

Hillsboro 2020 Vision Implementation Committee 2002-2003

Monday, March 3, 2003
6:00 p.m. – 8:00 p.m.
Washington County Public Services Building
Cafeteria

MEETING #2 SUMMARY

Members Present:

John Coulter, Chair
Steve Callaway
Tim Erwert
John Godsey
John Hartner
Marilynn Helzerman
Anne Hill (for Diane Walton)
Pastor Tim Huber
Shirley Huffman
Chuck Loeffel
Darell Lumaco
Chrissie Manion
Tom Wolf

Staff / Consultants

Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Michele Neary, Barney & Worth
Jason Robertson, Barney & Worth

Presenters

Deanna Palm, Hillsboro Chamber of Commerce
Dana Schmidling, Hillsboro Chamber of Commerce

1. **Welcome Announcements**

Vision Implementation Committee (VIC) Chair John Coulter called the meeting to order and reviewed the agenda.

2. **Speakers Bureau Update**

Jason Robertson, Hillsboro 2020 consultant, asked for feedback from the VIC members who have made speakers bureau presentations to community organizations.

Comments included:

- It may be possible to streamline presentation materials for next year's edition.
- Some of the more technical audience questions are difficult to answer.
- People have been mostly positive, interested in the project, and glad to learn more about it.
- People familiar with Hillsboro 2020, and those hearing about it for the first time, seem to agree it is headed in the right direction.

Robertson reported approximately two-thirds of Speakers Bureau audiences were familiar with Hillsboro 2020, while another third were hearing about it for the first time. He said more than 80 feedback forms had been generated through twelve Speakers Bureau presentations. An additional eight presentations are scheduled to take place prior to June 2003. More than 70% of audience members indicated they believed Vision

implementation was on the right track, while the remaining 30% said they weren't able to judge without "more information." Over half of the respondents asked to be added to the Hillsboro 2020 mailing list.

3. Lead Partners Survey Results

Robertson reported that Lead Partner survey responses had been received for all 114 actions. He said 84 actions could be characterized as "underway" or "complete," an increase of 10 actions from this time last year. He said 35 actions are being implemented ahead of schedule and only three of the "Years 1-2" actions had not been started. However, the Lead Partner assigned to all three actions indicated a start date of March 2003.

Robertson reviewed a lead partner proposal to modify action language for Action 25.2, "Waste Disposal Program Promotion." The new language was suggested as a means to reduce obstacles to achieving the intent of the action. Action 25.2 previously read, "Encourage city-wide participation in the Green School waste disposal reduction program." The proposed amendment would read, "Educate and assist K-12 students and school staff to reduce solid waste and expand recycling participation." Henceforth, the key words for this action would read, "Youth Solid Waste Reduction." The VIC voted to recommend City Council approve the amendment as written.

Robertson reviewed the Recommended Potential Partner Additions list. The VIC voted to forward the entire list of partner additions to City Council. A request was made to clarify a partner name on Action 13.2: Change "HART" to Hillsboro Actors Repertory Theatre.

Robertson reviewed four partner requests for general or action-specific assistance. He said the Planning Team would be following-up with each partner, and provide additional information at the next VIC meeting. He said, in future years, the Planning Team will follow-up with Lead Partners on these requests in advance of the second VIC meeting, so that more specific direction could be determined prior to the Town Hall meeting.

Coulter asked for comments or feedback on the Lead Partner surveys. He asked VIC members to e-mail Erik Jensen or Jason Robertson with any additional suggestions or questions.

4. Town Hall Progress Report

Marilynn Helzerman, Town Hall Planning Committee Co-Chair, presented an update on Town Hall program planning and logistics. Highlights included:

- This year's Town Hall meeting will be held Thursday, April 10, from 5:30-7:30 PM, at the Tuality Health Education Center. The theme will be "Our Hometown, Our Community, Our Future." The program will be emceed again by Tim Huber and former Mayor Gordon Faber.
- Sponsors: Tuality donated the facility, and the Hillsboro Chamber of Commerce donated planning and logistics efforts for the event.
- Marketing efforts include water bill inserts; flyers; newspaper articles; website links; public service announcements; reader boards; newsletters; magnetic signs

attached to police cars; speakers bureau announcements; information in real estate packets and a TVTV promotional program.

