

**CITY OF NEWBERG CITY COUNCIL WORK SESSION MINUTES
OCTOBER 25, 2010
6:00 P.M. MEETING
NEWBERG CITY HALL 2ND FLOOR CONFERENCE ROOM (414 EAST THIRD STREET)**

THIS WAS A DISCUSSION MEETING ONLY AND NO DECISIONS WERE MADE OR ACTION TAKEN.

I. CALL MEETING TO ORDER

Mayor Bob Andrews called the meeting to order at 6:00 PM.

II. ROLL CALL

Members

Present:	Mayor Bob Andrews	Denise Bacon	Ryan Howard	
	Stephen McKinney	Bart Rierson	Marc Shelton	Wade Witherspoon

Staff

Present:	Daniel Danicic, City Manager	Terrence Mahr, City Attorney
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Others Present: Nancy Boyer, Mid-Willamette Valley Council of Governments Executive Director

III. OVERVIEW OF THE ELEMENTS OF A STRATEGIC PLAN

- A) Mission Statement**
- B) Vision Statement**
- C) Core Organizational Values**

Nancy Boyer presented a PowerPoint presentation (see official meeting record for presentation) and recommended the City of Newberg keep the following in mind while drafting statements:

- Your vision statement should be future focused and set the direction for what you pursue and strive to do. It should take a great deal of effort to achieve.
- Vision Statements = a work picture of the future that the organization intends ultimately to become or to influence.
- Vision statements are a practical statement about the future and the organization's role in it. It is an opportunity to look forward, to check prospective viewpoints and to clearly explain what the organization sees coming. The Vision statement can describe the desired outcome.

IV. REVIEW, EVALUATE, AND REVISE THE CITY OF NEWBERG MISSION STATEMENT & DEVELOP VISION STATEMENT

Nancy Boyer led discussion on a new City of Newberg mission statement and vision statement. In discussing the mission and vision statements for the City of Newberg, these are key areas/important elements discussed:

- Small town (city) feel
- Friendly
- Big on Service – Serious About Service
- Wise Use of Tax Dollars
- Dynamic
- Great Place to Grow
- Diversity

- Economic opportunity
- Sustainability
- Protection/Public Safety
- Sense of Community
- Services/Health
- Prosperity – Conditions to prosper
- Livability – Live, Work & Play
- Protection

A final recommended mission statement for future discussion is “It is the mission of the City of Newberg to create and sustain a community of neighbors that serves, protects and achieves together what cannot be done alone.”

A final recommended vision statement for future discussion is “Newberg is a friendly, dynamic and vibrant community valuing diversity, opportunity and partnerships (and) ~~which~~* promotes a healthy, safe environment where individuals and families live, work, play and grow.”

Nancy Boyer led discussion on a new City of Newberg Core Organizational Values. A final recommended values list for further discussion is “The City of Newberg is serious about service and we make serving the citizens our highest priority. We will:

- Be innovative in responding to the current and future needs of the community
- Exercise fiscal responsibility
- Hold ourselves to the highest level of honesty, truthfulness and ethical conduct
- Be professional in our attitude and proficient in our tasks
- Encourage a spirit of cooperation in dealing with the mutual problems and challenges facing our community
- Participate in and promote the exchange of ideas through open communications.
- Recognize that all individuals living and working in the community are essential resources for achieving the City’s mission.”

These items are elements included of the City’s current philosophy statement, which were not discussed by the Council and that the Council may want to consider for inclusion in the core organization values.

- Sustainability
- Expect and Demonstrate courtesy and respect in all interactions
- Commit to total quality in all services we provide
- Be accountable and effective stewards of the public trust and resources

V. NEXT STEPS

The City Council agreed that City staff should also play a significant role in the development of the core organizational values. There will be future work sessions to discuss and come to consensus on new statements and values. The next scheduled work session is March 21, 2011.

VI. ADJOURNMENT

The meeting adjourned at 9:53 PM.