



# Committee for Citizen

## Involvement Agenda

Development and Public Works Director,

Len Goodwin 541-726-3685

Current Development Manager:

Greg Mott 541-726-3774

Management Specialist:

Brenda Jones 541.726.3610

City Hall

225 Fifth Street

Springfield, Oregon 97477

541.726.3610

Online at [www.springfield-or.gov](http://www.springfield-or.gov)

### Committee Members:

Greg James, Chair

Nick Nelson, Vice Chair

Johnny Kirschenmann

Steve Moe

Stacy Salladay

Tim Vohs

Denise Bean

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The meeting location is wheelchair-accessible. For the hearing-impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. For meetings in the Council Meeting Room, a "Personal PA Receiver" for the hearing impaired is available. To arrange for these services, call 541.726.3610.

**Meetings will end prior to 10:00 p.m. unless extended by a vote of the Committee members.**

All proceedings before the Committee for Citizen Involvement are recorded.

**July 1, 2014**

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**6:00 p.m. Regular Meeting of the CCI  
Jesse Maine Room**

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### COMMITTEE FOR CITIZEN INVOLVEMENT

#### CONVENE AND CALL TO ORDER

ATTENDANCE: Chair James \_\_\_\_\_, Vice Chair Nelson \_\_\_\_\_, Kirschenmann \_\_\_\_, Moe\_\_\_\_, Salladay\_\_\_\_,  
Vohs \_\_\_\_\_, and Bean \_\_\_\_\_.

CCI PUBLIC HEARING ITEM(S) – No Public Hearing Scheduled

#### REGULAR BUSINESS OF THE COMMITTEE FOR CITIZEN INVOLVEMENT:

- **Downtown Citizen Advisory Committee (CAC) Appointments-**

**Appoint four new members to five vacant positions; direct staff to continue to recruit for the vacant position of Springfield Downtown School representative.**

**Staff: Neil Obringer, Management Analyst  
30 Minutes**

ADJOURN REGULAR SESSION OF THE COMMITTEE FOR CITIZEN INVOLVEMENT

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**AGENDA ITEM SUMMARY**

**Meeting Date:** July 1, 2014  
**Meeting Type:** CCI  
**Staff**  
**Contact/Dept.:** Neil Obringer/DPW  
**Staff Phone No:** 541-736-1032  
**Estimated Time:** 20 Minutes

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**COMMITTEE FOR CITIZEN INVOLVEMENT (CCI)**

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**ITEM TITLE:** DOWNTOWN CITIZEN ADVISORY COMMITTEE (CAC) APPOINTMENTS

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**ACTION REQUESTED:** Appoint four new members and direct staff to continue recruiting for one unfilled position.

**ISSUE STATEMENT:** Staff conducted a focused recruitment process to seek 5 new members to serve on the Downtown CAC in four categories:  
(1) NEDCO Downtown Program Coordinator  
(2) Designer  
(1) Springfield Downtown School representative  
(1) General Public  
Five applications were received.

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**ATTACHMENTS:** 1. Applications received (5)

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**DISCUSSION:** The Downtown Citizen Advisory Committee (CAC) provides City planning advisory functions associated with the implementation of the Downtown Urban Design Plan and Implementation Strategy, including updates to the Downtown Refinement Plan and Springfield Development Code — consistent with the City’s Goal 1 Citizen Involvement program — and provides input on initiatives to improve the physical appearance, safety and vitality of Downtown.

The goal of this recruitment was to fill five vacancies on the CAC for the following categories; (2) Designer, (1) General Public, (1) NEDCO Downtown Program Coordinator and (1) Springfield Downtown School representative. On May 7<sup>th</sup> 2013, the CCI approved the current roster of CAC categories. The committee vacancies were advertised through a City media release and email communications to a range of interested parties. Staff advertised the Designer positions through distribution to a variety of professional newsletters of local architecture/design organizations and to the list serves of relevant local university programs. In response to the request for applicants five applications were received; however there are no applicants within the pool to fill the Springfield Downtown School representative category. In filling these vacancies, committee members and staff are interested in seeking new members who have a passion for Springfield and who will bring new expertise and perspectives to the committee to assist with the Downtown plan implementation tasks the committee will be working on this year and next.

