

# Hillsboro 2020 Vision Implementation Committee: 2009-2010

Monday, January 18, 2010

## MEETING # 2 SUMMARY

### VIC Members Present:

Steve Callaway  
Neshia Cameron  
Sarah Jo Chaplen  
John Coulter  
Bob Cruz  
Kimberly Culbertson  
Beth Graser  
Sia Lindstrom  
Jeff Nelson  
Deanna Palm  
Denzil Scheller  
Victoria Shepherd  
Jimi Smith  
Ted Vacek

### Staff / Consultants / Guests:

Chris Hartye, City of Hillsboro  
Rene Heade, City of Hillsboro  
Jason Robertson, J Robertson and Company  
Michele Neary, J Robertson and Company  
Kelsey Lewis, City of Hillsboro

### **1. Welcome / Updates**

Vision Implementation Committee (VIC) Chair, Steve Callaway, called the meeting to order at 6:10 p.m., reviewed the agenda and led introductions. He introduced Beth Graser, the VIC's new representative for the Hillsboro School District. Callaway then thanked the VIC members for their participation in the Community Conversion outreach program and asked Chris Hartye to give highlights from recent efforts.

### **2. Implementation Status**

Hillsboro 2020 Vision Advisor, Jason Robertson, reviewed the highlights from the Lead Partner Survey Results:

- Hillsboro Parks and Recreation was able to increase programs and activities this year, despite the economic downturn due to collaboration with outside partners.
- The Hillsboro Landmarks Advisory Committee held its first awards ceremony for historic preservation.
- A second community garden was completed, and new gardens will likely be constructed in the years ahead due to increasing demand.
- Electronic car charging stations are coming soon, along with other visible green development projects.
- Sixteen acres along Rock Creek were secured for open space, using Metro Green Space funds.
- Jackson Bottom has added new education programming and camps.
- Over 100 students participated in the City's street tree inventory.

- Clean Water Services continues public education programs.
- SOLV, among other projects, worked with volunteers to create a rescued turtle release site.
- Washington County now offers an 8-week Master Recycling Course.
- The Hillsboro Economic Development Partnership (HEDP) worked with SCORE to create a branch at the Hillsboro Chamber Office. They are working to help small businesses get started.
- The Chamber is working with emerging businesses, and offers assistance in Spanish.
- The City secured \$45 million to improve the intersection at Brookwood Parkway and Helvetia Road.
- The Library reading program went up to 5,000 participants last year. Library program participation is up 11%.
- Hillsboro Arts & Culture Council has been offering networking opportunities and workshops.
- The Glenn & Viola Walters Cultural Arts Center started a Chamber Music Series.

Jason said, overall, 126 of 147 Hillsboro 2020 actions are underway or fully-implemented, about 86% of the entire Action Plan.

### **3. Year Ten Strategy Review Update**

Robertson reported that more than 550 community ideas have been received thus far in the Year Ten Strategy Review process. While attendance at the Community Forums was lower than hoped, the Community Conversation series was a tremendous success. He said the Focus Area Work Groups will have much to discuss in the next phase.

#### Comments and Questions from the VIC

*There seem to be more environmental ideas this year. Did you find that as well? Yes, and specifically under the theme of sustainability. There have been some very specific ideas offered about how to go about being a sustainable city. That's great news, as our review of the Action Plan revealed that most of the existing environmental actions are implemented or underway.*

Hartye added that the VIC worked hard for every idea this year. Along with an on-line survey and newsletter survey, outreach included a new Facebook page, and displays/idea drop-boxes at the main Library and Shute Park Aquatic & Recreation Center (SHARC). A Youth Forum was attended by 28 students. The VIC also reached out to the newly formed Tanasbourne business district. They have an interest in seeing community and business developing in their area. Finally, Hartye noted that 26 Spanish language online surveys and 11 postcards had been received. Hartye thanked those who staffed the booth at Celebrate Hillsboro in 2009.

Some of the other major themes we're seeing in the 500+ community ideas include:

- Bike paths and connections to bike and pedestrian paths;
- Neighborhoods: help us create a neighborhood identity; activities that bring neighborhoods together;
- Fostering urban farming and preserving agricultural land;
- Schools and education: a range of ideas on educational programming and offerings
- Business climate and job creation; and

- Community health and well-being: overall wellness, health education and preventative medicine.

*What percentage of the suggestions came online?* Less than 10%. It seems the most productive idea-generating exercise was the Community Conversation series.

Steve Callaway reported that the high school Youth Advisory Committee (YAC) was very positive about Hillsboro and envisioning ideas for youth in the future. “We don’t want to leave Hillsboro to find something to do; we’d rather stick around here than go to downtown Portland.”

*Have we ever looked at the possibility of having a youth representative on the Implementation Committee? Could someone from the YAC or the Mayor’s Committee sit on the VIC?* John Coulter noted that it took years to get to this point. We had leaders from high school and junior high, but it has taken a while to get them involved. Robertson said the original Task Force involved students, but there were some issues with logistics and balancing participation on the VIC with classes, homework, and other obligations. The VIC may want to consider adding a youth representative as part of the Year Ten update.

Hartye added that the VIC gave placemats to the elementary school students, which allowed students to draw or write their vision of the future. This generated stacks of ideas and drawings – and a number of those ideas are included in the big list of 550. Jeff Nelson added that the placemats would be great to use as a piece for the annual meeting.

