Town Plaza Project

Notes Meeting 10/16/19

Present: Tracey Smith, Diana Long, Penne Ward, Katherine Sansone, Diane & Eric Rudgers, Barbara & Bob MacArthur, Liz Elliott, Sharon Ames, Susan Espana, Terri Hiser-Haynes, Ann Nelson, Irene Blomgren, Charlie Plopper, Jeff Bryant, Jerri Nielsen, Cheri MCrimmon, Judd Hannah, Sherrie Thrall, Tom McGowan, Chelssa Outland, Susan Bryner

A summary of what was discussed.

We are still in the exploration phase which is:  1) Is there a community will? 2) What organizational support and partnering can be brought to the project? 3) Can $550K - $1,000K truly be raised?

1) Yes.  There appears to be a groundswell of interest in this project.  It remains to be seen if that interest can be turned into financial support.

2) Organizational support: The Lake Almanor Community Foundation and the Lake Almanor Area Chamber have committed to pursuing further research on the project's possibility.  Almanor Recreation and Parks District (ARPD) has committed to being the 3rd party in the project.  They already have projects going that have been funded, or are in the process of receiving grant funding that this Plaza fits perfectly with.  We are exploring a Memorandum of Understanding between Lake Almanor Community Foundation, Lake Almanor Area Chamber and Almanor Parks and Recreation District.  With this partnering comes the possibility of ARPD including the Plaza in their liability coverage, which could come at a savings as well as limits to liability as a public gathering place.

3) Funding.  Funding opportunities are present through more avenues than originally thought (see previous notes and updates) including but not limited to:

Prop 68 Per Capita Grant Funding

Individual Family Foundations

Opportunity Zone Funding

Community Reinvestment Act Loans

These avenues are being explored now. A strong need at present is a grant writer willing to work with us.

3a) An important part of this phase is getting the word out to the entire community, full time and part time residents, about what we would like to do and how.  This is PR and our first step is a Website with information and renderings of not just the Plaza but how it will tie in to the work of ARPD, our business plan and proposed location. This site will serve as a resource for those reaching out to community members, foundations and grant providers.

3b) Events. The timing of events for fund raising was discussed. Issues looked at were end of year giving for tax purposes, the possibility of an “ask” campaign to come before any gala or community fundraising events, and the logistics involved in these events. More on this will come out through committee discussions.

4) Not part of the meeting’s discussion, but in the works, is a Business Plan or Proforma. To complete this, we need numbers from the committees working on facilities and programing costs.