

# 2023 Workplan

## Transformation Strategy 1:

Aesthetic and Cultural Transformation.

### Why?

This strategy focuses on enhancing the visual appeal and cultural richness of an area to attract residents and visitors, fostering a sense of community pride and identity.

### Goal 1

### Goal 2

### Goal 3

### Goal 4

### Wildly Important Goal

Economic Impact and Tourism Enhancement with two murals downtown!

Enhancing the visual appeal and cultural richness of a downtown area to create a more attractive and vibrant environment by planting flowers downtown.

Introducing visual elements such as banners to the light poles in downtown.

### Repeat Annual Responsibilities

#### Goal One

- Conducting routine inspections to identify any signs of wear, damage, or vandalism.
- Performing necessary maintenance and repairs to ensure the mural remains in good condition.
- Engaging local artists or professionals for touch-ups or restoration work as needed.
- Reviewing and updating plans for preserving the mural as a long-lasting legacy.
- Exploring opportunities to expand or enhance the mural's impact over time.

#### Goal Two

- Develop a seasonal planting plan that considers the climate and weather patterns throughout the year.
- Choose appropriate flower varieties that thrive in the local climate and soil conditions.
- Inspect and maintain irrigation systems to ensure flowers receive adequate water.
- Prune flowers as needed to control growth and maintain a tidy appearance.
- Regularly monitor the health and condition of the planted flowers.

### Goal 3

- Align banner themes with upcoming community events or celebrations.
- Ensure consistency in design and quality across all banners.
- Plan for the removal of banners during specific seasons or events.
- Arrange for proper storage to protect banners during non-use periods.

### Transformation Strategy:

Aesthetic and Cultural Transformation.

#### Goal 1:

Mural (2)

#### Define Success:

Have two murals downtown.

Partners: DDA, City, Artist, Property Owner

| Task                                           | Board Member |  | Staff       |  | Due Date | Progress | Budget |
|------------------------------------------------|--------------|--|-------------|--|----------|----------|--------|
|                                                | Responsible  |  | Responsible |  |          |          |        |
| 1. Identify key stakeholders and collaborators | Cimone       |  | Kayla       |  | April    |          | \$0    |
| 2. Site Selection and Approval of Site         | Cimone       |  | Kayla       |  | April    |          | \$0    |
| 3. Prepare the RFQ                             | Cimone       |  | Kayla       |  | May      |          | \$0    |

|                                                             |        |       |      |       |             |
|-------------------------------------------------------------|--------|-------|------|-------|-------------|
| 4. Send out the RFP                                         | Cimone | Kayla | June |       | \$0         |
| 5. Conduct community outreach to gather inputs and feedback | Cimone | Kayla | June |       | \$0         |
| 6. Artist Selection                                         | Cimone | Kayla | July |       | \$0         |
| 7. Review Artist portfolios and proposals                   | Cimone | Kayla | July |       | \$0         |
| 8. Work with Artist to develop a mural design               | Cimone | Kayla | July |       | \$10,000.00 |
|                                                             |        |       |      | Total | \$0         |

| Task                                        | Board Member Responsible | Staff Responsible | Due Date  | Progress | Budget |
|---------------------------------------------|--------------------------|-------------------|-----------|----------|--------|
| 9. Plan and coordinate logistics for mural  | Cimone                   | Kayla             | August    |          | \$0    |
| 2. Oversee the actual painting of the mural | Cimone                   | Kayla             | September |          | \$0    |

## Transformation Strategy:

Aesthetic and Cultural Transformation.

### Goal 2: Beautification of the Downtown

**Define Success:**  
Success for planting flowers in the downtown area is defined by the improved visual appeal, increased community engagement, tourism, and economic benefits

**Partners: DDA, City officials, and volunteers**

| Task                                                                               | Board Member |             | Staff       |             | Due Date | Progress | Budget     |
|------------------------------------------------------------------------------------|--------------|-------------|-------------|-------------|----------|----------|------------|
|                                                                                    | Responsible  | Responsible | Responsible | Responsible |          |          |            |
| 1. Engage with community to gather input feedback and ideas for the project        | Carl         |             | Kayla       |             | February |          | \$0        |
| 2. Get with Carl on what the flowers will be planted and the placement             | Carl         |             | Kayla       |             | February |          | \$0        |
| 3. Work with volunteers for the date and planting                                  | Carl         |             | Kayla       |             | March    |          | \$0        |
| 4. Develop a maintenance plan to ensure ongoing care                               | Carl         |             | Kayla       |             | April    |          | \$0        |
| 5. Plant Day!                                                                      | Carl         |             | Kayla       |             | May      |          | \$2,500.00 |
| 6. Solicit feedback from residents, businesses, and visitors regarding the changes | Carl         |             | Kayla       |             |          |          | \$0        |
| 7.                                                                                 |              |             | Kayla       |             |          |          | \$         |

|                                                                                             |                                                                                                                                                            |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Transformation Strategy:</b><br>Aesthetic and Cultural Transformation.                   |                                                                                                                                                            |
| <b>Goal 3:</b><br>Introduce visual elements such as banners to the light poles in downtown. | <b>Define Success:</b><br>The downtown banners showcasing aesthetically pleasing atmosphere that enhances the overall identity and pride of the community. |
| <b>Partners: DDA, City officials, FAS Signs (downtown business), Mary Sommers.</b>          |                                                                                                                                                            |

| Task                                                                                                | Board Member |  | Staff Responsible | Due Date | Progress | Budget |
|-----------------------------------------------------------------------------------------------------|--------------|--|-------------------|----------|----------|--------|
|                                                                                                     | Responsible  |  |                   |          |          |        |
| 1. Conduct an assessment of the downtown area to identify locations suitable for light pole banners | Jelani       |  | Kayla             |          |          | \$0    |
| 2. Gather input fomr community                                                                      | Jelani       |  | Kayla             |          |          | \$0    |
| 3. Work with Mary Sommers for 3 designs to show the board                                           | Jelani       |  | Kayla             |          |          | \$0    |
| 4. Obtain necessary approval and permits from local gov for installation                            | Jelani       |  | Kayla             |          |          | \$0    |
| 5. Engage with printing companies to produce the banners                                            | Jelani       |  | Kayla             |          |          | \$0    |
| 6. Work with Teresa Crowe on banner schedule                                                        | Jelani       |  | Kayla             |          |          | \$0    |
| 7. Have Public Works install the banners                                                            | Jelani       |  | Kayla             |          |          | \$     |

Develop a maintenance plan

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