

**Hillsboro 2020 Vision Implementation Committee
2004-2005**

**Monday, February 28, 2005
6:00 p.m. – 8:00 p.m.
Jackson Bottom Wetlands Preserve**

MEETING SUMMARY

Members Present

John Coulter, Chair
Pastor Tim Huber, Vice Chair
Sheri Badzik
Steve Callaway
Paul Danko
Tim Erwert
John Hartner
Marilynn Helzerman
Shirley Huffman
Bernie Kuehn
Darell Lumaco
Jaime Miranda
Karen Shawcross
Jimi Smith
Rick Van Beveren

Staff/Consultants/Presenters

Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Elizabeth Bechok, City of Hillsboro
Mike Dahlstrom, Zenn Associates
Doug Zenn, Zenn Associates
Steven Ames, Steven Ames Planning

Guests

Deanna Palm
Doug Longhurst

1. Welcome/Announcements

Vision Implementation Committee (VIC) Chair John Coulter called the meeting to order and led introductions. Coulter asked the VIC members to please be responsive to emailed RSVP's in order for staff to anticipate meeting attendance.

2. Activities Report

Town Hall

Tim Huber discussed the current progress with the Town Hall committee. Progress is going very well. The Town Hall will be on Wednesday, May 18, 2005 from 5 p.m. – 8 p.m. in the new Civic Center. Huber noted this event is before the official grand opening. The first one and a half hours will be an open house with work stations for each of the six Work Groups, with representatives available to discuss the Work Group results and seeking public input into those results.

The Hillsboro 2020 Vision video will be showing throughout the open house portion and VIC member Bernie Kuehn will present a vocal ensemble.

The remainder of the Town Hall will be presentations and a facilitated community discussion. The keynote speaker will be Marion Hemphill (Director of Capital Planning and Development and lead manager for the development of the Civic Center).

Door prizes will be given at the end of the program. The Work Groups have been asked to solicit door prizes reflecting their focus areas. Everyone attending the Town Hall will receive door prize tickets, and anyone visiting the work stations will receive additional tickets.

Newsletter

Doug Zenn explained the format and draft content of the next City of Hillsboro newsletter insert. The insert will be six pages with information on new community proposals for the Vision Action Plan as well as a survey form for public comment. The insert will also include a tear-out flyer for the Town Hall. This insert will be distributed in April.

Speakers Bureau

Mike Dahlstrom updated the Speakers Bureau progress. To date 14 presentations have been made to approximately 475 community members. The speaker's script is being updated to reflect a summary of the Work Group results and to remind the audience of the upcoming Town Hall.

Latino Outreach

Erik Jensen noted last fall a group of Latino leaders was assembled to assess outreach to the Latino community. From that effort, a Latino Outreach Advisory Committee was established and has become a considerable asset in identifying and developing opportunities for outreach. Elizabeth Bechok, staff liaison with the Advisory Committee, recognized the group for their hard work. Bechok discussed the development of the Latino Speakers Bureau which has included a December presentation at a Hillsboro School District's Latino Parents meeting, with about 200 attendees. At the meeting feedback was solicited and 124 survey forms were collected (of which 90 noted this was their first introduction to Hillsboro 2020 Vision).

Bechok also stated Hillsboro 2020 Vision informational booths were set up at the first annual Hillsboro Business and Safety Latino Festival, attended by about 500 community members.

Univision has generously donated broadcast airtime for a Spanish language commercial to increase Latino community involvement.

3. Annual Progress Report

Lead Partner Surveys

Zenn presented a summary of the completed Annual Lead Partner Survey responses. Two additional action items have been implemented over the last year.

Zenn also noted next year will be year six of the Vision Action Plan and reporting of the progress will change, no longer delineating year 1-2, 3-5 and 6+ time frames in the Plan. A new set of time frames will be developed by the VIC.

Annual Report Outline

A proposed table of contents page for the VIC's annual report was presented by Zenn for discussion by the VIC. The Work Group proposals will be summarized in the Annual Progress Report with the complete matrix included in the addendum. The VIC accepted the draft as presented.

4. Strategy Review

Chair Coulter thanked all members of the Strategy Review Work Groups for their hard work and the seriousness with which they approached the tasks. He continued noting the Hillsboro 2020 Vision should match the needs and desires of the community and the VIC's responsibility is to determine how the Work Group results should be represented in the Hillsboro 2020 Vision Action Plan.

Zenn presented a draft matrix which is the compilation of proposals from the Work Groups to date. He noted the first 78 items in the draft matrix are proposals for new strategies, new actions and recommendations for revision of existing strategies and actions. The remaining items in the draft matrix are administrative changes reflecting minor revisions to language or Lead Partner/potential partner changes.

