



VISION MADERA 2025

VISION AND ACTION PLAN ANNUAL REPORT 2007

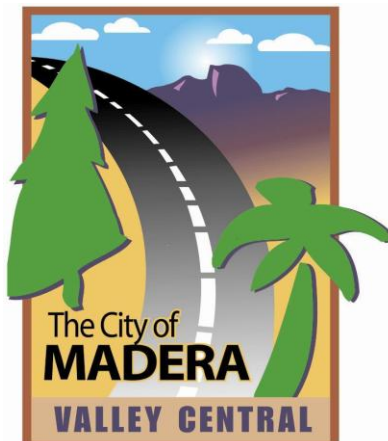
Prepared by:

Vision Implementation Committee

for the

Madera City Council

December 5, 2007





December 5, 2007

Dear Mayor Mindt and City Council Members:

On behalf of the Vision Madera 2025 Vision Implementation Committee (VIC), I am pleased to present the 2007 Vision Madera 2025 Vision and Action Plan annual progress report.

As you know, on December 6, 2006 the Madera City Council adopted by Resolution the Vision Madera 2025 Vision and Action Plan and approved the creation of the Vision Implementation Committee. The Vision Implementation Committee was charged to continue the momentum of the Visioning Process and to “Shepherd” the Vision and Action Plan into reality.

This is our first Annual Progress Report, and we are proud to report that implementation efforts and momentum remain on-track. In many instances, the community is well ahead of schedule implementing actions. In fact, 142 of the 167 actions adopted by the Madera City Council are already underway or implemented.

Some of the many implementation highlights from 2007 are listed in a new Annual Progress Report section entitled “Year in Review.” We hope you enjoy reading about and seeing some of the wonderful things happening under the umbrella of Vision Madera 2025.

Madera envisions itself as a Well Planned and attractive City. We see ourselves as a community abundant with Good Jobs and Economic Opportunities. We see ourselves as a Strong Community with Great Schools and strong family values. And we see ourselves living in a Safe and Healthy Environment in which we protect our resources and provide healthy educational and recreational activities. This annual report provides an update of how the Vision for Madera is quickly becoming a reality

In closing, I want to thank you for your continued support of Vision Madera 2025 and express our appreciation for the City’s leadership in making Vision Madera 2025 – the community’s plan – a priority and a reality.

Jerry Noblett Chair, Vision Madera 2025 Vision Implementation Committee

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I. Introduction

VISION MADERA 2025 VISION OVERVIEW

** Note: This section will be reproduced each year for the first-time reader, to provide an introduction to what Madera is and what it means to the greater Madera community. The remainder of the Annual Progress Report focuses on activities and achievements from the past year of implementation.*

During the past 20 years, Madera has experienced significant residential and economic growth. The community has become economically self-sufficient with a strong and diverse industrial base, and vital retail areas. It has recently more than doubled its geographical size and has started incorporating neighborhoods and commercial areas. A consequence of this growth and change in community character has been an emerging need to redefine the City's identity and help set a course for the future that reflects the values of its citizens. Over two years ago, recognizing this challenge, the City of Madera initiated an extensive public discussion to develop a vision and action plan for the next 20 years.

In July 2005, Madera engaged in a community process to develop a plan to guide the city to a preferred future. This community-wide effort, the Vision Madera 2025 program, was conducted over two years (2005-2007) and involved hundreds of citizens representing dozens of community interests including business, environment, neighborhood, social service, healthcare, education, government and many others. The product of this endeavor was a Vision Statement describing Madera in 2025, and an Action Plan identifying the programs and projects necessary to achieve that vision. With the help of hundreds of inputs from community volunteers and City of Madera sponsorship, the community now has a Vision and Action Plan. The Vision includes descriptive language describing a preferred future for Vision Madera 2025 in four focus areas:

- A Well-Planned City
- A Strong Community and Great Schools
- Good Jobs and Economic Opportunity
- A Safe, Healthy Environment

The resulting Action Plan lists specific activities that will help move the community in the direction of the Vision. It also assigns these activities to individuals, groups or agencies that will take the lead on these activities, often with the help of supporting partners.

The project involved an extensive public participation program including a citizen task force that advised the City and developed the recommended Vision Madera 2025 Vision and Action Plan. In addition, the general public and various interest groups were engaged through a broad range of outreach activities such as public workshops and forums, newsletters, presentations to community groups, and focus groups. Hundreds of citizens participated in the vision planning process.

