

# Hillsboro 2020 Vision Implementation Committee: 2008-2009

Thursday, October 23, 2008

## MEETING # 1 SUMMARY

### VIC Members Present:

Steve Callaway  
Sarah Jo Chaplen  
John Coulter  
Karen Frost  
Marilynn Helzerman  
Doug Johnson  
Nicole Kaufman  
Bernie Kuehn  
Sia Lindstrom  
Jaime Miranda  
Jeff Nelson  
Bruce Roll  
Denzil Scheller  
Ted Vacek  
Edwin Vargas  
Tom Wolf

### Staff / Consultants:

Chris Hartye, City of Hillsboro  
Rene Heade, City of Hillsboro  
Erik Jensen, City of Hillsboro  
Andrew Bartlett, intern, City of Hillsboro  
Michele Neary, Barney & Worth, Inc.  
Jason Robertson, Barney & Worth, Inc.

### **1. Welcome / Updates**

Introductions and Updates: Vision Implementation Committee (VIC) Chair, Steve Callaway, called the meeting to order, reviewed the agenda and led introductions. New members include Nicole Kaufman, Sia Lindstrom, Edwin Vargas, Ted Vacek, and Bruce Roll. Chris Hartye and Rene Heade will provide City staff support to the VIC.

Community Service Organization Summit: Rene Heade announced the VIC was invited to present Hillsboro 2020 information at the Hillsboro Chamber of Commerce Community Service Summit in February (final date TBD). This will give the Hillsboro 2020 Vision project additional exposure, and offer other organizations partnership opportunities in the Vision.

Community Foundation Fund: Rene Heade said creation of a "2020 Fund" under the Hillsboro Community Foundation is getting closer. Contributions to the fund would fall under the rules associated with giving to a charitable organization, and thus be eligible for tax-deductions. The fund would be directed to support of Hillsboro 2020 actions, based on yet-to-be-finalized selection criteria.

### Comments from the VIC:

- *How will the Fund be publicized?* The Community Foundation has a website to highlight projects and programs. Their website would include Hillsboro 2020 projects and programs, highlighted by focus areas. Publicizing the Fund is a topic which will be discussed by the VIC at a future meeting.

## 2. VIC Work Program

Jason Robertson, lead project consultant with Barney & Worth, reviewed proposed VIC tasks and schedule for 2008-2009. Key features include the Partner survey, speakers bureau program, annual Town Hall (scheduled for Wednesday, April 29, 2009) and early planning and kickoff activities associated with the Year 10 Strategy Review Process. The VIC will meet three times during the program year; the Steering Committee two or three times depending on progress.

## 3. Subcommittee Sign-Up

Callaway invited VIC members to join one or more of the following VIC subcommittees:

- Lead Partner Assistance Subcommittee – LPAS members review the status of Hillsboro 2020 actions and provide follow-up outreach and support to lead partners where helpful and appropriate.
- Latino Outreach Advisory Committee – currently has 12 members, and meets on the second Monday of the month. The LOAC shares the Hillsboro 2020 Vision with the Latino community, and teaches others how to expand Vision outreach.
- Town Hall Planning Committee – the Town Hall committee is responsible for planning and executing the Annual Hillsboro 2020 Town Hall meeting, including selection of theme and presenters.
- Public Education and Outreach Subcommittee – a new subcommittee formed to conduct outreach beyond our speakers bureau; its focus will evolve as the year goes forward.

## 4. Lead Partner Survey

Robertson introduced the Lead Partner Survey, which will be available online this year at [www.hillsborosurvey.com](http://www.hillsborosurvey.com). After testing the online survey tool and reviewing the full package, the VIC approved the new format and requested the following edits:

- Edit to letter: 2009 Annual Hillsboro 2020 Vision Town Hall
- Addition to on-line survey: Confirm that lead partners will receive copies of completed submissions for their records.
- For non-web users: Ensure survey is available in alternative formats.

## 5. Year 10 Strategy Review

Erik Jensen, City of Hillsboro and Robertson provided an overview of the Year 5 Strategy Review process and introduced some key assumptions for Year 10 Strategy Review process.

