



CITY COUNCIL WORKSHOP

September 03, 2024 at 6:00 PM

Boardman City Hall Council Chambers

AGENDA

1. CALL TO ORDER
2. FLAG SALUTE
3. ROLL CALL/EXCUSED ABSENCES
4. REPORTS, CORRESPONDENCE, AND DISCUSSION
 - A. Strategic Plan Discussion
 - B. Missing Middle Housing Fund Discussion
5. ADJOURNMENT

Zoom Meeting Link: <https://us02web.zoom.us/j/2860039400?omn=89202237716>

This meeting is being conducted with public access in-person and virtually in accordance with Oregon Public Meeting Law. If remote access to this meeting experiences technical difficulties or is disconnected and there continues to be a quorum of the council present, the meeting will continue.

The meeting location is accessible to persons with disabilities. Individuals needing special accommodations such as sign language, foreign language interpreters or equipment for the hearing impaired must request such services at least 48 hours prior to the meeting. To make your request, please contact a city clerk at 541-481-9252 (voice), or by e-mail at city.clerk@cityofboardman.com.

Strategic Planning Process

*City Council Briefing
September 3, 2024*



Goals

- Chart City's Future Direction
- Engage Diverse Range of Community Voices
- Understand Community Members' Hopes, Dreams, and Concerns
- Create Strategic Planning Framework
- Guide Future Detailed Planning Efforts

Join the City of Boardman in
Planning for our Future!

The City of Boardman is embarking on a two-year process to plan for the community's long-term growth and prosperity.

The City needs your help in deciding where to grow and how we can work together to plan for jobs, housing, parks, and other essential community ingredients that ensure Boardman remains a vital and vibrant community for our people and businesses.

Find out more and watch for opportunities to participate in this process at these sites:

