



CITY COUNCIL

Work Session Meeting Minutes June 9, 2025

Mayor Primmer called the work session meeting to order at 6:00pm. Present were Councilors Hayward, Roberts, McCarthy, Duron, Myers, Kelso, Linton, and Barron (arrived at 6:20pm). City Staff in attendance included: City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Chief Jason Edmiston, City Planner Clint Spencer, Assistant City Recorder Heather La Beau, and City Recorder Lilly Alarcon-Strong.

Presentation- Hermiston Civic Leadership Academy

City Manager Smith stated he is happy to introduce the 2nd Annual Hermiston Civic Leadership Academy Participants and have them share their findings.

Civic Leadership Academy Participants gave information (PowerPoint Presentation attached) about themselves and their backgrounds; the project that was assigned to them which was to engage the community about the future use of the Historic Carnegie Building; the Carnegie Buildings History and why it's important to the City and community; finding various ways to connect with the community that the community prefers, ie: QR Code, Text, Face-to-Face communication, and how to address communication challenges with groups that feel excluded; identifying core issues found from the groups engagement efforts; limitations and constraints found while working on this project, with a consensus of a lack of communication from the City and the lack of access to technology from the community and in a basic small sample survey showing 3 out of 4 members of the community do not have access to technology; recommendations on ways to enhance communication efforts with community focusing on Hermiston's demographics, micro-polling, and using Hermiston's 2040 Approved Goals; presenting the Community's vision for the building, to include:

- Cultural or Arts Center,
- Muti-Use Community Hub
- Local History or Interpretive Center, and/or
- Youth Programming Space

(applause from all present).

The Council asked for clarification on statistics related to the 3 out of 4 members of the community who do not have access to technology. Adriana Nugroho stated these statistics were from the 55 people who completed her survey, most were teachers and the remaining were students who ranged in age from 15 to 17.

Kire Barraza Ross clarified that these statistics were not necessarily who did and did not have access to technology, but more focused on what types of technology they use, ie: Facebook vs TV, as not all technology and forms of technology are the same and addressed other questions from the Council.

The Council praised the participants for all their work on this project with special recognition to Adriana Nugroho who is a High School Student and the youngest participant to date on her professionalism.

Mayor Primmer stated the world is run by people who show up and thanked the participants for showing up.

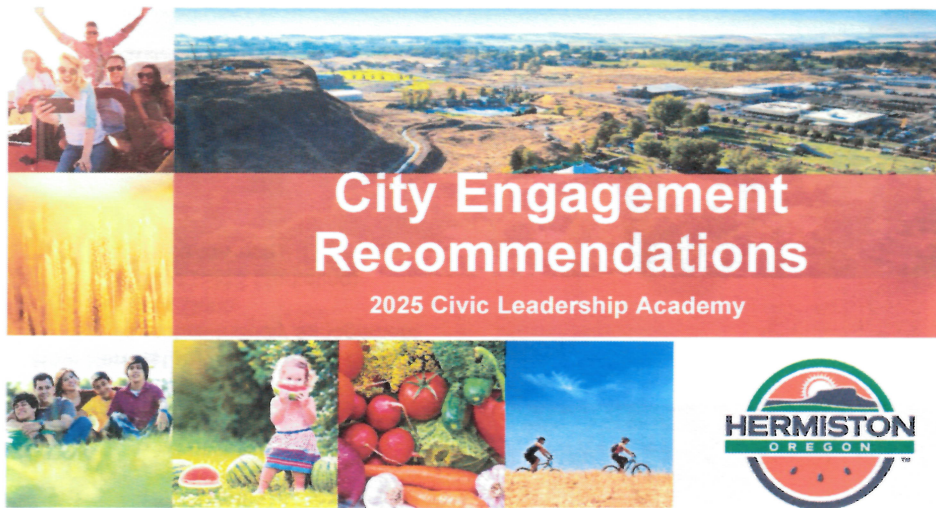


CITY COUNCIL

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Adjournment

Mayor Primmer adjourned the work session meeting at 7:00pm and stated the regular council meeting would convene after a short break.



