

Strategic Planning Coordinating Committee
April 13, 2011
3:30 p.m., L-45, 840 Boonville Avenue

Co-Chairs: Mark McNay and Robin Melton

Minutes

Co-Chair Mark McNay called the meeting to order. He entertained a motion to review and approve the minutes from the March 29, 2011, meeting. There was one correction on attendance to include Kelly Turner who was not listed as attending. A motion was made, seconded, and minutes were approved with the one correction.

There was discussion regarding the development of a name and brand of the Strategic Plan. Greg had been in contact with a local company for ideas from their graphic design professionals for some ideas with the names that had been submitted for the plan. That process is ongoing.

An “Adopter” form has been distributed to the Committee via e-mail. He asked if the Committee members will assist in reaching out to possible adopter groups.

Letters are being mailed to “Responsible Groups” from the co-chairs asking with the request they review the chapters that pertain to their particular entity and respond back if they are agreeable to being a responsible group.

There was discussion regarding the News-Leader articles from each chapter. Mike Brothers stated he will help format the article to the specifications for publishing.

There was discussion regarding the upcoming citizen feedback event scheduled for April 30 at the Mediacom Ice Park. The feedback process is still a work in progress and many ideas were discussed to get the best response and type of feedback. More details will be sent to the committee members as soon as they are finalized. Each chapter will be responsible for manning their booth.

There was discussion regarding having a booth at the upcoming Artsfest event on May 7 and 8 for additional citizen feedback. More details to follow.

Meeting was adjourned.

Next meeting: To be announced.

Present:

Andrew Baird
Mike Brothers
Greg Burris
Dawn Busick
Matt Edwards
Mark McNay
Kent Morris
Ryan Nicholls
Ann Razer
Tim Smith
Brad Toft
Kelly Turner
Kathy Hardt

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