

MINUTES OF THE WORK SESSION MEETING OF  
THE SPRINGFIELD CITY COUNCIL HELD  
MONDAY, MAY 11, 2009

The City of Springfield Council met in a work session in the Library Meeting Room, 225 Fifth Street, Springfield, Oregon, on Monday, May 11, 2009 at 5:33 p.m., with Mayor Leiken presiding.

ATTENDANCE

Present were Mayor Leiken and Councilors Lundberg, Wylie, Leezer, Ralston, and Pishioneri. Also present were City Manager Gino Grimaldi, Assistant City Manager Jeff Towery, City Attorney Joe Leahy, Mary Bridget Smith from the City Attorney's Office, City Recorder Amy Sowa and members of the staff.

1. Downtown Planning Consultant Presentation.

Planning Supervisor Linda Pauly presented the staff report on this item. The Springfield Downtown District planning process and work products will guide and coordinate revitalization and redevelopment initiatives within Springfield's downtown core. The adopted final product will demonstrate the City's commitment to the redevelopment of Downtown and provide a strategic action plan for decisions regarding prioritization of projects and funding.

Crandall Arambula is a nationally respected, award winning urban design firm that has produced plans for cities across the country, including many with issues similar to Springfield's. Crandall Arambula's products will include an opportunities and constraints analysis, an implementation strategy to maximize downtown retail, housing, employment and leisure/arts/entertainment opportunities, identification of the appropriate locations for downtown parking facilities, a proposal for infrastructure and utilities improvements and modifications, and a proposal for revisions to the Downtown Refinement Plan, Development Code, and other planning documents as needed to implement the plan.

The consultants will receive advice from the Downtown Citizen Advisory Committee and a Technical Advisory Committee consisting of city staff and staff from the affected agencies (SUB, ODOT, Willamalane, LTD, etc.). The first committee meetings are scheduled for May 11, 2009.

Staff expects Plan adoption hearings to occur in Spring 2010, after Council has taken action on the HB 3337 UGB adoption/expansion project. The Downtown District Plan will implement some of the economic and housing actions incorporated into the UGB adoption package. Any significant downtown development proposals brought forward this year will be integrated into this planning process.

The work performed by the consultants is funded by the Springfield Economic Development Agency. This project helps implement the Downtown Urban Renewal Plan.

Ms. Pauly said the consultants from Crandall Arambula were here to give a presentation on the downtown planning work they would be doing for the City. She introduced George Crandall, John Arambula and Jason Graf, project manager. They had met with the Technical Advisory Committee earlier today and also with a developer.

Mr. Crandall said they were delighted to be here and it was a privilege to work with Springfield on this project. He presented a slide show presentation. He referred to the team process and who would be doing what. Their company revitalized communities. They received assistance for transportation by DKS, for stormwater, infrastructure analysis, and cost estimating by Harper, Hough and Peterson, and for signage and wayfinding by Anderson Kryger. The team knew each other and worked well together. Rick Williams, parking management strategy, would also be working with the team because parking was an important part of making Springfield's downtown successful.

Mr. Crandall said their company had worked with Springfield on the PeaceHealth project at RiverBend, a very successful project that had been built. He highlighted some of the many projects they had worked on in other communities not only in Oregon, but in other states. He said they had designed and built a lot of projects. This was about implementation.

Mr. Crandall pointed out the proposed study area for Springfield's downtown. They would also look beyond that boundary, but would focus on the core area. He noted the core area and the area of influence. They would coordinate with other planning efforts and integrate into those plans for results. They would then look at Glenwood, the BRT alignment along Franklin Boulevard and the new alignment north to PeaceHealth. He reviewed the process and schedule, which included starting, planning and implementing. They wanted to see immediate action before the plan was finished and developers lined up to get going on it. The first 30 days and first year were critical. If a lot of it wasn't implemented in five years, it probably would never happen. They started thinking of implementation from day one. The schedule ran through to January 2010. They would come back in June to firm up the objectives for the study. They would ask people to identify their three top issues and concerns to get a sense of priorities. They would be ready to come back to Council in August to present alternatives that responded to their objectives. Alternatives would then be evaluated and a refined alternative would be brought back in September or October. They would then come back at the end of the year with an implementation strategy and cost attached.

