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**Summary - Strategic Planning Work Session
City of Yamhill
March 6, 2024**

Sharing of ideas, concepts, hopes and desires for a thriving Yamhill community.

Themes

Downtown

- Department of Land Conservation and Development - Yamhill Central Business District Development Code Audit Grant (*Awarded*)
- Preserve Downtown Overlay, declare historic area
- Keep it Yamhill – Town with own flavor – Rural Community
- Maintain community flavor
- Revitalization of downtown
- Expansion of Central Business district
- More control over uses in Central Business district and commercial districts
- Historic District preservation
- Pressure from communities to the north – how to capture people to frequent the downtown area

Public Safety/Emergency Services

- Enhance Public Safety
- Public safety funding need
- Safe routes to schools
- Emergency Operations Center (EOC) update and coordinate with school district
- Need more staff at fire stations
- First responders have special training EMR/EMT
- Medical – need to go to McMinnville or Newberg for services

Housing

- Need diversity in housing stock
- Need more affordable housing
- Need workforce housing

Economic Development

- How to create economic stability and opportunities
- Need for Industrial land
- Employee challenges with high turnover
- Commuter centric city

Historic/Cultural Resources

- Maintain historic value while increasing business opportunities
- Art
- Derby Days/Beverly Cleary day
- Need to celebrate heritage and history

Parks and Recreation

- Need for parks and recreation opportunities
- Park development
- Sports parks with camping opportunities
- Bike park and bike trails
- Dog park
- Playground equipment
- Sports tournaments
- Community garden

Governance

- Need full time City Administrator
- New City Hall/Community Center/Library
- No negative issues with other government agencies
- Coordination meetings with other government entities – fire district/school district/county
- No employee appreciation program
- Issues with bandwidth to add capacity on identified issues
- Access to capital to address Master Plans – grants need to be prepared to respond
- Professional grant writer
- Need for a lobbyist

Schools/Education

- School buildings are old – heat system problems

Infrastructure

- In adequate infrastructure
- Improve public infrastructure
- Increase sewer and water capacity
- Need Storm drainage improvements
- Replace aging water lines
- Wastewater Plant – consolidate buildings for efficiency
- Improvements needed to wastewater treatment facility
- Need for Storage reservoir(s)
- Long term water supply concern
- Houses don't drain into storm drain system
- Have water and wastewater plans for 20-year period
- Need for purple pipe (reuse water)
- Additional wastewater impound location
- Need bond dollars to increase reservoir capacity
- Rural water districts – update contracts
- Need Sidewalks in town
- Have some good infrastructure plans in place
- Need 25/50/100-year infrastructure plans
- Challenges with matching funds for grants

Private Utilities

- Need WiFi/Internet service improvements
- PGE rate increase is a concern
- No natural gas service in town

Community Engagement

- Need more family activities
- Need more youth activities
- No volunteer or community appreciation programs
- Need more public activities to get together with people
- Need Farmer's Market
- Have Economic Development/Water Advisory/Budget committees – maintain and expand interaction out into the community
- How do you get more community involvement?

Land Use

- Department of Land Conservation and Development – Housing Assistance Grant (*Awarded*)
- Need UGB conversations
- Parking downtown and city wide a concern
- Update Comprehensive Plan
- 50 – 75 year strategic plan – map current commercial/future UGB/school locations
- Houses don't convert, keep them commercial
- Return commercial buildings to commercial uses and not current residential uses

Transportation

- Lighted crosswalks at schools, cost is an issue
- Highway safety through town (Hwy 47 and 240)
- Transportation Growth Management Grant pre letter being drafted
- Need Transportation System Plan

Miscellaneous

- Start with low hanging fruit projects

Resources

Department of Land Conservation and Development

Technical Assistance Grants

Small Cities Grants

<https://www.oregon.gov/LCD/Pages/index.aspx>

Institute for Policy Research and Engagement

Resource Assistance for Rural Environments

<https://ipre.uoregon.edu/about-us/>

Transportation and Growth Management Program

ODOT and DLCD

<https://www.oregon.gov/lcd/TGM/Pages/index.aspx>

Mid-Willamette Valley Council of Governments

<https://www.mwvcog.org/>

League of Oregon Cities

<https://www.orcities.org/>

Oregon Chapter American Planning Association

<https://oregon.planning.org/>

Rural Development Initiatives

<https://rdiinc.org/>

Chinook Institute for Civic Leadership

<https://www.thechinookinstitute.org/>

Foundations (approximately 1,715 foundations and grantmaking organizations in Oregon)

Austin Family Foundation

Yamhill County Needs and Opportunities Assessment

<https://austinfamilyfoundation.com/>

The Oregon Community Foundation

Intel Foundation

Meyer Memorial Trust

The Ford Family Foundation

Nike Foundation

The Collins Foundation

The Lemelson Foundation

James F. and Marion L. Miller Foundation

Maybelle Clark MacDonald Fund

Spirit Mountain Community Fund

Oregon Jewish Community Foundation

Regional Arts & Culture Council

The Harold and Arlene Schnitzer CARE Foundation

The National Psoriasis Foundation

Northwest Health Foundation

The PacifiCorp Foundation

Umpqua Bank Charitable Foundation

Juan Young Trust

Clark Foundation

The Salem Foundation

The Autzen Foundation

Gray Family Foundation

PGE Foundation

The Healy Foundation

The Herbert A. Templeton Foundation

Chiles Foundation

Wendt Family Foundation

Chambers Family Foundation

McKenzie River Gathering Foundation (MRG Foundation)

The Lazar Foundation

The Roundhouse Foundation

Benton Community Foundation

Fohs Foundation

The Samuel S. Johnson Foundation
 The Carpenter Foundation
 The Jackson Foundation
 The Burning Foundation
 Mentor Graphics Foundation
 Jubitz Family Foundation
 Bonneville Environmental Foundation

Potential Process Models

Community Visioning (examples – Newberg & Tualatin)

<https://www.newbergoregon.gov/cd/page/community-vision>

<https://www.tualatinoregon.gov/planning/tualatin-tomorrow-community-vision-and-strategic-action-plan-updated-september-2009>

[https://www.tualatinoregon.gov/sites/default/files/fileattachments/advisory committees/meeting/1874/tt_2011_annual_report.final_.pdf](https://www.tualatinoregon.gov/sites/default/files/fileattachments/advisory_committees/meeting/1874/tt_2011_annual_report.final_.pdf)

Strategic Doing

<https://strategicdoing.net/>

Rule 1: Create Safe Place for Deep, Focused Conversation

Rule 2: Framing Question – Appreciative Question

Rule 3: Share Assets (Physical/Skill Sets/Social Assets/Capital Assets); Uncover Hidden Assets

Rule 4: Brainstorm Opportunities to achieve the goals (Opportunity Cards)

Rule 5: Reduce them to low hanging fruit – “The Big Easy”

Pick the best & easiest project – “The Big Easy”

Rule 6: Strategic Outcomes - Create a plan to tackle it

Rule 7: Pathfinder Project

Rule 8: Short-term Action Plan

Rule 9: Communicate progress on a 30/30 basis