



NEWSLETTER

STRENGTH IN UNITY

First Quarter 2024

PRESIDENT'S MESSAGE



Being a Mayor is an honor and privilege that we all share. The hard work and dedication to our fellow citizens is just part of the job. Whether paid or unpaid, this job

can be one of the most rewarding things you will ever do.

The size of your city doesn't matter. You have stepped up to help lead and shape the future of your city. There will be days where you will feel that you got "it" right. There will be other days where you know you messed up.

continued on page 9

Inside This Issue

- City Spotlight: Toledo
- LOC Launches Lobbying 101 Toolkit
- 2024 Calendar of Events
- Oregon Mayors Attend NLC Congressional City Conference
- 2024 OMA Committees
- Mayors Leadership Award Nominations Opening Soon
- "If I Were Mayor..." Student Contest Deadline Approaching
- LOC's Women's Caucus Launches "Her Own Wings" Podcast
- 2024 OMA Spring Workshop
- Save the Date: OMA Summer Conference
- Manage Your Gaggle Listserv Account

City Spotlight: Toledo



CITY SPOTLIGHT:

TOLEDO

By Rod Cross, Mayor, Toledo

Traveling on your way from the Valley to the Coast, the city of Toledo is tucked away off the beaten path of US Highway 20. Nestled on the hills surrounding the Yaquina River and several sloughs, Toledo is the industrial hub of Lincoln County.

3,600 folks call this place “Home.” Surrounded by forests and waterways, the natural beauty of the area lends itself to outdoor activities from hunting, fishing and foraging, to kayaking, hiking and swimming in Ollala Reservoir.

Toledo’s industry giant is Georgia Pacific Craft Paper Operation. Employing over 400 workers, it is the largest private employer in the county. The Port of Toledo also has some bragging rights, as their shipyard is one of the few available in the Northwest that can handle the large Alaskan fishing fleet.

Toledo has long been known for its logging and lumber industry. Designated as the prime supplier for the US Army’s spruce production in World War I, it put this industry on the map and produced a very needed commodity for aircraft production. That heritage continues with several local logging companies and a local sawmill.

Toledo was also the home of world-renowned Plein Aire artist Michael Gibbons. He coined the phrase, “Toledo, Where Art and Industry Meet.” For over 30 years Toledo has been home to the Labor Day Art Walk, featuring local artists in painting, glass-blowing, ceramics and other forms of art. In 2020, Art Toledo was formed to help showcase and grow local art, artisans, and craftspeople.

The city’s first mural was done that year at the head of Main Street. It showcases many of the area’s qualities that make Toledo a special place to live. Art, Oysters, and Brews Summer Saturdays also debuted that year. Featuring local artists and craftspeople, we added local musicians and craft brewers and the events have been growing ever since!

In 2021, we began a somewhat unique event called “Chalk the Block.” Our sidewalk chalk contest was geared to children and their families and we have not been disappointed! The event continues to grow and we are looking forward to this year’s event.



Dedication ceremony of a mural honoring late artist Michael Gibbons

Do you remember those small-town festivals that were seemingly everywhere decades ago? Here in Toledo in July, we celebrate with The Toledo Summer Festival! It features a logging show, carnival rides, parades, and arguably the BEST small-town fireworks show on the West Coast! 20,000+ spectators are great advertisers!

August features the Port of Toledo’s Wooden Boat Show! A standout show, and the only one on the Oregon Coast. The Cardboard Boat Races are a must-see event!

Halloween brings the Chamber of Commerce’s “Trunk or Treat” event to Main Street and attracts young and old alike for several hours. The Chamber continues with the Christmas Tree Lighting at the end of Main Street on the Saturday following Thanksgiving. A new tradition started in 2022, with the addition of the “Lighted Umbrella Parade”! Young and old alike show off their decorated umbrellas and costumes for an outstanding kick off to the Holiday Season!

The Chamber also has a Thursday Market June through September that features locally grown produce, crafts, and other items of interest. They also sponsor a Classic Car Show and Swap Meet in June.



The Welcome to Main Street mural was painted by Jeremy Nichols is part of the Art Toledo program.

