

TUALATIN TOMORROW STEERING COMMITTEE

MEETING #3

April 19, 2006
6:30 P.M. – 8:30 P.M.
Council Building

MEMBERS PRESENT: Councilor Chris Barhyte, Monique Beikman, Frank Bubenik, Steve Chrisman, Neta George, Alaina Hahn, Andrea Kidder, Dennis Lively, Bibiana McHugh, David Simmons, Dave Volz, Jay Wilcox, Diane Bonica, Scott Peterson, and Charlie Sitton

MEMBERS ABSENT: Maria Olmedo, Skip Stanaway, and Jill Anderson

STAFF: Stacy Fonseca, Office Coordinator; Elizabeth Stepp, Senior Planner; Doug Rux, Community Development Director; and Steve Wheeler, City Manager

CONSULTANTS: Doug Zenn, Zenn Associates; Stephen Ames, Ames Planning; and Katlin Smith, Katlin Smith Communications

PROGRESS REPORTS

Doug Zenn updated the committee on the previous interviews and discussion groups that were held by the consultant team and handed out the draft documents of the summaries from those meetings. Mr. Zenn mentioned that they are available in electronic form and posted on the Tualatin Tomorrow website. Alaina Hahn mentioned that she liked to see the subject on youth.

Communications Plan Overview/Discussion

Mr. Zenn introduced Katlin Smith from Katlin Smith Communications. Ms. Smith described to the members the project's communication and outreach plan and explained what audiences need to be targeted for this project. The action plan was developed based on the communication objectives and feedback from the community.

The plan will target a variety of services to reach a variety people with publications, newspaper articles, flyers, mailings, presentations to the community, and through electronic communication. The Community Forum reaches the general community. The outreach efforts based on the outreach plan will create forums, press releases, posting flyers in the schools and sending them home with the students, cable television, community billboards, media briefings, and newspaper articles (i.e. Oregonian and the Times).

Other ideas the group mentioned as outreach communications are to have library book inserts, go to specific events and E-news. Alaina Hahn suggested contacting the Associated Student Body (ASB) representatives.

Community Profile

Each Tualatin Tomorrow Steering Committee (TTSC) member was given a copy of the April 2006 draft Tualatin Community Profile and Trends Report document. Stephen Ames and Katlin Smith are the main authors of the document entitled "Tualatin Community Profile and Trends Report" and the purpose of the draft report is to create a shared knowledge base by focusing the community's attention on factual topics. Mr. Zenn stated that many people have very different

ideas based on their levels of background knowledge. The categories that were chosen are: people and demography, the economy of Tualatin, land use growth and development, transportation, housing, water, wastewater and solid waste, natural resources and environmental quality, education, youth, parks and recreation, and arts and culture.

The introduction starts on page 3 of the Community Profile and refers to how the city has evolved. The topics include Tualatin Yesterday, Today, and Tomorrow.

Throughout the Tualatin Tomorrow Visioning process, participants will be focusing in on key themes or “focus areas” that are central to the future of Tualatin’s community. They are blank in this document because we don’t know what these are yet. For each of these focus areas, the Community Profile and Trends Report attempts to answer three key questions which are:

- Where are we now?
- Where are we going?
- What issues do we face as we look to the future?

Mr. Ames gave an overview of what information is in the document and asked the committee members to review the document and provide any changes they have by emailing Doug Zenn by May 3rd. This is the next deadline for changes prior to the May 6th Community Forum. June 10th is the date scheduled to have draft document in final format.

ACTION: Committee members are to review the draft Community Profile document and send any comments or questions to Doug Zenn at dzenn@zennassociates.com by May 3rd.

COMMUNITY FORUM MAY 6th

The first Community Forum will be Saturday, May 6th at Tualatin High School. This event will offer a broader opportunity to present what we’ve been asking stakeholders so far. One goal is to reach and engage as many citizens as we can. The list of identified issues will be separated into categories (which will become stations at the event). The event will also provide an introduction to the Tualatin Tomorrow project. Logistics for the forum will include a number of stations managed by representatives of the Steering Committee and other volunteers.

