



CITY COUNCIL

Work Session Meeting Minutes June 9, 2025

Mayor Primmer called the work session meeting to order at 6:00pm. Present were Councilors Hayward, Roberts, McCarthy, Duron, Myers, Kelso, Linton, and Barron (arrived at 6:20pm). City Staff in attendance included: City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Chief Jason Edmiston, City Planner Clint Spencer, Assistant City Recorder Heather La Beau, and City Recorder Lilly Alarcon-Strong.

Presentation- Hermiston Civic Leadership Academy

City Manager Smith stated he is happy to introduce the 2nd Annual Hermiston Civic Leadership Academy Participants and have them share their findings.

Civic Leadership Academy Participants gave information (PowerPoint Presentation attached) about themselves and their backgrounds; the project that was assigned to them which was to engage the community about the future use of the Historic Carnegie Building; the Carnegie Buildings History and why it's important to the City and community; finding various ways to connect with the community that the community prefers, ie: QR Code, Text, Face-to-Face communication, and how to address communication challenges with groups that feel excluded; identifying core issues found from the groups engagement efforts; limitations and constraints found while working on this project, with a consensus of a lack of communication from the City and the lack of access to technology from the community and in a basic small sample survey showing 3 out of 4 members of the community do not have access to technology; recommendations on ways to enhance communication efforts with community focusing on Hermiston's demographics, micro-polling, and using Hermiston's 2040 Approved Goals; presenting the Community's vision for the building, to include:

- Cultural or Arts Center,
- Muti-Use Community Hub
- Local History or Interpretive Center, and/or
- Youth Programming Space

(applause from all present).

The Council asked for clarification on statistics related to the 3 out of 4 members of the community who do not have access to technology. Adriana Nugroho stated these statistics were from the 55 people who completed her survey, most were teachers and the remaining were students who ranged in age from 15 to 17.

Kire Barraza Ross clarified that these statistics were not necessarily who did and did not have access to technology, but more focused on what types of technology they use, ie: Facebook vs TV, as not all technology and forms of technology are the same and addressed other questions from the Council.

The Council praised the participants for all their work on this project with special recognition to Adriana Nugroho who is a High School Student and the youngest participant to date on her professionalism.

Mayor Primmer stated the world is run by people who show up and thanked the participants for showing up.



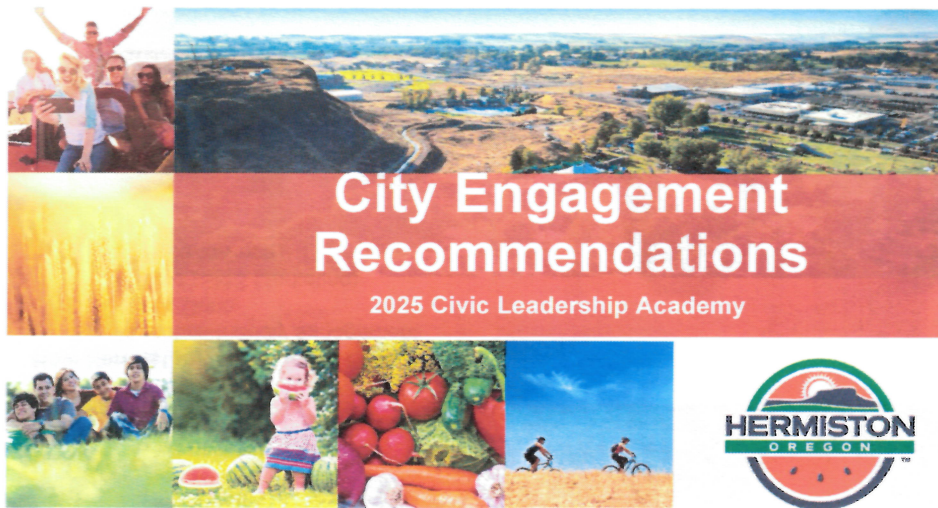
CITY COUNCIL

Work Session Meeting Minutes
June 9, 2025

Adjournment

Mayor Primmer adjourned the work session meeting at 7:00pm and stated the regular council meeting would convene after a short break.

DRAFT



Civic Leadership Academy 2025: Who We Are



**Krista
Van Veen**

4 years,
Hermiston
Resident

Owner
The Good
Ledger



**Kire
Barraza Ross**

7 years,
Hermiston
Resident

Middle School
Teacher
Hermiston
School District



**Andrew
Ross**

Lifelong
Hermiston
Resident

Assistant
Director
West Umatilla
Mosquito
Control



**Kelsi
Rademacher**

9 years,
Hermiston
Resident

Financial
Accountant
Umatilla
Electric
Cooperative



**Maryanna
Hardin**

24 years,
Hermiston
Resident

Communications
Officer
Hermiston School
District



Civic Leadership Academy 2025: Who We Are



**Adriana
Nugroho**

1 year,
Hermiston
Resident

Sophomore
Hermiston
High
School



**Kyleen
Kosirog**

Lifelong
Hermiston
Resident

Contractor
UCoHealth



**Mitch
McClannahan**

12 years,
Hermiston
Resident

Correctional
Officer
Two Rivers
Correctional
Institution



**Kyndra
Stone**

6 years,
Hermiston
Resident

Environmental
Health
Specialist
UCoHealth



**Gabe
Torres**

Lifelong
Resident

Analyst
State of Oregon



Presentation Roadmap

1. About Our Project

- History of the Carnegie building & project scope

2. Our Findings

- Takeaways from Interviews with locals & general research

3. Core Issues Identified

- Limitations & constraints

4. Our Recommendations for Engagement

- Understanding demographics, micro-surveys, and alignment to Hermiston Community Vision 2040