The Project Team has reviewed all applications and finds that Julie and Kip are practicing architects who best fit the (2) vacant Designer categories on the CAC. The Project Team suggests appointing four new members at this time based on the applications received to date: Jim McHugh (NEDCO Downtown Program Coordinator), Aaron Rourke (General Public), Julie Romig (Designer), Kip Amend (Designer). These appointments will bring new expertise and community representation to the committee. Staff proposes to continue focused recruitment to fill the remaining Springfield Downtown School representative position.

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City of Springfield  
Development and Public Works Dept.  
225 Fifth Street  
Springfield, OR 97477



## APPLICATION

### Planning Citizen Advisory Committee

Please print or type:

Planning Citizen Advisory Committee Applying for: Downtown Citizen Advisory Committee

First Name: Aaron Middle Initial: J Last Name: Kouke

Mailing Address: 652 Water St City: Springfield Zip: 97477

Day phone: (650) 823-6791 Evening Phone: same

Email: aaron@nedco.org

Occupation: Program Assistant Place of Employment/School: NEDCO-Sprout!

Education: Bachelor's of Science Environmental Studies University of Oregon

1. There are currently eight vacancies on the Committee. Please indicate which interest group best describes you (select all that apply).

Area resident (1)

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

General Public (1)

Home Address: 652 Water St City: Springfield Zip: 97477

Designer (2)

Business Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Springfield Downtown School Representative (1)

School: \_\_\_\_\_

Realtor or Developer (1)

NEDCO Downtown Program Coordinator (1)

Community Development Advisory Committee (CDAC) member (1)

2. If appointed, could you begin your term in July 2013?  Yes  No

3. Are you available to attend evening meetings, typically held on the 4<sup>th</sup> Thursday of the month 5:30-7:00

Yes  No

4. How did you hear about this vacancy?

Website

Newspaper

Radio/TV

Email

Word of Mouth

5. Briefly discuss why you feel that you fall within the category(ies) you selected under Question 1 and why you feel that you should be chosen to represent the views of the interest group you selected.
6. Why are you interested in serving on this committee?
7. What experience, training, qualifications, or skills would you bring to this committee?
8. What specific contribution do you hope to make by serving on this committee?
9. Briefly describe any involvement you may have had with community advisory groups and activities. List any organizations or groups of which you are a member and any boards, commissions, or committees to which you are appointed or have previously served.
10. What community topics concern you that relate to this committee?
11. Is there any other information related to your serving as a member of this committee that you would like to tell us?

**Please return this application  
NO LATER THAN 5 pm on 5/30/14 to:**

Neil Obringer  
Development and Public Works Department  
City of Springfield  
225 Fifth Street  
Springfield, OR 97477  
Tel: 541.736.1032  
Fax: 541.726.3689  
Email: [nobringer@springfield-or.gov](mailto:nobringer@springfield-or.gov)

## Supplemental Questions: Downtown Planning Citizen Advisory Committee

Aaron Rourke

5. I live and work in close proximity to Downtown Springfield so I have the perspective of both a resident and working professional in the City of Springfield. As a multimodal commuter that regularly patronizes Downtown Springfield businesses, I hope to bring a well-rounded perspective to the committee. Also as a bilingual Mexican-American I hope to be able to represent both the Spanish and English speaking populations in Springfield.

6. It's an exciting time to be in the City of Springfield. I admire the city's current efforts in Downtown Revitalization as well as the city's investment it takes to include the public in the community visioning process. A process I want to be a part of.

7. Please see points below:

- Sustainable Building Advisor (SBA) Certification from the Cascadia Green Building Council
- Permaculture Design Certificate
- 1 year of experience in energy efficiency auditing
- 7 years of experience in landscape construction and design
- 1 year of experience in bicycle transportation advocacy & planning
- Bachelor of Science Degree in
  - Major: Environmental Studies
  - Minor: Planning, Public Policy & Management

8. I hope to contribute to the committee through my ability to empathize with different (potentially conflicting) stakeholders.

9. Please see points below:

- University of Oregon Erb Memorial Union (EMU) Board of Directors – 1 year
- Springfield Bicycle Pedestrian Advisory Committee – 5 months to present

10. Design standards and their effect on placemaking

11. I have a variety of professional experience but my main interest is in design and landscape architecture.



City of Springfield  
Development and Public Works Dept.  
225 Fifth Street  
Springfield, OR 97477



## APPLICATION

### Planning Citizen Advisory Committee

Please print or type:

Planning Citizen Advisory Committee Applying for: Downtown Citizen Advisory Committee

First Name: Jim Middle Initial: J Last Name: McHugh

Mailing Address: 212 Main St. City: Springfield Zip: 97477

Day phone: 541-345-7106<sup>x248</sup> Evening Phone: 406-431-7421

Email: jim@nedcocdc.org

Occupation: Main Street Mgr Place of Employment/School: NEDCO

Education: Bachelor of Arts - College of Santa Fran

1. There are currently five vacancies on the Committee. Please indicate which interest group best describes you (select all that apply).

