

Bridgeport Valley RPAC Minutes

Advisory Committee Meeting #1: Main Street Revitalization Project

June 28, 2012 at 7:00 p.m.
Memorial Hall, Bridgeport

Members present: Jeff Hunewill, Walt Lehmann, Steve Noble, Benny Romero

Presenters & County staff present: Scott Burns, Wendy Sugimura, Tony Leonard (LGC), Forest Becket (Caltrans)

The meeting was called to order at 7:10 p.m. at Bridgeport Memorial Hall, and the flag salute was conducted.

- 1. Introductions:** All present introduced themselves and stated their affiliations.
- 2. Action Item: Support Bridgeport RPAC serving as the Advisory Committee for the Main Street Revitalization Project**

Staff described the role of the Advisory Committee and why the RPAC was the appropriate body to fulfill this function. Chair Romero asked each of the RPAC members to provide input on whether the RPAC should serve as the Advisory Committee. The three other members present felt the RPAC was the appropriate body for a variety of reasons. Since a quorum was not present, a vote could not be taken and the item was carried to the July 19, 2012 meeting. RPAC members suggested reviewing the RPAC membership roster at the next meeting.

3. Project Scope and Timeline

- Discuss purpose of advisory committee: no further comments after discussion under item #2.
- Discuss dates and venues for charrette events: Tony handed out a draft schedule and described the basic project. The purpose and use of focus groups were discussed. A suggestion was made for the charrette team to present to/meet with the Board of Supervisors on either Monday or Tuesday.

4. Study Area Issues

- Mono County staff discussion: described in staff report distributed on 6/21/12; no further comments.
- Relationship to other planning efforts (RTP update): described in staff report distributed on 6/21/12; no further comments.
- Identify sensitivities to be aware of during process:
RPAC members discussed issues pertaining to Main Street, including the following: high speed of traffic, extra traffic lane used for passing in town, sidewalk doesn't extend to the end of town, develop entry points, develop vista points/shoulder widening, make town more appealing so people are encouraged to stop especially in the winter, provide viewing/photography point for Courthouse which is frequently photographed, improve signage and wayfinding, extend School Street Plaza design theme to Main Street, provide infrastructure for a banner over 395, consider a bus stop, provide for large vehicle parking (examples: Marine Corps buses, livestock transportation rigs, semi-trucks traveling 395), possibly reduce driveway cuts and red curb on 395.

5. Outreach Strategies

- Identify people and groups to target for participation in focus groups and workshops: Chamber of Commerce/business owners, school district, Bridgeport Indian Tribe, Historical Society, Gun Club, ag/ranching owners and operators.
- Determine other activities to promote events and maximize community engagement: RPAC felt a BBQ/food/ice cream would encourage attendance, Tony also gave examples of a raffle and entertainment.

- Discuss outreach materials:

Outreach strategies discussed include the following: mailings to boxholders, out-of-town property owners, and business owners; article in Mono County employee newsletter; flyers to be posted in businesses, sent home with students, and distributed to service clubs and religious organizations; an article published in the August Sierra Scoop issue; ask RPAC members to each contact 10 people; ask Linda Pemberton to send out a community email; post a banner on the Courthouse fence.

For outreach material development, the following was suggested: ask questions and/or potentially use a survey to generate interest; hard copies are best for surveys; explain what the project is about and the process; create excitement about where this could take the community – it could re-create the community and do you want to be part of it?

Barriers to participation typically include a sense of lack of results or progress, a shrinking community that leads to limited capacity and the same people doing everything, second homeowners who do not participate in community life may be increasing over permanent and active residents.

- 6. Next Steps:** Possibly schedule another Advisory Committee meeting as part of the regular RPAC meeting in July to meet the rest of the LGC staff and review the outreach plan/actions

- 7. Adjourn at 9:04 p.m.**