Civic Leadership Academy 2025: Who We Are



**Krista
Van Veen**

4 years,
Hermiston
Resident

Owner
The Good
Ledger



**Kire
Barraza Ross**

7 years,
Hermiston
Resident

Middle School
Teacher
Hermiston
School District



**Andrew
Ross**

Lifelong
Hermiston
Resident

Assistant
Director
West Umatilla
Mosquito
Control



**Kelsi
Rademacher**

9 years,
Hermiston
Resident

Financial
Accountant
Umatilla
Electric
Cooperative



**Maryanna
Hardin**

24 years,
Hermiston
Resident

Communications
Officer
Hermiston School
District



Civic Leadership Academy 2025: Who We Are



**Adriana
Nugroho**

1 year,
Hermiston
Resident

Sophomore
Hermiston
High
School



**Kyleen
Kosirog**

Lifelong
Hermiston
Resident

Contractor
UCoHealth



**Mitch
McClannahan**

12 years,
Hermiston
Resident

Correctional
Officer
Two Rivers
Correctional
Institution



**Kyndra
Stone**

6 years,
Hermiston
Resident

Environmental
Health
Specialist
UCoHealth



**Gabe
Torres**

Lifelong
Resident

Analyst
State of Oregon



Presentation Roadmap

1. About Our Project

- History of the Carnegie building & project scope

2. Our Findings

- Takeaways from Interviews with locals & general research

3. Core Issues Identified

- Limitations & constraints

4. Our Recommendations for Engagement

- Understanding demographics, micro-surveys, and alignment to Hermiston Community Vision 2040

5. Our Recommendations for Building Use

- Preserving the historical legacy and need for multi-cultural space

6. Our Final Reflections on Engagement

- Synthesis & Insights from Interviews





About Our Project: Why this matters

1. Design a community engagement process for repurposing the Carnegie Building
2. Come up with something where everyone has a seat at the table
3. Create something that instills trust and transparency to constituents
4. And as a result, the better the engagement the better the community buy-in



History of the Carnegie Building

- **About the building:**
 - 215 E Gladys Avenue, Hermiston, OR
 - Zoned: Commercial C-1
 - Built in 1918, funded through philanthropist Andrew Carnegie
 - Served as City of Hermiston's Public Library from 1919 to 1989
- **Importance to the city:**
 - Remembrance as *"the old library"*
 - Strong historical presence to the downtown district



Our Findings: Engaging Hermistonians (1 of 4)

How Hermistonians Prefer to Engage

- Simple mobile-friendly engagement
 - QR Code
 - Text (SMS Marketing)
 - Face-to-Face



Our Findings: Engaging Hermistonians (2 of 4)

How Hermistonians Prefer to Engage

- Face-to-face builds trust
 - especially with older and bilingual populations



Our Findings: Engaging Hermistonians (3 of 4)

How Hermistonians Prefer to Engage

- Community engagement must feel relevant and personal



Our Findings: Engaging Hermistonians (4 of 4)

How Hermistonians Prefer to Engage

- Youth and underrepresented groups feel excluded from decisions



Core Issues Identified

01	Awareness	<ul style="list-style-type: none"> Many residents are unaware of the building's history and future potential Community desires clear, ongoing updates on the project Strong support for inclusive, youth-friendly use if purpose is well-communicated
02	Ownership & Engagement	<ul style="list-style-type: none"> No current strategic communications or outreach plan Word-of-mouth and personal connection are most effective In-person engagement builds lasting trust
03	Unheard Voices & Inclusive Communications	<ul style="list-style-type: none"> Young, bilingual, and underserved residents feel left out Preferred tools: QR codes, short surveys, texting, face-to-face Materials must be accessible (3rd-grade reading level recommended)
04	Vision Alignment	<ul style="list-style-type: none"> The reuse of Carnegie should reflect the Hermiston 2040 Vision Opportunity to connect downtown revitalization with inclusive design City should integrate community feedback early and often
05	Reuse Potential	<ul style="list-style-type: none"> Community favors multi-use, flexible space (youth, arts, events) Building's historic character is highly valued Concerns about balancing public access with safety and purpose



Limitations & Constraints (1 of 3)

