

Goldendale Community Action Plan

August 2005



Goldendale, Washington

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Introduction

The development of the 2005 Goldendale Action Plan began with the creation of a Turn-Out-Taskforce (TOTF). The TOTF's purpose was to create customized approaches to inviting and encouraging Goldendale citizens to participate in two, twenty-year visioning meetings. This group of approximately twenty-five citizens met twice and developed fifteen specific strategies to accomplish their goal.

One of the implemented strategies was a door-to-door canvass. Goldendale High School student volunteers took the meeting invitations door-to-door, encouraging citizens to attend the meetings. Other invitation strategies included news releases, reader boards, and magazine articles.

Two meetings were conducted around creating a twenty-year vision for Goldendale, determining the necessary steps or strategic initiatives to achieve the vision, and then providing for the creation of self-selecting taskforces to build and implement action plans around the initiatives. At the second community meeting, the citizens created a proposal to create the Goldendale Development Council (GDC). If approved, the GDC will assist the City with monitoring and implementation of the vision and action plans.

Also at the second meeting, volunteers were identified to assist in writing the final report and action plans. The draft document was circulated throughout Goldendale for additional input to ensure the writing committee's document reflected the community's vision. A timeline of this entire process is included in the appendix.

Goldendale's Community Vision

While the citizens realize that it is important for Goldendale to continue to grow in order to thrive, they desire to maintain the wonderful feeling of community where people feel that they know each other and are comfortable. In order to maintain a balance between the new growth and the current feeling of closeness, it will be important to create a central community hub, such as a community center, which will encourage the citizens to continue meeting each other through activities for all community members, and become a centralized information area, listing volunteer opportunities and upcoming events in the Goldendale area.

From this community center, paths will extend which will encourage people to enjoy the natural beauty, improve the quality of their lives, take pride in their community, and enjoy the variety of opportunities that are offered in Goldendale and the surrounding area. By using a community center as a hub of information, the citizens will be encouraged to meet other community members, which is essential for maintaining the feeling of closeness that exists, even though the community is growing. A well-designed and structured community center will not only benefit the citizens, but it will also provide a place for visitors to learn about our community and the various activities and opportunities available in Goldendale.

The citizens also realize that in order for Goldendale to thrive, there must be growth. However, in order for us to maintain the quality of life that is desired, there will have to be improvements in the current infrastructure, increased services to the public, and new businesses recruited and/or created to provide employment for local citizens. An important underlying part of this change will be a review of the municipal code with revisions encouraging community participation and pride in the wonderful community that Goldendale is and will be in the future.

It is essential that Goldendale be promoted as the wonderful community that can continue to grow and thrive while balancing the current friendly atmosphere and pride.

Community Meeting Vision – March 17, 2005

~ OUR VISION ~

Goldendale has arrived at a balance between who we are and what we want to be. We are growing at a steady pace while retaining our quality of life.

~ THE VISION ELEMENTS ~

To ease the process of preparing the final action plans, the writing committee organized the various vision elements into the following groups:

Working Together/Pride

- Pride, quarterly clean-up and ownership; we assist residents and keep things clean
- Have a place for public notices
 - Advance activity calendar in paper
 - Kiosk downtown
 - Volunteer produced newsletter
 - Chamber website and coordination
- Ranchers and farmers are an integral part of the community
- Have a balanced partnership between community and businesses
- Theme or unifying idea
- Beautified
 - Trees
 - Cleaned lots
 - Bigger trash cans
 - Wash streets
 - Holes in streets are fixed
 - Gardens at entry into town.

~ THE VISION ELEMENTS (continued) ~

Infrastructure

- Sufficient water for green lawns and gardens
 - Conservation Program
- We have a great web site
- Airport
- Public restrooms for tourists
- Minimize light escaping by enforcing existing light shield ordinance.
 - Unique downtown lights.

Quality of Life

- Community center with cultural aspects
- Pedestrian and bike-friendly downtown
- Community non-profit movie theatre
- We have health club/gym
- We have no homeless pets
- Health care magnet
 - Nursing home
 - Rehabilitation
- Airpark with quality homes
- Police involvement
- Safe community with more police
- We are a desirable retirement community
- We have public transportation
- A great place, walk everywhere
- We all know each other, are comfortable
- Diversified health community
- School and business partnership for youth
- Apprentice program for youth and arts
- Substance abuse
- Domestic violence shelter
- Programs for youth
 - Hang-out
 - Positive activities
 - After school
 - Evening activities
 - Animal shelter
 - Bus
- Technical training center
- Trails connecting the city
 - Connect parks, trails
- Art and music education center
 - Performing arts
- Big shade trees in park strip
- Have and promote higher education opportunities
- Have a quality school system we are proud of.

