusion of the above-noted review, Council collectively voiced support of the Civic Center design option and asked staff to inquire about a parcel, located at 19<sup>th</sup> Avenue and Birch Street, as an alternative land option. In addition, Council collectively voiced support of identifying areas for downtown parking opportunities.

Council recessed at 10:05 a.m. for a break and reconvened at 10:15 a.m.

**3. BRANDING/LOGO UPDATE:**

Sykes facilitated this portion of the work session, noting the purpose of the above

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presentation was to update Council on the status of the branding/logo marketing strategies. Sykes introduced King who addressed questions and gave an overview of the Economic Development Commission (EDC)'s logo branding and marketing strategies, noting EDC is in the process of applying for a logo trademark and developing a logo usage agreement. In addition, King reported EDC has appointed a subcommittee who is working on implementing the logo.

**Council Discussion:**

Mayor Truax opened the floor and roundtable discussion ensued as Councilmembers reviewed EDC's branding and marketing strategies. At the conclusion of the above-noted review, Council encouraged staff to ensure that the Chamber board of directors and the City's advisory boards are informed and involved in the branding logo rollout.

Next, Mayor Truax presented copies of various City letterhead designs for Councilmembers to review, noting the samples include the City's logo and branding logo. In conclusion of the above-noted review, Council collectively preferred having the City's logo and branding logo located at the left-hand side of the letterhead (using recycled paper); however, Council gave staff no direction pending EDC's implementation of the branding logo.

Council recessed at 11:45 a.m. for a break and reconvened at 12:15 p.m.

**4. FOREST GROVE SCHOOL DISTRICT'S SWOT RESULTS:**

Sykes facilitated this portion of the work session, noting the purpose of the above presentation was to review the results of the SWOT analysis (a strategic planning exercise to help identify Strengths and Weaknesses and examine Opportunities and Threats) that Council conducted jointly with the Forest Grove School District and City of Cornelius.

**Council Discussion:**

Mayor Truax opened the floor and roundtable discussion ensued as Councilmembers reviewed each item identified in the SWOT analysis. At the conclusion of the above-noted review, Councilmembers identified several opportunities that could encourage support to the Forest Grove School District, such as attending school board meetings; promoting school events in the City's utility billing; holding a Council meeting at the school district; encouraging

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student vocational training and student mentorship programs; sponsoring an afterschool parks and recreation program; implementing a parks and trails student volunteer program; focusing on gang prevention and intervention; supporting grant funding; increasing intercommunication; and conducting a feasibility study for intra-city transportation needs.

**5. STATUS/ACTION PLANS FOR 2009 COUNCIL GOALS AND OBJECTIVES**

Sykes referenced the department Action Plans included in the packet and outlined some of the significant accomplishments pertaining to the Council Goals and Objectives identified for January 2009, through December 2009, noting staff successfully accomplished a majority of the significant objectives.

**Council Discussion:**

Mayor Truax opened the floor and roundtable discussion ensued pertaining to the status of the following goal objectives, to which Sykes addressed: follow-up on graffiti complaints; code enforcement measures; and survey of areas needing sidewalk improvements. In addition, Council reviewed the 2009 objectives that staff identified in the Action Plans as being on hold, in progress, or ongoing. At the conclusion of the above-noted review, Council collectively agreed to carryover the objectives that were identified as being on hold, in progress, or ongoing into the 2010-11 work plan (refer below to Agenda Item 7).

**6. COUNCIL TEAM AGREEMENT:**

Mayor Truax facilitated this portion of the work session, noting this is an opportunity for Councilmembers to discuss, review, and/or amend their team agreement.

**Council Discussion:**

Mayor Truax opened the floor and roundtable discussion ensued as Councilmembers reviewed their existing team agreement. At the conclusion of the above-noted review, Council collectively agreed to add a sentence reminding Councilmembers that their first meeting of the month is televised. In addition, Council collectively voiced support of televising both monthly meetings.

**7. IDENTIFY KEY GOALS AND OBJECTIVES FOR FISCAL YEAR 2010-11:**

Mayor Truax and Sykes facilitated this portion of the work session, noting the purpose of this exercise was to review the existing Council goals and to identify

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any new goal objectives for Fiscal year 2010-11. Sykes noted each year the Council is asked to set broad goals to help guide City administration and departments as they plan for the upcoming budget year.

**Council Discussion:**

Mayor Truax opened the floor and roundtable discussion ensued as Councilmembers reviewed their three existing Council Key Goals. At the conclusion of the above-noted review, Council collectively agreed to keep the three existing Council Key Goals as follows: 1) Promote Safe, Livable and Sustainable Neighborhoods and a Prosperous Dynamic, Green City; 2) Promote a Prudent Financial Plan to Maintain Effective Service Levels of a Full-Service City; and 3) Promote the Interests and Needs of Forest Grove in Regional Affairs.

Next, Mayor Truax opened the floor and roundtable ensued as Councilmembers reviewed the 2009 objectives that were identified by staff as being on hold, in progress, or ongoing. At the conclusion of the above-noted review, Council collectively agreed to carryover the above-noted objectives and identified the following new objectives for 2010-11 (listed in no specific order):

**Goal 1:**

- Pursue electric charging stations (conduct a usage/cost projections study)
- Explore new trails in watershed
- Revisit Watershed Master Plan and logging agreement
- Graffiti Enforcement
- Shopping Cart Enforcement
- Develop Communication Strategy
- Improve Public Outreach (i.e., Council booth at Farmers' Market)
- Develop safe routes to Thatcher Park

**Goal 2:**

- Explore National League of Cities (NLC) Membership
- Holding a Council Meeting at the School District

At the conclusion of the above-noted exercise, BeLusko voiced concern of finding an effective way to determine which objectives were the most important, to which Sykes explained the process of Councilmembers individually ranking each of

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the objectives based on their merit of the objective, noting staff recognizes that not all of the objectives can be financially accomplished; however, the list of objectives provides a framework for each department to focus their activities and prioritize resources during budget preparations for the upcoming fiscal year.

8. **OPEN DISCUSSION:**

Lowe gave a brief update on the Forest Grove Senior and Community Center, noting the City is looking at ways to improve communications. In addition, Lowe gave a brief update on the Liquid Natural Pipeline (LNG), noting she is preparing a letter to send to the LNG representatives citing the Council's concerns; specifically, lack of public notification of their meetings.

Thompson gave a brief report on electric charging stations, noting he would like the City to conduct a usage/cost projections study (refer to Goal 1).

Mayor Truax reported he plans to meet with staff to discuss backyard burning and smoking in City parks.

Hearing no further discussion from the Council, Mayor Truax adjourned the Council Retreat.

Council took no formal action nor made any formal decisions during the Council Retreat.

9. **ADJOURNMENT**

Mayor Truax adjourned the Council Retreat at 2:50 p.m.

Respectfully submitted,



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Anna D. Ruggles, CMC, City Recorder