



**City of Eugene**  
 125 East 8<sup>th</sup> Avenue, 2<sup>nd</sup> Floor  
 Eugene, Oregon 97401  
 (541) 682-5010  
 (541) 682-5414 (FAX)  
[www.eugene-or.gov](http://www.eugene-or.gov)

## EUGENE CITY COUNCIL NEWSLETTER

September 12, 2013

### IN THIS EDITION

**GOING MOBILE WITH NEW [HULTCENTER.ORG](http://HULTCENTER.ORG)  
 “BUILDING BETTER NON-PROFIT BOARDS” AT EUGENE PUBLIC LIBRARY  
 VIDEO CAPTURES “MIRACLE” OF REGULAR EXERCISE**

### AROUND THE CITY

#### *Going Mobile with New [HultCenter.org](http://HultCenter.org)*

Quick – grab a smartphone or tablet and type [HultCenter.org](http://HultCenter.org) in the browser. Choose whether to visit the calendar or the website, or just scroll down and see what the Hult Center has to offer.



The Hult Center’s website must serve two distinctly different users – ticket buyers and event promoters - and the number of visitors using mobile devices is increasing exponentially. To access the calendar and buy tickets on the old site with a mobile device was a rather bumpy process, and the information for promoters was useful, but didn’t help sell the venue.

Designed to be mobile-friendly and accessible, the new [HultCenter.org](http://HultCenter.org) maximizes the mobile experience without sacrificing the graphics-rich environment needed to show and sell the excitement of live performances at the Hult Center.

Banner images dominate the top of each page, designed to put the viewer in the middle of the action, and encourage ticket sales. Patrons asked for a more robust search feature and a way to jump directly to the full calendar, and both are on the home page.

In addition, the most improved experience is for Hult Center promoters. There is now a comprehensive guide designed to appeal to promoters with touring shows. Brides and event planners also have a special section with beautiful images from weddings and events that show the elegance the Hult Center can add to their special day. A section for business events showcases the variety of spaces and possibilities for meetings and conferences.

Designed to support ticket sales, venue rentals and featuring a fully optimized mobile experience, [HultCenter.org](http://HultCenter.org) is ready for business, no matter where one is. For more information, contact Libby Tower at 541-682-8380.

#### **“Building Better Non-Profit Boards” at Eugene Public Library**

Local non-profit organizations can get expert guidance on how to recruit, manage, and retain successful board members at a free workshop on Thursday, Sept. 26, at 6 p.m., at the Downtown Eugene Public Library. The session will be led by Tim Armstrong, director of the Non-Profit Management Institute at Lane Community College’s (LCC) Small Business Development Center.

According to Armstrong, “Nothing has a bigger impact on the success of your non-profit as your board of directors.” An effective board is essential to a non-profits’ legality, fundraising, and quality of hired leadership. Board members must achieve and maintain the right mix of responsible oversight and an appropriate level of control. The first step is identifying and engaging individuals with the necessary skills as well as the wisdom, honesty, and spirit of public service to guide an organization through good times and bad.

This workshop is one in a series at the Eugene Public Library providing practical support to promote the success of local non-profits. The program is co-sponsored by the Eugene Public Library, Non-Profit Management Institute at LCC's Small Business Development Center and SCORE: Counselors to America's Small Business. For more information, contact the Eugene Public Library at 541-682-5450 or [www.eugene-or.gov/library](http://www.eugene-or.gov/library).

### **Video Captures "Miracle" of Regular Exercise**

Patrons of the Recreation Division often tell wonderful stories about how recreation has positively impacted their lives. Once in a while, a patron's story is so touching it just has to be shared. Such is the case with Vi, a 70-something woman who swims three times a week at Sheldon Pool.



Growing up in New York City where swimming pools were scarce, Vi never went swimming as a child. When she finally learned to swim at age 29, she discovered an activity she has enjoyed for the past 50 years.

As part of its marketing efforts, Recreation has produced a [video](#) in which Vi tells her story and concludes that the fact she's still swimming at her age is "a miracle."

While perhaps not quite a miracle, regular activity has been shown to provide many benefits – including a longer life. Research also shows that doing an activity regularly is the key and that while people usually participate in exercise for only short periods of time, those who choose recreational activities such as swimming or walking are more likely to continue to do that activity for many years.

For more information, please contact Recreation Division Manager Craig Smith at 541-682-5334.