

**ASHLAND CITY COUNCIL  
BUSINESS MEETING DRAFT MINUTES  
Tuesday, November 1, 2022**

**View on Channel 9 or Channels 180 and 181 (Charter Communications) or live stream via [rvtv.sou.edu](http://rvtv.sou.edu) select RVTV Prime.**

**HELD HYBRID (Limited In-Person Social Distancing Seating and Zoom Meeting Access)  
The Special Business Meeting will be held in Council Chambers, 1175 E. Main Street.**

**Written and oral testimony will be accepted for public input. For written testimony, email [public-testimony@ashland.or.us](mailto:public-testimony@ashland.or.us) using the subject line: Ashland City Council Public Testimony. For oral testimony, fill out a Speaker Request Form at [ashland.or.us/speakerrequest](http://ashland.or.us/speakerrequest) and return to the City Recorder.**

**5:30 PM Executive Session**

Mayor Akins called the Executive Session to order at 5:30 PM. Councilors' Hyatt, Graham, Moran, DuQuenne, Seffinger and Jensen were present.

The Ashland City Council will hold an Executive Session and may conduct the following:

1. Deliberations with persons designated by the governing body to carry on labor negotiations, pursuant to ORS 192.660(2)(d).
2. Consultation with the City Attorney on current or likely litigation pursuant to ORS 192.660(2)(h).

**Mayor Akins adjourned the Executive Session at 6:02 PM.**

**6:00 PM Regular Business Meeting\***

**I. CALL TO ORDER**

Mayor Akins called the Business Meeting to order at 6:04 PM.

**II. PLEDGE OF ALLEGIANCE**

Councilor Moran led the Pledge of Allegiance.

**III. ROLL CALL**

**Councilors' Hyatt, Graham, Moran, Seffinger, DuQuenne and Jensen were present.**

**IV. MAYOR'S ANNOUNCEMENTS**

Land Acknowledgement\*\*

DuQuenne read the Land Acknowledgement into the record.

**V. APPROVAL OF MINUTES**

- 1. Business Meeting October 4, 2022**
- 2. Study Session Minutes of October 17, 2022**
- 3. Study Session Minutes of October 18, 2022**

**Moran/DuQuenne moved to approve the minutes. Discussion: None. All Ayes. Motion passed unanimously.**

Minutes of Boards, Commissions and Committees\*\*\*

**VI. SPECIAL PRESENTATIONS**

- 1. CIS Innovation Award Presentation**

Deputy City Manager Sabrina Cotta presented appreciations awards to Safety Committee Members Natalie Thomason, Tara Kiewal and Wes Hoadley.

**VII. PUBLIC FORUM**

Miriam Reed – Ashland – Spoke regarding GMO seeds. She spoke regarding banning 5G. She spoke to the importance to keep Ashland safe.

Linda Peterson- Adams – Ashland – Read a statement into the record regarding being together in the Community and comradery at the parade (*see attached*).

- 1. City of Ashland Aspirational Goals**

City Manager Joe Lessard presented a PowerPoint (*see attached*). Items discussed were:

- Essential Services & Infrastructure
- Value Services
- Risk Assessment
- Priorities
- Risk Response
- Joint Planning Partners
- Vision, Values, Goals & Implementation
- Quality of Life and Public Safety
- Placemaking & Economic Diversity – Potential Objectives
- Community Capacity – Potential Objectives

Council discussed options and next steps.

