

**TUALATIN TOMORROW  
VIC STEERING COMMITTEE**

**MEETING #14**

**May 13, 2009**

6:38 P.M. – 8:25 P.M.

City Council Chambers, 18880 SW Martinazzi Avenue

**MEMBERS PRESENT:** Monique Beikman; Frank Bubenik; Ed Casey; Dayna Kam; Candice Kelly; Connie Ledbetter; Rina Minato; Linda Moholt; Beth Roach; Ben Roberson; Alex Schrimp; Ashley Thiessen; Jay Wilcox

**MEMBERS ABSENT:** June Bennett; Larry McClure; Karen Solano; Kelly King; Dave Volz

**GUEST:** Jill Anderson

**STAFF:** Doug Rux, Community Development Director  
Carol Rutherford, Office Coordinator  
Margie Bradley, Tualatin Tomorrow Champion

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**AGENDA**

Mr. Bubenik called the meeting to order.

**ACCEPTANCE OF MINUTES FROM APRIL 8, 2009 VIC STEERING COMMITTEE**

MOTION by Wilcox, SECOND by Beikman, to approve the minutes of the April 8, 2009, VIC Steering Committee meeting. MOTION PASSED unanimously.

**NEW BUSINESS**

**Computerized Volunteer Hour Tracking System:** Victoria Eggleston, Volunteer Coordinator for the City was introduced, and she provided attendees with an overview of "VicNet" which will enable everyone to track his/her volunteer hours. Prior to the meeting, she sent out an email to all committee members regarding this program. She also provided a handout with detailed information on the operation of the system. All volunteers at the City use this database. She encouraged everyone to bookmark this website for ease in accessing the program. She reviewed the log-in process. Your individual password was contained in the email, and Victoria asked committee members to contact her if, for any reason, they did not receive this information. Contact information for Victoria is located on the back page of the handout. The password can be changed (minimum of four digits). Her email could have been routed to the "spam" folder depending on the security settings on your individual computers. Victoria reviewed the tabs at the top of the page and emphasized the importance of hitting the "SAVE" key. Once the "SAVE" key is depressed, the information cannot be changed. If any changes would need to be made, email or call Victoria. She encouraged everyone to either enter their hours within a day or two of volunteering or to create a journal to record the time and then input all data at once. Ms. Kelly stated the importance of recording all volunteer

hours, as this information is directly tied to the budget to show the incredible level of volunteer support for Tualatin Tomorrow. Margie Bradley also offered her assistance to help any committee members in navigating throughout this new program.

## **OLD BUSINESS**

**Update from the City Council Budget Meeting - FY 2009/2010:** The proposed Tualatin Tomorrow budget for FY 09/10 was presented at a special City Council work session on April 20<sup>th</sup>. Candice and Frank presented our proposal and only received one question. The Budget Committee will meet on May 18<sup>th</sup> and May 20<sup>th</sup>, if necessary. Final approval/adoption by City Council will be on June 22<sup>nd</sup>. Mr. Rux stated that this program is under the Planning consultant line item.

**Debrief of Health and Safety Fair:** Candice stated that this was a huge success, with over 200 people participating in the morning hours. For future years, the schedule may be reworked for vendor participation and then speakers later in the day. She encouraged anyone interested in volunteering for next year's event to contact Paula Stewart. Jay Wilcox remarked that he thought that it was great. Ed Casey commented that the Lions' Club van tested over 50 individuals and found that 40 people had abnormal health/eye issues. Linda stated that it was a great event to launch "Fit City," with 50 people participating in the walk from Club Sport to the Juanita Pohl Center.

**Debrief of Annual Event:** Candice rated this a "moderate success," but attendance lagged behind the previous year mostly because of the Trailblazers' basketball game, good weather and threat of swine flu. 75 people attended in addition to the numerous volunteers and partners with total attendance over 100. Feedback included that people were staying longer and getting more engaged than the previous year. Most attendees had a good time. In talking with the recipients of some of the door prizes, they had positive things to say. We are still trying to contact one adult who won a raffle prize and can't read the phone number for a child's prize. The sign-in tables and giveaways went well. Support from the Partners was great. There wasn't a whole lot of food left over. The hospital staff did well. The high school students were helpful. Candice conveyed her thanks to the event planning team and the individuals involved in helping to set up. Frank did a great job with publicity and lawn signs. He, in turn, thanked Candice for her efforts.