The original Action Plan listed 55 strategies and 167 actions to bring the Vision to life. The plan outlines opportunities to enhance community identity, connections and livability. During the plan's development, 8 community partners agreed to take the lead on one or more of the actions. Many of these actions have required the formation of public-private partnerships. Implementation of the Vision Madera 2025 continues to be a community-wide effort.

Since December 2006, a citizen-led Vision Implementation Committee, appointed by the Madera City Council, has monitored and facilitated the Vision's implementation, assuring that the Vision will transition from plan to reality. As part of the charge described in the following section, the Vision Implementation Committee is responsible for developing and presenting an annual progress report to City Council. In 2007, the Vision Implementation Committee led the first community review of the strategies and actions in the Vision Madera 2025 Vision Action Plan.

II. Year in Review: Highlights from 2006-2007

VISION MADERA 2025 IN ACTION

The “Year in Review” provides an overview of implementation highlights from the past year. Through the use of brief summary text and photos, the Vision Implementation Committee hopes to convey the many different ways community partners are improving our hometown by implementing their piece of the Vision Madera 2025. Collectively, these efforts are helping to ensure Madera remains a place we and our children are proud to call home for years to come. Highlights include:

Centennial Celebration: 2007 started with a Resolution read by Honorary Mayor Bill Coate, that 2007 would be a year of Centennial Celebration. The celebration included the dedication of Centennial Park, City Hall Open House and was capped by a Centennial Luncheon hosted by the Madera Chamber of Commerce which honored businesses in Madera that have called this City home for the last 100years.



Action Planning: City Staff spent three days in a concentrated workshop to develop strategic timelines and associated tactics for each action item in which the City of Madera was the Lead Partner. At the end of the workshop, Lead Departments were established as well as associated tactics and deadlines that ultimately were incorporated into the Vision Action Plan and the subsequent work program for the City.



Centennial Park Dedication: Our year of Centennial Celebration included the rededication of Swimming Pool Park as Centennial Park. The event hosted by Parks and Community Services included a presentation of a Centennial Storyboard and Time Capsule prepared by Honor History students from Madera High School and the planting of the Centennial Tree in the plaza area of the future Madera Youth Center.



Zero Gravity Skate Park: Zero Gravity Skate Park opened to the public on "Cinco de Mayo". The day long celebration included professional demonstrations, food vendors, skate and supply vendors and live entertainment. Zero Gravity is operated by the City of Madera through the Madera County Community Action Partnership. The "state of the art" facility attracts skaters from across the globe



Housing Grants: The Department of Housing and Community Development awarded our community with \$1,594,662 in state grants. These funds will be used to augment the Down Payment Assistance Program, provide capital improvements toward the alleviation of flooding, and funding for emergency housing assistance to local families.



4th of July Celebration: The Centennial Celebration continued as the City of Madera hosted the Centennial 4th of July Celebration at Madera Municipal Golf Course. This day long event started with a golf tournament in the morning that led into a family picnic on the grass overlooking the Golf Course Lake. Live music, food booths and a kid fun zone was just some of the entertainment until the largest fireworks display in the last 100 years capped off the event.



Madera Chamber of Commerce: The Madera Chamber of Commerce hosted a number of outstanding events in our Centennial Year. From the Lifetime Achievement Awards to the Mayor's Prayer Breakfast, each event broke previous attendance marks. The Chamber's premier event, The Business Extravaganza, showcased over 75 local businesses and provided the forum to connect and promote our business community.



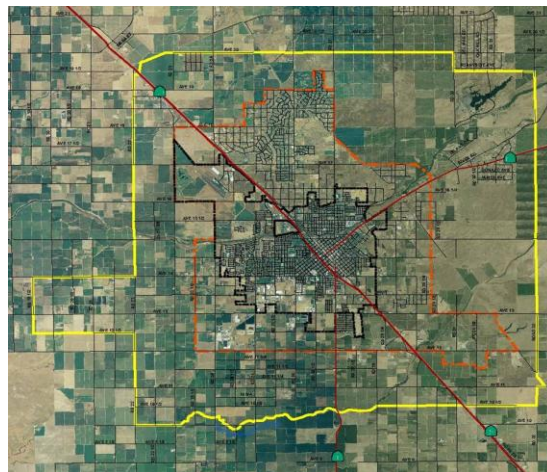
Madera Economic Development: New Retail Stores Coming Soon! Was the headline in the last Vision Newsletter as significant progress was made in bringing new shopping opportunities to Madera. Three of the largest retail projects ever were approved by the Madera City Council and would provide more than 1.5 million square feet of retail development.