**Graham/Hyatt moved to direct Staff to develop a public engagement plan for the Council to identify its Aspirational Goals for the next 5-10 years and bring back to Council for**

**implementation.** Discussion: Graham spoke to them importance of discussing the process. Hyatt spoke that given the nature of aspirational goals not done with just one entity. She suggested that the city works with the University, School District and the Chamber. Moran spoke that a 10-year plan is like having a 100 year CIP list and it is not functional. He suggested Staff comes back in January or February with an update. DuQuenne spoke in agreement with Moran and suggested to bring this back and to have a townhall in January. Graham agreed that there should be a townhall. Jensen spoke that we should not discount the survey just yet; 1600 comments were given, and it is still yet to be analyzed and should be part of this process. Mayor Akins spoke that there should be drought resiliency in the goals. **Roll Call Vote: Jensen, DuQuenne, Hyatt, Graham, Seffinger and Moran: YES. Motion passed unanimously.**

## II. CITY MANAGER REPORT

## III. CONSENT AGENDA

## IV. PUBLIC HEARINGS

1. Approval of the Cable Television Franchise Agreement with Charter Communication, Inc.

### **Mayor Akins opened the Public Hearing at 7:00 PM.**

#### **Public Input**

None.

Interim City Attorney Doug McGeary gave a staff report.

Moran questioned if this will be month to month. McGeary clarified it is not month to month and the wording will be changed.

McGeary clarified franchise fees are set by law.

**Hyatt/Jensen moved approval of the City of Ashland amendment to the Cable Television Franchise with Charter Communications, as submitted under Resolution 2022-31.**

**Discussion: None. Roll Call Vote: Moran, Seffinger, Graham, Hyatt, DuQuenne and Jensen: YES. Motion passed unanimously.**

Moran requested that Staff bring back documentation of gross revenues.

### **Mayor Akins closed the Public Hearing at 7:15 PM.**

## V. UNFINISHED BUSINESS

1. Transportation and Tree Advisory Committee Resolution

Lessard gave a Staff Report.

Council discussed options. Mayor Akins suggested that Council not approve the Transportation Commission be a Manager Advisory Committee (MAC) and to remain a Standing Committee.

**Hyatt/Graham moved that we reinstate from a MAC the Transpiration MAC to a Standing Advisory Committee and the Forest Lands Commission to a Standing Advisory Committee and do not reinstate the Tree Commission; and use the Resolution framework provided in the packet from November 1<sup>st</sup>, 2022. Discussion:** Lessard suggested to adopt Resolution 2022-32 with the deletion of section B and addition of a new section for Forest Lands and direct Staff to come back with the responsibilities of the committee to be adopted by Council.

**Hyatt/Graham withdrew the initial motion.**

**Hyatt/Graham moved approval of Resolution 2022-32 section A and request section B be re-worked solely for the Forest Lands Committee. Discussion:** None. **Roll Call Vote:** Hyatt, Graham, Moran, Seffinger DuQuenne and Jensen: YES. Motion passed unanimously.

#### VI. NEW AND MISCELLANEOUS BUSINESS

1. Professional Services Contract with Cornforth Consultants for a Level 2 Risk Analysis-Loading Conditions Development for Hosler Dam

Public Works Director gave a Staff Report.

**Hyatt/Jensen moved to approve a personal services contract with Cornforth Consultants in and amount not to exceed \$232,500. Discussion:** Hyatt thanked Staff. **Roll Call Vote:** Graham, Hyatt, Moran, Seffinger, DuQuenne and Jensen: YES. Motion passed unanimously.

#### VII. ORDINANCES, RESOLUTIONS AND CONTRACTS

1. First Reading SDC Committee Recommended Ordinance Updates for Multi-Family Developments

Fleury gave a staff report.

#### **Public Input:**

Craig Anderson – Ashland – Rogue Advocate Mr. Anderson spoke regarding transparency, conflict of interest and SDC legalities.

Fleury explained that this is the Municipal Code update not methodology report. If that was the case, it would require a 90 day notice. He explained the process and the SDC Ad-Hoc Committee charge.

