



VISION MADERA 2025

VISION AND ACTION PLAN ANNUAL REPORT 2010

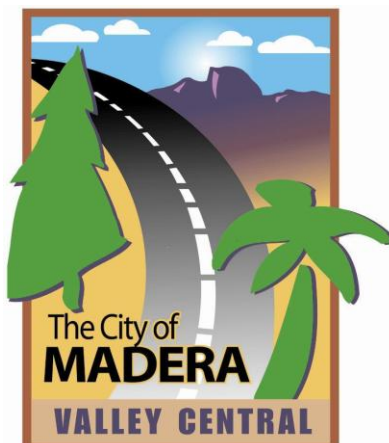
Prepared by:

Vision Implementation Committee

for the

Madera City Council

January 5, 2011





January 5, 2010

Dear Mayor Poythress and City Council Members:

The Vision Madera 2025 Vision Implementation Committee (VIC) is pleased to present the 2010 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 fourth 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, 165 of the original 167 actions adopted by the Madera City Council are already underway or implemented. Meanwhile an additional 86 actions are recommended for incorporation into the Action Plan.

Some of the many implementation highlights from 2010 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.

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 2010

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:

John W. Wells Youth Center Grand Opening: The City of Madera held a Grand Opening Ceremony on May 20, 2010. The event featured a Cornerstone Ceremony, an official dedication and an open house tour of the Center where facility amenities were showcased to offer a glimpse of all the exciting programs in store for years to come.



Redevelopment Agency Grand Opening: On Tuesday November 30, 2010 Some 80 city officials and other dignitaries swarmed through the new headquarters of the Madera Redevelopment Agency following a "soft opening" and ribbon-cutting. The building on Yosemite Avenue at A Street, long a Madera landmark, has been remodeled and refurbished inside and out to provide offices for the redevelopment agency



Neighborhood Planning: In October of 2010, the City Council adopted the comprehensive Southeast Madera Development Master Plan that lays out a new neighborhood southeast of Pecan and Freeway 99. The plan provides many features called for under the Madera Vision 2025, including integrating parks, trails and school sites in ways that promote walking, bicycling, and use of public transit.



Business Appreciation Event: The Madera Business Appreciation Event was held at the Madera Municipal Golf Course on October 1, 2010. By working collaboratively with Sierra Golf Management, Inc., we delivered on an event that blended recreational fun with entertainment, great food and social interaction. All told over 80 of our guest were business people from out of town. Of those, we have already established several strong business prospects with interest in moving and/or expanding their business in Madera



Rotary at Work Day: The City Parks Division partnered with the Noon Rotary Club to plant a drought tolerant garden along the trail at Rotary Park in recognition of Rotary at Work Day



ADA Self-Evaluation: The City completed and adopted the ADA Self-Evaluation and Transition Plan in October 2010. The plan is available on the City website on the ADA Council's web page. The City will begin and continue implementation of the transition plan over the next several years



ZERO Gravity Skate Park: Parks and Community Services staff hosted a Halloween event at Zero Gravity called SkateO'ber Fest 2010 on Saturday, October 30, 2010. 372 people attended the event and enjoyed family ghoulishious games, free hot dog luncheon, cupcakes and popcorn. 55 skaters competed in a skate competition and 46 entered the costume contest. Community response was great and all that attended had a great time and were very thankful



Solar City: The City installed a solar electric system at the Wastewater Treatment Plant that was completed late summer of 2010. The system is expected to reduce the facility's demand from PG&E's primarily non-renewable energy sources by approximately 62% while providing long term cost savings to the community. Meanwhile, in an effort to create a more sustainable Madera, City staff sought and received funding from a federal program called the Energy Efficiency Conservation Block Grant to install Solar Power at the John W Wells Youth Center and the Community Police Station.