Rotary Park: Falling on the heels of Skate Park Construction, Rotary Park went through a major renovation and upgrade project that provides an enhanced recreational experience for its users. The project was comprehensively designed to integrate walking paths leading into the Vernon McCullough River Trail. Additional amenities include a lighted championship horseshoe arena, new playground equipment, a water splash area and plaza areas.



The General Plan: One of the most significant projects under the umbrella of the Vision and Action Plan was the launch of the City of Madera General Plan. This two year endeavor will set the stage for how our City will look and grow into our 2025 Vision for Madera. This community project will be led by Pacific Municipal Consultants and is a critical next step in shaping our future.



Recycling Program: The Blue Can Recycling Program got off to a successful launch. The State of California mandated project is designed to help preserve the environment and save our natural resources for current and future Maderans. As a community our collective responsibility to reduce, reuse and recycle will help preserve a better future for all.



Redevelopment: The Madera Redevelopment Agency made significant strides in building a “Blueprint for our Future” by continuing to strategically invest resources in older commercial and residential neighborhoods. This strategy is bringing strong working class families back to areas that were once in decline and disinvestment. Projects such as the Outlot Project, Washington Neighborhood Improvement Project, Sharon Avenue Improvement Project and the Sherwood Improvement Project provided much needed improvements in infrastructure while at the same time eliminated a blighted condition.



Madera Unified School District Construction: “Here we Grow Again” is becoming a familiar theme at Madera Unified School District as recently approved Bond Measure Projects are moving from pen and paper to concrete and bricks. Parkwood will be the sixth new MUSD school since September 2005. Parkwood will also be the first school in Madera Unified to be funded by Measure U, a bond measure passed in November 2006. The other five new schools were funded by Measure B, passed in November 2002.



Farmers Market: First 5 Madera County and Madera County Public Health collaborated once again to bring the Farmers Market to Madera Courthouse Park for its second consecutive year. The community event brought over 1,500 Maderans to the market over the course of season. The Public Health Department also distributed vouchers allowing 1,000 low income families to buy fresh fruit and vegetables from local growers.



School Success: Madera Unified School District celebrated academic achievement at the Eighth Annual Superintendent's Performance Awards Program. A record eighteen schools received the Superintendents Performance Awards for reaching State Academic Performance Goals. The event is a way to recognize the hard work of everyone associated with our students' achievement.



Neighborhood Watch: The Madera Police Department placed significant importance on the further development and enhancement of the Neighborhood Watch Program. The program incorporates activities that not only address crime prevention issues, but also restore pride and unity in neighborhoods.



Madera Youth Center: The long planned Madera Youth Center took a giant leap toward fruition. Plans have been completed and the project is scheduled to go the bid in December and start construction early in 2008. The design was led through a community process by S.I.M Architects and showcases a teen lounge, library media center, art center, a full service gym as well as classroom and counseling areas. The Center is scheduled to open early in 2009.



III. Vision Implementation Committee Program: 2006-2007

VISION IMPLEMENTATION COMMITTEE CHARGE

As adopted by the Madera City Council, a Vision Implementation Committee (VIC) was established in December 2006 with the following charge: To monitor the progress of the Vision Action Plan, encourage implementation of actions, and recommend minor modifications to the plan as necessary. The recommended committee's activities included:

Schedule and set agendas for six meetings throughout 2007
Continue and develop additional lead roles (partners) and supporting partners
Create a communications protocol to facilitate monthly meetings for lead partners and City Staff
Keep the Vision and Action Plan visible to the Community, including publication of the plan, deployment of a website, development of a media plan and development of speakers bureau
Hold the First Annual Madera Town Hall including program development
Maintain and expand existing Special Resource Groups
Provide expanded bilingual staff support and print materials
Establish a process for Action, Strategy and Vision review
Establish a process for solicitation and incorporation of new Actions
Submit a progress report to the City Council

CHARGE FULFILLMENT

The 2007 Vision Implementation Committee (VIC) accomplished all elements of its charge as described below.

Charge Element: Schedule and set agendas for six Committee meetings per year.

How Fulfilled: The Vision Implementation Committee has convened seven times this past year and is scheduled to meet on a monthly basis (4th Thursday of the Month).

Charge Element: Continue and develop additional lead roles (partners) and supporting partners.

How Fulfilled: Through established subcommittees, committee members are working on refining roles and establishing new partners.