Mayor Leiken thanked the consultants. He was very excited that they wanted to be involved in this project because he and several of the councilors were serving when Crandall Arambula worked on PeaceHealth and saw firsthand what they had to offer. Although the economy was down now, this was good timing to put things in place so when things start to come back, we would be ready to go. The consultants knew our City and that was important to the Council. When working on PeaceHealth, they liked how they made it fit with Springfield. He noted that the City had received the final funding for the Mill Race project. As the consultants looked at the downtown and the rivers on either side, he asked if that was something that could be incorporated and actually attract developers.

Mr. Crandall said they thought it was very real and there was lots of potential. Springfield also had some big problems, which the consultants recognized. The consultants were very excited about the potential. It seemed that the consultants and the City were all on the same page. The consultants would be bringing some exciting options for their consideration and felt very good about the project.

Mr. Arambula said they often went to cities that they considered terminal, but Springfield was not. This City had a lot of upside and the problems could be resolved in a reasonable amount of time. They would like to see substantial change in five years.

Mr. Crandall said they thought the solutions would be very affordable.

Councilor Lundberg said having been through the PeaceHealth process, she was very excited. Springfield was very excited about downtown and this was long overdue. The City had history, gorgeous amenities, and a stakeholder group that was anxious to get started. The City had high hopes and no holds barred because downtown was a gem and a value to the City.

Councilor Leezer said as a downtown business owner, she was very thankful that they would be changing the face of downtown. Some wonderful things had been started, but there was more to be done. She hoped to promote the amazing waterfront as it could be such a draw. Springfield was a City between two rivers, and we had not taken advantage of that. There was a beautiful park, but the current element at the park was not desirable. She hoped that could change.

Councilor Wylie said she was on the Lane Transit District (LTD) Board when they were planning the downtown station. LTD worked hard to pull the edges of the City towards the south to expand that. They had the vision to do it and created a nice boundary. She was very excited about the planning and development. She asked when we wanted the developers lined up.

Mr. Crandall said they talked to a developer today and saw his proposal and they wanted to see that developer successful. The more developers they talked to the better. As they moved along, they would keep those developers in mind and try to create projects for those developers that fit the overall vision. When the consultants were finished with the plan, they would like a couple of developers ready to go.

Mr. Arambula said their plan would be straight forward and easy to understand for the developers and the community.

Councilor Pishioneri said the presentation included phases. The area was very large and he asked about a way to implement the plan in smaller pieces and multiple phases in different areas.

Mr. Crandall said they would identify half a dozen things in the plan, identify priorities, identify the cost to the public, and determine the amount of private funds to leverage for the investment. The City could then prioritize. The City needed to focus on the things that would get results.

Mr. Arambula said the consultants would design a build-out diagram scenario by looking in depth at every block of downtown and providing a development proposal. The City would have full detail and then extract the priority list.

Councilor Pishioneri asked if the consultant was looking at transportation on the two main corridors that went downtown and alternatives for those roadways.

Mr. Arambula said the key component was to look at the truck traffic going through downtown. They would look at a range of alternatives for moving traffic through town.

Mr. Crandall said traffic and transportation was the place to start.

Councilor Ralston asked if the consultant could identify a couple of the problems they had found.

Mr. Crandall said retail was the toughest thing to get right in downtown. Certain things needed to be done to get that right. Currently, Springfield's downtown was pretty anemic and didn't have a

broad selection. There wasn't a strategy for attracting retail or where to put it. They would need shopping and restaurants. Another problem was the traffic and circulation. The streetscapes that were designed years ago had actually created problems for downtown. The consultant would identify some of those problems and how to address those.

Mr. Arambula said it was important to find the amenities that would make people want to live downtown. The river was one thing.

Mr. Crandall said the pedestrian was a priority when designing these projects. The challenge was to create an environment where people would want to live with their family downtown.

Ms. Pauly said staff and the consultants would be meeting with the Citizen Advisory Committee immediately following this presentation.

Mayor Leiken said people from all over the City were on this committee. There was a lot of enthusiasm and people wanting to serve. There was a lot of enthusiasm from Council to work with them. He acknowledged the advisory committee members that were in attendance in the audience.

Councilor Ralston asked if parking was a problem.

Mr. Crandall said it was a huge problem.

