

**CANBY CITY COUNCIL  
REGULAR MEETING MINUTES  
November 20, 2019**

**PRESIDING:** Mayor Brian Hodson

**COUNCIL PRESENT:** Trygve Berge, Traci Hensley, Greg Parker, and Shawn Varwig.

**COUNCIL ABSENT:** Tim Dale and Sarah Spoon.

**STAFF PRESENT:** Scott McClure, City Administrator; Joseph Lindsay, City Attorney; Melissa Bisset, City Recorder; Calvin LeSueur, Economic Development and Tourism Coordinator; Jamie Stickel, Economic Development Director; Julie Wehling, Transit Director; Nancy Muller, Transit Coordinator.

**OTHERS PRESENT:** Julie Wills, Kristi Smith, Ron Burn, Roger Steinke, Walt Daniels, Dennis Wehling, Eric Pfeiffer-Robinson, Crystal Thorndike and David Thorndike.

**CALL TO ORDER:** Mayor Hodson called the Regular Meeting to order at 7:01 p.m. in the Council Chambers followed by the opening ceremonies.

**COMMUNICATIONS:** None.

**PRESENTATION:** 2019 Oregon Transit Association Outstanding Manager Award – Nancy Muller, Transit Coordinator, announced Julie Wehling, Transit Director, was awarded the 2019 Oregon Transit Association Outstanding Manager Award. She discussed Ms. Wehling’s accomplishments, including the amount of grant funding that had been given to the City, her accessibility to the community, current level of transit service, Rider of the Month program, and collaboration with other service providers.

The Council thanked Ms. Wehling for her service and for making a difference.

**CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS:**

Amira Stanley, Canby resident, had lived in Canby for two years. She recently attended a library in-service day at Clackamas Community College and facilitated a break out session on LGBTQ inclusion in libraries. She discussed the importance of all people having a place and reviewed definitions for diversity, inclusion, equity, and social justice. She did not think the proclamation policy was inclusive.

Sarah Rodriguez, representing the Canby Transgender Alliance, read a letter from a member of the Alliance. It was the International Day of Remembrance for people who had been killed because of their gender identity. Having an international day of visibility and supporting proclamations acknowledged someone’s existence. All that was being asked was acknowledging their humanity. It was the 20<sup>th</sup> anniversary of the day and she asked that the words would be heard and that they would keep trying to gain an understanding.

Julie Wills, Canby resident, read a quote about the day and the need to remember those who had died.

Kristi Smith, Canby resident, was disappointed that there was no proclamation for the International Day of Remembrance which would have brought more understanding, acceptance, and accountability. She

worked for Clackamas County and the County Administrator sent out an email about the importance of the day. It made her feel proud and she wanted to feel that way in Canby where she lived.

Ron Burn, Canby resident, spoke about the proposed arch on Grant Street. He stated that the cost for the arch could instead be used to beautify Canby in many other ways. He described the areas he would like to see enhanced. He suggested putting in a brick wall or fence separating the railroad with a promenade with plantings and trees along with grass. The intersection of Pine and 4<sup>th</sup> up to Redwood Street also needed to be enhanced as well as an access point to the Forest Trail. He thought that the proposed arch was a waste of money.

Mayor Hodson acknowledged the comments made about the International Day of Remembrance.

Mayor Hodson explained that the arch was not going to cost \$1,000,000 but approximately \$260,000. The areas Mr. Burn mentioned were part of the beautification area.

Eric Pfeiffer-Robinson, Canby resident, had reviewed the packet with the bi-monthly reports. He stated that there was an invasive tree in the City (Tree of Heaven) and it would be expensive if the City was not proactive in preventing the trees from spreading. He suggested that the City think about cyber insurance. He appreciated the statement on the City's website about a safe community and that it was also in Spanish, but noted there was a grammatical error in the statement. He might be interested in serving on the Budget Committee.

**MAYOR'S BUSINESS:** Mayor Hodson shared that the Parks and Recreation Advisory Board met last night, but he was not able to attend. The Clackamas County Coordinating Committee had discussed the Regional Flexible Fund allocation recommendation to Metro and he listed the projects in the recommendation. They also discussed the County's Vehicle Registration Fee Strategic Investment Fund and using those funds for rural area projects as well as jurisdictional transfers of roads. There was also a heated discussion on the Metro T2020 Bond for next year that would be solely directed at transportation. The bond would be for \$3.1 billion, and of that Clackamas County would be given \$390 million. CTV5 was offering a class called Intro to Studio Production this Friday. The Kiwanis Food and Toy drive was going to be starting soon.