~ THE VISION ELEMENTS (continued) ~

Economic Development

- Have an entrepreneurship program
- Biodiesel plant
- Farm supply store
- Farmers' Market
- Center for timber sports
- A store selling clothes which markets to teens
- Store selling art supplies
- Tax incentive program
- 97 Business through town
- Expanded retail base
 - Keep people here
- Industrial and business incubator
- Port district
- Ecology recycling center
- Light industry
- Technical training center
- Air park (homes at airport)
- Have capitalized on "wind"
- Our Thursday night event is
 - Expanded with market and artists
 - Close main street
 - Saturday market.

Tourism

- Better and more events
- Annual music and arts festival
- Expanded use of recreation and sports to bring people to Goldendale for fitness
- Observatory used as a magnet for
 - Youth learning – local control
 - Science center
- We have a policy regarding advertising attractions
- Have more hotel/motels established
- Center for timber sports
- Destination attraction hub
- Disneyland
- Museum
- Observatory
- Maryhill museum
- Wind museum
- Other museums
- Unique community theme
 - Housing look
 - Affordable development
- Basketball Shoot downtown
- City tourism development (Winthrop model) program
- Space murals, sun dials
- Event promotion
- Hanging baskets and banners
- Promoted fishing and hunting (tied to tourism).

Implementation

Oversight and implementation of Goldendale's 2005 twenty-year vision will be the responsibility of the newly-formed Goldendale Development Council (GDC) and the taskforces associated with each vision goal. The membership of the GDC will include representatives from private and public organizations. Goldendale Development Council guidelines and responsibilities are outlined in the following job description. Also included is a chart describing the relationship between Goldendale's elected officials and the GDC. In the appendix, there is a blank action plan form the GDC may use to revise or create new action plans.

Goldendale Development Council – Job Description

Purpose

The Goldendale Development Council's (GDC) major purpose is ACTION! This committee will turn the Action Plan into reality by meeting regularly to revisit the City's vision and overseeing and implementing the report's specific action plans. In addition, each GDC member will serve on a taskforce related to the vision by helping to implement those action plans and acting as a liaison between the GDC and the taskforce. The GDC is composed of representatives from various community interests and is responsible for ensuring communication about and upholding the vision. GDC members are appointed by various identified groups and two positions are appointed by the Goldendale City Council.

Representation

One representative and one alternate shall be selected by the listed community organizations and shall serve for no more than two years if serving in a GDC leadership position.

- Hospital
 - PUD
 - County
 - School Board
 - Chamber of Commerce
 - Students from the High School and Middle School ASB/Youth Council
 - Senior Center
 - Parks and Recreation Board
 - Law Enforcement
 - Churches
 - Family Community Center Board
 - General citizenry (Two seats appointed directly by the
- City Council based on letters of interest addressed to the Mayor).

General Guidelines

The GDC shall follow these general guidelines in completing its work.

1. At the first meeting, the GDC shall elect a Chair, vice chair, secretary and other officers as deemed necessary.
2. All GDC actions shall require a quorum be present.
3. GDC meetings shall be open to the public and advertised via open meeting notices. Agendas and minutes shall be available for public review.
4. The GDC shall be action-oriented with clear goals and measures of success. Members shall stay focused on the committee's purpose and intent.
5. The GDC two-year membership rule applies to elected officers of the GDC only.

Tasks

The GDC shall be responsible for the following tasks:

1. Staying focused on the Community Action Plan by taking on projects and assisting on the taskforces.
2. Engaging the community by recruiting volunteers to review, revise and implement the Community Action Plan.
3. Working cooperatively with the City and others to enhance the quality of life, professionalism and future of the community.
4. Reporting regularly to the Goldendale City Council with agendas and minutes.
5. Creating, assisting, monitoring, and leading taskforces as needed.
6. Serving as a partner to the City Government and assisting them as needed.
7. Providing periodic updates to the community including at Goldendale's Community Days.
8. Completing other tasks as necessary to ensure achievement of the Twenty Year Vision.
9. Providing agendas and meeting minutes to the library and City offices for public review.

