

Blueprint Downtown Steering Committee Work Session **March 18, 2021**

Introduction:

The Steering Committee endorsed the concept of the Implementation Chapter some time ago. The table compiles all of the recommended actions from each of the chapters into one table. Because many of the actions are recommended in multiple chapters the table will note which chapter and page number each recommendation is found. One reason for this is to reflect the interconnectedness of the topics and how a recommendation can help achieve multiple goals.

The key ideas discussed at the February 25th meeting have been incorporated into the chapter using the feedback from the Committee. A subsection “Top Ten” has been added. This concept isn’t fully formed. It could be the Committee’s top priorities, it could be the top priorities separated out into “Top Five Immediate Priorities” and “Top Five Longer Term Priorities”. They could be ranked or not. The three items listed are place holders. The decision on top ten will happen after the table is complete, and will be a topic for a future meeting.

This table is still very much a draft. All of the recommendations from each of the chapters have been incorporated. When a recommendation appears in multiple chapters it should be in the table only one time. If any multiples were missed please make note and share that with me via email. Even more challenging, is reviewing similar recommendations and consolidating them into one succinct recommendation. A few of the recommendations have the “chapters” column filled out to provide an idea of how that will look.

Actions:

The focus of this meeting is the actions. As you review the table consider the following:

- Are there recommendations you expected to see but don’t?
- Are there recommendations you see that you didn’t expect? If so do you agree, disagree, or want to discuss?
- Are there opportunities to further consolidate actions?
- Are some of the recommendations too “dense” and need to be broken up into smaller more concise recommendations?

Please remember, that while the Committee has had valuable discussions about some very specific recommendations, it is important that the implementation table include broader language. For example, the committee has generated wonderful recommendations for placemaking. The action(s) in the implementation table should be in support of the concept of placemaking. This will allow for other placemaking ideas to be developed, without limiting action to only those in the table. The more specific ideas have been captured in the plan text, for example, there is a box with a list of “placemaking opportunities”.

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A few actions clearly need work and the work from the last Steering Committee has not yet been incorporated. Additionally, the recommendations surrounding the Rock Dump reflect past Steering Committee work and will be amended as needed following the next Committee discussion on the topic. I

Organization:

When the Committee discussed this table previously it was suggested that it be organized thematically. We discussed using the nine focus areas from the Visioning Report as one theme. However, after further consideration this may be challenging, because many of the recommendations touch on multiple focus areas. The table could be organized by time frame, removing the column "time frame". The recommendations would be grouped as ongoing/short term/mid-term/long term. We welcome ideas, however, this should not be the focus of the April 1st meeting.

Metrics:

Early in the discussions about the Implementation chapter we touched on the idea of recommending metrics to be measured to help monitor the success of the plan. The following are a few ideas of metrics that could be measured on an annual basis.

- Crime rates
- Vacancy rates
- Number of blighted buildings OR number of buildings rehabilitated
- Tax abatement program
- Parking
- Upstairs/Downtown
- Property tax revenue

Sales tax revenue generated in the planning area would be an exciting and helpful metric but doing so would require changes in the way the CBJ tracks that information.

Next Steps:

The actions will be revised following the committees review, and the actions in the individual chapters will be updated to be consistent. The master implementation table will be organized, and chapter and pages columns, implementing partner and anticipated cost will be filled out. The priority projects will be determined. Whether or not to include metrics, and if so, which will be decided.