

City of Monroe
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Press Release

For Immediate Release

Strategic Doing Workshop A Success

Monroe, Oregon – On Saturday, November 17th, 2018, twenty-one participants attended the Strategic Doing Workshop at the Monroe Community Library. Representatives from regional organizations such as the Oregon West Cascades Council of Governments and The Long Tom Watershed Council were in attendance and have committed to supporting the initiative going forward. The workshop was a collaboration between the City of Monroe and the University of Oregon's Resource Assistance for Rural Environments (RARE) AmeriCorps Program. The workshop was led by Taylor Evans, City of Monroe's Community Development Coordinator, and facilitated by Aniko Drlik-Muehleck and Titus Tomlinson, from the University of Oregon's (RARE) AmeriCorps Program.

Participants were split into three groups: Connections to Community, Connections to Region and Business Development. Each group examined the following questions:

Connections to Region: *What are the opportunities to make Monroe's downtown and Riverside District a vibrant area with activities and amenities that attract visitors from all around?*

Connections to Community: *Imagine if Monroe hosted a connected and active network of business owners, engages volunteers, and community partnerships. What would that look like? What would it look like if Monroe welcomed children, families, and people of all ages, by giving them a reason to engage and stay in the area?*

Business Development: *Imagine if Monroe had a cohesive business community that offered a diverse range of shopping and entertainment experiences in Monroe's downtown and Riverside District. What would that look like?*

Through the Strategic Doing Packet and the Table Guide Facilitation, group members created a project that they are committed to implementing in the next six months. The three resulting projects are the Business Association of Monroe (BAM), Visitor & Community Information Kiosk, and The Monroe Experience.

Business Association of Monroe: The Business Association of Monroe is composed of local businesses and property owners. The Association will focus on driving new businesses to Monroe and the surrounding South Benton community. Initial projects will center on outreach, education, resources and growth of new business.

Visitor & Community Information Kiosk: The Visitor & Community Information Kiosk will be renovating the old bus stop into a place for visitors and community members to keep up to date with all the events happening in the area. This will be spot for local groups to post their events and advertisements – creating a physical central point of communication to compliment the City’s website.

The Monroe Experience: The Monroe Experience will be a multifaceted map that will be on the City’s website and located at the Information Kiosk that will highlight different aspects of the community, such as Recreation, Food & Beverage, and Local Businesses, to attract visitors to the region.

For more information on the work that these groups are doing check out the [Monroe Facebook page](#) and our new [Community tab](#) on the City’s website.

We welcome all community input on these projects, so get involved today by contacting our Community Development Coordinator, Taylor Evans, at taylor.evans@ci.monroe.or.us, to see how you can contribute!