

Buellton Visioning Process

Workshop 3 – June 2, 2010

CATALYST PROJECTS - Individual Voting and Group Discussions

Participants placed dots on a list of “catalyst projects” at their table to indicate the types of projects that they thought Buellton should pursue and not pursue; groups wrote notes on the lists of projects.

	Don't Pursue	Pursue	Additional Notes from Groups
Museum	26	14	<ul style="list-style-type: none"> • Combined w/Performing Arts Center? • Private one – old diner on Jonata Road (owner Frank Haas) • Need too much private \$ from donors
Performing Arts Center	20	12	<ul style="list-style-type: none"> • Combined w/Museum? • Too high cost, too much competition from SB
Convention Center	34	0	<ul style="list-style-type: none"> • We are too small, too much competition, high cost
Sports Complex	7	29	<ul style="list-style-type: none"> • Outdoor sports • Near river park • Small one! YMCA? Expanding school sports! • High cost, low profit, too crowded; continue to support Zaca Creek Golf Course
Specialty Grocery	14	22	<ul style="list-style-type: none"> • “Green” co-op, uses locally grown products • Trader Joe’s! • Coop to showcase valley food & products • Doesn’t have to be Trader Joe’s; locally owned, like El Rancho, Lazy Acres, Los Olivos Grocery • Trader Joe’s, New Frontiers
Special Events	0	38	<ul style="list-style-type: none"> • Outdoor area • Vintners festival, car shows, blueberry festival • Car shows, wine events, music (bluegrass/country events), rodeo, bike races, farmers market • Farmers market, music or art festivals, car shows, drama festival, green technology/science, job fair, cycling, farming (maybe w/focus on sustainable farming) • Green technology events, farmers market, wine festivals, garden shows, Concours d’Elegance, cycling events, running events (10K, ½ marathon); most do not draw on city/county funding, are privately operated w/local & tourism “spend”
Civic Complex	10	19	<ul style="list-style-type: none"> • + Arts Center / Studios • On the Ave • Include regional meeting center / private venture, library, meeting rooms (like Faulkner Gallery), post office, City Hall • Small, city center gazebo • Library; to include performing arts center for Valley; to include exhibit space, art, history, place
New Restaurants	2	25	<ul style="list-style-type: none"> • No more fast food • Pollo Local? • Family bistro • No more fast food; locally owned, unique, family friendly, open late • With outdoor dining environments
Other concepts added by groups		9	<ul style="list-style-type: none"> • Regional Park/Nature Preserve; river park trail – easements; river bank more accessible • Community swimming complex + small water park

Catalyst Projects – Group Discussion

Each group chose two projects to discuss further (a few groups chose more), writing notes on worksheets and then giving brief presentations to the entire room.

Sports Complex

Group #	Project Description	Notes on Worksheet	Facilitator Notes from Presentation
2	Granite Property / (246 area secondary spot)	<p>PROS:</p> <ul style="list-style-type: none"> - Bring affluent people (families). - Income earned by hosting league events. - Visitor use our hotel and restaurants. - Maybe used for Renaissance Fairs, concerts, and other events. - Easy access from the 101. - Sales tax for City. - Jobs!! Our current rec. is successful. <p>CONS:</p> <ul style="list-style-type: none"> - Taken up lots of land. - Traffic leaving events. - Must be annexed into Buellton. <p>OTHER CONSIDERATIONS:</p> <ul style="list-style-type: none"> - Looking towards Granite due to traffic not running through Buellton. 	<p>Could have indoor/outdoor events but would we need to annex land?</p>
3	Pool / sports fields	<p>PROS:</p> <ul style="list-style-type: none"> - Income to the City – Hotel – TOT - restaurants. - Commute - - Local & visitor activity. - Provides something for youth to do. - Healthy living. <p>CONS:</p> <ul style="list-style-type: none"> - Expensive. - Space. - Operating cost. <p>OTHER CONSIDERATIONS:</p> <ul style="list-style-type: none"> - Need staff to manage & operate. 	<ul style="list-style-type: none"> • E.g. pool, sports fields • Pros - Income for City; we're centrally located to draw people. • Cons – expense, space, operating costs / staff.
8	Sports Complex	N/A	OK if resident-serving
10	Outdoor sports	<p>PROS:</p> <ul style="list-style-type: none"> - Fulfills need for valley families. - Draw visitors. - Supports service businesses. <p>CONS:</p> <ul style="list-style-type: none"> - Space needed. <p>OTHER CONSIDERATIONS:</p> <ul style="list-style-type: none"> - May be used for special events? 	<ul style="list-style-type: none"> • Pros: visitors • Cons: space needed