Centennial Pool: The Centennial Pool Complex was renovated in early 2009, and 2010 was the first full year of operation of the new facility. Because of these upgrades, a newly formed partnership with Thrive Fitness Athletic Club, and the addition of the John W. Wells Youth Center, old aquatics attendance records were shattered. More than 15,000 Maderans visited in 2010 for recreation swim, parties, water aerobics and swimming lessons



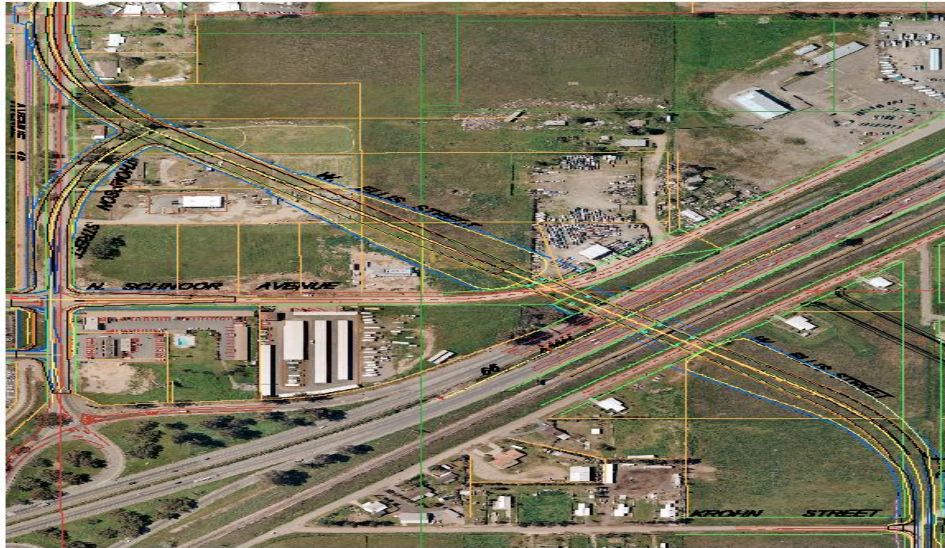
Madera Dog Park: The City's four-legged canine residents unleashed Madera's first Dog Park at a dedication event held on April 24, 2010. The one acre park, designed with the help of a team of interested community members, is segregated into areas for small and large dogs and was funded by a federal Community Development Block Grant



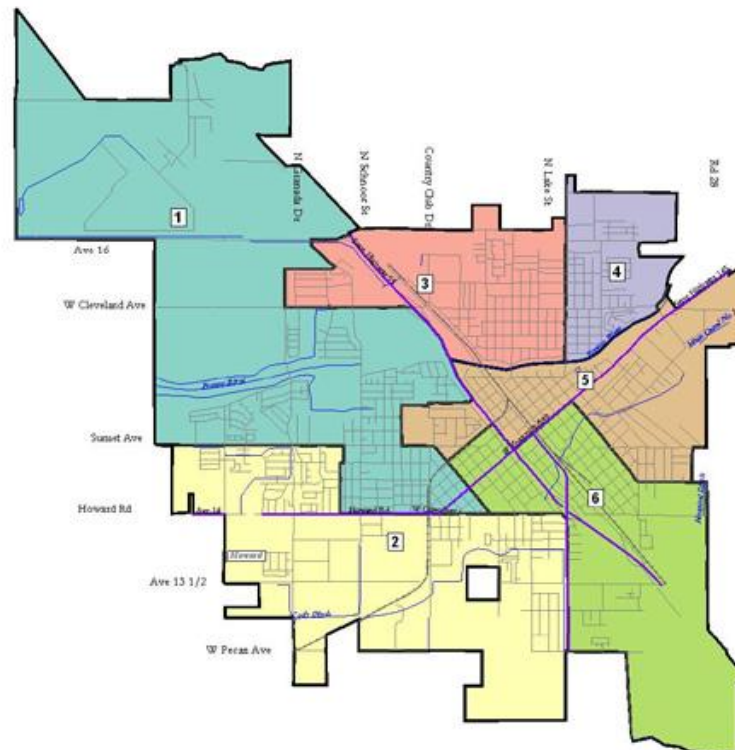
Office of Traffic Safety Grant: Our community's DUI Enforcement & Awareness **Program** received \$149,000 from the Office of Traffic Safety, which provided our Police Department with the means to increase their efforts at preventing intoxicated driving. In 2010, the department conducted twelve (12) DUI Checkpoints and Saturation Patrols to remove intoxicated drivers from our streets



