

**Hillsboro 2020 Vision Implementation Committee
Meeting #3 Summary**

**Thursday, April 19, 2001
6:00 – 8:00 p.m.**

Members Present:

John Coulter, Chair
Shirley Huffman, Vice Chair
Dan Aberg
Mary Brown
Manuel Castaneda
Marilynn Helzerman
Pastor Tim Huber
Pastor Ralph Medina
Chrissie Manion
Councilor Karen McKinney
Carlos Perez
Rick Van Beveren

Elected Officials / City Staff / Consultants:

Sarah Jo Chaplen, City of Hillsboro
Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Steven Ames, Consultant
Jason Robertson, Barney & Worth, Inc.
Michele Neary, Barney & Worth, Inc.

1. Opening Remarks

John Coulter, Chair, opened the meeting and reviewed the agenda.

2. Survey Results

Jason Robertson, Barney & Worth, reviewed a summary of survey facts and figures, a matrix of general information and a detailed matrix of lead partner actions. Every lead partner responded to the survey.

All 1-2 Year Actions are on schedule or ahead of schedule. Every action is complete, underway, or scheduled to occur within the one to two year time frame.

The project team is trying to learn more about actions that are ahead of schedule. There will probably be more action items kicking off early this coming year. It's a good indication that lead partners are taking the visioning program seriously and are getting their implementation tasks underway.

There were a number of requests for committee assistance – 31 actions involved one or more challenges. However, only 13 partners asked for committee help. 26 actions may require a change to the action plan (i.e., additional / new partners are involved in supporting roles).

Before changing the plan, the Committee will submit changes to the Hillsboro City Council in its Annual Report.

Some partners asked for electronic surveys, as opposed to paper-based surveys. Next year, the survey may be offered in both formats.

No new questions were suggested for the survey, so it appears to be a good model for future years.

The letter and survey to lead partners helped the Committee develop a clear idea of partner roles.

3. Potential Changes to Vision Action Plan

Coulter reviewed the list of potential changes to the Vision Action Plan. Committee member comments included:

- If after reading all these and one has other ideas for potential partners, when should they be presented? *ANSWER: Before the next Implementation Committee meeting, to be held on May 14, 2001. If a Committee member believes a new partner should be added to a particular action, they should contact one of the planning team members. The lead partner for that action would need to be contacted to make sure they concur that the partner would be appropriate to add.*
- At what point are the potential partners asked if they want to be added? *ANSWER: Prior to presenting to City Council, after the Committee approves any additions. A process needs is being established which will work year to year. The Committee will approve and recommend changes to the City Council. However, potential partners were not contacted during the initial process. However, there is a desire to recognize people who contribute to implementation.*
- Under what circumstances would the Committee challenge a potential partner choice? *ANSWER: If the Committee identifies a conflict, the lead partner will be contacted to ensure a positive partnership is developed. The Committee will facilitate meetings between partners as needed. All recommended changes will then be forwarded to Hillsboro City Council as part of the Annual Report.*

4. Requests for Committee Assistance

Robertson noted some partners had questions regarding what, specifically, their action was to include. It is recommended that, in cases where implementation expectations are unclear, the lead partner contact the chair of the corresponding Phase IV Vision Action Team (VAT). All six VAT chairs have agreed to take calls about action questions.

Some partner requests fall outside of the Committee's charge. The Committee recommends forwarding requests to other entities if appropriate.

The project team is trying to take care of specific requests, and establish a process that makes sense for future Implementation Committees. John Coulter asked if there is other information the Committee should be getting from the surveys. Committee responses included:

- Marilyn Helzerman asked if the lead partners would be notified when requests are being forwarded to entities outside of the Committee. *ANSWER: There will be coordination with the partners. The Committee will address specific actions on May 14.*
- Steven Ames asked if any of the lead partners suggested additional questions for the survey. *ANSWER: No additional questions were suggested. At the first meeting of Year 2, the Committee will review the process to ensure survey questions are still applicable and appropriate. Surveys will be issued annually, and will be distributed a little earlier in the year, to allow lead partners enough time to complete them. Robertson said the project team wanted to be able to analyze them in time to report to City Council. Next year will focus on streamlining the process, as opposed to reinventing it.*

5. Town Hall Planning Report

Coulter said the Town Hall meeting has become a rather large undertaking. Intel has agreed to co-sponsor the event with Tuality Healthcare, donating \$1,600 in financial assistance. He said getting ready for the Town Hall meeting would be a collective effort, and distributed a sign-up sheet for people to volunteer for a variety of Town Hall preparation activities (i.e., distribute flyers to downtown businesses).

Coulter noted that a large portion of event flyers will be distributed via Hillsboro elementary schools. City employees, interested parties, downtown businesses, and others will receive flyers as well.

He added that the flyer had to be put together quickly to make printing and distribution deadlines, but said Committee members should feel free to contact one of the planning team members should they have ideas for next year's edition. Coulter asked if there was any discussion regarding the flyer. The following comments were made:

- Marilyn Helzerman asked if other means were being used to let people know about the event. She suggested using the Columbia Community Bank electronic reader-board or others like it, if there are other reader boards in the community.
- Some members of the Committee suggested distributing flyers in Hank's grocery bags. Another suggestion was made to have Committee Chair, John Coulter, make an appearance on a KUIK Washington County Today radio program.
- Erik Jensen, City of Hillsboro, said each Committee member would be provided with 25 copies of the flyer for distribution at the May 14th meeting. He said the meeting would be advertised twice in the Hillsboro Argus, once in the Oregonian (1/4 page advertisements), and posted on the City web-site with links from the Chamber and Intel Oregon web-sites. He said the planning team was also contacting local community groups, churches and

public service organizations to see if the flyer could be included in their newsletters. He added that a news release and public service announcement for radio would be issued as well.