We are more than just our amazing flower baskets that hang around town for several months of the year, or our personalized Valentine Hearts that hang during the month of February. We are a community that welcomes everyone as a future resident.

Being off the beaten path does have its advantages: life is a little slower here. People take time to get to know one another. We all pull together when a crisis strikes anyone or all of us.

Come on over, take a step into the past. Relax and enjoy the beauty and camaraderie that is Toledo.



Trunk or Treat at City Hall



Fourth of July Fireworks



Lobbying 101 Toolkit

The LOC Launches Lobbying 101 Toolkit

The Intergovernmental Relations staff has developed a [Lobbying 101 Toolkit](#) to help city officials be successful in the legislative process. The LOC remains focused on building a member-driven grassroots advocacy network. This effort has significantly increased LOC's member involvement and success in the legislative process.

The toolkit is intended to provide all LOC members with an accessible set of advocacy resources to share with staff, build confidence in representing your community, and build relationships with legislators. In this toolkit, you'll learn more about what it takes to be successful in Oregon's legislative process, including the basics of advocacy and how to request funding.

The toolkit currently has four categories:

- 1. Legislative Basics** – This section helps officials understand Oregon's legislative process, prepare for testifying, shows officials how to submit testimony, and explains the importance of being prepared when engaging with legislators and advocating for your city.
- 2. Developing Legislative Relationships** – This section provides the basics on how to build relationships with lawmakers and their staff. While there are many similarities to building relationships with lawmakers and their staff and any other relationship, timing, how to approach a conversation, and how to foster that relationship are different due to the nature of this work.

Relationships are an integral part of life. Whether it's with your family, friends, neighbors, or co-workers, the relationships we build, and foster are foundational to the communities we build. As an elected official, your job relies on relationships with your community, businesses, and other elected officials to build trust and achieve your goals. Federal and state lawmakers are no different. If you have a policy issue that needs to be addressed or city projects that need additional financial support, building and fostering relationships with lawmakers may determine the fate of a request.

- 3. How to Lobby for Policies** – Oregon's 241 cities are the strongest when elected officials work together. This section will allow elected officials to gain ideas and resources to advocate for strong cities. It covers understanding the LOC's legislative priorities, creating your city's priorities, and gives tips on how to tell your city's story.
- 4. How to Lobby for Financial Resources** – When your city has a project or program that needs funding, the Legislature or Congress will be an important avenue to find additional funding. Navigating the process to make a request can be daunting and seem impossible, but it doesn't have to be. The videos in this session focus on identifying champions, advocating for your project/program, and testifying for your project or funding ask.

Remember advocacy is a year-round endeavor. Even though the 2024 short legislative session is over, it's never too early to start planning for the 2025 session. Be on the lookout for a complete bill summary from the 2024 short session in early April.

If you have questions about how to work with state elected officials or agency staff, please know that the LOC lobbying team is here to help. Mayors can contact any of the LOC lobbyists for assistance.

• **Jim McCauley, Legislative Director.** Jim's advocacy issues area includes transportation and wildfire.

- jmccauley@orcities.org
- (971) 428-7274

• **Ariel Nelson, Lobbyist.** Ariel's advocacy issues area includes land use, housing, homelessness, and eminent domain.

- anelson@orcities.org
- (541) 646-4180

• **Lindsay Tenes, Lobbyist.** Lindsay's advocacy issues area includes finance, taxation, and economic development.

- ltenes@orcities.org
- (503) 991-2192

• **Michael Martin, Lobbyist.** Michael's advocacy issues area includes water, wastewater, solid waste, and natural resources.

- mmartin@orcities.org
- (971) 382-2069

• **Nolan Pleše, Lobbyist.** Nolan's advocacy issues area includes telecommunications, broadband, cable, artificial intelligence, cybersecurity, energy, and environment.

- nplese@orcities.org
- (971) 428-7278

• **Scott Winkels, Lobbyist.** Scott's advocacy issues area includes ethics, public safety, community corrections, courts, personnel, PERS, collective bargaining, public contracting, and public records and meetings.

