

# IMPLEMENTATION COMMITTEE

MINUTES FROM MEETING HELD ON  
October 25, 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	
Mary Anne Seay	X	
Olga Saucedo Garcia		X

Minutes of August 22, 2007 were approved. Motioned by David Tooley, Seconded by Wendy Silva.

Dave Randall, Planning Director – The City Council has confirmed the study area. The Sub-committee was appointed by Council for the General Plan Review. The first meeting with PMC will be held shortly and they will be discussing General Plan 101 with

members. Also will be discussing constraints placed by Council. The Action Plan is moving forward.

Robert Poythress – Council Member – The Advisory Committee for the General Plan has been selected and will be meeting with the consultant for the General Plan at the Citizens Bank on November 26, 2007 at 5:30 p.m. – Food will be served.

Well Planned City –

Dave Merchen – Community Development Director –

1. General Plan – In order to broaden the public informational process, we will meet with various groups to let them help spread the word.
2. WalkAbility Audit – Development in progress on how it works. Starting in Spring of next year 2008. We are trying to establish a program. If you have any information that would be helpful, please let Dave know.

Good Jobs & Economic Opportunity -

David Tooley, City Administrator – Met with a potential client at the Trade Show in Las Vegas. The company was Constellation – 5 acre project – 50 jobs. The Vision Plan Time Line is moving along fine.

Strong Community & Great Schools –

Michael McHatten – Administrative Services Director – Sub-committee met on October 10, 2007 and will meet again on November 14, 2007. The positive and negatives of the Town Hall Celebration were discussed. Redefine how we as a group function as subcommittee and what our responsibilities are. Everyone had a little bit of homework before the next meeting.

Robert Poythress, Council Member – Glad we are keeping going. Make it a part of how we function instead of an afterthought.

Debi Bray, Committee Member – Would someone be so kind as to send a list out of all the Subcommittees as some are having difficulties remembering what committees they are on because they are involved in more than one.

Safe & Healthy Environment

Marilyn Marsh, Committee Member – Farmers Market has come to an end this year. There was not as big a turnout as last year. Not effectively spilling over into the neighboring businesses.

Need to set meeting for this committee. May consider having a joint meeting with the Parks Department.

Public Relations Committee –

James Glynn – We can thank Lois and Rosanne for a great job on the Town Hall Event. Not a tremendous turnout. He has a couple of great ideas:

1. Rotary Club – Monument Sign – Rotary Park – opposite the mural.
2. The second item was told to me in strict confidence – but if it comes through, it will involve the City, County and the MID.

Awaiting Feasibility Grant to dam the river and create a lake. It would be possible to start the Groundwater Recharge. As an afterthought the City was invited.

There were others present that were aware of the project of which he was speaking.

Dave Merchen, Community Development Director - Vision 101 River – Target Area: Develop at Road 23. Subcommittees must keep us accountable for being in the game.

James Glynn – Sub Committee Member – The river would run 12 months a year along the Vern McCullough River Trail. We could have rest areas, café, recreational items, etc.

Debi Bray, Sub Committee Member – Communication is the problem. If committee members would make an effort to talk to all the people they know – this would be helpful. Newsletter – quarterly – hopefully it will be a vehicle to let people know what is happening.

James Glynn-Sub Committee Member – Newspaper in Spanish could be a good source for us.

Christina Gomez Vidal Diaz, Sub Committee Member – Contact Speakers Bureau – invite them to attend sub committee meetings. Send out notices of meetings occurring. Make the public aware of the meeting. Possible positioning of development displays in local businesses, such as banks, grocery stores, WalMart, etc.

Michael McHatten, Administrative Services Director – We have a power point presentation which could be displayed in the lobby on busy days.

Another suggestion was to have an infomercial popped in at the Cinema 6 Movie Theater.

Another suggestion was to have the newsletter on the City web page.

Debbie Bray- Sub Committee Member – Suggested that the IT Division could establish a “Ghost Page” Display – Vision 2025.

Another suggestion was to set regular meeting dates so we can advertise when those meeting will take place, keeping the public involved and inviting them to join if they wish.

David Tooley and Michael McHatten will provide an Annual Progress Report to Council.

Robert Poythress, Council Member – Committee Members should be at the meeting when Michael does the Annual Progress Report.

Debi Bray asked which Council Meeting the annual progress report would be given? It will be very likely the December 5 meeting when we change the Council – reinforcing to the new Council the importance of the Vision Plan and the importance of moving forward with it.

David Tooley, City Administrator – how can we make the process more effective? Thinking about taking 8 to 10 individuals from the group to Hillsboro, Oregon to discuss relationships, what went well and what did not. We're looking at principles.

Debi Bray, Sub Committee Member – What time commitment are we looking at?

David Tooley, City Administrator - Advised it would be a two day, two night commitment. David will ask Doug of Zenn & Associates and Steven Aimes to name some cities with similar demographics as Madera that have a Vision Plan. Our goal would be three things:

1. Find out the Kay Players
2. Relationships
3. Touring

We need to determine what made them successful. Will check into prices.

Robert Poythress, Councilmember & Sub Committee Member – Thanked everyone for coming and their commitment to the project.

Next meeting is scheduled for November 15, 2007 at 5:30 in the Conference Room.