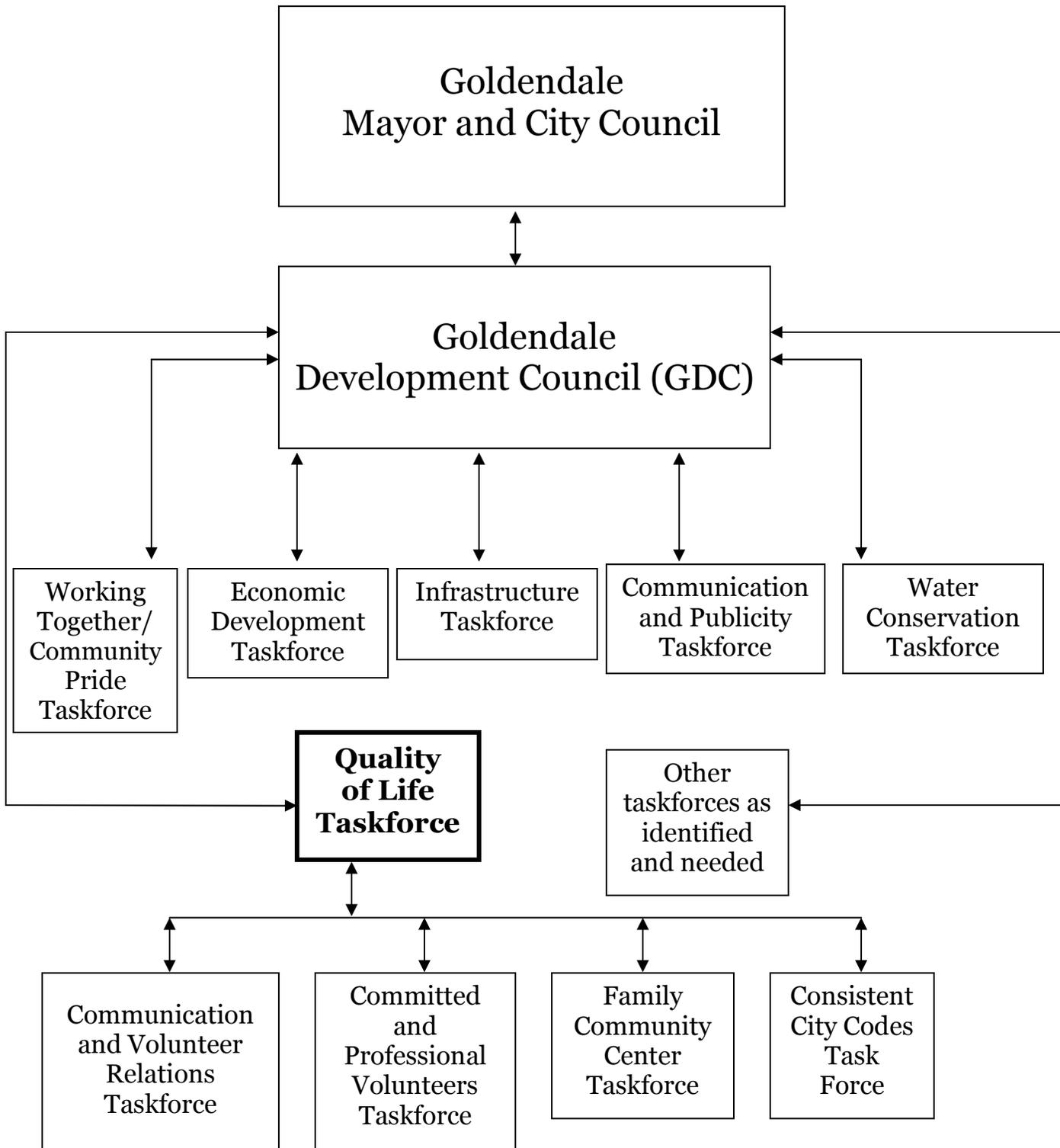
Staff Support

The Goldendale City Administrator shall provide staff support.

How We Will Measure Success

1. There will be a high degree of cooperation among the City, the GDC and the community.
2. The vision will be achieved.
3. More citizens will be involved.
4. Publishing and distribution of an annual report will increase awareness.
5. Local businesses will be enhanced.