Charge Element:	Create a communications protocol to facilitate monthly meetings for lead partners and City Staff.
How Fulfilled:	As an integral part of all Council actions, staff identifies the Vision and Action Plan Items that proposed Council Actions would impact. Additionally, Subcommittees (Under the Four Vision Focus Areas and Public Relations) are charged with meeting on a monthly basis. Finally, staff liaisons have been established as communication links amongst the five Subcommittees and The Community Development Director and the Administrative Services Director have been established as Co-Project Managers.
Charge Element:	Keep the Vision and Action Plan visible to the Community, including publication of the plan, deployment of a website, development of a media plan and development of speaker's bureau.
How Fulfilled:	The Madera Chamber of Commerce is hosting both the Vision and Action Plan and summary PowerPoint Presentation on their website. Additionally, the development of a City of Madera quarterly Newsletter provides insight of Vision success stories. Finally, the Madera Tribune has provided supportive Vision articles
Charge Element:	Hold the First Annual Madera Town Hall including program development.
How Fulfilled:	The first annual "Town Hall" meeting was held Tuesday, September 25, 2007 at Courthouse Park. It is estimated that over 500 people attended the first year event.
Charge Element:	Maintain and expand existing Special Resource Groups.
How Fulfilled:	Efforts are being made by the subcommittees to expand the identified partners for each Action item. The Subcommittees anticipate noticeable changes to the partner list in 2008.
Charge Element:	Provide expanded bilingual staff support and print materials.
How Fulfilled:	The quarterly Newsletter was developed in both English and Spanish. While printed copies were only distributed in English, the Spanish version has been provided by request as well as hosted on the Chamber of Commerce webpage.
Charge Element:	Establish a process for Action, Strategy and Vision review.
How Fulfilled:	Through each of the five Subcommittees, committee members are developing subcommittee action plans to monitor Action Item progress. Additionally, through the established Survey, any recommendations for change will be submitted to the VIC for their consideration. Any recommended changes will be developed and refined prior to VIC approval.
Charge Element:	Establish a process for solicitation and incorporation of new Actions.
How Fulfilled:	Through the established survey, any recommendations for new Actions will be submitted to the VIC for their consideration. Any recommended changes will be developed and refined prior to VIC Approval.
Charge Element:	Submit a Progress Report to the City Council.
How Fulfilled:	It is proposed that an annual progress report in the format presented will be submitted to the City Council on an annual basis.

IV. Vision Madera 2025 Awards Program

The Vision Implementation Committee (VIC) has established the Vision Madera 2025 Awards Program for recognition of Outstanding Organizations and Individuals as part of the Vision Madera 2025 Vision and Action Plan. These awards, which recognize Madera citizens, both individuals and organizations, for their exceptional service to the community in promoting achievement of the Vision Madera 2025 Vision and Action Plan, will be presented annually at the Vision Madera 2025 Town Hall.

Award recipients were selected based on their efforts to further the goals of the Vision Madera 2025 program and promote implementation.

OUTSTANDING INDIVIDUAL AWARD

The Outstanding Individual category nominating criteria include:

- Made an outstanding contribution to the mission and intent of the Vision Madera 2025 program
- Helped promote awareness of the Vision Madera 2025 program throughout the community
- Helped promote overall achievement of the Vision Madera 2025 Vision Action Plan
- Undertook an extraordinary effort “above and beyond the call”
- Made the most out of the least amount of resources

Based on these criteria, the VIC Awards Committee will nominate and select an annual recipient of the Vision Madera 2025 Outstanding Individual Award. A brief listing of accomplishments will be provided for each nominee and recipient:

OUTSTANDING ORGANIZATION AWARD

The Outstanding Organization category nominating criteria include:

- Made an outstanding contribution to the mission and intent of the Vision Madera 2025 program
- Helped promote awareness of the Vision Madera 2025 program throughout the community
- Undertook and/or accomplished specific Vision Madera 2025 Action Plan strategies and actions
- Promoted achievement of strategies or actions that would not otherwise be achieved without the Vision Madera 2025 Vision Action Plan

Based on these criteria, the VIC Awards Committee will nominate and select an annual recipient of the Vision Madera 2025 Outstanding Organization Award. A brief listing of accomplishments will be provided for each nominee and recipient:

CHAIR'S AWARD

VIC members are not eligible for the Vision Madera 2025 Outstanding Individual Awards. However, a separate form of recognition is offered annually by the Chair. The “Chair’s Award” is presented to a VIC member who has made the greatest contribution to implementing the Vision Madera 2025 plan. The Chair will select a recipient for the award based on his or her willingness to step up and lead important activities whenever called upon. Nominating criteria includes:

- Chairing the Lead Partner Assistance Subcommittee for the past two years
- Participating for multiple years on the Vision Madera Town Hall Planning Committee
- Serving on the Vision Implementation Committee and/or Subcommittee

V. Status of Vision Action Items: 2006-2007

OVERVIEW

The Vision Implementation Committee's (VIC) is responsible for monitoring Vision Madera 2025 implementation progress and recommending any proposed modifications to the Vision Action Plan. Every year the VIC contacts lead partners to receive updates on their actions and identify any issues where minor revisions to the plan might help facilitate the Vision's progress.

