



FRIDAY LETTER

MAY 8, 2015

ADMINISTRATION

City Administrator

Due to the fact that everyone is working at a very busy pace trying to finalize the budget document for the upcoming Budget Committee meeting, this *Friday Letter* is missing a few department updates. Finance has been focused on preparing new and improved budget documents for the 2015/2016 budget. The Budget Meeting will be held on May 28, 2015. A second meeting will be held on June 2, 2015 only if necessary. Budget documents will be available on Friday May 22, 2015.

Don't forget the Tour de Eagle Point Bike Ride on June 13, 2015. It is fun for all ages and all experience levels. A new starting point this year will be at Harnish Wayside. It should be a lot of fun for all. Thank you to Alan Curriston who is coordinating the event again this year.

Prepare to stay in Eagle Point for the 4th of July celebration. It is a full day of fun starting with early morning events, a parade, lots of vendors, and concluding with one of the few fireworks shows in Southern Oregon. This will be a full day of fun.

City Recorder

The City Council meeting agenda of May 12th includes a Resolution to proclaim May 15th as "National Peace Officers Memorial Day" and May 10-16, 2015 as "National Police Week"; and, a Resolution to declare certain property as surplus and to authorize its transfer, sale or other disposal. Additionally, there are three Resolutions related to the USDA Water System Improvements project financing.

Upcoming Meetings:

City Council – May 12 – 7:00 p.m. – City Hall

City Council – May 26 – 7:00 p.m. – City Hall

PUBLIC NOTICE OF VACANCIES: The City of Eagle Point is currently accepting applications for persons interested in serving on the Economic Development Commission. Applications may be obtained online at www.cityofeaglepoint.org or picked up at Eagle Point City Hall, 17 Buchanan Avenue South, Eagle Point, Oregon.

PARKS AND RECREATION

Parks and Recreation Commission

The Parks and Recreation Commission held a meeting on Monday, April 27, 2015 at 7:00 p.m. in City Council Chambers, presided over by Chair Elizabeth Bilden. A quorum of Commissioners was present and the following items were discussed and/or approved:

- Consent Calendar – Minutes of January and February meetings
- Parks and Recreation Commission Goals and Priorities
- Parks and Recreation Master Plan Update Discussion
- Water Park
- Summer/Fall 2015 Family Activity Guide Draft
- Lucas Park Site Furnishings

Several items will be brought back to the Commission at the next meeting for further review and discussion.

There will not be a meeting held in May, as the meeting date falls on a holiday and City Hall will be closed. A regular meeting is scheduled for Monday, June 22, 2015 at 7:00 p.m. in City Council Chambers. Agenda and packet information is distributed to Commissioners and available on the City website the Friday prior to the meeting. Check the Parks and Recreation Commission page of the city website for up to date meeting packets, agendas, minutes, and to find out the new and exciting things in the works for Eagle Point.

Staff has been busy working on the Summer/Fall 2015 Family Activity Guide which will highlight the wide array of activities available to residents in Eagle Point during summer and fall. Staff has also been busy working on the Parks and Recreation Master Plan update, in cooperation with the Parks and Recreation Commission.

PUBLIC WORKS

Maintenance and Operations

Completion of Lucas Park irrigation, mowing parks, water break repairs, and clearing road right of ways were the major Public Works efforts over the last two weeks. Public Works completed the Lucas Park lawn irrigation and minor preparation ahead of the hydroseeding. All parks were mowed and streets swept. A water break on Devonwood Court resulted in a full replacement of two services lines by Public Works over two days, delaying park mowing. An additional water break was repaired on Bradley/Brandi. Two additional water breaks were investigated, with one of the repairs postponed until after the Vintage Faire.

All paths and right of way from the Little Butte Path to Royal Avenue were mowed and weeded to prepare for the Vintage Faire. Contract weeding/mowing helped to get a jump on the efforts. Public Works again will assist with tables and barricades for the event, including repair of all the electrical outlets at Centennial Plaza ahead of Saturday's event.



Public Works installed the Vintage Faire Banner over Main Street.

Capital Projects

USDA Water System Improvements

Staff opened the proposals for Engineering Services – USDA Water System Improvements on April 28, 2015. Staff reviewed the five proposals on May 5. Given the depth and importance of this selection, a recommendation to the City Council will be postponed to the May 26, 2015 City Council meeting to allow for additional investigation and check of references. All five proposals will be uploaded and available to the City Council for review ahead of the meeting. As a condition of the environmental report approval, a follow up second year survey was completed by RVCOG for the tank site vegetation. Again, for the second year, no fritillary was observed during the blooming season. This concludes the recommendations by U. S. Fish and Wildlife Service for a second year of biological surveying.