## 2. City of Springfield 21<sup>st</sup> Annual Springfield Clean-Up is May 16<sup>th</sup>.

Maintenance Manager Brian Conlon presented the staff report on this item. The City's annual "Spring Clean-Up" originally began in the mid 1980s and was known as "Spruce Up Springfield." The program was initiated to provide Springfield citizens an outlet to dispose of unwanted items that detracted from the appearance of Springfield homes, while also aiming to reduce the potential for nuisance code violations. Although the name has changed, Spring Clean-Up objectives still center on the City's strong commitment to serving our citizens. During the one day event, over 75 City staff volunteer their time emptying vehicles for folks as they pass through "Recycle City." It's a great time for City employees across the organization to connect with each other and the citizens we serve.

The Clean-Up has become even more popular since promoting the theme of recycling. During the past three years, over 1,400 vehicles have passed through Recycle City, leaving behind 318 large appliances, 395 cubic yards of scrap metal and 665 pounds of Styrofoam, masses of lawnmowers, computer electronics, car batteries, and propane tanks just to highlight a few of the recyclable items collected. It is estimated that over 80% of materials accepted are now either reused or recycled.

The City of Springfield is the sponsoring agency but without the incredible support of our major contributing partners we would not experience the successes we do. The list of participating public and private businesses includes Sanipac, Lane County Waste Management, International Paper Recycling, BRING Recycling, St. Vincent de Paul, Lane Forest Products, NextStep Recycling, Schnitzer Steel, Rexius, and Lane County Master Recyclers.

The 21<sup>st</sup> annual Spring Clean-Up will be held on Saturday, May 16<sup>th</sup> at the 1600 South "B" Street City owned lot. The gates are open from 8 am until 4 pm.

Mr. Conlon introduced Todd Thompson, project coordinator for the past 3 years, and Dave Raivo, who was Todd's understudy and would be taking over as coordinator next year.

Mr. Thompson said everyone was involved in making this a success: the City Council, staff, citizens and partnerships. Citizens looked forward to this event every year and it was a good opportunity for citizens to see what the City could do for them. The volunteers and staff all worked very hard. In about 2003, this became more of a recycling event. Prior to that it was mainly a dumping event for yard debris. Last year about 85% of what was brought was recycled or reused. He noted some of the agencies that were there to take reusable or recyclable items. Lane County Solid Waste also worked with the City and waived their \$3000 fee. The City always kept it under that amount. Sanipac did a lot, including hauling, and often long distances. He explained. We received great service from them. He invited the Mayor and Council to participate in this year's event.

Councilor Pishioneri asked what the three greatest challenges were of this event.

Mr. Thompson said keeping up with everything because a lot was changing. They wanted to make it better every year. They wanted to keep the volunteers happy, not work them too hard and provide good food. The third challenge was the weather. He mentioned that we would have a remote radio broadcast this year from New Country 93. They expected about 500 vehicles.

Mr. Conlon noted the long lines first thing in the morning. The event reached the original objective of removing junk from people's yards.

Councilor Leezer said she appreciated this so much and had utilized it since she moved here. It was so well organized, everyone was very friendly and it was a pleasant experience.

Mayor Leiken thanked staff and said he looked forward to another successful year.

### 3. Project Request for Section 108 Loan Assistance to Purchase Downtown Facility.

Housing Manager Kevin Ko presented the staff report on this item. The Section 108 Loan Program (S108) is administered by the US Department of Housing and Urban Development (HUD). The S108 provides ready capital to CDBG jurisdictions which can be used to assist the development of community projects. A jurisdiction may apply for up to five times its annual CDBG allocation. The S108 funds are allocated to the jurisdiction as a low-interest loan, which is typically re-loaned to the project developer. At a public hearing on April 20, 2009 the Council approved \$325,000 of CDBG and HOME funds to support the NEDCO project. The total acquisition price of the property is approximately \$750,000. NEDCO is requesting that the City of Springfield apply for approximately \$450,000 of S108 funds to finance the balance of the acquisition of the historic Bell Theatre (former Goodwill Building), and to provide for closing costs and a small contingency. The contingency is needed because the building is currently being renovated by the current owner, and the final sale price to NEDCO will be contingent on the final renovation costs. NEDCO plans to move their offices and classroom from west Eugene to the Bell Theatre. Although there has been interest accessing the S108 program with the creation of the Downtown Redevelopment Area in 2004 and again with the submission of a Brownfields Economic Development Initiative application in 2007, this would be the City's first S108 application.

