

**TUALATIN TOMORROW
VISION IMPLEMENTATION COMMITTEE**

MEETING #2

February 20, 2008
6:30 P.M. – 7:50 P.M.
City Council Chambers

MEMBERS PRESENT: Monique Beikman, Frank Bubenik, June Bennett, Neta George;
Candice Kelly, Connie Ledbetter, Larry McClure, Gary Rusynyk;
Dave Volz, Jay Wilcox

PARTNERS: Buck Braden, Artist
Joe Lipscomb, Loaves and Fishes
Linda Moholt, Tualatin Food Pantry
Mary Nunnencamp, Wash. Cty. Dept. of Health & Human Svces.
Scott Schlegel, Community Action
Carla Thaler, Tualatin Chamber of Commerce
Cassandra Ulven, TVF&R
Sheri Wantland, Clean Water Services
Steve Wheeler, Clackamas County

GUESTS: John Coulter, Chairperson, Hillsboro Vision Implementation
Committee; Suzanne Coulter
Erik Jensen, City of Hillsboro

STAFF: Doug Rux, Community Development Director
Carol Rutherford, Office Coordinator

INTRODUCTIONS/AGENDA

Mr. Bubenik welcomed everyone. VIC members and guests introduced themselves and were encouraged to sign in. Mr. Bubenik reviewed the agenda.

ACCEPTANCE OF MINUTES FROM JANUARY 16, 2008 VIC MEETING

MOTION by Kelly, SECOND by George, to approve the minutes of the January 16, 2008 meeting. MOTION PASSED unanimously.

INTRODUCTION OF JOHN COULTER AND ERIK JENSEN

Mr. Bubenik introduced John Coulter and Erik Jensen representing the City of Hillsboro's Vision Implementation Program. Mr. Coulter has chaired the program since its inception in 1997. He is a volunteer and a nurseryman by trade. Mr. Jensen joined the City about the same time and is currently Director of the City's Administration Department. From 1997-2000 the Vision and Action Plan were developed. The implementation phase began in 2000 and is now in its eighth year.

Mr. Coulter stressed that while this program is successful in Hillsboro, it might not necessarily be in all cities. Some elements that were used during the implementation phase may work in

Tualatin. Hillsboro also used the services of Steven Ames who suggested lots of great concepts and helped us get through some “speed bumps.” The biggest challenge at the time Hillsboro started their visioning process was that there wasn’t a successful model yet. One critical element is that, as VIC members, we are the facilitators to make sure the vision happens. This must be done by the public at large to insure impartiality, that the community recognizes that this is volunteer driven, and that we give a lot of ourselves. It is important that the right resources are matched up. The first few years were daunting with many learning lessons and insuring that we did not let the community down. Processes were developed to insure we’re connecting to both the partners and the community and engaging everyone to make a difference. Uppermost, we want to have fun with the project and are out there to sell the vision to the people who don’t understand it.

Erik Jensen presented a Power Point Presentation (see handout) which provided an overview of the visioning process as well as demographic information about Hillsboro. When the visioning process began, the population was approximately in the mid 50,000’s. The economic base is a mixture ranging from agriculture to high tech and is viewed as Oregon’s “silicone forest.” 20-25% of the population is Latino, with 30% minorities as a whole. The City has grown 160% over a 20-year period. As the community grew, there was a disconnect with new people coming in – and new areas being created. The once tightly-knit community was now broken up physically and with social networks. The periodic review process in 1997 looked at visioning not as a land-use process but at the City as a whole to bring identity to all residents.

The outcome of the initial process was the creation of a 20-year vision on what Hillsboro will be like in 2020. This document was created based on extensive public input including Spanish components, direct mail, workshops etc. The implementation committee includes 20 Community Partners. It is a living document, and there are mechanisms in place to insure it doesn’t become time sensitive but continues to grow and be viable. A chart ties this together in a linear connection starting with the vision statement (core and six focus areas) to 48 strategies resulting in 147 actions.

Mr. Coulter reviewed the key elements of Hillsboro’s implementation process, the charter of their VIC, and the make up of their VIC and Steering Committee. He reiterated the need for community partners and the myriad of people involved. He discussed the need for a review process – annual, five-year, and ten-year. There will be an extensive review done at the ten-year milestone to reconnect with the community. Staff and consultant support will be available in addition to the volunteers as there is a lot to be done.