Beth Roach voiced some concern about the location – both from the standpoint of being adjacent to the hospital and the area of Tualatin. Candice commented that she thought it was a good venue. For next year's event, the library has offered their Community Room. Another option could be the Grand Phoenix Hotel which will be opening near Bridgeport Village. However, their maximum capacity is 100-130 people while our goal is 200 participants. Another option is Tualatin High School, but their rental charge is over \$1,000. The hospital's Education Center is free with the only caveat being that we purchase the refreshments from them. Connie Ledbetter volunteered to chair the Planning Committee for the 2010 annual event.

Candice briefly reviewed the advertising focus from the event. Only one person indicated that they attended as a result of seeing the flyer. Therefore, this media does not appear to be cost

effective. If we decide to hold next year's event in the Library Community Room, the coloring contest might be an even more effective way to get more children involved.

Beth stated that Shari Wantland offered to facilitate a brown bag luncheon for us to bring members together for outreach purposes. This would likely be scheduled for late summer at a yet-to-be designated location.

**Annual Report – Information needed before June 10<sup>th</sup> VIC Meeting:** Candice distributed a draft of the proposed annual report for presentation to the City Council at their July 13<sup>th</sup> meeting. Each Focus Area Lead is responsible for their own section. The draft of this year's report currently contains the text used in each focus area from last year's report. Candice requested that the updated verbiage be submitted to her and Frank no later than June 1<sup>st</sup>. This section should be brief - no more than three paragraphs and be clear, concise and to the point. Pictures from the annual event, health fair, Partner luncheon etc. will be included. Upon review of the information by Candice and Frank, this information will be forwarded to Margie to compile the final document. We have a lot of information to share since we have full year of work compared to six months' activity contained in the 2008 report.

**Periodical: Where we are and what we do next:** Frank stated that there are two ideas being discussed and requested that Margie review these options. The original option is to prepare a "tabloid" for distribution by the Tualatin High School choir members similar to what was done three years ago. The second option is an insert into the City's newsletter which would provide exposure more frequently. This insert (glossy, two-sided color sheet) would cost approximately \$1,085 per newsletter and would reach 13,500 households in the City. There is no charge to insert the sheet - only printing. If we were to do an insert every other month, this would provide the opportunity to report on the activities of each focus area throughout the year. Margie displayed a mock up of the insert. It could highlight important things coming up, identify the Partners involved in that action item and display their logo. Many people read the City newsletter, and it is less expensive than the preparation and distribution of a one-time-only tabloid. To take it one step further, it could piggyback on the Focus Area update made to the City Council with first having the verbal update at the Council meeting and then an article on the same focus area in the newsletter the next month. This also allows for more flexibility to provide up-to-date information.

Mr. Bubenik commented that he receives feedback about the Tualatin Tomorrow website containing the "same stuff" and that residents only hear about Tualatin Tomorrow once or twice per year or think we are dormant. This information could also be posted on the website. Candice supported this recommendation and suggested that we could possibly "pay forward" to purchase inserts in future issues out of the remaining funds for FY 2008/2009.

MOTION by Moholt, SECOND by Wilcox, to proceed with the development of inserts in the City newsletter as a means of communicating Tualatin Tomorrow activities to the residents of Tualatin. MOTION CARRIED unanimously.

Beth suggested that this insert could also be used to solicit volunteers, but that specific volunteer opportunities should be mentioned rather than generality. It was also suggested that Victoria Eggleston can publicize our needs through her volunteer recruitment program.

Margie will follow up with Victoria. Beth also inquired about how do we decide on key priorities. Candice referenced the 2008/09 schedule that outlined the work plan for this fiscal year.