2015 Street Projects

The first of the 2015 Street projects, the 2015 Crack Seal Project, opened bids April 23, 2015. Recommendation for award is scheduled for the June 6, 2015, City Council meeting. Construction is scheduled after the second week in July. The second project, the 2015 Seal Coat was advertised. Construction of the Seal Coat is scheduled for August, after completion of the Crack Seal project.

The **Main Street Phase II Lighting** project opened bids on May 5, 2015. Two contractors bid on the project. Although the bids came under the threshold of prevailing wage requirements, the City was notified by BOLI that this and all other current and future Main Street Lighting contracts would be subject to prevailing wage. Although the 'contracts' are stand alone, the larger 'project' is considered one continuous effort. Due to the revision, and other issues with

the two bids as presented, the project will be readvertised with results brought back to May 26, 2015 City Council meeting.

Request for Proposals for the **Lucas Park Natural Looking Playground** are due May 20, 2015. A working group will select the playground components to order, in consultation with John Galbraith of Galbraith & Associates. As part of the Oregon Parks and Recreation Department grant, Public Works will install the playground equipment. The recommendation on the design and equipment purchase is scheduled to be presented at the June 9, 2015 City Council meeting.

The **On Call Park Mowing** bids will be opened May 15, 2015. A recommendation is scheduled to be presented at the May 26, 2015 City Council meeting. Weekly park mowing of Chamberlain Park, Harnish Wayside Park, Little Butte Park, Mattie Brown Park, and Lucas Park is proposed from May 31 to October 31, 2015. Work after June 30, 2015 is pending budget approval. The ability to complete the peak summer workload with scheduled projects, new parks and properties will be greatly improved with the additional contracting out of park mowing. Public Works will continue maintenance of the planters and improvements in all the parks.

Revisions continued to the **South Shasta Avenue Improvements** to add the path from Alta Vista to Arrowhead to the plans. Coordination continued with Army Corps of Engineers on the culvert replacement part of the **South Shasta Avenue Improvements**.

Budget

Staff continued the effort on the Public Works sections of the budget and budget message.

Development

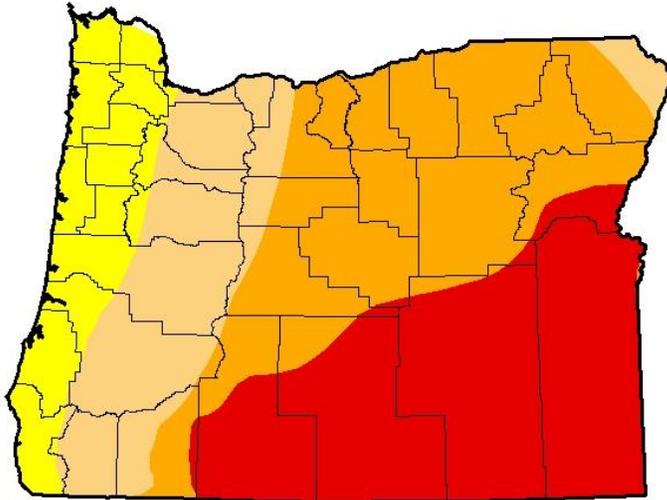
Development is moving forward on Sienna Hills Phase IV. Staff reviewed an additional submittal by the developer's engineer, including a larger combined property for the proposed development.

Water Conservation Summit

Staff attended a Water Conservation Summit on May 7, 2015. The summit focused state, regional, and local speakers on the state of the water resource, and case studies in municipal, agricultural and irrigation water conservation successes. Close to 40 attended the event that included Jackson County Soil and Water Conservation District, Oregon Water Enhancement Board, Water Resources, County Watermaster, Rogue River Watershed Council, DEQ, ODFW, RVCOG, BLM, US Army Corp of Engineers, and various cities and irrigation districts. In summary, a dry 2013 in combination with record warm average temperatures in 2014/15, and a dry 2015 have resulted in the drought conditions below. Overall the conditions are about 7 to 8 weeks ahead of schedule for the water year, with water condition modeling what we would typically expect for the first part of August. Updates will be provided in future Friday letters and the City of Eagle Point Newsletter on how the water conditions specifically will affect the City of Eagle Point. Medford Water Commission and the cities they serve provide a specific source for customers that are more affected by local reservoir totals.