6. Implementation Success Stories

Robertson explained that several implementation “Success Stories” would be incorporated into the Town Hall meeting. He said six actions would be presented in the following groups:

- 11.1 and 11.2 – Establish, Identify and Map Bicycle/Pedestrian Pathways
- 41.1 and 41.2 – Health Care Referral Service Expansion and Barrier Removal
- 38.4 and 37.1 – Public Art Display Venues and New Cultural Arts Center

Robertson asked Committee members for comments and questions regarding success stories. Comments included:

- Mary Brown said Dr. Masalas (internist, liaison with the Hispanic community) has been spearheading a free clinic at Portland Adventist Medical Center. She said it would be nice to have Dr. Masalas present his story. She also notes that OHSU is working with Tuality Healthcare on a variety of cancer services, and would likely add something to Tuality’s display table.
- Rick Van Beveren noted that a trust fund has been established by the Hillsboro Community Foundation to support community arts.

7. Town Hall Format

Coulter and Ames presented an overview of Town Hall activities and schedule. The Steering Committee approved the following event elements:

- Event name – Hillsboro 2020: Building Our Future.
- Open doors at 5:00 PM Wednesday, May 30.
- Front portion of room will be used to seat participants during presentations.
- Rear portion will be used for lead partner display booths – 10 of 18 partners have confirmed their participation as of April 19.
- Efforts are underway to inform and invite Hillsboro’s Hispanic population (flyers will be distributed at various locations, in Spanish).
- Musical groups (vocal ensembles) will assemble in the foyer to provide background entertainment.
- Free childcare will be provided to facilitate participation by families.
- Spanish language interpretive services will be provided. Virginia Garcia Memorial Clinic will provide headsets to allow for “real-time” translation of the presentation. Two interpreters will be on-hand to facilitate dialogue, particularly during the community discussion. Hearing assistance equipment will also be available.
- Door prizes will be offered. Specific prize donations will be announced at the May 14 Vision Implementation Committee (VIC) meeting.
- A PowerPoint slide show will serve as a backdrop to all presentations. Where feasible, photos will be used to enhance speaker points.

Ames provided a summary of key agenda items. He said the planning team had attempted to weave several key themes into the event and reviewed key talking points for the presenters.

The key topics include an overview of the Hillsboro 2020 process, presentation of three success stories, and a community discussion of the Vision's progress.

In addition to the oral feedback, meeting attendees will be provided written feedback and volunteer forms. The meeting will conclude with the announcement of raffle winners and a reminder to visit lead partner display tables.

Coulter asked the Committee to provide feedback on the proposed agenda. Comments included:

- Van Beveren said the agenda sounded great. He said it was important for presenters to emphasize that this will be an annual event, not a one-shot deal. He also felt it was important to provide a larger context for the project, and create a sense of tradition and expectation.
- Helzerman asked when meeting participants would be allowed to ask questions. *ANSWER: The moderator will ask people to hold their questions until the end of the success stories presentations. They will also be able to get more information from the tables after the meeting.*
- Several Committee members said that providing childcare was a good idea and would make families feel more comfortable attending.
- Van Beveren asked if there would be some kind of formal recognition for completed vision projects. *ANSWER: Formal recognition (i.e. Vision awards) will be discussed at the beginning of Year Two.*
- Manuel Castaneda suggested showing the Chamber's videotape of earlier visioning phases before and after the event.
- Jensen said TVCA has agreed to cover the event and to air showings over the next several months. He will talk to TVCA regarding pre-event promotion.
- Pastor Tim Huber said he believed the primary goal of the event was to generate enthusiasm. He said this was an excellent opportunity for lead partners to recruit volunteers, and asked if each would have a sign-up sheet on-hand at their display tables. *ANSWER: Lead partners will be given a list of "guidelines" to help them structure their display tables. A sign-up list for volunteers is among the suggestions.*
- Huber said it was also worthwhile to convey one key message: In the midst of inevitable growth, it is possible to maintain a sense of community. There are people who are anti-growth, and they need to understand that community spirit can still be maintained.

Coulter said the planning team had developed the structure and organization of the Town Hall, with significant help from the VIC Town Hall Planning subcommittee. He said Robertson and Ames would make final preparation for the presentation, and that Committee members should forward any additional thought to one or both of them.

8. Final Report Outline

Robertson reviewed an outline of the Annual Report. He said the outline was based on tasks in the VIC charge, and on activities conducted during Year 1 of implementation. He asked VIC members for input. None was given. Robertson said the Annual Report would be discussed in more detail at the May 14 VIC meeting.

9. Other Items

Coulter encouraged Committee members to call him if any questions come to mind between this meeting and the next. He said the Steering Committee would meet on April 26, and the VIC again on May 14.

Robertson asked VIC members if they thought their role was appropriate. He asked if there were any suggestion as to how the Committee could make a different type of contribution, or if the Committee structure merited any changes. He said members could call or e-mail him or any other member of the planning team with suggestions.

Ames said that during his tour of Australia and New Zealand, people often asked how to make change happen, and how a vision can actually be implemented. He said he was proud to tell the story of Hillsboro, and how it continues to blaze trails through a dedicated, thorough implementation effort.

10. Public Comment

None heard. Meeting adjourned.