### Year 10 Strategy Review Process Assumptions

- 1) Solicit input on strategies and related actions only.
- 2) Ensure strategies and actions reflect contemporary community values by inviting input from both new and existing community residents and organizations.
- 3) Incorporate fundamental components of the original strategy development outreach process (1999-2000) that resulted in the first Vision Action Plan.

- 4) Protect existing Vision and Action Plan by ensuring consistency with new strategies.
- 5) Submit new or amended strategies to the VIC for review prior to its final meeting.

The VIC concurred with the core assumptions, and suggested a number of additional considerations as planning moves forward, including:

- The process is not returning to square one, but should be open to generating new ideas.
- We have to make sure we are reaching the broader interest of the community, and not a special interest.
- Pay attention to how lingo / language has changed, i.e., sustainability. Terminology in the Action Plan may need to be updated.
- Reach out to students at a high school level to gather ideas. It would be a nice teaching tool to use Hillsboro 2020 as part of a city government course. Reach out to some of the teachers and let them know about the program.
- It is one thing to go out and educate; it's another thing to systematically involve everyone. Teach and engage people in the Vision.
- We have a number of past teachers and educators we can work with. The Mayor's Youth Council could also be a useful connection.
- The Class of 2020 are this year's first graders. Create kids' t-shirts: Class of 2020.
- Hillsboro 2020 demonstrated a real commitment to reach out to every part of this community – that is a goal to repeat in 2010. Parts of the community don't even know they are in Hillsboro. Every year there is a new part of Hillsboro.
- Hillsboro is one of the top ten places to retire – there may be a growing retired population to contact.
- Make sure the message reaches all the ethnic groups in the area; more than 15 languages are spoken in the Hillsboro School District.
- What happens when the Vision process reaches the year 2020? Will it be renamed to Vision 2030 or 2040?

Robertson then identified four possible stages for the Year 10 Strategy Review Process:

- 1) Identification of community ideas
- 2) Review, analysis and formal proposal development
- 3) Proposal review by the community
- 4) Development of final recommendations

The VIC agreed these were the appropriate phases and provided the following additional comments:

- It's important to return to the community to prioritize what ideas are most important.
- Some participants may not have given input in 1998 or 2005, and they will want to see what has been achieved so far in the Vision. It would be helpful if new participants could respond to existing ideas, rather than starting with a blank sheet of paper.
- Hillsboro residents today may have different perspectives on what they want to see in the community.
- Use the Internet for outreach, and have that component available throughout the review process; refer the public to a website where Strategies are listed in categories. Last time there was some duplication of existing Action Items.

- The Strategy Review process can also be used to help connect volunteers with lead partners and existing volunteering efforts.
- On balance, the process should focus on personal and community interaction.

Robertson said a number of activities would get underway this year, to ensure a running start for the 2009-2010 Strategy Review Process. He outlined the proposed actions below, and asked the VIC for additional ideas.

- 1) Planning Team to refine framework, test with VIC at Meeting # 3
- 2) Lead partner interview
- 3) Community Service Organization Summit
- 4) Town Hall question card

Comments from the VIC:

- Create an in-box for ideas on the Vision 2020 website.
- The Community Service Organization Summit will be a great opportunity to generate new ideas. The Summit will be a great opportunity for Partners to talk to each other.
- Schedule an idea-generating event during the Farmers Market, when people are outdoors.

## **6. VIC Implementation Highlights / Announcements**

- The Venetian is open and adding some new nighttime excitement downtown. A new theater group has been performing there and is very good.
- Recent Hillsboro Arts and Culture Council accomplishments: a series of grants to artists, workshops and trainings, and developing a public arts program for the City.
- Arts Walk is held on First Tuesday, don't miss it!
- Clean Water Services has seeded 2 million trees, 35 miles of riparian corridor. The tree planting has been large-scale. Jackson Bottom had an event where 1,200 trees were planted.
- Washington County doesn't yet have an active, defined, invasive weed program. It might be a good action item to consider for next year.
- December 7: Chorale performance of Vivaldi Gloria and other Christmas pieces, at St. Matthews Catholic Church.
- Celebrate Hillsboro in August 2008 was a great event, and encouraged many children and adults to get involved in Hillsboro 2020.