

IMPLEMENTATION COMMITTEE

MINUTES FROM MEETING HELD ON
July 26, 2007
5:30 P.M.

Name	In Attendance	Unable to Attend
Bruce Norton	X	
Christina Gomez Vidal Diaz	X	
David Hernandez		X
David Tooley	X	
Debi Bray		X
Jerry Noblett	X	
Larry Risinger		X
Linda Lewis Wright		X
Lois Grow	X	
Marilyn Marsh	X	
Mike Westley	X	
Pam Beecher	X	
Rae Gomes	X	
Robert Poythress	X	
Rosanne Bonilla	X	
Shirley Driggs		X
Trish Taylor		X
Will Oliver	X	
James Glynn	X	
Kathi Stokes		X
Cynthia Ortegon		X
Chris Mariscotti		X
David Randall	X	
Michael Kime	X	
Michael McHatten	X	
Wendy Silva	X	

SUB COMMITTEE REPORTS:

A Well Planned City – Dave Randall & Robert Poythress

Robert Poythress – The main element – the General Plan - we will be selecting the consultant at the August 1, meeting of the City Council. At the August 15 meeting we will be looking to Council for Direction in the selection of a committee to oversee the

process. The consulting firm will have 24 months to complete the General Plan Update. We are hoping for 18 months.

Dave Randall – We have met our dates in coordinating with the County. There is a formal meeting set for tomorrow. There will be a Citizen's Advisory Committee. Council to decide how these individuals will be selected at their meeting on August 15, 2007.

The Vision Plan is very much part of the everyday processes of the City. It is discussed with the applicants when dropping off projects. They also hear a lot about the Vision Plan in the Planning Commission Meetings and it is having a very large impact on the community. Master Plan Areas – Vantana Project, RFP out for New Master Plan for the North of Pecan Project (E of RR, N of Avenue 14, 4 square miles). Also working on a Master Plan from Tozer to the Railroad line.

Administration and Human Resources working on filling the position for the Downtown Coordinator.

Walk Ability issues and ADA Projects are moving forward.

Good Jobs and Economic Opportunity – Lois Grow & David Tooley

Lois Grow – Advises that the General Plan Update is a very important item for them in bringing in new businesses to town.

Is it my understanding that we are approving how the tactics were set up? I believe they are fine the way they are.

David Tooley – The Vision Plan has been a key element for negotiations with large scale developers. We are finally in a position to say we want things a certain way. We are asking for more public amenities in developments.

A Strong Community & Great Schools - Larry Risinger & Michael McHatten

Michael McHatten - His committee meets once a month on the second Wednesday of the month.

In keeping with the Vision Plan #317 – Development of Festival & Events – we had the 4th of July event at the Golf Course. Everything went extremely well. \$20,000 donated by Mr. Berry for the fireworks. It was an all day family event starting with the golf tournament, concert and food vendors. Parking was a little bit of an issue, however, they will address this further next year.

Vision Plan #336 – Youth Summit – There is a Youth Summit being held at Fresno State on September 8, 2007.

Parks Master Plan is to be worked on by the consultant working on the General Plan at this time.

Mike Westley, School District – Advised that Mr. Risinger agrees with the way the plan is laid out.

Vision Plan #334 – Development of After School Programs

After school programs should be under Madera County Office of Education.

Vision Plan #335 – MUSD is a leader in career paths and programs offered at the high school that make students ready for work when they graduate. They do realize that not all students are going to college and they need to be able to work when they come out.

Mr. James Glynn has a contact in Oakland – Pianist Donna Storing – who reaches “Learning Multi Culture thru Music”.

The City Parks & Recreation Department also offers after school programs.

Michael McHatten – Youth Center – Under design – 65% complete in August, 90% Plan Check in September, finalize Plans and Specs and advertise in the fall, award in December/January. Early 2008 break ground for the Youth Center – 2009 Ribbon Cutting.

A Safe & Healthy Environment – Marilyn Marsh & Michael Kime

Marylin Marsh – The Farmers Market is in its 5th week – August 30 will be the last day. The WIC program stepped back a little bit in the Farmers Market event so that all individuals from the community participate and not advertise as a low income event. There are 7,000 people who participate in the WIC Program monthly. Obesity is very high in children. Diabetes is another major problem here in Madera, both in adults and children. The First 5 coordinates activities with vendors. There are more vendors this year. More of an effort is placed on serving healthy foods.

The City Newsletter was wonderful – it quadrupled the number of voucher requests for services.

They would like to see the Farmers Market extended to other Parks in the City on different days.

Marylin advised they have a program in place at her place of employment where they all wear pedometers and combine their miles and see how far they can get on the map.

Marylin and Christina Gomez Vidal attended the Land Use 101 Seminar. They learned that individuals are wanting supermarkets and small stores in their communities that they can walk to rather than drive to.

Grocery stores may eventually go to all cloth bags.

Public Relations – James Glynn & Wendy Silva

City Newsletter – Appearance and Content of Newsletter. Mr. Glynn advised that it was understood by everyone in the room but hardly clear to outside individuals. Photos need captions. Language – Page 6 – refers to “laterals” – who knows what a lateral is? We need to use simple language. In regards to City Newsletter on the web page – individual that can’t read and understand – do not have access to e-mail.

Mr. Glynn took a trip with Jim Taubert, Redevelopment Director. The Redevelopment Agency is concentrating on neighborhood improvement. We are now a destination.

Town Hall Meeting – Lois Grow and Rosanne Bonilla

The Town Hall meeting will be held on September 25, 2007. They will involve all committees. Advise what things have been accomplished – Skate Park, Police Station, etc. A lot of things have already happened – at least they are aware of it. Dwell on things that are currently happening. Promote music. Maybe get Lions to do Hot Dogs, Latinas to make Salsa, etc. Get the entire community involved.

They will need three items that have already been accomplished with displays for this event. Centennial must be included. It will be from 5 p.m. until 7:30/8 p.m. in Courthouse Park. It will be called “**Centennial Town Hall Meeting**”.

Meeting adjourned.