Strategic Planning Coordinating Committee
August 24, 2011
3:30 p.m., L45 Busch Building, 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 July 6, 2011, meeting. A motion was made, seconded, and minutes were approved as presented. Motion carried.

Members of the SPCC discussed progress and feedback on performance measures within their respective chapters and get final changes to chapters submitted. There was discussion on the performance measures and objectives related to importance and relevance regarding to each chapter. If it is included in the chapter, there is the intention of completing at some point in the length of the plan, as well as what can be accomplished in a proposed amount of time by the implementers in an achievable manner. The goal was to be visionary, and the difference between a strategic versus a tactical plan was discussed.

There was discussion regarding the importance of Council and Commission acceptance of the plan and the need to present proposals and discuss with area legislators. It was suggested that the adopter group give legislators credit for support. There was discussion of including plan points in future legislative priorities and noted that adopters could watch legislation as part of objectives and be included in a checklist for adopter meetings. Chairs were asked to communicate with their respective committee and choose two to three legislative priorities. The will report the progress to their legislators.

There was lengthy discussion regarding icons for each chapter, and how they would be applied as each chapter is different. There was discussion as to how the icons could be consistent throughout all chapters.

Gail Melgren and Matt O'Reilly gave an update on the Icon Subcommittee progress. They are working on creating graphics that will guide the eye, be consistent, and use formatting to help make the plan digestible to the reader. The goal is to not have so many icons to be overwhelming. There would be a couple of icons for each chapter that would be consistent. There would have to be adjustments on the low-to-high scale as far as costs. There would be icons to cover different categories. Gail asked for the chairs to go through their chapters and see if the icons would work in their chapters. They felt the formatting and headings will be helpful with placing the icons as well. The icons will provide a quick, big-picture look. Chapter chairs should decide priorities, and then others can work on formatting.

Matt O'Reilly suggested an e-mail be sent to the Committee chairs with a summary and note items that would require legislative action, urgency, and public vote, and that would be the list of things that Committees have to allocate. Then when the SPCC approves the icon guide at the next Committee meeting, they will be able to put the icons on the objectives and have the data needed to do that.   He also proposed the final document to be a pdf format for viewing.

Greg Burris pointed out the handout showing the list of Adopters to this point. Each Committee member was asked to encourage groups to be adopters of the Strategic Plan chapters.

Greg Burris stated he would send out a link to the brand guide. This is Marlin's style guide and will give everyone an idea of what the documents would look like.

There was discussion as to whether all documents could be shared electronically or if there was a need for another meeting.

Greg Burris stated we need to get to a point where everyone signs off on the document, and how to present it to Council and Commission. It will take a lengthy process for review and for approval. The thought for the six- to eight-page summary will be something that can be placed at a reception area and a document for reference. The final document will be large, and we can direct people where to have the access document. The fold-out map will be like a field guide. Then there will be the plan for the community presentation.

Meeting was adjourned.

Next meeting: To be announced.

Present:

Bob Belote
Andrew Baird
Roseann Bentley
Denise Bredfeldt
Mike Brothers
Greg Burris
Dawn Busick
Matt Edwards
Leah Jenkins
Gerry Lee
Jennifer McClure
Mark McNay
Gail Melgren
Robin Melton
Mark Montgomery
Kent Morris
Matt O'Reilly
Tom Rankin
Ralph Rognstad
Tim Roth
Tim Smith
Mike Stout
Brad Toft

Kathy Hardt

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