

Hillsboro 2020 Vision Implementation Committee  
2004-2005

**Thursday, September 16, 2004**  
**6:00 p.m. – 9:00 p.m.**  
**Juvenile Services Building**

**MEETING SUMMARY**

Members Present

John Coulter, Chair  
Pastor Tim Huber, Vice Chair  
Neshia Cameron  
Catherine Crooker  
Paul Danko  
Craig Dye  
Tim Erwert  
John Hartner  
Bernie Kuehn  
Darell Lumaco  
Jimi Smith  
Tom Wolf

Staff/Consultants/Presenters

Mayor Tom Hughes, City of Hillsboro  
Rene Heade, City of Hillsboro  
Erik Jensen, City of Hillsboro  
Sarah Jo Chaplen, City of Hillsboro  
Mike Dahlstrom, Zenn Associates  
Doug Zenn, Zenn Associates  
Jim Irwin, Maroochy Shire, Australia

**1. Welcome/Announcements**

Vision Implementation Committee (VIC) Chair John Coulter called the meeting to order and led introductions.

**2. Mayor's Welcome**

Mayor Tom Hughes welcomed the VIC back and extended an additional welcome to the new members. He noted this is a unique year for Hillsboro 2020 since the Vision Action Plan will be reviewed. Mayor Hughes said much has been accomplished since his participation in the development of the Vision. He is particularly excited about holding the annual Town Hall at the new Civic Center, which was influenced by Hillsboro 2020.

Mayor Hughes closed by saying the process should be responsive to the recent growth in Hillsboro and the challenges that come with it.

### **3. Hillsboro 2020 Video**

Rene Heade, City of Hillsboro, presented the revised informational video for Hillsboro 2020. Chair John Coulter thanked the staff for their efforts and reiterated the value of the video in public outreach efforts. The new video is about 15 minutes.

### **4. Stakeholder Survey Report**

Doug Zenn presented a report on the Stakeholder Survey and provided the VIC with a written Executive Summary. Highlights of the presentation:

- Most participants offered praise for the process and the levels of staff and volunteer support.
- The program is viewed as a highly successful model.
- Most of those interviewed cited concerns about oncoming challenges, with the two most frequently mentioned being: finding new resources and maintaining the energy to keep moving forward.
- Many of the core staff and volunteers have been with the process from the beginning and continue to fuel success, however this level of dedication is difficult to maintain.
- Many interviewees said identifying and integrating new volunteers into the program is an ongoing challenge.
- To build a pool of interested candidates some mentioned developing “entry-level” opportunities.

Discussion followed on potential ways to get more public awareness:

- Printed materials could be developed to draw in new volunteers.
- A residential “welcome wagon” could be explored.
- Copies of the new video could be given to area realtors for new residents.
- Developers of new residential developments could be enlisted to give out information.
- Printed handouts with links to the Hillsboro 2020 website could be distributed to a variety of publicly used offices and businesses.

### **5. 2004-2005 Work Program and Schedule**

Coulter opened discussions about the upcoming strategy review process and VIC work program. He noted the schedule will be aggressive.

Zenn provided an overview of the VIC’s activities and the penta-annual strategy review process which involves an extensive community outreach effort. The VIC will meet five times in the next year to address strategy and action proposals emerging from the public input process as well as its regular work program.

The strategy review process is intended to give an opportunity for Hillsboro 2020 Lead Partners and the public to propose additions and modifications to the Vision Action Plan. The Vision Statement, which describes Hillsboro in 2020, will remain intact.

The process will be conducted in four steps. The first step will be to identify proposed modifications/additions to the Vision Action Plan as well as general ideas that might be considered for inclusion. At this stage, input will be sought from the public and Hillsboro 2020 Lead Partners. To obtain public input, staff and consultants will coordinate several opportunities for participation including:

1. Two public forums on October 20 and 21 held at the Glenn & Viola Walters Cultural Arts Center and Hawthorn Farm Athletic Club, respectively.
2. A pamphlet inserted in the October City of Hillsboro newsletter with a mail-back survey.
3. A survey on the Hillsboro 2020 website.
4. A Speakers Bureau conducted by VIC members with presentations to community organizations with an informational video and comment forms (among other materials).
5. Hillsboro 2020 booths set-up at community events.

The second step will be to take the input received from the community and develop formal proposals. Six work groups will be established, one for each Hillsboro 2020 Focus Areas and will take the community's input and evaluate how the input fits within the existing Vision Action Plan (does an existing strategy or action address the input, or need modification) and develop specific proposals for consideration. Each VIC member will serve on one of the work groups which will also include other citizens and City staff.