Work Group Reports

Marilynn Helzerman, VIC member and Chair of the Strengthening and Sustaining Community (SSC) Work Group, discussed the highlights of that group's process. The SSC Work Group had three meetings and proposed two new strategies, 13 new actions, two amended strategies and five amended actions. She noted one of the new action proposals came from a desire to increase opportunities for involvement between neighborhood communities and the City. Another new action proposal was the direct result of community input and one of the new strategy proposals came from the Hillsboro Community Foundation. She noted the results of this Work Group can be summarized as increasing public involvement and community building.

John Hartner, VIC member and Chair of Enhancing Neighborhoods and Districts Work Group, discussed highlights of his group. With one new strategy, six new actions, one amended strategy and two amended actions, proposals include: develop a "free-fare" zone for MAX (the underlying assumption being improved transportation increases economic development); create a public space to link the Latino business community with downtown; create community gardens as an activity to bring more community residents together; and add diversity to housing availability. Hartner noted the key message of his Work Group is Hillsboro is a vibrant and diverse community.

This Work Group has one notable modification to the existing Action Plan; this is the only group to eliminate a strategy from the existing Vision Action Plan. Strategy 14 is proposed for elimination. Three of the attendant actions under Strategy 14 will be moved to the Creating Economic Opportunity Work Group and the remaining two actions will move under Strategy 13.

Rick Van Beveren, VIC member and member of the Preserving the Environment (PE) Work Group, talked about the action packed meetings of this group with everyone participating fully. The over-arching theme from this Work Group is the introduction of “habitat” and “ecosystems” into the Vision Action Plan language, and the concept of “stewardship of systems” to broaden the coverage of the Action Plan. The group proposed three new actions, three amended strategies and seven amended actions. Light pollution control was proposed to have more emphasis in the Vision Action Plan. Environmentally sound construction and landscaping techniques, as well as education and outreach to the community are also highlights of the proposals.

Jensen noted public education was a primary theme of this Work Group. He noted that some members of the PE Work Group felt strongly that all education and outreach should be multi-lingual and multi-cultural. The PE Work Group was recommending the VIC make a statement in its annual report to support this concept.

Deanna Palm, President, Greater Hillsboro Chamber of Commerce and member of the Creating Economic Opportunities (CEO) Work Group, presented the highlights from the group. The CEO Work Group proposed one new strategy and five supporting actions, all of which address redevelopment and re-vitalization of the downtown area. Emphasis on maintaining the “small-town” feeling, public/private investment and creation and funding of parking are central to the proposals. A suggestion was offered to combine two of the actions which appear to have similar basis. The CEO Work Group will reconvene to consider that proposal.

A discussion ensued regarding the definition of “downtown” and the relationship to immediately surrounding areas of economic and cultural interest. It was agreed the term should be flexible and not constrained to a particular geographic area. The CEO Work Group will also discuss this consideration.

Steve Callaway, VIC member and Chair of Expanding Educational and Cultural Horizons Work Group, noted his group has had two meetings with the third meeting scheduled in March. To date the group has reached consensus on proposals for two new actions and nine amended actions. These expand and encourage the arts and address expanded services for youth.

Paul Danko, VIC member and Chair of Promoting Health and Safety Work Group, talked about the number of community comments relating to enhanced healthcare and access for the under- and uninsured. The group arrived at one new strategy, nine new actions, three amended strategies and four amended actions. These proposals addressed three areas: increase and promote healthcare access for the under-served,

promote awareness of and community involvement in public safety programs, and expand awareness of and incentives for reduction of physical barriers for residents with limited mobility.

5. Updates

Hillsboro 2020 Vision Awards

Coulter discussed the progress of this year's Hillsboro 2020 Community Awards program. A VIC subcommittee has been convened to review award applications and select recipients, if appropriate. He asked any submissions for consideration be sent to Erik Jensen, City of Hillsboro, before April 1, 2005. The subcommittee will then deliberate and the decision will be announced at the Town Hall.

When asked if the award could go to an organization, Coulter noted there are two awards, one for an organization and one for an individual who has been instrumental in moving the Vision forward.

6. Public Comment

Steven Ames acknowledged the amendments and refinement of existing strategy and action language reflects a lot of thought, and he suggested the rationale behind the Work Groups' decisions be captured and relayed to the Lead Partners. He noted that sometimes in planning processes those rationales are valuable to the next generation of implementers.

Doug Longhurst, Housing Development Corporation (HDC) of Northwest Oregon, presented a program the HDC is working on. The project is a redevelopment in the Shute neighborhood. Doug's interest is in involving the Shute and 10th Street communities within the downtown revitalization programs. He offered HDC as a Lead Partner or potential partner if requested.

7. Adjourn

Chair John Coulter thanked everyone again for their involvement and adjourned the meeting at 8:20 p.m.