



# CITY OF EAGLE POINT

*"Gateway to the Lakes"*

OREGON

## EAGLE POINT CITY COUNCIL

Council Chambers  
17 Buchanan Ave. South, Eagle Point, Oregon  
July 26, 2016

### REGULAR MEETING AGENDA

1. CALL TO ORDER – 7:00 P.M.
2. FLAG SALUTE AND INVOCATION
3. AUDIENCE QUESTIONS OR COMMENTS CONCERNING ITEMS NOT ON THE AGENDA
4. PRESENTATIONS
  - 4.1 Presentation of Service Award to Cordy Johnson for 27 Years of Service with the City of Eagle Point.
  - 4.2 Presentation of Jackson County Fire District 3 Mid-Year Performance Report – Fire Chief Dan Petersen
  - 4.3 Presentation regarding a proposal to provide branding services to the City of Eagle Point - Paradux Media Group
5. PUBLIC HEARINGS
6. CONSENT CALENDAR
  - 6.1 Presentation of Regular Meeting Minutes of July 12, 2016.
7. CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR
8. PRESENTATION OF BILLS TO BE PAID

*If a physical accommodation is needed to participate in this meeting, please contact the City Recorder at 541-826-4212 ext. 106 or TTY/TDD 711 or 800-735-2900. Notification of at least 48 hours prior to the meeting will assist the City in providing reasonable accommodations. (28 CFR 35.102-35.104 ADA Title II).*

## City Council Agenda

July 26, 2016

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### 9. OLD BUSINESS

### 10. NEW BUSINESS

- 10.1 Resolution No. 2016-32. A Resolution authorizing the City to negotiate with Vitus Construction to value engineer the Mattie Brown Shade Structure.

### 11. REPORTS FROM CITY COUNCIL AND CITY COMMITTEE REPRESENTATIVES

### 12. STAFF REPORTS

- 12.1 Planning Department.
- 12.2 Financial Department.
- 12.3 Public Works Department.
- 12.4 Police Department.

### 13. INFORMATION

- 13.1 OLCC License Renewals.

### 14. EXECUTIVE SESSION PURSUANT TO ORS 192.660(2)(d), To conduct deliberations with persons designated by the governing body to carry on labor negotiations.

### 15. ADJOURN

*AGENDA AND COUNCIL PACKETS ALSO AVAILABLE ON WEBSITE*

*[www.cityofeaglepoint.org](http://www.cityofeaglepoint.org)*

**BUSINESS OF THE CITY COUNCIL  
EAGLE POINT, OREGON**

**AGENDA STATEMENT**

**Item Number:** 4.3  
**Meeting Date:** July 26, 2016

**ITEM TITLE:** Presentation by Paradux Media Group regarding a proposal to provide branding services to the City of Eagle Point.

**SUBMITTED BY:** Mike Upston, Planning Director

**SUMMARY EXPLANATION:** At the June 6, 2016 Economic Development Commission meeting, Paradux Media Group presented their proposal for providing branding services to the City of Eagle Point. This work was conducted within Strategic Initiative No. 3, Marketing, of the Commission's Economic Development Strategy (the Commission's work plan).

At that meeting, the Commission listened to Paradux's presentation and discussed the merits of their proposal (Attachment No. 1), which includes the following key elements:

- Application of a brand personality scale for defining and consistently implementing the City's brand personality.
- Using a core values model to develop the values, ideals and norms behind a City brand, including a decision matrix which can be used to help the City be nimble and decisive.
- Assistance with identifying a unique brand essence based on what makes the City special, including a system for communicating that brand essence to employees, citizens, and other stakeholders for the City.
- Identifying the City's ideal audience (citizens, businesses, visitors) in order to enhance the possibility of finding them and bringing them here.
- Creation of a City tagline, including a statement of passion which brings our brand to life and communicates our brand values to internal and external audiences.
- Use of a brand guide to help internal staff understand the brand and use brand elements.

At the end of their discussion, the Commission voted to recommend that the City Council consider Paradux's presentation and proposal.

APPROVED FOR SUBMITTAL: \_\_\_\_\_

  
**Henry Lawrence, City Administrator**

**COUNCIL ACTION:** Discussion only.

**ATTACHMENT NO. 1:** City of Eagle Point Branding Proposal from Paradux Media Group



855.PARADUX | 541.727.0627  
www.paraduxmedia.com  
PO Box 81  
Eagle Point, Oregon 97524

**Attachment No. 1**  
Proposal from Paradux Media Group  
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# City of Eagle Point

Branding Proposal from Paradux Media Group

## WHAT IS A BRAND?

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There are lots of answers to this question, the Marketing Accountability Standards Board endorses the following definition as part of its ongoing “Common Language: Marketing Activities and Metrics” project.

*A brand is a “name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.”*

Branding is about creating instant recognition. It can be something as simple as a voice, a graphic, or a phrase. While these definitions are partially accurate, they fail to fully communicate the answer to the question, **What is a Brand?** Branding is more than just a name, term, design, or symbol; there is something more — an innate emotional component.

