

Hillsboro 2020 Vision Implementation Committee 2005-2006

Monday, February 27, 2006
6:00 p.m. – 8:00 p.m.
Hillsboro Civic Center, Room 113B

MEETING #2 SUMMARY

Members Present:

John Coulter, Chair
Tim Huber, Vice Chair
Olga Acuña
Steve Callaway
Paul Danko
Tim Erwert
Karen Frost
John Godsey
John Hartner
Marilynn Helzerman
Councilor Doug Johnson
Jaime Miranda
Jeff Nelson
Deanna Palm
Karen Shawcross
Jimi Smith
Pat Willis
Tom Wolf

Absent VIC Members

Sheri Badzik
Catherine Crooker
Joe Gall
Bernie Kuehn
Darell Lumaco
Brian Vaughn

Staff / Consultants / Presenters

Sarah Jo Chaplen, City of Hillsboro
Steve Greagor, City of Hillsboro
Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Henry Reiman, City of Hillsboro
John Southgate, City of Hillsboro
Michele Neary, Barney & Worth
Jason Robertson, Barney & Worth

MEETING SUMMARY:

1. **Welcome / Announcements**

Hillsboro 2020 Vision Implementation Committee (VIC) Chair, John Coulter, called the meeting to order, reviewed the agenda and introduced guest presenters Steve Greagor and John Southgate.

2. **Special Presentations**

Steve Greagor, Director, City of Hillsboro Parks & Recreation, presented updates on the 19 Hillsboro 2020 action items for which Parks & Recreation is responsible. Summary points from his presentation are presented below:

- 11 items are implemented (9 ongoing, 2 one-time); 5 items are underway; and 3 items are not started.
- The revision of the Parks Master Plan was completed in 2003; the implementation of the plan is an on-going process.
- The Glenn & Viola Walters Cultural Arts Center opened March 16, 2004; it hosts classes, concerts, gallery displays, open studio times, and a lecture series.

- The “Community Garden Development” is a partnership with Calvary Lutheran Church located on a one-acre site with 25 citizen-maintained garden plots; anticipated completion date is April 2006.
- Hillsboro Arts Commission: Parks & Recreation has hired a consultant, and is conducting an inclusive scoping process; anticipated completion date is October 2006.
- Arts Funding Development: partnering with Hillsboro Chamber of Commerce Business Committee for the Arts, Oregon Cultural Trust and, eventually, the Hillsboro Arts Commission (as its role is defined).
- Musical Performance Expansion: a community-wide, on-going effort to expand various musical performances to additional venues.
- Developing new performing groups throughout the city, including Hillsboro Community Youth Choir; impromptu singer/songwriter music night; and a city-hosted summer music camp.
- Local Arts Competition includes Intel’s *Hillsboro Naturally* digital photography contest and HYAC Art Competition.
- Recreational Programs Enhancement: Parks & Recreation has added disk golf, seen an increased demand for adult soccer, and expanded general interest and after-school programs. New programs include Shute Park Aquatic & Recreation Center (grand opening March 4) and master planning of 53rd Avenue properties.
- Local Fitness Council Development: an action item that is currently underway, with anticipated completion of December 2006.
- New Tree Planting Program: Parks & Recreation has partnered with Clean Water Services, SOLV and the City of Hillsboro Public Works Department to help implement the Healthy Streams Plan, with a goal of 12,000 tree plantings in 2006. The “Tree for All” program was held at Frances Street Park in November 2005.
- Wildlife Habitat Restoration and Education projects include multiple volunteer projects to plant trees, shrubs, native plants and groundcovers, and construction of bird and bat houses.
- Off-Leash Dog Area: Parks & Recreation is receiving ongoing public feedback in its search for an appropriate location and use framework.
- Future actions to be implemented include displayed art tours, new arts/crafts fair, and developing an International Film Festival.