Membership on the VIC is diverse just like the community, and it goes beyond the Chamber or large lead partners. Initially, terms had been for only two years but have been changed to three years for institutional memory to carry forward. Their Steering Committee functions like a “road test” to try new things prior to going to the VIC. Hillsboro also created a Planning Team with a chair, vice chair, project manager etc. who map out the annual plan. They develop the base concept at the planning level to be rolled out to the Steering Committee and then the VIC.

He stressed the roles of their Lead Partners as a community effort to identify who can best facilitate the action. The Chamber has partnered with Washington County and the hospital to

achieve some goals. In November 2007, the VIC developed a survey (see handout) to poll their lead partners to inquire about how things were going. Data compiled from this survey was used to help partners who may be experiencing a challenge in completing the identified action items and to determine if a “one-on-one” meeting should be scheduled. It also served as a tool to determine what great things were occurring. Mr. Coulter stressed that we don’t take out things that are important to the community – if an item is gone from the matrix, it may lose relevancy. Prioritization is important; no item should be removed from the book. He briefly addressed the financial elements of some items which might not be cheap. To address this issue, Hillsboro is working on a Foundation for those individuals/businesses who want to donate money whether it be for general visioning items or something specific, i.e. a dog park. This is a new element of the program that is just being kicked off this year in order to help keep their vision alive and fresh.

The annual Town Hall event should be a celebration of accomplishments. It is a key opportunity for Lead Partner presentations, display stations, and engaging volunteers with things they’re passionate about. Awards are presented to recognize great partners and individuals. This event is bilingual and may include other dialects represented in the community. A challenge for Hillsboro continues to be how to reach out to them and, as a result, a Latino Outreach Advisory Committee has been formed.

To promote continued community awareness and involvement, a Speakers’ Bureau was created. The script varies in length based on the audience. A video was made to easily convey this program to the community. A copy will be given to Frank Bubenik. It is important to do a good job of asking for volunteers and to create a process to make people want to volunteer. Awards are important, and Hillsboro created a Chair’s award for one person on the VIC who is doing things far and above what is expected. Branding is important. Sample “tattoos” that are handed out at various events were distributed (see example).

Mr. Jensen provided an overview of how Hillsboro handles updates to the action plan. It is the charge of the VIC to make minor changes to the action plan which can occur on an annual basis. Recommendations to the City Council could include a change of lead partners or, if one word is causing a problem, it can be modified without changing the intent. If approved by Council, the annual report would be updated to reflect the change. After 2-3 years into the program, the community realized that this visioning process was being taken seriously, and interest groups began requesting additional items. This could be seen as being problematic to make changes that would affect the integrity of the document and could result in a two-part recommendation – looking at Action Plan strategies and the proposed actions to carry them out. It is not a big deal to add or change an action, and this can be modified or changed annually in conjunction with the review at the Town Hall. Strategies are a bigger deal since this requires a Citywide public involvement process. Hillsboro’s five-year review resulted in two new strategies and 33 action items included in the 2005 update (copies of that document provided at tonight’s meeting).

The biggest accomplishment achieved as an outcome of the visioning process was the construction of the Civic Center three years ago. This facility incorporated numerous actions including the desire for a new City Hall, public plaza, emphasis on being environmentally friendly, public art, mixed-use affordable housing, civic meeting area etc.

In closing, a slide depicting “20/20 hindsight – Elements of Success” outlined eight elements which resulted in the success of this program. The importance of the budgeting process was also stressed as related to the action items and maintaining a tally on what is being spent.

Question and Answer Period

Messrs. Coulter and Jensen answered questions posed by Tualatin’s VIC members:

Mr. Wilcox inquired about the percentage of people that live and work in Hillsboro. Mr. Coulter responded that it is about 60%. Hillsboro had been a bedroom community until Intel, Fujitsu and others located there. Other large companies continue to move here and the challenge is building livable communities to address the diverse housing needed to accommodate them.

Ms. Moholt inquired if it is helpful to be in the same city as the County seat. Since this is a community process, Washington County is one of the Lead Partners and provides services in this capacity.

