



# **PUBLIC MEETING NOTICE**

**Sherwood City Council Work Session  
with all City Boards & Commissions**  
(Parks Board, Library Board, Cultural Arts Commission,  
SURPAC, Budget Committee, Planning Commission)

**Tuesday, December 20, 2011, 6:00pm**

**Sherwood City Hall-Community Room**  
**22560 SW Pine St.**

**Dinner Meeting and presentation of annual  
SWOT Reports**

Sherwood City Council Meeting

Date: December 20, 2011

List of Meeting Attendees: ✓

Request to Speak Forms: —

Documents submitted at meeting: ✓

Work Session only:

A) SWOT Reports for City Boards + Commissions,  
Exhibit A

\* Also see copy of Invitation sent to all  
Boards/Commission members.

# ATTENDANCE SHEET

**NAME**

**ADDRESS**

**PHONE**

David Scheisman		503-625-0344
May Reid	23580 SW DENALI LN	503-625-9104
Marym. Jett	21130 SW Ladyfern Dr/	503-351-7583
LU VANDERBURG	17705 S.W. GAUEWOOD DR	971-563-9337
Alyse Vorderman	15294 SW Coyote Ct	503-825-1605
Kaelie Nielsen	22095 SW CHESAPEAKE PLACE	503.213.0876
Tim Heine	19395 SW Edgelyd Sherwood	503-828-7425
Cydney Hill	14731 SW Brook Ct Sherwood	503-954-0391
Coleen Swihart	20727 SW Santa Fe Ter Sherwood	503-925-0465
Chrissie McLaughlin	22104 SW List Pl Sherwood	503-925-1747
Debbi Carnepe	22815 SW Hoster Way Sherwood	503 625-3450
Nancy Ellingson	21920 SW Vintner Ln 97146	503 625 8045
Linda Hansen		
Julia Hjork		
Tom Pessenier		



# SWOT

## **Annual Presentation to City Council** (Budget Committee)

**City Council Work Session**  
**Community Room at Sherwood City Hall**  
**22560 SW Pine Street, Sherwood, Oregon**  
**Tuesday, December 20, 2011, 6:00pm**

### **Strengths:**

- Communication has greatly improved
- The committee has a better understanding of terminology and basic budget information
- Good guidance from staff and Council
- The new processes and policies have increased knowledge
- Regular monthly meetings
- The diversity in experience and perspective of committee members
- High percentage of Residential properties provides for more stable tax base

### **Weaknesses:**

- Oversight without a lot of detail on the day to day processes
- Limited exposure to operations
- Subordination with City Council
- Challenges with rate recommendations
- Unpredictability of number of citations issued

### **Opportunities:**

- Continue to refine policies and processes
- Apply the committee's understanding and knowledge to the budget process
- Create an action item list
- Diverse revenue streams for the General Fund

### **Threats:**

- Economy
- METRO
- Other municipalities bonds and levies
- Decreasing Real Market Value (RMV) could result in a decrease to property tax revenue
- Attendance at the meetings

### **Achievements:**

- Created and approved financial policies
- Approved a balanced budget
- Held more regular meetings
- Increase the General Fund balance
- Created reserves and a funding plan for asset replacement

### **Top 3 things the Committee would like to work on in 2012:**

- Indexing plan for URA
- Incorporate optimistic forecasts into three year projections
- Maintain a Status quo budget
- Create a budget and operations plan for the community center

Dec. 20, 2011  
Date

City Council  
Gov. Body

Work Session  
Agenda Item

A  
Exhibit #



## SWOT

### **Annual Presentation to City Council** *(Cultural Arts Commission)*

**City Council Work Session**  
**Community Room at Sherwood City Hall**  
**22560 SW Pine Street, Sherwood, Oregon**  
**Tuesday, December 20, 2011, 6:00pm**

### **Strengths**

- Sponsorships to help offset event and programming costs (supplies, movie equipment, sound equipment, etc.)
- Commitment to exploring, developing, and executing new traditions and activities.
- Because of partnerships and initial support, community groups are becoming self-reliant.
- Commission members with diverse backgrounds
- Have grown volunteer base to support Missoula Children's Theater.
- Willingness to evolve and explore new vision/mission.
- Ability to support and be a resource for community organizations with new projects.
- Experience to mentor those individuals or organizations who wish to develop new programs.