Questions from the VIC:

- *Question:* On 53rd Street, is there enough room on that property for another pool? One pool for the City of Hillsboro is probably not enough. *Response:* Yes – 41 acres would be sufficient for a pool.
- *Question:* Have you looked at building another pool at the stadium location? *Response:* Parks & Recreation doesn’t know exactly what will be done with the property by the stadium, but is keeping a pool project in mind. The website for the project is www.53rdavenuepark.org/.
- *Question:* With the number of properties that Parks & Recreation owns, how many potential parks does the City have yet to develop? *Response:* We have the Minter Bridge site, a significant portion of the Rock Creek trail, recently acquired property in Tanasborne area, and the Orenco Woods area – the City still has quite a few parks to develop.
- *Question:* On the new Metro bill that is coming up, will Hillsboro gain any park land if that measure passes? *Response:* There is the potential for that. Parks & Recreation is partnering with Jackson Bottom to find out how that allocation would be spent.
- *Question:* Where do you stand with the Sports Complex/Fairgrounds? *Response:* Parks & Recreation continues to have use of it, and hasn’t had any recent discussions with the Fair Board or Washington County. The Department has a contingency plan in place if it loses the use of those fields and facilities, but more work remains to be done in that process.

John Southgate, Downtown Hillsboro Economic Development Manager, presented information on the action items for which his Department is responsible. Summary points from that presentation follow:

- The City is working on a redevelopment plan for downtown Hillsboro – it's time to start taking action. This is an opportunity to set forth a consensus-based collective vision for what is going to happen in downtown Hillsboro. Questions being raised include: Where do we want to concentrate density? What sort of transportation projects are needed? What will we do with key opportunity parcels?
- A recently-received Downtown Renaissance Grant will help look at how the City might attract arts-related businesses, artists, and performers to downtown Hillsboro. The arts can help create a draw for people to come to downtown Hillsboro.
- Another grant the City has been awarded is a Parking Solutions grant from ODOT, received jointly with the City of Beaverton, to address downtowns parking challenges. Longer term, Hillsboro may consider structured parking, which leads to the issue of funding. This action plan could set the stage for an urban renewal area – it's a possible tool to achieve our goals for downtown Hillsboro.
- Retail marketing questions to be addressed in the near future: what uses is downtown Hillsboro lacking that will help the rest of the businesses thrive? How can the City effectively market downtown Hillsboro?

Questions and comments from the VIC:

- *Question:* What are the general geographic parameters for downtown? *Response:* There is no formal, precise boundary defined at this time.
- *Comment:* John Southgate was instrumental to the Interstate project in Portland.

3. Lead Partner Survey Results

Jason Robertson, Barney & Worth, summarized the results of the annual Lead Partner Surveys. The VIC received a detailed account of action item progress, and a summary of the survey findings.

- *Comment:* In the survey summary, maybe it would help the VIC in assessing progress – since the number of Hillsboro 2020 actions has expanded from 114 to 147 following last year's Strategy Review Process – if percentages were used, in addition to raw numbers.

4. Sub-Committee Updates

Lead Partner Assistance Sub-Committee

Coulter outlined the goals of the Lead Partner Assistance Sub-Committee, a group that will work with Lead Partners to resolve implementation barriers and foster additional support where needed or requested. Chaired by VIC member Joe Gall, the Sub-Committee's process includes investigating the original intent of particular actions, looking at survey responses and determining what assistance the lead partner needs. The Sub-Committee will present the VIC with recommendations at their May meeting.

Town Hall Planning Sub-Committee

Paul Danko, Sub-Committee Chair, presented an update on Hillsboro 2020 Town Hall Planning. Highlights included the following:

- Date, time and location: Wednesday, April 19, 5:00-8:00 p.m., Hillsboro Civic Center

