

# Hillsboro 2020 Vision Implementation Committee: 2008-2009

Thursday, January 29, 2009

## MEETING # 2 SUMMARY

### VIC Members Present:

Steve Callaway  
Sarah Jo Chaplen  
Cece Clitheroe  
John Coulter  
Bob Cruz (for Brian Vaughn)  
Kimberly Culbertson  
Tom Dixon  
Counselor Doug Johnson  
Bernie Kuehn  
Sia Lindstrom  
Jaime Miranda  
Jeff Nelson  
Paul Oler (for Victoria Shepard)  
Deanna Palm  
Michael Quebbeman  
Denzil Scheller  
Jimi Smith  
Ted Vacek  
Tom Wolf

### Staff / Consultants / Guests:

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

### Staff / Consultants / Guests:

Peter Brandom, City of Hillsboro  
Andrew Bartlett, City of Hillsboro  
Adriana Canas, LOAC  
Paul Danko, (VIC ret.)

### *Guests from Cottage Grove Vision Committee:*

Amy Callahan, co-chair  
Eric Johnson, co-chair  
Pete Barrell  
Teresa Cowan

## **1. Welcome / Updates**

Vision Implementation Committee (VIC) Chair, Steve Callaway, called the meeting to order, reviewed the agenda and led introductions. New VIC members include Tom Dixon (Public Safety), Michael Quebbeman (Historic Landmarks Advisory Committee) and Kimberly Culbertson (Public-at-Large). In addition, Bob Cruz attended the meeting on behalf of VIC member Brian Vaughn (Clean Water Services), and Paul Oler on behalf of VIC member Victoria Shepard (Hillsboro Community Arts).

## **2. Special Presentation**

Jaime Miranda gave a presentation on the structure and activities of the Hillsboro 2020 Latino Outreach Advisory Committee (LOAC). He discussed LOAC's goals and priorities, outreach efforts, accomplishments, programs and future plans. LOAC currently has 18 members, representing various interests. Members encourage Latino participation in community events and activities through speakers bureau presentations, advertisements and even TV commercials among other activities. Jaime invited VIC members to attend the Latino Festival scheduled for March 29, 2009 – and suggested hosting a Hillsboro 2020 booth if possible. He noted that LOAC has a subcommittee on communication and outreach, serving a similar function as the Hillsboro 2020 Education and Outreach subcommittee, and said he looked forward to collaborating in the future.

## Comments & Questions from the VIC:

- *(Question) What are your challenges? How can we help you?* (Response) One of our concerns is not having enough people. At first we thought about going out to visit each of the lead partners, but we don't want to overextend ourselves and not do a good job of it. We have a limited number of members and most are very active in different areas. It would be helpful if lead partners or other organizations could come to one of our meetings. We are also interested in hosting Hillsboro 2020 lead partners who would like to collaborate or request assistance for specific activities.
- *(Question) Hillsboro Community Arts hosts Showtime at Shute during the summer, where community members can attend free concerts – we have tried on different occasions to reach out to the Latino Community, but weren't sure where to turn for help. We'd like to have communication with the Latino community about these free musical events.* (Response) LOAC could help with that; we have resources in place already for outreach to the community.
- *(Question) Do you conduct the meetings in English or Spanish?* (Response) It is conducted in English, the second Monday monthly, 6:30 to 8:00 p.m. at the Civic Center.
- *(Question) The City of Hillsboro is currently developing a public art plan. Has LOAC been contacted yet to have input?* (Response) Yes, definitely. We met with representatives early on and are actively participating.

### **3. Lead Partner Survey Update**

Jason Robertson, Barney & Worth, summarized findings from the lead partner survey and distributed a summary report and complete database of responses. He said lead partners have made great progress, with 123 of 147 actions now underway or complete. He noted that 25 of the 33 new actions added during the Year 5 Strategy Review process are now underway or fully implemented.

Robertson then provided highlights from among the actions underway this year, and said the Lead Partner Assistance Subcommittee would be meeting next week to begin reviewing actions where VIC support may be needed.

### **4. Other Subcommittee Updates**

Town Hall Planning: Steve Callaway said the Town Hall Planning Committee was considering "Health and Safety" as the overarching theme for this year's Town Hall meeting. This topic could encompass mental health, kids' after-school programs, community health and safety and other areas of *Community Wellness*. He invited VIC members to share their thoughts on this theme and to suggest ideas for speakers or presenters. He also distributed a draft of the Town Hall promotional flyer.

Education and Outreach: Sia Lindstrom said that this new Committee met for the first time on Monday, January 26. The Committee will focus on several core activities: reaching new groups with the speakers bureau, expanding the volunteer program, supporting Hillsboro 2020 events including the Town Hall, and outreach associated with the Year 10 strategy review process to begin this summer. The Committee will target four primary groups: (1) Lead Partners; (2) Captured Audiences (civic organizations, business groups, property owners); (3) Schools; and (4) the General Public. The Committee is now pulling together their work plan.

