

Hillsboro 2020 Vision Implementation Committee: 2008-2009

Thursday, May 14, 2009

MEETING # 3 SUMMARY

VIC Members Present:

Steve Callaway
Sarah Jo Chaplen
John Coulter
Kimberly Culbertson
Tom Dixon
Karen Frost
Marilynn Helzerman
Bernie Kuehn
Sia Lindstrom
Jeff Nelson
Deanna Palm
Denzil Scheller
Jimi Smith
Ted Vacek

Staff / Consultants / Guests:

Chris Hartye, City of Hillsboro
Michele Neary, Barney & Worth, Inc.
Jason Robertson, Barney & Worth, Inc.

Staff / Consultants / Guests:

Peter Brandon, City of Hillsboro
Andrew Bartlett, City of Hillsboro
Erik Jensen, City of Hillsboro

1. **Welcome / Updates**

Vision Implementation Committee (VIC) Chair, Steve Callaway, called the meeting to order, reviewed the agenda and led introductions. This is the VIC's third and final meeting of the year, but there will be ongoing communications and discussion during the summer.

Town Hall observations from the VIC:

- About 200 people attended the Town Hall this April, about half were Latino. LOAC is doing a very good job of communicating with the Latino community. The Lincoln Street Choir provided entertainment. Curiously, there were only two questions from the public this year; in previous years, public comment has lasted 20-25 minutes.
- *Community Television video-recorded the Town Hall – will it be replayed again at any time?* Yes, it was on television again during the previous week. Chris Hartye will let the student entertainers know the television air dates.
- We need to change it up a little; the Town Hall format has worked well, but there is a great opportunity with our 10-year anniversary to break outside the formula.
- The daycare was being utilized, but there was a large volume of families attending. The children in the auditorium seemed to be overflow from a full daycare session.
- We want to try to meet community members where they are. Is there some way to structure the event so there is a comfortable place for that? Is there a new and innovative way to get that public input?
- I liked using David as part of the program, drawing the raffle prizes.

- Were any comments made about the prizes? I was wondering if some people were there for the Town Hall or just for the raffle. A lot of people asked what the prizes were, when arriving at the Town Hall.
- Open House portion and display table time could have been extended – it seems difficult to round people up to begin the speeches. Open House ran from 5:00 p.m. to 6:30 p.m., and not many people arrived until 5:30 or 5:45. At 6:30 when it was time to round people up for auditorium seating, it seemed like attendees were just getting started in terms of interacting with the displays.
- Perhaps we should move to less formal talking / presentations, more creative interactive experiences at the Open House. We can figure out new ways to convey to people information about the Lead Partners and the Vision.
- We should look into establishing a “recording booth” or other interactive ways for people to share their ideas during Year 10 strategy review.
- The *Hillsboro Argus* had good coverage of the Town Hall (May 1); and *Oregonian Washington Weekly* (May 7).
- We should consider establishing a Vision 2020 Facebook page, so we can add links to these kinds of items.

2. Annual Progress Report Review

Jason Robertson said the Annual Progress Report would be presented to Hillsboro City Council on June 16. He reviewed several implementation highlights from the past year, and introduced proposed amendments to the Action Plan, based on discussions the Lead Partner Assistance Subcommittee (LPAS) had held with various lead partners. In most cases, the changes involved updates to the implementation status of specific actions. The VIC approved all modifications and authorized their submittal to City Council for review.

3. Committee Updates

The Education and Outreach Committee (EOC), formed this year, established several priority initiatives including: (1) direct outreach to existing lead partners; (2) increased involvement with captured audiences (i.e., groups that are already meeting); and (3) taking advantage of opportunities to increase awareness for the City at large (newsletters, etc.) This year, the EOC supported the Town Hall outreach and developed a new Hillsboro 2020 brochure, window decals and stickers.

John Coulter said he recently spoke with a high school Leadership group and sensed there was a high level of interest in involving more youth in the Vision.

The Latino Outreach Advisory Committee (LOAC) provided active marketing support for this year’s Town Hall meeting and sponsored a neighborhood clean-up and flower planting event at Shute Park, in partnership with SOLV.

4. Year 10 Strategy Review Program

Chris Hartye provided an overview of the proposed Year 10 Strategy Review Program. He said the strategy review was important to ensure Hillsboro 2020 remains a living document and reflects current community priorities and values. He noted that the last strategy review was

conducted in 2004-2005, which resulted in the addition of three new strategies and 33 new actions. He said the upcoming process would follow four primary steps, as follows:

- (1) Community ideas are solicited from lead partners and the community at large.
- (2) Ideas are vetted and discussed by six work groups, to determine whether or not they fit into the Vision. Work groups develop strategy and action proposals.
- (3) Proposals are reviewed and prioritized by the community.
- (4) The VIC reviews community feedback and forwards final recommendations to the City Council.

In addition, the VIC will likely make a number of administrative changes to Hillsboro 2020, incorporating modifications made over the past five years.

Hartye said the Planning Team will meet this summer to shape a work plan for 2009-2010. LOAC and EOC will also meet over the summer to strategize outreach. He said it was important to start early in order to take advantage of Celebrate Hillsboro (August 8-9) and other summer activities to publicize the Strategy Review process.

VIC members suggested a number of process features for the Planning Team to consider when developing the work scope, including:

- Utilizing modern technology (e.g. Facebook, MySpace, Twitter)
- Hosting a “Kids’ Art” contest
- Promoting a “Young Authors” program (5th-6th grade)
- Incorporating Hillsboro 2020 into school curricula
- Creating “Senior Projects” related to Hillsboro Vision 2020
- Utilizing visual aids to communicate the Hillsboro 2020 message and facilitate public participation (e.g. Hillsboro 2020 Display Booth)
- Establishing outreach “success” measures (e.g. What percentage of the population are we trying to reach? What range of demographics should we target?)
- Inviting artists to develop “murals” or find other creative ways to turn community ideas into pictures.

5. VIC Implementation Highlights / Announcements

- Marilyn Helzerman shared recent successes at the Public Art Committee and First Tuesday art walks.
- Chair Steve Callaway announced the “Hillsboro 2020 Chair’s Award” recipient: Jaime Miranda, based on his leadership of LOAC, assistance in promoting the Town Hall meeting and facilitating implementation of various Hillsboro Chamber-led actions.

The meeting was adjourned at 7:58 p.m.