Special Events

Group #	Project Description	Notes on Worksheet	Facilitator Notes from Presentation
2	Concerts, art shows, themed events on Avenue of Flags	<p>PROS:</p> <ul style="list-style-type: none"> - Lowest cost highest return. - Tourists come and then head home. - Less disruption for community. - Sales tax for City. - Exposure for local business. <p>CONS:</p> <ul style="list-style-type: none"> - Shows can take from local businesses. - Parking is an issue lack of and controlling traffic. <p>OTHER CONSIDERATIONS:</p> <ul style="list-style-type: none"> - Work with local business so they are planned with the event. 	Don't take away from local businesses; give them exposure too!
5	Special Events	<p>PROS:</p> <ul style="list-style-type: none"> - Low capital cost (almost 0 to City). - Brings revenue (bed nights, sales tax, jobs, permit fees, local restaurants, artist etc.). - Brings variety. - Enhances and encourages healthy, interesting lifestyle. - Fairly fast to setup. - Can be created to generate business during "shoulder seasons". - Opportunity to promote City – identity. - Green technology events. <p>CONS:</p> <ul style="list-style-type: none"> - Locals have temporary disruption of traffic flows, congested parking. - Attendance can be unpredictable (at least early on). - Must create well-thought out events that support the overall quality and focus. 	Pros: revenue, lots of benefits, enhances healthy lifestyle, easy to setup
6	Special Events	N/A	Pros: revenue, lots of options
7	Special Events	<p>PROS:</p> <ul style="list-style-type: none"> - Draws community <u>and</u> tourism. - Farmer's Market. - Annual community event. - Visitors return. - International Festival. <p>CONS:</p> <ul style="list-style-type: none"> - Traffic, debris. 	Others in valley have signature events so why not one for Buellton?
8	Special Events	N/A	[Mentioned in presentation]
10	Special Events	<p>PROS:</p> <ul style="list-style-type: none"> - Low investment (capital cost). - High operational gain. - Opportunity for local business. <p>CONS:</p> <ul style="list-style-type: none"> - Space needed. - Organization and management. 	<ul style="list-style-type: none"> • Opportunities to sell wares • Cons: Commitment, org. needed

Civic Complex

Group #	Project Description	Notes on Worksheet	Facilitator Notes from Presentation
1	Civic Complex	N/A	<ul style="list-style-type: none"> • Discussed need for decade to participate in County decisions – want to be wired in to Supervisors meeting. • Could combine performing arts and civic complex • Exhibit space for museums
3	Library / City Hall / Police	<p>PROS:</p> <ul style="list-style-type: none"> - It's all in one place. - Better "State of the Art" facility. - High community use. <p>CONS:</p> <ul style="list-style-type: none"> - Operational cost. - High capital cost. - No new enhancement or services offered – duplication. <p>OTHER CONSIDERATIONS:</p> <ul style="list-style-type: none"> - What will go in it's place on the Avenue? 	<ul style="list-style-type: none"> • Pros: all in 1 location • But concerned about cost and don't feel it will enhance these uses to move them.
4	Civic Complex	N/A	N/A
6	Civic Complex	N/A	No brainer, do it
8	Civic Complex	N/A	Maybe a small one with gathering space.
9	Civic Complex	N/A	Can combine lots of elements e.g. library including regional meeting center.

Restaurants

Group #	Project Description	Notes on Worksheet	Facilitator Notes from Presentation
4	Restaurants	N/A	No more fast food!
5	Restaurants	<p>PROS:</p> <ul style="list-style-type: none"> - More diversity in food offerings. - More jobs and tax revenue. - Can be associated with sports, etc. <p>CONS:</p> <ul style="list-style-type: none"> - City has very limited ability to influence. - Locals <u>must</u> support as well as visitors. - High capital costs to restaurants. <p>OTHER CONSIDERATIONS:</p> <ul style="list-style-type: none"> - City must provide infrastructure to influence restaurants to locate here. i.e. provide vital downtown. 	<ul style="list-style-type: none"> • Many benefits but up to private sector – also, locals need to support! • Big cost for restaurant • City needs to invest to bring them: create City identity, bring people during off-season.
6	Restaurants	N/A	Family friendly, some open late
7	Restaurants	<p>PROS:</p> <ul style="list-style-type: none"> - Pull in casino diners to our area. - Keeping community \$ here. - Travelers – 101. <p>OTHER CONSIDERATIONS:</p> <ul style="list-style-type: none"> - Variety, maintaining with support (so they're not short lived). 	<ul style="list-style-type: none"> • Pros: bring diners including travelers in, keep \$ here. • Want variety, something new • We need to support it!

Specialty Grocery

Group #	Project Description	Notes on Worksheet	Facilitator Notes from Presentation
1	Specialty Grocery	N/A	For commuting families, healthy / quick food.
6	Specialty Grocery	N/A	Could be local-owned
8	Specialty Grocery	N/A	Trader Joe's