

MINUTES

Eugene City Council
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

November 27, 2017
5:30 p.m.

Councilors Present: Emily Semple, Betty Taylor, Alan Zelenka, Jennifer Yeh, Mike Clark, Greg Evans, Claire Syrett, Chris Pryor

Mayor Vinis opened the November 27, 2017, Work Session of the Eugene City Council.

A. Committee Reports and Items of Interest from Mayor, City Council, and City Manager

Council Discussion

- Interim Police Chief will be introduced to the City Council at the December 11 meeting.

B. WORK SESSION: Downtown Update

Planning and Development Director Denny Braud, Police Sergeant Julie Smith, Community Programs Manager Colette Ramirez, and Facility Management Division Manager Jeff Perry gave an update about downtown including safety and social services, physical improvements and amenities, programming and activation.

Council Discussion

- Activation is the key to the improvements that have been made downtown; people attract people.
- Partnerships are important in providing safety and program management.
- The initiative represents a lot of work in a short period of time to turn around a space that has been challenged for a number of years.
- Branding has been very successful in other cities.
- A healthy downtown is critical Envision Eugene work. Downtown is a great place to spur growth from within.
- Improving downtown has come at the cost of surrounding neighborhoods, which are experiencing social problems and less desirable activities.
- Appreciate efforts to move past law enforcement as a best first response and approach the issues by creating positive change.
- Added park staffing was critical; more work needed to continue funding these resources.
- Partnerships are being discussed with a downtown stakeholder group.
- The survey was self-selected, which generally means the results reflect the opinions of people who feel passionately in one direction or another.
- In creating a brand, it's important to understand who the messaging needs to go out to and how to serve as many as possible with the broadest appeal.
- Additional surveys with more statistical significance would lend credence to efforts.
- The CORT team and court programs bring critical balance with positive activities.
- Consider using City Hall block for programmed events and activities.
- Explore the idea of opening the buildings surrounding Kesey Square.

- Project for Public Spaces opened up possibilities by focusing energy around lighter, quicker, cheaper ideas and taking a focused look at local public spaces.
- Having a downtown manager and someone focused on a functioning downtown could be critical.
- Want to look at ways to bring youth sports tournaments to Eugene and bringing different audiences downtown.
- List of the stakeholders included in downtown stakeholder meetings requested.

The meeting adjourned at 6:59 p.m.

Respectfully submitted,



Elena Domingo
Deputy City Recorder