

Central Point City News

Mayor Hank Williams Office

2020 State of the City Address



This is my annual Mayor's statement to the citizens of Central Point, and I am pleased to report that Central Point remains in excellent overall condition. The following activities and issues are currently taking place in our city:

Leadership and Continued Stability: Based on national news media coverage, most of you are likely aware that principled leadership and sound executive management in public sector agencies is no longer a given. However, it is my pleasure to report that the City of Central Point continues to retain veteran leadership, which has kept our city financially secure and striding in a positive direction.

Moreover, in nearly two decades as Central Point's Mayor, I have worked diligently to renew critical portions of our city's infrastructure (Downtown/Pine Street is a recent example) to create a unique identity and increase our tax base through economic development (and not through increasing taxes to our current residents and property owners). And although we have made some measured changes during my tenure as Mayor, the city has also recognized that "change for the sake of change" is not something that is favored by most Central Point residents. More specifically, if something needs a different approach or solution in our community, it will generally receive City Council support. However, many of our existing policies, practices, and methods

have withstood the test of time and have kept this city safe, stable, and growing for many decades. Inasmuch, I frequently recommend "more of the same" or "if it ain't broke, don't fix it."

Currently, in Central Point, development proposals continue to be submitted at an above-average rate, including a variety of commercial projects and several new multi-family (apartments or mixed residential) housing projects that are being driven by free-market demand and not a government-sponsored incentive for affordable housing. Furthermore, urban growth boundary expansion, a new Central Point Community Center, a new Public Works Corporation Facility, and a new Dennis Richardson memorial at Don Jones park are all "in the works" with significant progress anticipated during 2020.

Our challenge as an organization and community is to be innovative and provide for the future needs of our citizens while respecting and honoring our heritage. Fortunately, the city's policymakers, executive management team, and employees are well equipped to meet future challenges through a commitment to conservative, consistent, and pragmatic leadership for both the organization and community.

2040 Community Visioning Process:

The City's current strategic plan is nearing completion (the current plan will conclude at the end of 2020). And so, we have begun



April 2020

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to look towards the future by spending the past several months collaborating on a new strategic planning document. This project has been a time-consuming process that has required many hours of work from the City Council, City Executive Management Team, Community Stakeholders, Citizens, and City Staff. However, we are nearing completion, and after some minor revisions/additions over the next several months, we anticipate having an adopted 2020-2040 strategic plan by late spring 2020.



Building Activity: Both residential and commercial building activity continues to trend upwards. During the 2019 calendar year, the Building Division issued 27, one and two-family dwelling construction

permits with a valuation of \$6.8 million. It also issued commercial structural permits for a valuation of \$23.2 million. Commercial valuation included projects like Fire District #3 – Scenic Avenue Fire Station, the Reed Medical Building (E. Pine Street) Creekside Apartment buildings (South Haskell), and Smith Crossing Phase II. In total, the City has issued permits for 151 new residential units, 27 single-family dwellings and 124 apartments. The City is proactively addressing statewide concerns for available and affordable housing; however, the local development market appears to be reacting and providing a free-market solution to this issue.

Urban Growth Boundary Expansion: The Planning Division completed, and the City Council adopted the Housing, Urbanization and Economic Elements of the City Comprehensive Plan in order to initiate amendments to the Urban Growth Boundary (UGB). City staff met with Jackson County Planners for pre-application meetings to assign jurisdictional responsibilities. However, incomplete traffic modeling information used by ODOT's Transportation Planning Analysis Unit (TPAU) created some delays resulting in this item being extended into the new year. However, we do anticipate the City's UGB expansion application will be under Jackson County consideration by the Spring of 2020.

Current Planning Applications: Current planning activity in 2019 included zone changes for the Housing Authority and Fire District #3 to accommodate subsequent development. The Planning Commission

approved three low-density residential subdivisions that have progressed to site improvements and final plats. The Department approved the Tail Light Commercial offices, Southern Oregon Spine & Rehabilitation (North 3rd), the Pine Street medical offices, Fire District #3 Fire House, Domino's Pizza commercial buildings, and Premier Oil Change and Car Wash facilities (Table Rock & Biddle). Planning review was also completed on the Crater Works Maker's Space and the School Districts' portable classroom placement.

Economic Development/Regional Collaboration:

The Planning Division represented the City on various boards and committees, including RVACT, MPO-TAC, Airport Advisory Committee and the Rogue Valley Site Reuse and Revitalization Program. Involvement in the latter enabled the City to have access to EPA grant money, direct it to employment sites in transition and facilitate property purchases that are keeping new and existing businesses in Central Point. The Planning Division also dispersed nearly \$20,000 to local businesses as part of the Building Façade Improvement Grant Program.



School District 6: The city collects a school excise tax (State imposed a tax on new construction) on behalf of District #6 and forwards the revenue to the District quarterly. Over the course of the calendar year 2019, the city forwarded \$140,818.18 to School district 6 which is eligible to use these funds to help rehabilitate existing facilities. Portable classrooms were placed at each of the elementary schools and the District acquired the Asante property at the end of South 2nd Street to accommodate future student growth.

