



## CITY COUNCIL

### Goal Setting Meeting Minutes January 23 & 24, 2025

Mayor Primmer called the Goal Setting Meeting for Thursday, January 23, 2025 to order at 5:30pm. Present were Councilors Duron, Myers, Linton, McCarthy, Hayward, Kelso, Roberts, and Barron. Staff members in attendance were City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Library Director Mark Rose, Parks and Recreation Director Brandon Artz, Chief Jason Edmiston, Planning Director Clint Spencer, Court Administrator Jillian Viles, Hermiston Energy Services General Manager Nate Rivera, Human Resources Specialist Crystal Inners, IT Director Jordan Standley, EOTEC General Manager Al Davis, and City Recorder Lilly Alarcon-Strong.

Sara Singer Wilson and Sasha Konell from SSW Consulting, LLC and City Manager Smith outlined the agenda and gave information and updates (PowerPoint Presentations attached) regarding Hermiston's Community Vision to include Hermiston 2040 and previous established goals, including accomplishments and challenges of those projects and goals. After Council and staff discussion, the meeting adjourned for the evening at 8:00pm.

Mayor Primmer called the Goal Setting Meeting for Friday, January 24, 2025 to order at 8:30am. Present were Councilors Duron, Myers, Linton, McCarthy, Hayward, Kelso, Roberts, and Barron. Staff members in attendance were City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Library Director Mark Rose, Parks and Recreation Director Brandon Artz, Chief Jason Edmiston, Planning Director Clint Spencer, Court Administrator Jillian Viles, Hermiston Energy Services General Manager Nate Rivera, Human Resources Specialist Crystal Inners, IT Director Jordan Standley, EOTEC General Manager Al Davis, and City Recorder Lilly Alarcon-Strong.

Sara Singer Wilson and Sasha Konell from SSW Consulting, LLC worked with Council and staff to review the 2024 goals as discussed the day prior, helped refine these goals to identify and prioritize those that should continue to move forward in 2025, and discussed resources and capacity to establish new Council Goals. After Council and staff worked on this effort, Sara stated the 2025 goals will be refined by SSW Consulting, LLC and presented for adoption at a City Council Meeting in the near future.

The meeting was adjourned at 1:29pm.

SIGNED:

\_\_\_\_\_  
Doug Primmer, MAYOR

ATTEST:

\_\_\_\_\_  
Lilly Alarcon-Strong, CMC, CITY RECORDER



Where Life is Sweet

## A Look Back at the Vision + Goals

City Council Retreat | January 23, 2025



## VISION + ACTION PLAN

### A COMMUNITY WHERE FRIENDLINESS AND OPPORTUNITY ABOUND

Welcome to Hermiston. Where life is sweet and our future is sweeter.

*In 2040, Hermiston is a community where everyone is welcome – whether you're visiting or looking for a place to call home, we provide a safe, beautiful, and close-knit community where neighbors help one another, and friendliness and opportunity abound. From a booming economy to recreational amenities, we have big city services rooted in small-town values.*



As the fastest growing community in eastern Oregon, Hermiston is fostering growth that embraces the diversity of its growing population while preserving the small-town feel. Hermiston's individuals and families thrive in a community that offers access to economic opportunities, diverse retail offerings, housing options for all, and world-class education and support services.

### Goal 1: Growing + Prosperous

- 1.1 Expand retail, dining, and community attractions.
- 1.2 Increase housing opportunities.
- 1.3 Provide economic opportunities that allow individuals and families to thrive.
- 1.4 Provide world-class education and support services for people of all ages.



Hermiston is the healthiest and safest community in eastern Oregon thanks to high-quality health care options and a collaborative network of partners providing services that support individual and family health and safety for all. Our community provides a healthy and attractive built environment with access to recreational and wellness opportunities. We are connected to our neighbors, leaders and public safety professionals to ensure our community, schools, and neighborhoods offer a healthy, safe environment for all.

### Goal 2: Safe + Healthy

- 2.1 Offer access to diverse recreational and wellness opportunities for everyone.
- 2.2 Collaborate with community partners to establish a network of services that support individual and family health and safety for all.
- 2.3 Provide a healthy, safe environment.