- swinkels@orcities.org
- (971) 428-7275

2024 Calendar of Events

Date	Event	Location
April 24	OMA Board Meeting	Klamath Falls
April 25	OMA Spring Workshop	Klamath Falls
April 25-26	LOC Spring Conference	Klamath Falls
July 18-20	OMA Summer Conference	Klamath Falls
July 21	OMA Board Meeting	Klamath Falls
October 16	OMA Board Meeting	Bend
October 17	OMA Fall Workshop & Annual Membership Meeting	Bend
October 17-19	LOC Annual Conference	Bend
December 2	OMA Board Meeting	Virtual

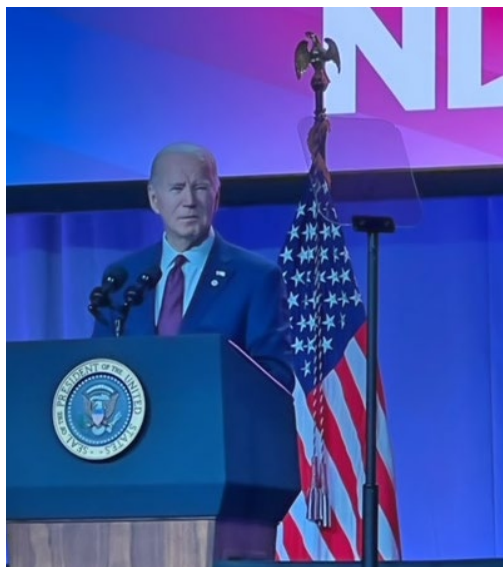
Oregon Mayors Attend NLC Congressional City Conference



More than a dozen mayors attended the NLC Congressional City Conference March 10-13 and made the most of their visit to Washington D.C. In addition to mayors, Oregon representatives also included youth delegates, councilors, and city staff from across the state. In addition to hearing from President Biden and attending educational programming, on Wednesday, March 13 attendees met with Oregon's congressional delegation. While local issues were top of mind, mayors also advocated for the following priorities:

- PFAS legislation must include municipal liability protection. Polyfluoroalkyl substances (PFAS) are a series of forever manufactured chemicals used in industry and consumer products since the 1940s. They are typically found in cleaning products, non-stick cookware, water-resistant fabric, and fire-fighting foam. Effectively, PFAS are found throughout the environment and within the food chain. The Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) could impose significant liability on publicly owned water, wastewater, and stormwater utilities for the cleanup of PFAS in the environment, despite the fact that municipal utilities had no involvement in the manufacture or use of these substances. Oregon mayors requested a commitment from the Oregon congressional delegation to uphold the principle of "polluter pays," and prevent the shift of financial responsibility from manufacturers and polluters onto Oregon ratepayers and communities.
- Affordable Connectivity Extension Act, S. 3565, which is necessary to close the digital divide and has strong bipartisan support. The Affordable Connectivity Program (ACP) was created through the Infrastructure Investment and Jobs Act (IIJA) to provide millions of low-income households with a monthly \$30 discount on home internet service from participating internet service providers. In Oregon, more than 237,000 households are enrolled in the ACP.
- Maintain federal infrastructure funding for communities long-term. Oregon and other states saw a significant infusion of additional federal funding to help pull communities out of the pandemic through the America Rescue Plan Act and the Infrastructure Investment and Jobs Act. Mayors asked our congressional delegation for their support and to make sure these critical programs remain in place.

OREGON MAYORS ASSOCIATION



2024 OMA Committees

The OMA has six committees that support the efforts of the OMA Board of Directors and act in the best interests of the OMA members. During the January 31, 2024, OMA Board of Directors meeting, the 2024 committee appointments were made.

Conference Planning Committee

This committee plans the annual summer conference while also awarding scholarships for members to attend the conference. For 2024, the Conference Planning Committee is comprised of:

- Mayor Steve Callaway, Hillsboro
- Mayor Rod Cross, Toledo
- Mayor Tamie Kaufman, Gold Beach
- Mayor Meadow Martell, Cave Junction
- Mayor Richard A. Mays, The Dalles
- Mayor Christine Morgan, Canyonville
- Mayor Michael T. Preedin, Sisters
- Mayor Candace Solesbee, Cottage Grove
- Mayor Susan Wahlke, Lincoln City
- Mayor Carol Westfall, Klamath Falls