At its heart, branding is about creating an emotional resonance with a brand — ideally a positive emotional resonance. A strong brand should invoke instant, favorable, emotion. Our favorite answer comes from Fred Burt of Siegel+Gale: **“A brand is a reason to choose.”** (Slattery 2010)

That’s it. It’s so simple, yet so complex. What is a Brand? “A brand is a reason to choose.”

That’s why branding is such an important component. Branding gives people a reason to choose:

- your city over another in the valley
- to start or relocate a business to the City of Eagle Point
- to invest themselves in the City’s success.

Your brand has the capacity to ensure the City’s success or lack thereof. Congratulations on your decision to pay attention to it. We’re excited to help you build it. And most of all help you create the story that will create the underlying resonance for your brand.

## ABOUT US

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Please allow us to introduce ourselves. We are Paradux Media Group, and we are not your regular ad agency. We are a unique combination of strategists, planners, designers, and writers. We are the people you call to launch a brand, to create a promotion, or to put you on the first page of Google. Specializing in advertising, branding, website design, and social media management, Paradux Media Group gives you the integrated resources you need in today’s changing business environment.

- [So take a few minutes to explore our capabilities.](#)
- [Meet our Team.](#)
- [Learn about our track record. Browse our portfolio.](#)

- [Check out our client list and see how we've helped others build brands, sell products, and manage their online presence.](#)

## **Brand Creation Team Leader**

At Paradux Media Group, our branding efforts are led by Tisha Oehmen. Tisha Oehmen is a professional brand strategist and a leader in the branding field. She has been a member of the Global Guru's Top 30 Brand Gurus for the last three years. She is also the co-founder of Eagle Point-based Paradux Media Group and the author of the books, Finding Brand.

Possessing expertise in both front- and back-office operations, Tisha conceptualizes, develops, and implements initiatives to foster brand effectiveness like no other. With over 15 years of experience in branding and marketing, Tisha has successfully led large financial institutions and health care companies down the path of renaming their business.

Where Tisha really shines is in the work that isn't done. Sometimes a name change for a business isn't in their best interest and after meeting with Tisha, they are able to find the true value and equity that has always been in their brand. Tisha has a special knack of being able to communicate the value so that the CEO/Business owner can see its luster and then with a little polishing, make it shine company wide.

Tisha is best known for developing long lasting branding campaigns that speak to the heart of the business, the brand, and the community. True brand, no matter how big or small, has longevity. Creating branding campaigns that have longevity, that have a laser-like focus, is where Tisha thrives.

Tisha received her M.B.A. from the University of Oregon, from where she also earned a B.A. in Political Science. She enjoyed a distinguished academic career punctuated by enthusiastic and successful participation in competitive speaking events, and holds numerous awards for her skill in public speaking. Tisha is widely recognized for her ability to capture an audience's attention with her straightforward and engaging speaking style.

## **OUR PROCESS – THE BRANDPRINTING™ SYSTEM**

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The Brandprinting System from Paradux Media Group can help you create your brand, easily and painlessly. This revolutionary system will even help you identify the City's brand personality in just one short meeting! And it doesn't stop there. The Brandprinting System also helps you to identify other key elements of your brand, including Brand Essence, Brand Values, your Ideal Audience, and Tag Line. Quickly and easily. Once we've done all that, we'll codify the brand so that it stays true day after day, month after month, and year after year.

Why struggle another moment on creating your brand, when you can use the Brandprinting System from Paradux Media Group to identify your brand position.

The following modules are recommended to be completed consecutively on a monthly or bi-monthly schedule, achieving a full brand position within 6 or 12 months.

### **Brandprinting Brand Personality Scale**

This revolutionary system will have you understanding your brand's personality. In a single meeting, we can define your brand personality and set you up to start implementing strategy consistent with your brand's personality.

This module will include a pre-work survey for each of the stakeholders to consider and complete. During a 1 hour facilitated meeting the stakeholders will come to consensus and uncover the Brand Personality for the City of Eagle Point.

## **Brandprinting Core Values Model**

When you understand your brand's Core Values, you understand the ideals and norms that the City necessarily must operate within. With clearly articulated Core Values, a decision matrix exists that can be used at all levels of the government allowing the City to be nimble and decisive.

In this section, 30 minute telephone interviews will be held with each of up to 15 stakeholders in order to identify the Core Values that drive the City of Eagle Point. Based on those interviews, Paradux Media Group will construct a 'straw man' that will serve as a beginning point for this 2 hour facilitated strategic planning session designed to come to consensus around the Core Values.

## **Brandprinting Brand Essence**

Every brand is unique and is built on a unique intersection of ideas. This module will help to identify the City's unique brand essence and what makes it so special. The module will give you a system that will help you communicate the Brand Essence to your employees, citizens, and other key stakeholders for the City.

Again, in this section, 30 minute telephone interviews will be held with each of up to 15 stakeholders in order to identify the Brand Essence for the City of Eagle Point. Based on those interviews, Paradux Media Group will construct a 'straw man' that will serve as a beginning point for this 2 hour facilitated strategic planning session designed to come to consensus around the Brand Essence.

## **Brandprinting Ideal Audience Identification**

Knowing what the ideal audience (citizens, businesses, visitors) looks like for the City will enhance the possibilities of finding them and bringing them to you. This module will help you to identify your Ideal Audience so that you can efficiently and cost-effectively bring them to your door.

