

Meeting 3 Workshop Summary

Overview

The third of three workshops for the Crest Forest Communities Plan was held at the Senior Citizen's Club on July 18th, 2016 from 6:30 to 8:30 P.M. During the third workshop, community members were asked to review and prioritize the draft goal and objective statements created by the project team from feedback received during the Meeting 2 exercises. Attendees were provided with materials from the past two meetings for reference, including a summary of all goal and objective comments from Meeting 2 as well as the SWOT analysis from Meeting 1. Maps of the existing land use and proposed land use changes were also provided for community members to review and comment.

Each table had group discussions regarding whether the goal and objective statements were accurate and should be incorporated into the community plan. After table discussions, community members were given dollar bills and coins and asked to allocate them to prioritize their top objectives. Each dollar bill represented additional funding to be given and coins represented volunteer hours willing to help to achieve the objectives. Dollars and coins were then tallied at the end of the exercise and the meeting attendees could see what objectives they would like to allocate additional funds to, should they become available, and what objectives they would be willing to volunteer their time to complete.

Workshop 3 Goals and Objectives Notes

- Goal 1
 - Businesses are interested in the community.
 - Bring money into town, spread wealth.
 - Give back bed tax to assist existing businesses.
 - Overlap and develop the following:
 - Make it easier to develop or start a business.
 - Simplify development review process
 - Permit streamlining
 - Non escalating requirements
- Goal 1, Objective 1
 - Have system for businesses to talk to Planning. Make sure Plan works.
- Goal 1, Objective 2
 - How does marketing efforts fit within the Plan? Balance within community needed.
 - Can be combined with Goal 1, Objective 3, many elements are the same.
- Goal 1, Objective 6
 - Streamline TSEP process. Look at Contractor's association as partner.
- Goal 1, Objective 8
 - How?
- Goal 2
 - If unified and thriving, other things will follow (attract families, grow businesses)
 - Public Creek downtown
 - Make something of this trail or sidewalk
- Goal 2, Objective 4
 - Sidewalks were not previously successful

- Goal 3, Objective 1
 - Who pays for it?
- Goal 3, Objective 6
 - Move to Goal #4
- Goal 4
 - Agree with the goal but is less of a priority (Parks and Recreation addresses Goal 4)
 - More objectives
 - Not only focused on children
 - Recreation for all ages and visitors
 - Facilitate non-profits
 - Marketing for recreation events, tournaments (basketball, etc.) [Made into new objective = Objective 4.3.]
- Goal 4, Objective 1
 - Engage next generation on-going dialog
- Goal 5
 - Agree with the goal but have community policing program and existing “Coffee with Cop”
 - Look at infrastructure (access)
 - Add CHP and Forest Service
 - Fire safety
- Goal 5, Objective 3
 - Need enforcement, more than education fire safety as well
- Goal 6
 - Agree with the goal, bring trade trainings / Regional Occupation Program (ROP)
 - Collaboration with County and many entities on use of current facilities.
- Goal 6, Objective 2
 - What does this mean? Does it fit?
 - Organizing and involvement is part of everything. Rewrite to better define.

Additional Goals and Objectives for Consideration

- Goal 2, Objective 7: Better code compliance enforcement.
- Goal 4, Objective 3: Facilitate locally-sponsored events through permit process and cost.
- Goal 5, Objective 4: Analyze current infrastructure in terms of ability to provide access.

Miscellaneous Comments

- Simplify development review process! Bring back the Land Use Review (LUR) for minor projects.
- Reduce front street setbacks in commercial areas.
- Allow schools, churches, infrastructure in any zone.
- The plan needs to address SBNF plans and projects.
- Identify revitalization mechanisms and resources.
- Define key words.
- School District review?
- Park District review?
- SBNF review?

Goals and Objectives Prioritization Exercise Results

The table below represents how meeting attendees decided to allocate their “additional funding” dollars and “volunteer time” coins. Additionally, attendees were asked to identify potential community leaders who may be able to assist in implementing each objective.