Elected Government and GDC Working Relationship



Working Together/Community Pride Action Plan

Goal – Working Together

What do we want to accomplish?

We want to successfully work together to create a unified, growing, and friendly community of which we can all be proud.

How will we accomplish our goal?

City leadership will motivate positively-minded volunteers and taskforces to accomplish this goal. Improved communication and participation will be the product of a clear, simply stated plan; regular community meetings; and networking amongst business owners and employees, city and business leaders, and citizens. Ways we could increase community communication include publishing information in the “Sentinel” and the “Gorge Magazine”; distributing a community resources book; running radio PSAs; creating a centralized information kiosk; publishing a city newsletter and community calendar; creating telephone trees; and convening regular community meetings with merchants, entrepreneurs, artists, realtors, service organizations, government agencies, school employees, and medical community members.

Specific details of this plan might include more professional behavior in all aspects of community relationships; linking the city code to our community vision; setting realistic goals for improvement; creating a staffed community center; soliciting light industry and other businesses; creating a water conservation plan; and marketing and advertising our hunting, fishing, and other recreational activities.

Who will help us achieve our goal?

With the direction and oversight of the GDC Working Together/Community Pride Taskforce, the Chamber of Commerce members, the City staff, the City Council, the Mayor, county and city economic development council representatives and community members will work together to achieve this goal.

What is the timeline for achieving our goal?

We should start striving to achieve this goal immediately. The city newsletter insert could be published in the next month.

How will we pay expenses related to achieving our goal?

To be determined by and through task force work.

How will we measure success?

We will measure success by:

- Community members observing everyone working well together.
- Enhanced community pride.
- Completed community center.
- New businesses.
- More tourists.
- Improved community appearance.
- Increased housing market value.
- Lower unemployment.
- Less crime.

Quality of Life Action Plans

Goal – Communication and Volunteers

What do we want to accomplish?

We want increased communication among civic organizations and the community regarding volunteer opportunities.

How will we accomplish our goal?

By using a broad range of communication forms, all citizens, civic leaders, and private, public and non-profit organizations will be well informed about upcoming community events and volunteer opportunities. Some suggested forms of communication include: phone lists, email, newspaper articles or advertisements, hard copies, radio spots, the extension office, a taskforce or phone tree, and a central Chamber of Commerce contact person.

Who will help us achieve our goal?

The GDC Communication and Volunteers Taskforce and downtown merchants will lead this effort. Civic leaders, Chamber of Commerce members, young volunteers, and the City, via a community reinvestment program will assist in the effort. The Chamber of Commerce will act as the central contact point.

What is the timeline for achieving our goal?

Our initial timeline is six months, but it will be ongoing and include updates to increase taskforce accountability.

How will we pay expenses related to achieving our goal?

The Chamber of Commerce will be the point of coordination and will cover some “out of pocket” expenses including paper for copying flyers.

How will we measure success?

We will measure success by:

- A continually updated and current contact list.
- An increased need for volunteers.
- An increased awareness of volunteer opportunities.
- Increased volunteer involvement.
- The compilation of a volunteer resource directory.
- The advertisement of the volunteer resource directory via
 - Newspaper
 - Six free radio advertisements a year
 - Additional paid radio announcements financed by a \$15 required annual fee for all organizations listed in the resource guide.

Quality of Life Action Plans

Goal – Committed and Professional Volunteers

What do we want to accomplish?

We want volunteers who are committed and act professionally. We want our enthusiastic, high-quality volunteers to be examples for newly recruited volunteers, including high school and middle school students.

How will we accomplish our goal?

We will take ownership of our attitudes and approach our volunteer activities with positive, kind, and servant-like spirits. We will give our time and efforts unconditionally for the betterment of our community. We will take pride in our achievements. Volunteering will become family-oriented, instilling its importance to future generations. The community will annually acknowledge all volunteers through a volunteer recognition program organized and conducted by the City.

Who will help us achieve our goal?

It will take the efforts of our entire community to accomplish this goal. The GDC Committed and Professional Volunteers Taskforce will work with interested parties (youth, Boy Scouts, etc.) to create guidelines and training for positive volunteers.

What is the timeline for achieving our goal?