Hermiston prides itself on being a welcoming and inclusive community – where people create strong social connections and take care of one another. We foster strong relationships with friends, family, and neighbors and enjoy unique destinations and gathering places that offer a sense of place and community. We embrace our diversity and celebrate our historic and cultural roots through art, food, and events.

### Goal 3: Connected + Engaged

- 3.1 Provide activities, attractions, and events for people of all ages.
- 3.2 Provide facilities and events that celebrate and promote Hermiston's culture, history, and art.
- 3.3 Enhance community outreach and collaboration with Hermiston's community partners.

## 2020 GOALS

### Goals

- Develop a Vision for the City
- City Facilities that meet current and future needs of the community
- Improve the Community's access to Justice
- Invest in Hermiston's Transportation infrastructure
- Support Hermiston's local economy



We are growing in a sustainable way that ensures our built environment and infrastructure provides the critical support needed for our daily lives. We responsibly plan and invest in Hermiston's infrastructure to ensure we have streets offering smooth-flowing traffic, safe and accessible pedestrian networks, clean water, and parks with amenities for everyone in our community.

### Goal 4: Sustainable Hermiston

- 4.1 Support services and policies that preserve our natural resources and environment.
- 4.2 Improve the City's mobility.
- 4.3 Provide the infrastructure needed to support a growing community.

## 2021 GOALS

### Goals

- Develop **Engagement + Communication** infrastructure
- Exercise **Fiscal Prudence**
- Support the development of **Housing**
- Invest in **Transportation Infrastructure**
- Foster **Community Partnerships**
- Plan for **City Facilities**

## 2022 GOALS

### Goals

- Growing + Prosperous
  - Workforce Development
  - Transportation
  - Housing
- Safe + Healthy
  - Wellness
  - Homelessness
  - Mental Health
- Sustainable
  - City Facilities
  - Water
- Connected + Engaged
  - Digital Infrastructure
  - Arts + Culture
  - Community Engagement
  - Advocacy

## 2023 GOALS

### Goals

- Growing + Prosperous
  - Workforce Development: Attract industry and jobs
  - Transportation: Improve mobility and transportation
  - Housing: Increase senior and affordable housing, market rate rentals, and prevent people from becoming unhoused
- Safe + Healthy
  - Wellness: A healthy community
  - Community Safety: Reduce recidivism and connect people with treatment services
  - Public Safety: Improve traffic safety and reduce budget pressures for the police department
- Sustainable
  - City Facilities: Public facilities that meet community needs of today and the future
  - Fiscal: Maintain service levels, evaluate the current budget and understand options to increase revenues
- Connected + Engaged
  - Community Engagement: Improve engagement and connection with the community



## Introduction

- Goal Structure
- Accomplishments
- Context Updates
- Discussion



## Goals Structure

- Hermiston 2040
  - Extensive Community Outreach to understand values and priorities of the community
  - Done in the midst of the COVID-19
  - Broke priorities/ideas down into four Vision Goal Areas
- Since 2022 we have used these areas to structure our goals.
  - Growing + Prosperous
  - Safe + Healthy
  - Sustainable
  - Connected + Engaged



## Accomplishments

- 2015 (12 of 18 Council)
  - Code Enforcement Enhancement
  - Skate Parks
  - Community Clean-up Events
  - Library Expansion as community hub/makerspace
  - Update Water Master Plan
  - Park and Trail Developments (NE Park Development)
  - Pave remaining gravel streets
  - Sidewalks on older streets
  - Existing Fairgrounds Redevelopment
  - Public Transportation System
  - Aging Sewer Collection System
  - Alora Heights Booster Station





## Accomplishments

- 2015 (5 of 7 Staff)
  - Develop and Implement Capital Improvement Plan
  - Implement GIS Mapping Program
  - New City Hall
  - Add Backup Generators to critical water sources
  - Construct Water Storage



## Accomplishments

- 2016
  - EOTEC – Complete Construction
  - Develop CIP
  - Maintain service levels
  - Reorganize for efficiency
  - Utility Maintenance staff
  - Improve and Increase online access to services
  - Recreation Development (East side parks)
  - TSP Review
  - Assess city facilities and plan for city hall as a one-stop
  - Conference/community center
  - Downtown revitalization including parking
  - Public Transportation plan
  - Assist with Senior Center



