



**AGENDA**

**MOLALLA CITY COUNCIL WORK SESSION  
December 13, 2023  
6:00 PM  
Molalla Civic Center  
315 Kennel Ave, Molalla, OR 97038**

**Mayor Scott Keyser**

**Council President Jody Newland  
Councilor Terry Shankle  
Councilor Eric Vermillion**

**Councilor Leota Childress  
Councilor Crystal Robles  
Councilor RaeLynn Botsford**

*In accordance with House Bill 2560, the City of Molalla adheres to the following practices:  
Live-streaming of the Molalla City Council Meetings are available on Facebook at “Molalla City Council Meetings – LIVE” and “Molalla City Council Meetings” on YouTube.  
Citizens can submit Public Comment in the following ways: attend the meeting, email the City Recorder @ [recorder@cityofmolalla.com](mailto:recorder@cityofmolalla.com) by 4:00pm on the day of the meeting, or drop it off at City Hall, 117 N. Molalla Avenue.*

**1. CALL TO ORDER AND ROLL CALL**

**2. DISCUSSION ITEMS**

- A. Goal Setting Work Session
  - i. 2018 Community Visioning Survey Pg. 2
  - ii. Summary of Survey Responses Pg. 4
  - iii. Word Clouds – Phase I and Phase II Surveys Pg. 5
  - iv. Ford Institute for Community Building Pg. 6
  - v. Molalla Area Services Pg. 7  
(Areas of Responsibility & Intersections of Work)
  - vi. Molalla City Council Goals & Actions Worksheet Pg. 9

**3. ADJOURN**

*Agenda posted at City Hall, Library, and the City Website at <http://www.cityofmolalla.com/meetings>. This meeting location is wheelchair accessible. Disabled individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder’s Office at 503-829-6855.*



**5. Your Age Group**

- Under 20       21 to 40       41 to 60       61+

**6. How many years have you lived in Molalla?**

- 2 years or less       3-10 years       11-20 years       21+ years

**7. What area best describes where you live?**

- Inside Molalla City Limits       Outside Molalla City Limits but in the 97038 zip code
- Mulino Area—97042**  
(Mulino, Clarkes, etc.)       **I don't live in 97038 or 97042 zip codes but live adjacent and consider it to be "my town".**  
Zip Code \_\_\_\_\_

**8. Are you interested in volunteering on this project at some point in the future?**

- Yes       No       Maybe

**If you answered "yes" above - are there any professional/technical skills or skilled labor you would consider contributing if the need arises?**

**9. Please feel free to share any additional thoughts with City Council about this Visioning Process. (maximum of 50 words)**

**Sign Up Here for Updates**

Name \_\_\_\_\_ email \_\_\_\_\_

You will be entered in a drawing for a \$100 gift card. Three winners will be selected at random in February 2018.

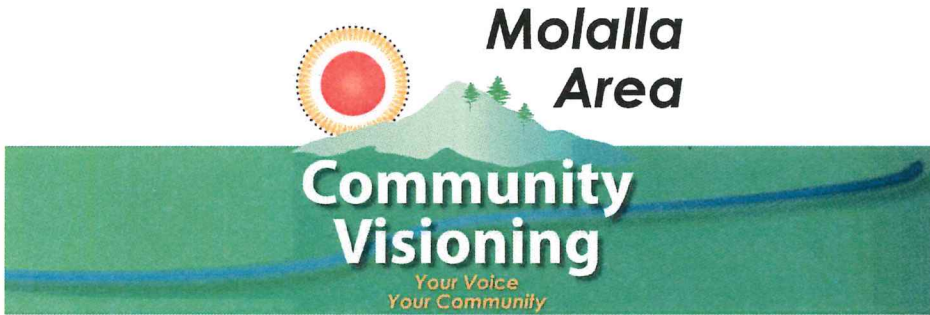
## SUMMARY of Survey Responses

Molalla Visioning

December 2018 (surveys completed in Spring/Summer 2018)

444 people identified 3 things that would improve quality of life in Molalla. Below is a summary by leading categories of responses.

