

Strategic Planning Coordinating Committee
March 29, 2011
3:30 p.m., 4th Floor Conference Room, Busch Building, 840 Boonville Avenue

Co-Chairs: Mark McNay and Robin Melton

Minutes

Greg Burris opened the meeting by welcoming those in attendance and called the meeting to order. Both co-chairs were unable to attend due to employment conflicts.

Greg Burris entertained a motion to review and approve the minutes from the March 17, 2011, meeting. A motion was made, seconded, and they were approved.

Greg asked for follow up regarding the utility usage and incentives issue between the Economic Development Chapter and Natural Environment Chapter. Matt O'Reilly stated he has discussed a proposal with Tom Rankin for a compatible solution of said topics. They will continue to work on this point.

Greg noted an item that needed to be discussed that was not on the agenda was to look at some graphic art ideas for the strategic plan final document. He distributed examples of artwork for the plan document to create a more visually appealing document. Greg stated he met with elementary, middle, and high school art teachers and asked for an assignment for students to create artwork regarding the plan chapter topics. Teachers then submitted student artwork for review. Greg distributed submitted artwork for review. This is following an example done in a recent Isesaki, Japan, strategic planning document.

Matt Morrow presented the second draft of the Housing Chapter. Matt stated the Housing Committee was working on a manageable number of definable short-term goals. Eight are listed in the plan. They could be combined if the first priority was completed. He stated they would probably collapse or combine goals together. The charge of the Neighborhood Housing Office would encompass most goals. There was discussion on how to fund such an office. It was noted that the Four Themes should be added back to the Housing Chapter. The Committee adopted the Housing Chapter.

Greg stated he and Mark McNay were meeting with a graphic design company to discuss development of a logo and name ideas.

There was additional discussion as to where to host the Public Feedback Session on April 30. There is need for ease of parking and access to the location. Committee members will check on availability of various locations.

Mike Brothers asked Committee members to view the first drafts of the articles for The News-Leader for examples in preparing their own chapter articles. The word limit is 500 words. The articles will start on April 17 for 14 consecutive days. Members of each chapter committee will be encouraged to answer questions regarding the chapters after they are posted. There will be a

link with each article referring to the City's website to view each adopted chapter. Mike also asked the Committee to go back and review the Strategic Plan webpage and provide feedback. There was also discussion about connecting the published articles to the Facebook page as well as the Strategic Plan website.

Leah Jenkins made a motion for the Strategic Plan Coordinating Committee to adopt the Civility Tenets. It was seconded and approved by the Committee.

Greg stated a video may be developed as a short intro video for presentation to groups.

Greg stated he drafted an Adopters Job Description for the Committee's review. He asked for feedback and to let him know if they have any questions or suggestions. He will send out to Committee Members via e-mail. He asked if the Committee members will assist in reaching out to possible adopter's. Greg stated they would like to have six to seven actual adopters for each chapter and theme.

Meeting was adjourned.

Next meeting: April 30 – Public Feedback Session – Mediacom Ice Park, times to be announced.

Present:

Jodie Adams
Roseann Bentley
Mike Brothers
Greg Burris
Leah Jenkins
Gail Melgren
Matt Morrow
Matt O'Reilly
Tim Smith
Brad Toft
Kelly Turner
Sharon Smith

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