As with the previous two modules, in this section, 30 minute telephone interviews will be held with each of up to 15 stakeholders in order to identify the Brand Essence for the City of Eagle Point. Based on those interviews, Paradux Media Group will construct a 'straw man' that will serve as a beginning point for this 2 hour facilitated strategic planning session designed to come to consensus around the Ideal Audience Identification.

## **Brandprinting Tagline Creation**

When we craft a tagline, we believe it needs to be accompanied with a Statement of Passion. Both the Brand Statement of Passion and Brand Tagline are critical elements of your brand. They communicate the crux of your brand to your internal and external audiences and will help bring your brand to life.

### **Statement of Passion = Your Flag at the Top of the Brand Mountain**

The Statement of Passion will be your touchstone. The document you go back to before you create new Brand collateral, before you post to social media, before you begin blogging, and most certainly before you talk to the press. The Statement of Passion is the flag you place on the top of the brand mountain staking out your beliefs. It is a tool that you use **internally**, to motivate, to inspire, and to provide richness and meaning to the tagline. It is the backstory.

There is significant power in the Statement of Passion. It is a declaration of what the City is passionate about, why the City exists, and what the City stands for. It has the power to capture the lightning bolt that is what is special about the City and drive all the energy and power deep into the culture and every corner. It provides the backstory for the tagline and most importantly, it provides context for the employees. It allows the reader to recruit themselves to your team



and, through the employee's and citizen's passion, to recruit new residents and businesses to the City of Eagle Point. As if that was not enough, the Statement of Passion also immediately shifts the reader to the mindset of the brand and allows the active reader to channel the brand and to become an extension of the brand position.

### **Tagline = Your photograph of the Flag at the Top of the Brand Mountain**

The tagline is what you share with your friends, bosses, enemies, and stakeholders showing off the accomplishment you made climbing to the top of your Brand Mountain. But since no-one wants to be the person with a photograph of every leaf on the way up to the top, the tagline is the best, most succinct and memorable image from your trip. It will be what you use on business cards, advertisements, and as your call to action whenever you need or want to invoke our Brand position. The tagline the public face of our brand.

Based on the previous modules, Paradux Media Group will create 2 versions of a Statement of Passion & Tagline for consideration by a body of up to 15 key stakeholders. The versions will be presented at a 2 Hour working meeting between Paradux Media Group and key stakeholders to refine concept(s). Afterward, a refined version will be prepared by Paradux Media Group and delivered to the key stakeholder group. One final 1 hour working meeting will occur to finalize and adopt the Statement of Passion and the Tag Line.

### **Brandprinting Brand Guide**

This Brandprinting Brand Guide is an overview document, describing the brand position, its history, how it was created and, briefly, its use. This document tends to be utilized as a source document for internal staff. It's designed to help them understand the brand, and generally to understand how to use brand elements. The Codification System is helpful for articulating to the marketing team and marketing partners the mechanics of exactly how the brand is to be used and displayed.

## **PROJECT PRICING**

The pricing table below contains a detailed cost breakdown for each of our key areas of responsibility.

<b>Facilitated Module</b>	<b>Amount</b>
Brandprinting™ Brand Personality Scale	997.00
Brandprinting™ Core Values Model	1,997.00
Brandprinting™ Brand Essence	1,997.00
Brandprinting™ Ideal Audience Identification	1,997.00
Brandprinting™ Tagline Creation	1,497.00
Brandprinting™ Brand Guide	7,500.00
<b>Brandprinting™ System</b>	<b>\$15,985.00</b>

### **Travel & Sourcing**

If necessary, approved travel expenses incurred will be billed at cost + 20% administrative/booking fee. Items procured for purchase will be billed at cost + 20% sourcing fee.

### **Additional Items**

Throughout the course of this project, you may request additional onsite meetings. Full day meetings will be charged at a day rate of \$1000. Meetings, phone conferences, and additional items not articulated above will be charged at the hourly rate of \$150.00. If you would prefer, specific projects/bodies of work can be bid as they are identified.

## **OWNERSHIP AND USAGE RIGHTS**

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Upon receipt of full payment, the The City of Eagle Point is hereby granted exclusive and unlimited usage and reproduction rights to the final brand materials prepared for you as part of this project. Paradux Media Group reserves the right to reproduce any and all messaging and designs created in print and electronic media for Paradux Media Group's promotional purposes.

## **CANCELLATION**

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In the event you cancel this agreement prior to completion, within five (5) business days of such cancellation, you shall pay Paradux Media Group for: (1) all work performed up to the date of termination; (2) for all outside expenses and commitments that have been incurred and cannot be cancelled; and, (3) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid if the project would have been completed.

## **NEXT STEPS**

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To proceed with this project, take the following steps:

1. Accept and sign the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Send signed proposal to Paradux Media Group, via email: [contact@paraduxmedia.com](mailto:contact@paraduxmedia.com), fax: (855) 727-2389, or mail: PO Box 81, Eagle Point, OR 97524.
3. Submit 50% of the initial module (Brand Personality Scale) payment to Paradux Media Group.
4. Once these steps have been completed, we will begin the project.

Thank you for considering Paradux Media Group. We hope to work with you in the future.