<i>What would improve the quality of life in Molalla?</i>	<i># of people responding</i>	<i>% of people responding to this item</i>
	444 total	
Grocery	152	34%
Restaurants (including fast-food)	121	27%
Traffic improvements (roads, streets, lights)	83	19%
School improvements (especially a new middle school)	82	18%
Pedestrian improvements (sidewalks/trails/walking, bike lanes, lights)	69	16%
Parks, recreation	58	13%
More retail	56	13%
More business (especially downtown)	39	9%
Events, activities, including children's activities	40	9%
Coffee shop	32	7%
Youth hang-out spot, activities	30	7%
Movie theatre	29	7%
Local culture (support for aesthetic improvements, library, rodeo, arts, food carts, farmer's market, etc.)	28	6%
Facelift for downtown	26	6%
Address drugs, crime, safety	21	5%
Open pool/aquatic center	20	5%
Transport/bus (especially to Woodburn)	19	4%
Clinic (Spanish-speaking)	14	3%
Bring people together, build community	12	3%
Parking	8	2%
More jobs	8	2%
Address homeless issue	7	2%
New development with infrastructure, housing, affordable and senior housing	7	2%
No new housing/building	6	1%
Spanish interpreters	4	1%



# Phase I Survey



# Phase II Survey



Rural residents taking the lead to build their community's future



These 29 actions will increase your impact as a Community Builder and **help you and other rural residents take the lead in building your community's future.**

Remember:

- Everyone practices some of them.
- No one practices all of them.
- The more you practice, the better.
- You can build community every day, anywhere, in big and small ways.
- A team approach allows for a diversity of actions.
- Building your practice takes purpose, persistence and passion.

### *Listen to Learn*

1. Know and honor the history of the community
2. Listen actively and openly
3. Listen to all community groups
4. Listen for opportunities to engage
5. Never stop listening

### *Engage to Mobilize*

6. Identify and engage around shared values and interests
7. Seek opportunities to work and learn together
8. Build a team around the energizers and mobilizers
9. Identify and create multiple ways to gain broad community participation
10. Engage the hard-to-reach and resisting forces
11. Never stop doing outreach

### *Skill Up, Branch Out*

12. Learn new skills to get the work done
13. Build local relationships, partnerships and networks
14. Teach needed skills to others
15. Build regional and national relationships, partnerships and networks

### *Plan Together*

16. Gather data and information as a learning and working tool
17. Create an inclusive vision
18. Develop goals, strategies, measures and action plans
19. Collaborate and align the work throughout the community
20. Reach your long-term goals through short-term actions

