

# MOVE2030

## 10 Year Plan

Welcome to our town of Laytonville, the home of the medicine makers and ranchers, the homesteaders and the free thinkers. We are a 100% genuine, unincorporated town nestled in the heart of the Mendocino Highlands. We are rich with story and character. Laytonville is a natural stop for all travelers on hwy 101, either on their way to wine country, the coast hwy, Giant redwoods or the Emerald Triangle . Depending on the day of the week, you may find a farmer's market, an art festival, a music festival, a quilt show, a rodeo, a grange breakfast, the list goes on. You can enjoy a stop at "Pour Girls Coffee" or shop at the local grocery store "Geiger's Long Valley Market" , a staple of the community since 1945 featuring a full service deli and meat case, with local wines, produce, meat and goods. Wet your whistle at "Boomers Saloon" and enjoy an over 21 dining experience. You can also try your luck with our local casino, The Red Fox Casino run by our local Cahto Tribe. Our newest showcase item, however, is the skatepark, a perfect place for a picnic and some fun. Healthy Start Camp and Camp Winnarainbow are wonderful options for adventurous youth in the summer. We can accommodate your overnight stay with one of our many airbnb's. (insert link here) and small motels.

We are a micro-culture, resource based economy, new to tourism. We are enthusiastic about crafting ourselves for the world in alignment with our core value system.

### Our Theme:

A Live Farmer's Market for all our local cottage industries to attract the traffic off the 101 corridor. This event would celebrate and reflect our uniqueness. If we could accomplish this world class market, we would not only be a destination town, but a beacon of light and hope to the world. Micro culture is one of the fastest moving revolutions. It's all about resource conservation and inner dependence. With global warming, overcrowding in the cities, pandemics, and other reasons people wish to leave the city, it is time to get a taste of the wild and an old timey, slower hometown feel. Laytonville can become a destination location.

By making a Mission Statement for Laytonville, I think not only would it help to promote us, but it would attract the kind of people we want to help us thrive. Our goal is to have a living community where we have economic viability, while keeping our community goals and values adhered to.

### What we do as a town:

1. For the kids: 4H, horses, Mock Trial, Skatepark, Healthy Start after school and summer programs, endless wildlife education, and being a part of small; everyone knows you, community
2. For the adults: ranching, farming, art, naturalist hobbies, horses, textile education, i.e., spin your own wool, make your own wood etc.

### Possible Actions we could take to help us create policies and protocols to protect and promote:

1. Help our community communicate more effectively
2. Have a paid, point-of-contact person who has a heart to remain focused and willing to work with the local community to achieve our goals.
3. Develop a beautification plan.
4. Develop a "theme" for our town and building store-front facades to reflect the theme.

5. Develop a budget to accomplish the above and have the money granted by sponsors of MOVE 2030 and grants.

Challenges:

1. Community cohesion, especially with regards to marketing ourselves as a cannatown
2. The lack of wanting to give information
3. The distance it takes to get to from home to town
4. No in town County Sheriff (45 minute wait)
5. Housing(affordable or low income)
6. No local certified trades or limited: Plumbers, electricians and contractors
7. No daycare facilities
8. Limited substance abuse programs
9. No public transit
10. High poverty level
11. Limited Health care
12. No community or city of commerce.
13. Access to internet
14. Limited hotel's/campgrounds

Assets:

1. We have the potential in Laytonville to be a template for a truly sustainable micro-culture town.
2. We have what everyone wants
3. We are resource rich
4. We are tight knit
5. We have a strong environmental component
6. We are creative and strong
7. We have Healthy Start
8. Volunteer Fire Department
9. Non profit groups: Laytonville Rodeo Association, LMAC, Lion's & Lioness, 4H, Fitness groups, Little League, Sal Soccer/basketball, Garden club, booster club, Long Valley Dance, Friends of the Library, Harwood park association, Eel River Recovery and Laytonville Skate park.
10. a nationally recognized High School, a Middle and Elementary School and a State Preschool.
11. A town softball league, Little league, and our own "Old Timers' ' Game.
12. A certified Rodeo Grounds!

So, since this is a ten-year goal movement, MOVE2030, possibly another action item could be to craft a timeline. In 10 years, we want the vision to look like this: i.e.

People moving through the 101 corridor come to our micro markets and learn about the best farming practices, water conservation, boutique cannabis, homespun wool, organic farming, wine, sustainable timber harvest, candles, cheese making. **This**

**micro market is the beginning of something huge.** The world is waiting for us!  
How to make this happen?

1. County and State compliance
2. The support and sponsorship of the community
3. Understand the laws with the Micro-cottage industry
4. Access tourist money to support our goals

What can the county give us to help us achieve this goal?

1. Access to a grant writer
2. Easy and clean direction on what we need to do to be in compliance.
3. Write grants for us
4. Make sure VM is doing their part to assist in our promotions and mission.

Then, after they go to our fair, they stay at one of our beautiful Airbnb's, or a BBB, or just camp. (Campgrounds to be developed) At our campgrounds here in town, there will be access to toilets, showers, and water. This is also important because over the years, many people what we call "trimmigrants" come through and have nowhere to self care, much less stay for cheap.

How can we get a local campground in town with facilities?

1. Can we buy that land from Calvin
2. Can we invest in Harwood's septic to expand the use of the facilities?
3. Can we find some land in town and purchase it for Laytonville? The money it earns can go to our fire department or at least a percentage.
4. Have a KOA Campground "official" location? (cabins, RV hookups, pool [with day use for locals], pond for fishing, campsites)

This year's goal:

1. Get rid of the blanket people
2. Signage
3. Get a list of all our micro businesses and business, services, etc.
4. Work on our website
5. Make a budget
6. Have a successful community meeting
7. Create our Visitor Center at the Library
8. Craft a 1 year and 5 year timeline
9. Review the old city plans that were created by our MAC.

How can Visit Mendocino Help?

1. Funds and assistance with our brochure
2. Help with creating a "commercial"
3. Be sure to make connections to Realtors about us or give out our website

We will be adding an in detail report on our Rodeo Grounds, our 4H, our Visitor Center later.