



*Willamina*  
TIMBER TOWN USA



CITY OF WILLAMINA | MARCH 3-4, 2017

## **COMMUNITY WORKSHOP**

OAPA Community Assistance Planning Program



# WILLAMINA HIGH SCHOOL



CITY OF WILLAMINA | MARCH 3, 2017

## COMMUNITY WORKSHOP

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# Questions ask of WHS Students

- **Future jobs:** What kind of jobs do you think you'll pursue? What are your career interests? Could you do them in Willamina? Why not?
- **After WHS:** How many are planning to leave for work, school, or services just after graduation? For those who are planning to stick around, what job do you have next year or hope you will have?
- **Future in the City:** Can you imagine yourself living in Willamina as an adult? What would you want the town to be like then? What would you want to have stay the same as it is today? What would you like to see change?
- **Livability and amenities:** What's working/not working for you today as a young person? AKA, what do you like about Willamina? What would you change?
- **Advice:** Now that we've talked about the town, and you've heard how some of your peers feel about it, do you have any big ideas for the future of Willamina?



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# What we heard from WHS Students

- Willamina's youth care a lot about others, especially concerned how the most vulnerable residents are fairing in Willamina - children and adults with disabilities, seniors who live alone, military veterans
- They have many job aspirations- ministry, military, filmmaking, medicine, business, special education, archaeology, fashion design, music, and more! - but most feel they have to leave to pursue
- Need more outdoor recreation and safe / fun places to hang out
- Worried about lack of housing and affordability
- Frustrated that they can't walk and bike safely, no easy way to get around
- Want more and better parks and places for small children



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# THE WORKSHOP

## MARCH 4, 2017



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# WALKING WORKSHOP



# Main takeaways from walk...

- Library is paying big dividends on a very small budget. Need to find a way to capture more opportunities and partnerships to expand computer services for online learning and employment-related needs, teen-based programming, and enhanced materials and services for all ages.
- Many in the community are devoting considerable effort and resources to preserve your authentic place, creating art, and making sure the community is fed and cared for.
- Many of the city's amenities are within a compact area, making it easy for families to walk to destinations. But, walking does not always feel pleasant or safe for all ages and abilities.
- The West Valley Community Campus has already become a significant community resource. More work will be necessary to make sure there is a way for the campus to continue expanding its vision and mission with a sustainable business plan.
- Untapped resources in churches – commercial kitchen (lease to entrepreneurs, organize free cooking classes with Oregon Food Bank &/or local farms); preschool



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# COMMUNITY WORKSHOP

A large group of people are gathered in a school cafeteria for a community workshop. The room has red walls and a drop ceiling with fluorescent lights. In the foreground, a man in a green hoodie with a bicycle logo on the back is seated at a long wooden table. He is looking at a large map or plan spread out on the table. Other people are seated at tables around the room, some looking at the map, others talking. A man in a blue and white checkered shirt is standing and talking to a group of people. In the background, there is a sign that says "Healthier US Silver School" and a display case with various items. A clock is visible on the wall. The overall atmosphere is one of active participation and discussion.



# Agenda

March 4, 2017

12:00n- 2:00p	<b>SMALL GROUP DISCUSSIONS AND LUNCH</b> Over lunch, facilitated discussions about needs of Willamina's youth and families
2:00- 2:20p	<b>PRIORITIZATION ACTIVITY</b> Identify immediate action steps and implementation strategies
2:20- 2:30p	<b>NEXT STEPS AND ADJOURN WORKSHOP</b> Summary of what happens next and how to stay involved

BREAK

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4:00- 5:00p	<b>CAPP TEAM RECOMMENDATIONS &amp; DISCUSSION</b> Presentation and discussion of findings and recommendations
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## TABLE 1 ECONOMIC DEVELOPMENT

1. Where will the jobs come from over the next five years?
2. What types of jobs do you hear children and young adults asking about and talking about?
3. Where are young people working after school?
4. What businesses would Willamina support locating here?
5. What goods or services do you find in other towns because you can't get them in Willamina? How far and how often do you travel for these?
6. What is inhibiting the types of businesses you want to see?