To this end, the VIC will send an annual survey to all lead partners to obtain information on the status of their actions, and identify any challenges lead partners may be facing as they work to implement their actions. The following section outlines overall implementation status and lists any proposed modifications to the Vision Action Plan.

LEAD PARTNER SURVEY AND SUMMARY OF FINDINGS

Surveys were distributed in November 2007 to all lead partners. Survey questions included:

- How far along is your organization in implementing this action?**
- What steps have you taken to implement this action, and what specific outcomes have resulted?**
- What do you consider to be the top 1-2 highlights associated with implementation of this action?**
- Is there anything else you would like to share pertaining to implementation of this action?**
- Are you working with organizations not listed in the Vision Madera 2025 Vision and Action Plan?**

All surveys were completed and returned, and the VIC determined that xxx of xxx actions are either underway or complete. Of that total, xx actions have been fully implemented as "on-going programs" or "one-time projects." Only xx actions have not yet been initiated.

A quantitative summary of implementation progress is provided on the following page. Additional findings are provided below:

of actions where some form of Vision Implementation Committee assistance is requested:

2006-2007: xx
2007-2008

of actions that require minor modification of the Vision Madera 2025 Vision and Action Plan:

2006-2007: xx
2007-2008

of actions where lead partners are working with support partners not listed in Vision Madera 2025 Action Plan:

2006-2007: xx.
2007-2008:

VISION MADERA 2025 IMPLEMENTATION STATUS: YEAR-TO-YEAR COMPARISON

The following table will provide a temporal comparison of Vision Madera 2025 implementation progress beginning in 2007. Progress remains steady.

Status	Total				
	2007	2008	2009	2010	2011
Underway	92				
Implemented (One-time Action)	2				
Implemented (On-going Action)	48				
Subtotal: Implemented	50				
Subtotal: Underway or Implemented	142				
Not Started	25				
Total	167				

Another way to look at implementation progress is through percentages. The following table provides a percentage overview from year to year (percentages rounded).

Status*2	Total				
	2007	2008	2009	2010	2011
Underway	55%				
Implemented (One-time Action)	1%				
Implemented (On-going Action)	29%				
Subtotal: Implemented	30%				
Subtotal: Underway or Implemented	85%				
Not Started	15%				
Total Number of Actions	167				

STATUS OF NEW VISION MADERA 2025 ACTIONS

Finally, the following table will provide a status summary for new actions only (adopted following the 2007-2008 Strategy Review Process). The table will show status for all new actions as of December of each year, per survey responses returned by Vision Madera 2025 lead partners.

Status*2	Total				
	2007	2008	2009	2010	2011
Underway	N/A				
Implemented (One-time Action)	N/A				
Implemented (On-going Action)	N/A				
Subtotal: Underway or Implemented	N/A				
Not Started	N/A				
Total Number of Actions	N/A				

VI. Proposed Action Plan Modifications

OVERVIEW

Each year, the VIC will review completed surveys and other information received from lead partners and assess whether or not any of that information may require modifications to the Vision Madera 2025 Vision and Action Plan. After deciding on an appropriate course of action, the VIC forwards any proposed modifications to the Madera City Council for review and approval.

In 2008 the VIC voted to approve and forward the following amendments to City Council for approval. The proposed action modifications are as follows: *(No proposed modification the first year, shown as example for future reports)*

Proposed Action Modifications				
Action	Lead Partner	Current Language	Proposed Language	VIC Recommendation / Rationale
Action		.		Approve.

The VIC also voted to add for Council review and approval the names of xx new support partners that have been collaborating with Vision Madera 2025 lead partners. A table showing new support partners is provided on the following page.

VISION MADERA 2025 LEAD PARTNERS WORKING WITH NEW SUPPORT PARTNERS

In 2007, lead partners reported working with over XX new support partners (partners not originally listed as a “potential partner” in the Vision Madera 2025 Action Plan. New support partners are listed below.

