

**TUALATIN TOMORROW
VIC STEERING COMMITTEE**

MEETING #12

February 11, 2009

6:34 P.M. – 8:32 P.M.

City Council Chambers, 18880 SW Martinazzi Avenue

MEMBERS PRESENT: June Bennett; Frank Bubenik; Ed Casey; Candice Kelly; Connie Ledbetter; Rina Minato; Larry McClure; Beth Roach; Ben Roberson; Alex Schrimp; Karen Solano; Dave Volz; Jay Wilcox

MEMBERS ABSENT: Monique Beikman; Cori Dion; Dayna Kam; Kelly King; Linda Moholt; Gary Rusynyk; Ashley Thiessen

STAFF: Doug Rux, Community Development Director; Carol Rutherford, Office Coordinator; Lisa Thorpe, Tualatin Tomorrow Champion

AGENDA

Mr. Bubenik called the meeting to order. Attendees introduced themselves.

ACCEPTANCE OF MINUTES FROM JANUARY 14, 2009 VIC STEERING COMMITTEE

Ms. Kelly mentioned that there was a semicolon needed between Ben Roberson and Karen Solano's names in the "Members Present" section of the minutes.

MOTION by Ledbetter, SECOND by Casey, to approve the minutes of the January 14, 2009, VIC Steering Committee meeting. MOTION PASSED unanimously.

NEW BUSINESS

Budget

Mr. Bubenik stated that we plan to reduce the time allocated for the budget discussion to 30 minutes and add ten minutes to the discussion on debriefing from the Partner Luncheon.

A handout was included in the agenda packet which outlines the major categories of the Fiscal Year 08/09 budget and what was spent year to date. Tonight's goal is to draft a budget for FY 2009/2010 which can then be reviewed with the full VIC on March 11th, discussed with City Council by April 1st prior to formal review by the Budget Committee in May 2009. He cautioned that we may have a more difficult time requesting money because of tax revenues declining due to the economy.

Ms. Kelly stated that some variables to consider is that we didn't have funds set aside for the Partner lunch. However, since Lisa Thorpe did not join the program at the start of the fiscal year, we had extra money to spend for it. Consideration should be given on whether the Partner Luncheon should be an annual event. The approximate cost of this year's luncheon was \$800, but this figure can be decreased for future luncheons. In FY 08/09 we pre-purchased some items needed for the Crawfish Festival, and we may do that this year, if

possible. In response to an inquiry from Ben Roberson, it was clarified that the Crawfish Festival is sponsored by the Chamber of Commerce and that the City and the Tualatin Tomorrow program both had booths at the event.

A discussion was held on whether to reprint the Action Plan and to include the updates. Mr. Rux stated that if we incorporate the updates, the book should also adjust the time horizons. Mr. Wilcox stressed the need to have adequate action plan documents available for distribution to potential Partners. Consideration could be given to printing a large number now (i.e. 200) and then allocating funds for a slim update in the following 2-3 years. The document is scheduled for a major update in 2013. The other option is to leave the document "as is" for 2-3 years and include a 2-4 page addendum for those items that have been changed. It was stressed that as an outcome of the lunch, some items now have lead partners and other items have been removed from the parking lot. Doug stated that the latter approach would force them to look at two documents, and this could be confusing to the end user. If we were to update the book now, the major changes would consist of some wordsmithing, adjusting time horizons, etc. We would not change the vision or strategies. He suggested that each Focus Area Lead take the Word version and make changes (using the Word tracking system) and bring it back for review. When everything is OK, one final document can be printed, and the updated document can be posted on the web. When the original action plan was printed, the approximate cost was \$1200-1500 for 100 copies. Doug confirmed that we have money in the budget to do this update. It would be advantageous to wait until after the April 30th Annual Event in case there is information gleaned which could affect the material to be updated.

Candice suggested that we could consider printing Focus Area books rather than the entire document. If we were to create individual booklets, then they wouldn't have to be in color. However, we should include introductory information (3 pages) at the front of each booklet. Frank suggested that we keep it simple with one new book but not have it reprinted in its entirety every year. Mr. Volz stressed the need to maintain our credibility so this document needs to be up to date and accurate. In response to an inquiry from Alex Schrimp, it was explained that the different colors for each of the six focus areas are important as a means of "trade marking" each area. The banners for each area also follow this color scheme. Another consideration is that the plan would be hard to read in black and white. Color is important even with the extra cost. When we obtain price quotes, staff will ask the printers for recommendations for saving money while still maintaining the integrity of the document.

Committee members reviewed the budget information in the various categories. Highlights of that discussion are outlined below.

Administrative Support: The purchase of the computer was a one-time expense that will not be incurred in FY 09/10 since the City's computer equipment is replaced at four-year intervals. It was agreed to budget \$20,000 for the Tualatin Tomorrow Champion position.

Awards: This category (currently at \$150.00) includes gift certificates, trophies, etc. The recent book and gift certificate given away at the Partner Luncheon could be included in this category.

