



SHERWOOD CITY COUNCIL MEETING MINUTES
20495 SW Borchers Dr., Sherwood, Or
January 24, 2026

WORK SESSION – GOAL SETTING

1. **CALL TO ORDER:** Mayor Rosener called the meeting to order at 9:10 am.
2. **COUNCIL PRESENT:** Mayor Tim Rosener, Council President Kim Young, Councilors Keith Mays, Doug Scott, Taylor Giles, Dan Standke, and Renee Brouse.
3. **STAFF PRESENT:** City Manager Craig Sheldon, Assistant City Manager Kristen Switzer, IT Director Brad Crawford, Finance Director David Bodway, Police Chief Ty Hanlon, Community Development Director Eric Rutledge, HR Director Lydia McEvoy, Public Works Director Rich Sattler, Economic Development Manager Erik Adair, Communications and Engagement Coordinator Sarah Lopez, City Engineer Jason Waters, and City Recorder Sylvia Murphy.

OTHERS PRESENT: SGR consultant Jeff Tyne.

4. TOPICS:

A. Goal Setting Facilitation

Mayor Rosener welcomed SGR consultant Jeff Tyne and asked staff to introduce themselves. Staff provided a proposed agenda (see record, Exhibit A). Mr. Tyne said the discussion would include the state of the organization, strategic observations, and goal updates. He explained that the purpose of the session was to assess progress, confirm priorities, and shape direction for the next 1 to 3 years within the existing budget. City Manager Craig Sheldon provided a quick reflection of the last year, future trends and perspectives, and the importance of communication and citizen engagement. He stated the current city goals were tied directly to the FY 25-27 budget, and any new goals or deliverables could require either finding new funding sources or adjusting current priorities to reallocate resources. He commented on the budget challenges of the last year and the positions cut from the budget which stretched departments thin. He referred to future trends which included growing complexity, rising expectations, limited staff, the need for clear priorities and achievable timelines, growth and change, ongoing development, infrastructure needs, regional pressure, financial sustainability and improving existing services and assets, and relationships. He commented regarding increased focus on communication engagement and potential improvements.

Mr. Tyne asked each Council member to answer one of the following questions: what were you most excited about for Sherwood in the next 1-3 years; what kept you up at night regarding the city; or what was your highest municipal priority for the upcoming year. Mayor Rosener discussed the TriMet cuts and the success of the Sherwood West Concept Plan. Council President Young responded that the city budget kept her up at night. Councilor Scott said a priority should be how to secure more revenue to support the needs and wants

of the community in the future and optimize current funds. Councilor Standke commented on finances, utilizing current resources, and the Transportation System Plan (TSP) update. Councilor Giles commented on the need for branding and housing affordability. Councilor Brouse commented on budget constraints, middle housing, and engagement with Sherwood West. Councilor Mays commented on building out Sherwood Broadband, producing jobs in the community, and revenue constraints. Mayor Rosener said even in the light of the financial challenges, the city must continue to be bold and ambitious to set and achieve goals.