Ellis Overcrossing: In the fall of 2010, work on the first phase of the Ellis Overcrossing began. When complete, the overcrossing should reduce congestion at the Cleveland/Gateway/Freeway 99 intersection by creating a new link over the freeway and railroad, connecting the Country Club corridor to Kennedy Avenue.



Districting: On November 2, 2010 Measure E passes with a 78% voter approval. Measure E would divide the City into six Council districts and elect City Council By District. "By District" means that candidates running for a seat on the City Council must reside within the district which they want to represent and only the registered voters residing within that district may vote to select the Council member for that district



Sister City Visit: Teenagers from the City of Madera's sister-city I-Lan Taiwan visited and participated in the Parks and Community Services Kids Camp with local children. The teenagers' interacted with the children, and taught them their native cultural arts such as Opera mask making, Chinese knotting, bamboo toy making, and performed a concert for our day campers and City staff



Make A Difference Day: Using trees and materials from the CommuniTrees planting grant project and more than 100 local volunteers, a tree planting event was held on October 23, 2010 in conjunction with the national "Make a difference Day". The event was held on the newest segment of the Vern McCullough Fresno River Trail (Westberry to Road 24) and was a grass-roots City contribution to completing construction of that portion of the trail



The Anti Graffiti Program: Our anti graffiti collaborative consists of 21 agencies who meet once a month and trade information useful to the reduction and eventual eradication of graffiti from Madera. Currently, there are 20 Captains that assist in coordinating efforts of the 1,073 empowered citizens that assist the city in reducing graffiti. The current reduction of Graffiti has been down to 80% since the inception of the anti graffiti program in September 2009



GREAT Program: In collaboration with the Madera Unified School District, the City of Madera is providing the Gang Resistance Education And Training (GREAT) program to over 2,000 local students in the 4th grade. The program delivers a curriculum designed to help children avoid gangs, while also developing a positive bond between a community's law enforcement and youth

Establishing Neighborhood Schools: Monroe Elementary and Washington Elementary have both transitioned to walk-in only schools (no busing). The majority of Madison Elementary's student body is able to walk to the campus. The district forms its attendance areas around the neighborhood school concept -- students should not be transported to a school outside of their main area of residence.

The free Household Hazardous Waste Facility is open on Saturdays from 9:00 a.m. to 1:00 p.m. to receive household hazardous waste. In addition, the City started its two new curbside collection programs on September 7, 2010 for used oil, used oil filters, and SHARPS. The two new curbside collection programs will save a trip to the Household Hazardous Waste Facility at Fairmead.

III. Vision Implementation Committee Program: 2010

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 2010
- 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 Fourth 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 2010 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 six times this past year and is scheduled to meet on a monthly basis (4 th Thursday of the Month at 12:00 noon).
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. In 2010, twenty six new partners have emerged in lead/supporting roles

