

Mission Statement:

The City Central Neighborhood Association is a neighborhood group comprised of residents, business owners, landlords and other supporters who recognize that the City Central neighborhood is a defining factor in the first impression people have of the City of Geneva. With that in mind, the City Central neighborhood association will strive in it's plans and actions to put forward the best of what the City of Geneva is now, and what it aspires to be in the future.

Area of Focus:

The Heart of Geneva, "City Central" is comprised of the downtown area, two adjacent residential areas and the lake front to the east.

Neighborhood Strategies for 2015-2018:

City Central neighborhood association leaders will define goals for improving the neighborhood and strengthening the neighborhood association with measurable outcomes and corresponding actions to achieve the goals in 2015 to 2018. These strategies are outlined below.

GOAL ONE: Neighborhood Community and Connection

Especially in the beginning, just getting the word out about the neighborhood and building a core identity will strengthen all other efforts. We also need to find out more about ourselves!

This goal will be achieved when any five of the following actions have been completed:

Actions To Support Goal One	Time Frame	Implementer(s)
Take a walking tour of the neighborhood.	2015	
Conduct a survey to poll what our neighborhood wants / values.	2015	
Establish an online forum site for continued conversations outside of meetings	2015	
Gather neighborhood metrics: population, demographics, trends, car / bike ownership / other data.	2015-2016	
Meet 10% population participation (meetings or forums)	2016	
Hold 4 neighborhood wide events	2018	
Represent City Central at 4 events outside of our neighborhood	2018	

GOAL TWO: Building Pride and Neighborhood Beautification

People take care of what they're proud of and have pride in the work that they have done; This is a great way to make a real difference in the neighborhood that's immedialy visible to the resident and the visitor.

This goal will be achieved when any five of the following actions have been completed:

Actions To Support Goal Two	Time Frame	Implementer(s)
Establish a regular community trash clean-up	2017	
Improve gardens at Castle Street Entrance	2015	
Add Mural to Comedy Club Building	2016	
Improve Empty Lots on Geneva St.	2015	
Fill Empty Storefronts with displays or signage	2015-2016	
Design and Install Neighborhood signs	2016-2017	
Represent missing Historical Monuments / Buildings	2015-2018	

GOAL THREE: Working to Make the Neighborhood Work for Us

A neighborhood and downtown that is pleasant and easy to use is welcoming and raises the quality of life for residents and businesses alike. We'll strive to make the physical neighborhood smart and useful as well as acting as a knowledge base for the neighborhood.

This goal will be achieved when any five of the following actions have been completed:

Actions To Support Goal Three	Time Frame	Implementer(s)
Promote the knowledge and use of See Click Fix	2015	
Install Bike Racks Downtown	2016	
Install Park Benches Downtown	2018	
Update downtown kiosks	2016	
Work with the city to develop Residential downtown parking permits	2016-2017	
Calendar of Neighborhood events (including businesses)	2015	
Improve parking lot signage	2017	