General Public (1)

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Designer (2)

Business Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Springfield Downtown School Representative (1)

School: \_\_\_\_\_

NEDCO Downtown Program Coordinator (1)

2. If appointed, could you begin your term in July 2014?  Yes  No

3. Are you available to attend evening meetings, typically held on the 4<sup>th</sup> Thursday of the month 5:30-7:00

Yes  No

4. How did you hear about this vacancy?

Website  Newspaper  Radio/TV  Email  Word of Mouth

Other: \_\_\_\_\_

Please print or type your answers to the following questions on an additional sheet(s) of paper:

5. Briefly discuss why you feel that you fall within the category(ies) you selected under Question 1 and why you feel that you should be chosen to represent the views of the interest group you selected.
6. Why are you interested in serving on this committee?
7. What experience, training, qualifications, or skills would you bring to this committee?
8. What specific contribution do you hope to make by serving on this committee?
9. Briefly describe any involvement you may have had with community advisory groups and activities. List any organizations or groups of which you are a member and any boards, commissions, or committees to which you are appointed or have previously served.
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Jim McHugh Application – Downtown Citizen Advisory Committee

- 5.) My role as the Main Street Manager for Downtown Springfield is to serve as a direct liaison and advocate for the downtown business community, employees and visitors. My primary role is to serve as the point-of-contact and to engage business and property owners to represent their perspectives and best interests in issues involving the downtown area. The goal of the Springfield Main Street is to evolve from a Transforming to a Performing, full credited Main Street community by July 1, 2015. In doing so, the Main Street program must reestablish its working committees (Organization, Design, Promotions and Economic Restructuring), identify, develop and implement key strategies for measurable growth and success.
- 6.) Downtown Springfield has great potential. To reach its potential requires the ability to communicate and collaborate effectively to address the fundamental and key issues, and to be proactive in its future development infill opportunities. A vibrant and healthy downtown demonstrates a successful and healthy community and instills a great sense of place and ownership
- 7.) I have over 25 years of administrative experience and specifically 16 years in downtown management in the areas of economic development, events, marketing and promotions as well as parking management. I have been involved with the Montana Downtown Coalition, National Main Street and International Downtown Association staying abreast of the trends and strategies of establishing and maintaining a healthy downtown.
- 8.) The depth of my professional experience can serve as resourceful asset to the committee. The desire to work collaboratively with the committee members for the betterment of the downtown is exciting. To gain more practical knowledge to enable Main Street to better fulfil its mission as a leader and facilitator for Downtown Springfield.
- 9.) In my previous employment with the Helena Business Improvement District I served on the City of Helena's ADA Committee, Helena's Convention Visitors Bureau, St. Peter's Hospital Community Relations Committee and Co-Chaired the Goldwest Convention Center Task Force from 1996 - 2000.
- 10.) Key topics to develop the mix use opportunities available downtown in the areas of residential, business retention and recruitment, design guidelines and promotions to engage greater civic involvement.
- 11.) Look forward to the opportunity to serve on the committee in the collective effort to continue to positive growth of Downtown Springfield.



City of Springfield  
Development and Public Works Dept.  
225 Fifth Street  
Springfield, OR 97477



## APPLICATION

### ***Planning Citizen Advisory Committee***

*Please print or type:*

Planning Citizen Advisory Committee Applying for: Downtown Citizen Advisory Committee

First Name: Julie Middle Initial: A Last Name: Romig

Mailing Address: 764 8th Street City: Springfield Zip: 97477

Day phone: 206-437-7849 Evening Phone: 206-437-7849

Email: julieromig@gmail.com

Occupation: Architect Place of Employment/School: Bergsund DeLaney Architecture

Education: Bachelor of Architecture and Bachelor of Arts in Art History from Drury University, 2005

1. There are currently five vacancies on the Committee. Please indicate which interest group best describes you (select all that apply).

