

YEAR 2010
STRATEGIC PLANNING
Adopted March 16, 2010

TOP GOALS

1. ECONOMIC DEVELOPMENT

- a. Spruce up 126 and Central Avenue** (longer-term goal).
- b. How to make Fillmore a destination?**
 - *Greeter for train—to help channel business to Central Ave.
 - *Have events (such as First Fridays).
 - *Relax some regulations for events.
- d. Incentives for small businesses.**
 - *Business licenses (pro rate).
 - *Signage (along 126 for downtown businesses).
 - *Implement Downtown Specific Plan recommendations
 - *Communicate with merchants through website and EDCVC.
- e. Incentives for local businesses (local preference ordinance for bids).**
- f. Marketing through web site.**
- g. Town Theater**

2. ENGAGING COMMUNITY

- a. We want to hear from the public and we intend to respond quickly.**
- b. Centralized response to community questions/concerns.** Person designated to respond to the public “suggestion-box person”.
- c. Open House.** Demonstrate City services like Granicus/or have Town Hall meetings.
- d. Grants design and use committee for planning and design.** At cleanup day involve local clubs and groups.

3. PUBLIC SAFETY

- a. Need staff, want local control; however, first need to finish Compensation and Classification Study before new hires can be made.**
- b. Hire 3 paramedics and raise stipend (What’s the alternative if there is a loss of funding?).**
- c. Timing of hiring may be dependent, in part, on Classification and Compensation and Classification Study which will be completed after June 2010.**
- d. Adoption of budget with public safety funding.**
- e. Contract fire services of other agencies.**
- f. Outreach on citizens patrol.**
- g. Have schools add CERT curriculum.**
- h. Awards program for volunteers.**