

Coming Together for Our Downtown—Re-Retreat

November 5, 2007

Salida Scout Hut, Salida, Colorado

Re-retreat Facilitation: Hugh Young

Report by: Hugh Young

Re-retreat Core Planning Team:

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Introduction

On January 22, 2007, over 80 members of the Salida community gathered for the first Coming Together for Our Town (CTOT) retreat. The retreat was utilized to develop a vision and goals for the improvement and economic sustainability of Salida's Historic Downtown Commercial Zone. The information and ideas gathered at the CTOT retreat were codified in the Historic Downtown Improvement and Economic Sustainability Plan 2007 (HDP). The HDP was adopted by the Salida City Council in October of 2007.

On November 5, 2007, approximately 40 individuals met at the Scout Hut in Salida for a "Re-retreat" to follow-up on the progress made during the first CTOT retreat. The purpose of the "Re-retreat" was to create teams for implementing items from the HDP.

The HDP identifies eight policy areas, each of which is broken down into strategies and action items. During the Re-retreat, each participant was asked to identify specific goals they would most like to see implemented from the eight policy areas. The large group divided into five subcommittees based on the goals identified by the participants. Each subcommittee then spent the remainder of the Re-retreat developing a vision and action plan for realization of the specific goal identified by each group.

As a final activity, the participants reconvened in a large group and each group shared the results of their subcommittee. The Re-retreat core planning team will continue to act as a central clearinghouse, resource and organizer for the subcommittees and to plan for future retreats.

Group #1-Building Improvement & Restoration

Contact-Jackie Powell

Goal #1-Maintenance & Preservation Program for Downtown Buildings

HCP Policy Area: Buildings–Fostering Well Maintained and Fully Utilized Structures

Vision: In one year we will have accomplished the following:

1. Buildings that are in need of maintenance and preservation will be receiving maintenance measures including protective coatings.
2. The downtown will have an organization for promoting and facilitating maintenance and preservation activities for downtown buildings.

Methods: This goal will be accomplished through:

1. Regular meetings of the Building Improvement & Restoration subcommittee.
2. The creation of a design review committee to better coordinate downtown maintenance and preservation activities and provide an organization for the implementation of the granting program.

3. The production of a need assessment including an inventory of buildings and their current condition.
4. The creation of a set of maintenance and preservation standards including preparation methods, paint quality, and color pallets.

Outcome:

1. The creation of a granting program for downtown building owners to receive assistance with the costs of façade maintenance and restorations.

Goal #2-Relocation of the Salida Museum to Downtown

HCP Policy Area: Events, Activities, Recreation and Entertainment

Vision: In one year we will have accomplished the following:

1. The Salida Museum will relocate to a historic building in downtown Salida.

Methods: This goal will be accomplished through:

1. Regular meetings of the Building Improvement & Restoration subcommittee.
2. Researching methods to fund the relocation and future operations of the Salida Museum.
3. Researching potential sites for the Salida Museum.

Outcome:

1. The creation of a plan for the relocation and future operations of the Salida Museum.

Group #2-Transportation

Contact-Kathleen Hulsey

Goal #1-Improvement of Local Transportation Options

HCP Policy Area: Transportation, Traffic and Parking

Vision: In one year we will have accomplished the following:

1. The greater Salida area will have a public transportation system in place to facilitate local transportation among the Salida business districts.

Methods: This goal will be accomplished through:

1. Regular meetings of the sub-committee.
2. Coordination with other local groups interested in improving and increasing local transportation options.
3. Submittal of a 2008 FTA 5304 grant to the Colorado Department of Transportation to fund a county-wide transportation study.
4. Use the study results to secure implementation grants and funding.

5. Solicitation of money from the Salida community to use as seed money to secure grants for the implementation of the program. Most grants require that matching money be provided by the grantee. Without the input of local money the chances of receiving outside grants is slim.

Outcome:

1. The creation of a local public transportation system serving the Salida community and business districts.

Group #3-Economic Development—Citizen Information

Contact-Chuck Rose

Goal #1-Development of Resources for Economic Development

HCP Policy Area: Commercial–Businesses, Services and Economics

Vision: In one year we will have accomplished the following:

1. Interested parties will have information readily available for understanding the city's current financial situations, constraints, and options and for use in economic development planning.

Methods: This goal will be accomplished through:

1. Regular meetings of the sub-committee.
2. Collection and organization of relevant information.
3. The study of Colorado law as it relates to municipal finance.
4. An in-depth examination of Salida's finances.

Outcome:

1. The creation of an informational brochure that can be used to better inform the public.

Group #4-Economic Development—Marketing Plan

Contact-John Englebrecht

Goal #1-Creation and Implementation of a Marketing Plan

HCP Policy Area: Commercial–Businesses, Services and Economics

Vision: In one year we will have accomplished the following:

1. The community will have a marketing plan in place for improving and increasing business in Salida.

Methods: This goal will be accomplished through:

1. Regular meetings of the sub-committee.
2. Soliciting input and ideas from the Salida business community.
3. Collection and incorporation of relevant information: THK report, leakage study, needs assessment, etc.
4. Publication of a marketing plan.

Outcome:

1. The creation and implementation of a marketing plan.

Group #5-Youth Programs

Contact: M'Lynne Kenney/Wendell Pryor

Goal #1-Increase the Number of Healthy & Safe Activities for Children & Young People Within the Downtown Area

HCP Policy Area: Children and Young People

Vision: In one year we will have accomplished the following:

1. The downtown will provide improved opportunities and facilities for healthy and safe youth activities.

Methods: This goal will be accomplished through:

1. Perform a needs assessment for youth activities in the downtown.
2. Identify one or more doable projects.
3. Develop a plan for implementation.

Outcome:

1. The downtown will host more youth activities.

Salida Mountain Trails

In addition to the five groups formed during the retreat, Salida Mountain Trails presented information on the work they are doing to develop an extensive network of trails on the public lands to the north of Salida and linked to the downtown. Contact Shawn Gillis and Tom Purvis at Absolute Bikes for more information on the work being done by Salida Mountain Trails.