**Update of the Vision Summary:** Frank stated that we need this information ASAP so that updated action plan documents can be printed prior to the end of the fiscal year. He requested that each focus area lead review their specific section line-by-line to determine if anything needs to be updated. Possible updates could include identification of a new Partner, timeline for completing the action, etc. Margie is getting price quotes for the printing of this document. Frank requested that updates be sent to Margie via Candice and him. Deadline for submission of this information is June 1<sup>st</sup>. Doug stressed that this process will not change the vision or strategies for each area since that will only occur at the five-year anniversary. Actions can be wordsmithed and items moved to/from the parking lot.

### **Event Planning:**

**Spring Fling.** After further discussion it was agreed that Tualatin Tomorrow should participate in this event since the attendees will be Tualatin residents rather than participants at the Pumpkin Regatta last October who were from throughout the Portland area. It was agreed that we would share a tent with the Chamber of Commerce. We will have lots of give-a-ways and may consider borrowing or renting a button maker which was a popular item at a Tualatin Tomorrow event several years ago. Jay Wilcox and Margie Bradley volunteered to staff the table. In looking ahead to the Pumpkin Regatta this fall, consideration may be given to sponsoring a pumpkin which could have our signage on it.

**Crawfish Festival:** Margie and Diane Bonica are beginning preparations for this event. The theme is Oregon's 150<sup>th</sup> anniversary – A Wild Wild Fest with the logo being a crawdad driving a team of oxen in a covered wagon. A covered wagon will be created by using hula hoops to and fabric over a wagon. The float may also include bandits. Candice suggested purchasing as many supplies as possible this fiscal year. Volunteers are needed to walk in the parade and to staff the Tualatin Tomorrow booth. Admission to the festival is free for volunteers.

**GLC Report Before City Council, Monday, June 22nd:** Ed Casey will provide this presentation at the June 22<sup>nd</sup> Council meeting. Doug requested adherence to the three minute timeline. Any handouts associated with this presentation for distribution to Council must be submitted to Doug by June 9<sup>th</sup>.

**Flyer from Kathy Newcomb about Tualatin Road Extension:** Connie Ledbetter stated that Kathy Newcomb had attended the April TPARK meeting during which time Mike McKillip provided a Power Point presentation on Alternative 7 of the I-5 to 99W Connector project. The flyer that she distributed at the Tualatin Tomorrow annual event was likely an outcome of that presentation. Frank commented that while we appreciate what she is doing and the information that she was presenting, the Tualatin Tomorrow annual event was set up for the Partners to tell what they've done over the past year and was not the proper forum for the dissemination of this information. Mrs. Newcomb originally wanted to sit at the table adjacent to the TTC Focus Area with an easel, but we said no to that request. She interpreted this to mean that the community was not to be included in the event.

Tualatin Tomorrow has had extensive input and receives updates on a regular basis since Dave Volz, Focus Area Lead for TTC was on the I-5 Connector committee during the time multiple options were being reviewed. Subsequent to Kathy's attendance at the Tualatin Tomorrow event, she did speak to numerous City staff, Councilors and Tualatin Tomorrow volunteers, and others both in person and on the phone. Candice invited her to attend this Steering Committee meeting.

In looking ahead, there will be many opportunities to further discuss this issue. The Mayor and City Council are very involved and have made it clear that they aren't supporting this option. Doug commented that another forum to relay our concerns is Metro's JPACT committee. When Tualatin updates our Transportation System Plan (TSP) in 2011, public meetings will be scheduled to provide another venue to communicate our concerns and options. Councilor Beikman reiterated Council's position and encouraged concerned citizens to participate in the open mike portion of the Council meetings.

### **Focus Area Leads Reports:**

TTC: Dave Volz was not in attendance. At the April Steering Committee meeting, he commented that his work as related to the I-5 connector was ending and that it might be better assigned to someone who continues to be involved in the project (i.e. The Chamber)

ACE: Larry was not in attendance. No report was provided.

GLC: An update of this area was provided earlier in this meeting.

