

IMPLEMENTATION COMMITTEE

MINUTES FROM MEETING HELD ON
January 24, 2008
5:30 P.M.

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

Michael McHatten handed out copies of the Annual Report if you had not had a chance to see it. The City Council adopted the resolution and the goals are outlined in the report.

A Well Planned City

David Randall, Planning Director – General Plan Update on Monday at the Senior Center. It will be the kick off regarding Parks & Open Spaces. The City has decided to also update the Park Master Plan.

Michael McHatten, Administrative Services Director - advises the Vision Plan references a number of items regarding space. The Vision Plan and the Parks Master Plan need to be meshed together.

Dave Randall, Planning Director – During the General Plan process, the most important thing is making the public aware of what's actually going on. Dave Randall and Dave Merchen have been visiting various clubs and groups making individuals aware of the General Plan Update and its importance. So far they have visited with the Kiwanis Club, Beautification Committee, and Parks Committee. The Lions club is currently scheduling some time for them. The Mayor is currently working on the Rotary Club to schedule a presentation. Speaking with the Farm Bureau and making arrangements for a presentation there.

Rosanne Bonilla suggested contacting the Association of Realtors and ask to speak with Sharon Stapleton at 673-2218. She is sure they would be very excited to hear something on the General Plan update.

Mr. Randall reminded us of the web site: maderageneralplan.com for upcoming events.

Christina Gomez Vidal Diaz asked if there are ways to prevent suits from occurring against the projects. Mr. Randall advised that the Environmental Impact report usually refers to any problems with the project. As long as we operate in good faith, we keep our liability at a minimum.

Good Jobs & Economic Opportunity

David Tooley, City Administrator - Spoke of the importance of planning – He and Bobby Kahn, EDC Director, met with a developer who is considering putting in a retail development serving a regional area – the regional area being from Bakersfield to Sacramento. Our infrastructure is better than most. David advised that we need to set the table for development. It's about being prepared when the business comes to town. Being able to expedite the process is very attractive to developers also. We need to pursue all opportunities.

Strong Community & Great Schools

Michael McHatten, Administrative Services Director – This committee did not meet in December. Will meet shortly. Need to find individuals to adopt orphan items in the Vision Plan. Meeting with Triple L Subdivision and the School District to discuss site plans.

James Glynn advised that the Arts Council had a Board Retreat which he chaired recently and that Dr. Pam Beecher brought up the Implementation Committee and the 12 goals directed at the Arts Council.

Shirley Driggs, asked the question – “Is it possible to get use of school facilities, playground, and open space areas?”

Christina Gomez Vidal Diaz– Would like to know if the poles around Sierra Vista School have been removed yet. We will have Engineering check on the project and respond to Christina.

Rosanne Bonilla – asked if the water is contaminated at the Town & Country Park canal as she sees dead pollywogs and fish in the water. The canal is the property of the MID but Mike McHatten will check into it.

Safe & Healthy Environment

Marilyn Marsh – Has been reassigned to another department at work and would like to step down as chairperson for this committee. They will be conducting a Madera In Motion – Comprehensive Community Survey/Obesity Prevention. This will assess where people live in proximity to healthy food within the City Limits. Their office is also trying to get EDT into the swap meet area so they will be able to accept food stamps as payment.

Public Relations

Michael McHatten – Comcast is expanding coverage – perhaps we could get some advertisement in their area. Wendy Silva to check Comcast Franchise Agreement and see if this allows us any leverage.

Rosanne Bonilla – regarding the City Newsletter – Explore something that makes people look at it, such as puzzles, word search, art work by students, raffles, etc. anything to make people take notice and look forward to getting it.

James Glynn advised the Arts Council is sponsoring an Exhibition of High School work from our County during the entire month of March at the County Board of Supervisors Building. The governor has designated March as Art Education month.

Michael McHatten advises we have an opportunity to advertise the newsletter in our utility billing each month.

City Council Chambers – Engage the assistance of the Arts Council. The names of the members interested in Chamber Decorations are listed below:

James Glynn
Rae Gomes

Rosanne Bonilla

Christina Gomez Vidal Diaz
Shirley Driggs

David Tooley to set a noon lunch to discuss.

New Entry Signs into Madera

Michael McHatten – The entry signs into Madera will be presented to the Vision and Beautification Committees for review. The object is to show renderings, get approval and then have the sign produced. We need to make a determination also as to where the signs will go up and not have the City grow past them too quickly. The south side entrance is not a problem, however, the north entrance is going to be a problem. We do not want to deal with Caltrans between the highway and the railroad tracks. It will likely have to go on the other side of the tracks and large enough for everyone to see.

Meeting adjourned at 6:50 p.m.

Next scheduled meeting will be Thursday, February 28, 2008.