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 bi-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 and the City of Madera are hosting both the Vision and Action Plan and summary PowerPoint Presentation on their website. Additionally, the development of a City of Madera quarterly Newsletter and Vision 2025 Triennial Report provides insight of Vision success stories.
Charge Element:	Hold the Fourth Annual Madera Town Hall including program development.
How Fulfilled:	The fourth annual "Town Hall" meeting was held Sunday, October 10, 2010 at Courthouse Park. The event was held in conjunction with Fiesta in the Park. It is estimated that over 1,000 people attended the 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. There are now 35 Lead and/or Supporting Partners and the VIC expects this to increase in 2011.
Charge Element:	Provide expanded bilingual staff support and print materials.
How Fulfilled:	The quarterly Newsletter continues to be published English and Spanish. While printed copies were only distributed in English, the Spanish version has been provided by request, at community centers 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 developed strategies to monitor Action Item progress. Additionally, through the established Surveys, any recommendations for change will be submitted to the VIC for their consideration.
Charge Element:	Establish a process for solicitation and incorporation of new Actions.
How Fulfilled:	Through the Subcommittees several new and revised Actions were submitted to the VIC for their consideration. The recommended changes were developed and refined prior to VIC Approval. The VIC is recommending 27 Revisions, 47 New Actions, and incorporation of 39 Orphan Actions into the overall Vision and Action Plan.
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. This is the fourth annual report

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.

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

In remembrance of the founding Chairperson, the Chairs Award will be known as the Jerry Noblett 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

VISION MADERAS 2025 PAST AWARD WINNERS

2008 Outstanding Individual:	Sara Arthurs
2009 Outstanding Individual:	Dick Seaton
2008 Outstanding Organization:	Madera District Chamber of Commerce
2009 Outstanding Organization:	Breakfast Lions
2008 Jerry Noblett Award:	Lois Grow and Roseanne Bonilla
2009 Jerry Noblett Award:	Shirley Driggs

VISION MADERAS 2025 AWARD WINNERS FOR 2010

The Vision Implementation Committee (VIC) presents the Vision Madera 2025 Vision Awards Program to honor an Outstanding Individual and Outstanding Organization. These awards, which recognize Madera's citizens, both individuals and organizations, for their exceptional service to the community in promoting achievement of the Vision Madera 20205 Action Plan

2010 OUTSTANDING INDIVIDUAL AWARD:

2010 OUTSTANDING ORGANIZATION AWARD:

2010 JERRY NOBLETT AWARD:

Will Oliver

V. Status of Vision Action Items: 2010

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 and supporting 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 2010 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?**
- Are there any Actions which require revisions and/or modifications?**
- Are there any New Actions and/or Orphan Actions that should be included within the Plan?**

All surveys were completed and returned, and the VIC determined there are 47 new actions items, 27 actions requiring revisions and 30 previously orphan actions that are being recommended to be included with the Action Plan. Further, by tracking progress on existing, new and revised actions, 243 of 253 actions are either underway or complete. Of that total, 168 actions have been fully implemented as "on-going programs" or "one-time projects." Only 10 actions have not yet been initiated.

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

of New and/or Orphan actions where Vision Implementation Committee approval was requested:

2006-2007: 0
2007-2008: 0
2008-2009: 0
2009-2010: 86

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

2006-2007: 0
2007-2008: 0
2008-2009: 0
2009-2010: 27

of actions where new lead partners are now working on the Vision Madera 2025 Action Plan:

2006-2007: 0.
2007-2008: 7
2008-2009: 7
2009-2010: 19 (11 of which are non-City Departments)

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. Consistent with the Vision and Action Plan recommendation no new or revised actions were proposed during the first three years of the plan implementation. In 2010 the VIC is making recommendations that 27 existing actions be revised with new language and/or support partners, that 39 “orphan” items be incorporated into the plan now that a lead partner has been identified and that 47 new actions items be incorporated into the plan.