### **Weaknesses**

- Lack of ongoing volunteer base needs to be considered when planning events.
- Limited budget – new programs and opportunities are limited to fundraising efforts.
- Need for clarification on purpose/role of SCAC with regard to Community Center.
- Restricted by policies regarding social media (for promotional purposes) due to City affiliation.
- Limited ability to fundraise.

### **Opportunities**

- Sponsorship opportunities for financial support with events.
- Grant opportunities for those grantors that allow municipalities to apply.
- Opportunity to provide input and direction for the new Community Center.
- Utilize Community Center to best benefit the community and its overall needs.
- Opportunity to secure and develop new partnerships for the Community Center.
- Become "hub" for the Arts in Sherwood.

### **Threats**

- Unsure about sponsorship and support for events in uncertain economic times.
- Present Charter does not reflect current nor future focus, efforts and goals.
- Lack of involvement in Community Center project—may become a forgotten resource.

### **What are your top 3 things you would like to work on in 2012?**

- Would like to play a significant role in the functioning of the Community Center.
- Reorganize and redefine mission/goals. Look at becoming the "hub" of arts for Sherwood.
- Pursue grant opportunities.



## SWOT

### **Annual Presentation to City Council** *Library Advisory Board*

**City Council Work Session**  
**Community Room at Sherwood City Hall**  
**22560 SW Pine Street, Sherwood, Oregon**  
**Tuesday, December 20, 2011, 6:00pm**

### **Strengths**

- 8.6% increase in circulation combined with 1270 new patrons registered 2011
- Successful grant applications with Oregon Humanities, the Oregon State Library and the Cultural Coalition of Washington County
- Patron survey confirms we are meeting or exceeding community expectations and continue to be considered an important organization with valuable materials, services and staff
- Workroom reorganization and additional computers allow for improved workflow & greater efficiencies
- Excellent services delivered by an experienced and dedicated staff
- Supportive and engaged advocates in the Library Advisory Board and Friends of the Library

### **Weaknesses**

- Current staff size and workload limits library services and impacts morale (staff currently 8.45 FTE – Oregon Library Association “adequate” is 10 and “excellent” is 14 for our service population)
- Facilities and technology need of maintenance and repair

### **Opportunities**

- Growing volunteer program allows staff the opportunity to develop and offer additional programs, services and community outreach – Offered 19 programs in 2011
- Continue to develop partnerships allowing for more programming, materials and greater visibility in the community – 2011 partners included the AAA Oregon, BOOTS (Businesses of Old Town Sherwood), Cultural Coalition of Washington County, Delta Society, Energy Trust of Oregon, Friends of the Sherwood Library, Helping Hands, Internal Revenue Service, Oregon Humanities, Oregon Symphony, OSU Extension Service, Sherwood Foundation for the Arts, Sherwood Robin Hood Festival Association, Sherwood Schools and the Sherwood YMCA.

### **Threats**

- Lack of guaranteed City funding due to limits of the general fund capacity – currently 30% of the Library's budget comes from the City's general fund
- Passage of the 5-year WCCLS Library Levy in 2010 allowed no provision for additional funding to respond to escalating circulation and greater demands for services and technology

### **What are your top 3 things you would like to work on in 2012?**

- RFID (Radio Frequency Identification) Project – Improving customer service, productivity and security through the addition of RFID tags and equipment in all WCCLS member libraries
- Facilities and technology maintenance reinforced through the development of Building and Technology Maintenance Plans
- Develop concepts for sustainable long-term funding



## SWOT

### **Annual Presentation to City Council** *(Parks and Recreation Board)*

**City Council Work Session**  
**Community Room at Sherwood City Hall**  
**22560 SW Pine Street, Sherwood, Oregon**  
**Tuesday, December 20, 2011, 6:00pm**

### **Strengths**

- Addition of restrooms at Stella Olsen Park.
- Citizen input/involvement.
- Full board with diverse backgrounds.
- Partnerships with School District, YMCA, Cultural Arts, churches and local organizations.
- Working with Planning Commission on code updates.
- Proposed alignment for Tonquin Trail identified.