Mayors Leadership Award Committee

This committee reviews nominations for and determines recipients of the Mayors Leadership Award. For 2024, the Mayors Leadership Award Committee is comprised of:

- Mayor Tamie Kaufman, Gold Beach
- Mayor Cecelia Koontz, Monmouth
- Mayor Christine Morgan, Canyonville
- Mayor Michael T. Preedin, Sisters
- Mayor Jim Trett, Detroit

Nominating Committee

This committee reviews applications for and recommends a slate of candidates for the 2025 OMA Board of Directors. For 2024, the Nominating Committee is comprised of:

- Mayor Steve Callaway, Hillsboro
- Mayor Cecelia Koontz, Monmouth
- Mayor Teri K. Lenahan, North Plains
- Mayor John McArde, Independence
- Mayor Michael T. Preedin, Sisters

Student Contest Selection Committee

This committee is responsible for determining the statewide winners of the If I Were Mayor Contest. For 2024, the Student Contest Selection Committee is comprised of:

- Mayor Steve Callaway, Hillsboro
- Mayor Cathy Clark, Keizer
- Mayor Cathy Fallon, Cascade Locks
- Mayor John Hughto, Malin
- Mayor Alex D. Johnson, II, Albany
- Mayor Meadow Martell, Cave Junction
- Mayor Pam VanArsdale, Rogue River
- Mayor Tom Vialpando, Vale

Constitution & Bylaws Committee

The committee is responsible for reviewing and proposing changes to the OMA's governing documents. For 2024, the Constitution & Bylaws Committee is comprised of:

- Mayor Terry L. Baker, Phoenix
- Mayor Henry Balensifer III, Warrenton
- Mayor Rod Cross, Toledo
- Mayor Julie Fitzgerald, Wilsonville
- Mayor Cecelia Koontz, Monmouth

Resource Committee

This committee assists the OMA Board of Directors in fulfilling its responsibilities to serve as a resource and point of contact for new Oregon mayors. In 2022, they developed a new mayor orientation program that was hosted in conjunction with the LOC's Elected Essentials training program. For 2024, the Resource Committee is comprised of:

- Mayor Henry Balensifer, Warrenton
- Mayor Julie Fitzgerald, Wilsonville
- Mayor Tonya Graham, Ashland
- Mayor Alex D. Johnson II, Albany
- Mayor Tamie Kaufman, Gold Beach
- Mayor Hilary Malcomson, Lafayette
- Mayor Richard A. Mays, The Dalles
- Mayor Michael T. Preedin, Sisters
- Mayor Pam VanArsdale, Rogue River
- Mayor Tom Vialpando, Vale
- Mayor Susan Wahlke, Lincoln City

Mayors Leadership Award Nominations Open Soon

Nominations will soon be open for the Mayors Leadership Award.

The Mayor's Leadership Award recognizes the invaluable contributions made by mayors throughout Oregon in their communities. This award is intended to acknowledge the mayors in Oregon who have provided consistent and continuing leadership which facilitates dynamic changes in their cities, as well as mayors who dedicate their time and energy in the pursuit of helping their communities reach their full potential. Recipients are people who have distinguished themselves from other Oregon mayors over the duration of their tenure in office.

To receive the Mayor's Leadership Award, recipients should have demonstrated a combination of the following essential criteria:

- The mayor is an active member of the OMA on the date the nomination for the Award is received.
- The mayor has demonstrated exceptional leadership

qualities as a mayor which have contributed to lasting benefits in their city and the community as a whole.

- The mayor has shown considerable involvement in community affairs and intergovernmental relations.
- The mayor has shown exceptional skill in helping to facilitate productive relationships between the governing body and city employees.
- The mayor has helped other Oregon mayors reach their full potential as community leaders.

Watch your inbox and the OMA website for nomination materials in April. Questions about Mayors Leadership Award can be directed to Angela Speier at aspeier@orcities.org or (503) 588-6550.

President's Message *(continued from page 1)*

Guess what? That's normal! We all have those days, and we always strive to have many more of the former rather than the latter. In today's political climate, it is a must that you have people you can trust to bounce ideas off of.

