



CITY OF OREGON CITY YOUTH ADVISORY COMMISSION WORK SESSION MINUTES

City Hall Mt. Hood Room, 625 Center St., Oregon City, OR 97045
Monday, October 13, 2025 at 6:30 PM

1. **CALL TO ORDER AND ROLL CALL**

Chair, Justin Evers called the meeting to order at 6: 35 p.m.

PRESENT: 12

Cole Solari, Donald Bredehoeft, Gaby Rysdam, Hadley Taylor, Hyrum Freestone, Jack Solari, Justin Evers, Max Bishop, McKenzie Gilmore, Myles Kinney, Sydney McFarland, and Commissioner Adam Marl.

STAFF: Hannah Schmidt, Community Engagement Specialist

EXCUSED: Bettie Chappell, Elyjah McFarland, Emma Artman, and Evan Conley.

ABSENT: None.

2. **DISCUSSION ITEMS**

- a. Representatives from the Citizen Involvement Committee: (CIC) Linda Baysinger (Canemah NA), Betty Mumm (Gaffney Lane), Chris Nolte (Hazel Grove – Westling Farm), and Mark Beatty (Hazel Grove – Westling Farm NA) attended the meeting to discuss neighborhood associations and social media outreach strategies to engage youth.

Betty Mumm began by asking the Youth Advisory Commission members about their knowledge of neighborhood associations (NA), what they do, and how many exist in Oregon City. Most youth members responded they knew NAs existed but were not familiar with their functions.

The CIC representatives explained that Oregon City has 12 NAs with 10 currently active. They described how each association covers a specific geographic area of the city. Betty Mumm explained that her NA meets every other month in the Gaffney Lane area, bringing in speakers such as police officers assigned to the neighborhood, city commissioners, the mayor, and emergency preparedness officials based on community interest.

The representatives clarified the difference between NAs and homeowners associations (HOAs), noting that HOAs typically cover a smaller area and enforce property standards, while NAs do not.

Three representatives introduced themselves and described their respective neighborhood associations:

The CIC representatives explained that their associations were seeking input on social media strategies to attract younger community members to their meetings and events. They noted that currently, they rely on postcards mailed to homes and A-frame signs, but these methods primarily reach older residents.

The Youth Advisory Commission members provided several recommendations:

1. Instagram was identified as the primary platform youth use for informational and social engagement, preferred over TikTok for community information.
2. Specific Instagram strategy suggestions included:
 - Using hashtags and location tags to reach local audiences
 - Creating engaging content with interactive elements like polls
 - Posting consistently between meetings to maintain audience interest
 - Including colorful, attention-grabbing visuals
 - Adding music that matches content themes
 - Creating a QR code on physical signage linking to social media accounts
 - Working with the algorithm by posting regularly and generating engagement
3. Content ideas included:
 - Highlighting youth in the neighborhood and their accomplishments
 - Creating polls to ask residents what neighborhood events they would prefer
 - Posting about neighborhood history and resources
 - Sharing regular updates before, during, and after meetings
 - Posting casual content like neighborhood scenery or pets between formal announcements
4. Event ideas to attract youth participation:
 - Seasonal activities and outdoor events
 - Food (unanimously recommended as essential)
 - Movie nights, particularly themed events like scary movies in October
 - Craft activities before meetings
 - Neighborhood cleanup events to build community pride

The CIC representatives thanked the Youth Advisory Commission members for their valuable input and encouraged them to determine which neighborhood association they live in using the city's neighborhood search tool. City staff mentioned they would send a follow-up email with this tool.

3. ADJOURNMENT

Justin Evers adjourned the work session at 7:10 p.m. Franklin

Respectfully submitted,

Hannah Schmidt, Community Engagement Specialist

Date Approved: 11/10/2025