We must immediately assess, and, if necessary, change our attitudes regarding volunteering. We should think outside of the box and consider sharing our talents in places and at times we have never before considered.

How will we pay expenses related to achieving our goal?

Fortunately, volunteering does not cost anything monetarily. Its cost is time and energy. Community members, through their donation of time, will provide a huge boost to Goldendale. There may be some expenses involved in recognizing volunteers, but the cost will be minimal compared to the expected payoff.

How will we measure success?

We will measure success by:

- The increased number of volunteers available.
- The increased number of volunteer opportunities.
- The fresh attitude we have about being involved.
- A compiled set of volunteer expectations.
- High school and middle school students volunteering.
- A well-attended, City sponsored, annual volunteer recognition program.

Quality of Life Action Plans

Goal - Family Community Center

What do we want to accomplish?

We want to build a Goldendale Community Center to house a broad range of community resources including educational and recreational programs, performing arts opportunities, meeting spaces, a Safe Haven, an information center, and a day care.

How will we accomplish our goal?

Our first step is to select an appropriate location. Then, we will research and acquire grant monies to build the center. Next, we will develop a broad range of programs and recruit both paid and volunteer staff members. Volunteer staff members may include students, seniors, the Boys and Girls Club members, the YMCA, and the recreation district.

Who will help us achieve our goal?

Goldendale's entire community will need to work together to achieve this goal. The GDC Family Community Center Taskforce and community leaders can lead the effort with the support of community volunteers, the Goldendale Domestic Taskforce, and the City. The City may provide matching funds, tax incentives, and volunteer hours. Community members are expected to be a part of the decision making and grant writing process.

What is the timeline for achieving our goal?

Ideally, in one year, the family community center site will be chosen and we will actively be writing and obtaining grant monies. Year two will lead to the construction and operation of the center.

How will we pay expenses related to achieving our goal?

The building will be financed by grant monies. Operational costs may be financed by additional grant monies, fundraisers, program participation fees and supply sales.

How will we measure success?

We will measure success by:

- The presence of a fully functioning family community center in Goldendale.
- Increased positive youth activities.
- Fewer youth loitering on the Courthouse lawn.
- Lower juvenile crime and drop out rates.
- Increased self esteem amongst participants.
- Healthier life style choices by young people.
- Stronger families.
- Youth will want to stay or return to the community.

Quality of Life Action Plans

Goal – City Codes

What do we want to accomplish?

We want city codes consistent with and designed to help us achieve our vision for Goldendale.

How will we accomplish our goal?

There are a number of steps necessary to achieve this goal. Some issues which need to be addressed in the code include downtown ordinances and neighborhood improvement. Code should also reflect the need for community education about city codes. We must compare existing city codes to the Goldendale Vision Statement and identify those which are consistent and those which are not. We must then prioritize for revision those non-consistent codes. We may want to read other communities' city codes for ideas and guidance.

Who will help us achieve our goal?

The city administrator will oversee the code review in partnership with City staff, the GDC City Codes Taskforce, the city attorney, City Council members, the Mayor, and community members. Administrative elements of the review process include scheduling meetings to discuss changes, coordinating the drafting and editing of codes, and managing the city council approval process.

What is the timeline for achieving our goal?

The review of city codes should start immediately. Our goal is to spend the next two to four years reviewing, prioritizing and changing our city codes to match our collaborative vision.

How will we pay expenses related to achieving our goal?

The time of City personnel and our City attorney is the largest financial expense incurred in this revision process. However, increased sales tax from new and enhanced businesses will offset this cost.

How will we measure success?

We will measure success by:

- The complete review and revision of the Goldendale City Code by 2009 including
 - Property clean-up requirements
 - More code enforcement.
- Development of a code enforcement officer to help people comply.
- Development of a community panel to assist in resolving code conflict.
- Equitable application of all city codes.
- Improved curb appeal.
- Increased pride in our community.

Economic Development Action Plans

Goal – Economic Development Plan

What do we want to accomplish?

We want an organized, professional approach to the economic development of Goldendale resulting in an increased number of jobs, businesses, and industry.

How will we accomplish our goal?

Our goal will be accomplished by a number of different means. Our Goldendale brochure, which includes Goldendale and other local area events, must be completed and distributed. Approximately four thousand copies should be printed and distributed. Between 1,000 and 2,000 copies should be placed in area hotels and motels and the rest should be distributed to the Chamber of Commerce and other targeted locations. We should also consider targeted inserts.