### **Weaknesses**

- Funding short fall is preventing recreational development in accordance with the schedule proposed in the Parks and Recreation Master Plan.
- Difficult to balance the needs of many among many different service areas.
- Worry about not having the resources to maintain what we have.

### **Opportunities**

- Potential funding for Cedar Creek Trail.
- Continue and further develop partnerships with other groups- Metro (Tonquin Trail), Schools, YMCA, City, R2R, Tualatin River National Wildlife Refuge and Cultural Arts.
- Code updates to require developers to plan for natural spaces, parks or trails within their development.
- More coordination and communication with the various city boards and commissions.
- Have identified amenities/wish list for phase of Woodhaven Park.

### **Threats**

- Lack of funding for projects.
- Lack of available land for future parks.

### **What are your top 3 things you would like to work on in 2012?**

- Completing Woodhaven Park
- Addressing park and trail maintenance needs/concerns
- Cedar Creek Trail



## SWOT

### **Annual Presentation to City Council** *(Planning Commission)*

**City Council Work Session**  
**Community Room at Sherwood City Hall**  
**22560 SW Pine Street, Sherwood, Oregon**  
**Tuesday, December 20, 2011, 6:00pm**

The Planning Commission met on November 8 and December 13, 2010 to discuss the SWOT.

#### **Strengths**

- ◆ Good communication with boards and committees
- ◆ Great results and positive feedback from Council from last SWOT
- ◆ The Code Clean-Up project has been a great effort and is already helping to streamline the process and make the code easier to understand and use.
- ◆ Better technology, including televised meetings on cable access, are helping get more information out to people.
- ◆ Planning Commission members are approachable

#### **Weaknesses**

- ◆ Lack of data and performance data to gauge how well we are doing our jobs (are we accomplishing our goals)
- ◆ The Code Clean-Up did not garner a lot of public interest despite multiple methods to try to engage the public. We need to work harder to get people engaged in the process at the point where their input has the most benefit to the process
- ◆ Citizens general lack of familiarity with the planning process
- ◆ Communication tools, while getting better, still have a long way to go; such as ability to get better two way conversations and to get more information out to the public about the process
- ◆ Losing long standing Commission member with history and knowledge

#### **Opportunities**

- ◆ Technology could be used better and more efficiently to inform and engage citizens
- ◆ The web page is a great tool; however the links are not always current. The website could be more user friendly and welcoming
- ◆ More clear direction from Council would result in more efficiency. More joint work sessions would be beneficial
- ◆ Construction down turn allows staff time to be reallocated to long range planning efforts including code clean-up, code updates and concept plans.
- ◆ Using technology to better convey public information
- ◆ Code clean-up will help streamline the processes to make it easier to do the right thing.
- ◆ Effective communication with Council. The Council liaison attending and facilitating that 2-way communication between Council and the Commission

#### **Threats**

- ◆ Cost of doing business and developing in Sherwood may be a threat to potential developers
- ◆ Lack of a culture of community engagement

#### **What are your top 3 things you would like to work on in 2012?**

In addition to the projects already under way or scheduled (Code Clean up and Town Center Plan) the Commission identified the following:

- Use technology better to tap into how people get information and packaging it so that it is more current and "hip" in order to get better public involvement
- Work more closely with Council and other boards and increase communication with Council to get better and more direction; more joint work sessions with Council
- Address transportation issues to enable people to get in and out of Sherwood more easily; this will also help businesses in Sherwood



**Annual Presentation to City Council  
SURPAC  
City Council Work Session  
Community Room at Sherwood City Hall  
22560 SW Pine Street, Sherwood, Oregon  
Tuesday, December 20, 2011, 6:00pm**

**Strengths:**

- Experienced leadership and management which includes a diversity of ideas
- Completion of Langer Farms Parkway
- Infrastructure is in place to facilitate additional private development.
- The Agency is fiscally sound and revenues are continuing to grow each year due to an increase in assessed values.
- Re-development of the Cannery, including the completion of streets/infrastructure and the Plaza, and the beginning of the Sherwood Community Center.
- A successful economic development plan and established set of priorities.