General Public (1)

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Designer (2)

Business Address: 1369 Olive Street City: Eugene Zip: 97401

Springfield Downtown School Representative (1)

School: \_\_\_\_\_

NEDCO Downtown Program Coordinator (1)

2. If appointed, could you begin your term in July 2014?  Yes  No

3. Are you available to attend evening meetings, typically held on the 4<sup>th</sup> Thursday of the month 5:30-7:00

Yes  No

4. How did you hear about this vacancy?

Website  Newspaper  Radio/TV  Email  Word of Mouth

Other: \_\_\_\_\_

*Please print or type your answers to the following questions on an additional sheet(s) of paper:*

Please see attached third page for answers to questions.

5. Briefly discuss why you feel that you fall within the category(ies) you selected under Question 1 and why you feel that you should be chosen to represent the views of the interest group you selected.
6. Why are you interested in serving on this committee?
7. What experience, training, qualifications, or skills would you bring to this committee?
8. What specific contribution do you hope to make by serving on this committee?
9. Briefly describe any involvement you may have had with community advisory groups and activities. List any organizations or groups of which you are a member and any boards, commissions, or committees to which you are appointed or have previously served.
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Julie Romig

**5. Briefly discuss why you feel that you fall within the category(ies) you selected under Question 1 and why you feel that you should be chosen to represent the views of the interest group you selected.**

I am a registered architect in the State of Oregon, and have been working at an architecture firm in the Eugene/Springfield area since 2009, including working on the Afiya Apartments on Main Street in Springfield. Much of the work I have done has been within towns similar in size to Springfield in other parts of Oregon, giving me perspective on what is being done elsewhere in the state that might be relevant in determining how best to revitalize downtown Springfield.

**6. Why are you interested in serving on this committee?**

I have lived in the Washburne neighborhood since 2008 and have watched downtown change and improve significantly since I've been here. I am excited about the direction downtown is headed and would like to contribute to making downtown an asset for nearby residents as well as a destination that will attract people from the greater Springfield/Eugene area.

**7. What experience, training, qualifications, or skills would you bring to this committee?**

As an architect, I have studied urban planning and am familiar with various planning codes from different jurisdictions throughout the state, which will enable me to more easily evaluate and understand proposed design standards for downtown. I am also organized and punctual.

**8. What specific contribution do you hope to make by serving on this committee?**

I would hope to make a positive contribution toward pedestrian amenities and improving the pedestrian experience downtown. Pedestrian life is an important aspect to a thriving downtown and I would like to work on improving the pedestrian experience (safety, amenities, nightlife, etc).

**9. Briefly describe any involvement you may have had with community advisory groups and activities. List any organizations or groups of which you are a member and any boards, commissions, or committees to which you are appointed or have previously served.**

Cascadia Eugene Branch Steering Committee Member, 2013 to Present  
Cascadia Eugene Branch Community Service Committee Chair, April 2014 to Present  
American Institute of Architects – Southwest Oregon Chapter (AIA-SWO) Member, 2009-Present  
AIA-SWO Board Member, Associate Director, 2011

**10. What community topics concern you that relate to this committee?**

Pedestrian use of downtown – a downtown with a vibrant and safe pedestrian experience.  
Bikes – Safe and convenient bike routes through downtown, with adequate bike parking.  
Architectural standards for the downtown core

**11. Is there any other information related to your serving as a member of this committee that you would like to tell us?**



City of Springfield  
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225 Fifth Street  
Springfield, OR 97477



## APPLICATION Planning Citizen Advisory Committee

Please print or type:

Planning Citizen Advisory Committee Applying for: Downtown Citizen Advisory Committee

First Name: Kip Middle Initial: M. Last Name: Amend

Mailing Address: 5273 Center Way City: Eugene Zip: 97405

Day phone: (541) 543-6320 Evening Phone: (541) 345-4080

Email: Kipma@msn.com

Occupation: architect Place of Employment/School: Nagao Pacific

Education: B. Architecture

1. There are currently five vacancies on the Committee. Please indicate which interest group best describes you (select all that apply).

General Public (1)

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Designer (2)

Business Address: 1680 Pearl St. City: Eugene Zip: 97401

Springfield Downtown School Representative (1)

School: \_\_\_\_\_

NEDCO Downtown Program Coordinator (1)

2. If appointed, could you begin your term in July 2014?  Yes  No

3. Are you available to attend evening meetings, typically held on the 4<sup>th</sup> Thursday of the month 5:30-7:00

Yes  No

4. How did you hear about this vacancy?

Website

Newspaper

Radio/TV

Email

Word of Mouth

Other: \_\_\_\_\_

Please print or type your answers to the following questions on an additional sheet(s) of paper:

**(see attached)**

5. Briefly discuss why you feel that you fall within the category(ies) you selected under Question 1 and why you feel that you should be chosen to represent the views of the interest group you selected.
6. Why are you interested in serving on this committee?
7. What experience, training, qualifications, or skills would you bring to this committee?
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Attachment to **APPLICATION: Planning Citizen Advisory Committee**

Applicant: Kip Amend

5. Briefly discuss why you feel that you fall within the category(ies) you selected under Question 1 and why you feel that you should be chosen to represent the views of the interest group you selected.