Status	Total				
	2007	2008	2009	2010	2011
Underway	92	98	44	75	
Implemented (One-time Action)	2	1	2	6	
Implemented (On-going Action)	48	62	119	162	
Subtotal: Implemented	50	63	121	168	
Subtotal: Underway or Implemented	142	161	165	243	
Not Started	25	6	2	10	
Total	167	167	167	253	

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%	59%	26%	30%	
Implemented (One-time Action)	1%	1%	1%	3%	
Implemented (On-going Action)	29%	37%	72%	67%	
Subtotal: Implemented	30%	38%	73%	70%	
Subtotal: Underway or Implemented	85%	97%	99%	96%	
Not Started	15%	3%	1%	4%	
Total Number of Actions	167	167	167	253	

STATUS OF NEW VISION MADERA 2025 ACTIONS

Finally, the following table will provide a status summary for new actions only adopted following the 2010 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. Consistent with the Vision and Action Plan recommendation, no new or revised actions were proposed during the first three years of the plan implementation. In 2010 the VIC is making recommendations that 39 “orphan” items be included in the plan as a lead partner has been identified and that 47 new actions are incorporated into the Action Plan.

Status*2	Total				
	2007	2008	2009	2010	2011
Underway	N/A	x	X	39	
Implemented (One-time Action)	N/A	x	X	0	
Implemented (On-going Action)	N/A	x	X	46	
Subtotal: Underway or Implemented	N/A	x	X	85	
Not Started	N/A	x	X	1	
Total Number of Actions	N/A	x	x	86	

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 2010 the VIC voted to approve and forward amendments to City Council for approval. The proposed action modifications are included as (Attachment A). As part of the amendments, the VIC also voted to add, for Council approval, the names of nineteen new lead partners that have been collaborating with Vision Madera 2025. A table showing new lead partners is provided below.

VISION MADERA 2025 NEW LEAD PARTNERS

In 2010, the VIC and related Subcommittees reported working with over twenty-six new lead partners on the Vision Madera 2025 Action Plan. New lead partners as well as the specific Action Items are listed below.

Action Item	New Revised or Orphan Action	Lead Partner
101.8	Revised	Planning Department
101.9	Revised	Grants Department
121.3	Revised	Engineering Department
126.8	New	Engineering Department
142.1	Orphan	Planning Department
142.2	Orphan	Planning Department
201.4	New	Community Development Department
201.5	New	Community Development Department
201.6	New	Community Development Department
202.1	Revised	First Five Madera County
202.3	New	Administration
206.4	New	Economic Development
206.5	New	Economic Development
206.6	New	Economic Development
207.1	New	Administration
207.2	New	Economic Development
207.3	New	Economic Development
207.4	New	Economic Development
207.5	New	Community Development Department
207.6	New	Community Development Department
211.1	Orphan	Human Resources Department
211.2	New	Economic Development

211.3	New	MUSD and Workforce Investment Board (WIB)
211.4	New	State Center and WIB
211.5	New	Madera Unified School District (MUSD) and WIB
211.6	New	WIB
214.1	Revised	Economic Development and WIB
214.2	New	Economic Development and WIB
215.1	Orphans	WIB
302.3	New	City Clerk, City Attorney
303.1	Revised	Chamber of Commerce and Neighborhood Revitalization
303.3	Revised	Police Department
303.4	Revised	Parks and Community Services
303.5	Revised	Human Resources, Parks and Neighborhood Revitalization
303.6	New	Parks and Community Services
305.6	New	Administration
305.7	New	Administration
311.4	New	Arts Council and Parks and Community Services
315.5	New	Arts Council, MUSD and Parks
322.1	Orphan	Information Systems
322.2	Orphan	Parks and Community Services
322.3	Orphan	WIB
324.2	Orphan	MUSD
324.4	New	MUSD
325.5	New	MUSD
328.2	Orphan	MUSD
331.1	Orphan	Kingsview Ready Set Go
331.2	Orphan	WIB
332.4	New	WIB
333.2	New	Parks and Community Services
334.3	Revised	MUSD
335.4	New	Kingsview Ready Set Go
335.5	New	Police Department
336.1	Revised	Revised
337.1	Revised	Revised
337.2	New	New
338.1	Orphan	Orphan
338.2	Orphan	Orphan
338.3	Orphan	Orphan
338.4	Orphan	Madera Community Action Partnership
342.1	Orphan	WIB
342.2	Orphan	WIB
342.3	Revised	Parks and Community Services
342.4	New	Parks and Community Services
401.1	Revised	Parks and Community Services
401.2	Revised	Parks and Community Services
401.3	Revised	Community Development Department
401.4	New	Engineering Department
401.5	New	Engineering Department
401.6	New	Engineering Department
402.1	Orphan	Camerena Health, Madera Community & Children's Hospital
402.2	Orphan	Camerena Health, Madera Community & Children's Hospital
402.3	Orphan	Camerena Health, Madera Community & Children's Hospital
402.4	Orphan	Camerena Health, Madera Community & Children's Hospital
404.1	Orphan	Camerena Health, Madera Community & Children's Hospital
404.2	Orphan	Camerena Health, Madera Community & Children's Hospital
404.3	Orphan	Camerena Health, Madera Community & Children's Hospital
404.4	Orphan	Camerena Health, Madera Community & Children's Hospital
406.4	New	Parks and Community Services
406.5	New	Police Department
406.6	New	Police Department
407.1	Orphan	Parks and Community Services
407.2	Orphan	Madera County Social Services
407.3	Orphan	Madera County Social Services
407.4	Orphan	Madera County Social Services
411.1	Revised	Parks and Community Services