# CITY OF EAGLE POINT

*"Gateway to the Lakes"*

OREGON

EAGLE POINT CITY COUNCIL  
17 BUCHANAN AVE. SOUTH, EAGLE POINT, OREGON

JULY 12, 2016

## REGULAR MEETING MINUTES

### 1. CALL TO ORDER – 7:00 P.M.

Mayor Russell called the meeting to order at 7:00 p.m.

Council Members Present: Bob Russell, Jonathan Bilden, Wayne Brown, Bill Fierke, Aaron Prunty, and Kathy Sell.

Council Members Absent: Ruth Jenks.

Staff Members Present: Henry Lawrence, City Administrator; Joseph Kellerman, City Attorney; Robert Miller, Public Works Director; Melissa Owens, Finance Officer; Vern Thompson, Police Chief; Mike Upston, Planning Director; and Cindy Hughes, City Recorder.

Guests: Millie Wewerka, Budget Committee Member and Planning Commissioner; Jerry Zieman, Budget Committee Member; and members of the public and press.

### 2. FLAG SALUTE AND INVOCATION

Mayor Russell led the Pledge of Allegiance; and Jerry Zieman offered an invocation.

### 3. AUDIENCE QUESTIONS OR COMMENTS CONCERNING ITEMS NOT ON THE AGENDA

There were no audience questions or comments.

### 4. PRESENTATIONS

There were no presentations.

### 5. PUBLIC HEARINGS

There were no public hearings.

## City of Eagle Point Council Meeting Minutes

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### 6. CONSENT CALENDAR

#### 6.1 Presentation of Regular Meeting Minutes of June 28, 2016.

Mayor Russell announced the Consent Calendar. There were no questions or comments. Council President Bilden moved to approve the Consent Calendar as presented and Councilor Fierke seconded the motion. There was no discussion. Roll call: Aaron Prunty, aye; Kathy Sell, aye; Jonathan Bilden, aye; Wayne Brown, aye; Bill Fierke, aye; Bob Russell, aye; and Ruth Jenks, absent. The motion passed unanimously by those present.

### 7. CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

There were no items considered for removal from the Consent Calendar.

### 8. PRESENTATION OF BILLS TO BE PAID

Mayor Russell asked if there were questions about the bills to be paid including the additional bills list. Councilors Fierke and Sell inquired about a State surcharge. Melissa Owens, Finance Officer, explained that a percentage of each building permit is submitted to the State on a quarterly basis to fund its building department. There being no further questions, Council President Bilden moved to approve the Bills to be Paid in the amount of \$202,645.61 and the Additional Bills List in the amount of \$7,857.780 (Submission No. 1). Councilor Fierke seconded the motion. There was no discussion. Roll call: Aaron Prunty, aye; Kathy Sell, aye; Jonathan Bilden, aye; Wayne Brown, aye; Bill Fierke, aye; Bob Russell, aye; and Ruth Jenks, absent. The motion passed unanimously by those present.

### 9. OLD BUSINESS

There was no Old Business.

### 10. NEW BUSINESS

#### 10.1 Ordinance No. 2016-07. An Ordinance repealing Sections 38 and 41 of Ordinance No. 2011-03, to eliminate conflicts with Oregon Revised Statutes and the Eagle Point Municipal Code regarding riding motorcycles and skateboard usage on City streets and rights-of-way.

Henry Lawrence, City Administrator, reported a previous review and discussion of the proposed changes raised by Councilor Prunty. Both items are to eliminate conflicts within the Eagle Point Municipal Code (EPMC). One item, repealing Section 38, is related to a recent change in state law which allows riders to stand on the foot pegs of a motorcycle. The other item, repealing EPMC Section 41, eliminates a conflict within the EPMC to permit use of skateboards on streets and public rights-of-way. Since the publication of the agenda packet, the City Attorney recommended minor revisions to the language and a revised Ordinance was presented at the meeting (Submission No. 2). Revisions changed the word "amend"

## City of Eagle Point Council Meeting Minutes

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to “reconcile” and a brief sentence was added to clarify the actions to resolve the conflicts.

Mayor Russell asked for a motion to adopt Ordinance No. 2016-07. Councilor Prunty made a motion to adopt Ordinance No. 2016-07 and Councilor Brown seconded the motion. There was no discussion. Roll call: Kathy Sell, aye; Jonathan Bilden, aye; Wayne Brown, aye; Bill Fierke, aye; Aaron Prunty, aye; Bob Russell, aye; and Ruth Jenks, absent. The motion passed unanimously by those present.

### 10.2 Discussion regarding 2017 League of Oregon Cities Survey Legislative Priorities.

Henry Lawrence, City Administrator, led a discussion with the Council to identify the top four priorities for the League of Oregon Cities (LOC) to determine its 2017 legislative agenda. The Council selected the following items:

- M. Restoring Recreational Immunity
- O. Marijuana Legalization Implementation
- Q. Qualification Based Selection; and
- S. PERS Reform.

## 11. REPORTS FROM CITY COUNCIL AND CITY COMMITTEE REPRESENTATIVES

Councilor Fierke announced the next D9 School Board meeting is scheduled on July 13<sup>th</sup>. The meeting will include a discussion on health, community, and school based health. Next, Councilor Fierke provided an update on the upcoming visit by Showa, Japan, students and chaperones. Mayor Russell suggested scheduling a dinner together as in past years.