The work groups have an orientation in January to establish direction and ensure a consistent approach; each group will then meet independently up to three times over the following 10 weeks to assess input, review strategies and actions, and provide recommendations to the VIC. The Planning Team is refining the review process to ensure consistency within the working groups. Preliminary feedback from the working groups may be available for the February 28 VIC meeting.

The third step will be to provide strategy and action proposals to the community for review and comment. Community input from this stage will be used by the VIC to assess which proposals have support. Public participation opportunities will include:

1. The annual Hillsboro 2020 Town Hall scheduled for May 12.
2. A pamphlet inserted in another City of Hillsboro newsletter with a mail-back survey.
3. Another survey on the Hillsboro 2020 website.
4. Continuation of the Speakers Bureau conducted by VIC members with presentations to community organizations with an informational video and comment forms (among other materials).

Finally, the fourth step will be the VIC's recommendations for strategy and action proposals to include in the Vision Action Plan. The VIC will determine which proposals should be recommended to the City Council for inclusion in the plan.

## **6. Speakers Bureau**

Coulter began the discussion about the Speakers Bureau by saying this is a critical component in the VIC's work program and recommended VIC members attend the upcoming training.

Speakers Bureau training is scheduled for Monday, September 20. *(Note: after several late cancellations, the Speakers Bureau training was rescheduled for Monday, October 4)*

Other considerations for Speakers Bureau engagements include possible no-host presentations at the libraries, perhaps on a monthly basis. Other no-host events might be considered at Centro Cultural.

## **7. Maroochy 2025**

Jim Irwin of Maroochy Shire, Australia, talked about the visioning process in his community. Steven Ames, part of the consulting team that assisted with the Hillsboro 2020 design, advised Maroochy with their process and used Hillsboro as an example to follow. Irwin said Maroochy is at the action-development phase of their vision planning process.

He expressed his gratitude for tours and information the City staff has provided. It is information he can take home and apply. "You can feel the commitment in the community and Hillsboro also has the physical assets as evidence" that the process works, he said.

## **8. Newsletter**

Heade presented the VIC with a draft copy of the first Hillsboro 2020 insert, which will be distributed inside the City newsletter. It should reach households the week of October 11. Upon review the following comments were made:

- Consider adding check boxes under the clip-and-send section that would read: Would you like to become a volunteer? Would you like to schedule a speaker for your group?
- Delete the word "add" from the question.
- Perhaps the insert could point to the online information more frequently.
- A consideration for reformatting one question could be: What kind of improvements would you like to see in your community?

## **9. Open Public Forums**

Coulter encouraged VIC members to attend the upcoming Hillsboro 2020 Public Forums on October 20 and 21.

The forums will feature information tables for each of the six Focus Areas and general overviews of Hillsboro 2020 every 30 minutes. Each table will be staffed to ensure visitors can discuss issues and ask questions.

Publicity for the forums will include: the insert in the City newsletter, flyers for Chamber of Commerce, ads in the newspaper, updates on the Hillsboro 2020 website, and promotion through the Speakers Bureau presentations.

## **10. Updates**

Erik Jensen, City of Hillsboro, noted that Univision has agreed to be a sponsor. The Univision logo is included in the newsletter insert. Univision will run notices on the Spanish Language channel 31 for the 10 days in advance of the forums and Town Hall.

Spanish translators will be present at the Public Forums.

Heade noted the Hillsboro 2020 video will be broadcast in both English and Spanish on TVTV. Hillsboro 2020 booths will be set up for the October 10 and 16 Farmers Markets and the M&M Swap Meet. The Swap Meet is a good opportunity for Latino outreach. Heade distributed a sign-up sheet for volunteers to staff them.

Coulter announced that Paul Danko will be the Co-Chair for the Town Hall Committee.

Jensen noted another Australian guest, Ian Robins from Wyndham, would be coming in the next week to learn more about the Hillsboro 2020 vision process.

Catherine Crooker noted this year's "CAT Walk" (Cancer Awareness and Treatment), which was held before the Fourth of July Parade, was well attended. She mentioned the event is part of a Tuality Healthcare Vision action item.

Bernie Kuehn noted another action item result: the Kiev Orchestra and Chorus will be perform at Glencoe High School Tuesday, September 21, at 7:30 p.m. -- the only Oregon stop on their U.S. tour.

## **11. Next Meeting Date**

The next Vision Implementation Committee will be held Thursday, November 18, 6 p.m. – 8 p.m. at the Riverhouse, Rood Bridge Park, 4000 S.E. Rood Bridge Rd.

## **12. Wrap-up**

Coulter extended a welcome to the new VIC members, Neshia Cameron, Catherine Crooker, and Bernie Kuehn. He said this is an opportunity to make a difference.

Meeting was adjourned at 8:50 p.m.