Bridging Gaps in Community Communication

- Digital access is not universal
- Blend digital and low-tech outreach
- Language access remains a barrier
- Current communication isn't always understood
- No strategic communications plan exists
- Inconsistent messaging causes confusion

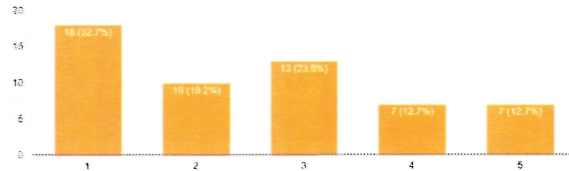


Limitations & Constraints (2 of 3)

Challenges in Community Engagement

- Limited staff capacity for outreach
- Tight outreach budget
- Lack of sustained engagement efforts
- Residents feel unheard
- Need for ongoing communication
- Transparency boosts participation

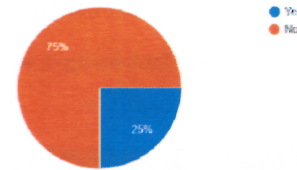
If so, how frequently do you receive news from Social Media? (City Council & Hermiston News In General)
35 responses



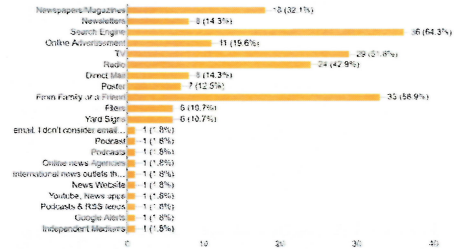
Limitations & Constraints: Digital access is not universal (3 of 3)

If you are an individual that does **not** have access to **technology**, are there any barriers that you face regarding engagement with the Hermiston News/City Council?

4 responses



What other forms of media besides social media do you use to be informed about the news?
26 responses



Forms of Communication & Media Survey - Conducted by Adriana Nugroho



Recommendations to Drive Engagement

Understanding
Hermiston
Demographics

Little Big Polls:
Micro surveys
with real
influence!

Connecting the
Hermiston 2040
Community
Vision & Action
Plan



Recommendations to Drive Engagement: Understanding Community Demographics

MEDIAN AGE
31.8

45% speak a
language **other**
than english at
home.

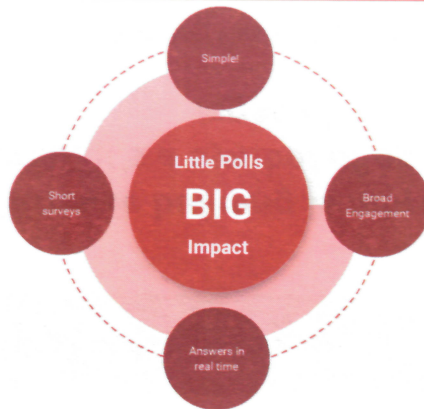
Fastest growing
community in
eastern Oregon

Daniel Wattenburger - PAC/West Lobby Group

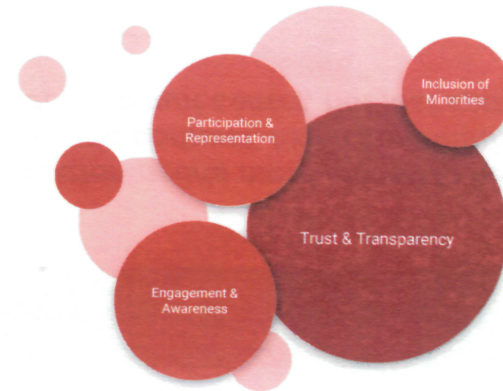
- Facebook post interaction - mostly female
- City of Hermiston Newsletter - 65% open rate
- Current Outreach: Social Media, Email Marketing



Recommendations to Drive Engagement: What is MICRO-Polling? (1 of 3)



Recommendations to Drive Engagement: Micro Polling means MORE (2 of 3)



REAL world examples of Micro-Polling (3 of 3)

