

**TUALATIN TOMORROW
VIC STEERING COMMITTEE**

MEETING #10

November 12, 2008

6:30 P.M. – 8:10 P.M.

City Council Chambers, 18880 SW Martinazzi Avenue

MEMBERS PRESENT: June Bennett; Frank Bubenik; Ed Casey; Neta George; Candice Kelly; Kelly King; Connie Ledbetter; Linda Moholt; Beth Roach; Gary Rusynyk; Dave Volz; Jay Wilcox

MEMBERS ABSENT: Monique Beikman; Larry McClure

STAFF: Carol Rutherford, Office Coordinator;
Lisa Thorpe, Tualatin Tomorrow Champion

AGENDA

Mr. Bubenik welcomed everyone and called the meeting to order.

ACCEPTANCE OF MINUTES FROM OCTOBER 8, 2008 VIC STEERING COMMITTEE

MOTION by George, SECOND by Wilcox, to approve the minutes of the October 8, 2008, VIC Steering Committee meeting. MOTION PASSED unanimously.

NEW BUSINESS

In-Depth Focus Area Report:

Mr. Volz will be presenting an update on the Traffic, Transportation and Connectivity (TTC) focus area at the December 8th Council Meeting. He plans to talk to Councilor Beikman to inquire about what Council would like to hear. His plan is to minimize handouts and overheads and provide a verbal update on things that the City Council might not know. Mr. Bubenik stated that consideration should be given to the TV audience as well as other meeting attendees who might not be as informed as the City Council members on the various transportation-related issues occurring in Tualatin. In addition, this five-minute presentation is an opportunity to focus on Tualatin Tomorrow in general.

Ms. Moholt stated that they have been working with the Sherwood and Wilsonville Chambers' of Commerce and collectively signed a letter to stress the importance of the I-5 Connector Project moving forward with short, medium, and eventually long-term projects. A key issue is to secure funding. In order for this to happen, the Chambers need to push Metro and the Steering Committee. Neta and Dave have been working hard on the Chamber's behalf. Linda stated that this is a new approach for these three chambers to work together and that Wilsonville's new director is very proactive. The Chambers met with the County Commissioner today, and it was a very informative meeting with positive feedback. Even if any component of the I-5 Connector Project is approved, it will be three years until anything gets started.

This presentation could also serve as a means for the cities to unify and interface with Metro. One suggestion was to display a map of the entire area in addition to the Chambers' letter. Ms. Moholt offered to participate in the presentation. A representative from TriMet is another option for participation in the presentation. The main focus should be the Chamber's involvement, and the need for both Federal and State funding. Ms. Thorpe suggested that in addition to transportation issues, we could mention the date for the annual event, a contact to call to request a brochure, and the website. Neta suggested selecting the pieces of the hybrid that would have greatest impact for our residents so that it is something tangible that they can relate to. Mr. Volz reiterated that this involves multi-million and billion dollar projects, and there are not enough funds available. It is extremely political, and we need assistance from the City Council to intervene and talk to Metro to secure their votes.

Another area for possible discussion/update is that WES is coming to Tualatin, but there still needs to be a way to transport employees throughout the area after disembarking from the train. A meeting which included Tualatin's five largest employers, TriMet and the TMA held their first task force meeting last week. TriMet heard the frustration from businesses who pay taxes for transportation services. Mr. Volz has talked to Tom Mills from TriMet who indicated that they are financially constrained. The 76 Line could have increased service, but it doesn't go east/west. Since Wilsonville is outside of the UGB, they were able to create the SMART service, but that is not a viable option for Tualatin since we are inside the UGB. This Task Force will meet monthly and will include local employers as well as Eric Underwood representing the City. Dave Volz offered to provide any additional support that might be needed.

OLD BUSINESS

HSS Update: Jay Wilcox provided an update on this focus area presentation which was done at the October 27th Council meeting. He did not do a formal PowerPoint presentation but verbally updated them on the Bridgeport Health Center, problems with securing a new location for the Food Pantry, highlighted some action items that were done, who we are talking to, and offered to answer any questions. Police Chief Barker was also there to field any safety-related questions or issues. There were no questions from the Council members.

Alternates and Outreach Activities - Discussions and Suggestions: Ms. Kelly stated that we have identified two new people to assume roles on the VIC Steering Committee. She introduced Beth Roach who will serve as Gary's alternate for the remainder of 2008. In January 2009 their roles will flip and Beth will become the lead, with Gary staying on as an alternate. Beth is currently a "stay at home" Mom with two young children and has lived in Tualatin for three years. Her prior professional experience is as an Industrial Engineer. She hopes that she can use this professional experience in her role with GHT.

Neta George introduced Ed Casey who has resided in Tualatin for 35 years. He has been involved in the Chamber, Crawfish Festival, Lions Club, Wetlands Conservancy, and the library foundation and is a retired banker and realtor. Ed will be assuming the role of Focus Lead for GLC. Neta announced that she has accepted a position downtown, and this will likely be her last Tualatin Tomorrow meeting. Ms. Kelly stated that with these new volunteers,

we have achieved our initial goal but encouraged Steering Committee members to canvass their neighborhood for additional folks who might want to get involved.