The objectives that received the most dollars were:

- Objective 2.1
- Objective 2.6
- Objective 6.1
- Objective 4.3

The objectives that received the most coins were:

- Objective 2.5
- Objective 4.1
- Objective 4.3

Goal/Objective Number	Objective Statement	No. of Dollars Given	No. of Coins Given	Local Resources and/or Community Leaders to Assist
1.1	Initiate strategies to improve communications with businesses and develop a Business Retention & Expansion (BR&E) program.	4	1	-
1.2	Develop a marketing plan with incentives to attract new businesses to the area.	5	1	-
1.3	Increase permanent residents by developing and implementing a marketing campaign to highlight the values of mountain living for young families focusing on education, family values, community, natural environment, and activities.	6	4	-
1.4	Develop a business appreciation program, including events, webinars, and awards.	2	0	-
1.5	Identify and develop entrepreneurial talent through a coaching program and entrepreneur training program, known as “Economic Gardening.”	2	1	-
1.6	Equip the local Chamber of Commerce to be a one stop shop for help with regulatory permits, financing sources and serve as ombudsperson with local agencies.	4	6	-

Goal/Objective Number	Objective Statement	No. of Dollars Given	No. of Coins Given	Local Resources and/or Community Leaders to Assist
1.7	Develop a marketing plan with incentives to encourage home-based businesses.	6	2	-
1.8	Develop regional collaborative relationships between employers and high schools and local public or local non-profit junior colleges such as San Bernardino Valley College and Crafton Hills College to offer low-cost credentialing and certification programs to increase educational opportunities for employees to gain job skills.	1	1	-
2.1	Provide additional public amenities such as restrooms, seating areas, open space areas, and pedestrian paths/walkways in the downtown (Lake Drive area).	13	4	• Bruce Daniels
2.2	Install improved lighting in public spaces to promote activity and deter crime.	2	0	• Bruce Daniels
2.3	Encourage property owners to maintain and improve their properties (e.g. new paint, facade improvements, trash/debris clean-up).	8	4	• Crestline Community Development Alliance (CCDA): Paint 50% paid for business, 50% paid for signage; • Bruce Daniels.
2.4	Improve safety and efficiency in the business area by installing sidewalks and additional and improved parking.	5	3	• CCDA: Put in sidewalks; • Bruce Daniels
2.5	Develop and implement a downtown clean-up program.	5	16	• CCDA: 2 nd Saturday of every month (April - October); • Yacht Club: Clean up around the lake, 4x or more a year; Year round around roads and trails around the lake; • Birdwatcher Club: Clean up once; • Bruce Daniels
2.6	Develop a consistent/compatible design theme for the downtown.	11	8	• CCDA: Planted daffodils; • Bruce Daniels.
2.7	Better code compliance enforcement.	--	--	• Bruce Daniels
3.1	Provide dumpsters and signage that encourages proper disposal of trash in high-traffic visitor areas.	2	6	• Bruce Daniels

Goal/Objective Number	Objective Statement	No. of Dollars Given	No. of Coins Given	Local Resources and/or Community Leaders to Assist
3.2	Investigate opportunities to establish designated sledding areas with parking to avoid visitors establishing quasi-sledding and parking areas.	1	3	• Bruce Daniels
3.3	Provide signage, maps, and other informational materials that identify trails and amenities.	2	5	• Bruce Daniels
3.4	Provide programs and marketing materials that educate visitors on the natural environment and importance of its protection in order to foster responsible tourist behavior.	4	6	• Bruce Daniels
3.5	Encourage the establishment of eco-tourism businesses.	1	3	• Bruce Daniels
3.6	Establish an annual Arts and Music Festival while supporting arts and music programs.	5	7	• Bruce Daniels
4.1	Work with the local youth to identify recreation needs.	3	8	• Bruce Daniels
4.2	Identify opportunities for joint-use of facilities to serve recreation needs.	6	1	• Bruce Daniels
4.3	Facilitate locally-sponsored events through permit process and cost.	9	10	• Bruce Daniels
5.1	Develop a neighborhood watch program that can be implemented throughout the communities.	5	2	• Bruce Daniels
5.2	Coordinate with the San Bernardino County Sheriff's Department to establish a community policing program.	0	0	• Bruce Daniels
5.3	Partner with the San Bernardino County Sheriff's Department, local safety experts, and insurance companies to educate property owners on securing homes and businesses.	2	1	• Bruce Daniels
5.4	Analyze current infrastructure in terms of ability to provide access.	1	0	• Bruce Daniels
6.1	Develop partnerships for joint use of existing Public School infrastructure with universities and junior colleges to provide expanded educational opportunities for residents.	11	4	• Dan Strip: Willing to discuss this further and might have some ideas on human resources; • Partner with school districts to use underutilized facilities

Goal/Objective Number	Objective Statement	No. of Dollars Given	No. of Coins Given	Local Resources and/or Community Leaders to Assist
				(Lake Gregory Elementary, Grandview Elementary)
6.2	Address the declining enrollment and quality of public schools in the mountain communities through community organizing and involvement.	3	2	-



COUNTYWIDE PLAN
Crest Forest Communities Plan