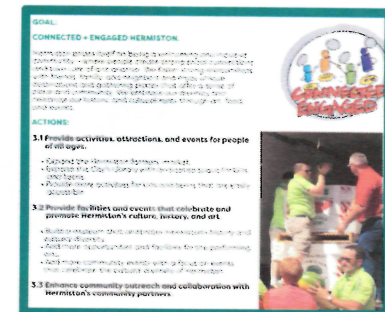
- | | | |
|----|-------------------------|---|
| 01 | Los Angeles, California | <ul style="list-style-type: none"> Focus: Traffic and transit feedback through social media and apps. Outcome: Quick insights to adjust transportation plans. |
| 02 | Boston, Massachusetts | <ul style="list-style-type: none"> Focus: Public health feedback during COVID-19. Outcome: Adjusted health guidelines and resource allocation. |
| 03 | Chicago, Illinois | <ul style="list-style-type: none"> Focus: Urban development, public safety, and street maintenance. Outcome: Prioritized issues based on diverse feedback. |
| 04 | London, United Kingdom | <ul style="list-style-type: none"> Focus: Neighborhood planning and local developments. Outcome: Aligned urban changes with community preferences. |



Our Recommendations for Engagement

HERMISTON 2040 GOALS

1. Growing + Prosperous Hermiston
2. Safe + Healthy Hermiston
3. **Connected + Engaged Hermiston**
4. Sustainable Hermiston



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Our Recommendations: Building Use



Cultural or
Arts Center



Multi-Use
Community
Hub



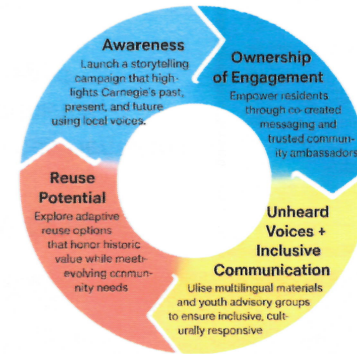
Local History
or Interpretive
Center



Youth programming
space



Our Final Reflections on Engagement: Synthesis



Our Final Reflections on Engagement: Insights from Interviews

"The Carnegie building is more than bricks and mortar, it's a symbol of opportunity and legacy."

-Pastor Dan, Oasis Vineyard Church



Our Final Reflections on Engagement: Insights from Interviews

"Hermiston needs more places to hang out, host events, and connect, like a community lounge, art space, or event center, not just sports-focused stuff."

— Hermiston Young Adult



Our Final Reflections on Engagement: Insights from Interviews

"We need spaces where kids can do crafts, experiments, or just be with other kids, without it being religious or expensive."

— Hermiston Homeschool Parent



Our Final Reflections on Engagement: Insights from Interviews

"I think old people don't get asked enough in these situations, even though they've been around the longest."

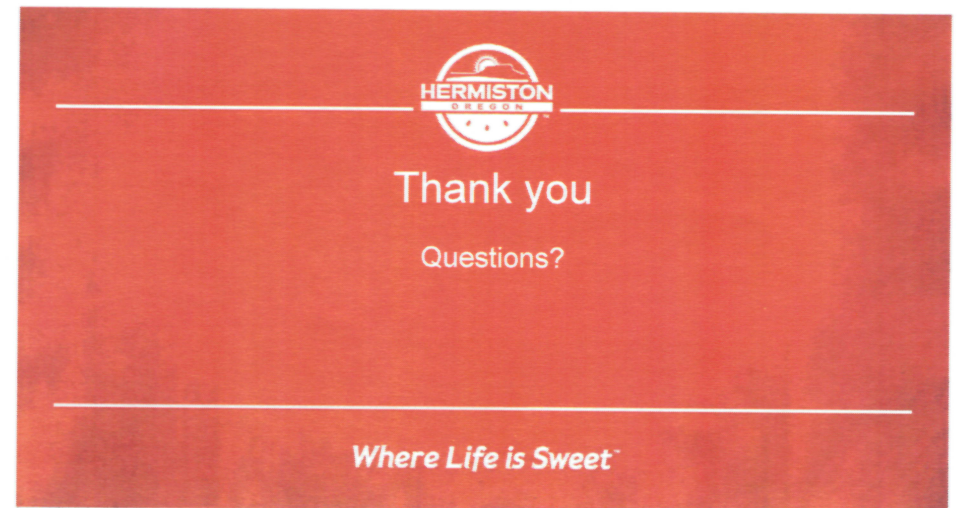
— Hermiston Senior Citizen



Our Final Reflections on Engagement: Insights from Interviews

"I think it's vital to find a purpose for it that maintains the relevance that it was built for, but also keeps that history in the community."