**Weaknesses:**

- City ownership of properties within the district limits tax collection opportunities.
- Capitalization capacity is somewhat limited with the breadth of projects currently being undertaken.
- Undetermined parking needs in Old Town
- Transportation network
- Old Town is not very well known or utilized
- Inconsistent and limited shopping hours of Old Town businesses

**Opportunities:**

- Consider expansion of the District in the future and increase Maximum Indebtedness in order to accommodate additional projects
- The continued development of BOOTS (Businesses of Old Town Sherwood)
- Some Old Town businesses are closing/moving, providing opportunity for a varied business mix
- Availability of properties to develop including, Old Schoolhouse, Machine Shop, Robin Hood Theatre, and 1<sup>st</sup> Street properties
- Completion of the Branding project

**Threats:**

- The state of the economy locally, regionally, nationally, and globally
- Old Town Development Mix inhibits growth
- SDCs are perceived as a threat to development

**What top three things would you like to work on in 2012?**

Finalizing Maximum Indebtedness Increase

Complete Downtown Streets

Complete Cannery Project

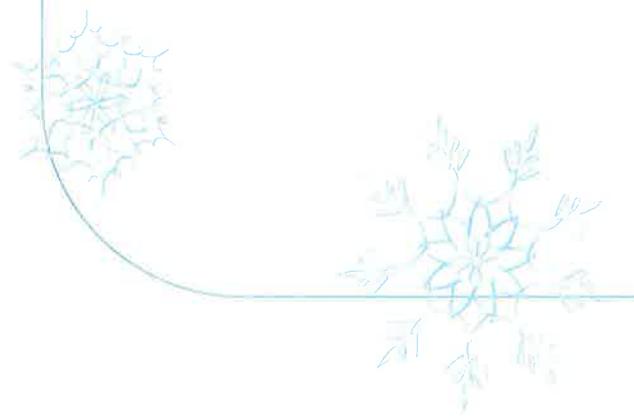


The Sherwood City Council requests your  
attendance at the Annual  
SWOT Meeting and Appreciation Dinner

Tuesday, December 20, 2011 at 6pm  
Sherwood City Hall - Community Room  
22560 SW Pine Street

The City Council would like to show their  
appreciation for your contributions to the  
Sherwood Community with an appreciation  
dinner for all City Board & Commission  
members. The SWOT meeting will be informal  
with an opportunity to share your thoughts and  
ideas with Council members.

RSVP by Friday December 16<sup>th</sup>, to the City  
Recorder at 503-625-4246 or  
[murphys@sherwoodoregon.gov](mailto:murphys@sherwoodoregon.gov)



# Approved Minutes



*Home of the Tualatin River National Wildlife Refuge*

**SHERWOOD CITY COUNCIL MINUTES  
22560 SW Pine St., Sherwood, Or  
December 20, 2011-SWOT Meeting**

**WORK SESSION-SWOT MEETING**

- 1. COUNCIL PRESENT:** Mayor Keith Mays, Council President Dave Grant, Councilors Bill Butterfield, Robyn Folsom, Linda Henderson and Krisanna Clark. Councilor Matt Langer was absent.
- 2. STAFF PRESENT:** City Manager Pro Tem Tom Pessemier, Community Services Director Kristen Switzer, Economic Development Manager Tom Nelson, Finance Director Craig Gibons, Library Manager Pam North, Planning Manager Julia Hajduk, Administrative Assistant Kirsten Allen and City Recorder Sylvia Murphy.
- 3. OTHERS PRESENT:** Various members of City Boards & Commissions, see signup sheet in the record.
- 4. BUSINESS:** No business was conducted; the City hosted an appreciation dinner for all City Board & Commission members which began at 6pm. SWOT reports were provided at the meeting for informal discussion, (see record, Exhibit A).
- 5. ADJOURN:** There was no formal adjourn time, the dinner concluded at approximately 8:00 pm.

Submitted by:

  
Sylvia Murphy, CMC, City Recorder

  
Keith S. Mays, Mayor