

In an article in Springfield City Club's August newsletter, President Mike Eyster wrote about the positive coverage Springfield has been receiving from traditional media. That attention continues, and how could it not? Beyond the myriad of businesses we've all noticed opening up, I am constantly excited by another house getting a facelift, or some amazing and thoughtful addition to Sprout! Which brings me to the topic of the day – food.

We've had good restaurants in Springfield for a while, but now we're starting to get some attention for it. The Facebook group "Eugene Foodies," a popular group "for food lovers in Eugene, Oregon and surrounding area," regularly receives posts from members highlighting some of our best. From Finn's milkshakes to Moe's burgers, Eugene Foodies are calling out Springfield eateries as some of the best places in the area to get what they are looking for. Other frequent flyers mentioned in the foodies group are Plank Town, Benedetti's and Willie's.

While restaurants are not necessarily known as economic drivers (unless of course they source locally...), you better believe that the group is sending some of its 8,606 members to our lovely little city on a regular basis. Which leaves me wondering, can we replicate the use of social media to do some guerrilla marketing and bring additional dollars to our community? What other organically created interest groups might have enthusiasm for some of the amazing growth taking place in Springfield?

If you find yourself asking similar questions or having these types of conversations (at dinner in one of our amazing restaurants, of course), I encourage you to engage with Springfield City Club. If you're already doing that, then bring a friend! We strive to cover interesting topics and multiple perspectives at every meeting.

Hope to see you and your friend(s) soon!

*Michelle Bixler*  
*President Elect*

## MEETING CALENDAR

### October 1, 2015

Patricia Perlow has been appointed by Governor Brown as Lane county District Attorney. She has been a prosecutor at the Lane County District Attorney's Office since January, 1990, most recently serving as its chief deputy. Over the course of her career there, she has served as a trial team supervisor as part of the management team and served on the office's major crimes team that specializes in prosecution of violent crimes such as assault, homicide, and child physical and sexual abuse. She served as the attorney advisor to INET, the local interagency drug crimes team and acted as forfeiture counsel, seeking forfeiture of cash and other assets that were the proceeds or instrumentalities of criminal activity. As District Attorney she oversees an office of 63 full time equivalent employees and a budget of nearly ten million dollars, including nearly three million dollars in grant and other funding.

Early in her career, Ms. Perlow clerked for Lane County Circuit Court Judge Kip Leonard. She earned her undergraduate and law degrees at the University of Oregon and was admitted to the Oregon State Bar in 1989.

### October 15, 2015

Vonnie Mikkelsen, Executive Director of the Springfield chamber of commerce, is energized by the collective knowledge, resources and expertise she encounters every day in her work with Chamber members. A seasoned professional, with a diverse set of tried and tested competencies, Vonnie understands first-hand the value of an all-hands-on-deck approach when it comes to helping businesses grow and succeed. A native Oregonian with roots in the Eugene-Springfield metro area, Vonnie earned a BA in International Relations/Political Science from Willamette University in Salem, Oregon and spent sixteen years living and working abroad. In addition to having served as executive director for a Chamber of Commerce in the Tampa Bay (FL) region, Vonnie has worked on World's Fair promotions, in cable TV programming and acquisitions, and in association management.

Vonnie will talk about the "OODA Loop:" her journey from Oregon to Florida and back., and her first 90 days with the Chamber.

## PUBLIC CALENDAR

### All items are tentative and subject to change Springfield City Council

Oct. 5, 2015

Work Session 6:00 P.M.

Springfield 2030 Plan/Urbanization Policies

Regular Meeting 7:00 P.M.

Public Hearing - Annexation: ANX15-00002 SUB

57th and Mountaingate

Public Hearing - Annexation: ANX15-00003 SUB

66th Place and Jessica Drive

Oct. 19, 2015

Work Session 6:00 p.m.

Springfield 2030 Plan/Urbanization Policies

Regular meeting 7:00 p.m.

Public Hearing Supplemental budget #1

Lane County Commissioners

October 6, 9:00 a.m. Regular Meeting

October 20, 9:00 a.m. Regular Meeting

October 21, 9:00 a.m. Work session

OSU Extension long term funding

October 27, 9:00 a.m. Regular Meeting

Lane Transit District

October 21, 5:30 p.m.

Willamalane Park and Recreation District

October 14, 7:00 p.m.

School District 19

October 14, 7:00 p.m. Business meeting

October 26, 4:00 p.m. Fall Planning Meeting

**Opportunities for public comment are generally not  
available at work sessions**

## September Programs

### September 3, 2015

Ken Vogeney, City Engineer for City of Springfield and the City's emergency Manager spoke about preparedness for a disaster. While he devoted some attention to personal preparedness, a topic which has been much in the news recently, his focus was on the planning necessary for businesses and employers. He noted that 40 percent of business hit by a disaster never reopen, and that the Federal Emergency Management Agency reports that 75 percent of business closed by a disaster ultimately fail.