- Jesalyn Cole, Executive Director,
Stepping Stones Alliance





CITY COUNCIL & URBAN RENEWAL AGENCY

Regular Meeting Minutes
June 9, 2025

Mayor Primmer called the regular meeting to order at 7:07pm. Present were Councilors Hayward, Roberts, McCarthy, Duron, Linton, Myers, Kelso, and Barron. City Staff in attendance included: City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Finance Director Ignacio Palacios, Chief Jason Edmiston, City Planner Clint Spencer, Assistant City Planner Heather La Beau, Parks and Recreation Director Brandon Artz, Court Administrator Jillian Viles, and City Recorder Lilly Alarcon-Strong. The pledge of allegiance was given.

Recognition of Downtown Banner Contest Winner

City Manager Smith stated in partnership with the Downtown District; this is the second year of the community-wide banner contest where the community was asked to design a banner that represents Hermiston. Talented 16-year-old Nathan Brown designed the winning banner in 2024 that is now displayed throughout the City.

Mayor Primmer read aloud the Certificate of Recognition and both Mayor Primmer and Downtown District President Judy Pederson recognized Nathan Brown for sharing his talent and presented him with a \$100.00 check, baseball cap with his winning design, and a certificate (applause from all present).

Citizen Input on Non-Agenda Items

None given.

Consent Agenda Items

Councilor McCarty moved, and Councilor Roberts seconded to approve Consent Agenda item A-E to include:

- A. Committee Vacancy Announcement
- B. Change of Ownership Application for Off Premises Sales for Dino Mart located at 710 W Hermiston Ave
- C. Initiate annexation proceedings Jaber Investment LLC 4N2802BA Tax Lot 100 - 2455 NE 7th St
- D. Minutes of the May 15th City and HURA Budget Committee Meetings
- E. Minutes of the May 27th City Council Work Session and Regular Meeting

Motion carried unanimously.

Public Hearing – 2025-26 Budget of the City of Hermiston (Resolutions 2371-2374 Below)

After hearing no declarations of conflict of interest from the Council, City Manager Smith read the hearing guidelines and Mayor Primmer opened the hearing at 7:15pm.

City Manager Smith spoke regarding the Budget Committee meeting and their recommendation to the Council to adopt the proposed resolutions for the 2025-26 fiscal year budget and answered questions from the Council.

Hearing no public testimony, Mayor Primmer closed the hearing at 7:17pm.



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Resolutions (2371, 2372, 2373, 2374) Related to the adoption of FY 2025-26 City of Hermiston Budget

City Manager Smith stated these resolutions to adopt the FY 2025-26 budget were discussed during the public hearing and provided in the agenda packet and briefly explained each one.

Resolution No. 2371- Declaring the City of Hermiston's Election to Receive State Revenues

Councilor Linton moved, and Councilor Roberts seconded to adopt Resolution No. 2371 and lay upon the record. Motion carried unanimously.

Resolution No. 2372- Adopting the City of Hermiston's Budget, Make Appropriations, and Impose and Categorize Taxes for FY 2025-26- Councilor Duron moved and Councilor Hayward seconded to adopt Resolution No. 2372 and lay upon the record. Motion carried unanimously.

Resolution No. 2373- Establishing Reserve Funds for the City of Hermiston for FY 2025-2026

Councilor McCarthy moved, and Councilor Hayward seconded to adopt Resolution No. 2373 and lay upon the record. Motion carried unanimously.

Resolution No. 2374- Establishing City Compensation Plan for the City of Hermiston for FY 2025-2026

Councilor Duron moved, and Councilor Roberts seconded to adopt Resolution No. 2374 and lay upon the record. Motion carried unanimously.