## Accomplishments

- 2017
  - Family/Youth Facility and Aquatic Facility
  - Festival Street and Downtown
  - Complete EOTEC
  - Figure out EOTEC Management Structure
  - Housing
  - Retail
  - Jobs/Primary Economic Development
  - Complete CIP and Establish Funding



## Accomplishments

- 2018
  - Recreation and Aquatic Center Feasibility/Funding
  - EOTEC Strategic Plan/County Exit/Assist on Road project
  - Housing - Water tank design
  - Housing - Diagonal Road Rezoning
  - Adopt water/sewer/electric CIP
  - Sidewalk infill plan
  - Hermiston Avenue design



## Accomplishments

- 2018
  - Complete Harkenrider including parking
  - Complete Festival Street (ribbon cutting festival)
  - Host Workforce Summit
  - Work with partners on training for the trades



## Accomplishments

- 2019
  - Housing – NE water and street investments
  - Develop the South Hermiston Industrial Park (SHIP)
  - N. 395 Urban Renewal Area Plan
  - EOTEC Strategic Plan
  - HWAC concept/process/partners
  - Listed a number of specific CIP projects
  - Facility needs and planning
  - Communications Staffing
  - Automation Opportunities
  - Cost allocation



## Accomplishments

- 2020
  - Community Visioning Process (Hermiston 2040)
  - Evaluate all city fees
  - Completion of South Hermiston Industrial Park
  - Analyze and Improve Municipal Court Processes
  - Resume adjudication of A Misdemeanors



## Accomplishments

- 2021
  - Improve two-way communication
  - Complete Community Vision Process
  - Evaluate System Development Charges (SDC)
  - Support the development of housing
  - Extend Gettman Road (ongoing)
  - Complete River Bridge Analysis
  - Partnerships (ongoing and multi-faceted)
  - Broadband Analysis and Possible Development



## Accomplishments

- 2022
  - Determine City role as it relates to homelessness
  - Explore Options for providing mental health support services at Municipal Court
  - Complete City Hall
  - Assess EOTEC management options
  - Explore broadband/fiber options to support City facilities
  - Explore opportunities for an arts and cultural/museum at the Carnegie Building



## Accomplishments

- 2023
  - Urban Growth Boundary Expansion
  - TSP Update
  - Safe Streets for All
  - Explore options for a community court program
  - Implement red light photo enforcements along 395
  - Explore Public Safety fee
  - Develop Business Plan for Harkenrider
  - Assess public safety center project feasibility
  - Develop sustainable funding structure
  - Increase youth engagement (ongoing)
  - Use and Evaluate communication tools



## Accomplishments

- 2024
  - Urban Growth Boundary Expansion
  - TSP Update
  - Safe Streets for All
  - Feasibility of and land for HAWC
  - Red Light enforcement
  - Plan to increase police officer staffing
  - Library
  - Public Safety Center
  - Update internal financial policies



## Context Update

- PATH Project at or near capacity
  - No Long-term State Funding Sources
- 2025 Legislative Session Impacts +/-
- Internal Long-term Staffing/Service Discussions
  - Retirements
  - Growth
  - Service Levels
- 10 Years since adoption of current version of city charter. Time for review.
  - Elected Judge
  - Ward Boundaries





## Context Update

- State mandated police department accreditation
- 7 sworn police officers 87.5% (~\$803,000) funded through community partnerships
  - **Hermiston School District**
  - **Good Shepherd Health Care System**
- Economic impact of a new presidential administration
  - **Financial (interest rates, etc.)**
  - **Regulatory**



## Context Update

- Approximately 860 homes (~2,000 residents) to be built over the next 5 to 10 years
  - **Single-family home building is in a good spot for that time frame.**
  - **Apartment units are a major need.**
- In the longer-term we need to be thinking about infrastructure investments in the NW and SW Quadrants to set the stage for the next stages of residential growth.
- Continued interest in large lot industrial development



## Discussion

*Where Life is Sweet™*