**Hyatt/Jensen moved approval of first reading of Ordinance Number 3214 regarding SDC and amending Ashland Municipal Code 4.20 with corrections for items related to 1 year payback terms and give Staff direction to review this policy change as it pertains to the full spectrum of SDCs and insure we are following our rules as a governing body in enacting this Ordinance. Discussion:** Jensen spoke that it is a hallmark that the SDC Committee put forth the work that they did. Moran spoke that this is good work. Graham spoke in appreciation of the motion. DuQuenne expressed the importance of housing and thanked Staff for their work. **Roll Call Vote: Hyatt, Graham, Moran, Seffinger, DuQuenne and Jensen: YES. All Ayes. Motion passed unanimously.**

**VIII. OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS**

Mayor Akins requested that Council and Staff consider changing the shelter to be open when it is 32 degrees instead of 25 degrees.

**DuQuenne/Moran moved to change the weather threshold to 32 degrees instead of 25 degrees. Discussion:** DuQuenne spoke that this is urgent and the City needs to be proactive. Moran spoke to the importance of this motion. Lessard clarified that this item will be on the next agenda. He explained that the City can declare an emergency but that doesn't mean we have a shelter. **Roll Call Vote: Hyatt, Graham, Moran, Seffinger, DuQuenne and Jensen: YES. Motion passed unanimously.**

**IX. ADJOURNMENT OF BUSINESS MEETING**

**Hyatt/Moran moved to adjourn the Meeting. All Ayes. Motion passed unanimously.**

**The Business Meeting was adjourned at**

**Respectfully Submitted by:**

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**City Recorder Melissa Huhtala**

**Attest:**

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**Mayor Akins**

\* Items on the Agenda not considered due to time constraints are automatically continued to the next regularly scheduled Council meeting [AMC 2.04.030.(D)(3)]

**\*\* LAND ACKNOWLEDGEMENT**

We acknowledge and honor the aboriginal people on whose ancestral homelands we work—the Ikirakutsum Band of the Shasta Nation, as well as the diverse and vibrant Native communities who make their home here today. We honor the first stewards in the Rogue Valley and the lands we love and depend on: Tribes with ancestral lands in and surrounding the geography of the Ashland Watershed include the original past, present and future indigenous inhabitants of the Shasta, Takelma, and Athabaskan people. We also recognize and acknowledge the Shasta village of K'wakhakha - "Where the Crow Lights" - that is now the Ashland City Plaza.

\*\*\*Agendas and minutes for City of Ashland's Boards and Commissions meetings may be found at the City's website, <https://www.ashland.or.us/Agendas.asp> . Use the View By box to select the Board or Commission information you are seeking.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Manager's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

There was something special in the air at yesterday's Halloween Parade and celebration. Besides the usual costumed tykes in tights and clever contraptions, thrilling dancing and renewed drumming and ululation, I felt a heightened sense of relief mixed with the excitement of being together as a community, an all inclusive community that welcomes our neighbors to join us to experience the joy of being in a place of wonder, natural beauty and camaraderie.

I felt this same special sense at the American Association of University Women and Mountain Meadows Dems + Council Candidate Forum from the well attended crowd. And I feel this same sense as volunteers gathered in a park to knock on doors for our State Senator or visitors attended the Grand Opening of the Japanese Garden. This sense of community and calm is missing in social media posts and its rancorous comments. I suggest it is time for its return to Council deliberations.

Last night, as he has done in most Study Sessions during his tenure, the City manager mentioned that the Council is quickly running out of time for study sessions where constructive public input on policy could be accommodated as was seen with input on preserving manufactured home parks.

What better time to have a townhall again, but to discuss **DEQ Proposed Remediation Plan to Cleanup Ashland Rail Yard Site** or even better the City of Ashland Aspirational Goals. If there could be a Business Roundtable with hours of planning and ad Hoc committee formation because of it, surely the mayor could convene the public in our vision of the future of Ashland or in presentations about the options for Ashland Fiber Network, or the the railyard property(see the Railroad Plan of 2000).

The soul of Ashland showed up yesterday on the downtown. Volunteering, as was clear on the Community survey, is what makes our community the gem it is. It is time to gather as a body politic. We are ready.





