



2017

Strategic Initiatives

“Keep On Moving”

Meeting Agenda

Irondale On The Move – Action Committee

1/17/2017

- 2016 IOM Highlights
- What's New In 2017 ?
- Implementation Strategy Review
- 2017 Task Force Priorities
- Next Steps
- Adjourn

2016 IOM Highlights



Irondale On The Move – Action Committee & Friends

- The Irondale On the MOVE Comprehensive Plan was adopted in April 2016
- Established several IOM Task Forces to focus on prioritizing implementation of key initiatives for each of the major plan elements
- Continued to foster community involvement via various mediums including:
 - Held (2) Community Forums focused on Education and City Services
 - Had over (30) information sharing meetings with various key Irondale stakeholders
 - Made appearances on Fox 6 and ABC 33/40 to discuss the plan and special community events
 - The IOM website had over 8,000 unique visitors to the website
- Launched several IOM sponsored initiatives including: (3) Pop up Art Shows, Sidewalk Improvement Plan, Road Improvement Plan, Citizen's Police Academy, Irondale Cop Stop, selected a consultant to design a parks master plan

What's New In 2017 ?

Theme: "Keep On Moving"

- The Irondale On The MOVE-Advisory Committee will now be referred to as **The Irondale On The MOVE – Action Committee**
- IOM Action Team meetings will move to bi-monthly instead of monthly
- **New IOM deliverables** (brochures) and a new implementation video will be created to include the new Mayor and City Council President
- Increase public engagement via **online surveys, focus groups and new deliverables**
- **Irondale Leadership Council** will be formed consisting of leaders of various Irondale municipal agencies, non profit agencies and local community organizations
- An **Implementation Dashboard** will be developed and posted on the IOM website to track progress of key initiatives under various plan elements
- A new **IOM Knowledgebase** will be launched giving IOM Action Committee members secure access to key resources, IOM deliverables and research
- The **IOM website will be redesigned and new social media platforms** will be launched to enhance the sharing of information and increase public engagement
- A new monthly IOM Newsletter will be published and distributed starting in February 2017

Implementing the Plan

The Process For Success

1. Effective utilization of new/existing local organizations
2. Unprecedented collaboration among a wide range of stakeholders
3. Consistent and ongoing community engagement
4. Enforce Creative Regulatory Measures
5. Establish, track and report project goals & performance metrics



The 2013 Alabama State Champions -Shades Valley High Girls Basketball Team



2017 Task Force Priorities

2017 Task Force Priorities

Economic Development

Darryl Washington – Task Force Champion

- Complete an **Economic Development Action Plan** by mid-year
- Work with the City Council on reviving existing municipal boards that impact economic development including; IDB, Downtown Redevelopment Authority
- Irondale CDA will take the lead in marketing and promoting the top commercial retail properties in Irondale
- Create **economic development focus groups** consisting of existing Irondale business leaders, subject matter experts & public agencies
- Hold an IOM Community Forum to discuss Economic Development targeting the business community, realtors and developers

Arts & Entertainment

Lynn Marino – Task Force Champion

- Continue to grow and expand existing Art Pop-Up events
- Create new **free and paid** entertainment events including festivals, pop-up events and public information events in Historic Downtown Irondale
- Host a Community Forum to discuss Arts and Entertainment in Irondale
- Develop more collaboration between Irondale school art programs and the Irondale community

2017 Task Force Priorities

Environmental Sustainability/Blue Ways Beth Stewart – Task Force Champion

- Ensure the successful implementation of key Cahaba River projects including:
 - New Moon River Canoe Launch/Grants Mill Landing enhancements/Expand the Cahaba Riverwalk Trail to Overton Rd/Acquisition of the 120+ acre Holt property on Hwy 78
- Upgrade City Irondale's storm water management polices and development codes
- Coordinate more Cahaba River community clean-up projects and explore forming a local Friends of the Irondale Cahaba Riverwalk organization
- Implement initiatives to improve and better educate citizens on the benefits of the existing City of Irondale recycling program

Parks & Outdoor Recreation Terrence Scott – Task Force Champion

- Implement a Comprehensive Master Plan for Irondale's Parks & Green Spaces by the end of 1Q2017
- Host an IOM Community Forum to discuss the future of Irondale's Parks, Green Spaces and Outdoor Recreational programs
- Explore strategies to create more public/private partnerships that support Irondale's Parks, Green Spaces and Outdoor Recreation
- Establish a partnership with the City of Birmingham to improve the visibility and usability of the Flora-Johnston Trail in Irondale

2017 Task Force Priorities

Community Renewal **Carolyn Jones – Task Force Champion**

- Establish a new “Keep Irondale Beautiful Coalition” to be launched by the end of 1Q2017. Focused on enforcing ordinances and implementing programs to revitalize Irondale’s neighborhoods
- Implement community based ordinance enforcement programs aimed at transforming the physical appearance of Irondale neighborhoods
- Expand the “Irondale Cop Stop Program” to every Irondale City Council district
- Work with the City of Irondale to identify all historic/new neighborhoods. Implement processes and secure funding needed to create vibrant “Neighborhood Associations”
- Hold an IOM Community Forum to discuss community renewal efforts

City Infrastructure **Joe Meads – Task Force Champion**

- Ensure the successful and prudent implementation of the following critical infrastructure projects:
 - Road for the new Nick Saban Mercedes-Benz dealership
 - Grants Mill Rd North Widening Project
 - Irondale Road Maintenance and Improvement Plan
 - Irondale Sidewalk Improvement Plan
- Continue to explore ways to create mutually beneficial public/private partnerships to improve the City of Irondale’s infrastructure

2017 Task Force Priorities

City Services

James Stewart – Task Force Champion

- Continue to educate, include and inform City department heads on IOM initiatives
- Lead efforts to find ***alternative funding sources*** for IOM projects and key initiatives
- Serve as **lead liaison** between city services, the community and the IOM- AT

Livability

Sandra Scott – Task Force Champion

- Incentivize, recruit, and attract more sit-down restaurants (non fast food) throughout the city of Irondale
- Create a downtown Farmers Market, and if successful, consider additional smaller farmers markets throughout the City
- Create community gardens on vacant and other underutilized properties
- Develop partnerships with area hospitals and health facilities to promote healthy lifestyles

2017 Task Force Priorities

Education

Carita Venable– Task Force Champion

- Lead efforts to connect Irondale schools with IOM key initiatives and public outreach events
- Aggressively pursue opportunities to partner **Irondale school programs** with local businesses, City of Irondale and local organizations
- Create strategies to better promote **“What’s Good About Irondale Schools”** to the Irondale community, the region and globally

Cycling & Trails

Scott Green– Task Force Champion

- Explore ways to better promote and enhance the cycling in the City of Irondale – Publish popular Irondale bike routes
- Develop strategies to enhance the Irondale entrances to Ruffner Mountain Nature Preserve
- Lead efforts to transform a portion of Ruffner Rd into a premier public recreation corridor featuring; Ruffner Ball Parks, Ruffner Mountain Nature Preserve and the Red Rock Trail
- Create new public/private partnerships to support cycling in Irondale – Zyp Bikes

Next Steps ...

- Continue to **promote** IOM initiatives and events wherever and whenever you can
- **Provide ideas and candid input** on implementation initiatives to the IOM Leadership Team
- Stay **informed** and Remain **open** to new ideas
- **Get active** on IOM Task Forces, focus groups, local organizations and local events

KEEP ON MOVING !!!!



Darryl Washington

Irondale On The MOVE

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Stay Informed – www.irondaleonthemove.com