We need to explore tax and land use advantages and tie that exploration into specific business development. Dana Peck, the County Economic Development Department and others may assist in with this process.

A guideline of types of development we do not want would be useful as our community grows. We should also consider ways in which we can spin off our existing partnerships, networks, and other commercial properties including the Ross Building and our industrial park. A review of the holes in our retail district is necessary.

Streamlining the process of introducing new businesses to Goldendale will work to our advantage. Analysis and revision of restricting codes and procedures would be beneficial.

Other activities which will help us achieve our goal are: creating a business packet; analyzing the need for a service or retail downtown; developing a resource guide available for small businesses; consistent

maintenance of our community streets, parks, roadways, parks, etc.; rezoning as necessary; increasing parking availability; and increased business retainage.

Who will help us achieve our goal?

The City will take the lead in achieving this goal and will assist the private sector to the best of its ability. Creating a unified, goal-driven partnership with the GDC Economic Taskforce, special interest groups, the Chamber of Commerce, private business owners, and interested community-minded volunteers will increase Goldendale's economic development.

What is the timeline for achieving our goal?

Economic development should start immediately and become an on-going process. Each goal's timeline will be determined.

How will we pay expenses related to achieving our goal?

The bulk of the funds necessary to create a working partnership among the listed entities and the actual economic development will be provided by county funds and economic development grants.

How will we measure success?

We will measure success by:

- Increased community involvement in economic development.
- An increased volume of new or expanded businesses and industry in Goldendale.
- Increased sales tax collection.
- Increased sales at local businesses.
- Night life and enhanced shopping opportunities.
- A full service, diverse, self-sufficient local economy which meets citizens' basic needs.
- Citizens support our local businesses.

Infrastructure Action Plan

Goal – Water Conservation Plan

What do we want to accomplish?

We want to create a comprehensive water conservation plan to enhance our community and adapt to future growth. The plan will include a public education component.

How will we accomplish our goal?

There are many steps involved in creating our conservation plan including: reducing lawn size without decreasing property values; researching the use of alternative methods for landscape watering; researching rain collection; verifying health department policies regarding water; educating people about “better” irrigation practices; cost-sharing conversion to drip irrigation and planting native plants; distributing covered rain barrels; providing free mulch to increase moisture retention; reviewing other cities’ successful water conservation plans; creating a citizens’ committee for water conservation; and working with the Master Gardener Program.

Who will help us achieve our goal?

City staff in partnership with the GDC Water Conservation Plan Taskforce and interested citizens will work to achieve this goal.

What is the timeline for achieving our goal?

The necessary research and actual implementation of our water conservation plan should start as soon as possible and be completed no later than December 2006.

How will we pay expenses related to achieving our goal?

Grants will assist in our water conservation plan development and cost-sharing. In addition, a private company or agencies may be willing to provide equipment and manpower for chipping.

How will we measure success?

We will measure success by the creation of a water conservation plan which includes:

- No water restrictions,
- Reports of city water usage,
- Creates a process to identify and celebrate any reduction in use.

Appendices

Action Plan

What do we want to accomplish?

How will we accomplish our goal?

Who will help us achieve our goal?

What is the timeline for achieving our goal?

How will we pay expenses related to achieving our goal?

How will we measure success?

Goldendale Community Action Plan

*~ Goldendale has arrived at a balance between
who we are and what we want to be.
We are growing at a steady pace while
retaining our quality of life. ~*

In early 2005, Goldendale's City leadership, community organizations, and interested citizens worked together to create the "Goldendale Community Action Plan." This Action Plan is a twenty year vision for our community, including specific action plans for achieving the vision.

The plan includes a directive to create the Goldendale Development Council (GDC) whose focus is to monitor our community's progress towards reaching our vision. We have a wide range of community members serving terms on the GDC including representatives from our hospital, PUD, County, School Board, Chamber of Commerce, High School and Middle School ASB/Youth Council, Senior Center, Parks and Recreation Board, Law Enforcement, Churches, Family Community Center Board, and our general citizenry.

