

Hillsboro 2020 Vision Implementation Committee: 2009-2010

Monday, June 21, 2010

MEETING # 4 SUMMARY

VIC Members Present:

Steve Callaway
Sarah Jo Chaplen
Cece Clitheroe
Bob Cruz
Karen Frost
Marilynn Helzerman
Bernie Kuehn
Sia Lindstrom
Darell Lumaco
Jaime Miranda
Jeff Nelson
Deanna Palm
Denzil Scheller
Jimi Smith
Ted Vacek
Tom Wolf

Staff / Consultants:

Chris Hartye, City of Hillsboro
Michele Neary, Mad Bird Design, LLC
Jason Robertson, J Robertson and Company

Guests:

Peter Brandom, City of Hillsboro
Hal Ballard, Wash Co. BTC
Rene Heade
Kenny Martin
Fred Nachtigal
Jorjia Fields

VIC Calendar:

July 20: Council Presentation
July 24: Celebrate Hillsboro

1. Welcome / Updates

Vision Implementation Committee (VIC) Chair, Steve Callaway, called the meeting to order at 6:05 p.m., reviewed the agenda and thanked the VIC for their work during the Strategy Review year. Thank-you cards for the Youth Advisory Committee were distributed for VIC signatures.

Callaway announced the recipient of the 2010 Chair's Award: former City of Hillsboro Project Specialist Rene Heade served the Hillsboro 2020 Vision project for many years, organized annual Town Hall events, and completed important work behind the scenes. VIC members thanked Rene for her years of service.

2. Town Hall Debrief

Hillsboro 2020 consultant, Jason Robertson, provided a recap of the May 20 Town Hall meeting. Among other highlights, he said the Town Hall featured Hillsboro 2020 t-shirts for volunteers, electronic polling, a short movie and strategy review voting. Marketing efforts included a television commercial and electronic newsletter. The VIC watched a slide show of photos from the Town Hall, and reviewed reported results from electronic polling.

Town Hall Feedback:

- It was a great Town Hall!

- Positive review of the compact and shorter meeting format. The audience gets restless when meetings last too long. The focus of this year's meeting was the Vision.
- The audio-visual component was good, and works best for getting people there and keeping them there.
- The highlights video was excellent.
- How can we improve attendance and make more people want to show up?
 - The attendance in 2010 (125) was about the same as 2009. Noted features that usually increase attendance: Lead Partner booths guarantee about 40 additional attendees and choir/performance groups usually attract additional students and parents. *(This year's Town Hall didn't include either. Considering this, attendance was actually very good.)*
 - The fall Community Forums were not well-attended; people don't go to meetings like they used to.
 - Sia Lindstrom said members of the Education and Outreach and Town Hall Planning Committees struggled with the question of how to get people to attend Town Hall after 10 years of Visioning, but were pleased with the overall volume of input received through community group presentations, surveys and other outreach.
 - Relatively low attendance at the Town Hall may be a testament to the fact that things are going well. Getting people's attention in a negative fashion (i.e., closing a school) drives attendance up at public meetings.
 - Hillsboro residents see things going well; services and needs are being met in the community.
 - Impression that there were many new faces this year. Michele Neary noted that 45 new e-mail addresses were added to the Vision e-mail list after Town Hall.
- VIC members asked about combining Town Hall with "Celebrate Hillsboro" on a rotational basis rather than having a stand-alone event every year. A portion of "Celebrate" could be devoted to gathering feedback similar to Town Hall and allow input from a broader audience.
- E-polling was fun and engaging. It could be used to improve attendance in the future.
 - The e-polling was fun, offering a break between speakers/presentations. Consider trying it again, geared to collect more specific information from the audience.
 - Surprised that 25% people attending Town Hall didn't reside in Hillsboro. Someone in the audience made this same observation. *(Based on this same e-polling information, 75% of attendees were Hillsboro residents. Of the 25% who said they weren't, a considerable number may work, but not live in Hillsboro.)*
 - Questions 5 and 6 from the e-polling helped to gauge which Vision projects resonated with the audience.
- Question from the audience: How much Latino outreach has the VIC done to date? A lot of people in the Latino community don't have Internet and e-mail access. Jaime Miranda responded that the Latino Outreach Advisory Committee (LOAC) does a good job of promoting Hillsboro 2020 and gathering feedback from the Latino community. Robertson added that all key documents are translated into Spanish.

3. Action Plan Update Review and Update

Robertson introduced the packet of Action Plan additions and amendments. He said there are 83 amendments reflecting 10 years of updates, timeline shifts and lead partner changes. The VIC reviewed proposed additions and amendments in advance of the meeting, and recommended forwarding all proposed amendments along with two new strategies and 40 new actions to City Council for review (17 new actions for implementation in 2011-2015, and 23 new actions for implementation in 2016-2020). The VIC also voted to drop two actions that did not receive sufficient community support (RV Parks and expanded Sister City program).

Review Questions and Comments:

- How was public support for new action proposals determined? Action prioritization was conducted through Town Hall voting, an on-line survey and a paper survey sent to all Hillsboro households. Anyone and everyone who wanted to vote had an opportunity.
- What happens to actions that didn't receive enough high priority votes? Actions that rated comparatively lower than other new action proposals will be saved in an "idea bank," and may be revived at a later date as community priorities change, or a willing community partner volunteers to lead implementation of that idea.
- New actions can also be added from year to year.
- *Identify and support growth at local economic activity centers, i.e.: 10th Avenue/Shute, Downtown, Orenco, Tanasbourne, and others.* The "Economic Activity Centers" action is already implemented-underway. It was expanded to include new areas and re-tested with the public to ensure support.
- Karen Frost said the Westside Transportation Alliance is willing to lead the "Bike Rack" action, and suggested moving the implementation timeline to 2016.
- The VIC suggested moving the "farmers market" action implementation timeline to 2011.
- The Hillsboro Chamber of Commerce is the appropriate lead partner for new the "Latino Festival" action.
- Other potential partners for the "Neighborhood Clean Up" action should include as Metro, Goodwill, E-Tech, Oregon E-Cycle and others.
- *Revised wording for Strategy 14 should read "Establish a coordinated system of buses, shuttles and light rail connecting large neighborhoods, major retail and employment areas.* The Westside Transportation Alliance can't establish transportation systems directly, but can work with appropriate public and private organizations to do so.
- Chris Hartye said all proposed Lead Partners have been contacted, and that he would be working with Steve Callaway to confirm them between the VIC meeting and City Council presentation. He also said there would likely be some new VIC members at the table next year, given that several organizations could potentially adopt two or more new actions. He promised to update the VIC before the fall meeting.
- The VIC thanked the Hillsboro 2020 Planning Team for creating a clear methodology and context for the VIC to review.

4. Annual Progress Report Review

Robertson introduced the draft outline and revised report format for this year's Annual Report to Hillsboro City Council. The VIC liked the new format and requested a copy be sent to them prior to the July 20 Council presentation. Callaway encouraged VIC members to attend the Council session. A preliminary work-session will begin at 6:00 PM on July 20, with a formal presentation and adoption to take place at 7:00 that same evening.

5. VIC/Committee Updates

Callaway distributed a sign-up sheet for VIC members to staff the Hillsboro 2020 booth at Celebrate Hillsboro on Saturday, July 24.

Hartye and Callaway offered congratulations to Adriana Cañas and the Chamber of Commerce for winning the Vision awards at the Town Hall.

Callaway formally presented the 2009 Chair's Award to Jaime Miranda, Hillsboro Chamber of Commerce and LOAC Chair.

The meeting was adjourned at 8:05 p.m.