[illegible]

VII. 2007 Annual Vision Madera 2025 Vision Town Hall

OVERVIEW

As part of its charge, the Vision Madera 2025 Vision Implementation Committee (VIC) hosted an annual Town Hall meeting for public discussion and display of the Vision Madera 2025 Vision and Action Plan. In preparing to undertake this charge, the VIC had six goals for this community event:

- To publicize the Vision Madera 2025 Action Plan implementation progress
- To recognize Vision implementation successes
- To promote on-going Vision implementation
- To encourage citizen awareness and involvement
- To elicit community feedback regarding Vision implementation
- To provide additional information and input for the Annual Progress Report

The 2007 Annual Vision Madera 2025 Vision Town Hall was held at the Courthouse Park on September 25, 2007, from 5:00 p.m. to 7:30 p.m.

MARKETING

Every year the Town Hall Planning Committee will prepare and implement a city-wide marketing effort to promote the event. Marketing this year included:

Multiple advertisements in the Madera Tribune



Madera 2025 articles, featuring the Town Hall, in the Madera Tribune and City of Madera newsletter

Advertising Banners were located throughout the Community

Over 20,000 flyers distributed through City of Madera newsletter, Madera Unified School District, the Chamber of Commerce newsletter and various businesses

Utilization of "Connect Ed" call system throughout Madera Unified School District

Overall, the marketing effort helped bring more than 500 people to the event. Spanish interpretation services, refreshments and childcare were provided throughout the evening. Event sponsors included Madera County, Madera Unified School District, Andy's Sports and Design and the City of Madera.

OPEN HOUSE

Vision Madera 2025 lead partners and other community organizations hosted dozens of interactive display booths, showcasing their Vision Madera 2025 projects and programs. Participants were able to learn more about their community by visiting the booths.

ENTERTAINMENT

The 2007 Vision Madera 2025 Town Hall had first-rate entertainers. The Madera South High School Jazz Band performed twice to hearty rounds of applause from attendees. Parks and Community Services and the Madera Arts Council provided childcare services complete with bounce houses and interactive activities. The VIC is grateful to Madera South High School Parks and Community Services and the Madera Arts Council for their contribution.



PRESENTATIONS

Key Town Hall agenda items and presenters included:

Mayor Steve Mindt discussed the far-reaching value of Vision Madera 2025 and welcomed the community, including many local elected officials

VIC Members shared several Vision Madera 2025 implementation highlights from the past year and provided an overall implementation status update through their respective displays

Lead Partners provided visual and narrative displays of the particular progress that was made on Action Items

Display Areas were established based on the Four Summary Areas

The Town Hall was organized by Lois Grow and Rosanne Bonilla, both of whom serve on the (VIC) and associated subcommittees.



COMMENTS RECEIVED

Based on comments heard by Lead Partners and Subcommittee members the following is a sample of the community feedback and related comments and questions regarding the Town Hall and the Vision Project in general:

I am very pleasantly surprised to hear that Madera has carried out so many of its plans. This is an enormous effort and energy.

How does the Vision Madera 2025 plan on integrating the Hispanic culture into its plans for the future?

It is nice that events and games were offered for the kids, it really is a nice family atmosphere



Madera Unified School District and the Madera Parks & Community Services should continue partnerships that offer after school programs and more facilities for students.

I was most impressed by the range of projects implemented.

The band was fantastic. It is nice to see kids doing positive things and involved in the arts

Good to have a Vision with action. .

I liked the information provided and the timeline.

I like the way that the displays were broken down into the key themes, so that we can focus on particular areas of interest.

The event seemed to be well planned. I liked the exhibits and the band.

The kid zone is great, you can tell that it was very organized by people who know how to entertain our youth

It's always interesting to hear what's on people's minds and get other opinions

I liked the displays which show all of the new development that is taking place. It looks like the City is doing the right things to bring a better look to Madera

Overall this has been a great evening. I have seen a lot of people tonight that I have never seen before.

The slides for the kids are great. We need more events like this

I can't wait for next year to see all of the great things that were accomplished



VIII. Looking Forward

A few highlights and themes likely to emerge during 2008 include:

VISION MADERA 2025 WEBPAGE

Preliminary discussions have been held regarding the creation of a Vision Madera 2025 webpage. The webpage will be hosted by the City of Madera and will provide updates of Vision programs and projects as it relates to Action Items. The webpage will prove to be a vital communication forum to the greater community of the Vision project. Links with partners such as the Chamber of Commerce will be enhanced as the project is completed.