City Government/Chamber of Commerce: The Community Development Department collaborated with the Chamber of Commerce to assemble a new group of business owners to participate in the Destination Business Program. This program is designed to help small business owners compete effectively for market share and consumer attention. The Community Development Director and the Chamber Executive Director took six interested local business owners/managers to Jon Schallert's Destination Business Boot Camp® in October and conducted follow-on training in November and December.

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Public Works:

New Water Meters – The City is installing new “smart” water meters that will allow residents to review their residential/commercial water consumption online and analyze use patterns up to a single minute at a time. These new meters will also provide leak detection and high use reports for both the City and utility account holders.



Paving Projects – The Third Street Paving was completed this past summer (near the entrance to Crater High School). The Third Street Paving Project included ADA upgrades to surrounding facilities.

New Sidewalks – Later this spring, newly constructed sidewalks will offer continuous pedestrian walkways from the recently completed apartment complexes in Twin Creeks (South Haskell) to Mae Richardson Elementary (West Pine Street). Additionally, new sidewalks are planned from Crater High School to the new Crater Works MakerSpace via a new flashing pedestrian crosswalk. Moreover, this set of pedestrian improvements will also include new street trees and street lights. The anticipated project completion is early 2021.

New Public Works Operations Center - After spending the past 75 years at the existing location (South 5th Street, Cedar Street, and Ash Street), the City has outgrown the current Public Works Operations Center. Inasmuch, the City is moving forward with the construction of a new Public Works Operations Center located near the intersection of South Haskell and Ash Streets. The Design will accommodate projected growth through the 21st Century.



Parks:

Bohnert Farm Park – This new park was open to the public in January 2020 and has been a resounding success. The farm-themed park includes a new playground, tennis and pickleball courts, gazebo, and exercise equipment.

Flannagan Park Improvements – A new parking lot and Playground is being installed at Flannagan Park this spring, which will provide much needed off-street parking and a new playground featuring a zip line.

Recreation:

The City introduced two new events this past year Made in Southern Oregon – Craft Fair and Battle of the Food Trucks. Both were a resounding success and will be brought back for 2020. Made in Southern Oregon will again have two events. The first in May and the second in August. The second event will combine it with the Battle of the Food Trucks. The event will be at the soccer fields in Twin Creeks to allow for the large crowds that attend both events.



Public Safety:

The Police Department continues to focus on our mission of providing excellent customer service, response to victimization, and dedication to building strong and valuable relationships in our community. Nowhere have these efforts been reflected more than in the 2019 City of Central Point Survey with citizens reporting extremely high confidence in the Police Department.

As a testament to our commitment to victims in the community, through a Department of Justice Grant and Community Works, we were able to add a full-time victim advocate staffed at our Police Department. Our victim advocate works with our officers to provide our citizens with safety, emotional support, and resources for those who have experienced domestic violence, sexual assault, and stalking.

The Department continues to build on our strong relationships with Federal, State, and Community partners. During the year, we assigned an officer to the DEA (Drug Enforcement Administration) task force, which is valuable in assisting our officers in drug investigations in the City. We continue to assign a Detective to the US Marshalls Violent Offender Task Force, which provides us with valued resources in apprehending non-compliant registered sex offenders and fugitive apprehension in our community. These valuable relationships bring additional resources and safety to our community.

The Department has a strong relationship with School District 6, assigning two full-time School Resource Officers to our schools and 3 DARE Officers dedicated to educating students in each of our elementary schools in a new curriculum that focuses on responsible decision making, self-awareness, and anti-bullying tools. The Department trained additional officers in threat assessment and threat management and collaborated

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with Jackson County Mental Health to establish a County-wide Threat Assessment Team. This team helps to determine the credibility and seriousness of a potential threat as well as the probability that the threat will become a reality.

Furthermore, Department members have been selected to sit on numerous Community nonprofit Board of Directors locally and throughout the state. These valuable commitments include the Children's Advocacy Center, Addiction Recovery Center, Pathway Enterprises, Jackson County Continuum of Care, Department of Public Safety Standards and Training, and the Oregon Association of Chiefs of Police.

The Police Department had the opportunity to partner with United Way of Jackson County and KOBI – Channel 5 for “We are in this together,” raising awareness and prevention for suicide. The lack of Mental Health Treatment and Support Resources continues to plague our Valley, and we are dedicated to education and supporting individuals in crisis to lessen their burden and get the help they need.

There are many more community projects the Police Department has worked on throughout last year but wanted to highlight the ones mentioned above. If you have questions about our community programs, please contact us at 541-664-5578. We look forward to another safe and great year in 2020!

