

OPTIMIZING RESOURCES

PEOPLE
MAIN STREET
UTILIZE EXISTING RESOURCES

SMALL TOWN ATMOSPHERE
RECYCLE
WORK AT HOME

PEOPLE

Our most important resource is our people. The City of Lava Hot Springs, and the greater Lava area that help make up the community, have a great number of talented people.

MAIN STREET

Main Street is the face of Lava.

GOAL NUMBER 1

Encourage and attract additional talent:

Encourage and utilize the talents and abilities of existing citizens. Foster support for and development of talent. It is a familiar saying in Business Development Organizations that it is less expensive to grow your own business than it is to attract other companies to the area. The community of Lava Hot Springs will work to encourage existing talent to spring forth and grow, in addition to welcoming and attracting new talent.

- **First objective of Goal Number 1**

Supporting existing talent and attracting new talent will bring more opportunities to the community:

This will allow more opportunities for employment, export of product, and life style choices, which can potentially increase students to the local school. The city and residents in the surrounding area would like to keep the school in the city and efforts should be made to do so.

- **Second objective of Goal Number 1**

Encouraging the growth of its citizens should serve the community in many different forms:

Some are easily identifiable such as business opportunities, work/job choices, community pride, inclusive solutions of future problems, caring for citizens in need of services, and activities for youth. Some benefits will not be known until the results of the efforts are seen.

GOAL NUMBER 2

Attractive, safe, and aesthetically pleasing business district:

The business district affects the mood of residents and visitors. An attractive and safe business district contributes to community health and wellbeing beyond the shopping and the restaurants and the activity level. The business district, the face of Lava, sets the tone for all work done and services provided. It is always evaluated by businesses and talents with an interest in moving to the area. The business district is also important to families considering a move to the area. Equally important, the business district is the life force for local talented individuals that want to grow and expand and offer more.

- **First objective of Goal Number 2**

Support pride and appearance:

Strategy: Look for new ways to encourage and reward businesses that have well maintained property with curb appeal.

Strategy: Establish and adopt minimum acceptable standards of appearance and quality.

Strategy: Contact small destination cities and look into successful ways to reward or recognize business owners that contribute to making the business district attractive.

Strategy: Develop mechanism to assist in upkeep and maintenance.

- **Second objective of Goal Number 2**

Establish maintenance and safety standards.

Strategy: Encourage preventative maintenance.

Strategy: Adopt and enforce a safety code.

Strategy: Review and adopt relevant portions of International Maintenance Code.

- **Third objective of Goal Number 2**

Encourage groups that work for beautification.

- **Fourth objective of Goal Number 2**

Promote pride and integrity in business practices:

Strategy: Encourage fair employment practices.

Strategy: Encourage proactive, responsible, and transparent business practices.

GOAL NUMBER 3

Utilize existing resources:

One of the most unique resources of Lava is the natural, odor-free mineral hot waters. Long before settlers arrived, the Bannock and Shoshone Indian tribes gathered here to bathe, rest and worship the Great Spirit for the curative powers of these springs. The area became a neutral ground to be shared in peace by all tribes. Today, the hot waters attract people from all walks of life who consider the waters to be healing. It is accessible year-round. In winter, the stone-lined pools have a snow melt system built in the decks surrounding the natural occurring hot water.

The Portneuf River flows through town, providing a multitude of recreational and scenic opportunities. Residents and visitors enjoy a variety of birds, deer, mink, and a multitude of other animals.

Infrastructure resources include: wastewater system, potable water system, Internet capacity, as well as natural gas.

- **First objective of Goal Number 3**

Consider and explore using the natural hot water in new ways:

Strategy: Gather information about using hot water to keep the streets clear of snow.

Strategy: Begin this shift to using hot water by supporting business inquiries that are related to hot water use.

Strategy: Work with building industries and realtors about promoting healthy homes with hot water heating.

Strategy: Discuss ways to cut manpower hours by using the hot water

- **Second objective of Goal Number 3**

The citizens should be educated on the importance of upkeep and maintenance of infrastructure.

- **Third objective of Goal Number 3**

Keep the streets clear of plowed snow that impedes walking, driving, and parking.

- **Fourth objective of Goal Number 3**

Protect and maintain the Portneuf River and adjacent riparian areas.

Strategy: Establish a greenway along the river.

Strategy: Develop access points into the river.

GOAL NUMBER 4

Maintain the safe, small town feel and quiet atmosphere.

- **First objective of Goal Number 4**

The city contracts police safety services from Bannock County. Add or decrease contract hours as needed to provide a safe environment for citizens and visitors:

Strategy: City officials will regularly review the hours of police safety provided and will arrange for changes as needed.

Strategy: Educate the public about important services like police and safety.

Strategy: Review and update ordinances to ensure enforceability.

- **Second objective of Goal Number 4**

Retain a local school.

Strategy: Work with realtors, developers, and businesses to create a desirable environment for young families.

Strategy: Support development of infrastructure to facilitate remote access to work from home. (???)

GOAL NUMBER 5

Encourage opportunities to promote recycling programs to protect our natural resources:

- **First objective of Goal Number 5**

The public, community members, elected officials and designated leaders need to be educated on the need to recycle.

Strategy: Arrange tours of municipal solid waste landfills.

Strategy: Investigate or research successful recycling programs from other communities.

Strategy: Conduct research and determine how many pounds of trash can be identified as tourist created and community created.

Strategy: Seek to understand the economic impacts of a recycling program.

GOAL NUMBER 6

Work at home infrastructure:

Job opportunities and employment are an important part of the success of the City of Lava Hot Springs. By supporting a technological infrastructure, the City of Lava can welcome families who work from home and send their children to our small, safe school.

- **First objective of Goal Number 6**

Support infrastructure projects that keep pace with fiber optics and next generation technological advancements that will support home based employment.

- **Second objective of Goal Number 6**

Attract full time residents that enjoy living in a small, beautiful town by supporting the potential to work from home.