Communications: This included the expense of printing the brochure and registering the web domain name. The latter will not have to be done in FY 09/10. A brief discussion was held regarding updates to the website. It is our responsibility to provide the City's Information Technology Coordinator with any updates, and he will post them for us.

Community Events: After discussion, it was the consensus that the Partner Luncheon should be an annual event. It was agreed to increase this line item to \$3,000.

Other Publicity: It was recommended that this be increased from \$500 to \$800 with the premise being that it includes "Speakers' Bureau" activities. \$100.00 could be allocated for each of the six Focus Area leads plus Frank and Candice.

Office Supplies: This category is over budget due to the purchase of the six voice recorders totaling \$239.94. \$250.00 is adequate for the upcoming fiscal year.

Printing/Postage: After further discussing the subject of updating the action plan, it was agreed that it should be done in FY 08/09. The likely timeline is to coincide with the Tualatin Tomorrow Annual Report to the City Council. It was agreed to request that this line item be increased to \$4,000 for FY 09/10.

The VIC Steering Committee members agreed that it would be appropriate to factor in a small increase commensurate with the cost of living. This percentage would be applied to awards, communications, community events, promotional/ marketing materials, office supplies, and contingency.

Jay inquired if funds are available to travel to other areas of the state for the purposes of information gathering. He cited an opportunity to go to the Eugene area. Candice replied that it should be covered in the publicity/speaker's bureau line item, but approval should be secured from the co-chairs.

Frank recapped the recommendations for the FY 09/10 budget. Steering Committee members unanimously agreed with the proposal. It will be presented to the full VIC at their March 11th meeting.

OLD BUSINESS

Debrief Partner Luncheon

Mr. Bubenik requested that the Focus Area leads turn in their voice recorders to Lisa to transcribe the comments. He solicited feedback from all meeting attendees. Candice thanked everyone for their participation. Comments included:

- Do we need keynote speaker? It may be more productive to have additional time in our groups. Having the mayor attend underlines the importance of the event, but perhaps his speech and the time spent having lunch could be shortened.
- Could we have water pitchers so that there would be less recycling?
- Ben stated that it was very informative but also felt that we need more time in each focus area session. Just as the group was getting engaged, it was time to switch areas.

- Alex said that she liked receiving updated versions of information contained in the action plan.
- Dave stated that he had mixed emotions, but that he made two new contacts (Hal Ballard from the Bicycle Alliance and Cliff Higgins from Metro). He was disappointed that no one from the transportation divisions of Wash County, Metro and TriMet attended. He felt that they didn't accomplish much. Mike McKillip and representatives of the Chamber of Commerce were there for support, but they already know all the issues we're facing.
- Connie's groups deviated from the original structure. No one wanted to share key achievements or talk about barriers. They discussed parking lot items which resulted in all of these items being removed from that area. Hal Ballard and Janet Bebb from Metro were both helpful. Paul Hennon gave her information on contacts about the canoe trail. She received one comment card. Overall, this was a wonderful event for her and the PRN.
- Larry McClure said there were good discussions in both groups. The Vice Principal from Tualatin High School couldn't attend, but he did call to cancel. The survey was hard to interpret, and they didn't have time to look at that document or review parking lot items. There was too much paperwork; attendees only discussed 1-2 items.
- The luncheon provided a great opportunity for networking and to meet one another.
- The food was fine.
- Let the Mayor hear things in the different groups. Consider inviting other Council members.
- Several Focus Area leads commented that the noise level was high, and the acoustics were bad. Perhaps a different venue would alleviate this issue. Jay commented that he had the recorder turned up high at the event and then turned it down at home and used a headset. He made notes and will forward them to Lisa. While she won't know who is talking, it is important to capture the dialog. For future events, the speaker could identify him/herself prior to speaking.
- HSS had lots of individuals at the first session, and a smaller group for the second one. Candice commented that she wanted each staff member to participate in their main area and then a background area to gain a grander perspective. Three action items without lead partners were filled. Scott Schlegel of Community Action and Vision Action Network had a representative from his organization, and Sia Lindstrom from Washington County attended. No one from Kaiser or Providence participated. No one there from faith community attended but, since the luncheon, he has met with Loren Doty, a local pastor that Jay continues to put pressure on to get things started since there are 19 faith-based organizations in the area.
- Ed Casey continues to deal primarily with City issues. Sherilyn Lombos and Mayor Ogden participated in his first session. Each department within the City did their own survey but had similar responses (ongoing work; no help needed etc.) Ed reformatted the information to get it on one page. He, too, stated that there was too much paperwork. Much of the discussions centered on communications - people don't know that the City has been doing many of these items for years. The challenge is how do we disseminate this information to the community. There were good discussions with TTSD, the Chamber and hospital. Deciphering the "gorilla" monkey was challenging, and there may be a better way for this to be done in the future.