Resolution No. 2375- Section 3 HUD Requirements Resolution

City Manager Smith stated this resolution is a requirement from the Community Development Block Grant process for the Agape House Project as supplied in the agenda packet.

Councilor Hayward moved, and Councilor Roberts seconded to adopt Resolution No. 2375 and lay upon the record. Motion carried unanimously.

Adoption of the FY 2025-26 Umatilla County Dispatch Agreement

City Manager Smith stated the proposed Umatilla County Dispatch Agreement has been reviewed and is within the budgeted amount. Communication between Umatilla County and the City of Hermiston continues to improve with plans to meet soon.

Councilor Roberts moved, and Councilor McCarthy seconded to authorize the City Manager to sign the FY 2025-26 IGA for Dispatch Services as presented. Motion carried unanimously.

Committee Reports

Airport Advisory Committee- Councilor Roberts gave updates regarding finances, fuel sales, construction of the current hangar, and a possible contract for another large hangar which would be very beneficial for the Airport.

Faith-Based Advisory Committee- Councilor Hayward stated Stepping Stones Alliance presented information regarding a recently denied grant but are continuing to seek additional funding.



CITY COUNCIL & URBAN RENEWAL AGENCY

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Mayor's Report

Mayor Primmer stated he attended the Umatilla City Council meeting.

Council Presidents Report

Councilor McCarthy spoke regarding the Good Shepherd Health Care Systems Annual Scramble for Scholarships Golf Tournament and the Pickleball Court Ribbon Cutting.

Council Reports

Councilor Kelso spoke regarding his attendance at the Hermiston High School Graduation and gave praise to all those who graduated and spoke regarding his ride-a-long with Oregon State Police based out of Hermiston. Councilor Kelso also stated that he helped the Boy Scouts put up flags down Main Street on Memorial Day and encouraged the community to volunteer for this task on Flag Day.

Councilor Duron asked if the City would be supplying a cooling station this summer for those in need.

City Manager Smith stated the City has a good relationship with PATH and will investigate if there is a need in the community and move forward accordingly.

Councilor Barron stated he has been receiving comments regarding the restrooms and water fountains at parks being closed and whether there was a way to keep them open.

Mayor Primmer stated that these facilities are being misused, and although the City wants to have the public enjoy parks, the City must consider public safety and be fiscally prudent with this delicate situation.

City Manager Smith stated City Staff will work on a report to present to staff regarding this situation; however, he does believe that some of these comments may be carrying over from winter months when the restrooms are shut down to protect infrastructure during freezing weather.

Youth Advisory Report

None present.

City Manager's Report

City Manager Smith stated he met with School District staff to discuss additional financial resources to help provide Mr. Davis more time to devote to the Youth Advisor Program next year, as well as their continued attendance at LOC events.

Adjourn City Council Meeting and Convene Hermiston Urban Renewal Agency (HURA) Meeting

At 7:41pm Mayor Primmer adjourned the City Council Meeting as there was no other business and convened the Urban Renewal Agency Meeting.

Public Hearing- HURA 2025-26 Fiscal Budget (HURA Resolution 24)

Hearing no conflicts of interest from the members, City Manager Smith read the hearing guidelines and Chair Primmer opened the hearing at 7:42pm. Planning Director Clint Spencer gave information regarding



CITY COUNCIL & URBAN RENEWAL AGENCY

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the Budget Committee meeting held and their recommendation to the Agency to adopt proposed Resolution No. 24. for the 2025-26 fiscal year budget.

There was no one present who wished to give public testimony and the hearing was closed at 7:44pm.

HURA Resolution No. 24- Adopting the FY 2025-2026 Budget for the Hermiston Urban Renewal Agency

City Manager Smith stated this resolution was discussed during the public hearing and information was provided in the agenda packet.

Member Duron moved and Member Roberts seconded to adopt HURA Resolution No. 24 and lay upon the record. Motion carried unanimously.

Adjourn Urban Renewal Agency Meeting

Chair Primmer adjourned the HURA meeting at 7:45pm as there was no other HURA business.



SIGNED:

Doug Primmer, Mayor

ATTEST:

Lilly Alarcon-Strong, CMC, City Recorder