

Medford 2040 Vision Task Force Meeting #4
[Held by Zoom]
April 13, 2021
2:00pm – 4:00pm

Meeting Attendance

Task Force members
in attendance:

Daniel Bunn, Chair
Christina Kruger, Vice-
Chair
Jerry Brienza
Lilia Caballero
Cara Carter
Dennie Conrad
Al Densmore
Linda Donovan
Tom Fischer
Cathy Kemper-Pelle

Eli Matthews

Mike Montero

Brian Sjothun

Marta Tarantsey

Bill Thorndike

Task Force members
not in attendance:

Bret Champion

Carol Fiddler

Chris Pizzi

Allen Purdy

Project staff in attendance:

Erik Jensen, Jensen Strategies

Seth Baker, Maul Foster & Alongi

Rachel Eckstein, City of Medford

Sandy Ervin, Jensen Strategies

Kristina Johnsen, City of Medford

1. Welcome

Task Force Chair Daniel Bunn started the meeting by welcoming the Task Force members and announcing that Milo Salgado has resigned his post; there are no current candidates to fill his spot but the project staff will update the Task Force on that progress. Chair Bunn then acknowledged those who have already spoken on behalf of the Speakers Bureau and urged everyone to continue their important outreach. He also reminded the Task Force that if they are unable to attend a meeting, it would be beneficial to watch the recording to keep up. The minutes from the last meeting were approved.

2. Project Manager Remarks

Project manager Erik Jensen, Jensen Strategies, reviewed the project status and identified the purpose of the next community input survey. The survey will share the Focus Area statements with the community to see if they are on target. The survey, which opens April 26 and closes May 7, will give the Task Force the chance to make any final edits on the Vision and Focus Area statements before

they are sent to City Council for adoption. This step ends the first phase of the Community Vision project and will officially begin the Action planning stage.

3. Public Input Update

Seth Baker, Maul Foster & Alongi, sought input from the Task Force on ways to improve community outreach with this upcoming survey. The following items were recommended:

- Add survey information to the Chamber Newsletter (5000+ businesses will receive it)
- Send to more businesses that provide services to/employ large number of Latino/a/x people such as La Clinica, Harry and David, and Amy's Kitchen.
- Discuss on Public Access television
- Conduct short interviews on radio stations to discuss project
- Post on NextDoor.com. Baker remarked that this outlet needs community members to post and encouraged Task Force members to do so on their own profiles.
- Approach the City Councilors to share on their social media pages to cover all 4 wards.
- The Housing Authority will distribute to families and post to social media

Rachel Eckstein, City of Medford staff, provided an update on the Speaker's Bureau, listed some of the community groups that have been presented to, and requested a speaker for a local rotary club. As a reminder, all Task Force members should email her at Rachel.eckstein@cityofmedford.org to identify any groups they will connect with so she can track and identify any gaps that need to be addressed.

4. Vision Statement Development Overview

Erik Jensen shared that he submitted two revised vision statements for the team to review and decide on; this will be done later in the day.

5. Focus Area Vision Statement Presentations

Each working group leader read their Focus Area statement draft aloud and discussed the team's rationale and connection to community input. Clarifying questions from the rest of the Task Force was encouraged, though limited and saved for a deeper conversation after all statements had been read. The rationale and any clarifying questions are included below for each Focus Area:

A. Fostering Economic Growth & Resiliency

Jerry Brienza presented on behalf of his group. He noted there was a lot of content to attempt to capture; in an effort to grasp the whole picture their work group drilled it down to four paragraphs. There were no questions from the group.

B. Enhancing Hometown

Al Densmore presented on behalf of his group. He noted the work group wanted to add some new concepts without adding length to the overall statement. The concepts they most focused on were the critical parts of defining and embracing the community's history and how that can enhance a community's sense of place. Densmore added a downtown space, such as a "Founder's square", would serve as a community focus area and embraces telling the story of the individuals and groups of people who built the community. There is a lot of diversity built into Medford's history that should be elaborated on so all groups feel welcome. There were no clarifying questions.

