

Payson Goal Plan						Revised	Apr-07										
Subject/Goal/Sub Goal/Task	Status	Citizen Support	Citizens Against	Date	Success Measure	Cost	Who	Update									
Airport																	
Update Airport Master Plan		26%	26%	Aug-07	Done & Council Acceptance	\$17,000	Airport	13 month process to begin Oct 2007									
Develop an Airport Business Plan to make airport self sustaining		45%	17%	Aug-07	Done & Council Acceptance		Airport/TF	Lease to Council Aug 2007	Lease entered August 2007								
ON HOLD PENDING NEGOTIATIONS FOR AIRPORT MASTER LEASE					Steps Completed		Airport	Business plan not needed									
Alternate Route																	
Develop an alternate route around Payson		74%	14%				Engr/TF										
Complete ADOT Planning study				Aug-08	When completed	ADOT Pays	ADOT/TF	ADOT study on hold - to resume Oct 2007									
Develop support from public/County/State	done				Evidence of support		Alter Route TF										
Beautification																	
Improve Town Appearance																	
Establish a Design Review Committee		67%	11%	May-07	Done & Council Acceptance		Com Dev	1st committee meeting held July 3									
Develop a TOP Commercial Beautification Plan				Sep-07	Done & Council Acceptance	\$20,000	Tejido Group	Contract planned for January 2008									
Implement plan						\$400,000	Com Dev/Beaut TF										
Develop design standards for Right of Way for Hwy 87 & 260				May-07	Done & Council Acceptance	\$20,000	Des Rev Com	Contract planned for January 2008									
Develop Standards for Development				May-07	Done & Council Acceptance		Des Rev Com	In review									
Develop a Neighborhood Beautification Program		58%	17%	Oct-07	Done & Council Acceptance		Com Dev/Beaut TF										
Implement plan				On-going	Neighborhood acceptance	annually	Com Dev/Beaut TF										
Citizens																	
Improve Citizen Trust & Interaction																	
Citizen interactive problem follow up system	done	84%	4%	Jul-07	Completed & automatic	Minimal	Finance	System on line as of July 9, 2007									
Development Status... finalize and update monthly				May-07	When automatic		Com Dev	Updated monthly									
TOP Project Status... make it automatic				May-07	When automatic		Manager	Updated monthly									
Freedom of Information... Reduce cost & Key info supplied free				Dec-07	Ordinance revision it place		Council										
All key TOP reports in Library				Jul-07	When automatic		Clerk	Automatic									
All citizens treated with respect				On Going	When Citizens notice		All										
Increase Citizen involvement																	
Continue to use citizens for problem solving/research		73%	7%	On Going	Continued volunteering		All										
TV4- Improve Citizen Access																	
Measure Citizen Interest & Desires & % Citizens with cable access		24%	32%	Aug-07	Annual Survey	Minimal	Clerk's office										
Answer Citizen Desires - when determined				Aug-07	Annual Survey	Unknown	Clerk's office										
Development																	
Acquire and implement Geographic Information System.																	
		21%	26%	Dec-07	When in place	\$25,000	Com Dev	Included in FY 07/08 budget	Consulting contract signed 9/28								
Economic Development																	
Develop an Economic Plan for TOP																	
Develop a town image/identity		87%	17%	Jul-07	Done & Council Acceptance		ComDev/ Image TF	Image proposal to Council Jul-07	Adopted by Council July-07								
Sort out roles of various economic players	done			Apr-07	Done & Council Acceptance		Council		Done								
Define Business Fit & How to attract				Sep-07	Done & Council Acceptance		Com Dev/Bus Dev TF	PREDC role									
Develop a Business Retention Program				Apr-07	Done & Council Acceptance		Com Dev/Bus Dev TF	PREDC role									
Make TOP Fun Center & Festival Capital of Arizona				On Going													
Increase tourism by 25%				Jul-07	Sales tax		ComDev/ Econ Dev TF										
Expand big four Festivals to weekend events				Jun-07	When achieved		ComDev/ Econ Dev TF										
Make 125th the festival of the year for Arizona				Oct-07	When achieved		Com Dev/125th comm.										
Define Festival Coordination and promotion needs				Jul-07	Done & Council Acceptance		Com Dev/Econ Dev TF										
Make Main Street a viable retail area							Com Dev/Econ Dev TF										
Define parking need for Festivals & Main Street & present plan				Jul-07			Com Dev	Parameters approved - Consulting contract with A.Dye approved by Council Aug-07									
Develop an active Main Street Merchants Association	done			done	When active		Com Dev										
Increase retail customer traffic by 25%				Jun-07	Sales Tax Receipts		Com Dev										