The S108 program is administered as a non-competitive application process. Jurisdictions may apply for specific project needs, or to address broad community based needs. The loan is guaranteed by the jurisdiction's pledge of future CDBG funds, and may be further collateralized by encumbering the assisted property. A S108 loan may have a term of up to 20 years with a fixed interest rate. The rate is considerably lower than what is available commercially (the 2008 rate was 5.42% for a 20 year note, 4.62% for a 10 year note). For more information about the NEDCO project and the S108 program please see attachments 1-3.

Mr. Ko noted that the first Farmer's Market was on Friday, May 8. There would be two \$20 Farmer's Market gift cards at the Spring Cleanup. NEDCO is the Farmer's Market manager, and they wanted to relocate to Springfield.

Mr. Ko described the request and said this was a good first project for the City to undertake using S108 loan funds. This was a small project and could be very successful because of the history of NEDCO. They hoped this project would help in downtown. He referred to the presentation from Crandall Arambula and said there was a lot of opportunity with this project. He said he was not looking for a decision tonight, but would like to be allowed to start the application process and public notification process. Because this was a HUD program, they needed to go through the same public notifications and public hearing. Once an application was put together in a draft form, he would bring it back to Council for action one way or another. This was a very complex program.

Councilor Pishioneri said it sounded like the City would be borrowing funds to re-loan funds to a receiver, then the receiver would pay the City back at a slightly higher interest rate. The difference between the interest rates could offset administrative costs for the City.

Mr. Ko said that was correct. He discussed another loan that was administered in that way.

Councilor Pishioneri asked if doing this loan would lock up any CDBG promises. He asked if it was a multi-year loan, if our funds were encumbered.

Mr. Ko said if there was no other way to repay the loan, HUD would pull future CDBG funds to repay the loan. CDBG funds would not be encumbered, but if the City couldn't repay the S108 loan, HUD would take some from our future CDBG allocation.

Councilor Leezer asked which building was being considered for this loan.

Mr. Ko said it was the building between East and West Pioneer Parkway, on the north side of the street, next to Springfield Cleaners.

Councilor Leezer asked how long the application process took.

Mr. Ko said HUD told them it would take about 90 days from start to finish.

Councilor Wylie asked if this was the building that used to have the appliance store. Yes, and it was currently vacant.

Mr. Leahy said someone was subleasing the bottom section temporarily.

Mr. Ko said there were four housing units upstairs that were occupied by people that had lived there for years.

Councilor Lundberg asked if it was a historical building.

Mr. Ko said it was not on the historic register, but had been surveyed by the State preservation officer. It could be eligible if the City or owner wanted to make an effort. NEDCO had done historic buildings before and may choose to move forward in getting that designation.

Councilor Lundberg said Community Development Manager John Tamulonis got his start with NEDCO so there was some expertise that he had. The Farmer's Market was a great example of their commitment to downtown. She wanted to get this on the fast track.

Mayor Leiken said he was impressed with the interest rate.

Council consensus was for staff to go forward with the application.

#### 4. FireMed Marketing and Operating Strategy

FireMed Director and Springfield Senior Analyst Bart Noll presented the staff report on this item. The FireMed program made several changes for the 2009 FireMed membership campaign, April 1 – June 30, 2009. Springfield will start managing membership information for Eugene Fire & EMS, and continue management for Lane Rural Fire/Rescue. FireMed will continue a joint-marketing partnership with LifeFlight Network, LLC who operates a helicopter from the Eugene airport.

Ad Group is FireMed's advertising agency again and has fashioned a straight forward financial message for this year's advertising. FireMed will also manage an advertising campaign and membership administration for Molalla and Canby Fire Districts in the fall.

Ad Group was selected through an RFP processes as the advertising agency in 2007 and 2008. The 2008 agreement is renewable for four years. 2009 is the first optional renewal. Ad Group has produced growth each of the past two years. Total marketing expense for 2009 will be \$265,000 and total membership revenue is projected at about \$2,000,000. Due to current economic conditions, we are projecting maintenance of the current market share.