I am a member of the "Design" community. *Design* is a general term: I am an artist and architect and have a good sense of how design works in an urban environment...or at least have an opinion. I also try to listen and learn as much as I can from others that have an opinion about what should happen in downtown Springfield.

6. Why are you interested in serving on this committee?

My main interests include:

- Down areas that have the potential to become cultural destinations; this includes public art, historic properties.
- A continued effort to enhance the cultural resources; this includes Booth-Kelly site, the river, promotion of housing and business in the downtown area.

7. What experience, training, qualifications or skills would you bring to this committee?

- My profession as an architect has given me general skills and experience in working with individuals in the development and business sector that, most often, are the promoters of the built environment; my job has been to be of assistance in the implementation of the processes that would lead to a successful solution for their projects.
- Serving on public and non-profit boards and committees has enlightened me about the reactions to and influences of the decisions that those groups make...positive and negative.
- I have a good idea of how the processes work within city government, as well.

8. What specific contribution do you hope to make by serving on this committee?

I would like to:

- Encourage design professionals and students to continue their research, design discussions and community involvement that concern the issues of downtown Springfield and its vicinity;
- Continue the discussions (Design Guidelines, etc.) between the Historic Commission and this Committee, that may be appropriate.

9. Briefly describe any involvement you may have had with community advisory groups and activities. List any organizations or groups of which you are a member and any boards, commissions, or committees to which you are appointed or have previously served.

(1981) City Staff & AIA chapter, Advisory Committee on Large Commercial Developments in Eugene;  
(1983) Board of Directors & volunteer; Historic Preservation League of Oregon;  
(1985) Building Code Advisory Committee (Eugene);  
(1984) Mayor's (Bascom) Tree & Beautification Committee;  
(2 terms) City of Eugene Historic Review Board;  
(3 terms) Lane Arts Council Board of Directors;  
(2010) Main Street Program (NEDCO) Design Committee;  
(2010) Historic Commission (Springfield)

10. What community topics concern you that relate to this committee?

- I believe that Springfield has a history to share and a strong interest to create new places and spaces that will establish a lifestyle that will be the future of downtown; however, I feel that it is important to be realistic and focused in the envisioning of an expanded downtown.
- Let's set a realistic, workable pattern, now, for continued development by creating a template setting an example) before we start making plans for new places and spaces (eg., codes and guidelines).

Particular projects include:

- The connection to Island Park;
- Lighting along Main Street (and beyond);
- A downtown connection to Washburne Historic District and nearby neighborhoods.

11. Is there any other information related to your serving as a member of this committee that you would like to tell us?

- I think that keeping the committee members (and the Committee) together and interested in what they are doing is important...continuity and involvement;
- Everyone like to see results for their efforts!

City of Springfield  
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225 Fifth Street  
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## APPLICATION Planning Citizen Advisory Committee

Please print or type:

Planning Citizen Advisory Committee Applying for: Downtown Citizen Advisory Committee

First Name: RICHARD Middle Initial: E Last Name: REED

Mailing Address: 942 FAIRWAY PLACE City: SPRINGFIELD Zip: 97477

Day phone: 541-741-3991 Evening Phone: SAME

Email: rreed.higang@gmail.com

Occupation: author, agent, artist Place of Employment/School: U. of Minnesota, Journalism + Adverts  
Professions: President, ad agency; Exec. W. Urban Transit Region Projects, Author + Agent  
Education: \_\_\_\_\_

1. There are currently five vacancies on the Committee. Please indicate which interest group best describes you (select all that apply).