### WILLAMINA ECONOMIC DEVELOPMENT

#### EXISTING POSITIVES:

- GROWING POP.
- LOCATION
- VOLUNTEERS
- CASINO
- W. VALLEY CAMPUS
- LOW COST OF LIVING
- CHEAP PROPERTY
- STRONG LEADERSHIP
- ONLINE NW
- SCHOOL GROWTH
- SMALL FARMING OPPS.
- THE MILL
- HWY. ACCESS
- NATURAL BEAUTY

#### FUTURE OPPORTUNITIES:

- RECREATION / TOURISM...
- RAIL TRAIL?
- FISHING
- MTN BIKING
- REMOTE WORKING
- INDUSTRY GR.
- MAKERS / ARTS DESTINATION
- MUSEUM GROWTH?
- AG. CENTER?

### WILLAMINA ECONOMIC BARRIERS

#### size of population

- Access to services locally
- Infrastructure to support growth
- Marketing and First Impressions
- Fear of ~~gentrification~~ <sup>change</sup>, loss of identity
- Zoning and Code requirements
- Lack of support for new businesses
- High Poverty Rate

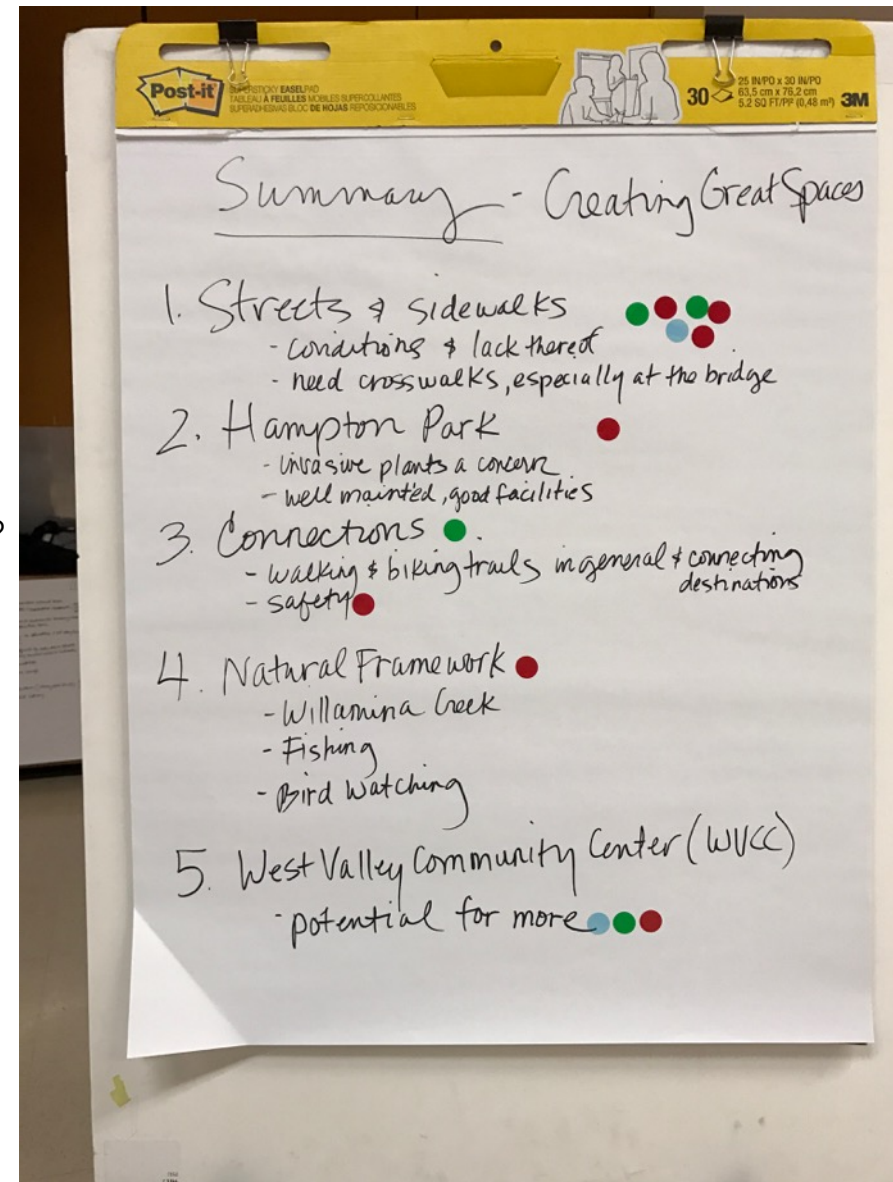




## TABLE 2

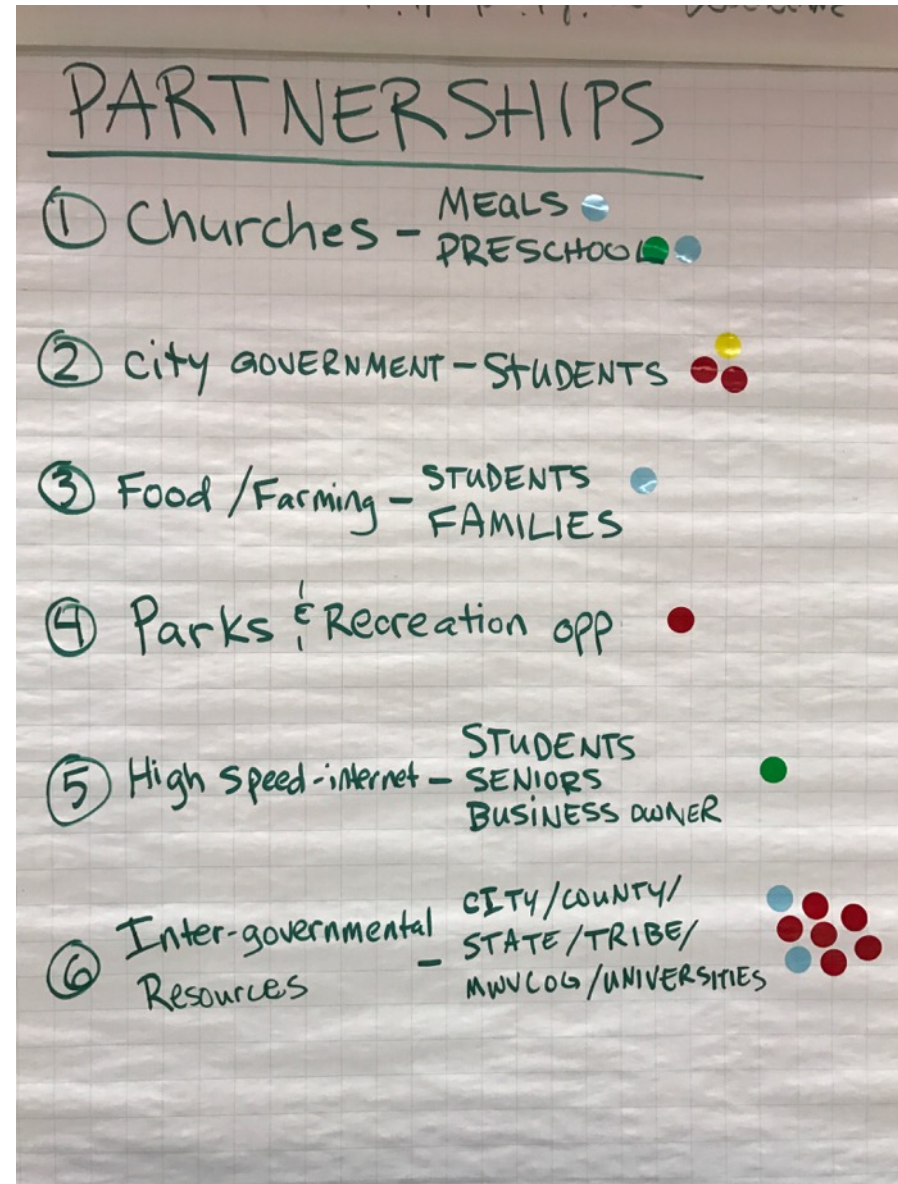
### CREATING A GREAT PLACE

1. Where does everyone hang out now?
2. Where do kids hang out? Where do adults hang out? Why?
3. What kind of places do you like to hang out (when you're visiting or traveling to other towns)?
4. How can we accommodate those cool places in Willamina?
5. What do you wish you could do on the weekends in Willamina, but there's nowhere to do that?



