

Comprehensive Plan Steering Committee

Meeting #5

Zoom

July 23, 2020

Members in attendance: Saulo DePaula, Catherine Ratté, Chet Kobierski, Karen Rousseau, Labrea Baldwin Daniels, Jeanette Rivera, Lisa Lewis

City Staff in attendance: Lee Pouliot, Patrick McKenna, Nathan Moreau

Consultants in attendance: Jeff Davis, Nate Kelly

Item #1: Baseline Report / Key Takeaway Review

- Baseline Report
 - o Final report should be released tomorrow (150 pages)
- Key Takeaways
 - o Text has been updated with Steering Committee and City Staff comments
 - Now with graphic representation
 - Large prints of virtual open houses coming up

Item #2: Virtual Public Engagement

- Virtual Public Workshop
 - o September 3rd // 4-6pm and 7-9pm (two sessions)
 - o Up to 100 people per session
 - o Registration in advance
 - o Goal will be to fill all 200 slots
 - o Review small group questions (same as Meeting-in-a-Box)
 - Something positive
 - Something that needs improvement
 - What does the transition look like
- Virtual Open House
 - o August 17 – September 3
 - o Review digital info boards
 - o Read Key Takeaways
 - o Brief surveys
 - o More fun, interactive process
- Walk through of website virtual platform
 - o Learn, Share, Engage (the main chapters)
 - Engage: will have open ended responses
 - What is your top issue related to [Each topic area]
 - + “Getting to Know You” questions
 - How do you identify? (female, male, other (open ended))
 - What neighborhood do you live in? (have them listed)
 - What race and ethnicity do you most identify with?
 - How old are you?
 - Annual household income? (ranges)
 - CONSIDER ADDING QUESTIONS ABOUT:
 - o Disability/ability
 - o Employment
 - o Commuter
 - o Own/rent home
 - o Veteran status

Item #3: Meeting-in-a-Box Tutorial

- Need all steering committee members to host at least one of these meetings
 - o To address inability to host in person meetings
 - o Packets with paper materials/ the planning department can make as many copies as needed
- Tutorial
 - o Sample invitation letter
 - o FAQs to all guests prior to the meeting
 - o Ask the main questions for comparison later
 - o Review purpose of planning process
 - o Not looking for consensus in these meetings – we want to get people to open up and speak their thoughts and feelings
 - Reflect on Process > Discuss > Review > Wrap-up (MEETING STRUCTURE)
 - o Get involved – [Google Sheet signup sheet will show who you're responsible for](#)
 - o Collect all materials and return to Planning Department
 - o Code materials = 3 initials + meeting date

Item #4: “Branding” the Plan

- Yard Signs
- Bookmarks
- CEL Mailer
- Giveaways (one idea, focus on smaller items to get more volum)
 - o Marks – super expensive
 - o Magnets (x)
 - o Reusable giveaway bags (x)
 - o Ceramic coffee mugs
 - o Stainless steel water bottles
 - o Seed packets (Lee to send Jeff a company)
- Senior Center Newsletter
 - o Talk to Sherry
- Veteran’s Newsletter
 - o Talk to Stephanie
- Advertising
 - o Disposable menu’s at restaurants (Saulo’s idea)
 - Talk with Julie from the Chamber about
 - Petro’s, Munich Haus, Diners
- HOMEWORK
 - o Breakdown of Orgs for everyone to reach out to
 - o HW has broken down the list for everyone to reach out to
 - o Need everyone to participate in this!
 - o Hotline for folks to call in (set up with interns)

Item #5: Communication – Timeline and Strategies

- Timeline:
 - o Aug 3
 - Mayor Press Event
 - Media Kickoff
 - o Aug 3-Sept 3
 - Steering Committee OpEds
 - Outreach
 - o Aug 17
 - Virtual Open House begins
 - o Sept 3

- Virtual Public Workshop at 4-6pm and 7-9pm // 100 participants in each session
- Op-Ed people – within the next few weeks
 - Lee, Nate, Labrea, Saulo, Catherine

Item #6: New Business

- Planning Department will be launching a social media page shortly.

Item #8: Closing Thoughts

- Next Steering Committee Meeting August 27