

CARLA PERRY

P. O. Box 832  
Newport, OR 97365  
541-574-7708

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December 19, 2013

To: City Manager Spencer Nebel  
City of Newport, Oregon

Based on the Newport Mission Statement, *"The City of Newport pledges to effectively manage essential community services for the well-being and public safety of residents and visitors. The City will encourage economic diversification, sustainable development, and livability."* (revised April 1, 2013).

I offer some ideas about a City Vision ....

The residents of Newport would like to assist the City in developing a City Vision – a plan for what this city could be like in 10 years, 25 years, 50 years. Going through this process would create a sense of hope in the residents during this time of austerity and rapidly increasing water/sewer fees and property taxes. Without a plan, we have no idea where we are headed. With a Vision Plan, we could take the tiny steps necessary to accomplish major change. Over time, as we arrive at milestone targets, we could celebrate them, which goes a long way regarding resident morale and trust in our government leaders.

Perhaps the City could create a Visioning Task Force and put out a call for members. The goal would be to create a 25-year visioning plan (or 50 years, or whatever). The Vision Plan would be Newport's dream of what the City could look like in 25 years. It would be up to the Task Force to develop consensus on that dream, then backtrack to 2014 to determine what would need to be done and when, in order to arrive at that destination. We could produce a year-by-year goal list. The visioning process could be considered "play." The creation of something fanciful and joyful.

I request that creation of a Vision Plan, and creation of a Visioning Task Force, be placed on the City Council agenda in 2014.

I suggest that current city employees and City Council members NOT be placed on the Task Force, at least until a rough plan is hatched. However, I do recommend that the volunteer Task Force members include an architect, a building & structural engineer, urban planner, local building contractor, people familiar with the area's waterways, air quality, coastal forests, marine science, and representatives of the commercial fishing industry, tourism, arts & culture, and Hispanic communities. And perhaps two or three additional "at large" members who volunteer themselves.

I am willing to work towards this goal with you.

Thank you,

-Carla