Ms. Ledbetter met with the staff member at Tualatin High School who is in charge of curriculum and student groups to solicit students interested in volunteering to be youth representatives in each of the six focus areas. He recruited eight juniors (including one Latino girl), and Connie has already talked to five of them regarding the requirements of these positions. The next step is to go to the high school to personally meet with them. Ideally, we would like to have them join Tualatin Tomorrow for our January 14th meeting. The preferred composition of each focus area would to be have a lead, alternate and one youth representative to interface with the Partners.

Pumpkin Regatta and Final Bond Measure Report:

Ms. Ledbetter stated that the bond measure failed with the vote being a 70%-30% split. Overall there was an 86% voter turnout in Washington County.

Gary and Connie staffed the Tualatin Tomorrow booth at the Pumpkin Regatta and stayed there all day. Dave Simmons also participated. Overall, it was their consensus that this was not a good venue for our program. People were drawn to food vendors or the booths that were fun. Ms. Thorpe stated that the event was attended by approximately 3,000 people many of them from other cities. Part of our booth was shared with the Senior Center whose representatives were selling raffle tickets for a quilt. The only way to make our booth successful if we wanted to participate in future years would be to have some attraction (i.e. balloons, making buttons, prize wheel). Ms. Thorpe suggested that we could have someone participate in the pumpkin race with signage for Tualatin Tomorrow on the pumpkin.

Partner Luncheon/Update on Action Items:

This event is scheduled for February 4, 2009 from 11:30 a.m.–3 p.m. at the police station training room. The primary goal is to obtain feedback from the Partners on where they are on their action items. A discussion was held on how it should be structured. It was suggested that the representatives of the focus areas be situated at six tables and the Partners can rotate throughout the applicable areas. The original schedule would be check in from 11:30 to noon; lunch from noon – 1 p.m. with the remainder of time being spent meeting with the focus area representatives. This would be a format similar to what was done at the December 2007 VIC meeting.

Mr. Wilcox commented that this is a long time to keep people away from their business even though some Partners may not have to stay the entire time. It was suggested that the time frame be shortened from 11:30 a.m.–1:30 p.m. Ms. Thorpe suggested a 5-minute registration followed by lunch which could consist of sandwiches. Quick introductions could be made, reiterating the goals for day, and then beginning the rotation throughout the applicable focus area tables. The goal will be for the Partners and Focus Area Leads to jointly complete the survey form if that was not done prior to the event.

Lisa will begin working on invitations. Focus Area Leads should insure that the contact information for all Partners is up-to-date and complete. Any changes should be forwarded to Lisa with copies to Frank and Candice. Likewise, if there are any new Partners, they should

be added to this contact list. Linda Moholt suggested using a caterer who is a member of the Chamber of Commerce. She'll provide Lisa with contact information. Also, this event can be promoted through the Chamber newsletter.

Brochure Update: Ms. Kelly distributed the new brochure to all attendees and encouraged them to take a supply for distribution. She commended Sheri Wantland and the CWS staff for their help in designing the brochure and Heather at Lazerquick for their excellent service. The total cost was \$1,033. The content of the brochure is historical in nature and can be used for many years. We ordered 10,000, and it is our intent to use this supply until we reach our five-year mark. Committee members thanked Candice for her hard work on this document. Venues for distribution include the Senior Center, Heritage Center, Chamber, and City offices.

Yearly Event Planning Update: Ms. Kelly stated that the Planning Committee held their second meeting. The event will be held on April 30th in the same rooms as last year's event in the Education Center at Meridian Park Hospital. There is no charge for the rooms, but we are required to use their catering service. A brief discussion was held regarding the quantity of refreshments to be ordered since we're hoping for increased attendance although there was a lot of food left over at the 2008 event. Due to price increases, we may need to pay more for the refreshments. It will be stressed that this is an open house and that attendees are not required to stay for the entire event.

The room configuration will be similar to the layout that Dave Volz did last year. He will provide a copy of that layout to the committee. Focus area leads were encouraged to advise Candice of any "tweaking" that needs to be done. The three largest Partners will have larger table space. We would like 1-3 Partners in attendance in each Focus Area. The February luncheon may be an excellent opportunity to recruit them. It was mentioned that there were too many people at the ACE table last year. Mr. Volz stated that he might only need one table. It was suggested to provide digital disposable cameras at each table, and attendees could be requested to take photos. Concern was noted that we might not get the cameras back. Mr. Bubenik offered to take photos. The primary focus of the annual event is to inform the public of our progress on the identified action items and obtain feedback from them. It is a bit complicated to do outreach at that time. Consideration will be given to having one flip chart to document citizen comments at each focus area. Committee members were encouraged to send suggestions to Candice and Frank.

