

GUIDING PRINCIPLES

1. Freedoms are not only rights, they are responsibilities;
2. If a solution cannot be offered, there is no point to complain about the problem;
3. Treat individuals that have opposing viewpoints with the same decency and respect as we would with those that do agree with us;
4. Advocate our positions with as much passion as we can bring to bear; but always seek common ground—the goal is to do what is in the best interests of the community;
5. Seek the truth, even if it means changing our position;
6. Celebrate diversity, not only race and gender, but cultural, political and social diversity. There is no better way to grow as a person or as a community.



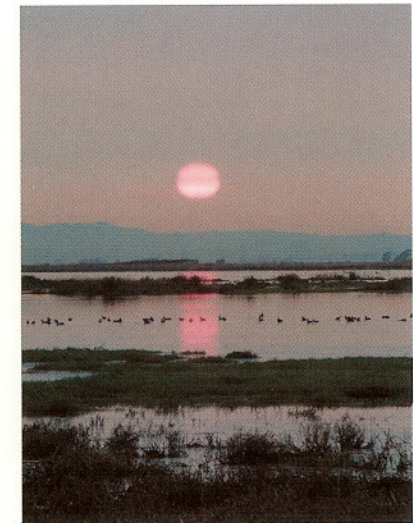
1/16/06

The IMPACT 94503 Group
P. O. Box 10017
American Canyon, CA 94503

THE IMPACT 94503 GROUP

American Canyon, CA

“We Walk our Talk”



Marsh Land Sunset

WELCOME TO IMPACT 94503

MISSION STATEMENT

The IMPACT 94503 Group was formed in January 2006 in response to a series of events that convinced a growing number of residents and business owners that we needed to become more involved in the civic affairs of the City of American Canyon, in order to achieve the community's full potential. The primary mission of the group is fourfold:

- Insist upon the highest professional and ethical conduct from our elected and appointed officials;
- Actively participate in the process of setting community priorities and making sure they are accomplished;
- Raise the political sophistication of our elected citizens, by educating and informing them on matters affecting life in American Canyon. Establish a public forum in which local and regional issues may be studied, discussed and advocated;
- Capitalize on the City's growing political, geographic and economic significance in the Napa Valley and throughout the North Bay area.

The group adopted the name "Impact 94503" because it is our intent to make a positive *impact* on the 94503 zip code area; that is, the City of American Canyon.

GOALS

In the short run, we have set the following goals:

1. Restore the **political stability** that has been lost as a result of personal agendas and the inability to focus on a realistic set of community priorities;
2. Encourage the City Council to adopt a comprehensive "**Code of Ethics**" and conduct themselves accordingly;
3. Approve the **direct election of the Mayor**;
4. Encourage all residents, new and old, as well as business owners in American Canyon, to **join our group** for the betterment of this community.

In the long run, we plan to accomplish the following:

1. Construction of a **High School in American Canyon**, along with other needed school facilities to serve our growing community;
2. Develop the **Town Center** as the heart of this community, with a variety of uses, from retail to civic to residential;
3. **Address traffic congestion** with a realistic traffic circulation plan, including the financial resources to make it happen;
4. **Update the City's General Plan** and then use it as the guiding force for our development, in terms of land use, environmental resources and community identity;

GOALS (CONTINUED)

5. Work with the Chamber of Commerce, the City and other organizations to fashion an **Economic Development Strategic Plan** that will take advantage of our unique attributes, such as our ecological tourist potential, the existence of a growing number of gourmet food and beverage industries; and our geographic location as the gateway to the Napa Valley;
6. Foster a greater **sense of community** by joining community groups and service clubs; participating in community events and programs, working cooperatively with outside organizations; and welcoming newcomers to this community to do the same;
7. Encourage the election and appointment of individuals that will serve the City's best interests with **professionalism, common sense and business know-how**.

If you feel you can help make American Canyon a better place to live, then join us. Our meeting time and place is:

The second Monday of each month, starting at 7:00 p.m.

For more information, see our website: www.impact94503.info