# Strategic Choices – FY 2022-2023

CITY OF  
**ASHLAND**

Mayor and City Council Business Meeting  
November 1, 2022



# Strategic Choices – Resolution 2019-27

- **Essential Services & Infrastructure**

- Electric Service
- Municipal Court
- Planning & Building Inspections/Plan Review
- Sewer
- Streets
- Water
- Stormwater
- Fire
- Police
- Parks Maintenance

- **Value Services**

- Tier 1: High

- Emergency Preparedness
- Address Climate Change

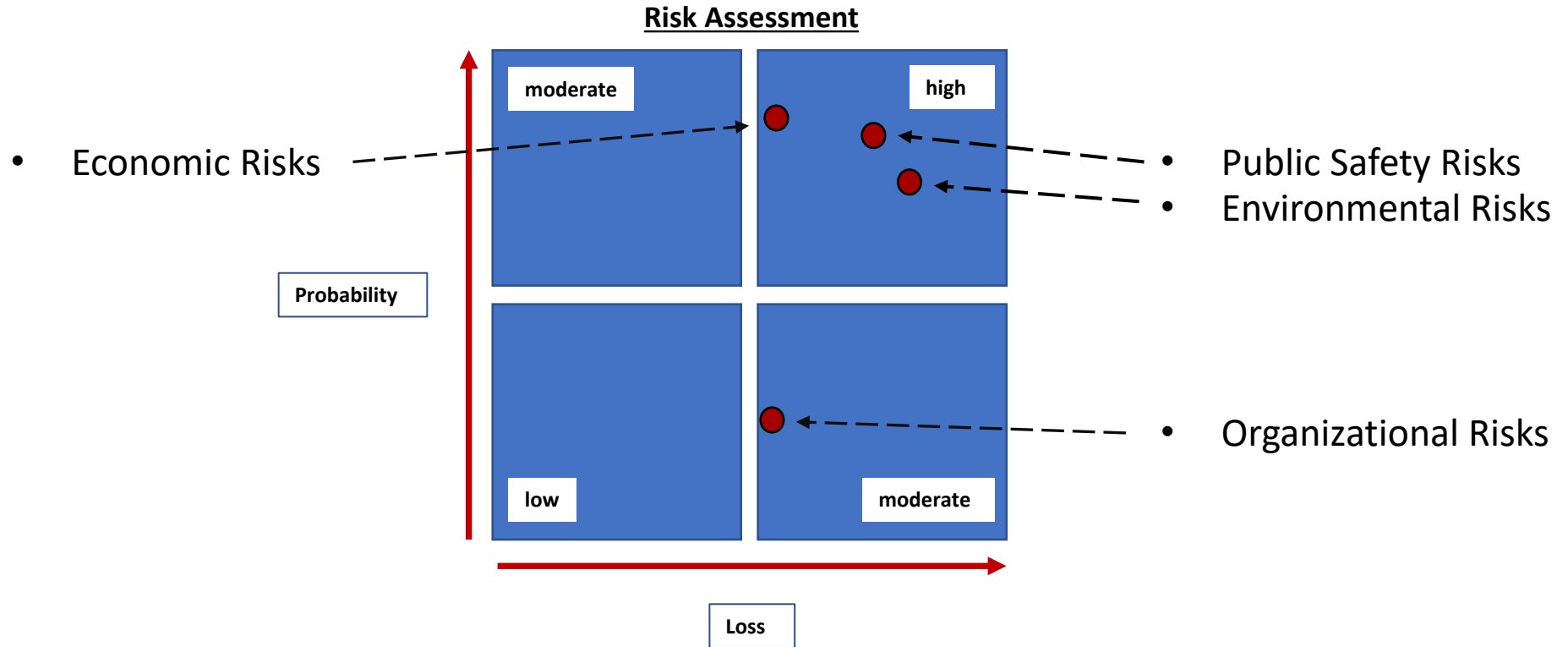
- Tier 2: Moderate

- Reduce Wildfire & Smoke Risk
- Economic Development
- Housing Needs
- Multi-Modal Transportation
- Homeless Services
- All-Age Friendly Community

