

Hillsboro 2020 Vision Implementation Committee
Meeting Summary #1.2

Thursday, February 15, 2001
6:00 - 8:00 p.m.

Members:

John Coulter, Chair
Shirley Huffman, Vice Chair
Tim Erwert
Barbara Hanson
John Hartner
Tim Huber
Chuck Loeffel
Darell Lumaco
Chrissie Manion
Rick Van Beveren
Diane Walton
Tom Wolf

City Staff / Consultants:

Sarah Jo Chaplen, City of Hillsboro
Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Steven Ames, Consultant
Cynthia O'Donnell, Hillsboro City Council
Jason Robertson, Barney & Worth, Inc.
Michele Neary, Barney & worth, Inc.

1. Opening Remarks

John Coulter, Chair, opened the meeting and reviewed the agenda. He introduced two members attending their first Vision Implementation Committee meeting: Diane Walton and Chrissie Manion.

2. Review Partner Letter / Survey

Jason Robertson requested input on the tone and content of the Partner Letter (provided in a handout). He said the primary purpose of the letter was to establish two-way communication with the partners. Comments included:

- I don't think we can get much closer to perfect.
- It's a very effective letter.
- Last paragraph, page 1 - revise: "In many cases, these support partners ~~should be able to contribute a portion of the resources needed to implement~~ may be able to assist you in implementing a particular action,"
- Change return deadline to March 16.
- Insert return deadline in bold type on the first page of the letter.

Robertson requested input on the Draft Partner Survey (provided in a handout). Comments included:

[General Information Survey](#)

- Introduction paragraph: Amend instructions so that the General Information section fits on one page. Action Item Questionnaire(s) should be separate, with individual sheets for each lead partner action.
- Introduction paragraph: "Please ~~answer~~ help the Hillsboro 2020 Implementation Committee in its effort ."
- Item II: Merge contact information question with intro paragraph. Include blanks for written communication, in-person, and fax number, so any notes on these items can be added. Request that favorite method of communication be indicated with a circle or check mark.
- Item III: Change the word "particular" to "general".
- Item IV: "Would you like to make a presentation about your action implementation experiences to any of the following?" (3 boxes)
- Item V: "After completing ~~Section 2~~ the Action Item Questionnaire for each of your lead partner actions ."
- Change return deadline to March 16.
- The consultants will revise the General Information Survey as described.

Action Item Questionnaire

- Introduction paragraph: Add more options for contact information: phone, fax, e-mail.
- Items 1, 3, 4: Replace "Please explain" with "Comments" or "Please comment".
- Item 1: Add "If you haven't started the implementation process, when do you anticipate beginning?"
- Replace "(box) Not Started" with "Not started / anticipated start date (blank)".
- Replace "(box) Underway" with "Underway / anticipated completion date (blank)."
- Rephrase question (3) so it is not a yes-or-no question.
- The consultants will revise the Action Item Questionnaire as described.

The Committee reviewed a one-page Hillsboro 2020 Overview (provided as a handout) to be included in the mailing to lead partners. The packet includes:

- Lead Partner Letter
- Lead Partner Survey
- Lead Partner Role Description
- List of Implementation Actions

- Overview of Hillsboro 2020 Vision Project
- Hillsboro 2020 Vision and Action Plan

Suggestion: Mark envelope to indicate a reply is requested by March 16.

3. Committee Follow-Up With Partners

The consultants will make adjustments to the letter and survey and distribute them to lead partners by week of February 19. Lead partners will be asked to return surveys to the City by March 23. If John Coulter (Committee Chair) needs some people to telephone lead partners to remind them to complete surveys, he will request assistance from Implementation Committee members. Once the surveys are returned, the Committee will address how to communicate with those lead partners requesting implementation assistance.

4. Review Remainder of Year One Work Program

Robertson and Coulter reviewed the Schedule of Remaining Activities (provided in a handout).

5. List of Actions / Easy Victories

Robertson reviewed the List of Actions / Easy Victories requested by the Implementation Committee (provided in a handout).

6. Town Hall Meeting

Steven Ames presented an overview of ideas for the Town Hall meeting to be hosted by the Implementation Committee in accordance with its charge (provided in a handout). He said the purpose of the Town Hall would be to:

- Publicize vision, action plan and implementation
- Report on implementation progress
- Recognize implementation successes
- Promote ongoing vision implementation
- Encourage citizen awareness and involvement

Ames said the Committee should think of the Town Hall as a celebration to generate awareness and enthusiasm. One idea that may be beneficial: give awards for implementation. Homework assignment for Committee: share your Town Hall ideas by e-mail -- Steven Ames (scames@aol.com), and/or Jason Robertson (jason@barneyandworth.com). Homework questions: What role will the Town Hall play? What will it look like?

Discussion:

- Is there a budget for the Town Hall? Answer: The City assumes there would be some direct expenses associated with this, such as advertising and publicity costs, but has a limited budget.
- The first time you do this, you really want to do it well. Consider what is really going to draw people. If it could be coordinated with some other event, such as a concert, it could attract more people. If people are going to have displays, set some money aside for big photographs. Make it stand out.
- If the Town Hall is scheduled in conjunction with a music concert or Tuesday market, several people will be gathered together already.
- The Implementation Committee should encourage lead partners to chronicle and document their implementation process, using PowerPoint, digital video presentations, etc. We could add that encouragement to the initial letter, or add this item to follow-up contacts with lead partners via telephone.
- If lead partners want to make presentations, the Implementation Committee may be able to provide some technical assistance and resources.
- Barbara Hanson and Diane Walton will work to develop a list of resources (such as filmmaking / video editing school at Brown Hill School).
- Tuality is a familiar meeting place, in a central location, and on the light rail line. It features a round table configuration for group discussion. An Intel campus may be difficult for public to locate.
- Anticipated attendance: 100 to 150. We want the media to attend and support the process.
- Hold the Town Hall at the stadium and have the high school bands play.
- The stadium might be too big - you may lose some ability to communicate and have a community discussion; although I like the idea of the bands.
- Get a corporate donor to sponsor a band / entertainment.
- If we are going to do something big, we will have to look at corporate donors and outside funding. The City will focus its resources on implementation.
- The focus is on the Visioning project - we need to have time for discussion. It's okay to have a little entertainment, but it should not be the focus of the public meeting.
- Possible dates identified for the Town Hall: Monday, May 21 and Wednesday, May 30. Tuality and Intel have generously offered to donate facilities. Town Hall date set for Wednesday, May 30, 2001 - location to be announced.

7. Other Items

Coulter said Implementation Committee terms begin September 1 of each year.

Homework assignments: Give Jason Robertson comments on the survey and letter by Friday, February 16. Give Jason Robertson and Steven Ames comments on the Town Hall. Any concerns about the committee or other ideas may be directed to John Coulter.

8. Public Comments

Perry Gruber introduced himself as the new community affairs manager from Intel. He requested a meeting with each Committee member to discuss ideas for Intel's involvement at the local level. Mr. Gruber will replace Bill McKenzie in Intel's visioning contact. The Committee approved giving Mr. Gruber its contact roster.