



CITY OF EAGLE POINT

"Gateway to the Lakes"

OREGON

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

JANUARY 10, 2012

JOINT COUNCIL AND ECONOMIC DEVELOPMENT COMMISSION WORKSHOP MEETING MINUTES

1. CALL TO ORDER – 6:00 P.M.

Mayor Russell called the workshop meeting to order at 6:00 p.m.

Council members present: Bob Russell, Alan Curriston, Kathy Sell, Wayne Brown, Ruth Jenks, Jonathan Bilden and Bill Fierke.

Economic Development Commission members present: Alan Curriston, Bob Pinnell, Nancy Leonard, Janet Siedlecki, and Steve Hunter.

Economic Development Commission members absent: Doug Herndon and Joni Parsons.

Staff members present: David Hussell, City Administrator; Melissa Owens, Finance Officer; Vern Thompson, Chief of Police; Robert Miller, Public Works Director; and Dena Roberts, City Recorder.

2. DIRECTION AND VISION.

Mayor Russell asked Council President Curriston to report on the last Economic Development Commission meeting. The Economic Development Commissioners jointly discussed their previous meeting, noting the following:

Nancy Leonard suggested "Positively Eagle Point" as a slogan for Eagle Point. The entire Commission endorsed the slogan.

The Commission held a lengthy discussion on what to market and how to market Eagle Point and determined it would be best to market Eagle Point as a great place to live, thereby attracting individuals to live in the community rather than trying to attract businesses. In addition, focusing on livability allows the city to do something for everyone who lives in the

community. The Commission also felt if they are able to attract more homeowners to Eagle Point the community will, in turn, attract businesses.

The Commission also held a lengthy discussion of signage to Eagle Point and bringing tourists into Eagle Point but determined it would not give the city a permanent economy and homeowners would. It was noted that having Harnish Tourist and Information Center open more hours/days will help bring tourists into town. In addition it was noted the new Carl's Jr. will also attract people. A concern was that there isn't a lot for tourists to do in Eagle Point yet so bringing more of them off Highway 62 would not be beneficial at this time. Once the downtown is built up more it will be beneficial.

The Commission advised they discussed how to market the "livability" of Eagle Point, noting the need to recognize Eagle Point's strengths: it's pleasant and safe, has good people, there is a sense of community, and it isn't very far from all amenities. The Commission noted they discussed the areas needing a better image: school perception both in terms of academics and safety. The Commission explained one of the realtors they met with suggested Eagle Point build on the fact that it is rural but "still so close," building on the positive and work on counteracting the negative image.

At the conclusion of the Commission's report, the City Council members discussed and determined there needs to be a closer relationship with School District 9 and the poor image of the school needs to be corrected because parents are not going to move to Eagle Point if the schools have a bad reputation. It was noted, however, that the School Superintendent had been made aware of the Commission meeting with local realtors and the poor perception of Eagle Point schools. The Superintendent noted she wanted to meet with the realtors.

The Council discussed options for marketing Eagle Point such as a brochure, television commercials and radio ads, noting the key is to make sure the ads are repeated over and over again, but with a slightly different advertisement. The entire group then discussed whether their target audience was to be Medford or California and determined it would be Medford.

The possibility of developing a communication plan was discussed. In addition seeking professional assistance was also discussed.

The group discussed what could be done to attract businesses to Eagle Point. It was noted there are no buildings currently available in the downtown area. There are, however, lots for development but the cost in the current economy prohibit most business owners from pursuing new development.

The group next discussed how the Economic Development Commission currently works with the Eagle Point/Upper Rogue Chamber of Commerce. It was determined there is already a good working relationship with good coordination of efforts and common goals.

The Council asked the Economic Development Commission what they wanted from Council. The Economic Development Commission asked for approval to move in the direction of promoting the livability of Eagle Point rather than tourism, although, not at the exclusion of businesses and using the slogan "Positively Eagle Point." The Council gave their approval for the Economic Development Commission to move forward as they outlined.

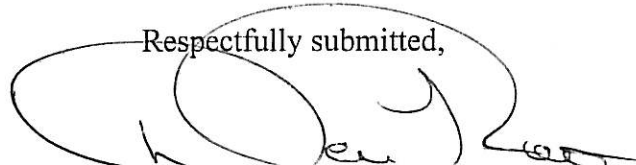
The Mayor noted he was going to take the signage issue to the Eagle Point/Upper Rogue Chamber and that if it became a budget item it would be brought to City Council.

There was a short discussion regarding linking the city's website to real estate agents' websites. It was noted the city needed to proceed with caution as it is not allowed to promote private business, but that having real estate agents promote the city could be researched to determine if it would be legal to do so.

3. ADJOURNMENT.


There being no further business Mayor Russell adjourned the workshop meeting at 6:55 p.m.

Respectfully submitted,



Dena Roberts, City Recorder

ATTEST:



Robert E. Russell, Mayor