

Hillsboro 2020 Vision Implementation Committee
Meeting #1 Summary

Monday, December 4, 2000
6:00 - 8:00 p.m.

Members:

John Coulter, Chair
Shirley Huffman, Vice Chair
John Ball (for Diane Walton)
Mary Brown
John Hartner
Barbara Hanson
John Hartner
Marilynn Helzerman
Tim Huber
Chuck Loeffel
Darell Lumaco
Ralph Medina
Carlos Perez
Rick Van Beveren
Tom Wolf

City Staff / Consultants:

Councilor Karen McKinney
Sarah Jo Chaplen, City of Hillsboro
Rene Heade, City of Hillsboro
Ron Louie, City of Hillsboro
Henry Reimann, City of Hillsboro
Steven Ames, Consultant
Jason Robertson, Barney & Worth, Inc.
Michele Neary, Barney & Worth, Inc.

1. Welcome, Introductions, and Ground Rules

- John Coulter, Chair, opened the meeting and led introductions. He asked each member to share what expectations and results he/she hopes to achieve in the implementation process. Comments included:
- I hope to get a lot more people involved in the visioning process.
- This is an opportunity to synchronize and achieve synergy between many area organizations.
- I'm excited to see the community committed to improving Hillsboro in many ways, especially health and safety.
- I want to see the visioning process become a reality and not just a lot of talk.
- It's wonderful to cast a vision, but more exciting to see it implemented. The community's faith voice is an important voice to be heard.
- I love Hillsboro, and want my grandchildren to have as good a neighborhood to grow up in as I had in Hillsboro.
- I have a passion for Hillsboro's future quality of life.
- I want to see that we put the plan into action. We promised the participants of the previous phase that we would put their ideas into action.
- I am impressed with the vision and the people on this committee - I look forward to participating, and am willing to support the effort on the City Council.
- I want to see how the Vision will be implemented in the Hispanic community.
- I want to be part of something that I think is going to bring together all facets of our community and make it a better place for young people to become prosperous adults.
- I'm here to bring to fruition some of the visioning that was articulated in the last phase. I'll bring the small business perspective to the group.
- Visioning processes are great, but plans often don't result in action.

- I want my children to grow up in a safe community; I'm concerned about balancing growth; and I want to see how the Vision turns out. We'll be creating a process that other communities will look to as an example.

Coulter reviewed the Implementation Committee ground rules (provided in a handout).

2. Hillsboro 2020 Background

Steven Ames provided background from Phases 3 and 4 of the Hillsboro 2020 Visioning Process. He said the Implementation Committee had been structured at the conclusion of phase 4 to ensure representation from lead implementation partners and key community interests.

3. Vision Implementation: Blazing New Territory

Ames noted that few communities have progressed this far in their visioning processes. He said the City of Hillsboro is entering uncharted territory, and that some course corrections may be necessary along the way. This is an opportunity to innovate, develop new tools and ideas, and create new relationships among community organizations. The goal of implementation is not only to bring the Vision to life, but to give the community a sense of ownership.

4. Project Description - The Big Picture and Implementation Committee Charge

Jason Robertson reviewed four questions to be answered in the implementation process:

1. How can we best encourage the overall community to implement its 2020 vision?
2. How can we encourage and support key community partners in implementing specific strategies and actions?
3. How should we monitor progress of the overall community and community partners in implementing the vision, strategies and actions?
4. How should we communicate and report on our progress to the City, community partners, and the community as a whole?

Robertson reviewed the Implementation Committee Charge (provided in a handout).

5. Key Roles and Responsibilities

Coulter reviewed the key roles and responsibilities (provided in a handout) including his role as Chair.

Marilynn Helzerman reviewed the key roles and responsibilities of the Implementation Committee. She said the Implementation Committee would serve as cheerleaders and as the eyes and ears of the community so that actions reflect community desires.

Tom Wolf reviewed the key roles and responsibilities of the Steering Committee. He said the Steering Committee would provide an initial review of concepts and documents to help facilitate decision-making by the Implementation Committee. He said the Steering Committee would work to energize the implementation process.

Carlos Perez reviewed the key roles and responsibilities of the lead partners.

Coulter reviewed the key roles and responsibilities of the City of Hillsboro. The community, rather than the City, will be the "face" of the project. The City will be the project administrator, making sure the implementation process stays on-budget and on-task.

Ames reviewed the key roles and responsibilities of the consultant team.

6. Questions, Answers & Discussion

Mary Brown said two committee meetings per year may not be adequate time, given the expectations of the Implementation Committee Charge. Coulter replied that this may be true, although only time and experience would tell for sure. He said the Steering Committee will help move the process along.

7. Proposed Work Program and Timeline

Robertson reviewed the Proposed Work Plan and Schedule described in handouts. He said he hoped the Committee would be able to agree on an Implementation Process by the end of the meeting.

Robertson reviewed Step 1: Develop an Implementation Process.

