



**MINUTES
KEIZER CITY COUNCIL
WORK SESSION
Monday, February 27, 2023
Keizer, Oregon**

**CALL TO
ORDER**

Mayor Clark called the work session to order at 4:00 p.m. Attendance was taken as follows:

Present:

Cathy Clark, Mayor
Laura Reid, Councilor
Shaney Starr, Councilor
Kyle Juran, Councilor
Soraida Cross, Councilor
Robert Husseman, Councilor
Dan Kohler, Councilor (4:12)

Staff Present:

Adam Brown, City Manager
Tim Wood, Assistant City Manager
Shane Witham, Planning Director
Shannon Johnson, City Attorney
Bill Lawyer, Public Works Director
John Teague, Police Chief
Tracy Davis, City Recorder

Also Present: Representatives from Keizer and Marion County Fire Districts and Sarah Wilson, Ashley Sonoff and Sasha Connell with SSW Consulting

**DISCUSSION
a. Strategic
Planning
Session**

Ms. Wilson introduced herself and staff and provided an overview of what was planned for the Work Session including getting acquainted with the strategic planning process, reviewing the timeline, developing an understanding of Keizer's history as well as current context, and developing a communication and engagement strategy.

As part of the process, each Councilor and Department Head introduced themselves and revealed their 'super power'. The following was discussed:

Ground rules for success:

- Grace to find our thoughts and words to express ideas
- Listen and seek to understand
- Be forward thinking
- Be visionary and keep resources in mind in our planning
- Courage – it is okay to disagree
- No bad ideas – be open minded – think outside the box
- Consider all possible perspectives
- Consider the regional impacts of our vision
- We serve the entire community perspective for everyone
- Have fun
- Be engaged and participate

Project Goals:

- Develop a strategic plan with a clear mission and five year vision to guide the City of Keizer
- Identify the values that will guide the organization in achieving vision and supporting the motion
- Conduct inclusive community engagement to inform the development of the plan and build support for implementation
- Build a cohesive plan

Project Schedule:

- February/March – project scoping and planning
- March/June – engagement phase
- June/August – plan development
- August/September – review and adoption

Roles and Responsibilities

City Council

- Provide input on the communications and engagement plan, mission, vision and values
- Engage in the project updates and provide guidance
- Encourage participation from the community
- Other ideas for supporting the project

Strategic Planning Team – Staff

- Serve as champions
- Be engaged
- Provide oversight of the communication and engagement strategy

During the dinner break, attendees discussed the history of Keizer.

Discussion followed regarding the following:

Economic Climate

- Stagnant revenues – high inflation
- Library ballot measure – no vote
- Constrained tax base

Organization trends and challenges

- Continued funding to support workforce
- Workplace of choice – people come and stay – maximize our team
- High performance implementation training
- Strategic plan – build management systems
- Public Works functions financed by fees – ensure we can maintain if we cannot do for all
- Fiscal cliff
- Retirement tsunami – 80% of budget is personnel – tightening – less staff

Political Factors

- Unfunded mandates
- Urban growth boundaries

Community Needs

- Employment lands – commercial – industrial
- Creates sense of community division – counter to values
- Transition from volunteer base to sustained organization
- Public Library
- Diminished volunteer involvement
- Build on the work we have done on housing and homelessness
- Mental health services
- Police foundation

Technology Factors

- Work from home – changes in how people engage
- On the cusp of implementing new technology
 - HRIS
 - Agenda management
 - Body cameras
 - Park cameras
 - City behind in implementing modern day technology
- Behind on implementing current technology

Uncertainties

- Legislature – on offense and defense
- Economic uncertainties – post ARPA
- Youth – next generation – concerned about wellbeing post pandemic
- Increased tolerance for crime
- Drug addictions continue to contribute to overall decline of community livability
- Measure 110

Following this discussion, a group exercise and review of group discussions took place. Followed by discussion on the themes.

Vision Themes

- Resources
- Land
- Library
- Bring people in
- Public spaces
- Public safety and livability
- Sustainability
- Build community support
- Small town connection

The consultant explained that the next steps would be compilation of all this information to inform the community engagement strategy and development of a timeline.

ADJOURN

Mayor Clark adjourned the work session at 7:59 p.m.

APPROVED:

MAYOR:

Cathy Clark

Debbie Lockhart, Deputy City Recorder

COUNCIL MEMBERS

Councilor #1 – Laura Reid

Councilor #4 – Soraida Cross

Councilor #2 – Shaney Starr

Councilor #5 – Robert Husseman

Councilor #3 – Kyle Juran

Councilor #6 – Daniel R. Kohler

Minutes approved: _ 03-20-23 _____