411.2	Revised	Parks and Community Services
411.5	New	Parks and Community Services
411.6	New	Parks and Community Services
413.1	Revised	Parks and Neighborhood Revitalization
414.8	New	Planning Department
415.2	Revised	Parks and Community Services
415.3	Revised	Parks and Community Services
421.1	Revised	Police Department
421.2	Revised	Fire Department
422.2	New	Police Department
423.1	Orphan	Police Department
424.2	Orphan	Police Department
424.3	New	Housing Authority
427.1	Revised	Police Department
427.2	Revised	Police Department
427.3	Orphan	Police Department
427.4	Revised	Police Department
427.5	New	Police Department
431.4	New	Engineering Department
432.1	Orphan	Community Development Department
432.2	Orphan	Community Development Department
433.1	Orphan	Planning Department
433.2	Orphan	Engineering Department
434.3	Revised	Community Development Department
434.7	Revised	Parks and Community Services

VII. 2010 Annual Vision Madera 2025 Vision Town Hall at Fiesta in the Park

OVERVIEW

As part of its charge, the Vision Madera 2025 Vision Implementation Committee (VIC) hosted the fourth annual Town Hall meeting for public discussion and display of the Vision Madera 2025 Vision and Action Plan. This year the Town Hall was held in conjunction with the Annual Fiesta in the Park Celebration. The event was held at Courthouse Park on October 10, 2010, from Noon to 4:00p.m.

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

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

Overall, the marketing effort helped bring more than 1,000 people to the event. Spanish interpretation services, food, and entertainment were provided throughout the day. Event sponsors included: City of Madera, Vision Madera 2025, Latinas Unidas, Madera County, North Fork Mono Rancheria, Walmart, Bridge Store, General Builders Supply, Evapco Inc. Jody Salazar, Dr. Jason Keledjian DDS, Roseanne Bonilla, Dr. Zafar Sheikh, Villa di Bella Salon, Mary Anne Seay, Valley Feed

and Fuel, Save Mart, Susan Arteaga, George and Matilda Torres, Gary Svanda, Mike and Dolores Rodriguez, Dr. Mohammed Ashraf, Nora Salazar, Alex Salazar, Century 21, First American Title, Jim Scheidt, Old Republic Home Protection, Dr. John D. Row Jr., DDS, Madera High School MAYA Club, Madera South High School Friday Night Club, VFW Post 1981