The advertising message is a straight appeal to residents' personal finances. With ambulance rates in Springfield rising 40% and increases in Eugene and Lane Rural expected soon, the financial risk of an ambulance transport has risen substantially. The campaign will strongly contrast the cost of membership against the cost of ambulance service.

As a public program, FireMed is obligated to assure that all eligible residents are aware of the benefits available to them. By combining a quality message with the appropriate level of presence in advertising and news media, FireMed discharges its obligation, and also maintains a large enough pool of members to assure that the membership fees collected cover the cost of writing off the uninsured amounts of ambulance bills to members. In 2008 that amounted to \$116,558.

Springfield provides program administration; therefore the funds will "pass through" the city's FireMed budget.

Mr. Noll distributed this year's FireMed applications.

Mr. Noll said he was the FireMed Director and administered this program for Springfield, Eugene and Lane Rural. This was his third campaign and they had seen growth in the past two years. We faced a tough economic situation this year, but he believed we could grow again this year or at least maintain the same level. He referred to the packet. They had often stated in their campaigns, 'Save money, save lives' and this year they were focusing on saving money. The cover of the brochure stated, "Avoid unforeseen emergency expenses". The recent rate increase was another reason FireMed was such a good deal. The brochure was similar to what had been done in years past, but with more focus of avoiding emergency costs. They added some testimonials from actual FireMed members. Ad Group selected the three that were used in the brochure and Mr. Noll contacted them. They were all happy to have their full name and City included, and Mr. Noll felt that added authenticity. He referred to the inside of the brochure which highlighted Life Flight.

Mr. Noll said the brochure went out the first of April for renewals and would be going out to the rest of the people in the community for new membership. The mailing total between the two mailings would be about 190,000. Television ads were started prior to the mailings and radio would be later in the campaign. They used a similar strategy with the TV ads by putting them as 'bookends', which meant fifteen second commercials at the beginning of the commercial break and fifteen second commercials at the end of the commercial break. When the TV ads started, phone calls increased as well as mail. The TV ads also reminded the people with renewals that it was time to submit their paperwork.

Mr. Noll said they now had a website. Starting after this year's campaign, they would be doing some significant development on the website, such as transitioning more of the renewals to the website. They hoped to upgrade the website between the 2009 and 2010 campaigns to add functionality so members could update their own membership. That would take a lot of workload off staff and allow members to have more control of their information. They could measure results from the website by tracking visitors. Last year, FireMed worked with Lane Prevention Coalition on a Pandemic Flu brochure. This year, the H1N1 outbreak coincided with the FireMed campaign, so a link to the brochure was added to the home page. Lane County Health Department referred to FireMed.org last week when talking about the Swine Flu (H1N1) outbreak. This allowed them to leverage that partnership.

Mr. Noll said Life Flight Network was a partner again this year, and they assisted with the advertising budget. Last year, about \$350,000 in memberships for Life Flight were sold, with a \$100,000 investment on their part. This year, April renewals and new memberships were about four percentage points higher. This year's revenue should easily top \$400,000. Part of his job was to make sure the helicopter stayed at the Eugene Airport.

Mr. Noll discussed other partners including: Lane Prevention Coalition; Bi-Mart; SELCO; and Red Cross. They were continually looking for new partners. Membership for April this year was over double from last year because members were responding quickly.

Councilor Pishioneri asked if FireMed was a city organization or a non-profit.

Mr. Noll said it was a City organization.

Councilor Pishioneri asked if it fell under credit reporting regulations.

Mr. Leahy said everything went through the City Finance Department and was covered by their regulations.

Councilor Pishioneri said in years past, the FireMed campaign focused on membership fees going towards training. He asked if that was still the case.

Mr. Noll said in the past, they did dwell more on the training provided and the extra funding to keep response times low. This year, they focused more on dollars and cents. The website provided more information related to the training.

Councilor Ralston asked about household members and whether or not his son and grandson would be included since they were now living with them.

Mr. Noll said they would be considered household members.

Mr. Leahy said that question had been answered many times by the City Attorney's Office and the Fire and Life Safety Department. They had always had a liberal definition of family related to members in the residence.

Councilor Ralston asked if people could be added after the membership was submitted. Yes.

Councilor Wylie said she joined in 2007 and had used it twice since then. She had originally joined it to support the City as a Councilor, but was now very much in favor of the service. She felt the ads were very effective. She said the advertisement with the helicopter flight said the cost could be as high as \$16,000, and \$35 for that service was a good value for the money.