U.S. Drought Monitor Oregon

May 5, 2015
(Released Thursday, May 7, 2015)
Valid 7 a.m. EST



Drought Conditions (Percent Area)

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	0.11	99.89	86.76	67.38	34.09	0.00
Last Week 4/28/2015	0.11	99.89	86.09	63.17	34.09	0.00
3 Months Ago 2/3/2015	10.45	89.55	83.95	49.48	34.70	0.00
Start of Calendar Year 12/31/2014	13.61	86.39	80.70	49.29	34.11	0.00
Start of Water Year 9/30/2014	1.56	98.44	76.61	56.26	35.30	0.00
One Year Ago 5/6/2014	5.22	94.78	82.72	51.67	9.31	0.00

Intensity:

- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

Author:

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National Drought Mitigation Center



<http://droughtmonitor.unl.edu/>

DEVELOPMENT SERVICES

Building and Development

May 1-7, 2015 we received 7 new permit applications, issued 10 permits, and worked on more than 25 previously issued permits. Issued permits include:

- A single family dwelling
- A manufactured home
- Mechanical permits
- Electrical permits
- Plumbing permits
- An accessory building
- A sidewalk permit

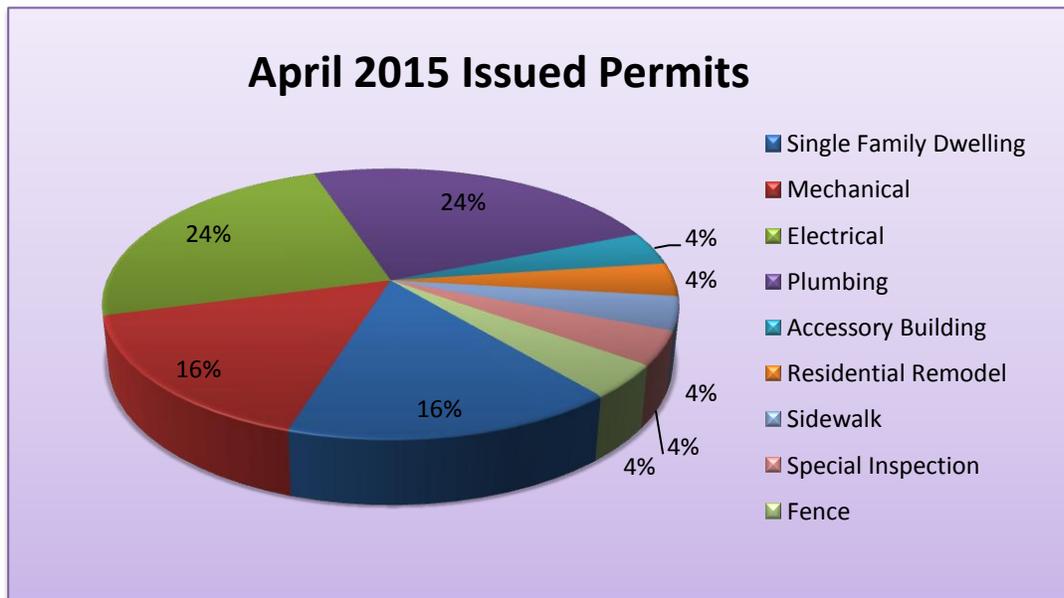
Permits currently in review or waiting to be issued include:

- Several single family dwelling permits
- School classroom remodel permit
- Several mechanical permits
- Several plumbing permits
- Several electrical permits

We have been busy with permit inquiries and processing, property inquiries, providing backup for the front counter/utility department, and other customer service. Spring is always a busy time of year for our department, as contractors begin to take advantage of good weather; and homeowners begin to tackle home improvement projects. Typically we see the amount of customer assistance we provide double during the spring and summer months. Staff has also spent quite a bit of time writing an extensive Building Department Budget Message; planning and preparing for Building Safety month; other duties related to the Parks and Recreation Commission and Planning Commission; and gathering information and designing the Summer/Fall 2015 Family Activity Guide. It continues to be a very busy time.

Month End Report:

End of month reports for April 2015 have been completed and sent to other jurisdictions and agencies. April 2015 totals included 25 permits issued, 27 applications received, and a total of \$63,743.54 in fees received.



Issued permits included:

- 4 Single Family Dwellings
- 4 Mechanical Permits
- 6 Electrical Permits
- 6 Plumbing Permits
- 1 Accessory Building
- 1 Residential Remodel
- 1 Sidewalk Replace
- 1 Special Inspection
- 1 Zoning Clearance - Fence

Building Safety Month

The International Code Council (ICC), and its 57,000 members worldwide have developed a cooperative partnership with building construction, design and safety professionals. The ICC and its members, including Eagle Point Building Department, endorse Building Safety Month as an opportunity to highlight safety, energy efficiency, water conservation, and resilience in the built environment.