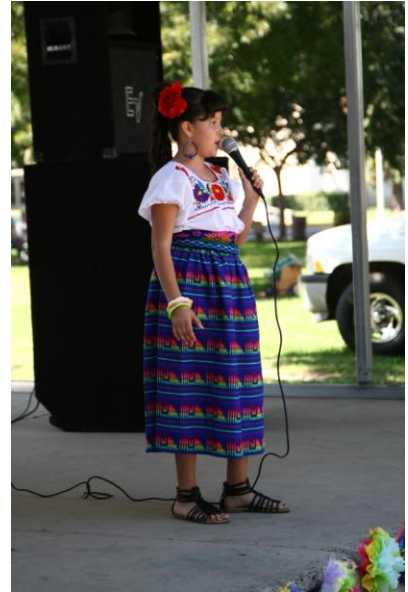
VISION OPEN HOUSE

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 2008 Vision Madera 2025 Town Hall and Fiesta in the Park had first-rate entertainers. Including: DJ Nate Salazar, Mariachi Tepeyac, Ariana Amezola, Ballet Folklorico de Alta California, Ballet Folklorico de Madera, and the Clovis High Marimba Band. Several food vendors as well as arts and craft booth were strewn throughout the Park, providing entertainment for all ages



PRESENTATIONS AND ACTIVITIES

Key Town Hall agenda items and presenters included:

Opening Ceremonies with color presentations from VFW Post 1981 kicked off the event. Local Elected Officials welcomed the community to the event. VIC Members and Lead Partners 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 Focus Areas. In addition, food booths, family friendly activities and a salsa contest were all part of the day events.



VIII. Looking Forward

A few highlights and themes likely to continue and/or emerge during 2011 include:

VISION MADERA 2025 PARTNER OUTREACH

The Vision Madera 2025 VIC has continued to develop networking and outreach programs and/or process to help ensure that all Vision Action Items have the appropriate lead and supporting partners in place. Several changes in lead partners occurred this last year however several supporting partners are beginning to show interest in being part of the overall project. This should continue and evolve in 2011.

UPDATED VISION MADERA 2025 TOWN HALL

The Vision Madera 2025 Town Hall Planning Committee continues to team with Latinas Unidas by hosting the event with Fiesta in the Park. The committee will continue to 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

In 2008, the VIC introduced the Vision Madera 2025 Awards program which is an opportunity to recognize those individuals and organizations for “outstanding” contributions to the Vision Madera 2025 plan. The programs 2009 and 2010 winners are being recognized in conjunction with the Annual Report. The VIC will continue with the Awards program in 2011.

VISION MADERA 2025 SPEAKERS BUREAU

The VIC is continuing 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. Targeted groups include Service Clubs and potential Support Partners

VISION MADERA 2025 LEAD PARTNER OUTREACH

In 2007 the Vision and Action Plan contained 75 actions in which the Lead Role has either not been identified or confirmed, known as “orphans”. Through outreach efforts the VIC has reduced this number to 36 action items still needing a Lead Partner. Our goal remains steadfast, that there will be no “orphan” Actions.

VISION MADERA 2025 VISION OUTREACH

Marketing and Vision Outreach continue to be a charge of the VIC. Last year through the Vision Partnership the first annual triennial was produced and distributed to all postal boxes in Madera. That publication is still used today during the Town Hall and Speakers Bureau Presentations. In addition a travelling Vision 2025 display was purchased that has been used to market the Vision Plan at community events, such as the Chamber of Commerce Business Extravaganza. These marketing programs as well as others will continue into 2011 and beyond and Marketing the Vision Plan and reaching out to the Community is critical at this juncture in the plans implementation.