5. Our Recommendations for Building Use

- Preserving the historical legacy and need for multi-cultural space

6. Our Final Reflections on Engagement

- Synthesis & Insights from Interviews





About Our Project: Why this matters

1. Design a community engagement process for repurposing the Carnegie Building
2. Come up with something where everyone has a seat at the table
3. Create something that instills trust and transparency to constituents
4. And as a result, the better the engagement the better the community buy-in



History of the Carnegie Building

- **About the building:**
 - 215 E Gladys Avenue, Hermiston, OR
 - Zoned: Commercial C-1
 - Built in 1918, funded through philanthropist Andrew Carnegie
 - Served as City of Hermiston's Public Library from 1919 to 1989
- **Importance to the city:**
 - Remembrance as *"the old library"*
 - Strong historical presence to the downtown district



Our Findings: Engaging Hermistonians (1 of 4)

How Hermistonians Prefer to Engage

- Simple mobile-friendly engagement
 - QR Code
 - Text (SMS Marketing)
 - Face-to-Face



Our Findings: Engaging Hermistonians (2 of 4)

How Hermistonians Prefer to Engage

- Face-to-face builds trust
 - especially with older and bilingual populations



Our Findings: Engaging Hermistonians (3 of 4)

How Hermistonians Prefer to Engage

- Community engagement must feel relevant and personal



Our Findings: Engaging Hermistonians (4 of 4)

How Hermistonians Prefer to Engage

- Youth and underrepresented groups feel excluded from decisions



Core Issues Identified

01	Awareness	<ul style="list-style-type: none"> Many residents are unaware of the building's history and future potential Community desires clear, ongoing updates on the project Strong support for inclusive, youth-friendly use if purpose is well-communicated
02	Ownership & Engagement	<ul style="list-style-type: none"> No current strategic communications or outreach plan Word-of-mouth and personal connection are most effective In-person engagement builds lasting trust
03	Unheard Voices & Inclusive Communications	<ul style="list-style-type: none"> Young, bilingual, and underserved residents feel left out Preferred tools: QR codes, short surveys, texting, face-to-face Materials must be accessible (3rd-grade reading level recommended)
04	Vision Alignment	<ul style="list-style-type: none"> The reuse of Carnegie should reflect the Hermiston 2040 Vision Opportunity to connect downtown revitalization with inclusive design City should integrate community feedback early and often
05	Reuse Potential	<ul style="list-style-type: none"> Community favors multi-use, flexible space (youth, arts, events) Building's historic character is highly valued Concerns about balancing public access with safety and purpose



Limitations & Constraints (1 of 3)

Bridging Gaps in Community Communication

- Digital access is not universal
- Blend digital and low-tech outreach
- Language access remains a barrier
- Current communication isn't always understood
- No strategic communications plan exists
- Inconsistent messaging causes confusion

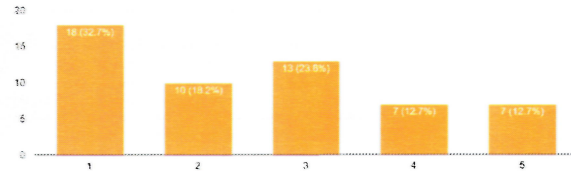


Limitations & Constraints (2 of 3)

Challenges in Community Engagement

- Limited staff capacity for outreach
- Tight outreach budget
- Lack of sustained engagement efforts
- Residents feel unheard
- Need for ongoing communication
- Transparency boosts participation

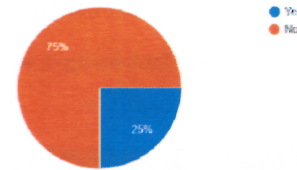
If so, how frequently do you receive news from Social Media? (City Council & Hermiston News In General)
35 responses



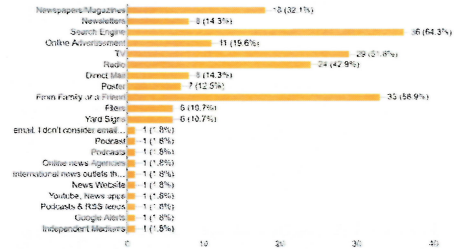
Limitations & Constraints: Digital access is not universal (3 of 3)

If you are an individual that does **not** have access to **technology**, are there any barriers that you face regarding engagement with the Hermiston News/City Council?

4 responses



What other forms of media besides social media do you use to be informed about the news?
26 responses



Forms of Communication & Media Survey - Conducted by Adriana Nugroho



Recommendations to Drive Engagement

Understanding
Hermiston
Demographics

Little Big Polls:
Micro surveys
with real
influence!

