

Hillsboro 2020 Vision Implementation Committee 2002-2003

**Monday, May 19, 2003
6:00 p.m. – 8:00 p.m.
Washington County Public Services Building
Cafeteria**

MEETING #3 SUMMARY

Members Present:

John Coulter, Chair
Mary Brown
Steve Callaway
Tim Erwert
Barbara Hanson
John Hartner
Marilynn Helzerman
Pastor Tim Huber
Shirley Huffman
Chuck Loeffel
Darell Lumaco
Councilor Karen McKinney
Tom Wolf

Staff / Consultants

Rene Heade, City of Hillsboro
Erik Jensen, City of Hillsboro
Steven Ames, Steven Ames Consulting
Michele Neary, Barney & Worth
Jason Robertson, Barney & Worth

Audience

Councilor Ed Dennis
Joe Gall
Toni Gomez
Jose Jaime

1. Welcome Announcements

Vision Implementation Committee (VIC) Chair John Coulter called the meeting to order.

Erik Jensen announced that Shirley Huffman had received the Bob Heard Award and John Coulter the Special Merit Award at this year's Greater Hillsboro Area Chamber of Commerce Annual Banquet and Awards Presentation. Perry Gruber, the 2003 recipient of the Hillsboro 2020 Outstanding Individual Award, was also recognized by the Chamber of Commerce, earning the Chairman's Award.

2. Lead Partner Presentation

VIC member Barbara Hanson provided a brief update on Hillsboro Community Arts (HCA) activities. She said the organization turned 23 this year, and now boasts the longest-running music series in Oregon. The newly created Showtime at Shute event has attracted families and is a very comfortable and fun event. The Cultural Arts Performance Series just ended its third season. A new Festival of the Arts provides a juried art venue for artists in the Hillsboro area, and there are now monthly arts displays at BJ's coffee, which may soon expand to other coffee houses. The organization's vocal arts ensemble brings together vocalists of all ages from across the community. HCA has also developed an "adopt a musical instrument" program, and will accept used instruments for use by students who cannot afford a rental instrument.

Hanson encouraged all VIC members to join HCA and help Hillsboro Community Arts meet the community's artistic needs.

Shirley Huffman commended Hanson's efforts and commitment to the HCA programs.

Question: Can you be a member if you don't live in Hillsboro? *Answer:* It is tax-deductible and membership is open to all.

Question: Do you award scholarships to students? *Answer:* We have been awarding \$2,000 in scholarships to High School seniors. Our goal is to have scholarships in four arts disciplines at the four high schools.

3. Town Hall Recap

John Coulter thanked everyone who helped with the town hall. He asked VIC members to provide feedback from this year's event and suggestions for strengthening next year's Town Hall. Comments included:

- I think it went really well. A minor quibble: I'm still uncomfortable with the flow of that room. I don't know if there's a better place, perhaps somewhere you could separate the displays from the presentations. I loved my volunteer job this year.
- I felt we had improvement from the past. It went very well this year. The awards element, youth participation were especially good. I think people learned a lot about Hillsboro and local programs from the partner tables. I was excited that more people turned out – was that due to the speakers bureau? I think many came due to the schools and Wal-Mart issues. I really felt like the community was saying to us, I realize that you have these various strategies, actions and goals that are completed, but we want you to listen to our real concerns, and one of those relates to the school district. People want to be responded too. If there was some way we could provide assistance or help, I'd like to do so. Many of our action items relate to education. The VIC is a nucleus that can bring many different groups together, and maybe brainstorm some ideas about what they could provide to the school district board. I feel that somewhere along the line, we're going to have those issues, and will need to be able to address them. The Wal-Mart issue is totally different, because it's dealing with land use, and I felt the Mayor handled that very well.
- I thought for the most part the evening went very well. I would, however, like to secure a larger physical space. Even if we don't get a different space, try to rearrange the current room to keep things fresh and new – so it's not the same old people, the same old booths. If we could increase awareness and attendance, that would be positive. Good presentations, well received by the people who were there.
- I enjoyed the interactive exhibits, such as 3-on-3 basketball. I liked having several things going on at once; it seemed to raise the electricity. The interaction with the public was heightened this year, and that was good. We gave them some opportunities to get involved with some mentoring programs, etc.