X. Acknowledgments

VISION IMPLEMENTATION COMMITTEE (VIC) 2010

Robert Poythress Chair, Christine Gomez-Vidal, David Tooley, Debi Bray, John Stafford, Lois Grow, Rae Gomes, Shirley Driggs, Rosanne Bonilla, Will Oliver, Dave Merchen, Dave Randall, Michael Kime, Michael McHatten, Wendy Silva, Mary Anne Seay, Elaine Craig

VISION MADERA 2025 LEAD PARTNERS 2010

City of Madera Administration Department, City of Madera Building Department, Camarena Health Center, Madera Community Hospital, Children's Hospital of Central California, Madera Parks and Community Services Department, Madera Neighborhood Revitalization, Madera City Clerks Office, Madera City Attorneys Office, Madera Community Development Department, Madera County Transportation Commission, Madera Redevelopment Agency, Madera County Economic Development Commission, Madera District Chamber of Commerce, Madera Arts Council, Madera Unified School District, Madera County Public Health, Madera Community Action Partnership, Madera Workforce Investment Board, City of Madera Engineering Department, City of Madera Finance Department, Madera Fire Department, First Five Madera, City of Madera Fleet Department, Madera Grants Department, Madera Housing Authority, Madera Human Resources Department, City of Madera Information Systems, Kingsview Ready Set Go, Madera County Social Services, Madera County Tourism Alliance, City of Madera Planning Department, Madera Police Department, Madera Public Works Department, State Center Community College District,

VISION MADERA 2025 STAFF LIAISONS

Michael McHatten, Co-Project Manager, Dave Merchen, Co-Project Manager, Dave Randall, Staff Liaison Well Planned City, David Tooley, 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

City of Madera, Vision Madera 2025, Latinas Unidas, Madera County, North Fork Mono Rancheria, Walmart, Bridge Store, General Builders Supply, Evapco Inc. Jody Salazar, Dr. Jason Keledjian DDS, Roseanne Bonilla, Dr. Zafar Sheikh, Villa di Bella Salon, Mary Anne Seay, Valley Feed and Fuel, Save Mart, Susan Arteaga, George and Matilda Torres, Gary Svanda, Mike and Dolores Rodriguez, Dr. Mohammed Ashraf, Nora Salazar, Alex Salazar, Century 21, First American Title, Jim Scheidt, Old Republic Home Protection, Dr. John D. Row Jr., DDS, Madera High School MAYA Club, Madera South High School Friday Night Club, VFW Post 1981

VISION MADERA 2025 TOWN HALL PLANNING COMMITTEE

Rosanne Bonilla, Matilda Torres, Nora Salazar, Dolores Olmos-Rodriguez, Danielle Valenzuela, Lucy Salazar, Carmen Saucedo, Terry Palacioz, Celma Chavira, Jody Salazar, Cecilia Cazares, Mary Anne Seay, Wendy Silva, Freddy Aria, Ozzy Naranjo, Joe Hernandez

VISION MADERA 2025 TOWN HALL VENDORS AND PRESENTERS

Latinas Unidas, City of Madera, Vision Madera 2025 Well Planned City Subcommittee, Vision Madera 2025 Good Jobs and Economic Opportunity Subcommittee, Vision Madera 2025 Strong Community and Great Schools Subcommittee, Vision Madera 2025 Safe and Healthy Environment Subcommittee, Vision Madera 2025 Public Relations Subcommittee, Lombardo's Novelties, Captain Kirk's Wireless, American Experience Club, Madera Jalapenos Soccer, Farmers Insurance, Madera Coalition for Community Justice, Friends of Rick Farinelli, J.C. Santa Maria Tri-Tip, Madera Beautification

Committee, Chase Bank, Jafra Cosmetics, Andy's Tri Tip, Madera County Central Democratic Committee, Wells Fargo Bank, Sparkling Tattoo Glitter, Mary Kay, Gary Espinoza, Cellular Express, Sabor Oaxaqueno, Sal's Mexican restaurant, Andy's Cotton Candy, Magical Jumpers

VISION MADERA 2025 TOWN HALL ENTERTAINMENT

DJ Nate Salazar, Mariachi Tepeyac, Ariana Amezola, Ballet Folklorico de Alta California, Ballet Folklorico de Madera, Clovis High Marimba Band

VISION MADERA 2025 TOWN HALL TRANSLATION SERVICES

Latinas Unidas