City Policy Makers and Administrators have worked diligently to establish Central Point's envious financial position, and we should be proud and optimistic about all that we have accomplished. Many local governments throughout Oregon continue to struggle to live within their means, even during the current period of protracted economic growth. Therefore, we need to continuously protect our financial position and be mindful of not wasting resources



or turning a “blind eye” towards the opportunity cost of capital investment. And, although we shouldn't be in the business of hoarding public funds to ensure financial position, a strong economy is typically a fleeting circumstance. So in the 2019-2021 budget proposal, we continue to advocate for protecting our financial position by following the advice of the 26th President of the United States, Theodore Roosevelt, who offered the following on the subject: “Optimism is a good characteristic, but if carried to an excess, it becomes foolishness. We are prone to speak of the resources of this country as inexhaustible; this is not so” (President Theodore Roosevelt, Seventh Annual Message to Congress, December 3, 1907).

In essence, a biennial budget is nothing more than a two-year road map for the city government to meet the needs and wants of its citizens in a fiscally responsible manner. In terms of needs, the 2019-2021 proposed budget uses existing resources and revenue mechanisms to slightly enhance existing core service levels. In terms of wants, the 2019-2021 proposed budget proposes a substantial investment in capital infrastructure. Hence, the 2019-2021 proposed budget includes a major undertaking of parks system capital infrastructure by including the design, construction and early operations of a new Central Point Community Center facility. This substantial capital investment is focused on meeting the needs of existing recreational demands, accommodating future growth, and most importantly, meeting the established goals, objectives and priorities of our elected policymakers and citizens.

The Certificate of Achievement for excellence in financial reporting has just been awarded to the City of Central Point for its June 30, 2018 comprehensive annual financial report (CAFR) by the Government Finance Officers Association of the United States and Canada

Financial Excellence:

2019-21 Biennial Budget: A well-developed budget is a financial plan toward the achievement of identified goals. The FY 2019-2021 budget is guided by the

City of Central Point Strategic Plan, the 2019 Central Point Citizen Survey, and policy goals identified by both council and administration. And, to that end, this budget proposal delivers resources to identified priorities and is responsive to current needs and wants. Moreover, Central Point's service delivery model continues to be predicated on creating a “better experience” for those living in, working in, or doing business with the City of Central Point. And according to the 2019 Citizen Survey, the majority of Central Point residents believe the City is on the right track when creating a “better experience,” with 90 percent of residents holding the opinion that quality of life in Central Point exceeds expectations.



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(GFOA). This marked the 28th time the City has achieved this annual award.

This award is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

The CAFR is judged by an impartial panel to meet the high standards of the program, including demonstrating a constructive “spirit of full disclosure” to clearly communicate the City’s financial story.

Conclusion:

As Mayor of Central Point, I am proud to write to you about the strength and success of the City of Central Point. I am proud to be surrounded by people working together for the betterment of our community. I am proud of what we have accomplished together and what we will accomplish in the future. I am proud of the Central Point way of life. I am proud to say that today we are more prosperous than we have ever been.

God Bless,

Mayor Hank Williams



Volunteer for
BEAR CREEK
STEWARDSHIP DAY

Saturday
April 18th
9am–12pm

Join an **Earth Day** stewardship event in Central Point, Medford, Phoenix, Talent, or Ashland. Find the event closest to you at bearcreekstewards.org



Dates to Remember

April

- 7 - Planning Commission (6 pm)
- 9 - Development Commission Budget Meeting (6 pm)
- 9 - Council Meeting (7 pm)
- 11 - Eggstravaganza!! (10 am)
- 14 - Citizens Advisory Commission/Community Center Discussion (6 pm)
- 20 - Study Session (6 pm)
- 23 - Council Meeting (7 pm)

May

- 2 - City Wide Yard Sale
- 5 - Planning Commission (6 pm)
- 14 - Council Meeting (7 pm)
- 18 - Council Study Session (6 pm)
- 21 - Parks Commission Meeting (6 pm)
- 25 - Memorial Day*
- 28 - Council Meeting (7 pm)

* = City Hall Closed

Meetings are subject to change, please check our website www.centralpointoregon.gov for more information.

City Directory

City Manager
541-423-1026

Building Permits
541-423-1973

Code Enforcement
541-664-3321 ext. 251

Community Development
541-423-1973

Library (Central Point Branch)
541-664-3228

Police (Non Emergency)
541-664-5578

Parks and Recreation
541-664-3321 ext. 130

Public Works
541-423-1021

Public Works After Hours
541-326-3628

Utility Billing
541-664-3321 ext. 204

**CALL 911
for Fire, Medical and
Police Emergencies**

City Hall hours are 8:30 am to 4:30 pm
Monday – Friday. Feel free to drop in
with questions, pay a bill, or just say
“hello”.

Contact Your **Council**

email: info@centralpointoregon.gov

						
Mayor	Ward I	Ward II	Ward III	Ward IV	At-Large	At-Large
Hank Williams 541-944-0066	Neil Olsen 541-664-7935	Kelley Johnson 541-499-8977	Melody Thueson 503-856-6822	Tanea Browning 541-890-8377	Mike Parsons 541-554-3892	Rob Hernandez 541-840-1841
If you are not sure who your representative is call 541-423-1026						

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