Hillsboro Community Foundation: Deanna Palm, a VIC and Hillsboro Community Foundation (HCF) Board member, reported that a Hillsboro 2020 account is about to be established at the Hillsboro Community Foundation, a non-profit 501c3. Attorneys have reviewed the contract that allows HCF to receive donations directed to supporting implementation of Hillsboro 2020, and it will now need to be approved by Hillsboro City Council. Rene Heade, City of Hillsboro, said the Committee will now work on details for publicizing the fund, soliciting donations and making funds available for action items. Steve Callaway conveyed that, eventually, funds can be requested by lead partners to seed implementation expenses. The Committee will return with a draft process and criteria for VIC review and approval. Palm added that the Town Hall would be a great opportunity to publicize the fund and opportunities to donate. A motion to forward the contract to the Hillsboro City Council was approved.

## 5. Year 10 Strategy Review

Robertson reviewed VIC feedback from VIC meeting #1 regarding the Year 10 Strategy Review process framework. He said VIC members supported the overall framework and had offered a number of other suggestions and clarifications, including:

- Use electronic tools where appropriate, to make public involvement interactive.
- Reach out to schools through civics classes, Youth Advisory Council and other means.
- Ask existing lead partners to review action language to ensure it is still relevant.
- Try to find a way to maximize “new” ideas.
- Reach out to EVERY part of community – geographically and socially.
- Take advantage of existing community events and venues like Tuesday Market.

Robertson said the planning team had begun drafting a scope of work for Year 10, incorporating VIC advice. He said early tasks would begin in June or July this year, in order to hit the ground running and also take advantage of existing community events like Celebrate Hillsboro. He said public outreach would include educational materials, forums, an expanded speakers bureau program and utilization of citizen-led action teams. He then asked VIC for additional feedback and ideas for moving forward with Year 10 planning.

### Comments & Questions from the VIC:

- Consider using social networking sites such as Facebook to reach a broader audience.
- Let’s make sure we reach out to young adults at community colleges/higher education.
- This is a great opportunity to get more young professionals involved in Hillsboro 2020.
- *Do we start generating ideas in the fall?* We will start getting general ideas this year – some will come to us packaged by Partners, but others will be grass-roots community ideas.
- *Will each action team have separate meetings?* Right now, we are planning to have two meetings for each team, and more if necessary to adequately consider the ideas we receive.

- *How will we manage what new actions get assigned to lead partners, who may not be willing or able to take them on? We will work closely with prospective lead partners so they know what's percolating and can let us know if those action concepts meet their mission and capabilities. An idea without a willing lead partner doesn't become an action.*
- *In terms of getting the word out about Year 10, are you looking at the Argus and community meetings? I want to make sure that we reach out to as many people who might have an interest in environmental concerns as possible. We will use those media and others as suggested by the VIC. VIC members can also reach out to their own contact lists. We invite any and all to submit ideas or propose strategies and actions.*
- The Education and Outreach Committee is committed to getting the word out to as many Lead Partners as possible.
- It seems like the City Council meeting in July would be a good and logical time to kick-off Year 10.

## 6. Other Topics

- The 2009 Hillsboro 2020 Town Hall is scheduled for April 29. Hillsboro 2020 Award nominations are due on April 3.
- The third VIC meeting is scheduled for Thursday, May 14, 6:00-8:00 p.m.
- Hillsboro 2020 representatives will be participating in a Community Organization Summit, organized by the Hillsboro Chamber of Commerce, on Feb. 26, to begin developing partnerships with more community service organizations.

## 7. VIC Implementation Highlights / Announcements

- Saturday, February 21: Tuality Foundation annual dinner, 24<sup>th</sup> year, at The Venetian.
- Hillsboro Community Arts: Valentine's Dance at Century High School, big band music from the 30s and 40s, 7:30 p.m. Saturday, February 14. We have quite a few students in high schools that continue to study in the arts, and some need financial assistance. The jazz band from Century High School will be playing, and Hillsboro Vocal Ensemble will perform. Dance lessons will also be available.
- Hillsboro Chamber of Commerce will recognize excellence in education at the 4th Annual Crystal Apple Awards, February 26.
- Annual awards banquet is coming up on May 21 – we are now soliciting award nominations such as the volunteer achievement award. Deadline: March 26.
- Saturday, May 2: Jackson Bottom Wetland Tweet of Dreams fundraiser.
- Steve Callaway honored Paul Danko, former chair of the Town Hall Planning Committee, to thank him for all his contributions to the Hillsboro 2020 VIC.