#### **COUNCILOR COMMENTS & LIAISON REPORTS:**

Councilor Berge stated Ryan Adams would be stepping down from the Planning Commission at the end of December. Interviews for that position took place last Wednesday.

Councilor Parker announced the Bridging Cultures Thanksgiving event would be on November 23<sup>rd</sup> as well as the Canby Area Beautification event where they would be planting roses and bulbs and cleaning up. The rose bushes and bulbs were donated by Millar's Point S and Canby Builder's Supply. The Bike and Pedestrian Committee was moving their November and December meetings to December 10<sup>th</sup> at 6 pm at the Backstop.

Councilor Hensley attended the French Prairie Forum. They would like ideas of interest to Canby for upcoming meeting agendas. There were three applications for an opening on the Traffic Safety Commission.

Councilor Varwig thanked everyone who gave citizen comments and wanted this to be a place where people felt safe. The Fire Department Board was meeting tonight. The Library was going to be a Census Resource Center from April 19<sup>th</sup> -26<sup>th</sup>. There would be a census volunteer training on March 9<sup>th</sup> and 19<sup>th</sup>.

The Friends of the Library would be holding their annual Christmas Tour of Homes on December 14<sup>th</sup>. There was an opening on the Library Board.

**CONSENT AGENDA: \*\*Councilor Hensley moved to adopt the minutes of the November 6, 2019 City Council Meeting. Motion was seconded by Councilor Varwig and passed 4-0.**

**NEW BUSINESS: Economic Development Annual Report** – Jamie Stickel, Economic Development Director and Calvin LeSueur, Economic Development and Tourism Coordinator, gave highlights of the Canby Industrial Park explaining it is the economic engine of Canby. The Industrial Park included 350+ acres zoned, served and available light industrial sites, was established in 1999 and was about 1/2 developed. There were five new industrial companies are or soon would be under construction. It had 16 industrial companies, 1,000 jobs, and annual payrolls of \$40 million. Active Water Sports, Lil Stinky Environmental, Columbia Distributing were under construction. Potential new businesses included Caruso Produce and Stanton Furniture.

Alternative access to Hwy 99E and a new signal light at Hazel Dell Way and Sequoia were being worked on.

Development in the Downtown was discussed including The Dahlia, Wayward Sandwiches, Canby Gifts, the Former Parsons Pharmacy building, the former Library building and the Quiet Zone.

A Downtown Strategic Plan had been created by Michele Reeves, Civilis Consulting. Downtown Canby Key Characteristics were reviewed:

- The preponderance of inactive service businesses in ground-floor spaces.
- The lack of well-lit, transparent, well-merchandised storefront windows.
- A general lack of people visible throughout downtown.
- A lack of activity on the sidewalk.

Discussion ensued regarding making improvements to the Façade Improvement Program. A Business Owner Toolkit had been developed.

There was discussion about:

- Incentivizing incremental improvement through creating programs to support and incentivize small, medium, and sometimes large investments.
- Convening and organizing to improve commerce and experience.
- Improvement programs to incentivize a mix of changes, windows, paint, exterior seating.
- Enticing building owners and businesses through fee and tax structure, zoning, pedestrian safety, activity, permeability, parking prioritization for customers.
- Using intentionality and fostering an approach for wide cross section of people.

Discussion ensued regarding economic development tools, such as Open Counter.

Mr. LeSueur stated that there was more that could be done with the Civic Offices storefront that could change seasonally. They were looking at place making ideas for downtown as well as creation of a Downtown Association.

The Heritage and Landmark Commission (HLC) was working on a City-wide Preservation Plan that could be integrated into a Comprehensive Plan update. It would provide a roadmap for future preservation efforts and offered an opportunity for community input. They were also working on



restoration of the historic section of Zion Memorial Cemetery, establishing a historic sites honor roll, and continuing to work toward an Oregon Heritage All-Star Heritage Community designation.