General Public (1)  
Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Designer (2)  
Business Address: 942 Fairway Place City: Springfield Zip: 97477

Springfield Downtown School Representative (1)  
School: \_\_\_\_\_

NEDCO Downtown Program Coordinator (1)

2. If appointed, could you begin your term in July 2014?  Yes  No

3. Are you available to attend evening meetings, typically held on the 4<sup>th</sup> Thursday of the month 5:30-7:00  
 Yes  No

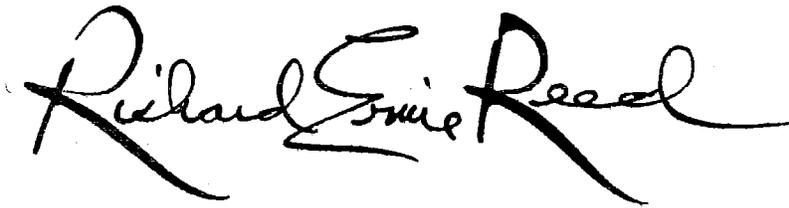
4. How did you hear about this vacancy?  
 Website  Newspaper  Radio/TV  Email  Word of Mouth  
 Other: suggestions re. Springfield Arts Commission

Please print or type your answers to the following questions on an additional sheet(s) of paper:

5. Briefly discuss why you feel that you fall within the category(ies) you selected under Question 1 and why you feel that you should be chosen to represent the views of the interest group you selected.
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5. I have been very involved in historic preservation and urban restoration in my earlier career. After living in Springfield for 26 years, I understand that Springfield just "grew up" around the Weyerhaeuser factory, and I believe we still have no real "heart" or sense of community identity.

6. After joining the Springfield Arts Commission and meeting the members of the Springfield City Council, I realized I have something to offer, besides my passion for art, to help improve my Springfield community.

7. In the 1970s, I was the originator and Executive Director of the 'St. Paul (Minnesota) Historic Hill Project', an effort that involved over 8 years of grass roots neighborhood activity and government cooperation. As a result of my efforts, the National Trust recognized my project as "the most successful urban revitalization project in America". I have also written several books on the subject, including the best selling "Return to the City", published by Doubleday.

I was then invited by Pete Wilson, mayor of San Diego, to move to California to help with their downtown revitalization project. Later I was invited to join the Board of Directors of 'Californians for Preservation Action', before finally moving to Oregon 26 years ago.

8. The April 28 issue of the Register-Guard reported that only 282 Springfield residents responded to questions concerning whether the city of Springfield should pay their City Councilors. Also, in the recent past, the Springfield Beacon and Springfield Connection, where I was both columnist and reporter, went out of business because of lack of interest by both Springfield residents and advertisers.

The fact is, too many Springfield residents aren't aware that they can be more responsible for helping Springfield become a viable, important city. We are not just Eugene's "poor relation".

I want to be part of the Planning Citizens Advisory Committee, in order to help Springfield become an interested, aware, "can do" community.

9. Originator and Executive Director of the 'St. Paul (Minnesota) Historic Hill Program'.  
Communications Director of several city and state political campaigns in Minnesota.  
Board member of 'The San Diego Urban Revitalization Project'.  
Board of Directors of state-wide 'Californians For Preservation Action'.  
President of 'Corporate Communications Associates' advertising and marketing agency.  
Communications Director of the Lane County Poetry Guild.

• Artist's Agent • Creative Consultant

\* 942 Fairway Place \* Springfield, Oregon 97477

\* Phone (541) 741-3992 \* E-Mail: [rreed@ram-mail.com](mailto:rreed@ram-mail.com)

Richard Eric Reed

10. I want to help create a "heart" for Springfield; a "town square", west of our bridges to (3<sup>rd</sup> Street) Pioneer Parkway South. This city center park, quiet, comfortable, with a fountain and art; a place to come, park, walk, dine and shop in the true center of Springfield which is Main Street from 4<sup>th</sup> to 10<sup>th</sup>. And the most important effort, which the Springfield Planning Commission and City Council must do, is reroute east to west Highway 126 from the downtown heart of Springfield. This radical transformation has taken place in revitalization efforts in many town and cities in America. There is no reason why this transformation should not take place here.

11. I love the Eugene/Springfield area and want to do everything possible to make us "twin cities". We need to make use of all media and all our Commissions' actions to create more awareness and respect for our City Council and our city. I spent many successful years as an effective journalist, advertising executive, marketing manager and communication specialist. I look forward to offering my experience and talents to the city of Springfield.

Thank you!   
Richard Reed

• Artist's Agent • Creative Consultant

\* 942 Fairway Place \* Springfield, Oregon 97477

\* Phone (541) 741-3992 \* E-Mail: [rreed@ram-mail.com](mailto:rreed@ram-mail.com)

Attachment 1, Page 17 of 17