

Hillsboro 2020 Vision Implementation Committee 2007-2008

Monday, November 19, 2007

MEETING #1 SUMMARY

VIC Members Present:

John Coulter, Chair
Paul Danko, Vice Chair
Olga Acuña
Steve Callaway
Ellen Conley
Jen Davis
Karen Frost
Marilynn Helzerman
Roger Hernandez
Councilor Doug Johnson
Darell Lumaco
Jaime Miranda
Deanna Palm
Denzil Scheller
Jimi Smith
Brian Vaughn
Pat Willis

Staff / Consultants:

Erik Jensen, City of Hillsboro
Rene Heade, City of Hillsboro
Jason Robertson, Barney & Worth
Tamara Schaffert, Barney & Worth

Special Presenters:

John Southgate, City of Hillsboro

Guests:

Julie Coulter
Sue Coulter
Kimberly Culbertson
Henry Reimann
Shaun Starr

1. Welcome / Updates / Announcements

Vision Implementation Committee (VIC) Chair, John Coulter, called the meeting to order and provided an update on committee membership. He then led introductions, noting a new member orientation was held immediately prior to the VIC meeting.

Hillsboro 2020 Float Subcommittee Chair, Denzil Scheller, recognized Julie Coulter with a Certificate of Appreciation for her volunteer work on the float, including developing the idea, theme and sketch.

Coulter said that Hillsboro City Manager and long-time VIC member Tim Erwert would be stepping down from the VIC upon his retirement from the City. He invited VIC members to thank Tim during an upcoming celebration of his work in Hillsboro.

2. Special Presentation: Downtown Update

John Southgate, Economic Development Manager, City of Hillsboro, presented an update on the revitalization of downtown Hillsboro, highlighting projects such as The Venetian (aka Town Theater), The Sequoia, and Pacific University. Mr. Southgate noted that Urban Renewal, a tool to help residents, businesses, and property owners make capital improvements, will be a main focus of the continued revitalization effort.

3. **Work Plan and Schedule**

Jason Robertson, Barney & Worth – Hillsboro 2020 consultant, noted that the lead partner survey will be sent out after Thanksgiving. This is a minor change to the original timeline. He said the 2008 Town Hall had already been set for April 30, 2008.

4. **Subcommittee Overview and Sign-Up**

Coulter asked each Hillsboro 2020 Subcommittee chair to provide a brief overview of their committee purpose and meeting schedule. A sign-up sheet was passed and each VIC member was asked to sign up for at least one subcommittee.

- **Lead Partner Assistance Subcommittee**
Provides support and assistance to the lead partners including resource information, contacts and answering questions. The subcommittee meets once in January and 1-2 times in the month of March.
- **Latino Outreach Advisory Subcommittee**
Provides outreach to the Latino community, increasing representation and involvement in events with an emphasis on Hillsboro 2020. The subcommittee meets the 2nd Monday of every month, except during the summer, from 5:30pm – 7:00pm.
- **Town Hall Planning Subcommittee**
Provides input and ideas on event themes, speakers, prizes, entertainment, childcare and sponsors. This is an annual event and the subcommittee meets 5-6 times prior to event.
- **Hillsboro 2020 Float Subcommittee**
Works with youth to develop a Hillsboro 2020 themed float for the annual 4th of July Parade. The subcommittee has a six week commitment, May 1st – July 4th, and meets about four times.

5. **Speakers Bureau**

Rene Heade, City of Hillsboro, presented the updated Hillsboro 2020 Video. She said the video is available in Spanish and English. Robertson inquired if it was time to get back in front of leadership organizations and asked the committee to review communication methods that would be best for specific audiences. VIC feedback included:

- Community television programming could be a good option
- Have the video end with information on events, Town Hall and volunteer opportunities
- Video provides a good tie-in to the website
- Video should have the ability to connect with identified groups and their key interests, such as: environmental, faith based organizations who seek community activities outside the church
- Video should be utilized in schools for classes on student government and leadership
- Video could also be presented as streaming video on YouTube, project website and through local companies to provide information via email to their employees.

The VIC then discussed new ideas for expanding the use of the Hillsboro 2020 “speakers bureau.” All committee members were encouraged to report back if they do a presentation by utilizing the feedback form. Steve Callaway commented that the number #1 component to the presentation is saying “Thank You!”.

John Coulter mentioned the new initiative of a Service Organization Summit. The purpose is to improve access to audiences that are not being reached currently. Staff will develop the concept.

6. Lead Partner Survey

Robertson emphasized that the lead partner survey is the key method to communicating with partners and that this information is utilized for recognition as well as identifying challenges. The packet is sent via email in a protected format allowing responses to be typed and immediately returned. The committee did not have any changes to the survey or cover letter.

7. Other Topics

Erik Jensen, City of Hillsboro, noted the need for correct wording regarding two action items in the Annual Report. VIC asked for the information to be updated in this year's Annual Report to City Council.

Jensen noted a partnership has been formed between Hillsboro Community Foundation and Hillsboro 2020 Vision to identify means for generating additional support for implementation of Hillsboro 2020 actions. This group will meet shortly to develop criteria for both organizations and determine how projects might be selected and how that process will occur.

Jensen and Deanna Palm, Hillsboro Chamber of Commerce, suggested the VIC clarify how the "Hillsboro 2020" name should or should not be used with regard to other projects. The VIC said it was critical that any reference be accurate and appropriately linked to the Vision and Action Plan.

8. VIC Implementation Highlights / Announcements

Erik Jensen and John Coulter traveled to Bend, Oregon to share the "Hillsboro experience" in visioning. The presentation was well received.

9. Public Comment

No public comment.

The meeting was adjourned at 8:15PM.