The GDC is currently focusing on action plans specific to:

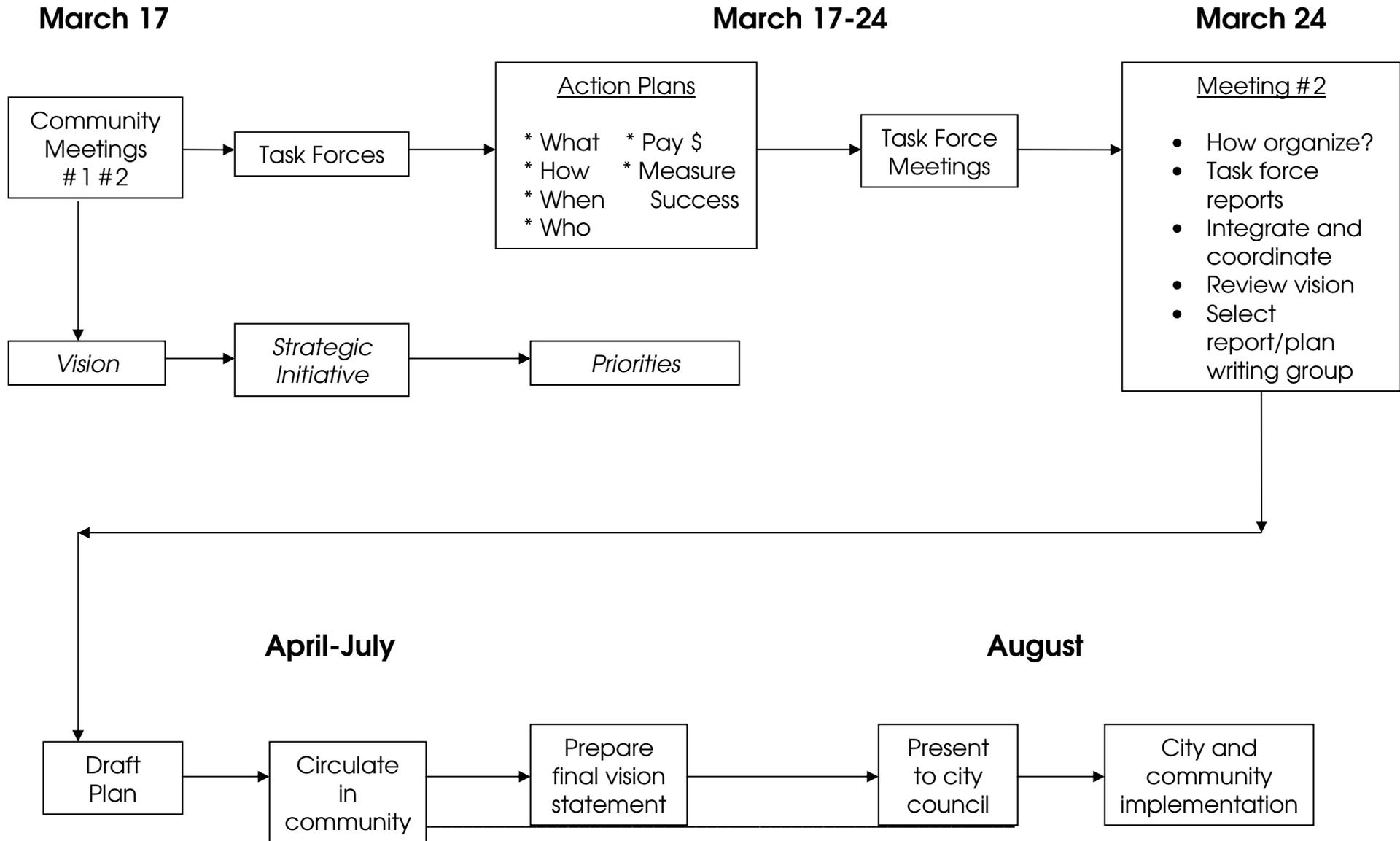
- Working together as a community to achieve common goals.
- Improving communication regarding volunteer opportunities.
- Training committed and professional volunteers.
- Building a Family Community Center.
- Revising City Codes.
- Creating an organized, professional approach to the economic development of Goldendale.
- Creating a comprehensive water conservation plan which enhances our community and adapts to future growth.

Other action plans will be developed and implemented as needs arise.

If you are interested in serving on the GDC or one of its taskforces, please contact City Hall at 773-3771.

Goldendale's Visioning Process

~ The process for creating the Community Action Plan ~



Prepared by: The Citizens of Goldendale
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