

Strategic Planning Coordinating Committee  
July 6, 2011  
3:30 p.m., 2<sup>nd</sup> Floor East Conference Room, 840 Boonville Avenue  
Co-Chairs: Mark McNay and Robin Melton

Minutes

Co-Chair Robin Melton welcomed those in attendance and called the meeting to order. She entertained a motion to review and approve the minutes from the June 1, 2011, meeting. A motion was made, seconded, and minutes were approved as presented. Motion carried.

Greg Burris asked the Committee for suggestions for good performance measures for the four themes. He asked for feedback to him by Wednesday, July 13.

The status of the adopter list was discussed. The Committee was reminded to seek adopter agencies. One guideline is that an agency cannot be an adopter of a particular chapter if they are an implementer of the chapter.

A meeting will be scheduled for the design subgroup to meet with the Marlin Company to continue work on a brand guide.

Matt O'Reilly is to meet with the Marlin Company to continue work on the icons. The consensus was that there should not be over five to seven icons to keep document simple and uncluttered.

There was discussion regarding the style guide and the importance of the final document being easy to read, understandable, and to be consistent from one chapter to the next.

There was discussion if the Committee had received enough citizen feedback from the community. Committee members stated they felt there was enough feedback and desire to forge ahead. There was a consensus that now was not a good time to look at increased taxes and asked planning committees to consider what can be achieved with a minimal amount of funds.

It was asked what the adopter organizations would be doing once the plan document was completed. Greg Burris stated they would have approximately two meetings a year, and monitor progress of each chapter. An example of catalyst groups in Branson was discussed, and the necessity of pulling together community resources and avoiding duplication.

A new website will be implemented once a design and content is established for the plan.

Ralph Rognstad and the Planning staff will be working on estimated chapter costs.

The chapter planning committees have been asked to meet again during the first two weeks of August to review feedback and make any changes, as well as review goal priorities, consider achievability, and discuss performance measures and cost estimates. Additionally, specific guidance to the planning committee co-chairs will be sent via e-mail. The Strategic Plan Coordinating Committee will schedule another meeting toward the end of August.

Meeting was adjourned.

**Next meeting:** To be announced.

Present:

Jodie Adams  
Roseann Bentley  
Mike Brothers  
Greg Burris  
Dawn Busick  
Jeff Coiner  
Leah Jenkins  
Mark McNay  
Gail Melgren  
Robin Melton  
Kent Morris  
Matt O'Reilly  
Ralph Rognstad  
Tim Roth  
Tim Smith  
Mike Stout  
Brad Toft  
Kelly Turner  
Kathy Hardt

Amanda Hess, Community Free Press  
Amos Bridges, The News-Leader

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