- The Town Hall Planning Committee has, at the VIC's suggestion, incorporated youth into this year's Town Hall meeting. Youth participation will include a musical performance by a Soprano group, a poster contest, prize drawing and student essay contest.
- The event will be videotaped and replayed on TVTV.
- There will be one "showcase" presentation instead of two this year.

Erik Jensen provided an overview of this year's showcase presentation. Highlights include:

- Topic: Economic Opportunity and a Vibrant Hometown.
- Presenter: Larry Pederson, City of Hillsboro Economic Development Director. He'll be talking about what strides Hillsboro 2020 has made with regard to the local economy, while incorporating several quality of life elements. Topics will include the recently completed economic development strategy, downtown revitalization plan, civic center, and the Chamber's efforts to assist emerging and multi-cultural businesses.
- Format: 15-minute presentation, illustrated with PowerPoint slides.
- *Question:* Can we include photographs of architects' models or drawings for the civic center project at the Town Hall? *Response:* Steven Ames is crafting the PowerPoint presentation, and is considering doing this; we want to be careful about keeping focus on the speaker.
- *Comment:* The economy is on a lot of people's minds right now, and a positive economic presentation will be good for the community.

Robertson said key City employees would be present to answer City-specific questions from Town Hall participants.

5. Lead Partner Presentation: Hillsboro Chamber of Commerce

Deanna Palm and Dana Schmidling, Hillsboro Chamber of Commerce, presented plans for Main Street Madness, a 3 on 3 basketball tournament in downtown Hillsboro, August 2 - 3. They reviewed the specifics of the event, and plans for volunteer recruitment.

6. Hillsboro 2020 Awards

Coulter reviewed a Hillsboro 2020 Awards concept. He said the purpose was to recognize organizations and individuals who have gone "above and beyond the call of duty" to bring the Vision to life. He asked the VIC to comment on the concept, proposed selection criteria and selection and award process.

Comments from the VIC:

- Confidentiality of nominations is important. I wouldn't want anyone to feel that their project or effort was not worthy of acknowledgement.
- This is a good year to start it; next year the process will have more time for nominations and selection.
- Is there a year when two organizations or individuals would receive the award? *Response:* If we ran into that situation, we would bring it back to the VIC for discussion.
- It would be nice to have award-winners' names printed on a brick and placed in the civic center plaza area. Is that possible? *Response:* City staff will research this question.

The VIC voted to move forward with the Hillsboro 2020 Vision Award Program.

VIC members were invited to call John Coulter if they have comments or would like to nominate a candidate for this year's award.

7. Final Report Outline

Robertson reviewed the 2002-2003 report outline draft. The Speakers Bureau and Awards sections are new this year. VIC comments and questions:

- Were there questions that City Council had last year that need to be addressed this year? *Response:* An effort is made to anticipate their questions and address them in the presentation. There will be more depth about the Speakers Bureau and Awards programs in the presentation this year.
- VIC members are encouraged to attend the Council vote on Tuesday, July 1, 2003.

8. Closing Remarks

Coulter asked the VIC for feedback on how the implementation program is working. Comments included:

- The thing that I enjoy the most about coming to these meetings is meeting someone new each time and learning more about what they do. I think it would be nice to have more time for socializing.
- It's interesting to go to Planning Commission meetings and hear people citing the *Hillsboro 2020 Vision and Action Plan* in their arguments. People are paying attention to the Vision and using it for the things that they believe are important to the quality of life and community livability.
- The report that we received about what the lead partners are doing shows that the process is working well.

Anne Hill from WorkSystems, Inc. introduced herself and described her organization.

The VIC meeting was adjourned at 7:50 PM.