- I thought everything went well, and I have particular compliments for Rene, Chrissie and Erik for all the work you did. We need to find a way to get more people to turn out.
- The amount of unsolicited gratitude and compliments, even in the midst of factors that were potentially negative. I was grateful for participants' positive attitudes. We're all grateful to Tuality for their venue, but it has come to the point where we need to be creative and find something that will be refreshing, not too redundant.
- We need to work with newspapers to garner better publicity. The announcement for tonight's meeting was in a perfect spot – that's where the Town Hall announcement should be placed. We may have to do the banner again.
- Those associated with the planning and delivery did an excellent job.
- I really appreciated the pacing, and thought it flowed nicely. I would like to reiterate what Karen said about inclusion of students – I think that will reach a broader audience. We should look for ways to partner with the school district.
- 10,000 flyers went home, and other outreach was done – not sure what else the district could do.
- The school meeting at Glencoe, which drew 900 people, may have siphoned some of our audience members.
- A number of things improved this year. The speakers kept their presentations fairly brief and that went well. The exhibits were great and a lot more interactive this year. I think we may have missed some people coming in from the back of the building, and therefore didn't get everyone to sign-in.
- I loved the enthusiastic hand-raising of the young girl who was going to run for mayor. As I think about the attendance and about our school district one to two years ago ... when the funding problems began, people started showing up. The things people care most about are their taxes and their kids. If you want to have 900 people show up at Town Hall, have a problem. One questioner took a cheap shot at the Hillsboro School District strategic plan. I felt it was an inappropriate setting to make a comment like that, especially in light of the funding problems we are facing, shared by 180 other districts in this state.
- It was more crowded this year; if the attendance goes up each year, we will need a bigger space. One of the problems of moving to a new space is continuity. Maybe having it a different day, such as a weekend, may increase attendance.
- A few things that haven't been mentioned already: (1) the PowerPoint presentation was a positive; (2) Larry Pederson's presentation was interesting; (3) the facilitator did a good job; (4) having City employees available to talk with or refer to when a non-Vision issue came up was helpful; (5) we had an increase in Latino participation. Improvements to consider for next year: (1) Get started on time, and get people away from the lead partner tables; (2) ask people standing in the back to have a seat; (3) get the date locked in earlier, in order to have time to complete the water bill inserts and reserve the meeting venue.

- Councilor Ed Dennis: It was a great event. A few thoughts: (1) Marketing for an event like this – flyers, newspaper, water bill inserts – aren't that effective, and you shouldn't expect them to be. One-on-one marketing, setting targets for your group to attend City Council for personalized recruitment may bear more fruit. (2) Consider some sort of intermediate or initial engagement of the crowd; I think the agenda was extraordinarily clear; something where you have folks turn to each other in the beginning or in the middle and share something, to get them in the mood, in the flow. There is a lot of joy and happiness in the community. I wish there had been some more new faces, which is what we all wish.
- I think it is worth following up on a personal level with some of the groups that we spoke to as part of the speakers bureau.
- I think Jose Jaime starting off the Q&A in Spanish was good, and loosened people up.
- I want to acknowledge your efforts to reach out to the Hispanic community; and involve youth in the presentations. I think the Q&A period was excellent because the people who answered questions knew what they were talking about.
- The planning team did a wonderful job, and it was a lot of work. I think the audience was happy to be there and appreciated the event, even with the school issue going on. Anything called a Town Hall presents the impression that the City will be there to listen. The awards had a lot of meaning and were well-done. The community never really realizes what it takes to make things happen. The community has learned that whatever Hillsboro does is done really well. Thanking the Chamber this year was great; hopefully we can continue.
- We took a new approach with the showcase project, focusing on a theme (economic opportunity) instead of a particular project. I suggest we continue selecting a larger theme to focus on. Look for a package of projects to talk about and a speaker to present. I think that holistic approach can be very effective.

