MEMO

To: **Mayor and Members of Council**
From: **Vincent Martorello, City Manager**
CC: **City Council File**
Re: **Week of March 22, 2026 - Update**
Date: **March 27, 2026**

Here is a summary of my activities for the week of March 22, 2026.

- I met with representatives from ODOT to discuss the path forward for the Oregon Avenue/Jog Street intersection improvements. The city has submitted the project for consideration through the Statewide Transportation Improvement Program (STIP). Based on our discussions, it appears the project is being received favorably and may rank among the top five candidates for selection—fingers crossed. It is also encouraging to see Creswell receiving increased attention through this process.
- The Community Rating System (CRS) through FEMA, which I mentioned at a previous Council meeting, allows communities to earn points for activities related to floodplain management, public education, and outreach efforts such as maintaining an informative website. These points translate into premium discounts for property owners who carry flood insurance through the National Flood Insurance Program (NFIP). Participation in the CRS program, combined with potential grandfathering under the updated floodplain maps, could result in meaningful cost savings for homeowners within the community.
- The Finance Director and I reviewed a proposal from Forerunner Floodplain Platform. This software is designed to manage records, documentation, and certificates for properties within the floodplain. In coordination with Cottage Grove, it would allow us to more effectively administer our floodplain management program. The platform also includes a public-facing interface and resident dashboard, enhancing transparency and improving customer interaction. The annual licensing fee is approximately $5,000. The Finance Director is currently evaluating potential funding sources to support the purchase.
- I worked on various Park and Tree advisory Board tasks this week.
- The Airport Manager has secured approximately $11,000 in donations for the National STOL event this summer. The Finance Director has also identified $10,000 available within the FY 2025 – 26 budget to support this community-wide event.

City of Creswell
Tourism Event
STOL Competition
Location: Creswell Airport

Events held at a City owned facility are not part of operations and are budgeted in the General Fund in the Culture and Recreation department.

Fiscal Year 2025-26
Resources:

Description	GL Acccount	Amount	Notes
HOTEL/MOTEL TAX	01-32-430	$ 6,909.00	10% of TRT is reserved for City Events outside of Chamber Contract.
EVENT DONATIONS *	01-63-450	$ 2,750.00	Donations from Fall Event were unexpected revenue that can be added to the budget.
MISCELANEOUS	01-36-499	$ 341.00	Miscellaneous income in General Fund is allocated to non-routine expenditures.
		$ 10,000.00	

Requirements:

Description	GL Acccount	Amount	Notes
TOURISM	01-63-661	$ 6,909.00	10% of TRT is reserved for City Events outside of Chamber Contract.
PROGRAMS	01-63-680	$ 2,750.00	Programs in Culture and Recreation include City held Events like Arbor Day Celebration.
CULTURAL ACTIVITY	01-63-683	$ 341.00	Cultural Activies in C&R include Movies in the Park and 4th of July Celebration.
		$ 10,000.00	

* Fall Event also included a $500 fuel donation at the Creswell Airport for the Autumn at the Airport event. Total event donations $3,250 for Autumn at the Airport.

- I worked on the attorney contract and assisted updating the charge for the Finance and Administration Committee that allows for an alternate performance evaluation to be presented.
- I reviewed the proposal for our insurance agent with staff. Reviewed proposals for the city's Engineer of Record.
- I continued my work on the banner program and shared it with CSD for further discussion. The goal is to develop a coordinated banner campaign that highlights local agencies, community partners, and Creswell's history and accomplishments. I envision featuring a different event, organization, or community theme each month throughout the year to keep the program fresh and engaging. Below are examples of potential themes and promotions for the program:

  Monthly Banner Campaign

  January - Winter/ new year celebration banners
  February - Full winter mode – perhaps ground hog highlighted, something fun
  March – Spring banners
  April – Spring banners
  May – Spring banners
  June – Academia – Schools – public and private - congratulations
  July – July 4th, patriotic, celebrate Creswell's incorporation: 7/16/1909
  August – More Creswell history, Summer Mode
  September - June – Academia – Schools – public and private – welcome back
  October – Halloween, fall cornucopia
  November – Thanksgiving, fall cornucopia
  December – Winter lights, Christmas

  CSD is taking these ideas and shaping them into a more detailed program for us.

Anticipated Work for the Week March 15, 2026

- March 31 – Continue Forerunner cost proposal with representatives from Forerunner.
- April 2 – Jentry and Company Podcast

Upcoming Work

- April 7 – Participate in another CSD shark tank presentation

Let me know if you have any questions or concerns.

With Gratitude,
Vincent