Mr. Schlegel inquired about visioning vs. urban planning as related to the controversy over the older part of City where Pacific University is expanding. Mr. Coulter responded that, as Planning Commission chair, the vision is community and not special-interest driven although there is not always 100% consensus. Land use is driven by Codes. Vision is the tool we use when reviewing and redoing the Codes as they become outdated. These two needs do bump up against one another, and then we evaluate what is in the best interest of the community as a whole. The goal of the Planning Commission is to maintain a livable community.

Mr. Wheeler inquired that in our current stage is there anything we should not do. Mr. Jensen and Coulter’s comments included:

- While the vision was being developed, there was an extremely high profile public process. Then it stopped, and the community had no idea things were happening. Ongoing communication with the community is essential. Stay connected!
- When adding the 33 new actions, the numbers assigned to the lead partners changed dramatically, and the VIC membership looked like it was “out of whack.” It is important to correctly define the membership as related to the lead partners (who have two or more actions.)
- Insuring that we had an understanding and strong support from with the City Council and Mayor as they are also leaders and part of the grass root effort. Don’t run at odds with elected officials.
- Delegate – new volunteers can come up with new ideas. Pull people in and get them excited and want to be there! Be out in the community as much as possible. There are lots of people out there - find out how to communicate with them to get them involved. Make the environment some place they want to be. It is easy to get people to stay on the committees because they enjoyed it and saw tangible results.

- “Branding” - connect the dots. Let them know what’s happening is what they asked for and part of their future.
- Early in the implementation phase, lead partner action was between Erik and the partners. About three years into the process, Hillsboro put together the Lead Partner/Assistance sub-committee and engaged the lead partners more. It identified actions where they needed assistance or where the intent of the action is not being met. It was incredibly valuable for the VIC members to talk to them instead of the staff person. This process further emphasizes the community base of the vision and keeps the VIC engaged.

Ms. Thaler inquired about ways to engage the businesses in the community and possibly ways to secure funding. City funds were used, but they needed supplemental funds which they secured through a grant from DLCD. They also went out to local businesses to solicit funding. Often the businesses did not ask for much in return except for name recognition for their support. The Hillsboro Chamber is also involved from the standpoint of contracting out to them to manage the volunteers and serve as a clearinghouse for this process. The President of the Chamber also helps to recruit new Lead Partners who are willing to take on even one action. Mr. Jensen reiterated the importance to just ask for assistance.

SHORT DISCUSSION AND ACCEPTANCE OF BUDGET/GOALS DOCUMENT

Mr. Bubenik inquired if anyone needed a copy of the Goals document and Budget for FY 08/09. The proposed budget has been reviewed with the focus area leads as well as Councilor Beikman and inquired if there were any questions from the VIC members.

Mr. Rux stated that we need to define the role of the proposed part-time staff person and how it will fit into the goals and outcome. This piece needs to be woven into this document for a viable discussion with City Council members. A critical question is if this individual is going to be a City employee or work on a contract basis. After a brief discussion, it was agreed that a job description should be created to be submitted with the Goals document and proposed budget prior to review by the City Council and Budget Committee. Mr. Rux stated that the Steering Committee should continue to discuss the budget and then get back to the VIC who will make a proposal to the City Council.

MOTION by Kelly, SECOND by Thaler, to adopt the goals document and direct the Steering Committee to continue their review/discussion of the proposed budget for FY 08/09. MOTION PASSED Unanimously

ACCEPTANCE OF VISION EVENT DATE AND LOCATION

VIC members briefly reviewed the two options being presented for a date/location for the Community Event. Choices are May 8th at Meridian Park Hospital or May 21st at the Senior Center. Both locations include a separate room for childcare. VIC members felt that the earlier in May would be best before lots of things are going on in conjunction with the end of the school year, sports, etc.

MOTION by Beikman, SECOND by Thaler, to select May 8, 2008 at the Meridian Park Hospital Education Center, as the date and location for the Tualatin Tomorrow Community Event. MOTION PASSED unanimously.

PUBLIC/OTHER COMMENTS

MOTION by Kelly, SECOND by Thaler, to adjourn the meeting at 7:50 pm MOTION CARRIED Unanimously.

Summary notes compiled by: Carol Rutherford, City of Tualatin