HSS: Jay attended a breakfast meeting at the Tualatin Country Club for Essential Health Care Clinic last Thursday. This organization operates free clinics for emergency care. Jay is also contacting Sheila Hale regarding an informational and fundraising event and is talking with Eric Cohen from Forest Grove and Gary from Rolling Hills Church regarding the interfaith community which currently has no pastors from Tualatin involved in it.

GHT: Beth provided an update to the City Council last month. She is also researching options for a farmer's market in Tualatin and local business who would host it. One possible venue could be the site of the former elementary school; another is doing it in conjunction with either movie or concert night at Tualatin Commons.

Parks: Connie continues to attend the TPARK meetings each month. That committee has asked lots of questions about Tualatin Tomorrow. She introduced Jill Anderson who currently serves on TPARK and is interested in taking a more active role and willing to serve as Connie's alternate for PRN. Jill will provide contact information for inclusion on the email and contact lists. Connie mentioned that Carl Switzer from Parks will be adjusting some of his responsibilities to encompass more recreational components.

While plans for a dog park were put on hold with the failure of the bond measure, options are being researched to reactivate it. A possible site is in the area of the new pump station at Tualatin Community Park. The City does not have any money for supplies and labor, but it

was suggested to TPARK to form a separate committee to determine the feasibility of doing fundraising and soliciting in-kind donations to help create it. Debbie Wightman, a local realtor, has a database which was created when the project was initially identified. Other individuals who may want to be involved in reactivating this project include Nancy Truax and Donna Maddux. Candice and Margie also expressed interest in being involved in this project.

TPARK members voiced concerns about the swimming pools at Tualatin and Tigard High Schools. One of them may have to be closed due to budgetary issues although there may be sufficient funds to keep both properties open through the 2009/2010 school year. The cost of maintenance of one pool equates to keeping five teachers.

## **ACTIONS**

### **Any Needed Actions on Above Items**

Focus Area Leads will prepare information for inclusion in the Tualatin Tomorrow Annual Report and submit it to Frank and Candice by June 1<sup>st</sup>. Focus area leads will also review their respective sections of the Action Plan and make notes on any information that needs to be updated by June 1<sup>st</sup>.

## **PUBLIC COMMENTS**

Linda Moholt provided an update on numerous Chamber activities:

- A Home Improvement Team has been created to list Chamber members affiliated with all aspects of home improvement projects. This information, in turn, benefits both the local businesses as well as the individuals needing the services. John Stelzenmueller, Building Official for the City, has attended meetings to help launch this service.
- The Crawdaddy Open Golf Tournament is Monday, May 18th.
- "Fit City" launched its program during the Health and Safety Fair last month. One goal is to encourage participants to walk more and improve their diets which has a direct correlation to less absenteeism from work as well as lower insurance costs. Eventually a web site may be created to help you track your performance, but it is in need of someone who can design the site on a volunteer basis. Perhaps someone from high school could help.
- The Crawfish Festival is August 7<sup>th</sup> and 8<sup>th</sup> and will include the Tualafest battle of the bands and Crawfish cook-off on Friday evening. Saturday events include a run and the parade prior to the park opening at 10:00 a.m. Atsa my Dawg show will also take place that day.

Councilor Beikman suggested that we create a web page for Facebook. She briefly explained about how Facebook works and the networking that can occur when information is posted on it. While Ben Roberson stated that he isn't familiar with either Facebook or Twitter, Rina Minato and Dayna Kam thought it could be an effective tool with a large circulation.

Mr. Rux stressed the need to prioritize the numerous projects that Tualatin Tomorrow is undertaking. Margie is currently scheduled to work 20 hours per week. Priority should be given to updating the action plan, finalizing the annual report, Spring Fling, and the Crawfish Festival. Following completion of some of these projects, information can be uploaded to the website.

**ANNOUNCEMENT/OTHER ITEMS**

None

The meeting adjourned at 8:25 p.m.

Summary Notes prepared by Carol Rutherford, City of Tualatin