



MINUTES
Community Visioning Advisory Committee
01/09/19 | City Hall – 1st Floor Conference Room

Committee Members:	Community Attendees:
☐ Denise Bacon ☐ Lacey Carroll ☐ Sarah Hadley ☒ Miriam Hall ☒ Cyrus Ireland ☒ Kate Gregory-Jennings, <u>Chair</u> ☒ Patrick Johnson ☒ Julie Marshall ☒ Jules Martinez ☒ Suzanne Meenahan ☐ Lynn Montoya Quinn ☒ Joe Morelock ☒ Brandon Porter, <u>Vice-Chair</u> ☒ Doug Rux, <u>Staff</u> ☒ Bayo Ware, <u>Staff</u>	☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____
Facilitator: Bayo Ware, Community Visioning Coordinator	

Agenda Items

- ☐ **6:00 – 6:10pm:** Call to Order
- ☐ **6:10 – 6:35pm:** Foundational Document Review
- ☐ **6:35 – 7:00pm:** Communications Plan and Outreach Plan Review
- ☐ **7:00 – 7:15pm:** Calendar Finalization and Updates
- ☐ **7:15 – 7:30pm:** Public Comment
- ☐ **7:30pm:** Adjournment

Calendar

☒ Dec. 19 – City Hall ☒ Jan. 9 – City Hall ☐ Jan. 23 – School District Conf. Room ☐ Feb. 6 – ☐ Feb. 20 – ☐ Mar. 6 – ☐ Mar. 20 – ☐ April 3 –	☐ April 17 – ☐ May 1 – ☐ May 15 – ☐ May 29 – ☐ June 12 – ☐ June 26 – ☐ July 10 – ☐ July 24 –
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Meeting Minutes

Call to Order

- Committee Chair Gregory-Jennings convened the meeting at 6:07, took attendance (see above) and approved the minutes from the last meeting
- Ware reviewed the meeting norms and the agenda

Foundational Document: Community Profile

Discussion Points:

- Document Purpose
 - It should be a call to action
 - It should introduce the project to the community
 - It should be a easier to encourage participation
 - There should be 3 types of "profiles": trifold, flyer, 1-pager; infographic, memo
- Design Recommendations
 - Use the same font as the font used on the logo throughout the entire document
 - Use colors from the same color pallet as the font (such as on "Economic Stability" page)
 - Use bullet points and phrases rather than paragraphs
 - Put a header/title on each page
- Content Recommendations
 - The introduction page should give context to purpose of document and project
 - Insert a question: how are you going to preserve Newberg into the future?
 - Be aware of the connections people will make when putting specific information next to each other (Ex: crime and poverty statistics)
 - Insert links to more information
 - There should be a conclusion page that also includes a call to action
- Distribution Recommendations
 - Create quizzes on Facebook based on Newberg facts and stats
 - Insert links to more information
 - Share trifold, flyer through social media
- Creation Logistics Recommendations
 - Use Fiverr.com – inexpensive freelance graphic designers
 - Use Rev.com – translation website

Stakeholder Interview Matrix

Discussion points:

- The purpose of the matrix is to decide on topics to be discussed in the Vision document
- Specific Community Corps volunteer groups will work on specific topics for the Vision
- Volunteers will not be able to participate in more than one volunteer group because the groups will meet at the same time

Committee Recommendations

- Ware should create the Vision topics

- Ware will send them to the Committee so they can recruit volunteers.
- City Staff should Facebook page for the entire project and discussion boards so everyone can participate in multiple topics.
- Build topics around hot button issues: density, trees, apartments, water rates
- There should be 1 meeting in the middle of the project for groups to share information/ updates

Project Timeline

Discussion points

- Committee thought there were too many meetings and events (18) for the following reasons:
 - Limiting the number of volunteers who have that much time (retired, professionals who make their own schedules)
 - People do not generally show up to local government events
- People will show up if there is entertainment
- Overall, there will be a lot of planning for events with only a few people coming (no bang for your buck), so time should be spent doing other forms of outreach
- Surveys are better so people will not have to go anywhere to give their opinion

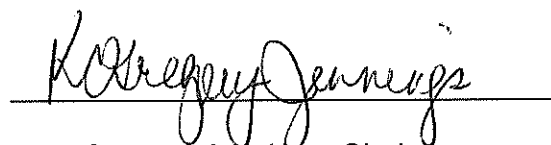
Recommendations

- Take out Community Forum 2 (redundant with Town Hall)
- There does not need to be a planning meeting for Community Corps Workshops or a debrief meeting after
- Community Forums can be shorter (1-1.5 hours) and Community Corps debrief meetings can happen right after community events (1 hour)
- There will not be a Forum 1 planning meeting because Ware is planning that event
- Outreach strategies
 - Surveys at churches
 - High school AP statistics class can conduct surveys
 - High School and George Fox University students can do outreach projects
 - Social service organizations can pass out surveys
- Pass out collectable outreach materials (buttons, stickers, big sunglasses)
- Community events should take place at large events (Old Fashioned Festival, Camelia Festival, Truffle Festival)
 - NOTE: volunteers may not want to/have time to debrief during an event day
- Community Corps Workshops should happen when there are no events
- Community Corps Workshops could be online so people can do on their own time

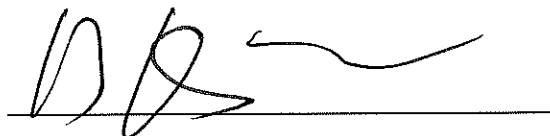
Public Comment

There were no public comments

The meeting ended at 8:06 pm



Kate Gregory-Jennings, Chair



Bayo Ware, Community Visioning Coordinator