## TABLE 3 PARTNERSHIPS

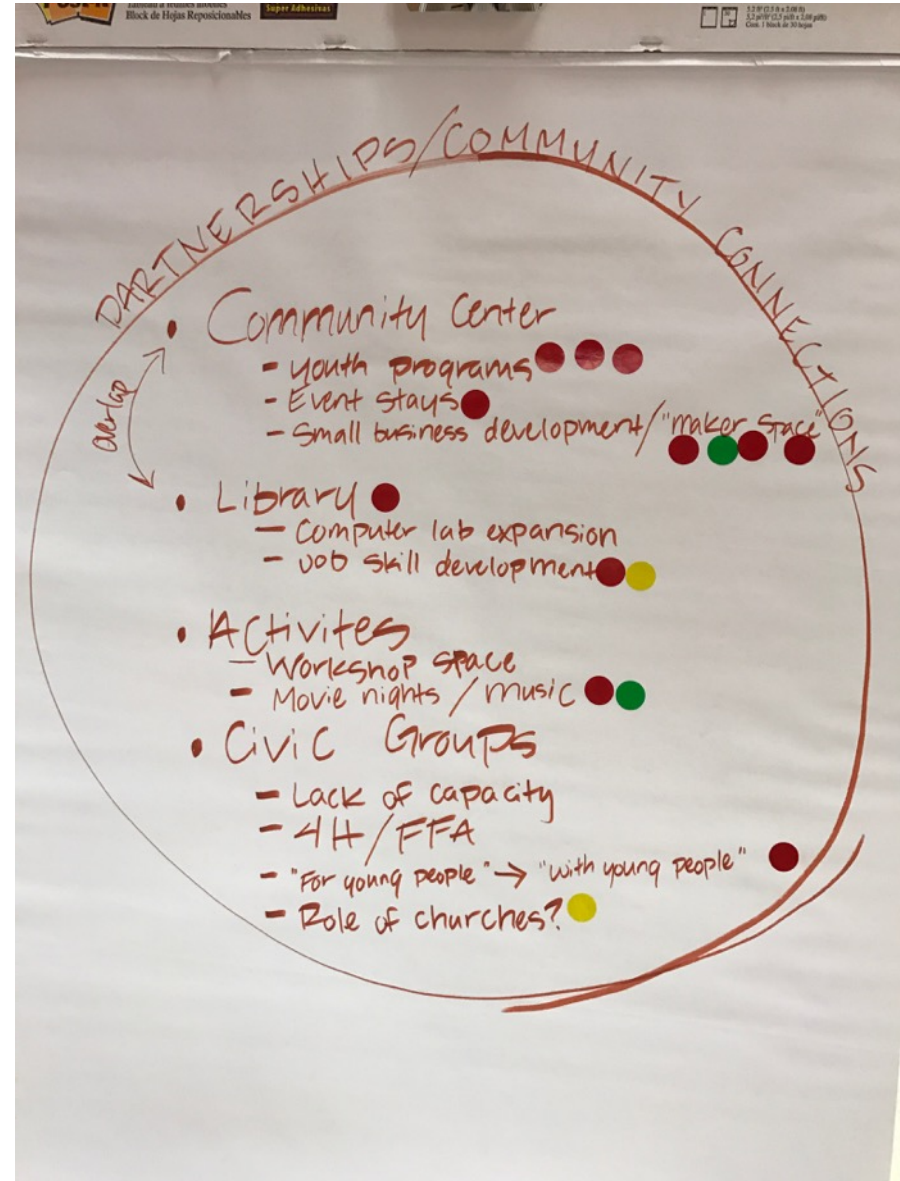
1. Who can the City partner with to make great things happen?
2. Who are the community leaders, groups, or individuals that really make things happen?
3. Are there young people in Willamina who are working to change things for their peers? What are they doing?
4. Who do you think should have been here today that isn't?
5. How can the City and School District work together to create a better place for our youth?





## TABLE 4 COMMUNITY DEVELOPMENT

1. How can the West Valley Community Center better serve Willamina?
2. How can the library be a center of activity, creativity, and small business development?
3. Who else in the area is supporting young people with job training and/or after-school jobs?
4. What would inspire you to get together with your neighbors to do something for young people in Willamina? What would you do?
5. What civic groups or fraternal organizations could get involved with making things happen?



# What's next?

## A TO-DO LIST FOR WILLAMINA



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# Actions for high priority

## ECONOMIC DEVELOPMENT | ISSUES & OPPORTUNITIES

- ❑ Create Asset Management (immediate need) - inventory and assess all city-owned land and buildings to create a sustainable financing model:
  - Doable strategy and plans for disposition, operations/maintenance, leasing – prioritize getting back on tax rolls, hold off acquisitions until assessment complete
  - Potential resources to develop and carry out asset management plan: proceeds from selling surplus property, State funding
- ❑ Need a capital improvement plan for public facilities - prioritize and start chipping away at deferred maintenance
- ❑ You have a UGB - allow development within and identify priorities for growth; UGB and comp plan should be making it easier to grow
- ❑ Continue informing and educating community on economic/employment / education potential for 10GB internet service. Citizens not aware. Info in water bill?