Council President Bilden discussed the recent Economic Development Commission meeting which basically served as a housekeeping meeting to focus the Commission for the remainder of the year. It was further noted that the Commission would like to provide an update to the Council in the fall.

Councilor Sell reported very favorably on the 4<sup>th</sup> of July celebration and all of the people working together to make it a successful event. Councilor Brown and Mayor Russell expressed similar sentiments.

Mayor Russell reported on the Medford Water Commission passing its budget, and an upcoming evaluation of the head of the Water Commission. Mayor Russell had also attended a meeting with representatives of the YMCA and School District, wherein they discussed a survey about community needs. Further, Mayor Russell announced plans to attend the Oregon Mayor’s Association meeting in Lincoln City later in the month.

There were no other City Council reports.

**City of Eagle Point Council Meeting Minutes**

July 12, 2016

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12. STAFF REPORTS

Mike Upston, Planning Director, reported progress on the Sienna Hills Subdivision is moving along. Next, Mr. Upston noted a misprint in the Friday Letter about a church permit issuance which had not actually been issued. Upcoming Council items include approval of the Fairway View Subdivision later in the year, and Paradux Media Group's presentation about city-wide branding at the next Council meeting. Mr. Upston announced plans to attend the Open House on Floodplain Development in Shady Cove, and invited everyone to attend the Annual Street Dance on August 13<sup>th</sup>.

Melissa Owens, Finance Officer, reported on recruitment efforts for the Permit Tech position. Additionally, Finance staff is still transitioning from one fiscal year to the next.

Robert Miller, Public Works Director, reported on high construction efforts in the area and estimated it to be near the 2005 level. After that, Mr. Miller reported on a bid opening for the Laurel and Tracy Project which resulted in no bids being received. There were contractor inquiries about doing the project later in the year with good weather remaining for the work to be completed. Last, Mr. Miller announced the Seal Coat Project is ready to go out to bid. A brief discussion followed about work being done on the cemetery expansion.

Vern Thompson, Chief of Police, reported on the School Resource Officer (SRO) recently attending a NASRO (National Association of School Resource Officers) conference, of which the SRO serves on the State's Board. Last, Chief Thompson announced there would be a second National Drug Take Back Day in October.

Henry Lawrence, City Administrator, reported on the completion of the I-5 signage for Eagle Point.

13. INFORMATION

15. ADJOURN

There being no further business, Mayor Russell closed the meeting at 7:23 p.m.

Respectfully submitted,

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Cindy Hughes, City Recorder

ATTEST:

