



LODI CITY COUNCIL
Carnegie Forum
305 West Pine Street, Lodi

"SHIRTSLEEVE" SESSION

Date: October 27, 2009

Time: 7:00 a.m.

For information regarding this Agenda please contact:

Randi Johl

City Clerk

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Informal Informational Meeting

- A. Roll Call by City Clerk**
- B. Topic(s)**
 - B-1 Report on Downtown Summit
- C. Comments by Public on Non-Agenda Items**
- D. Adjournment**

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Randi Johl
City Clerk



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Report on Downtown Summit
MEETING DATE: October 27, 2009
PREPARED BY: City Manager

BACKGROUND INFORMATION: Downtown Lodi last year received recognition from a respected planning organization as one of the best small-city downtowns in the Central Valley. Now, 12 years after the completion of Downtown's major capital improvements, it was time for a self-assessment. Is Downtown good enough? Can it get better?

Those questions led to the Downtown Summit the morning of October 16 at Hutchins Street Square. Although downtown business and property owners were directly solicited to attend, the event was open to the public. Some 70 community members gathered to hear three outside experts' perspectives, digest results of a survey of business/property owners as well as Downtown visitors, and discuss ways to improve the business district.

Attendees first heard brief presentations from local business organizations before the featured speakers: Michael Freedman, the architect behind the Downtown improvements; Simon Andrews, an expert in directional signs; and Marco Li Mandri, a business district organizer. Following their presentations, the audience was divided into five discussions groups, with each asked to identify five priorities for improving Downtown. Many participants stayed after the summit's 11:30 a.m. conclusion to ask further questions of our guest speakers. Many attendees left the Summit re-energized with a newly focused vision of what Downtown could be.

The consensus of the discussion groups will be presented to the City Council, along with possible ways to accomplish those goals. In addition, Mr. Freedman is scheduled to be available to answer questions.

Blair King
City Manager

APPROVED: _____
Blair King, City Manager