I have stated before that being a mayor is different than being a councilor. You have to do your best to represent all of the citizens and that means trying to look at issues through a multifaceted lens. Your principles will give you direction, and yes there will be times that the word "no" will be the only option.

One of the "folks" you can use as a sounding board is the OMA. We have a listserv that allows any mayor to ask a question of the whole group. We are also looking to formalize as part of the OMA Board's duties to be Mentors to any members that ask for assistance.

Your current board has decades of local government and life experience to draw from, please do not hesitate to reach out. When you attend LOC and OMA conferences, seek us out. We are here to serve you and your city.

It is my goal this year to travel as much of the State as I can and meet most of you. I have two questions for you: What do you see for the future of local government in Oregon, and what can the OMA do to help you and your community in the years to come?

I am looking forward to working with all of you to continue to make Oregon a better, more prosperous, and welcoming State for our future generations!

Best Regards,



Rod Cross, OMA President
Mayor, Toledo



The “If I Were Mayor...” Student Contest Deadline Nearing!

The OMA “If I Were Mayor...” Contest can take place any time during the school year – as long as the winning entries reach the LOC by the **April 5, 2024** deadline.

Here is how it works:

- Your city has a local contest (can be announced at city council meetings, promoted through newspapers, newsletters, at youth organizations, etc.)
- One winner from each category (poster, essay, and digital) of local contests can submit their entries to the state contest for a chance to win a cash prize and recognition.
- First place winners of the state contest are invited to the OMA Summer Conference luncheon for presentation of the prizes taking place on Saturday, July 20 at the Running Y Resort in Klamath Falls.

This fun and educational contest can be incorporated into your school year’s curriculum by reaching out to your local schools, youth organizations, and home-school organizations. Please consider giving your students the chance to learn more about public service and local government, and a chance to voice their ideas. They come up with some GREAT ideas that mayors have taken back to their cities.

All the information you need to promote your contest can be found at: www.oregonmayors.org/StudentContest.

This includes entry forms, flyers, as well as information about the services cities provide and what a mayor does. Another great tool to help educate students about local government is the [Civic Education Toolkit](#) produced by the Oregon City/County Management Association.

Questions about the contest can be directed to Angela Speier at (503) 588-6550 or aspeier@orcities.org.

LOC’s Women’s Caucus Launches “Her Own Wings” Podcast



The first-of-its-kind podcast will spotlight women who hold elected leadership and staff positions in Oregon, and is entitled, “Her Own Wings,” in honor of the state’s motto, “She flies with her own wings.” The podcast is hosted

by Councilor CM Hall, city of Newport.

The inspiration for this podcast came about recognizing that statistically, we just do not have nearly enough equitable numbers of women in leadership. Highlighting women could be an opportunity to feature and uplift a lot of everyday changemakers and perhaps, encourage more folks to seek elective office or careers as city managers and the like. The creators hope the podcast informs and inspires those listening to think about the way they could join and become included in public service and leadership.

Historically women do so much of the volunteer labor professionally and domestically on their own – and their

to-do lists can be miles long – and to add unpaid elected civic roles while juggling personal lives ... it can be A LOT. Hopefully these conversations will inform others about awesome women who are creating positive change in our state and create connections with others who have or are hoping to engage in service.

As of mid-March, six podcasts have now been released and feature the following elected and appointed officials:

February 13 – [Councilor Dr. Ramycia McGee, Albany](#)

February 21 – [Councilor Beach Pace, Hillsboro](#)

February 28 – [Councilor Carol MacInnes, Fossil](#)

March 6 – [Executive Director Patty Mulvihill, League of Oregon Cities](#)

March 13 – [Councilor McKennon McDonald, Pendleton](#)

March 20 – [Councilor Gina Duquette, Ashland](#)

Who will the podcast feature next? Be sure to visit the [LOC Women’s Caucus webpage](#) weekly to find out.

Mayors (OMA) Spring Workshop – Register Today

Plan to join your fellow mayors for the first professional development opportunity in 2024. The Mayor's Spring Workshop is taking place on **Thursday, April 25 from 8:30 a.m. – 11:30 a.m.** at the Running Y Resort in Klamath Falls. The workshop is being held in conjunction with the [Local Government Spring Conference](#).