C. Connecting Community

Chair Daniel Bunn presented on behalf of his group. He explained the work group wanted to begin with a theme of "inclusivity and accessibility to all" as that desire was strongly represented in community feedback. While Medford is not a small community, there are things we can do to keep that close-knit connection to community alive. We want a transportation system is not just an engineering project; having it be intuitive and attractive helps community build around it. The team utilized the word "multi-modal" as they felt it helps address the fact that Medford is a diverse community in terms of income, age, and purpose of people using the system and this phrase addresses those differences. Additionally, wayfinding and transit needs to support businesses, schools, and tourism. A good transportation system supports all of those elements, it cannot be just about commerce or just about schools.

Clarifying comments:

- The term multi-modal might not resonate with most community members.
- Another member noted this term works because it is about being pedestrian-friendly, having bus stops where people are employed, etc. It's about livability.

D. Fostering Safety & Wellness

Cara Carter presented on behalf of her group. She explained that the team began with reading through community comments and tried to identify the most common themes. She noted there is a lot more to say but the work group wanted to stay broad in nature for this vision statement. She also clarified that they chose the term “times of crisis” as opposed to emergency planning or wildfire management as the word crisis covers natural disasters as well as pandemics or other public health crises. There were no clarifying comments.

E. Promoting Recreation Opportunity

Eli Matthews presented on behalf of his group. He noted the team began with identifying themes from the community input surveys and therefore wanted to highlight accessibility, Medford’s incredible climate, safety, and family-friendly activities. They chose to recognize Medford as a regional hub to underscore its beauty and surroundings. They also wanted to make sure to tie in visitors in addition to Medford citizens to further acknowledge our world-class facilities. The group also titled Medford the “hub of the west” to highlight what the City can offer not just regionally but to all the west coast. There were no clarifying comments.

6. Vision Core Statement Discussion

Jensen provided the Task Force with some alternatives to a sentence in the Vision Statement draft the Task Force couldn’t finalize in the last meeting. The sentence in question is:

In the year 2040, Medford is vibrant, diverse, and welcoming; an inclusive urban community that embraces and celebrates the stunning beauty of its environment.

The Task Force voted to change the language (reflected below) and mark the statement as ready send out to the community in the next survey.

Medford: A Hometown for All

In the year 2040, Medford is a vibrant, diverse, welcoming, and inclusive urban community that embraces and celebrates the stunning beauty of its environment. A flourishing regional hub whose diverse economic base provides unmatched business, education, and employment opportunities, Medford maintains a safe, healthy, and family-friendly atmosphere with a thriving and engaged community.

All generations and cultures work together to foster a prosperous community for all.

7. Break

8. Vision Focus Area Statements Discussion

The Task Force went through each Focus Area to discuss and finalize each statement to send out to the community. The final draft statements can be located [here](#). The general topics of discussion can be reviewed below (the full discussion can be viewed [here](#)):

Fostering Economic Growth & Resiliency

Group discussion focused on the phrase “top quality”; whether there was concern with not defining it or a benefit to being hopeful about Medford’s strengths. A Task Force member said we should aim to keep Vision statements aspirational - something that motivates people to want to be a part of the work.

A member of the focus area work group clarified that the term “family-oriented” was placed to make sure we noted how important child care is to economic success. Similarly, they included the term “retirement living” because it is a huge economic element of Medford. It was also meant to instill the idea that once employees end their careers here, they stay here. It was meant to showcase our unique assets in senior living and facilitating families with young children as a boon to economic success in Medford.

Enhancing Hometown

A work group member identified that there seems to be some overlap with the Connecting Community focus area on the topics of “Medford neighborhoods, parks, and community networks”. Jensen questioned if the sentence should be moved. Another member noted this focus area seems to connect people to the history of the region in addition to each other. She added that the topics in question belong here as they speak to enhancing hometown and a sense of place.

Connecting Community

Jensen circled back to the earlier conversation about the use of the phrase “multi-modal”, alternative options included variety, multi-faceted, transportation choices, various. The group voted to continue the use of multi-modal.

Fostering Safety & Wellness

The group voted to keep statement as stands.

Promoting Recreation Opportunity

Some clarification was sought on the difference between the phrases “Heart of the Rogue Valley” and “Hub of the West”. A work group member explained that “Heart” references the Medford tourism tagline as well as Medford’s centralized location; while the “hub” relates to the desire to claim Medford as one of the best locales in the west for our areas of specialization. A Task Force member commented that the statement does not identify that Medford is a day’s drive from major metropolitan cities. For instance, if Seattle and San Francisco athletics want to meet, we offer phenomenal facilities midway.