VISION MADERA 2025 PARTNER OUTREACH

The Vision Madera 2025 VIC has discussed the need to develop a partner outreach program and/or process to help ensure that all Vision Action Items have the appropriate lead and supporting partners in place. Efforts are beginning at the Subcommittee level to expand our communication outreach efforts to include potential supporting partners. The VIC anticipates that through these efforts, additional support will be gained toward the Vision Action Plan.

UPDATED VISION MADERA 2025 TOWN HALL

The Vision Madera 2025 Town Hall Planning Committee will review the format, venue, timing and features of this annual public meeting, and identify ways to both improve attendance and keep the event fresh and exciting for attending community members.

VISION MADERA 2025 AWARDS PROGRAM

The VIC has developed the Vision Madera 2025 Awards program, providing an opportunity to recognize an individual and an organization for “outstanding” contributions to the Vision Madera 2025 plan. The programs first year’s winners will be announced September 2008

VISION MADERA 2025 SPEAKERS BUREAU

To increase awareness of the Vision Madera 2025 Vision and Action Plan and the successes achieved to date, the VIC is exploring the development of the Vision Madera 2025 Speakers Bureau. Through the Speakers Bureau, VIC members and other volunteers make presentations to targeted organizations in the community about the Vision Madera 2025 Action Plan implementation efforts. The VIC also recognizes that any outreach must include bilingual elements as well.

VISION MADERA 2025 VISION VOLUNTEER PROGRAM

VIC is also exploring the development of a Vision Madera 2025 Vision Volunteer Program to coordinate lead partner volunteer opportunities and citizen volunteers.

VISION MADERA 2025 LEAD PARTNER OUTREACH

Looking forward, the existing Vision and Action Plan contains 76 actions in which the Lead Role has either not been identified or confirmed. Through outreach efforts the VIC has a goal that by December 2008 there will be no “orphan” Actions.

IX. Acknowledgments

VISION IMPLEMENTATION COMMITTEE (VIC) 2007

Jerry Noblett Chair, Bruce Norton, Christine Gomez-Vidal, David Hernandez, David Tooley, Debi Bray, Larry Risinger, Linda Lewis, Lois Grow Good Jobs and Economic Opportunity Chairperson, Marilyn Marsh Safe and Healthy Environment Chair, Pam Beecher, Rae Gomes, Shirley Driggs, Trish Taylor, Mike Westley Strong Communities and Great Schools Chair, Robert Poythress Well Planned City Chairperson, Rosanne Bonilla, Will Oliver, Cindy Mindt, James Glynn Public Relations Chair, Kathi Stokes, Cynthia Ortegon, Chris Mariscotti, Dave Randall, Michael Kime, Michael McHatten, Wendy Silva, Daniel Abdella, Mary Anne Seay, Linda Lewis-Wright, Elaine Craig

VISION MADERA 2025 LEAD PARTNERS 2007

City of Madera, Madera Parks and Community Services, Madera County Transportation Commission, Madera Redevelopment Agency, Madera County Economic Development Commission, Madera Chamber of Commerce, Madera Arts Council, Madera Unified School District, Madera County Public Health,

VISION MADERA 2025 STAFF LIAISONS

Michael McHatten, Co-Project Manager, Dave Merchen, Co-Project Manager, Dave Randall, Staff Liaison Well Planned City, Daniel Abdella, Staff Liaison Good Jobs and Economic Opportunity, Mary Anne Seay, Staff Liaison Strong Community and Great Schools, Michael Kime, Staff Liaison Safe and Healthy Environment, Wendy Silva, Staff Liaison Public Relations

VISION MADERA 2025 TOWN HALL SPONSORS AND SUPPLIERS

Madera County, City of Madera, Andy's Sports and Design, Bargain Party Rental, Madera Tribune for Photos and support

VISION MADERA 2025 TOWN HALL PLANNING COMMITTEE

Rosanne Bonilla, Lois Grow, David Tooley, Michael McHatten, Olga Saucedo-Garcia, Mary Anne Seay, Will Oliver, Jake Bragonier

VISION MADERA 2025 TOWN HALL MASTERS OF CEREMONIES

Mayor Steve Mindt

VISION MADERA 2025 TOWN HALL VENDORS AND PRESENTERS

Zelman Development, Newman Development, Crossroads Shopping Center, Madera COMPACT, Madera County Office of Education, Madera Unified School District, Madera Arts Council, Madera Community Hospital, Slow Foods, First 5 Madera, Breakfast Lions Club, Desmond Junior High Peer-Helpers, Redevelopment Agency, City of Madera, Madera County Health