This workshop will have two parts. The first part will explore emerging trends and recommended processes when a city embarks on updating their charter. A charter lays out the organization, powers, functions, and procedures of city government. Mayors, and their council colleagues, should ask themselves if their foundational and guiding document serves as a help or hindrance to meeting current challenges. LOC Executive Director Patty Mulvihill will highlight how cities are modernizing their charters to better address current community needs; showcase

common areas of concern and gaps the LOC has noticed in existing charters; and provide examples of how cities have successfully reviewed and updated their charters.

The second part will focus on the mayor's role in communicating city needs. Mayors wear many hats in their local government leadership role. One of the biggest is communicating with residents, whether it's explaining new charter language, why a local option levy is needed to fund public safety, or keeping residents informed during an emergency. Panelists will explain the communication approach they take when educating the public about city needs, as well as best practices for keeping people informed and calm during emergencies.

Don't wait and register today to attend the Mayors Workshop and the Local Government Spring Conference taking place April 25-26 at the Running Y Resort in Klamath Falls.



SAVE THE DATE

OMA Summer Conference

July 18-20, 2024

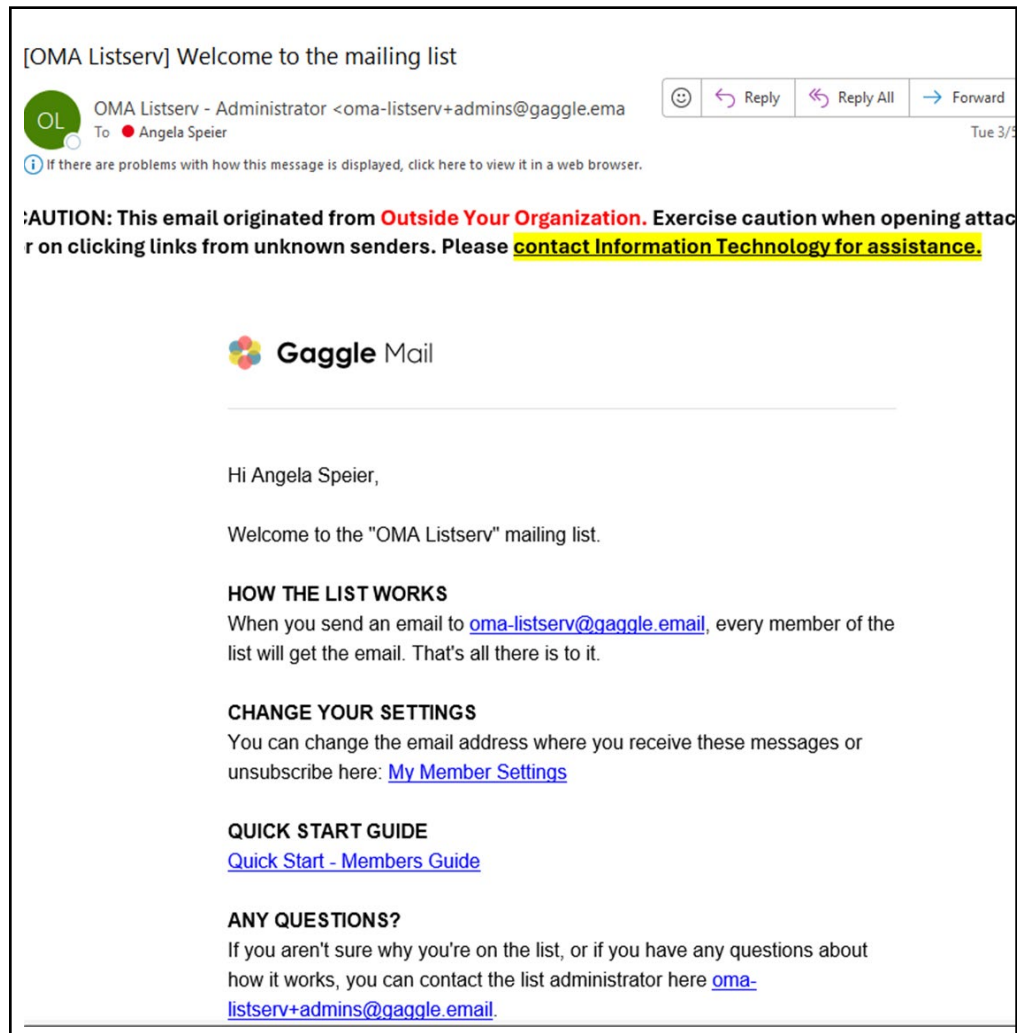
Running Y Resort,
Klamath Falls



Managing your Gaggle Listserv Account

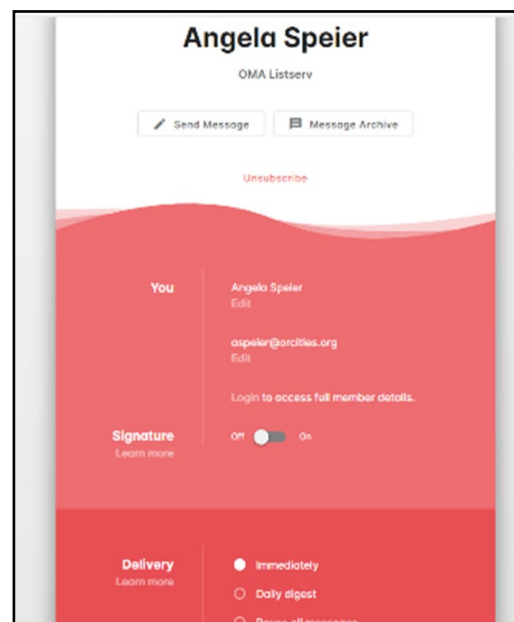
I. Welcome Email