The theme for 2015 Building Safety Month is “Resilient Communities Start with Building Codes”. Each week throughout May will focus on a topic below, and our Building Department will have fliers and other information to highlight each topic, and building safety as a whole. Additional information and resources will be available on the city website throughout the month.

- Week 1: Don’t Get Burned, <http://www.iccsafe.org/about-icc/building-safety-month/week-one-may-4-10/>



- Week 2: Bounce Back Faster From Disaster, <http://www.iccsafe.org/about-icc/building-safety-month/week-two-may-11-17/>
- Week 3: Water Safe, Water Smart, <http://www.iccsafe.org/about-icc/building-safety-month/week-three-may-18-24/>
- Week 4: Save Energy, <http://www.iccsafe.org/about-icc/building-safety-month/week-four-may-25-31/>

The City of Eagle Point adopted Resolution No. 2015-17, which proclaims the month of May 2015 as Building Safety Month in the City of Eagle Point. Furthermore, the city would like to recognize the service provided by local and state building and fire department professionals. Each week our department will have fliers and other information available to highlight each topic. Building Department staff is available to answer any questions, and provide information and resources to promote building safety. More information can be found on the Building Department page of the city website at www.cityofeaglepoint.org.

Planning Commission

The Planning Commission held a meeting on Tuesday, April 21, 2015 at 7:00 p.m. in City Council Chambers. Elections were held at the meeting, and we would like to congratulate Suzi Collins who was re-elected as Chair. We would also like to congratulate newly elected Vice Chair Diane Mihocko.

A quorum of commissioners was present and the following items were discussed and/or approved:

- Consent Calendar – Minutes of December meeting
- Planning Department Activity
- Strategic Assessment Project
- FEMA/DLCD Upper Rogue Discovery Project

- Future urban reserve area conceptual planning
- Possible future marijuana regulations

The next Planning Commission meeting date will be announced by staff. For up to date meeting packets, agendas and minutes, check the Planning Commission page of the city website.

Upper Rogue Watershed Flood Study



FEMA and DLCD will be presenting final maps and information on their study of the Upper Rogue Watershed in at least one, and possibly a series of public meetings expected this Fall. Meetings will be oriented to the general public, and include an opportunity for property owners and anyone else to speak directly with FEMA technical staff about flood plain delineation, flood hazards, mitigation measures, and any other questions.

Stay tuned for exact dates and locations.

Economic Development Commission

The Economic Development Commission is scheduled to meet next on June 1st. Agenda items include a report on industrial site selection (more below), continued discussions about the possibility of creating a WiFi HotSpot at Harnish Wayside, and the location options, range of costs, and regulatory parameters of placing an electronic reader board sign along Highway 62.



Attracting Traded-Sector Business

This week SOREDI hosted a presentation and discussion with a national traded-sector industrial site selection consultant (Don Schjeldahl Group) who had flown here from across the country to spend two days investigating opportunities. Note that a more typical visit from a site selector is about ½ day, where they will fly in and out the same day. More on this meeting further down the page, but let's start with a little background on traded-sector and how the Rogue Valley attracts and retains those kinds of businesses.

Southern Oregon Regional Economic Development Inc.'s (SOREDI) core function is to attract and retain business in our region. The most valuable types of businesses to have are those which operate within a traded sector industry. In fact, Oregon's economy is driven by traded sector industry clusters. These clusters consist of companies and suppliers that specialize in particular products, services and markets. They generate payrolls that sustain families, local businesses and government services. Oregon's top five traded sector industrial clusters are:

- Activewear and Outdoor Gear
- Natural Resources
- Advanced Manufacturing
- High Tech

- Clean/Green Technology

Traded sector companies are those that make sales outside of Oregon, bringing in fresh dollars that support families, local businesses, and government services. These companies are particularly important because they create new revenue rather than just re-circulating the dollars that are already here.

Traded sector clusters are geographic concentrations of similar and/or related firms that draw competitive advantage from their proximity to competitors, to a skilled workforce, to specialized suppliers and a shared base of sophisticated knowledge about their industry. These clusters illustrate why place still matters in the global economy. Businesses thrive in particular locations because their network of local connections to a specially-skilled workforce and the availability of strong local suppliers in proximity to one another generates business advantages that can't easily be imitated or competed away by low cost competitors.