Mr. Tyne referred to the "FY2025-26 Sherwood City Council Goals" handout (see record, Exhibit B). He provided a presentation on the City of Sherwood Pillars – Deliverable Progress (see record, Exhibit C). He addressed **Pillar 1: Economic Development** and provided an overview of its five goals and associated deliverables. Discussion occurred regarding the need for diverse growth opportunities with Sherwood West and existing businesses and supporting new commercial and industrial development in the targeted employment areas. Economic Development Manager Erik Adair provided an overview of the economic development pillar deliverables which included code updates to encourage stronger economic development. Community Development Director Eric Rutledge suggested ways to implement the economic development tool of fast tracking and potential pathways to adopt. Discussion followed regarding potential data centers and Council requested staff present more information and a potential data center policy in a future work session. Mr. Rutledge provided an update on Sherwood West, the appeal process, and the comprehensive master planning. Discussion followed regarding target metrics for the jobs/housing balance. Mr. Rutledge provided an update for the Old Town Strategic plan and Councilor Scott requested another work session to discuss incentives before the plan was considered by the Planning Commission. Mr. Tyne addressed **Pillar 2: Infrastructure** and provided an overview of its five goals and associated deliverables. Discussion occurred regarding the deliverable "Cedar Creek Pedestrian Wildlife Undercrossing" and the Council agreed that it should be moved to a goal. IT Director Brad Crawford provided an update on Sherwood Broadband and new marketing strategies and new products. Mr. Sheldon provided an update on the new Public Works facility. Councilor Mays commented on a potential future bond for the Public Works building and a future Library expansion. Councilor Scott agreed that a conversation was needed. Mr. Tyne addressed **Pillar 3: Livability** and provided an overview of its five goals and associated deliverables. Assistant City Manager Kristen Switzer spoke of the access to mental health and the deliverable and reported on the offerings at the Senior Center. She said the Senior Center was physically at capacity. Discussion followed. Mr. Sheldon provided an update on trail connectivity and Councilor Standke suggested adding a trail navigation map and an improvement list of efficiencies and gaps to the deliverable list. Mr. Rutledge said the deliverable "to analyze trail requirements for new development" would be assigned to a planner and a work session would be scheduled in the spring/summer of 2026. Mr. Rutledge provided an update on promoting and monitoring diverse housing. Councilor Scott suggested defining what affordability means for Sherwood and partnering with developers for Sherwood West. Mr. Rutledge discussed opportunities to promote environmental initiatives and said a tree code update was a priority for the Planning Commission and asked the Council for direction. The Council asked staff to provide more information on the need and the pros and cons. The Council discussed TLT (Transient Lodging Taxes) funds and staff reported that they were continuing to evaluate potential rate increases. Mr. Tyne addressed **Pillar 4: Public Safety** and provided an overview of its three goals and associated deliverables. Police Chief Ty Hanlon discussed police career cycle planning and continually looking to be innovative and creative with hiring and retention. Mayor Rosener referred to the deliverable of "evaluate further measures to expand pedestrian safety, primarily in school zones" and suggested reducing speed limits on residential streets to 20 mph. Discussion followed. Mr. Rutledge provided an update on the deliverable of "improve safety on county owned roads in Sherwood and the Urban Growth Boundary (UGB)". Discussion followed about the future of Elwert Road and the realignment project. Mr. Tyne addressed the deliverable of "proactively review law enforcement needs for planned Sherwood West area" and the Council suggested tasking the current committees such as the Police Advisory Board to gather

information. He said he was hearing the need for a conversation regarding current facilities and budgetary needs and gaps. Discussion followed about future potential election dates for a levy or bond. He suggested staff provide the Council with information regarding outreach and election deadlines. Mr. Tyne addressed **Pillar 5: Fiscal Responsibility** and provided an overview of its four goals and associated deliverables. Mr. Sheldon provided an update on the progress of pursuing federal and state grants. Discussion followed regarding opportunities for technological enhancements and innovations. Mr. Tyne addressed **Pillar 6: Citizen Engagement** and provided an overview of its three goals and associated deliverables. Mr. Sheldon reported the Citizen Academy was offered in October/November 2025 and said staff were evaluating future program offerings. Councilor Scott said he would support a web-based program in the future. Discussion followed. Communications and Engagement Coordinator Sarah Lopez addressed the deliverable of “develop and implement branding communication and marketing strategies” and said she had met with three different rebranding/marketing companies to learn the services they offered, strategy, and pricing. She asked the Council for input and direction on what problems we were trying to solve and what we were trying to accomplish. Mayor Rosener said we needed to engage our constituents and asked what tools were needed. Councilor Scott suggested first doing the rebranding and said the implementation could take longer. Councilor Giles commented on the current logo and said a new logo should showcase the new pedestrian bridge. Councilor Brouse suggested engaging the community regarding the rebranding and logo. Council President Young asked what had been budgeted for rebranding. Mr. Sheldon said \$80,000 for FY 2025-27. Ms. Switzer addressed the deliverable of “apply an organizational lens of diversity, equity, inclusion, and accessibility when offering services and amenities to our citizens” and said this is a regular part of our daily operations. Discussion followed regarding accessibility and ways to make events and city amenities accessible and following up with progress at the next goal setting. Councilor Standke commented on engagement and suggested planning for joint meetings between various city boards and commissions and making it a deliverable. Mr. Tyne said he would provide staff with requested edits, and Mayor Rosener thanked the Council and staff for their input.

5. ADJOURN:

Mayor Rosener adjourned the work session at 1:35 pm.

Attest:


Sylvia Murphy, MMC, City Recorder


Tim Rosener, Mayor