- Tier 3: Low

- Acquisition of New Parks
- Downtown Parking
- Water Conservation

# Strategic Choices – Risk Assessment



# Strategic Choices – May 23 & 24, 2022

- **Priorities**

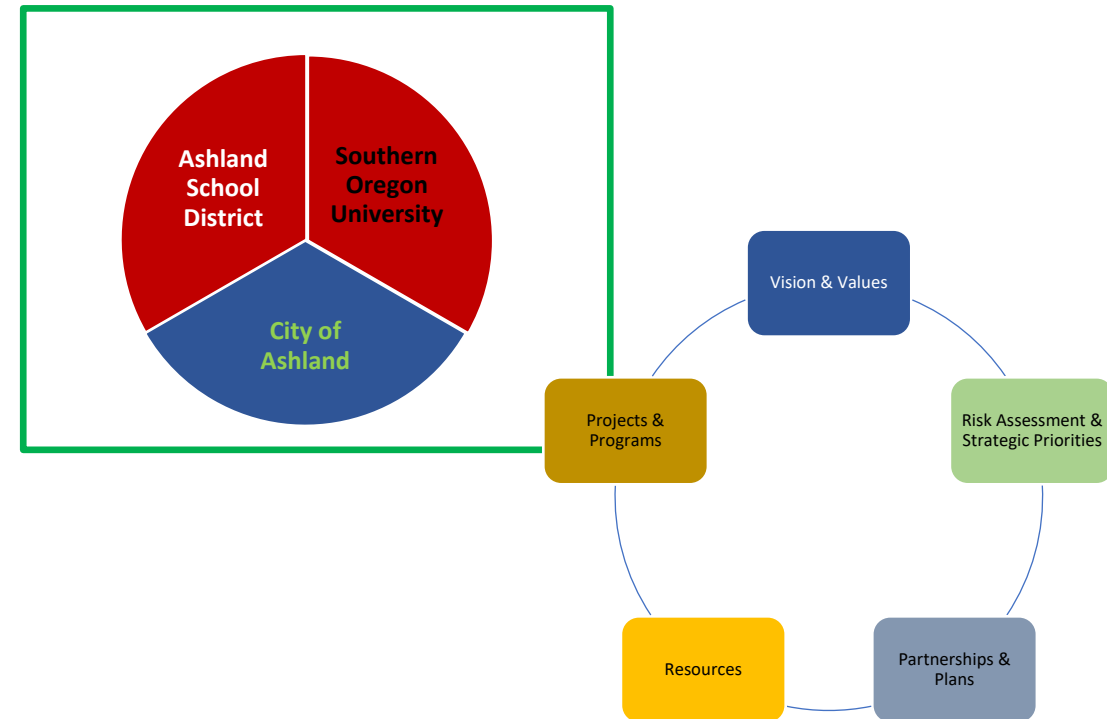
- Emergency Operations Center (EOC)
  - EOC Officer
- Diversity, Equity & Inclusion initiatives
  - Organizational assessment and Community Openness Report/Next Steps (“welcoming initiative”)
- Houseless Shelter
- Affordable Child Care & Early Childhood Education
- Customer Service Orientation
  - Planning & Development Facilitation
- Fire & Rescue Staffing

- **Risk Response**

- Emergency Reserve
- EOC Officer & Emergency Response Funding
- Innovation & Technology Director
- DEI assessment & TLT Business “welcome” funding
- City Recorder agenda support
- City Marketing/Communications Officer

- **Joint Planning Partners**

- Southern Oregon Univ. (SOU)
- Ashland School District (ASD)
- City of Ashland (CoA)
- Community organizations TBD