After your OMA membership application and payment have been received, you will receive a welcome email from gaggle.



2. Member Settings

Click the member settings hyperlink from the welcome email. The screen below will allow you to edit your name, email, signature and delivery method. The delivery method allows you to receive emails from the listserv immediately, daily, or you can pause all messages.



3. Create an Account

Click Create an Account in the top right corner of the screen. This will bring up the screen below and ask you to create a password.

The screenshot shows the 'League of Oregon Cities - Sign Up' page. On the left, there is a sign-up form with fields for 'Email address' and 'Password', a 'Create account' button, and links for 'Sign in with Google' and 'Sign in with Apple'. On the right, a large banner features the text 'Join over 500k people already using Gaggle Mail.' Below this, six testimonials from various professionals are displayed in a grid, each with a profile picture and a quote. The bottom of the page has a 'Tango' logo on the left and 'Created with Tango.us' on the right.

4. Account Activation

Once your password has been created, you will receive an email asking you to validate your email address. Click the link. This will bring you back to your member settings page.

5. Messages

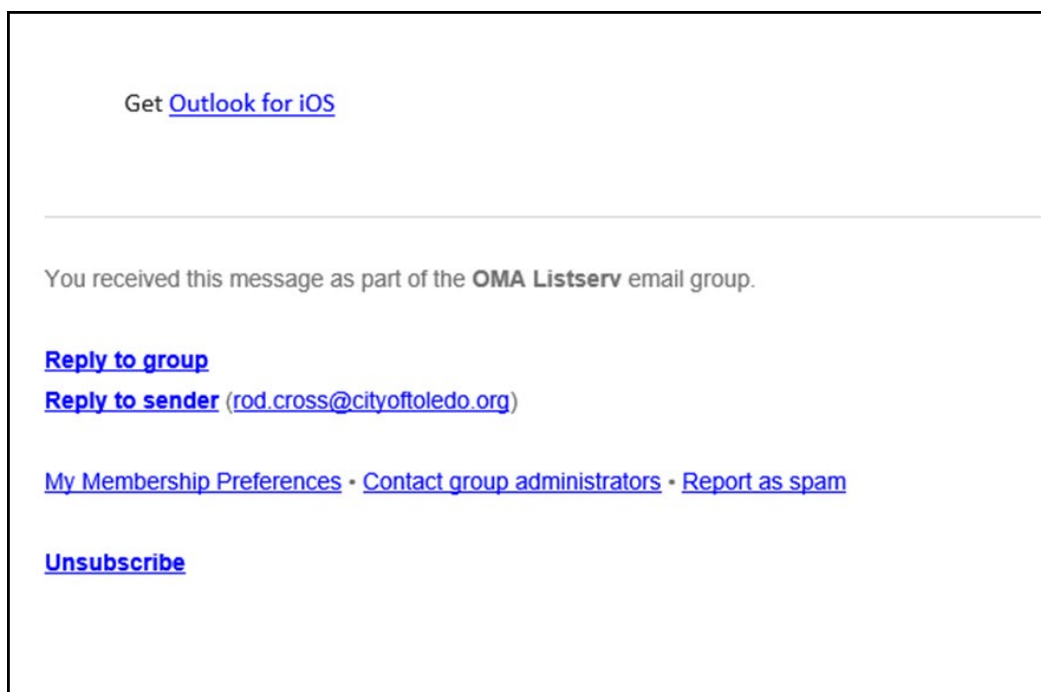
From your account page you can access all past listserv posts and their responses. Before posting a message, you can search previous posts to see if your question has been posted before. Or maybe you remember seeing a similar question and can't find the responses. Gaggle stores all responses to questions and documents that were shared. You can also reply to messages from this page.