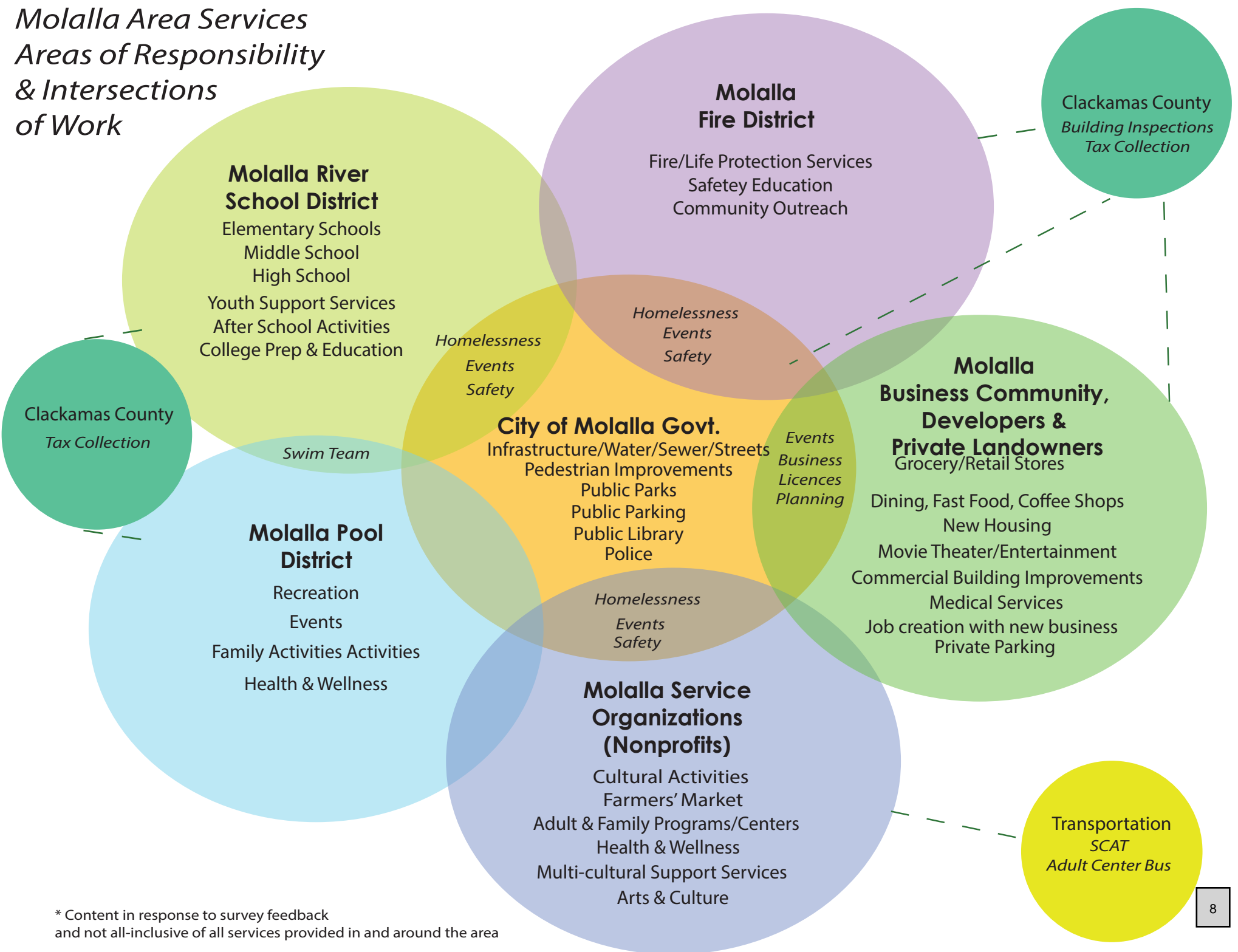
### *Create Change*

21. Ensure the change is the change the greater community wants to see
22. Honor the pace of the community
23. Take unified action to invest in community effort
24. Stay involved over the long term

### *Celebrate & Reflect*

25. Share stories and pay attention to the larger unfolding story
26. Identify what works and what doesn't
27. Stay flexible and adapt along the way
28. Celebrate successes and acknowledge and learn from failures
29. Find ways to renew and re-energize

# Molalla Area Services Areas of Responsibility & Intersections of Work



\* Content in response to survey feedback and not all-inclusive of all services provided in and around the area





**Molalla City Council Goals and Actions Worksheet**

**March 2, 2019**

**Value Statement 1**

A welcoming place (both physically and socially) that is safe, hospitable, and inclusive of all residents, businesses and visitors

Goals	<ul style="list-style-type: none"> <li>• Specific Actions</li> <li>• Timeline -- short-term (90 days) or long-term (12 months)</li> <li>• Who's Responsible?</li> </ul>	Indicators of Success
<p><i>Physically Welcoming</i></p> <p>1. Add or improve signage to welcome and direct people to landmarks, recreation areas, and other points of interest</p>		
<p><i>Socially Welcoming</i></p> <p>1. Develop a monthly community e-newsletter highlighting city activities</p>		
<p><i>Hospitality</i></p> <p>1. Create a welcome letter that is delivered to new residents and businesses in the water bill</p>		
<p><i>Safety</i></p> <p>1. Work with city, county, state, and regional partners to improve pedestrian access to core community services (grocery stores, restaurants, medical services, etc.)</p> <p>2. Continue to partner with MRSD to provide SRO to schools</p>		
<p><i>Inclusivity</i></p>		