We plan to purchase 16 additional lawn signs. We will request pricing for bilingual flyers to encourage the Latino community to attend and would like to have 3-4 bilingual volunteers at the event. We will begin obtaining price quotes for a periodical to be distributed at the end of March 2009. Additional publicity will include a "Save the Date" article in the City Newsletter in January-April 2009. We can inquire if the TVCTV DVD from last year's event can be aired with a notation for the 2009 date. Ms. Rutherford will arrange for the banner to be hung on the community sign pole at the intersection of SW Martinazzi and SW Tualatin-Sherwood Road. Other media will include press releases in the newspapers, possible radio/TV coverage, and the Chamber newsletter. We will inquire if Tualatin Tomorrow can receive the Chamber's reduced rate for advertising in the Tigard/Tualatin Times. Neta suggested using

the same flyer as last year with updated information on the date/time of the event. We could also use an “e-vite,” phone bank, etc. for outreach to our residents.

We will have raffle prizes with drawings at 15-20 minute intervals. The prizes will be on display at each focus area. Donations of door prizes will be solicited, and gift certificates will be encouraged to avoid the time-consuming process of wrapping the items. This process will be started soon so that we can develop an inventory of donations. We may also research options for “giveaways” (i.e. pens, post-it notes, magnet or clips). Mr. Casey mentioned that there may be Chamber vendors who could procure these items for us. Consideration is being given to doing stickers, similar to what was done last year to encourage visitors to visit all the tables. Perhaps anyone who obtains all the stickers could get a prize. This would also encourage family involvement and activities that the children could participate in. Beth suggested a coloring contest which could initially be enclosed in the periodical and then turned in that evening for a prize. Each focus area will have a poster (report card) on their table or a narrative that we could use in the annual report. Steering Committee members were encouraged to provide additional suggestions or input.

Partner Survey Form Review: Mr. Bubenik reviewed this form with Candice and Doug and incorporated the changes that were suggested as a result of feedback from the VIC meeting. The form is now more streamlined and includes boxes to check and less text. It asks six big questions on how they’re doing. It will be cross-referenced with the action plan and include the name of the Partner. The generic information should only be filled out once. Survey Monkey could be a good media to gather these updates. The Text Box can be either unlimited or certain number of characters. Mr. Casey inquired if this form could be reduced to one page if possible. If the Steering Committee agrees on the content of this document tonight, it could then be brought to the full VIC for voting at their December 10th meeting. It was mentioned that prior to the luncheon we’ll know which Partners have already completed it and then make copies for other Partners, as needed.

Ms. Ledbetter stressed the importance of noting the date when the form was last revised. Mr. Volz would like to access the form to attach it to emails. Mr. Bubenik will put it in “pdf” format and send it to everyone when it is finalized. Mrs. Roach suggested that we do a test prior to finalizing the document to determine if there are any kinks in it. It was suggested that Sheri Wantland may be able to assist in this process. Neta suggested holding a drawing for a prize for everyone who completed the forms ahead of time. Steering Committee members concurred that this form was OK.

Focus Area Leads Report/Questions:

Growth Housing and Town Center: Gary and Beth met with Doug Rux to review the status of all the City’s action items in the GHT focus area. Beth is organizing this information so that we have an idea of how we’re progressing and to identify those issues that may be stymied by the economy.

Governance Leadership and Community Engagement: Neta had nothing to report

Parks, Recreation, and Natural Areas: Connie Ledbetter reported that there is not much action other than talking with the Parks representative at Metro. We are making some progress.

Traffic Transportation and Connectivity: Dave Volz already provided update on this area.

Health, Safety and Social Services: Jay Wilcox was contacted by Scott Schlegel of Washington County Community Action to invite him to a “kick off” breakfast in Beaverton. He will then meet with Scott individually. Jay plans to attend the 30th anniversary celebration at Legacy Meridian Park Hospital at which time they will introduce their new CEO. He met with Police Chief Barker, who reported that the police department is short staffed and experiencing some turnover. Kaiser Permanente has a new representative, Sarah Lee. She is based at Lloyd Center, and Jay sent her a copy of the action plan. Ms. Moholt stated that the Food Bank has received a huge donation from Pacific Foods. A record number of families are being served, and there is an extreme shortage of food donations. They are trying to secure donations of turkeys (or cash to purchase them). The Food Bank only planned for 300 families but served over 500 last month.

Arts, Culture, Education, Youth and Family Activities: Larry McClure was not present. No update was provided.

ACTIONS

Partner Survey Form – Vote to Send to VIC for Approval

MOTION by Neta George SECOND by Candice Kelly to accept this form with the one change to put a footer with the date/revision information on it and then have it “pdf’d.” Partners completing their form(s) prior to the February 4th event be eligible for a drawing. MOTION CARRIED unanimously. The form will be sent to the full VIC for their review and acceptance at the December 10, 2008, meeting.

Any Other Needed Actions:

Ms. Ledbetter stated that she will provide a further update on the youth representatives at the full VIC meeting.

PUBLIC COMMENTS

None

ANNOUNCEMENT/OTHER ITEMS

None

The meeting adjourned at 8:10 p.m.

Summary Notes prepared by Carol Rutherford, City of Tualatin