Activities will include the prioritization of issues using dots for citizens to record what is most important as well as a location to write down their suggestions for other issues. Responses will be documented. Training will be provided prior to the forum with Committee members taking shifts so that it is not overly burdensome. Times for the forum will be announced; people can drop in throughout the event to allow maximum participation from community members.

The first forum will focus on issue identification; the second forum will focus on developing vision language and the third forum will focus on actions and prioritization. The Community Profile document will cover some of these emerging issues.

Committee members will have the opportunity to volunteer for assignments via email. Many opportunities exist including outreach and publicity (i.e. distributing door hangers, etc.) throughout the project.

Publicity and Outreach Offered

Mr. Zenn provided cameras to each of the Steering Committee members for the activity called "Picture Tualatin". The goal is to get five people you know to take pictures of what they see as Tualatin's strengths or challenges. The deadline is May 3rd to have the cameras back for possible use at the Community Forum.

ACTION: Committee members are to manage coordination of the "Picture Tualatin" cameras and return them to Elizabeth Stepp by May 3rd.

The Tualatin Tomorrow website is continuing to be updated and a survey will be up and available for citizens to take instead of commenting on issues at the Community Forum.

Ms. Stepp passed out 10 Community Forum flyers to each of the members and asked that they post them at their place of business and pass them out around their neighborhood. The Chamber and the local newspapers have been contacted for photo opportunities and announcements will be placed in the calendar section posting the Community Forum.

A discussion of how to entice the public to attend the Community Forum took place. Offering Starbucks coffee, door prizes and having a raffle were suggested. Mr. Zenn asked if anyone knew of businesses to approach; none was offered.

Doug Rux, Community Development Director gave a brief update to the status of other City planning efforts, including the Town Center Plan and the Southwest Concept Plan. The Town Center Plan was initiated by the City Council. The Council accepted the report, but held off on implementing the plan until the outcome of the Visioning Project. The decision was to put the plan on hold to get broader information from the community and to make any changes to ensure the plan was consistent with the community's vision.

The Southwest Concept Plan was developed in response to land being added to the regional urban growth boundary by Metro in 2002. There were communications with the City of Tualatin and Metro to find out what issues they would have with future industrial development. The City Council decided to put this aside and roll it into the Community Visioning project.

The group discussed recent and current public projects undertaken by the City and the I-5/99W Connector project and how they related to recent Council decisions to put plans on hold pending the outcome of the Community Visioning project.

Some members expressed concern about the public perception of the Tualatin Tomorrow project becoming another "shelved" project that would discourage the public from participating.

Chris Barhyte responded with his perception of Council's intentions to doing the Visioning at this time and the intended outcomes Council desires, including setting the foundation for the future. He stated that the Council supports the Tualatin Tomorrow project.

City Manager Steve Wheeler reinforced Council Barhyte statement that the City Council has a high interest in and supports the Tualatin Tomorrow project.

Doug Zenn asked if it would be helpful to have at the Community Forum a resource table that checks in on the other plans.

ACTION: Project staff will add another station to the Forum Event with information and displays on other recent and "on hold" City projects, and on the I5-99W Connector project.

Steering Committee homework assignments are:

1. Review Community Profile
2. Review Issues Lists
3. Review Communication and Outreach Plan
4. Consider Volunteer Opportunities
5. Assist with Tualatin Tomorrow Awareness by handing out 10 flyers, talking with neighbors and friends.

PUBLIC COMMENTS

None

OTHER ITEMS

Ms. Stepp distributed a form that is required by the City to record volunteer hours for liability insurance purposes. Ms. Stepp asked that Committee members note all hours spent volunteering for the project on this form each month, except for the Committee meetings, which she will keep track of. These forms can be mailed to her or submitted at each monthly meeting. Ms. Stepp mentioned that if people keep them in their binders, they could bring them to each meeting. Ms. Stepp will gather these forms for April at the May meeting. Ms. Stepp passed out cover and spin inserts for the Committee members project binders.

The meeting adjourned at 8:30 p.m.

Summary meeting notes prepared by: Stacy Fonseca, City of Tualatin