- Theme: Community Connections
- A Latino Folk Dance group will perform
- Entertainment will include violin, trombone, and other music
- Five contributors for door prizes include: REI (gift basket), Costco (MP3 player), New Seasons (gift basket), Pro Landscaping (\$200 gift certificate for materials), and a family Air Show pass.
- Showcase presentation: Steve Callaway, VIC member and prolific community volunteer, will be the featured speaker this year. He will highlight various “Community Connections” as evidenced by implementation of a wide variety of Hillsboro 2020 actions, and increase interaction among Hillsboro residents.
- Sponsors: Argus, Spanish Radio, Univision, Hillsboro Chamber of Commerce – in addition to prize donors.
- Lead Partners have been asked to provide interactive rather than static displays. When people have completed their “Passport” by visiting the displays, they become eligible to win selected door prizes through a random drawing.
- English/Spanish flyers are finalized, and will be distributed to apartments, businesses, schools and to the public via city mailings. The Town Hall will also be advertised through newspaper ads, TV and radio spots. Bookmarks advertising the Town Hall will be distributed at the Library.

Danko wrapped-up by distributing a sign-up sheet for VIC members to volunteer at the Town Hall.

Hillsboro 2020 Float Sub-Committee

VIC Vice-Chair, Pastor Tim Huber and Hillsboro 2020 Float Sub-Committee Chair, outlined plans to create a Hillsboro 2020 float for the Fourth of July parade. This year’s theme for the parade: *Spirit of Discovery* with Lewis & Clark. The Hillsboro 2020 float will fit with that theme and have a design that represents the six Focus Areas of the Hillsboro 2020 Vision. Some volunteers have signed-up already, and Huber invited additional VIC members to get involved. The Float Sub-Committee’s first meeting will be held soon.

Question: Can you tell us what the time commitment might be? *Response:* Initially we won’t be meeting that often; Tim will contact individuals. We will have several joint meetings, and meet more frequently when the parade date is closer.

Latino Outreach Advisory Committee (LOAC)

Olga Acuna, Committee chair, reported that the LOAC has met twice and is in the process of identifying what the Committee would like to accomplish this year. The Committee has nine members – including parents, teachers, and members of the business community. LOAC wants to recruit a few more people, and reach out to as many members of the Latino community as it can. LOAC is responsible for the Spanish Language Speakers Bureau – the first year was a great success. The Committee meets the second Monday of each month – the next meeting is 5:00-6:30 March 13, where the Committee will strategize ways to reach out to the community. A key goal is to increase the level of Latino community involvement in Hillsboro 2020.

5. Lead Partner “Show and Tell”

Robertson introduced this new agenda item, encouraging VIC members who represent Lead Partners to share details and highlights associated with implementation of their Action Items. Several Lead Partner representatives obliged, sharing the following information:

- Deanna Palm, Hillsboro Chamber of Commerce: The Chamber held its second annual Latino Festival this past year, with over 1,100 participants (up from 800 the previous

year). The event ran from 1:00-6:00 PM, and was a business, safety, and community event. The sponsors, PGE and Northwest Natural, provided information on how to conserve energy and weatherize your home.

- Jaime Miranda, Hillsboro Chamber of Commerce: The Mercy Corps program conducts outreach to small businesses or people who are starting a business. They had 24 people participate for the entire program, meeting once per week. They all worked on completing a business plan, in order to submit an application for a loan. The training was available in English and Spanish. Loans start at \$3,000 and go up to \$50,000. It's a revolving loan program with loan repayments reinvested into new projects; the funding comes from the Regional Investment Board. They subcontract with Mercy Corps to provide technical assistance. This process includes helping participants develop a business plan and understand business bookkeeping.
- Pat Willis, Jackson Bottom Wildlife Preserve: They have an REI grant for a hiker's survey project. 178 school groups are coming out to the Preserve this spring. They also have an Intel grant to work with Latino students to build science and literacy in schools, working with 4th graders – the students also get to come to a summer camp.
- Paul Danko, Public Safety Liaison: Police and Fire Departments are doing a SWOT analysis on their action items, and looking at strengths, areas in need improvement and barriers to completion.