The screenshot displays the 'Gaggle Mail' interface. On the left is a sidebar with navigation links: 'League of Oregon Cities', 'OMA Listserv', 'Compose', 'Messages', 'Members', 'Files', 'Activity', 'Settings', 'Design', 'Moderation', 'Notifications', 'Billing', and 'Help'. The main area is titled 'Messages' and contains a list of messages. The selected message is 'Reading of Ordinances' by Henry Balensifer, Keith Kudrna & 5 others, dated 10:37 am. To the right of the message list is a detailed view of the 'Reading of Ordinances' message. It shows 7 participants and 8 messages. The message content includes a discussion about the first reading of an ordinance in full, with participants like Hilary Malcomson, Alex Johnson II, and Henry Balensifer. At the bottom of the message view, there is a 'Reply to Group' button.

continued on page 14

6. Messaging Through Your Email

Listserv messages come directly to your inbox. When you would like to reply only to the sender and not the entire listserv, you can scroll to the bottom of the email and select the option to reply to the sender and not the entire group.



7. Gaggle Help

We hope this user guide helps you make the most of the OMA listserv. If you have any questions about your account, please direct them to Angela Speier at aspeier@orcities.org or 503-588-6550.



Trivia Question:

Which 1971 movie directed by Paul Newman was filmed entirely within Lincoln County and allowed Toledo residents to test their acting chops as extras in the film?

SAVE THE DATE: Elected Essentials Workshops

LOC is thrilled to offer our signature Elected Essentials training in person again this winter. The LOC's Elected Essentials program provides newly elected officials, experienced elected officials, and city staff with free training on the basics of municipal governance in Oregon. These all-day trainings will be taking place in a location near you beginning in November, so mark your calendar! Watch the [LOC website](#) for more information.

DATE	TIME	CITY
November 13	8:15 a.m. – 5 p.m.	Lebanon
November 18	8:15 a.m. – 5 p.m.	Happy Valley
November 19	8:15 a.m. – 5 p.m.	Monmouth
December 3	8:15 a.m. – 5 p.m.	Seaside
December 3	8:15 a.m. – 5 p.m.	Florence
December 4	8:15 a.m. – 5 p.m.	North Bend
December 6	8:15 a.m. – 5 p.m.	The Dalles
December 19 December 20	5 p.m. – 9 p.m. 5 p.m. – 8:45 p.m.	Pendleton
January 8	8:15 a.m. – 5 p.m.	Redmond
January 14	8:15 a.m. – 5 p.m.	Klamath Falls
January 15	8:15 a.m. – 5 p.m.	Phoenix
January 31	8:15 a.m. – 5 p.m.	Baker City
February 5	8:15 a.m. – 5 p.m.	Salem

Trivia Question Answer:

Sometimes a Great Notion, starring Paul Newman, Henry Fonda, Lee Remick and Michael Sarrazin. The film was based on a Ken Kesey novel about an Oregon logging clan that strove to keep their independent family business going despite opposition from the local logging union.



STRENGTH IN UNITY

1201 COURT ST. NE, #200

SALEM, OREGON 97301