

Central Business District Revitalization Toolkit

Economic Development Tool	Committee	Staff	Status	Notes
Coordinate Downtown Business Conversation Regarding a Business Improvement District (BID)	CDC	Sarah	On-going	Regular quarterly meetings are occurring to develop relationships. March 11, 2022 meeting was a success with +/- 50 participants. Next meeting is scheduled on Saturday, July 9 th from 9am – 11am.
Walking Tours	VFB	Sarah/Cristal	In process	VFB Committee, Alleyway Art Project, Historical Society, Idea Cooperative are developing two initial walking tours: Murals and History to increase pedestrian activity downtown.
Improve Town Hall Restrooms	PW&F	Alfredo	In Process	Scope of work being developed.
Increased Pedestrian Dedications	CDC	Not identified	HOLD	Parklets? Street Closure? Wait to see how effective bollards are in creating additional pedestrian recreation.
Public Art	CDC	Not Identified	In process	First Friday events sponsored by local businesses. City collaborated with the Middle School to install artwork in City Hall. City financial support for downtown murals. Additional opportunities to encourage public art are being sought.
Improve Business Directory & Directional Signage	VFB	Cristal	In process	VFB allocated funding to refinish kiosks and new directional maps were installed. Trial A-frames encouraging pedestrians to explore the 300 block of Franklin St and 200/300 block of Redwood Ave are being tested.
Install Trees, Planters and Landscaping	PW&F	Not Identified	HOLD	Collaborate with Bee City to create public program for tree dedications, planting for planters and landscaping.
Install Bollards to Block Vehicular Traffic for Special Events	PW&F	Chantell	In process	In design. Project also includes light poles and crosswalks.
Reconsider Allowable Land Uses	CDC	Not identified	HOLD	Evaluate current land use tables and permitting requirements.
Employ Code Enforcement Actions	CDC	Valerie	In process	Property compliance forms mailed to every property/business in CBD and follow-up code enforcement action occurring.
Establish Regular Walking Patrol	PS	Mayor	In process	Establish a regular, physical walking presence of uninformed officers - building positive public relations, while deterring nuisances.
Temporary Waiver of Water/Sewer Capacity Fees	F&A	David	In process	Council adopted Resolution 4495-2021 temporarily defers water/waste water fees for restaurants, cafes, and coffee shops. Council considering waiving capacity fees for all businesses in the CBD at upcoming meeting.
Create Public Gathering Space	CDC	Not identified		Rural Recreation and Tourism (RRT) Program grant submitted for Town Hall East was unsuccessful. Staff requests direction on next steps.