Mr. Noll said the Life Flight partnership was very good. The \$16,000 figure was based on information from members that had called. It was actually the lowest figure, but it had been as high as \$28,000.

Councilor Wylie said for those that traveled, it could be very important.

Councilor Lundberg asked about the donation section.

Mr. Noll said they worked with the Senior and Disabled Services who referred clients to FireMed. The assistance fund was then used to provide memberships. They also awarded memberships on income guidelines. Last year they provided about \$4000 in donations that provided that assistance.

Councilor Lundberg said that was good to know and good to promote. She asked if a person could also buy a membership for someone in another house.

Mr. Noll said family members often did that for each other frequently.

Councilor Lundberg said that information would be good to have on the web.

Mr. Noll said they did put that on the front page of the web during the off-campaign time.

Mayor Leiken said Alice Hatfield used to purchase ten memberships a year to donate.

Councilor Leezer asked if there were any statistics of how many people used the air ambulance.

Mr. Noll said there were not. He said he got messages from Life Flight from time to time when they transported someone from our area, but not always. That information would be good to have. He had asked them about their rates, but they were not forthcoming. Helicopters were very expensive and Life Flight was not willing to give out the amount they used, so FireMed had to rely on testimony.

Chief Murphy said Life Flight was a non-profit organization and had air competition. They kept their figures and number of flights close because of that competition. FireMed information was open because we were government. We seemed to have hit a comfortable balance with them.

Councilor Pishioneri suggested contacting the Springfield School District to get names of families that could not afford heat for their homes. Those families could use assistance with FireMed. He also suggested that at Christmas they hold a small campaign focusing on giving the gift of life. It could be offered at a prorated rate. He asked if such a gift would be tax deductible if Life Flight was a non-profit.

Mr. Noll would look into those suggestions.

Councilor Ralston asked if FireMed collected from people that had Medicaid or other insurance. Yes. He asked if those on Medicaid received a bill for the portion of the cost that Medicaid did not cover.

Mr. Noll said no, FireMed only received what Medicaid paid. Those on Medicaid didn't need FireMed if it was a covered transport.

Chief Murphy said there was a disclaimer on the membership form that stated that their membership fee constituted a voluntary contribution for any person on Medicaid. There could be circumstances where someone was disqualified from Medicaid at any point during the year, but if they joined FireMed, they would be covered. Sometimes children only were covered under certain plans such as the Oregon Health Plan (OHP).

##### 5. Other Business.

Mayor Leiken said Council leadership had talked about appointment for the Ward 5 position with Councilor Woodrow's passing. They went through this when Councilor Hatfield passed away a few years ago. He said they asked Mr. Grimaldi to look at the process used at that time and talk with Council during their individual meetings. If Council had any suggestions on the process, they could let Mr. Grimaldi know. This would then be brought back to Council during a work session to finalize the process.

Mr. Grimaldi said the most important thing was that there was agreement from the full Council. The process could be designed by Council. He would collect ideas during those informal meetings.

Mayor Leiken said Council leadership thought it would be prudent to fill the position prior to summer recess, but past the budget piece. This was difficult, but needed to be done.

Councilor Lundberg asked if they could be given information on the process used to fill Councilor Hatfield's position.

Mayor Leiken said the City advertised, interviewed and appointed. The person appointed would fill the remainder of Councilor Woodrow's term of December 2010. It would need to be someone that lived inside Ward 5. Council would discuss this during a work session before moving forward.

Councilor Lundberg said it would be important to remember that the person appointed would need to live in the ward. Any other qualifications would be good to know.

Mr. Grimaldi noted some of the other qualifications required.

Mr. Leahy said they needed to live in the ward at the time of appointment, so someone could move into the ward before appointment.

Councilor Leezer said if a person moved out of the ward, they could no longer serve on the Council. Correct.

Mayor Leiken said this was something they needed to start to discuss. He noted the very nice service for Councilor Woodrow on Saturday.

ADJOURNMENT

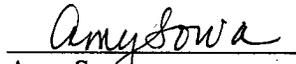
The meeting was adjourned at 6:58 p.m.

Minutes Recorder – Amy Sowa



Sidney W. Leiken  
Mayor

Attest:



Amy Sowa  
City Recorder