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# Actions for high priority

## CREATING PLACES | TOURISM OPPORTUNITIES

- ☐ Contact Travel Oregon to find ways to be included on tourist materials, web information (work with Travel Salem &/or Chamber to determine who and how)
- ☐ Contact Cycle Oregon &/or Reach the Beach organizers to discuss improving regional awareness of bicycle routes through Willamina
- ☐ Consider ways to improve first impressions
  - Beautify entries into town
  - Signs and information welcoming and guiding visitors – maintain existing, add and improve
  - Celebrate natural setting and connections to local agriculture!



# Actions for high priority

## CREATING PLACES | ISSUES WITH STREETS/SIDEWALKS

- ☐ Review “A Main Street Runs Through It”, from ODOT website
- ☐ Talk to ODOT Regional Rep and identify resources for Main St upgrades. (make sure desired improvements are in City’s Transportation System Plan – policy basis)
- ☐ Identify 2-3 top priorities for new crosswalk on Main Street
  - Opportunity to engage students in the work - identify destinations and walking routes for children
- ☐ Map existing, inadequate and missing sidewalks and then prioritize the most important fixes – can feed into capital improvement plan
  - Opportunity to engage WHS students in the work– inventory and mapping
  - Potential resources: PSU/UO class and workshop projects, Yamhill County GIS (map) help



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# Actions for high priority

## CREATING PLACES | TRAILS & PARKS

- ☐ Talk to Hampton management about trestle over Willamina Creek. Ask for their specific concerns about pedestrians using trestle to get between Hampton Pond and WVCC to determine if there are possible and reasonable fixes.
  - Potential resources for improvements to trail available at Rails-Trails Conservancy
- ☐ Recruit sponsor for Summer Movie in Lamson Park; partner with Chamber
- ☐ Contact OSU scientists to get definitive identification and solution for invasive plants in Hampton Pond



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# Actions for high priority

## CREATING PLACES | WVCC OPPORTUNITIES

- ☐ Call planning or architecture schools at Portland State University or University of Oregon to find out if they can help with assemble the WVCC Master Plan and facility assessment; master plan will setup the WVCC to pursue funding opportunities and needed regulatory changes
- ☐ Investigate volunteer / pro bono opportunities available from professional organizations of architects and structural engineers to assess what is structurally possible at WVCC - what type of improvements will be required for various desired uses in the future (i.e. residential, medical, programs for younger children)
- ☐ Hire students from VOC/AG to help design and build out maker space
- ☐ Coordinate and clarify services and programs best suited at WVCC and Library to avoid inefficiencies / programmatic overlap



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# Actions for high priority PARTNERSHIPS | YOUTH NEEDS

- ❑ Find provider for local pre-school services
  - Work with School District on approaching churches, etc. to establish a local preschool facility
- ❑ Expand opportunities to get students involved in decision-making
  - Youth representative to City Council, Youth Commission and/or WHS student government partnership to Council
  - Youth representative to serve on Planning Commission
  - Internships with City, County and/or Chamber – quarterly rotation



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# Actions for high priority PARTNERSHIPS | INTERGOV'T ISSUES

## ☐ Improve intergovernmental partnerships

- Outline all the codes and plans that need to be updated to support other tasks and vision. Call DLCD/COG for help with this task
- Update and digitize City maps. Call PSU or County GIS to help. Ask high school if there are students who could help.
- Pursue partnerships and grant opportunities with DLCD and COG planners
- Build relationships with Polk Co. and Tribal Council; sustain partnership with Yamhill Co.



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# VOLUNTEER PLANNERS | CAPP TEAM

**Kevin Cronin, AICP** Community Development Director for City of Astoria

**Karl Lisle, AICP** City of Portland Spectator Facilities and Development Coordinator

**Deb Meihoff, AICP | Team Lead** Principal and owner of Communitas

**Ken Pirie, AICP CUP, LEED AP ND** Senior Associate for Walker Macy

**Becky Steckler, AICP** Program and Policy Manager for Oregon APA



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**THANK YOU!**