## Strategic Choices – Vision for Success – Mayor & City Council Ballot Results

- *Ashland is a resilient, sustainable community that maintains the distinctive quality of place for which it is known.*
- *We will continue to be a unique and caring city that stresses environmental conservation, fosters artistic expression, and is open to new ideas and innovation.*
- *We will plan and direct our efforts to fulfill this Vision for the long-term with a constant view toward being an open, welcoming community for all with a positive economic future.*



# Strategic Choices – Values for Success – Mayor & City Council Ballot Results

## *Values that support the Vision:*

- **Community**
  - **Community affordability**, with a focus on housing and childcare
  - **Belonging** through mutual respect and openness, inclusion, and equity
  - **Quality of life** that underpins the city's economic vibrancy
  - **Environment resilience**, including addressing climate change and ecosystem conservation
  - **Regional cooperation**, including in support for public safety and homelessness



# Strategic Choices – Values for Success – Mayor & City Council Ballot Results

## *Values that support the Vision:*

- **Organization**
  - **Respect** for the citizens we serve and the work we do
  - **Excellence** in governance and city services
  - **Sustainability** through creativity, affordability and right sized service delivery
  - **Public safety**, including emergency preparedness for climate change risk
  - **Quality** infrastructure and facilities through timely maintenance and community investment



# Strategic Choices – Aspirational Goals 2023-2025

## Quality of Life and Public Safety – Potential Objectives (family and seniors focus)

- Develop a report/plan for affordable and available early childhood education (childcare) options for all families in Ashland
  - Equitable access with early childhood development focus
  - Licensed facility and caregiver solutions
- Develop a multi-modal transportation report/model that stresses affordable mobility
  - Tourism connectivity to activity Centers
  - Connect without need for second car
- Refinance AFN to support the community and promote business development
  - Attract/support remote workforce
- Leverage City lands/resources to promote workforce housing development
- Establish a new congregate location for emergency events, including severe weather shelter
- Plan to transition EMS/ambulance to breakeven service delivery model
- Find ways to expand the City’s wildfire prevention efforts
- Build City’s capacity to manage and recovery from emergency events

## Draft Aspirational Goal

***“Ashland is an affordable all-age community”***

## Placemaking & Economic Diversity – Potential Objectives

(economic clusters of tourism/education/arts & culture/remote work)

- Enhance and maintain Ashland as visibly beautiful and inviting
  - Lithia Park and the Plaza as the community’s center and iconic gathering places
  - Refresh Downtown Ashland with appropriate pedestrian amenities and cleanliness focus
- Establish a state/national reputation as an accepting, supporting and creative community
- Develop plans to establish a University District that supports SOU and attracts younger visitors
- Establish City as “Base Camp” for live entertainment offerings and celebrations/events - food and wine offering and celebrations, visual arts, and outdoor recreation to build tourism resilience and promote a “small batch’ or “maker” economy
  - Develop plan to access traveling/touring entertainment for Ashland shows
  - Provide plan for wayfinding information connectivity to city and area amenities
  - Identify/target options to establishment two new community celebrations/events in the Fall-Winter and in Spring to expand tourist calendar offerings
- Report on economic development tools to support activity center development options

## Draft Aspirational Goal

***“Ashland is the personal experience capital of Oregon”***

## Strategic Choices – Aspirational Goals 2023-2025

### **Community Capacity - Potential Objectives (adaptability, quality community services focus)**

- Build institutional and private sector partnerships
- Be straightforward and open in communications
- Assure the City's culture is open, accepting and service oriented
- Build a City brand of value for quality community services

### **Draft Aspirational Goal**

***“Ashland is a leader in partnering for community resiliency”***

**Draft Aspirational Goals**

***“Ashland is an affordable all-age community”***

***“Ashland is the personal experience capital of Oregon”***

***“Ashland is a leader in partnering for community resiliency”***

Questions?