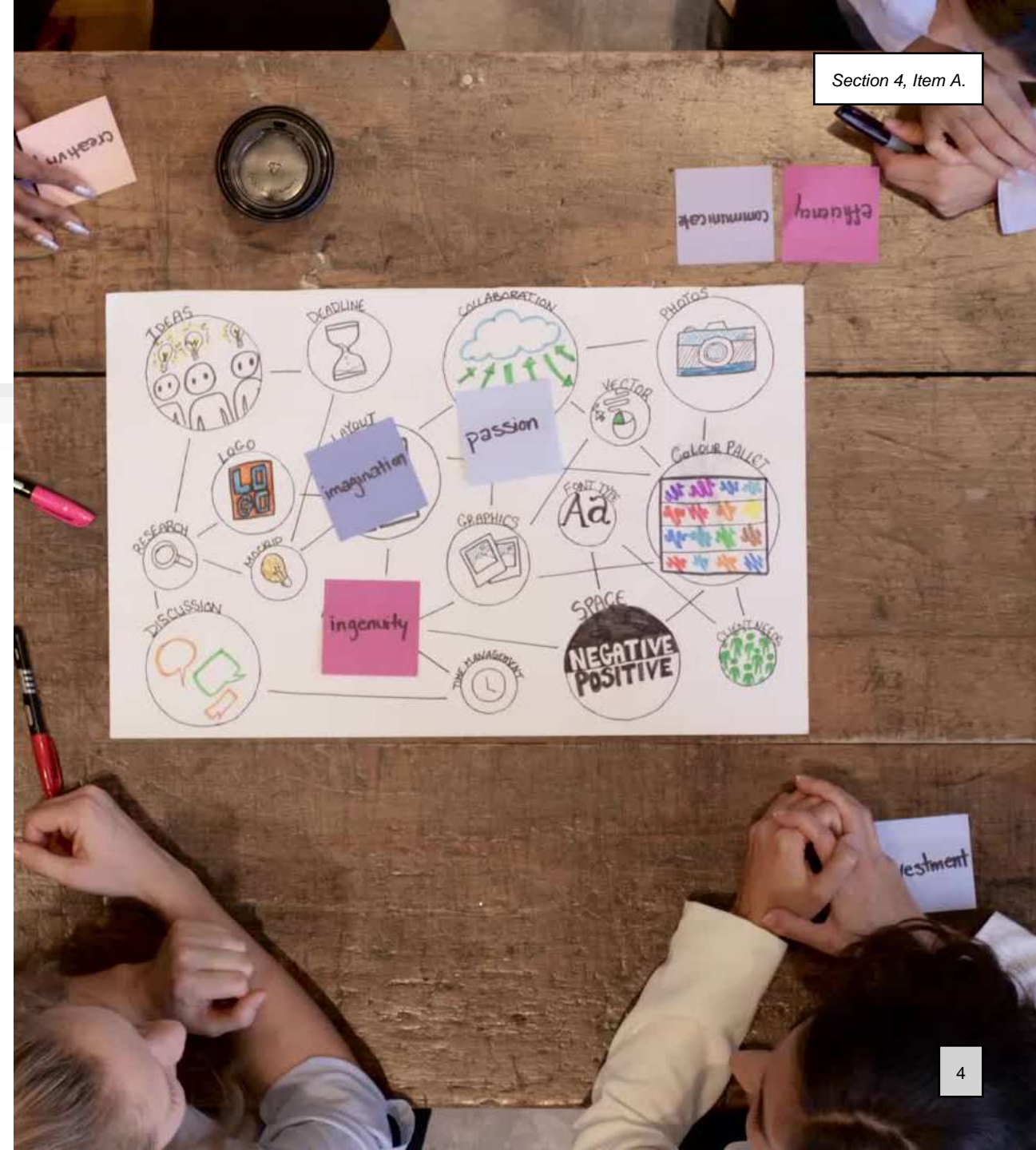
Website: www.cityofboardman.com

Facebook: scan the QR code



Engagement Strategies

- Branding (project logo and identity)
- Meeting & Presentation Materials
- Small Group & 1-on-1 Meetings
- Community Survey
- On-the-Ground Engagement
- Summary of Key Themes and Goals



Section 4, Item A.

Audiences and Participants

- Local businesses
- Partner agencies
- Latino Community
- Faith-Based Organizations
- Development Community
- City Boards and Commissions



Questions for Council

- Do you generally support the process we have described?
- What are your goals for future community growth, development and vitality?
- What are your concerns about Boardman's future and how can they be addressed?
- Who needs to be involved in this conversation?
- What else do we need to know moving forward?





Anything Else?

What we've learned so far

- **Meetings:**
 - **Jan 17/Feb 15 – broad stakeholder groups**

Boardman Foods, 3Mile Canyon, NW Beef, Port of Morrow, BCDA/Chamber, Tillamook, City/County Council members, School District, FCS Security, Wind Wave, City Staff
 - **March 5 – City Council presentation**
 - **March 21 – Working Group**
 - **May 1 – City hires MMHF to advance SOW**
 - **August 6 – Let's Build Boardman**



Who we've interviewed/met with

- **Brandon Hammond – City Manager**
- **Carla McLane - City Planner**
- **Amanda Mickles – City Clerk**
- **Mayor Paul Keefer**
- **Matt Jensen - County Administrator**
- **Aaron Palmquist – Irrigon**
- **John Doherty – Heppner**
- **Jamie Stewart - Tillamook**
- **Michael Graham - Tillamook**
- **Debbie Radie – Boardman Foods**
- **Daisy Goebel - County Planner**
- **George Shimer – Parks and Rec**
- **Ethan Salas – City Council**
- **Brenda Profitt – City Council**
- **Cristina Cuevas – City Council**
- **Heather Baumgartner – City Council**
- **Richard Rockwell – City Council**
- **Rick Stokoe – Police Chief**
- **Leslie Pierson – Realtor**
- **Robert Echenrode – UEC**
- **Katrina Ward – UEC**
- **Jeff Wendler – 3 Mile Canyon Farms**
- **Mike Lees – Anderson Perry**
- **Torrie Griggs – Chamber**
- **Anna Brown – Port of Morrow**
- **Lisa Mittelsdorf – Port of Morrow**
- **Carmen Mendoza – Real Estate/Port of Morrow**
- **Now all of you and many more to come!**

Some definitions

Area Median Income – the midpoint of all incomes in a place

- **Morrow County AMI (2022 Census) = ~\$65,000/year**

Affordable Housing – subsidized housing for those making less than 80% of AMI (and mostly <60% AMI)

Workforce Housing – housing built specifically for middle income earners 80-120% AMI

- **Morrow County = ~\$65,000 - \$80,000/year**

Cost Burdened = spending more than 30% of your income on housing

This year's YTD Sales:

- 28 homes sold
- Avg sales price = \$383,493
- Median price = \$327,571
- 1 attached, 6 man., 21 detached
- 19 new construction

