

Strategic Planning Coordinating Committee
March 17, 2011
3:30 p.m., L45 Busch Building, 840 Boonville Avenue

Co-Chairs: Mark McNay and Robin Melton

Minutes

Co-Chair Robin Melton opened the meeting by welcoming those in attendance and called the meeting to order.

Co-Chair Robin Melton entertained a motion to approve the minutes from the February 22, 2011, meeting. A motion was made and seconded; the minutes were approved.

Co-Chair Robin Melton stated the plan was to wrap up the Strategic Plan Coordinating Committee in May or June and proposed dates are noted for upcoming meetings/events specified on the agenda for March 29 and April 13; a deadline of articles for *The News-Leader* being featured possibly between April 16 through 29, and a public feedback session possibly on April 30.

Robin referenced *The News-Leader* articles from each chapter. Mike Brothers stated he currently has two draft articles that have been submitted. He reiterated he would help with the articles, but he needed drafts soon so there would be no interruption in the columns to *The News-Leader*.

Mike Brothers had checked the availability of the Expo Center for a public presentation for the chapters. There was concern the space might be too large. There was discussion as to various locations that would be conducive to space and break-out rooms. There is a need for a location for each chapter to have a display, possible break-out rooms, and members of each chapter committee to man their space to share information. Additional planning is needed for this phase of the plan. It was agreed that the time frame was good. The committee wished to move forward to completion.

The Committee reviewed the plan name handout. The suggestions were reviewed. The suggestion was for Committee members to send in top choices from the list, and we would see which choices raise to the top of the list.

Greg Burriss discussed a proposed strategy for notifying Responsible Groups, identifying and approaching adopters, and proposed strategy for public review and feedback. Handouts were provided regarding each of these topics. Staff will compile a list, and a form will be sent to each responsible entity to see if they were agreeable to be a responsible party for relevant chapters. Staff would provide information back to the Committee as they receive it from the responsible parties. Most responsible parties would have been represented on the chapter committee, so they should be aware of the plan at this point. Adoptors would not be financially responsible, but an overseer to a point. It was suggested to have an adoptors' job description to have clear guidelines as to what responsibilities would be. It is hopeful that there would be several groups

that would be adoptors for each chapter. It was suggested that each committee member attempt to recruit adoptors. Various ideas were discussed. Greg Burris stated he hoped there would be several committee members that would be willing to go out to groups to present the idea. Greg Burris asked if the Committee was agreeable to the three strategies. All present were agreeable.

Greg Burris stated he had gone through all the chapters that were completed and highlighted the goals that could be posted to the FaceBook page, and it is hopeful a name and logo will be chosen soon to be included on the FaceBook page.

Tom Rankin presented the second draft of the Economic Development chapter. There was discussion regarding utility usage and incentives as to the best way to address this issue. There was a conflict between this issue and the Natural Environment chapter regarding incentives to businesses. Continued discussion and revision will take place between Mr. Rankin and Mr. O'Reilly to give additional choices or options for this point. It was asked that this be brought back to the next meeting. It was agreed that other than this particular point, the Committee accepted the Economic Development chapter report.

Matt Edwards stated there had been no changes in reference to the Growth Management and Land Use chapter. He asked if there was any feedback from the Committee. There were no suggested changes.

It was determined by the Committee to not pursue the review of each chapter to determine the length of time for the progression of each chapter. It would be assumed that each chapter would commence their goals; however, due to funding and complexity, it was agreed that all chapters would not be completed at the same rate of speed. There are many variables and each would progress at their own rate.

Meeting was adjourned.

Next meeting: Tuesday, March 29, 2011, 3:30 p.m., 4th Floor Conference Room, Busch Municipal Building, 840 Boonville Avenue.

Present:

Bob Belote
Roseann Bentley
Mike Brothers
Greg Burris
Jeff Coiner
Matt Edwards
James Jeffries
Gerry Lee
Robin Melton
Gail Melgren
Ryan Nicholls
Matt O'Reilly
Tom Rankin
Tim Roth
Michael Stout
Brad Toft
Kathy Hardt

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