- Candice felt it was successful, but we should inform attendees ahead of time what we will be zeroing in on. This could come from responses from the survey (top two items).
- Doug commented that participants need to have the survey work done well in advance of the event so that we have time to synthesize it; next time consider making the questionnaire shorter with less variables. Department contacts need to be identified. He fielded lots of questions from staff, and some survey forms had to be returned since there were no answers in mandatory areas which led to confusion. Doug, too, concurred about the amount of paperwork, the venue was too loud, concern about the microphones, and that 20 minutes was not long enough. He would rather stay with one group where they can maximize the time and have an in-depth discussion.
- Beth concurred that 20 minutes wasn't enough time and supported the suggestion to give everyone a homework assignment for preparation prior to the event.

Steering Committee members agreed that there are many different ways to continue to engage Partners in this process. Opportunities include brown bag lunches, emails, one-on-one meetings or phone calls. We can bring people together to discuss a common issue that could transcend several focus areas. There is no right or wrong way to proceed.

Coming Events

Health Fair: This event is scheduled for April 18th between 10:00 a.m. – 3 p.m. at the Senior Center. Tualatin Tomorrow's logo will appear on their banner along with Loaves and Fishes and the City. Connie and Candice are on the organizing committee. It is a family event, and there will be a "Fit City" walk that day. The Lions' Club will have their screening unit there as well as information from a multitude of organizations. Meridian Park Hospital will have balance master equipment, Koman will have a prize wheel, and there will be raffle prizes. It was suggested to include a child's car seat check which always draws a lot of interest and participation.

Doug suggested that Connie talk to Victoria Eggleston regarding volunteers for the health fair. We may also be able to solicit participation from Cindy Haldorson on behalf of MPH or TVF&R. We also need volunteers to help staff the Tualatin Tomorrow booth with Lisa. Ben and Alex may be able to recruit volunteers from the Key Club. We will try to obtain sponsorship money to enable advertisements in the Tigard/Tualatin Times.

Annual Event: The next committee meeting will be scheduled for February 25th or 26th. TVCTV will run the footage from last year's event and display a crawl indicating this was last year's event and to please join us this year. The Chamber is extending their advertising rate in the Times to us, and we will be using a variety of media to promote the event. Consideration is being given to purchasing a page in the City newsletter with one side in English and the other Spanish, similar to the flyer that will be distributed in the schools. Lisa is working on the format for a periodical and taking pictures at our various events.

Focus Area leads were encouraged to take the information from Survey Monkey and begin creating a report card. This should include things worked on in the past year. This information will then be blown up to an 11 x 17 size for display at each table. We would also like to have them printed for handouts. Mr. Rux encouraged everyone to use the same structure (like Connie's form last year although she commented that she felt it was too uninformative and

recommended that it be bigger and more clear.) It is not necessary to include every single action, but rather present information to enable the attendees to gain a strong spectrum of our accomplishments. The ultimate goal is to give information to the public about the status of action items and to solicit input from them. Easels will be provided where comments can be recorded. Focus Area leads were encouraged to find 2-3 Partners to participate. The City, Chamber and TTSD have their own tables. Mr. Rux stated that if we need a better structure, we need to determine that now to insure that we have the framework in place prior to the March 11th VIC meeting.

ACE Report Before City Council, February 23, 2009

Larry McClure will do the next presentation. His handout will be a one-sheet synopsis encompassing seven categories. Four Partners will participate in this 3-minute presentation.

Focus Area Leads Report

Due to time constraints, individual focus area reports were not provided.

ACTIONS

Any Needed Actions on Above Items

- Notes/recorders from the Partner Luncheon will be given to Lisa for transcription.
- Focus Leads will review the format for the report cards and submit any suggestions to Frank or Candice prior to the VIC meeting.
- Lisa will send the current format to all focus area leads.

PUBLIC COMMENTS

Connie attended the TPARK meeting last night and plans to attend these meetings on a regular basis. TPARK members discussed the dog park which was part of the failed bond measure. We have a location but don't have the money to build it. The TPARK members had lots of questions about Tualatin Tomorrow. Their goal is to try to minimize use of City funds and have labor and materials donated. Beth suggested having a dog walk fundraiser.

A brief discussion was held regarding the urban/rural reserves program. While it is too early for Tualatin Tomorrow to be involved, Mr. Rux stated that all counties and cities are involved. This process focuses on land preservation and controlling growth over the next 50 years. A vote on the sites will be held in March. Up-to-date information will be available at the annual event.

Connie reviewed the student assignments for the focus groups.

GLC: Ben Roberson

PRN: Dayna Cam (not in attendance this evening)

HSS: Alex Schrimp and Rina Minato

ACE: Karen Solano and possibly Cori Dion

Connie hasn't talked to Ashley Thiessen, but she may be the youth representative for TTC. The youth representatives will now begin exclusive work with their Focus Area Lead.

Ms. Kelly thanked the youth for their participation.

ANNOUNCEMENT/OTHER ITEMS

None

The meeting adjourned at 8:32 p.m.

Summary Notes prepared by Carol Rutherford, City of Tualatin