For sale now (as of Aug 6):

- 23 on the market
- Median list price = \$439,040
- Range = \$255,000 - \$599,900
- 3 manufactured, 9 detached, 11 attached,
- 15 new or under construction, 8 resale

Rentals:

- Avg studio ~ \$1,045
- 1BR ~ \$1,350
- 3BR ~ \$2,000

What we've learned so far

- **Key data points:**

- 250 housing units needed NOW, minimum
- ~60% of workforce leaves Boardman every day – lives somewhere else
- Avg sales price = ~\$380K
- New unit rents = ~\$1,900
- Families often now living 2 or 3 per house
- Here's who has trouble hiring or retaining:
- School district, County, Port, Tillamook, Boardman Foods, 3 Mile, First Coast
- The challenge is now COUNTY WIDE

- **What are people afraid of?**

- Bad products and bad management – they know what that looks like
- Not knowing their neighbors – growing so fast
- No plan; no greenspace; wall to wall buildings

What we've learned so far

- **What do people actually want?**
 - Pride in where they live – EVERYONE said this = #1 most important
 - SHARED community vision – there is no shared plan, commitment, goal
 - A sense of community, especially at small scale – housing should BUILD connection
 - Choices – one size/price does NOT fit all
 - Ways to stay in Boardman through ALL stages of life – starter apartments, starter homes, raising family, retiring, senior care “
 - Amenities – without population density, a PLAN, and infrastructure, we won't have amenities – vicious cycle
 - American dream – own a home, send kids to college
 - Control over their destiny – change is already HERE – so how to shape it?

A few challenges

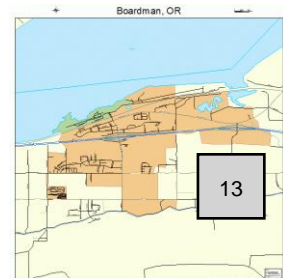
- In the 70's, Boardman *chose how it would change*, all at once. Hardly any communities ever get that chance – but Boardman can do it again. How?
- How do we respect our elders and culture, AND give young people and new residents the best opportunity to grow their families here and become *tomorrow's* seniors and leaders?
- How do we act NOW by using the best practices already moving in other places? No need to reinvent wheels – just need to begin.



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**LET'S BUILD
BOARDMAN**



**BUILDING
COMMUNITY
THROUGH
WORKFORCE
HOUSING**



LET'S BUILD BOARDMAN



BUILDING
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THROUGH
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HOUSING

Section 4, Item B.

84 attendees

- Several City Councilors
- Police chief, City Manager, City Planner, Port, Chamber, Tillamook, Boardman Foods, land-owners, longtime business owners, County, other Morrow County cities, innovators from across the state and country, utilities, state rep, etc.
- Solutions brainstormed in morning
- Lunch sponsored by City, Boardman Foods, Tillamook
- Six task forces launched in afternoon
- Happy hour sponsored by Hayden Homes



Six task forces were launched to carry the day's work forward:

1. **CITY – Improve accessibility to zoning and regulations**
2. **CITY – Create a comprehensive vision and master plan for workforce housing, and development code updates to facilitate the vision**
3. **CITY – Establish a revolving predevelopment loan fund for housing and innovation**
4. **PARTNERS – Establish a quarterly expo for landowners and housing innovators to create new projects and/or pilots**
5. **PARTNERS – Build a career and technical education (CTE) brick and mortar facility to develop a skilled construction trades workforce**
6. **PARTNERS – Develop a framework for employer investment in workforce housing**

LET'S BUILD BOARDMAN



BUILDING
COMMUNITY
THROUGH
WORKFORCE
HOUSING

Section 4, Item B.

MMHF
MISSING MIDDLE HOUSING FUND

MMHF Recommendations:

- 1. Continue planning, zoning, regulatory, and strategic work via planning staff – incorporate these workforce housing efforts into all of it**
- 2. Establish a revolving predevelopment loan fund for housing and innovation**
- 3. Support partners to connect landowners and development projects – public/private RFP(s) to catalyze city and private land development – get started AND align with strategic planning – transparency and forward progress are key**
- 4. Support partners to build a career and technical education (CTE) brick and mortar facility to develop a skilled construction trades workforce AND attract housing innovation companies to set up manufacturing facilities in Boardman**