*How did people engage with us? As we have been doing this so long, we need to keep up with how people want to get in touch with us. What were the most productive mechanisms? I was surprised that only 10% participated online.* It seemed to be effective to go where people are: library, community groups and so on. The Community Conversation experience suggests having a captive audience makes a difference in terms of generating ideas.

#### **4. Focus Area Work Groups (FAWG)**

Hartye said that the 550 community ideas will be narrowed down and categorized into six topic areas, following the six established Hillsboro 2020 Focus Areas. In 2005, each VIC member was asked to sit on a Work Group, and the same process is envisioned for 2010. This is where the heavy lifting of strategy review is done. The Work Groups will be looking at existing actions, new actions and lead partners. It is envisioned that each Work Group will hold one meeting in February and another in March. More meetings may be scheduled as necessary. Dates to hold:

- February 17, 22, 25 – 6-8 p.m. (tentative schedule)
- March 29, 30, 31 – 6-8 p.m. (tentative schedule)

The six Work Groups include:

1. Strengthening and Sustaining Community: volunteerism, leadership, community (Chair: Sia Lindstrom)
2. Enhancing Neighborhoods and Districts: bike paths, third places (Chair: TBD)
3. Preserving the Environment: recycling, wildlife restoration (Chair: Ted Vacek)
4. Creating Economic Opportunity: revitalization, recruiting for high-wage jobs (Chair: John Coulter)
5. Education and Culture: after-school programs, library, arts and culture (Chair: Bernie Kuehn)

## 6. Health and Safety: health care, fitness programs (Chair: Paul Danko)

Callaway said that recruiting will begin this week. Hartye added that a seat will be saved on each Work Group for a youth representative. E-mail recruitment suggestions to Chris Hartye at [chrisha@ci.hillsboro.or.us](mailto:chrisha@ci.hillsboro.or.us).

After processing proposed strategies and actions, the community will help the VIC prioritize those ideas through a survey, Town Hall and possibly other mechanisms.

*How does overlap between groups get sorted out?* Robertson will help sort out overlap issues on an action-by-action basis.

## 5. Subcommittee Update

Latino Outreach Advisory Committee (LOAC) Update: Chris Hartye said the LOAC was helpful in collecting new ideas from their booth at the M&M swap meet. Olga Acuna has been soliciting feedback from a parents group at school and Jaime Miranda has presented to members of the Latino business community. Hartye and Rene Heade met with Beinestar and distributed newsletters and surveys to the organization and their managed apartment communities. LOAC planned a neighborhood clean-up event last year in coordination with SOLV at Shute Park, which was a huge success. They plan to do that again this year.

Education Outreach Committee (EOC): Sia Lindstrom reported that EOC will join forces with the Town Hall Planning Committee. The EOC is a relatively new committee, and has been refining its goals over the year. Activities include outreach to Hillsboro 2020 Lead Partners, captured audiences and general public. EOC held a joint meeting with LOAC – a Convivio – and plans to do that again.

Lindstrom noted that Town Hall attendance was a little lower in 2009 compared to previous years. The Town Hall planning committee is meeting on Wednesday night, and asks for feedback from the VIC on planning for this year.

Rene reviewed the Town Hall structure from previous years:

- Town Hall begins with an open house with Lead Partner tables (5:00-6:30)
- Auditorium: highlights, slide show, door prizes, entertainment/music

Callaway added that this year will be double-duty: getting feedback on actions, and also reporting back to the community on Hillsboro 2020 successes and programs.

*Town Hall ideas from the VIC:*

- The Lead Partner booths / program timing seemed awkward last year. People don't arrive to partner booths until late in the open house, and then aren't ready to leave when the program starts. We should allow more time for the open house, have a shorter program.
- This year, we need to be sure to allow people sufficient time to absorb the ideas that the Work Groups are presenting. We used the dot exercise in 2005, which needs adequate time to be successful.
- We could have people take surveys at Work Group stations, which might be more comfortable and conversational than standing up in the auditorium.

- Reviewing the highlights doesn't have to happen in the auditorium – it could happen at one section of the open house.
- Is there any way to go back to the people we met with during the Community Conversations, to let them know their idea was incorporated? How do we let people know they are being listened to?
- Maybe we should begin the meeting with the audience seated, and then send people out to engage with Lead Partners at the tables.
- You would have to start the event later, after people get off from work.
- Have tables set up, so the early arrivals have something to do.
- Let's be sure to direct-invite all the groups that gave input through the Community Conversations.
- Maybe we can have some kind of reward for the organization that drives the most people to Town Hall.

*Other questions and comments from the VIC:*

- *Did we capture e-mail addresses when we got the postcards in? Yes.*
- *Were online surveys anonymous? Contact information was optional.*
- *How many friends does Vision 2020 have on Facebook? More than 30.*
- *We should reach out to the leadership at local high schools and junior high schools and see if we can make the Focus Area Work Groups fit with their government curriculum.*

## **6. VIC Updates**

Other news from VIC members:

- Jackson Bottom has hired a bird specialist and there will be a new series of programs geared toward adults. Our annual fundraiser, Tweet of Dreams, is Saturday, May 1<sup>st</sup>.
- The Portland Chamber Orchestra will perform in Hillsboro on Sunday, January 31, at the Venetian Theatre.
- Chamber's Crystal Apple Awards honoring excellence in education: February 25, 2010.
- The first printing of the "Hillsboro" history book has sold out, and we are on to the second printing. A share of the proceeds funds special projects.

The Vision Implementation Committee meeting was adjourned at 7:30 p.m.