

# Myrtle Creek

## Roadmap – First Assessment Meeting

April 21, 2016

### What

- Business, workforce, education
- More seniors, how are we addressing?
- Medical services
- Unemployment being so low
- What are we doing to connect the “educated” to needs in our workforce?
- Places to stay
- Fix up main street
- Lane community college went to RV and said “what do you want?” Roseburg lumber left – “higher ed”
- Activities for kids? Event schedule in website NR Happenings in Myrtle Creek
- Real estate, quality of life
- Population
- Inventory – how do people find buildings for lease?
- No magic bullet, but project an image of fun and interest – dining, art
- Limited online presence yelp, trip advisor
- Fix up main street
- Employment – qualified people
- Places to rent or buy?
- Pride in ownership
- Pluses
  - Adams house assisted living
  - 2 low income senior residences
- “Visit myrtle creek... just across the river  
Visit myrtle creek... just over the hill  
Visit myrtle creek... hidden in the trees “



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### Now

- Where does the money come from?
- Social media (trip advisor attractions)
- Common identity/image branding – what do we want to be known for? ( Oakland)
- Encourage all organizations to come together as a whole – work together
- Connect small biz with trained employees/work together
- Main street – revitalize
- Get people off I-5
- MC is super close to I-5 exit
- What do the kids want?
- Balance quaint town -> don't grow to size of city but we need some growth
- Promote our positives
- Youth want to see more marketing
- Volunteerism (citizen advocates protection) CAPs
- Something on I-5 that lets people know MC is right off I-5 (close)
- Main street improvements
- Brainstorm with other businesses
- What type of advertising do the youth read? Online? Newspapers?
- How do we fix up main street
- Where does the money come from?
- MC is not online, our attractions not on yelp. Skate park, dog park, public pool and hours
- Safety civil – CAPs public
- The news – review is positively promoting MC/TC area with double fuel page “what’s happening” ads 3<sup>rd</sup> Wednesday of the month
- More business on main st.
- Incentive for painted houses and yard clean up
  - Like taxes lowered for painting housing – water lowered for renters to keep things neat
- More tourism ideas!

