

Hillsboro 2020 Vision Implementation Committee: 2007-2008

Tuesday, January 29, 2008

MEETING #2 SUMMARY

VIC Members Present:

John Coulter, Chair
Paul Danko, Vice Chair
Olga Acuña
Steve Callaway
Sarah Jo Chaplen
Cece Clitheroe
Ellen Conley
Jen Davis
Karen Frost
Ana Jiménez
Councilor Doug Johnson
Bernie Kuehn
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:

Susan Field
Linda Steward
Aisha Willits

1. **Welcome / Updates**

Vision Implementation Committee (VIC) Chair, John Coulter, called the meeting to order at 6:15pm and announced several updates to the VIC membership. He also noted that:

- The City's Hillsboro 2020 Project Manager, Erik Jensen, had been promoted to Director of Administration, and would be playing a smaller role in Hillsboro 2020 day to day operations.
- How Hillsboro 2020's success has resulted in the project becoming a worldwide model, and that City officials and VIC members alike have been invited to multiple cities to talk about "how Hillsboro did it" and have hosted similar tours right here at home.
- An update was provided that the City of Portland is moving forward in their process with a hybrid implementation phase.
- Hillsboro 2020 will not enter a float in this year's 4th of July parade due to limited resources.

Paul Danko then provided a recap of Tim Erwert's retirement event for VIC members who were not able to attend and celebrate their colleague's "send off."

2. **Lead Partner Survey Update**

Hillsboro 2020 consultant, Jason Robertson, presented an overview of results from the Lead Partner survey. He said 117 of 147 actions are now underway or implemented, including many of

the action added at the conclusion of the Five-Year Review Process in 2004-2005. He also noted that lead partners are working with over 50 new support partners not listed in the *Hillsboro 2020 Action Plan* on 26 actions.

Robertson said proposed action plan modifications will be determined following the Lead Partner Assistance Subcommittee meetings and Vision Implementation Committee review. He then provided a ground-level overview of several actions and how they are positively impacting the community.

3. Lead Partner Assistance Subcommittee (LPAS)

Robertson outlined a scope and schedule for the Lead Partner Assistance Subcommittee. He said LPAS is responsible for reviewing and potentially troubleshooting action that have not been started or that face some kind of unique challenge. He noted that eight actions were being carried-over from last year and would be reviewed with any new action issues identified following final review of individual lead partner surveys.

4. Other Subcommittee Updates

Latino Outreach Advisory Committee (LOAC)

Outgoing Chair, Olga Acuña, announced Jaime Miranda had agree to serve as the new chair of LOAC. She also noted that with the assistance of a new member, Pastor Vargas, LOAC expected to be able to obtain another 200-300 surveys regarding Latino arts and culture needs and priorities. She said the Portland State Institute of Urban Studies may be consulted to analyze the data, and that input would be weighed in any future decision to create a cultural center in Hillsboro. To date, results have indicated that the Latino community is interested in having its own center.

Town Hall Planning Committee

Town Hall Chair, Paul Danko, announced that “Downtown” would be the theme for this year’s Town Hall. The theme addresses many of the downtown associated action items that have been implemented under the *Hillsboro 2020 Vision and Action Plan* such as; the new artists’ plaza; markets; and 3rd places.

Early ideas discussed for the Town Hall included, developing event signage in the form of “street signs” to support the theme, and scheduling the vocal ensemble, *The Young and the Rest of Us*, for event entertainment.

The VIC was asked to approve the recommended theme. The committee supported the theme and provided the following suggestions and comments:

- Consider having resident artists do art on-site
- Work with the Chamber and promote Mainstreet Madness
- Focus on excitement of attracting more business downtown
- Invite Chamber’s Young & Innovative Group to attend Town Hall, bring new ideas

5. Speakers Bureau Update

Coulter proposed a new concept entitled “Hillsboro 2020 Service Organization Summit” which he believes might enhance the reach of the speakers bureau program and involve more local organizations in building and implementing Hillsboro 2020. He stated that a good job has been done in bringing large organizations to the table, but that there is an opportunity to involve more fraternal organizations. He noted a benefit of the Summit is that members of the fraternal organizations will become trained to speak to their club about 2020.

Coulter said getting these organizations involved now is critical, as the ten-year Action Plan review is just around the corner.

With regard to preparations for the ten-year review, Coulter said the Planning Team was busy addressing a number of key questions, including:

- What specific goals or outcomes would be presented as options to the VIC?
- What will the event cost in terms of financial and staff investment?
- How far beyond what was done for outreach in 2004-05 will we need to go?

6. Other Topics

Volunteer Program Update

Rene Heade, Deanna Palm and Laura Baxter met last month to discuss how to improve the volunteer program, including outreach and providing opportunities for involvement. There was interest in identifying other volunteer opportunities that may not be specific action items but that will provide more exposure of the opportunities available.

Hillsboro Community Foundation Update

Palm reported that representatives of the VIC and the Hillsboro Community Foundation continued to work together to find a structure that works for both organizations to provide a conduit for donations and support implementation of selected actions. An initial draft has been developed and work is moving forward.

Annual Report Content

Robertson encouraged the VIC to forward new ideas for the Annual Report, noting the goal is to keep the report in a standard format, while still conveying the impact of Hillsboro 2020.

7. VIC Implementation Highlights/ Announcements

Steve Callaway congratulated VIC member Olga Acuña on receiving a 2008 “Keep Alive the Dream” Lifetime Achievement Award for contributions to the community from the World Arts Foundation

Karen Frost reported that her organization partnered with PCC on customized work place training. Eight classes are offered at Portland Community College on each mode of transportation as well as internal marketing.

Jen Davis informed the committee that planning is underway for the 4th Annual Latino Cultural Festival scheduled for March 2008.

Bernie Kuehn reported on updates regarding the International Film Festival meeting and the Hillsboro Arts Council.

Steve Callaway highlighted the partnership between the Parks & Recreation Department and the Hillsboro School Foundation to offer Homework Clubs. 170 4th and 5th graders have signed up.

8. Public Comment

Linda Steward representing the Board of Tuesday Markets, stated that as a past participant of these meetings, it was great to catch up on the progress of Hillsboro 2020.

The meeting was adjourned at 7:40pm.