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Robert E. Russell, Mayor

*Cindy Hayden 7-22-16*  
*Page 1 of 2*

BILL LIST  
 7/26/2016

CHECK #	VENDOR	DESCRIPTION	AMOUNT
37363	ALSCO	SUPPLIES	\$ 279.44
37364	ALSCO	SUPPLIES	\$ 378.25
37365	AMERICAN WATER WORKS ASSOC.	ANNUAL MEMBERSHIP	\$ 355.00
37366	ASSOCIATED BAG	SUPPLIES	\$ 148.37
37367	BUD ECKER	DITCH CLEANING	\$ 175.00
37368	BUREAU OF LABOR & INDUSTRIES	14/15-19I, POLICY #5, 15/16-15	\$ 750.00
37369	CIS TRUST	PROPERTY/LIABILITY INSURANCE RENEWAL	\$ 65,066.32
37370	CIVIL WEST ENGINEERING SERVICE	15/16-11, POLICY #5, 15/16-15	\$ 1,789.00
37371	CLAIRISIA FARNEY	TRAVEL/TRAINING	\$ 637.24
37372	CONSTRUCTION ENGINEERING CONSULTANTS, INC.	PUMPKIN RIDGE EMERGENCY ACCESS	\$ 300.00
37373	COSTCO WHOLESALE MEMBERSHIP	ANNUAL MEMBERSHIP	\$ 110.00
37374	CURTIUS-HUNTLEY PLUMBING INC	WATER SYSTEM MAINTENANCE & REPAIR	\$ 279.00
37375	DAILY JOURNAL OF COMMERCE	BID ADVERTISING	\$ 128.80
37376	DEPARTMENT OF MOTOR VEHICLES	SUSPENSION PACKAGES	\$ 23.00
37377	ELAN CITY, INC	PORTABLE RADAR SPEED SIGN	\$ 5,000.00
37378	EWING IRRIGATION	PARK SUPPLIES	\$ 910.95
37379	GOMEZ, IGNACIO YARD SERVICE	DITCH CLEANING	\$ 750.00
37380	GREENWAY SPRAY LLC	LUCAS PARK SPRAYING	\$ 281.25
37381	HAYS OIL COMPANY	FUEL/DIESEL	\$ 663.30
37382	HELEN WOLGAMOTT	SUPPLIES	\$ 36.99
37383	HORNECKER COWLING LLP	CITY ATTORNEY	\$ 3,816.50
37384	HUNTER COMMUNICATIONS	UTILITIES	\$ 695.75
37385	JACKSON COUNTY AIRPORT AUTHORITY	DIORAMA - AUGUST 2016	\$ 282.24
37386	JACKSON COUNTY DEVELOPMENT SVC	FEMA OPEN HOUSE MAILING	\$ 172.94
37387	JACKSON COUNTY ROADS & PAVING	STREET STRIPING	\$ 2,878.84
37388	JENSEN & ASSOCIATES CONSULTING ENGINEERS	HWY 62 WATERLINE CONSTRUCTION	\$ 2,080.00
37389	LEAGUE OF OREGON CITIES	16/17 ANNUAL MEMBERSHIP	\$ 6,100.79
37390	MT SHASTA SPRING WATER	SUPPLIES	\$ 68.50
37391	NEILSON RESEARCH CORPORATION	WATER TESTING	\$ 364.00
37392	OFFICE MAX CONTRACT INC	SUPPLIES	\$ 97.86
37393	OREGON BOOKING AGENCY	STREET DANCE BAND	\$ 500.00
37394	OREGON DEPT OF TRANSPORT	I-5 SIGNS	\$ 236.38
37395	OREGON MAYOR ASSOCIATION	2016 SUMMER CONFERENCE	\$ 370.00
37396	PACIFIC OFFICE AUTOMATION	OFFICE EQUIPMENT	\$ 91.67
37397	PACIFIC PAVING, INC	ASPHALT PATCHING	\$ 1,224.00
37398	PERSONNEL SOURCE, INC.	TEMP SERVICE, MUSEUM, HARNISH, PW 2 WKS	\$ 4,380.71
37399	PETTY CASH	PETTY CASH REPLENISHMENT	\$ 66.68
37400	PITNEY BOWES PURCHASE POWER	POSTAGE	\$ 2,066.10
37401	PROLAWN SERVICES INC.	MAINT/REPAIR	\$ 135.00
37402	QUALITY ONE MAINTENANCE INC	ON CALL WEEDING	\$ 1,110.00
37362	ROBERT RUSSELL	TRAVEL/TRAINING	\$ 521.88 *early cut
37403	SOUTHERN OREGON VISITORS ASSOCIATION	ANNUAL PARTNERSHIP	\$ 350.00
37404	TEHAMA TIRE	VEHICLE MAINT/REPAIR	\$ 174.50
37405	TEKMANAGEMENT, INC	COMPUTER EQUIP/COMPUTER SUPPORT	\$ 1,141.65
37406	THE BUILDING DEPARTMENT, LLC	BUILDING OFFICIAL - JUNE 2016	\$ 16,421.75
37407	TRAFFIC SAFETY SUPPLY	STREET SIGNS	\$ 5,611.22
37408	TYLER TECHNOLOGIES	TRAINING AND INCODE SUPPORT	\$ 50.90
37409	U S BANK	CITY CREDIT CARD PURCHASES	\$ 1,645.21
37410	UPPER ROGUE INDEPENDENT	EMPLOYMENT & MEETING ADVERTISING	\$ 967.60
37411	VERIZON WIRELESS	UTILITIES	\$ 560.16
37412	WCP SOLUTIONS	SUPPLIES	\$ 386.42
37413	WHITE CITY NAPA	SUPPLIES	\$ 28.98
37414	YMCA	JULY 2016 SUMMER CAMP REGISTRATIONS	\$ 300.00
SUBTOTAL			\$ 132,960.14

Cindy Hyatt 7-22-16  
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BILL LIST  
7/26/2016

<u>CHECK #</u>	<u>VENDOR</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
<b>REFUNDS</b>			
37415	AGENO, KAREN		\$ 51.08
37416	BURNS, LISA		\$ 78.51
37417	INDEST, DAVID		\$ 11.60
37418	PARMENTER, JAMES		\$ 9.56
37419	PREFERRED REALTY INVESTMENTS		\$ 103.33
37420	ROSS, JACK		\$ 32.10
37421	RUMPLE, KATHY		\$ 22.37
37422	WIMMER, TOM		\$ 103.07
SUBTOTAL			\$ 411.62
TOTAL			\$ 133,371.76



**BUSINESS OF THE CITY COUNCIL  
EAGLE POINT, OREGON**

**AGENDA STATEMENT**

**Item Number:** 10.1  
**Meeting Date:** July 26, 2016

**ITEM TITLE:** Resolution No. 2016-32. A Resolution authorizing the City to negotiate with Vitus Construction to value engineer the Mattie Brown Shade Structure.

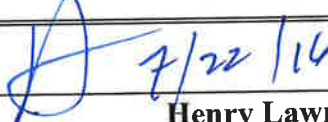
**SUBMITTED BY:** Robert Miller, Public Works Director (541) 826-4212 ext. 105

**SUMMARY EXPLANATION:** The Mattie Brown Shade Structure was designed by ZCS Engineering Services, Inc. and Galbraith & Associates to match the style of the nearby Centennial Plaza. The design (Attachment No. 1) incorporates a “T” shaped structure adjacent to the existing parking lot, and replaces the gazebo damaged several years ago.