Connecting the
Hermiston 2040
Community
Vision & Action
Plan



Recommendations to Drive Engagement: Understanding Community Demographics

MEDIAN AGE
31.8

45% speak a
language **other**
than english at
home.

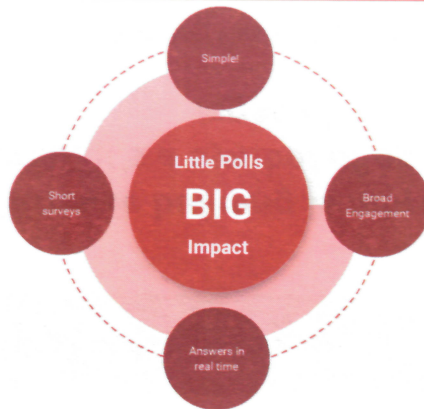
Fastest growing
community in
eastern Oregon

Daniel Wattenburger - PAC/West Lobby Group

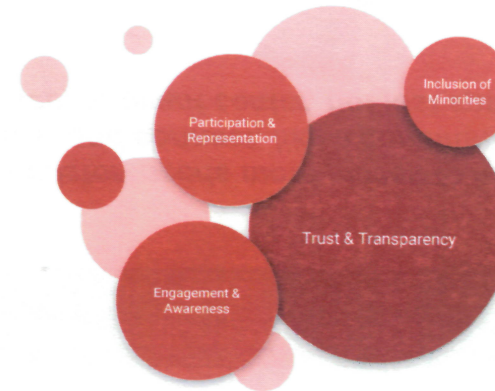
- Facebook post interaction - mostly female
- City of Hermiston Newsletter - 65% open rate
- Current Outreach: Social Media, Email Marketing



Recommendations to Drive Engagement: What is MICRO-Polling? (1 of 3)



Recommendations to Drive Engagement: Micro Polling means MORE (2 of 3)



REAL world examples of Micro-Polling (3 of 3)

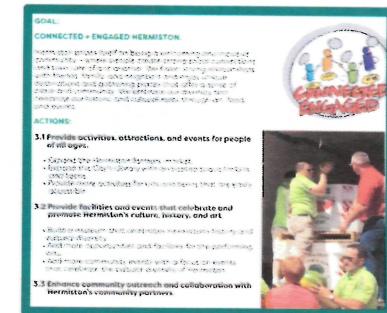
- | | | |
|----|-------------------------|---|
| 01 | Los Angeles, California | <ul style="list-style-type: none"> Focus: Traffic and transit feedback through social media and apps. Outcome: Quick insights to adjust transportation plans. |
| 02 | Boston, Massachusetts | <ul style="list-style-type: none"> Focus: Public health feedback during COVID-19. Outcome: Adjusted health guidelines and resource allocation. |
| 03 | Chicago, Illinois | <ul style="list-style-type: none"> Focus: Urban development, public safety, and street maintenance. Outcome: Prioritized issues based on diverse feedback. |
| 04 | London, United Kingdom | <ul style="list-style-type: none"> Focus: Neighborhood planning and local developments. Outcome: Aligned urban changes with community preferences. |



Our Recommendations for Engagement

HERMISTON 2040 GOALS

1. Growing + Prosperous Hermiston
2. Safe + Healthy Hermiston
3. **Connected + Engaged Hermiston**
4. Sustainable Hermiston



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Our Recommendations: Building Use



Cultural or
Arts Center



Multi-Use
Community
Hub



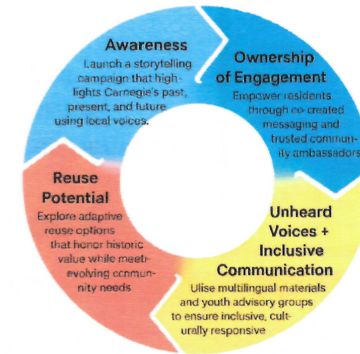
Local History
or Interpretive
Center



Youth programming
space



Our Final Reflections on Engagement: Synthesis



Our Final Reflections on Engagement: Insights from Interviews

"The Carnegie building is more than bricks and mortar, it's a symbol of opportunity and legacy."

-Pastor Dan, Oasis Vineyard Church



Our Final Reflections on Engagement: Insights from Interviews

"Hermiston needs more places to hang out, host events, and connect, like a community lounge, art space, or event center, not just sports-focused stuff."

— Hermiston Young Adult



Our Final Reflections on Engagement: Insights from Interviews

"We need spaces where kids can do crafts, experiments, or just be with other kids, without it being religious or expensive."

— Hermiston Homeschool Parent



Our Final Reflections on Engagement: Insights from Interviews

"I think old people don't get asked enough in these situations, even though they've been around the longest."

— Hermiston Senior Citizen



Our Final Reflections on Engagement: Insights from Interviews

"I think it's vital to find a purpose for it that maintains the relevance that it was built for, but also keeps that history in the community."

- Jesalyn Cole, Executive Director,
Stepping Stones Alliance

