



DT TASK FORCE RECONVENE #1

NOVEMBER 28, 2022

AGENDA:

- Review Framework
- Working Group Guide
- Code Process Update
- Outdoor Hospitality Initiative
- Businesses, Residents, City Council
- Public Comment
- Next Steps



REBUILDING RELATIONSHIPS WITH RESIDENTS AND BUSINESSES

1. Identify community liaisons to serve as ambassadors between residents and businesses
2. Host monthly socials between residents and businesses
3. Develop Community Core Values
4. Task Force members shall serve as champions for not engaging on social media
5. Implement an Outdoor Hospitality Initiative

SIGNAGE/PARKING/ CODE ENFORCEMENT/ NOISE

6. Evaluate current codes for practicality of enforcement
7. Develop a strategy to ensure proper interpretation and respect of noise ordinance
8. Create a BRC Council for on-going communication and regular meetings
9. Assess signage ordinance to determine if supportive of businesses and proper safety measures

REPUTATION OF THE CITY

10. Expand events and music festivals to include 4th of July
11. Social Media-Promote the positive
12. Collaborative efforts among downtown community

What are SMART Goals?

Every successful business has clearly set and articulated goals to attain specific objectives. SMART Goals is an acronym for specific, measurable, attainable, relevant, time-based objectives.

SPECIFIC 	MEASURABLE 	ACHIEVABLE 	RELEVANT 	TIME-BASED 
<p><u>Answer the 5W's:</u></p> <ul style="list-style-type: none">• Who's involved?• What do I want to accomplish?• When do I want to achieve this?• Where does my goal take place?• Why is the goal important?	<p>What metrics are you going to use to determine if you meet the goal?</p> <p>If it's a project that's going to take a few months to complete, then plan and set some milestones by considering specific tasks to accomplish.</p>	<p>The goal is meant to inspire motivation. Think about how to accomplish the goal and if you have the tools/skills needed.</p> <p>If you don't currently possess them consider what it would take to attain them.</p>	<p>A goal needs to align with your company objective.</p> <ul style="list-style-type: none">• Does this seem worthwhile?• Is this the right time?• Does this goal align with my other goals?• Am I the right person to be working on this project/task?	<p>Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed.</p> <p>Ask specific questions about the goal deadline and what can be reached and accomplished within that time period.</p>

PRIORITY #1: Evaluate Codes for Enforcement

WHO

- City Staff
- Community
- Consultants (Experts)

WHAT

- Easy to Understand Code
- Clear Concise Direction

WHEN

- Up to a 3 Year Project

WHY

- Alignment
- Understanding
- Execution
- Epic Goal #5

PRIORITY #1: Ordinance Adoption Timeline

Typical Ordinance Adoption Timeline		
Assumes no substantial changes or request for additional outreach		
Minimum # of Weeks	Step	Notes
4-Weeks	Consultant engaged	2-4 months if RFP is needed, 4-10 weeks otherwise (contract development and legal review if needed)
6-Weeks	Community Engagement	Based on number of meetings desired/requested
4-Weeks	Legislation Development	Varies based on complexity
4-Weeks	Commission WorkSession	1-month to schedule and time needed for modifications and staffing development
4-Weeks	Ordinance Prep/Staffing	Staffing and legal review
Adoption		
8-Weeks	LPA	Second Wednesday of each month
	Commission First Read	First and Third Thursday of each month
	Commission Second Read	1-month after first read assuming no substantial changes or other direction provided
30-Weeks	Total	

PRIORITY #3: Outdoor Hospitality Initiative

City to put plan into action

OHI Considers:

- Dining Capacity
- Density
- Noise Mitigation
- Parking
- Restrooms

WHO

- Task Force
- City Staff
- Community
- Subject Matter Experts

WHAT

- Easy to Understand Code
- Clear Concise Direction

WHEN

- Specific focus
- 6 month estimated time frame

WHY

- Peace & Calm
- Alignment
- Epic Goal #5

PRIORITY #2: BRC (Business, Resident, City Council)

Statement of Intent

To create, support and sustain the channels of Communication to gather the pulse of the community.

WHO

- 9 Member Council
- Most Opposing Ideas
- Liaison
- Leadership

WHAT

- Forum for communication
- Community Connection
- Informational Tool

WHEN

- Quarterly
- Published on City Calendar
- Set Agenda
- Public Comment

WHY

- Complete Community View
- Purposeful
- Pulse of the Community
- Epic Goal #5

GOAL ALIGNMENT



EPIC GOAL #5

Enhance community relationship strategies that strengthen inclusiveness, respect, transparency and collaborative engagement.

Looking Ahead:

- Next Working Group Meeting
- Next Downtown Task Force Reconvene Meeting
 - Prioritize Remaining Items





QUESTIONS