Discussion:

- Ames said targeting actions slated for the first or second year as well as "easy victories" would create momentum for the implementation process, and generate enthusiasm among community partners.
- Mary Brown asked how the Implementation Committee will accomplish all the tasks in only two years as each action would require some level of shepherding and a lot of personal follow-through. Robertson said the Implementation Committee would discuss how to confirm partner commitment, define lead partner roles, and communicate with lead partners later in the meeting. John Hartner said that in adopting these processes, the Implementation Committee should recognize that this is not perfect, and that there would be some flexibility to alter the process (i.e., number of meetings) if necessary.
- In response to a question, Robertson confirmed there is a break in Committee meetings between presentation of the annual report in June and the next Steering Committee meeting to be held in October.
- Marilynn Helzerman asked what the Implementation Committee should have accomplished by June 2001. Ames replied that the first year will focus on establishing a structure and confirming partner commitment.
- Councilor Karen McKinney asked if there is a list of actions, including "easy victories." Robertson replied that the consultant team would provide the list.
- Councilor McKinney asked if there would be opportunities for citizens to participate. Robertson replied that the City maintains a volunteer database for those who would like to participate in implementation, and continues to provide updates to interested parties.
- In a discussion about keeping the Implementation Committee informed, Chuck Loeffel suggested that the Implementation Committee can be kept up-to-date via e-mail. Robertson said that meeting materials will always be sent in advance to the Implementation Committee.
- Rick Van Beveren asked to whom Implementation Committee members should address questions? Coulter replied that Committee members should contact him

first, and that he would delegate questions to the City, consultants or other Committee members as appropriate.

Action: Implementation Committee approved the Implementation Process without any changes.

Mr. Robertson reviewed Step 2: Confirm Partner Commitment.

Discussion:

- Shirley Huffman said the Implementation Committee should confirm initial partner commitments, although she was opposed to the use of any legalistic, binding contract.
- Marilynn Helzerman said the Implementation Committee should strive to maintain the interest level of the partners, even if their project will not be implemented in the short-term. Rick Van Beveren said the Implementation Committee should balance maintaining the interest level against raising expectations and trying to do too much at one time. The Committee may find that the lead partners have a different agenda than the Committee.
- Tim Huber suggested that lead partners be given a timetable to know when their activities are slated for implementation. Shirley Huffman said there is flexibility and open dialogue in this process.
- Helzerman said that personal contact between the Committee and principals of the lead partners may be more effective than a letter. It could be beneficial to send a delegation to meet with lead partners.
- Coulter said the timetable (1-3 year projects versus 6+ year projects) is flexible - the Committee needs to contact lead partners and find out where they stand in relation to the timeline. The Committee should promote the partners' ability to accomplish tasks within the timeframe.
- John Hartner said the Committee should approach partners from the standpoint that they have already made a commitment. He feels uncomfortable asking lead partners to sign a statement of commitment - the Committee members did not sign an agreement to affirm their commitment. The Committee should be careful not to communicate mistrust.
- Robertson said the Committee will discuss establishing clear lead partner roles and communicating with them. He said personal contact could be helpful, but that an initial set of mailed surveys could be used to gauge the current status of action implementation.
- Councilor McKinney said the Committee might get a better response if it narrows its focus to 1- to 3-year projects and contacted those Lead Partners personally. She recommended sending a letter to partners to let them know the Committee would be contacting them.
- Ames asked Lead Partners on the Committee to consider what type of communication would be appropriate for them.
- Van Beveren said he is concerned about projects competing for resources in the community. Helzerman said that a list of "easy victories" will help determine what resources (contributions, volunteers) are needed. There are some things that won't cost any money.
- Ames said the Committee will encourage and assist Lead Partners in their efforts to achieve the vision, ultimately reporting back to the community and the City. He said the Town Hall meeting would allow citizens to provide feedback - thus, creating a two-way exchange.
- Hartner suggested asking the Chamber of Commerce and City of Hillsboro how they would like to report back to the Committee. He said the City and Chamber

of Commerce were Lead Partners for approximately ninety percent of year one and two actions. Coulter replied that the Chamber and City serve on the Steering Committee, and could help frame the most appropriate mode of communication. An additional Lead Partner with a smaller list of actions could also be invited to provide feedback.

- Chuck Loeffel said that in the second year, the Committee should focus on the next set of lead partners (3- to 5-year actions) to create continuity as the Committee membership changes. This also creates flexibility for internal budgets.

Consensus/Action: The Committee can offer its assistance in communicating with potential partners (however, the lead partners may want to take that role upon themselves). (1a) Mail out a thank-you letter to let Lead Partners know we are underway - along with an offer of assistance. (1b) List the Lead Partner's actions and timeline. (1c) Let the partners know what questions the Committee will be asking. (1d) Let the partners know who they can call on for assistance. (2) Conduct a follow-up call to Lead Partner. (3) Establish personal contact. (4) Provide an opportunity for feedback.

At Next Meeting: Focus on making personal contact with lead and potential partners.

8. Confirm Committee Meeting Schedule

- Implementation Committee 1-2: Thursday, February 15, 6-8 PM
- Implementation Committee 1-3: Monday, May 14, 6-8 PM
- Town Hall: Thursday, May 31, time TBA
- Optional Implementation Committee meeting: Thursday, April 19, 6-8 PM

9. Next Steps / Assignments

- A. Steering Committee: Develop the letter to Lead Partners.
- B. Steering Committee: Consider inviting one of the smaller Lead Partners to their next meeting.
- C. Steering Committee: Develop the survey and questionnaire.
- D. Steering Committee: Send the Implementation Committee a draft of the letter in advance of the February meeting.
- E. Implementation Committee: Start thinking about what a successful Town Hall meeting would look like.
- F. Implementation Committee: Start thinking about how the Committee can evaluate implementation progress.

10. Questions & Answers

Barbara Hanson asked if there is a publicity process in place, to provide the public general information, and to let people know the Implementation Process is under way. Robertson replied that the City maintains a web page, issues press releases and provides agendas and meeting summaries via mailings to a database of interested parties.

Summary recorded by Michele Neary, Barney & Worth