



News Release

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FOR IMMEDIATE RELEASE

Mayor Matt Beekman Delivers State of the City Address

“I’m happy to report that the state of the City of Hughson is strong. In fact, at no point has the municipality of Hughson, in its long history, been better equipped to meet the challenges and to utilize the opportunities that lie ahead.”

On February 22, 2016, as part of a special meeting of the Hughson City Council, Mayor Matt Beekman delivered his State of the City Address whose theme centered on "maximizing the City's potential by proactively exploring possibilities."

Approximately 50 individuals were in attendance comprised of City staff, elected officials or their representatives, partners, the local newspaper, residents and other guests at the event held at Samaritan Village--the region's premier senior living and assisted living facility located in Hughson.

During his annual address, Mayor Beekman highlighted the City's strong fiscal standing as a result of years of conservative spending and increasing revenue sources tied to sound policies and effective strategies. The Mayor also discussed some of the City's recent successes in the downtown including the revival of the City's historic Hughson Fruit and Nut Festival (scheduled for April 31-May 1, 2016 in downtown Hughson) and the expansion of the Hughson Farmers' Market, inaugurated last year, and slated to go weekly on Thursday evenings from May 5, 2016 to September 29, 2016 and managed by Peter Cipponeri dba Golden State Farmers' Market Association.

Mayor Beekman also shared some of the recent progress of the City's economic development efforts including the grand opening earlier this year of the Dollar General Market that is expected to be an anchor business and the effectiveness of the City's business assistance programs that are available for development and attraction purposes. The City, through a renewed partnership with the Stanislaus Business Alliance, is taking a more direct approach toward energizing business activity locally (existing and new) that compliments the unique characteristics of Stanislaus County's smallest incorporated city.

Continuing a focus he introduced last year, Mayor Beekman shared some of the City's efforts to integrate technology into municipal governance. Upgrading the City's financial management system for improved efficiency and control and a redesign of the City's website to increase functionality and access were cited by the Mayor as priorities and important projects for the current year. Additionally, although he recognized that the City has made good strides utilizing social media as a public outreach tool, Mayor Beekman shared that more could be done in this area and that City staff was exploring ways to better manage these applications.

City Manager Raul Mendez and Community Development Director Jaylen French also provided information on other key areas of focus and strength for the City of Hughson--financial strategies, community partnerships, advanced planning and enhanced infrastructure.

Mayor Beekman concluded his State of the City of Address by highlighting the countywide effort to support a transportation sales tax measure in November 2016 to ensure the condition of local roads in Stanislaus County can be adequately maintained and improved. He encouraged residents to help support this united campaign by Stanislaus County and the nine incorporated cities to become a "self-help county" when it comes to funding transportation projects and to "take ownership of our future."

A special certificate of appreciation on behalf of the City of Hughson and its residents was presented to City Clerk/Assistant to the City Manager Dominique Spinale Romo for her nearly 8 years of public service. Ms. Spinale Romo will be beginning on March 1, 2016 as the new Development Services Manager with the City of Escalon and was bid a warm farewell.

At the conclusion of the State of the City Address, attendees had an opportunity to interact with Mayor Beekman and the rest of the City Council and City staff in attendance in a short reception. Other officials in attendance included, but are not limited to, Hughson Planning Commissioners Alan McFadon and Mark Fontana, Hughson Parks and Recreation Commissioners Matt House and Tamara Thomas, Stanislaus County Sheriff Adam Christianson, Stanislaus County Captain Jim Gordon, Hughson Police Chief Larry Seymour, Stanislaus Business Alliance representatives Steven Ames and Kurt Clark, Stanislaus Council of Governments Executive Director Rosa Park, Hughson School Board Trustee Jim Hudelson, Hughson Fire Protection District Board Member Justin Vincent, Hughson Methodist Church Pastor Tim Gravatt, Hughson Assembly of God Reverend Ernie Spears, Hughson Family Resource Center Administrator Lisa Root, Hughson Historical Society Secretary Bertie Arieas and Hughson Garden Club Members Sarah Beekman and Jean Henley-Hatfield. Dana Ferreira representing Congressmen Jeff Denham, Pat Hollister O'Brien representing State Senator Tom Berryhill and Stephen Qualls representing the League of California Cities were also present to demonstrate their continued support of the City of Hughson.

The Hughson City Council meets the 2nd and 4th Monday of the month at City Hall located at 7018 Pine Street, Hughson, CA. For more information, please visit the City of Hughson website at www.hughson.org or call 209.883.4054.

A video taping of the full State of the City Address by Mayor Matt Beekman will be made available via the City's website (www.hughson.org) and face book page in the near future.

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