A business "cluster" may seem like a paradox in the age of the Internet. While we have come to think that the emergence of the global economy has somehow diminished or reversed the importance of place ("In an information economy, anything can be anywhere"), studies have shown that the reverse is true; that the creation and maintenance of competitive advantage hinges on clusters of competitive firms in a variety of industries.

But of course it's not just traded sector industries that contribute to our regional economy. All businesses add to our economic well being. Local businesses - those that sell their products and services exclusively or primarily to local customers, and who face little direct competition from out of state - add to the local quality of life, provide entrepreneurial opportunities for citizens, and can be the springboard to help launch traded sector clusters. In fact, most businesses are in the local sector. However, by selling products and services to customers outside of Oregon, the traded sector brings in fresh dollars that can then be re-circulated in the local economy.

Local communities throughout the valley, including Eagle Point, are working together as a regional team to do what we can to help attract industries here, help the businesses already here grow, and create more high paying jobs.

Ok, so let's get back to that meeting I was telling you about. The fifty or so attendees represented a broad range of folks involved some way in economic development; local government staff and officials (including myself for Eagle Point), developers, real estate brokers, chambers of commerce, and others. Here are a few take-aways from that discussion, in no particular order:

- The Rogue Valley is competing with hundreds of regions and thousands of communities nationwide for these businesses.
- There needs to be an "us attracting them" approach, rather than assuming companies will discover us. This includes:
 - Consistent marketing and self-promotion
 - Relationship-building
 - Making large properties development ready

- Having a labor source tailored to the industries we want to serve (we currently have an older worker base and a tight labor market)
- Having a dedicated group working every day on business retention (here it's SOREDI)
- Having collaborative economic development that crosses jurisdictional boundaries
- Having understandable regulations and permitting, and people (such as a city planner) on the ready to usher company representatives through the development process.
- The top economic drivers are:
 - Traded sector industrial businesses, which have a multiplier effect of bringing in revenue from out of the state, giving locals more to spend and generating more dollars for more improvements and economic growth.
 - Existing population/local spending mostly at small businesses
 - Visitors
- The selection process for companies looking for new locations is a 4-step approach:
 - Step 1 - Strategy Development
 - Step 2 – Location Investigation
 - Step 3 – Due Diligence
 - Step 4 – Project Implementation (incl. negotiation, seeking of incentives, and closing the deal)
 The long list of all available regions is funneled into a short list of favorable regions, then into a list of cities and development sites, then the final location.
- Among the many things considered in narrowing down a location, market access and transportation are top priorities, as are workforce and operational costs. The quality of life of a place (relative to other places in the country) is a very low priority. In addition, most places tout their “high quality of life”, so focusing too heavily on that angle will not be as productive as an approach that spotlights the other attributes listed above.
- Speaking of transportation, Southern Oregon is in a difficult location for eastward goods movement. Trucking, rail and air freight all have to go north to Portland or south to San Francisco/Sacramento before they can head eastward. In addition, air service is not very good, and it's expensive. But we are in an excellent location for north/south goods movement along the western side of the country.
- Perception is big. Anything that people in other parts of the country hear about Oregon, they will assume directly applies to Southern Oregon and the Rogue Valley. The example was everyone thinks we're “Portlandia.”
- Existing water supply limits and the on-going drought as a western trend scares investors. We need to have a good plan to address how we will address climate change, and operate successfully within it.
- Air quality and its associated regulations affect business and, similar to the water issue, impact site selection decisions. We need to support efforts to improve air quality.
- There are perceived statewide permitting delays. Site selectors benchmark our permitting against other communities. State and local government agencies need to make the project review and permitting process simpler and more predictable.
- It's unclear to companies and site selection consultants what properties are available in southern Oregon. Our inventory is not well defined, property is expensive, development charges are high, and it's hard to get straight answers from real estate brokers. In addition, 50% of seekers are looking for an existing building (vs. vacant land), preferably built as a spec for the type of industry a business is in. The average these days is roughly 20,000 SF for tech/office and 40,000 SF for manufacturing. Our area needs a detailed portfolio of these buildings.

Interesting huh? And complex. But important for we in Eagle Point to understand, at least in a basic way as we play our own role within this broader Rogue Valley and Southern Oregon community. We will strive to continue providing a great place for people to live, with quality homes, a variety of housing options, excellent services and a supportive place to do business. Along the way, we will also keep our perspective broad, to stay informed about how our economy and standard of living is affected by things happening all around us on a regional level.