

**MINUTES**  
**PORT OF SIUSLAW COMMISSION**  
**SPECIAL MEETING, WORK SESSION**  
Wednesday, 12 March 2008

President Buchanan called the Work Session of the Port of Siuslaw Board of Commissioners to order at 3:40pm in the small meeting room of the Siuslaw River Fire & Rescue building located at 2625 Hwy 101, Florence, Lane County, Oregon.

**ATTENDANCE:** Commission: Commissioner Joshua Greene (Greene), Commissioner John Scott (Scott), Commissioner John Buchanan (Buchanan), Commissioner Bob Thorp (Thorp), Commissioner Bud Saulsgiver (Saulsgiver). Staff: Port Manager Mark Freeman (Freeman), Recording Secretary Susy Lacer (Lacer). Audience: Adam Zimmerman (Zimmerman), Maggie Kirby (Kirby), and Mike Dickerson (Dickerson) of Shorebank Enterprise Cascadia (SEC); and Denise Ruttan of the Siuslaw News.

**PURPOSE:** The purpose of this work session was to have the second planning meeting for the Port of Siuslaw's next 5 year Strategic Business Plan (2008-2013).

Buchanan opened the meeting and turned facilitation over to Zimmerman, who reviewed the agenda.

Kirby reviewed the **results of the Operational Audit**. SEC made the following suggestions:

- Broaden the organizational chart so that all employees do not report directly to the Port Manager.
- Follow through on the performance evaluation plans in place and increase the professional development budget.
- Update the Standard Operating Procedures manual and implement a better grant management system.
- Provide a more extensive new Commissioner orientation and use more active standing committees, as well as create a professional development budget for the Board.
- Install and use a central server to share information among all Port computers. This item will need to be budgeted for in the future. Greene asked to be consulted before server selection.
- Increase and streamline branding for the Port, e.g. newsletters, friendly signage, etc.
- Document performance measurements (performance metrics) to facilitate tracking of outputs, outcomes and impacts on an annual basis.
- Clarify board responsibilities, especially regarding fundraising.

Zimmerman discussed the **process update**. He reported the following updates on interviews with district residents: the Davidson family is not going anywhere quickly. SEC has not spoken with Murphy yet but hopes to. SEC spoke with Scott regarding the City of Dunes City and with Dave Harlan from OECD; Harlan advised that Ports reduce their dependence on subsidies from the state. SEC spoke with Mike McKenzie-Bahr, Community & Economic Development Coordinator with Lane County regarding

economic development; Zimmerman recommended further conversations with McKenzie-Bahr. SEC spoke with Jim Barnhardt of Peace Health; Peace Health would like to enhance the waterfront. SEC spoke with Bob Garcia of the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians (CTCLUSI); they have an interest in the health of the estuary. SEC spoke with Bob Willoughby of the City of Florence and Zimmerman believes they are a good potential partner for the Port in the future. SEC still plans to talk with additional residents upriver, including some of the wineries. Zimmerman stated SEC is still seeking a contact for the old Middle School Property. Buchanan offered to help with that. Buchanan also recommended SEC talk with the local Coast Guard Station. Freeman stated he was meeting with the Coast Guard next week. Freeman agreed to report back to Zimmerman on the conversation. Saulsgiver suggested SEC talk with Wilbur Ternyik, and also with the primary (anonymous) donor to the Siuslaw Fisherman's Association (SFA) ice machine project. Saulsgiver will try to arrange that interview.

Zimmerman reviewed **emerging themes**. He stated the Port has strengths in waterfront management, waterfront development, managing properties, looking to the future, dredging, and marina management, along with a good understanding of recreational boating opportunities and uses. He stated the Port is currently a test case for public/private partnership regarding the ice machine subsidy and that many ports will be watching to see the results. Based on SEC's conversations with district residents so far, upriver district opportunities for specific projects are limited. Dickerson added that the Port's desire to support the upriver district may end up being not project focused, but rather leadership focused and collaborative in nature. Discussion. Recommendations: find ways to acknowledge upriver district members, e.g. using the Port's website, distributing newsletters to major constituents, allowing only district produced products (wine/beer/etc.) at Port sponsored events, etc. Dickerson emphasized the importance of creating and providing consistent communication with district residents; and that consistent communication can create future opportunities for the Port. Saulsgiver mentioned another upcoming marine reserves meeting on 26 March; he was asked to be on the panel.

Zimmerman reviewed possible **partnerships** for the Port. He stated SEC had received feedback from CTCLUSI, Lane County, and the City of Florence asking how they can do more with the Port. Zimmerman asked if it is in the future of the Port to find formal ways to partner with other entities? e.g. formalize an agreement with the City regarding how we could work together. Zimmerman suggested the benefit is that the Port could act as a leader for the region, because the Port, by itself, is too small to achieve its economic development mission. Thorp stated it was a good idea to meet and collaborate with the City, and that we would need an agreement that outlined what each party would do. Dickerson stated it was difficult for Staff to move beyond just project work because there is not enough time available, but that SEC is trying to view the larger picture. He stated tax revenues will not be sufficient to support ports for the future and state subsidies are declining. The Port needs partners. Greene stated it takes more effort to work with partners for the community's good—that partners must actually work together, not just talk about it—and that those collaborations attract success and opportunities. Dickerson added the Port needs to manage partnerships and make them broader than just project based. He stated it is the responsibility of the

Commission, as well as staff, to develop and manage these partnerships long term and to embed that collaboration within the organization so that it is still in place when staff and/or commissioners change.

At 5:15pm Buchanan closed the public work session and opened an Executive Session per ORS 192.660(2)(e) to discuss real property transactions.

At 6:59pm the Board returned to open session. No action was taken during the executive session.

The work session was adjourned at 7:00pm

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President

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Attest