

Strategic Planning Coordinating Committee
June 1, 2011
3:30 p.m., L-45, 840 Boonville Avenue

Co-Chairs: Mark McNay and Robin Melton

Minutes

Co-Chair Mark McNay welcomed those in attendance and called the meeting to order. He entertained a motion to review and approve the minutes from the March 29, 2011, meeting. A motion was made, seconded, and minutes were approved as presented. Motion carried.

Mr. McNay asked Greg Burris to give a debriefing and “lessons learned” from the last two public feedback sessions; one at the Mediacom Ice Park, and one from the ArtsFest booth event.

Mr. Burris asked the Committee to review the handouts attached to the agenda. He had asked Ralph Rognstad and the Planning staff to go back through the Vision 20/20 plan and see if there were things that were not accomplished that should be added to this plan. The second attachment is from a member of City staff about having some type of prize for innovative or practical means to achieving a goal. Handouts are for informational purposes.

The analysis from the Mediacom open house and the Artsfest event were discussed. The feedback was combined. Mr. Burris has asked Dr. Stout to see if demographics match up to the social capital survey. An analysis will follow. There is a zip code breakdown, and it appears to be a broad geographic sampling.

In general, it appears citizens are very supportive. A question was raised if the process on the Ice Park event and Artsfest booth appealed or attracted people who are naturally supportive or was the right tone with different chapter topics achieved. The goals and objectives seemed to resonate with people if they chose to look at that particular chapter. Would results have been different if they had chosen a chapter they were not particularly interested? It was felt that most people who stopped to participate were already engaged in the community.

There was discussion as to whether or not more feedback was needed, and the methodology of how to acquire additional feedback to get the best cross section of demographics. Mark McNay said he preferred to focus on recruiting “adopters” rather than another feedback event.

There was discussion regarding recruiting adopter groups. The Committee was asked to attempt to recruit at least five adopter groups by August 1, 2011. Adopter forms were distributed. Guidelines for adopter responsibilities were discussed.

There was discussion regarding progress with Marlin Company regarding a plan name, and branding or graphic design, as well as the finished appearance of the actual strategic plan report.

There was discussion regarding setting priorities and finalizing goals for the individual chapters.

Mr. McNay appointed a subcommittee to meet and discuss the icon categories for the final plan. Those appointed were committee members Edwards, O'Reilly, Melgren, and Jeffries.

Meeting was adjourned.

Next meeting: To be announced.

Present:

Roseann Bentley
Greg Burris
Jeff Coiner
Matt Edwards
Leah Jenkins
James Jeffries
Jennifer McClure
Mark McNay
Gail Melgren
Kent Morris
Matt Morrow
Matt O'Reilly
Ralph Rognstad
Tim Roth
Tim Smith
Kelly Turner
Kathy Hardt

Amos Bridges, The News-Leader

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