The project was initially advertised with the Daily Journal of Commerce, in the Medford Builder’s Exchange, on the City’s website; and information was provided to all of the major plan holder centers on May 11, 2016. Subsequently, the bidding deadline was extended to July 14, 2016; however, only one bid was received. Vitus Construction, Inc. provided a base bid of \$54,900, solely for the covered structure without sidewalks and other specifications.

The Mattie Brown Shade Structure is budgeted in the 2016-2017 budget for \$60,000. This budget includes the estimate for all items to complete the covered structure, sidewalks, patio/concrete pavers, retaining wall, lighting and electrical, and landscape and irrigation.

Staff recommends value engineering the project, and bringing a proposal back to the Council for consideration.

**APPROVED FOR SUBMITTAL:**  7/22/16  
Henry Lawrence, City Administrator

**STAFF RECOMMENDATION:** Staff recommends approval.

**ATTACHMENTS:** Attachment No. 1 – Design Plans

**RESOLUTION NO. 2016-32**

**A RESOLUTION AUTHORIZING THE CITY TO NEGOTIATE WITH VITUS CONSTRUCTION TO VALUE ENGINEER THE MATTIE BROWN SHADE STRUCTURE**

**WHEREAS**, the Mattie Brown Shade Structure plans were completed by ZCS, Engineering Inc. and Galbraith & Associates; and

**WHEREAS**, the plans include a “T” shaped structure with architecture to match the nearby Centennial Plaza; and

**WHEREAS**, the project budget for the Mattie Brown Shade Structure in the 2016-2017 Budget is \$60,000, to include the covered structure, sidewalks, patio/concrete pavers, retaining wall, lighting and electrical, and landscape and irrigation; and

**WHEREAS**, the Mattie Brown Shade Structure was advertised initially in the Daily Journal of Commerce on May 11, 2016, in the Medford Builder’s Exchange, and forwarded to all of the major plan holder centers; and

**WHEREAS**, subsequently, the bidding deadline was extended to July 14, 2016; however, only one bid was received. Vitus Construction, Inc. provided a bid of \$54,900, that was a base bid solely for the covered structure without sidewalks and other specifications; and

**WHEREAS**, the project as bid will exceed the budgeted amount.

Now, therefore,

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EAGLE POINT, OREGON, THAT:**

1. The City is authorized to negotiate with Vitus Construction to value engineer the Mattie Brown Shade Structure.

Passed in open session on the 26th day of July 2016.

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Robert E. Russell, Mayor

ATTEST:

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Cindy Hughes, City Recorder

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CITY OF EAGLE POINT  
SHADE STRUCTURE  
MATTIE BROWN  
EAGLE POINT, OR

**ZO ENGINEERS**  
1101 NE 10th Street, Suite 200  
Eagle Point, OR 97105  
Tel: 503.338.8888  
Fax: 503.338.8889  
www.zoengineers.com