6. Other Items

- Speakers Bureau: Robertson gave an update on progress to date.
- Annual Report outline: Robertson presented a draft outline. The VIC is invited to comment or provide recommendations to Robertson at jason@barneyandworth.com.
- The VIC selected a new date for its May meeting – change from May 4 to Monday, May 15. The meeting will be held from 6:00-8:00 PM, at the Civic Center (room TBA).
- Jensen passed along information from Linda Solaris, director of the Essential Health Clinic, that the Clinic is sponsoring a business breakfast on Wednesday, May 3, 7:30-8:30 a.m., at The Reserve. Focusing on the business community, effect on business, resources, etc. The Essential Health Clinic is a free clinic, open two nights per week, and is part of the Hillsboro 2020 Vision Plan.
- Pacific University requested the names and addresses of the VIC members for their mailing list. Erik Jensen asked for permission to share VIC contact information with the Essential Health Clinic and Pacific University newsletters and special event invitations. Comments included:
 - I don't want to get phone calls or tons of e-mail. I don't mind getting a newsletter now and then.
 - If it's informational only, and mailing addresses only, then there are no objections.
 - It seems healthy to know what's happening with groups associated with Hillsboro 2020.
 - Decision: Mailing address information may be given to Essential Health Clinic and Pacific University. For future requests, VIC contact information will not be released without prior approval.
- Hillsboro 2020 Awards: The new nomination form is available on the website (www.hillsboro2020.org). The deadline for nominations is March 31. The awards are designed to recognize individuals and organizations who have made great strides in implementing the Hillsboro 2020 Vision. Erik Jensen, City of Hillsboro Project Manager, encouraged VIC members to submit and/or generate nominations. Coulter will put together a selection committee to evaluate all responses. Previous organizational recipients include the Hillsboro Chamber of Commerce, City of Hillsboro Bicycle-Pedestrian Task Force, and the City of Hillsboro Capital Planning Development

Department; individual recipients have included Perry Gruber, Joe Gall, and Olga Acuna. VIC members are not eligible for individual awards. VIC organizations, however, are eligible for the organization awards.

- Erik Jensen announced that Hillsboro had recently hosted a delegation of 12 people from the City of Bend, who are undertaking their own visioning process. The City gave a presentation, a tour of the Civic Center, and brought in some Lead Partners and members of the VIC to talk about how Hillsboro 2020 has impacted their organizations and the community.
- At the May 15 VIC meeting, the VIC will look at the draft Annual Report, provide feedback on the April 19 Town Hall, and suggest ideas for next year's work scope.

7. Public Comment

- Tom Black, Washington County Fair Boosters: He noted that in the Lead Partner survey there was an item about the Fair Complex / convention center. He has been active since August of last year. He would like to provide a presentation to the VIC about the project. He sees a lot of connectivity between Hillsboro 2020 and the Washington County Fair Complex. There are 102 acres there – about 18 acres is used for direct fair area. There is a gross under-use of that land area. There will be a huge increase with air traffic as the Airport's Master Plan gets implemented. A significant amount of dollars will be invested, and the first thing people will see when they get off an airplane is a dead lawn at the gateway of Hillsboro. We have some creative ideas about what could happen at the fairgrounds. We have a great history and want to show it.
- Unknown Attendee: He attended the economic summit last week – Mayor Hughes presented something about the state of the City, and there was not anything about Hillsboro 2020 in his presentation.
- Sara Lee, Kaiser Permanente: She is working with Wendy Ray, and involved in the diversity program, including an Asian Pacific Islander association. Kaiser is looking forward to hearing more about what Hillsboro 2020 is all about.
- Henry Reimann, Hillsboro Police Department: The Hillsboro Police Department is starting a new partnership with OMSI to bring in displays at the Police Department.
- *VIC comment:* It would be nice to have someone come in and talk to us about the airport master plan.

DATES FOR THE VIC CALENDAR:

- Town Hall Date: 5:00-8:00 p.m. Wednesday, April 19, 2006.
- Next VIC Meeting: 6:00-8:00 p.m. May 15, 2006, Civic Center, room TBA.