Canby's plans for leveraging heritage to attract tourists included a Canby Tourism Plan, pursuing All-Star Heritage Communication Designation, looking at opportunities such as the Willamette Falls and Landings National Heritage Area and Willamette Water Trail, exploring recommendations of 2018 Clackamas County Water Based Tourism Study, expansion of the heritage footprint on VisitCanby.com and working on kiosks and wayfinding signage.

Ms. Stickel discussed the Canby housing market. Apartment development was booming and after 13 year's drought there were five new complexes for a total of 314 units.

There were new housing developments as well. The total lots and homes in the pipeline were 669. In 2018, 90 total home applications were received through the Planning Department. In 2019, 104 total home applications had been received to date.

Mr. LeSueur explained City-led events. One of these was Canby First Thursdays. In 2020 the plan would be to emphasize arts and culture through collaborating with the Canby Public Library for Music in the stacks/ Music in the park, getting a Clackamas County Arts Alliance grant for additional cultural programming, restaurant specials, and new retail downtown. Another event was the Canby Independence Day Celebration which was successful with over 80 vendor spots sold and a record attendance with 12,000 people. For 2020, they were looking at reformatting the beer garden. Another event was Big Night Out Street Dance which was held in August. There were kids activities, entertainment, and local businesses served food and beverages. The Halloween Spooktacular Village was held in October and was well attended. The Library had crafts and gave away books and Hot Rod Dreamworks hosted a scarecrow competition. Light up the Night would be held on Friday, December 6, 2019 from 6-9 pm and would include a holiday parade, tree lighting in Wait Park, and photos with Santa.

Ms. Stickel summarized the tourism efforts in Canby. These included the Transient Lodging Tax which was passed in July 2018, VisitCanby.com, social media with Facebook and Instagram, wayfinding signage, newcomers and visitors guide, and partnerships with Canby Chamber Tourism Committee, Clackamas County Fairgrounds and Event Center, Travel Oregon, Willamette Valley Visitors Association (WVVA), and Mt. Hood Territories. They applied for and received a Travel Oregon Small Competitive Grant for \$13,500 to complete the first ever Canby Tourism Plan. They would be holding small group meetings, looking into best practices, and identifying ways to connect.

Mr. LeSueur defined Destination Development. The challenges included a lack of downtown businesses offering amenities to visitors, 99E was not a pretty approach, there was a lack of lodging for visitors, lack of infrastructure on the rivers, and a lack of connectivity between assets and downtown. The opportunities included the Willamette and Molalla Rivers, agritourism, major redevelopment just downriver (Willamette Falls and Landings Heritage Area), downtown area, history and culture – End of the Oregon Trail, and Logging Road Trail extension. The specific opportunities for Destination Development were: Willamette Riverfront parks development which would tie into the Willamette Falls and Landings Heritage Area, Travel Oregon tourism workshop for the Willamette Water Trail, and Bike Friendly Business Program (Travel Oregon certification). The Molalla Forest Road extension and connection project would double the length of the existing Logging Road Trail. This was a primary focus of the Bike and Pedestrian Committee. The City applied for a \$35,000 Development Grant from Clackamas County Tourism for the extension. The short term goal was to extend Canby's Logging Road Trail along land recently donated to the City. There was discussion of a long term goal was to connect

with the City of Molalla, Molalla River Recreation Corridor, Molalla River State Park, Champoeg, downtown, Fred Meyer, Oregon City, etc. Regarding the Canby's Big Weekend marketing campaign, they had received a \$2,500 grant from Clackamas County Tourism for a 4 inch advertisement in AAA Via Magazine Travel Guide and to develop a logo and print banners. There would also be a revision of the Visit Canby logo to modernize it and make it pop. The Visit Canby website would be refreshed and additional marketing material would be created.

Council thanked staff for their presentation and their efforts.

Cancellation of January 2, 2020 City Council Meeting:

There was consensus to cancel the January 2, 2020 meeting.


**CITY ADMINISTRATOR'S BUSINESS & STAFF REPORTS:** Scott McClure, City Administrator, said the Bi-Monthly Report was included in the packet. He was continuing to meet with departments and conducted a Public Works Lead meeting and attended a Wastewater Treatment Plant tour.

**ACTION REVIEW:**

1. Approved the Consent Agenda.
2. Cancelled the meeting of January 2, 2020.

Mayor Hodson adjourned the Regular Meeting at 8:54 p.m.

  
Melissa Bisset  
City Recorder

  
Brian Hodson  
Mayor

