



# Perris News

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## Perris Strategic Plan

Perris elected officials and department managers met Jan. 23 to discuss long-range plans and projects for the City and promised to provide first-class services to residents while keeping a close rein on expenses.

The event was a daylong strategic planning session to lay out specific infrastructure and recreation projects in the next three years, which ranged from a new skateboard park to an enhanced City web page to a mission statement outlining the top priority for City officials and workers.

"The City of Perris provides superior public services that enhance the quality of life for our community," the mission statement reads.

Mayor Daryl Busch, Mayor pro-tem Mark Yarbrough and Councilmembers Rita Rogers, Al Landers and Joanne Evans joined City Manager Richard Belmudez and senior staff at the retreat. Discussions ranged over a wide variety of topics, from how to better promote Perris to challenges posed by the slumping economy.

Three-year goals focused on five main areas: Improving City infrastructure, maintaining financial stability including reserves, enhancing economic development, improving public awareness and perception of the City and increasing community recreation and entertainment.

The goals will be laid out in more detail at the Feb. 10 City Council meeting.

Infrastructure improvements include plans for addressing future water needs, outlining the progress of the Downtown Specific Plan and developments on the Perris Valley Commerce Center Specific Plan.

Maintaining financial stability means closely monitoring existing revenues and expenses. Enhancing economic development could entail selling redevelopment bonds, creating a real estate development and marketing guide and annexing sites adjacent to the City to expand the tax base.

Goals to improve the City's public awareness and perception include standardizing the Perris logo, making the website, [www.cityofperris.org](http://www.cityofperris.org), more interactive and producing an infocast on the City's cable television station and for web streaming.

To increase recreation and entertainment opportunities, the City will coordinate and provide support for a performing arts center, consider developing an aquatic center, explore the possibility of hosting dog shows at City parks and plan a new outdoor event like a street fair for the Downtown area. All future development rests on the City's ability to fund projects during a recession.

The sliding economy poses major challenges, elected officials and City staff agreed. Foreclosed homes, vacant properties and declining revenues are all obstacles that must be addressed if the City is to flourish in the next couple of years.

But on the bright side, City staff and elected officials noted many significant accomplishments. Those include renovating the City's historic train depot, rehabilitating the Downtown area, achieving a 13.6 reduction in crime, receiving statewide acclaim for its solar panel project and approving and building a skateboard park which should open in the next few weeks.



Assistant City Manager Ron Carr confers with City Councilman Mark Yarbrough, Councilwoman Rita Rogers and City Attorney Eric Dunn during the recent strategic summit.



City Councilman Al Landers, Police Chief James McElvain and Mayor Daryl Busch listen to a presentation..



Manager Richard Belmudez address the strategy session while City Councilwoman Joanne Evans and meeting facilitator Marilyn Snider look on.

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