John Coulter thanked VIC members for their comments and said the Planning Team would convey all suggestions and ideas to the Town Hall planning committee.

4. Lead Partner Requests

Erik Jensen contacted all Lead Partners who requested assistance. He will report results and outcomes as they arise.

5. Annual Report

Coulter announced that the Planning Team would be making a presentation to City Council at a work session on June 17, and that the formal City Council review of the Annual Report would take place on July 1. He encouraged VIC members to attend and show their support for the program.

Jason Robertson reviewed the draft Annual Progress Report. The VIC approved the draft report, with the understanding that final edits would be reviewed and approved by the Steering Committee prior to City Council review.

Robertson asked VIC members to contact him with any final thoughts or additions to the Acknowledgments section. Jensen added that the Action Plan matrix hadn't been updated since the original printing, and that the Planning Team would like to include an updated version as an appendix to the report. The VIC agreed.

6. Hillsboro 2020 Program Review

Coulter asked VIC members to comment on several program elements to help the Planning Team prepare for 2003-2004.

Speakers Bureau Program

VIC members felt the Speakers Bureau should be continued, as it is one of the best and most affordable outreach tools available. It was suggested that potential audience organizations be contacted early in the year to ensure presentation were made in advance of the Town Hall. VIC members liked the idea of streamlining presentations to focus on implementation activities rather than the planning background of Hillsboro 2020.

Hillsboro 2020 Awards Program

Robertson reminded the VIC that the Hillsboro 2020 Awards Program was intended to recognize exceptional contributions to Hillsboro 2020, and that awards weren't necessarily going to be handed out every year. He said the Program provides a mechanism for acknowledging outstanding efforts. VIC members said they liked that awards don't have to be given every year, as doing so might diminish the stature of the award.

Hillsboro 2020 Signage / Identity

Rene Heade said the City had advertised a request for bids for a redesign of the Hillsboro 2020 logo. She said they were hoping to develop a simple, but consistent logo that could be used in all different types of media. The orange and green logo doesn't match very many things and is hard to work with. A graphic artist will be putting a tag line on for signage purposes; will work with a different color scheme. She said there would be both color and black and white versions available.

7. Closing Remarks

Coulter announced that he had created a Chair's Award, to recognize a VIC member who: (1) exemplifies the spirit of the Hillsboro 2020 Vision and Action Plan; (2) contributes significant time and/or resources, beyond the expectations of the VIC; (3) helps raise community awareness of the Hillsboro 2020 Vision; (4) fosters community partnership resulting in tangible Vision-related outcomes; (5) takes a leadership role in VIC activities. He said many VIC members are worthy of this award, but that his selection for this year was someone who has had an especially

positive and valuable impact in the community: Steve Callaway, Hillsboro School District. Coulter presented the plaque to Steve and said another plaque would be hung in the City of Hillsboro Administration office, to which the names of all future VIC Chair's Award recipients will be added.

8. Public Comments

- Toni Gomez: I'm very excited that the committee exists. I have received a couple of brochures. I'm a charter school developer for Hillsboro. It's very exciting to be developing a new charter school in Hillsboro in part because of the Vision. We think our charter school will be bringing equity to the community as well. It sounds to me like the Education Action Committee might be the people who I might talk more with in the future.

9. Closing Remarks

Joe Gall thanked the VIC for inviting him to co-chair of the Town Hall committee. He said he appreciated the VIC's openness to getting him and other newcomers involved in the Vision process.

Chuck Loeffel announced he will be stepping down from the VIC Committee as he retires from Cleanwater Services.

Coulter thanked the VIC for another successful year and adjourned the meeting. VIC members were asked to stay a few more minutes and complete evaluation forms to help the Planning Team improve next year's program.