Although most people are aware of federal disaster programs through the Federal Emergency Management Agency, which provide funding to recover from emergencies, many are not aware of the fact that FEMA funding is available only to help individuals recover, not businesses. The only assistance available for business is the potential for loans from the Small Business Administration.

Business preparedness, he observed, is an extension of personal preparedness. A critical need for business recovery and continuity of operations is the ability of the owner and employees to be able to restore and carry on the business. If the employees and owners are not personally prepared, they will not be able to help the business survive.

While much attention has been devoted to the potential for a massive earthquake, he noted that the region (including Springfield, Eugene and Lane county) have developed a regional multi jurisdictional natural hazard mitigation plan which includes a number of additional risks – wildfires, floods, winter storms, landslides and dam failure among others. He also reminded us that businesses are subject to

additional risks not covered by these plans, including supply chain disruption, cyber security breaches and extended power outages.

He reported that while federal guidelines call for individuals and businesses to have supplies for a three day period to be able to respond to disasters, Oregon guidelines call for a two week supply

### September 17, 2015

District 19 Interim Superintendent, Dr. Susan Rieke-Smith reported on the start of the new school year for Springfield schools. The superintendent reviewed a number of staff changes at the district, including two new administrators, and provided an update on progress in construction funded by bonds recently approved by voters of the district.

She also discussed the District's approach to educating the whole child, rather than simply providing instruction on specific topics.. She noted the recent national focus on STEM education (Science, technology, engineering and math), and that the Springfield district approach is better described as STEAM, adding the arts to the other topics.

The Superintendent described the District's approach as project-based education. Under this approach, a wide variety of subjects are integrated in to a unified whole by relating the various subjects to the student's ability to accomplish a specific goal or project. This approach allows the student to understand "why" the educational subject is related to the whole body of learning and how to apply that learning in a real world situation.

She encouraged residents to follow the activities of the district through Twitter, using the hash tag #IamSPS.

Springfield City Club  
Board of Directors Meeting September 1, 2015

**Board Members Present:** Mike Eyster, Len Goodwin, John Tamulonis, Kay Hyde-Patton, Merlyn Hough, Terry Beyer and Steve Moe

**Board Members Absent:** Michelle Bixler, Chris Kline, Jeff Thompson

**Others Present:** Carolyn Miller and Marilou Heriot from The Washburne Café.

1. 11:45 Meeting was called to order by Mike Eyster.
2. Minutes from the August 4, 2015 meeting were reviewed. Len Goodwin moved to accept, Steve Moe 2<sup>nd</sup>.
3. Len Goodwin reported that the new website will be “going live” on Thursday 9/3/2015. Registrants for the 9/17 meeting will be able to pay on line and receive a discount on the price of their lunch. (Register and pay for lunch on line for \$11 vs. paying at the door for \$13.) This discount is an attempt to have receive a more accurate count for lunches thus helping to keep within the budget. Students are only charged \$10 for the meeting and lunch in an attempt to involve more students.
4. Board Reports
  - a. Financial: John Tamulonis – City Club lost money last month due to poor attendance, only 12 lunches were sold.
  - b. Programs: Merlyn Hough passed out a spreadsheet with the topics and speakers that were lined up through October. There was a discussion about possible speakers that could fill in, should Skip Sandgren be unable to speak 10/15. Len Goodwin will be approaching Senator Wyden, Senator Merkley & Congressman DeFazio about possibly speaking in December when they are on break

Mike Eyster, while channeling a former City Club President, stated that controversy and controversial subject tended to raise meeting attendance. This prompted a discussion about other possible topics, due to recent articles in the newspaper. One topic mentioned was “What our community looks like” using information from the 2014 public survey, City Council representation & diversity issues.

- c. Public Relations: No Report
- d. Membership: No Report

5. Other Business
  - a. Newsletter: The board’s comments on the September Newsletter were all positive. Mike Eyster and Len Goodwin had written summaries of the August meetings that were included in the newsletter. Also a “Public Calendar” was posted that included dates and time for: City Council, Lane County Commissioners, Lane Transit District & Willamalane meetings. It was decided that Michelle Bixler would be asked to write an article for the next newsletter.
  - b. Steve Moe asked about getting a “business card” created for Board Members. This card would have the logo, information about City Club, possibly the website information to be used as a tool for recruitment for board members. Mike Eyster will discuss with Jeff Thompson, since he created something similar for Chamber of Commerce board members.

Meeting adjourned at 12:45

## OFFICERS AND DIRECTORS

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