



2010 Strategic Plan

TOP INITIATIVES

City of Pascagoula

14 July 2010

2010 Strategic Plan

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Cleanliness and Beautification: *Ann Pickett, Area Leader*

- Establish task force to research feasibility and funding sources for relocation of the Wastewater Treatment Plant currently on the Pascagoula River.
 - Community Advisors: *Mayor Maxwell, Jim Blevins, David Compton, Harry Schmidt, Perry Thompson, Jaci Turner*

- Improve citywide beautification by promoting protection and maintenance of heritage live oaks, encourage businesses to landscape parking lots with trees and shrubs, add attractive trash/recycling containers on Beach Boulevard, and in other areas of the city, and finally, coordinate cleanliness and beautification with local clubs and schools in order to foster public pride in the City of Pascagoula. Pascagoula Pride representatives would take the lead.
 - Community Advisors: *Kevin Hall, David Minkler, presidents of local garden clubs (Pilgrimage, Magnolia, Patio & Pascagoula), Marcie Estabrook, Annie Mai Jamison, Rotary Club representative, Kiwanis Club representative*

- Continue Streetscape theme to other major corridors and main streets and encourage refurbishing business buildings by offering tax breaks/incentives.
 - Community Advisors: *Harry Schmidt, Joe Stout, Sarah Jim Boykin and one Main Street representative to be named by Main Street Chairman Joe Stout*
- Coordinate with City, Mississippi Power and businesses to relocate above ground power and phone lines to less visible areas as opportunity presents with new development/construction.
 - Community Advisors: *Jaci Turner, Jason Lee*

Urban Revitalization and Community Development: Harry Schmidt,

Area Leader

- Adopt and enforce Unified Development Ordinance to include:
 - Sign ordinances with phased compliance
 - Building standards
 - Aesthetics in buildings
 - Community Advisors: *Eddie Williams, Roy Williams, Jim Horne, Steve Mitchell, Matt Parker, Wes Smith*
- Expand entertainment options to include:
 - Outdoor batting cage
 - Driving range
 - Tennis courts
 - Kid's Rec Center/Teen Center
 - Bowling Alley
 - Movie Theater(s)
 - Community Advisors: *Darcie Crew, Wayne Rodolfich, Rebecca Davis, Mike McElhaney, Joe Abston, Cynthia Strunk, Chamber of Commerce representative to be named by Carla Todd*

- Aggressively pursue Waterfront Development, especially:
 - The Point
 - Riverfront
 - Bike Paths
 - Blue ways
 - Things to do for free
 - Community Advisors: *Kay Kell, Jaci Turner, Mayor Maxwell, Carl Megehee, Pat Keene, Jerry St Pe', Den Knecht, Jay McIlwain*
- Build a world class public marina – Lowry Island Concept.
 - Community Advisors: *Eddie Williams, Paul Leonard, Randy Joplin, Brandon Bosarge*
- Design and construct a new Inner Harbor (Communny Bayou) with the following considerations:
 - Add a first class marina
 - Investigate the possibility of a public-private partnership
 - Tie this marina to the Riverfront Project to generate more interest and investment in that area.
 - Community Advisors: *Charlie Green, Charlie McVea Jr., Roy Martin, Eddie Williams*

- Support redevelopment of old PHS property, including the auditorium and other facets.
 - Community Advisors: *Richard Lucas, Liz Ford, Brice Wiggins, Larry Smith*

- Support efforts to expand city limits.
 - Community Advisors: *Frank Corder, Liz Ford*

Public Relations / Promotions / Communications: Amy Brandenstein and Darlene Wixon, Area Leaders

- Develop a strategic Communications Plan to include the following:
 - Printed brochures
 - Website with virtual tour
 - Press releases
 - E-news, etc.
 - State of the City address in a public forum
 - Community Advisors: *Bruce Knott, Allison Cook, Debbie Anglin, Eric Hartman, Tim Wall, Rex Bridges, Callie Randall, Richard Lucas*
- Aggressively promote Pascagoula area by designing and publishing an eye-catching Events and Newcomers Guide. Coordinate new guide with a virtual tour on the website Strategic Communications Plan.
 - Community Advisors: *Karen Joplin, Mike Wixon, Carla Todd and/or Chamber Designee*
- Organize, establish and promote a wide variety of additional festivals such as:
 - Live Oak Festival
 - Parrot Head Fly By / Jimmy Buffett
 - Blues on the Beach; monthly or weekly