VISION MADERA 2025 TOWN HALL ENTERTAINMENT

Madera South High Jazz Band, Director Jim Schmid

VISION MADERA 2025 TOWN HALL CHILDCARE

Madera Parks and Community Services

VISION MADERA 2025 TOWN HALL TRANSLATION SERVICES

Latinas Unidas

X. Appendices



November 13, 2007

Dear Vision Madera 2025 Lead Partner:

On behalf of the Vision Madera 2025 Vision Implementation Committee (VIC), I would like to thank you in advance for completing and returning the attached Lead Partner Survey regarding the status of your organization's Vision Madera 2025 action(s).

The Lead Partner Survey provides a unique opportunity for your organization to share highlights and successes related to your action item(s), as well as any challenges or obstacles that may require additional attention. The information we receive from you and the other Lead Partners helps the VIC to benchmark overall Vision Madera 2025 implementation progress and celebrate achievements with the greater Madera community. We anticipate much progress this year and are looking forward to learning more about and sharing your successes with the community.

Please **complete and return the attached survey by Wednesday, November 28, 2007**. Instructions for completing both the "General Information" and "Action Item" portions of the survey are provided within the survey itself. Please note, even if one or more of your actions are reported as "implemented," we encourage you to share any highlights that help the community understand the lasting value of Vision Madera 2025 endeavors.

Again, I would like to thank your organization for its continued commitment to making Vision Madera 2025 a reality. **Please feel free to contact me** by phone at 559-661-5491, or by email visionmadera2025@cityofmadera.com if you have questions concerning the survey or Vision Madera 2025 in general.

Sincerely,

Michael McHatten, Co-Project Manager Vision Implementation Committee



**VISION MADERA 2025 LEAD PARTNER SURVEY:
2007**

The Vision Madera 2025 Vision and Action Plan, approved by the Madera City Council in 2006, calls for the Vision Implementation Committee to track and evaluate the status of Vision implementation annually. This **Lead Partner Survey** is the primary means for accurately determining “where things stand.” As a Lead Partner for one or more actions, your organization is in the best position to provide information pertaining to:

The implementation status for the action(s) where your organization is the lead partner
Any highlights associated with the implementation of a specific action
Additional organizations or entities that have been assisting you and may merit recognition

Please enter the general information requested below, and complete an Action Item Survey for **each separate action** your organization has agreed to serve as Lead Partner. If you have questions, please contact Michael McHatten, City of Madera at (559) 661-5491 or visionmadera2025@cityofmadera.com

Completed surveys should be mailed, faxed or e-mailed (preferred) no later than November 28, 2007 to Michael McHatten, Madera 2025 Co-Project Manager at:

**1030 South Gateway Drive
Madera, CA. 93637
Fax: 559.675.3827
E-mail: visionmadera2025@cityofmadera.com**

General Information

Name of Organization: _____ Primary Contact: _____

Address: _____ E-mail: _____

Phone: _____ Fax: _____

- After completing the Action Item Survey(s) for each of your lead partner actions, please feel free to share *additional* information or comments you may have in the space provided below

- Would you be interested in a Madera 2025 Speakers Bureau Presentation for your organization?

☐ Yes, when? _____

Don't Forget To Complete the Action Item Survey!

Action Item Survey

Action #: _____ Vision Focus Area: _____

Name of Organization: _____

Contact Person (if different than primary): _____

Phone: Fax: Email: _____

1. How far along are you in implementing this action? (click the appropriate box below)

☐ **Not Started** (anticipated start date): _____
Month / Year

☐ **Underway** (anticipated completion date): _____
Month / Year

The action is in the planning, set-up or construction phases, but is not yet completely implemented.

☐ **Implemented** ([If implemented, please complete either A or B below](#))

A. One-Time Project Start date _____ Completion date: _____
Month / Year Month / Year

*The action has been fully implemented as a **project**, and no further work is anticipated.*

B. On-Going Program (date program deemed "up and running"): _____
Month / Year

*The action has been fully implemented as a **program**, and is expected to continue indefinitely.*

2. What steps have you taken to implement this action, and what specific outcomes have resulted?_____

3. What are the top 1-2 highlights associated with implementation of this action?

4. Is there anything else you would like to share pertaining to implementation of this action?

5. Are you working with organizations not currently listed as a potential support partner for your action in the Vision Madera 2025 Vision and Action Plan? If so, please list the organization(s):

Please Return Completed Surveys by November 28, 2007.

Thank You!