PROJECT NO.: 2023-001

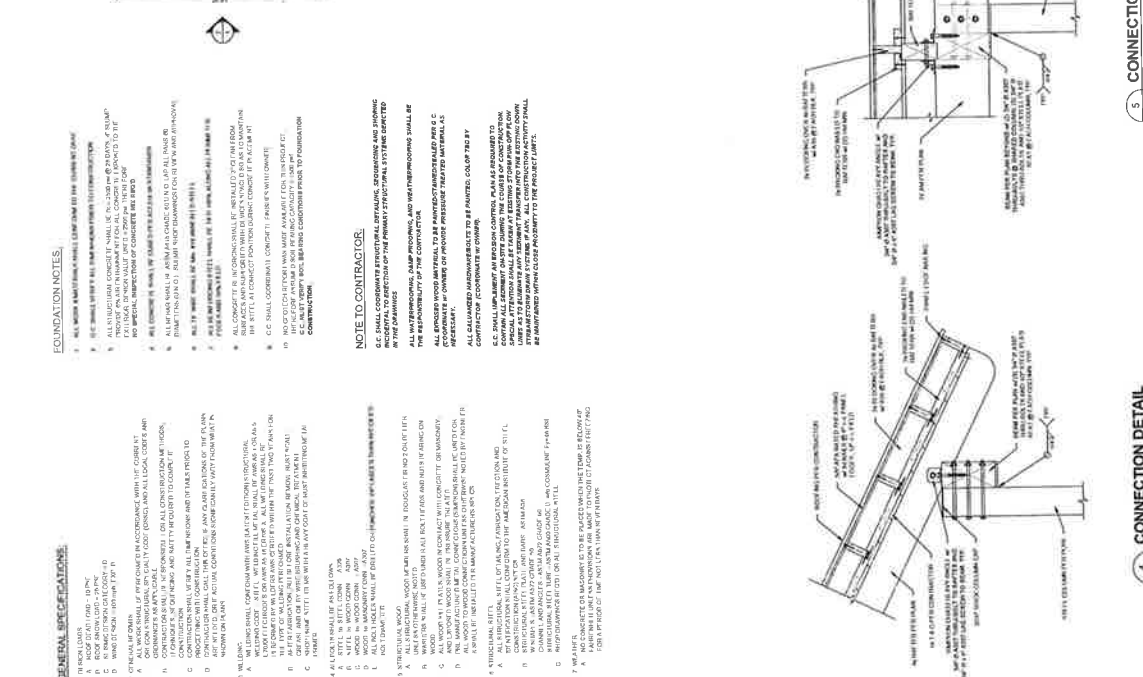
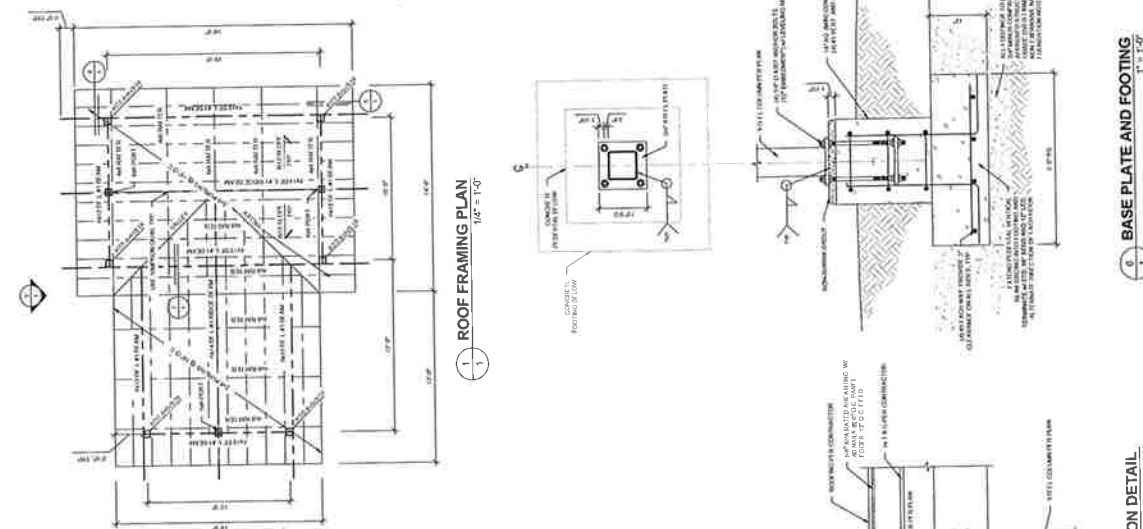
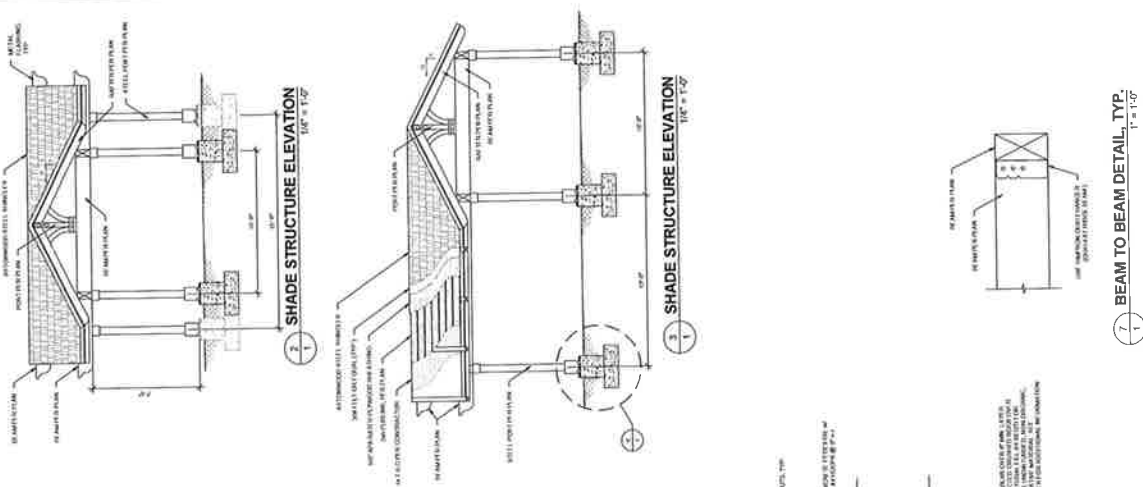
DATE: 08/15/2023

SCALE: AS SHOWN

DR: JLD

CHECKED: JLD

ROOF PLAN & NOTES



**FOUNDATION NOTES:**

1. ALL FOUNDATION SHALL BE MINIMUM 12" MIN. THICKNESS UNLESS NOTED OTHERWISE.
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**NOTE TO CONTRACTOR:**

C.G. SHALL COORDINATE STRUCTURAL DETAILS, ORDERING AND SHIPPING MATERIALS TO THE PROJECT SITE. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE VERIFICATION OF THE FOUNDATION CONDITIONS PRIOR TO CONSTRUCTION. ALL DIMENSIONS AND LOCATIONS SHALL BE AS SHOWN ON THE DRAWINGS UNLESS OTHERWISE NOTED. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE VERIFICATION OF THE FOUNDATION CONDITIONS PRIOR TO CONSTRUCTION. ALL DIMENSIONS AND LOCATIONS SHALL BE AS SHOWN ON THE DRAWINGS UNLESS OTHERWISE NOTED.

**GENERAL SPECIFICATIONS:**

1. ALL WOOD SHALL BE UNKILN DRIED TO A MAXIMUM MOISTURE CONTENT OF 19%.
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