- Squirrel Fest / Ray Stevens
- Blessing of the Fleet/Flagship Festival
 - o Community Advisors: *Amy Chenoweth, Mike Majure, Rebecca Davis, Sonny Backs, Jamie Cowart, Alice Lachaussee, Pascagoula Men's Club representative(s)*
- Diligently promote the uniqueness of the Pascagoula area to include:
 - Designing and creating an artist colony to showcase local talents in the fields of music, writing, arts and crafts. Highlight talents of Buffett, Harkey, Longfellow, Faulkner, Elvis and others with a connection to the city.
 - Organizing and publicizing more outdoor sporting events such as regattas and fishing tournaments.
 - Constructing a museum which combines all aspects of our Pascagoula heritage from Native American culture to present day and all points in between.
 - Support shipbuilding museum and the TICO initiatives.
 - Support the LaPointe-Krebs House, and capitalize on the historical roles Pascagoula has served in the development of our country.

- Community Advisors: *Jim Underwood, Walter Gautier, Charles Busby, Angie Sims, Carlana Lane, Dena McKee, Jack Hoover, Bill Glenn, David Brandenstein, Barry McIlwain, Tim Reidy*

Cultural / Recreational Etienne Melcher, Area Leader

- Build a multi-use Performing Arts Theater with 1000+ seating capacity.
 - Community Advisors: *Hal Moore, Felicia Busby, Steve Pennington, Renee Hague*

- Design and construct a Themed Riverfront Development from the high rise Highway 90 Bridge south to The Point. Include in the design:
 - Northrop Grumman East Bank
 - Lake Yazoo restoration
 - Multi-use design with shopping and dining
 - Lighthouse focal point
 - Boat Launch
 - Community Advisors: *Charlie Green, John Lindgren and Pascagoula Pride*

- Expand recreation from existing 23 parks, incorporating the Recreation Commission's 10 year plan.
 - Community Advisors: *Mike McElhaney, Darcie Crew, Charlie McVea Jr.*

- Install wireless technology citywide:
 - Community Advisors: *Bruce Knott and Wayne Rodolfich, or school system designee*

Small Business and Retail Shopping: *Henry Fox, Area Leader*

- Set up a “shark tank” concept to provide a forum for business people with venture capital who are interested in investing in worthwhile projects.
 - Community Advisors: *Den Knecht, Ed Trehern, John Jones*
- Set up regularly scheduled meetings with local business people to discuss city codes and requirements and to give feedback to city officials.
 - Community Advisors: *Charlie Green, Drew Estabrook, Mike Mangum, Joe Stout, Richard Chenoweth*
- Expand/Designate a new Central Business District for intensive small business and retail development:
 - Define the new expanded Central Business District to be both sides of the following streets: Market Street, Highway 90, Ingalls Avenue, and Chicot Street.
 - Allow two way traffic on East Live Oak Avenue.
 - Design and create a more walkable area along Market Street.
 - Create an Overlay District, in conjunction with the Planning Commission, within the new Central Business District to allow planners and the Permit Office to have flexibility when small

business people want to build on vacant land, expand, modify zoning, request setbacks, etc. This area could be given special exemptions to help create the new environment that we are trying to achieve.

- As an incentive to make a capital investment within our city, allow tax breaks for small business people who build on vacant property. Taxes would remain the same for seven (7) years as if the property was vacant.
- Community Advisors: *Bruce Grimes, Mark Lee, Keith Delcambre, Steve Haygood, David Sepulveda, Wes Smith, K. C. Mangal*
- Enhance the Code Office operation by:
 - Consider changing the name of Code Enforcement (which sounds negative) to a more positive designation.
 - Create a One Stop Shop for new and existing small businesses to get all their answers concerning operating business within our city.
 - Maintain a Customer Service attitude in the Code Assistance Office.
 - Create a delegation to become advocates for potential developers, investigating the basis for current building codes that appear to create disadvantages when our area is competing with neighboring communities.
 - Community Advisors: *Bruce Knott, Belinda Dammon, City Council*

- Create an environment that would provide special incentives to target restaurants and hotels/motels to come to our city. Investigate the possibility of a tax reduction or elimination for new restaurants and hotels/motels.
 - Community Advisors: *Richard Chenoweth, Steve Brady, Chad Brady, Shannon Strunk*
- Incorporate appropriate elements of the Retail Market Study findings into the planning process as it relates to small business/retail shopping.
 - Community Advisors: *Harry Schmidt, Rebecca Davis, Drew Estabrook*