## Value Statement 2

A **growing** community with an attractive small-town feel. We are confident that our quality of life will improve as we grow together

Goals	<ul style="list-style-type: none"> <li>• Specific Actions</li> <li>• Timeline -- short-term (90 days) or long-term (12 months)</li> <li>• Who's Responsible?</li> </ul>	Indicators of Success
<p><i>Appearance</i></p> <p>1. Develop a “Molalla Style” architectural design standard to create a comprehensive identity for non-residential developments</p> <p>2. Create incentive programs for non-residential façade improvements in downtown core</p>		
<i>Growth Management</i>		
<i>Quality of Life</i>		

### Value Statement 3

**A great place to live and raise a family** where people have a strong sense of belonging because we care for everyone

Goals	<ul style="list-style-type: none"> <li>• Specific Actions</li> <li>• Timeline -- short-term (90 days) or long-term (12 months)</li> <li>• Who's Responsible?</li> </ul>	Indicators of Success
<p><i>Livability</i></p> <p>1. Invest resources into adding, improving and maintaining community parks.</p> <p>2. Convert the old rail line to a walking trail</p>		
<p><i>Belonging</i></p> <p>1. Provide city support for events that encourage people to connect.</p>		
<p><i>Caring for Others</i></p>		

**Value Statement 4**

An **economically sound** community -- residents have a strong work ethic which is evident in the diversity of businesses, partnerships, education, and innovation

Goals	<ul style="list-style-type: none"> <li>• Specific Actions</li> <li>• Timeline -- short-term (90 days) or long-term (12 months)</li> <li>• Who's Responsible?</li> </ul>	Indicators of Success
<p><i>Economic Soundness</i></p> <p>1. Work with local, regional and state resources to develop and economic development plan</p>		
<p><i>Work Ethic</i></p> <p>2. Invite youth participation in city activities</p>		
<p><i>Business Diversity</i></p> <p>1. Create a branding campaign and marketing plan for promoting Molalla to attract new business</p>		
<p><i>Education</i></p>		
<p><i>Innovation</i></p>		

**Value Statement 5**

A **beautiful and tranquil** area known for its unique natural landscape. We are committed to preserving and protecting our place through good stewardship and education about responsible use.

Goals	<ul style="list-style-type: none"> <li>• Specific Actions</li> <li>• Timeline -- short-term (90 days) or long-term (12 months)</li> <li>• Who's Responsible?</li> </ul>	Indicators of Success
<i>Beautiful / Tranquil Place</i>		
<i>Natural Landscape</i>		
<i>Stewardship &amp; Education</i>  1. Partner with service organizations to develop messaging on wise stewardship of our natural assets		

## Value Statement 6

A full-service **resource hub** within the region that is recognized for connecting people with enterprise, and for providing central access to our regional resources

Goals	<ul style="list-style-type: none"> <li>• Specific Actions</li> <li>• Timeline -- short-term (90 days) or long-term (12 months)</li> <li>• Who's Responsible?</li> </ul>	Indicators of Success
<p><i>Resources</i></p> <p>1. Increase awareness of community needs</p>		
<p><i>Connectivity</i></p> <p>1. Develop a resource "center" to connect people to services</p>		
<p><i>Access</i></p>		

**Value Statement 7**

A **resilient** community that passionately recognizes and builds on its history, culture and location within Clackamas County

Goals	<ul style="list-style-type: none"> <li>• Specific Actions</li> <li>• Timeline -- short-term (90 days) or long-term (12 months)</li> <li>• Who's Responsible?</li> </ul>	Indicators of Success
<i>Resilience</i>		
<p><i>Heritage: History, Arts &amp; Culture</i></p> <p>1. Update the Arts Commission Ordinance to be inclusive of work related to history, arts and other cultural activities.</p>		
<i>Location</i>		