9. Closing Remarks

Chair Bunn reminded the Task Force that the new survey will be live April 26, and links will be sent to Task Force members for distribution within their circles. The next Task Force meeting is May 25th from 2pm – 5pm. The main goal for that meeting is to wrap-up the Vision Statement for City Council adoption at their June 17th meeting.

Vision and Focus Area Draft Statements

Medford: A Hometown for All

In the year 2040, Medford is a vibrant, diverse, welcoming, and inclusive urban community that embraces and celebrates the stunning beauty of its environment. A flourishing regional hub whose diverse economic base provides unmatched business, education, and employment opportunities, Medford maintains a safe, healthy, and family-friendly atmosphere with a thriving and engaged community. All generations and cultures work together to foster prosperity for all.

Fostering Economic Growth & Resiliency

In the year 2040, Medford has a diverse, sustainable, and innovative economic base that provides for successful businesses and competitive wages. Fortune 500 Companies, small business, and start-ups have the opportunity for organic growth and access to geographic markets from local to global.

Exceptional professional, educational, and training opportunities provide a constant source pipeline for skilled workforce to pursue successful career paths. The development, retention, and growth of a variety of business types and sizes is fostered through quality planning efforts and affordable business services and utilities. Medford residents enjoy quality senior living and a full spectrum of family support services.

An interstate highway system, rail access, and an international commercial air service airport provide convenient and affordable travel and shipping options. Medford's economy grows and diversifies with the times, allowing anchor industries and modern business models to develop and expand as needed, when needed. Medford has a vast and affordable residential and employment real estate market to serve business and corporate campus activity.

Downtown Medford is a vibrant core business and residential district offering a mix of retail, cultural, entertainment, and culinary attractions for residents and visitors.

Enhancing Hometown

In the year 2040, Medford is a place we are proud to call home because of the quality of life, sense of community, inclusive environment, and rich history. It is a place where all generations, races, and cultures are welcomed and embraced as valued citizens in the broader community.

Affordable housing, strong K-12 schools, access to higher education, childcare, job opportunities within the diversity of locally-owned businesses, quality healthcare, and commitment to sustainability provide a foundation for lifelong living in Medford. In addition, diverse recreational and cultural amenities offer opportunities to experience the richness of life through the arts, community events, sports, shopping, libraries, and dining options.

Medford neighborhoods are attractive, safe, and accessible for their residents. Gathering places, such as parks and a vibrant downtown, serve as linkage to the rich heritage we enjoy and are centers for families and individuals to interact and build community.

Connecting Community

In the year 2040, Medford connects community, both socially and physically, to promote inclusivity and accessibility.

Gathering places where people interact and build relationships are located throughout the city such as public squares, parks, restaurants, and places of worship. We encourage social connection through public festivals, concerts, and events. The City of Medford facilitates public awareness and diverse participation in its decisions and actions.

Attractive and intuitive physical connections provide effective access to the places within Medford. Multi-modal and active transportation choices allow widely accessible mobility within the region and promotes a cohesive community. Our robust public transit and wayfinding systems support businesses, schools, and tourism.

Fostering Safety & Wellness

In the year 2040, people feel safe in their homes, neighborhoods, and public places. Seniors and people who experience disabilities enjoy ease of mobility and activity through inclusive and thoughtful planning. Community resources, both public and private, are allocated to support vulnerable populations in addressing health and wellness.

Proactive emergency planning bolsters resiliency; and provides preventative and responsive measures for public safety during times of crisis.

As a regional hub for high quality healthcare services community members have equal access to health care, prevention services, and education.

Promoting Recreation Opportunity

Medford, as the Heart of the Rogue Valley, celebrates our success as a premier recreation destination in the Northwest.

With an exceptional climate and natural beauty, Medford is the recreational hub of the West offering a number of world class recreational assets, drawing people from all over to enjoy the natural wonders of Southern Oregon. Residents and visitors enjoy the opportunity to play and compete in sports leagues and competitions, and participate in year-round family oriented activities that are accessible to all.

Our incredible park system and premier facilities offer abundant opportunities for safe and healthy living for residents and draw visitors. Medford leads in developing excellent indoor and outdoor recreational opportunities, with an unparalleled quality of life for all.