

MINUTES FOR THE WEEKLY MEETING OF THE COMMUNITY PARTICIPATION TEAM (CPT) ON THURSDAY, FEBRUARY 7, 2008 AT 4 PM IN BUILDING A CONFERENCE ROOM.

PARTICIPANTS:	<u>Staff</u>	<u>CPT Members</u>	<u>Absent CPT Members</u>
	Tammy Rosario	Bob Keith	Bill Spaller
	Melissa Brown	Tony Obadal	
	Jason Purse	Reese Peck	
	Leanne Reidenbach	Vaughn Poller	
	Jess Mackow	Rich Krapf	
	Renee Dallman	Susan Sullivan-Tubach	
	Terry Costello	Marilyn Taylor	
		Charlotte Hubbard Jones (via telephone)	
		John Haldeman	
		Joe Sells	

- ◆ Mr. Poller opened the meeting with a request to approve the minutes from the previous meeting. Mr. Haldeman made a motion to approve the minutes with a second from Mr. Peck. In a unanimous voice vote, the minutes were approved.
- ◆ Ms. Reidenbach gave a communications update stating that the website will be launched on February 12th. This will coincide with the press conference scheduled for the same date, with the results of the surveys being made public. She also stated that packets with all this information will be delivered to CPT members on February 9th. Ms. Reidenbach also distributed copies of the advertisements that were used last time for Community Conversation meetings. She was looking for comments for advertisements for this year's meetings.
- ◆ Mr. Poller suggested keeping the advertisements simple, less wording, and always reference the website and hotline.
- ◆ Mr. Krapf suggested keeping in mind that some citizens are not computer savvy therefore having detailed information in the advertisement might be beneficial.
- ◆ Mr. Peck asked if the ads would remain the same, and if certain individuals or groups would be targeted. He suggested that the ads provoke reactions from the readers and gave examples of topical wording that could achieve that.
- ◆ Ms. Reidenbach stated that the first round would be general with the second being more topical in nature.
- ◆ Mr. Fitzgerald commented that the ads from the last meetings seemed very wordy and had too much information and that might discourage people from getting all the necessary information.
- ◆ Mr. Keith stated that it was important to grab the reader's attention.
- ◆ Ms. Sullivan-Tubach stated that she liked the listing of organizations that the ads were trying to attract so it may have to be lengthy.
- ◆ Ms. Hubbard Jones also thought the ads were wordy, and suggested more bullet points to bring out the ideas. She also suggested listing the organizations at the beginning of the ad.
- ◆ Mr. Poller stated it was important to grab attention, have clear content and be able to use the print-out for an advertisement and a flyer.

- ◆ Ms. Reidenbach stated that if the committee wishes staff can develop two different items, one to be used as an advertisement and one to be used as a flyer.
- ◆ Ms. Reidenbach stated she will take the committee's ideas and bring something back for their review.
- ◆ Mr. Obadal asked how the members would communicate with certain groups.
- ◆ Ms. Brown stated that staff has a database of connections and organizations in addition to a listing obtained from Neighborhood Connections.
- ◆ Ms. Rosario added that Ms. Mackow had been working on directories of addresses.
- ◆ Mr. Keith asked if the United Way or League of Women Voters was on the list.
- ◆ Ms. Mackow stated she would add both groups if they weren't already on the list.
- ◆ Ms. Reidenbach briefly mentioned the budget and stated roughly \$9000 has been set aside for printings, mailings, postage, advertisement, etc.
- ◆ Ms. Rosario stated that previous costs associated with the Comp Plan were taken into consideration with an adjustment for inflation.
- ◆ Mr. Peck mentioned that the Comp Plan is one of the County's top priorities. He suggested the committee rely on staff to monitor and report back if necessary.
- ◆ Ms. Mackow passed out an example of a trifold pamphlet with a mail in card attached. She also reported to the committee that prepaid postage can be attached and that the County would only pay for those cards that were actually mailed back.
- ◆ Mr. Haldeman asked if this would be mailed out to the general population.
- ◆ Ms. Rosario stated that would be too expensive, but that this mailing may be able to go out with other County mailings.
- ◆ Mr. Poller suggested producing this in house could allow us to change the brochure for the different Community Conversations. He suggested having the common points in all of the information, such as website, phone number, etc.
- ◆ Ms. Rosario stated the goal was to make the website the main document and to take information from that site and use it in the various forms.
- ◆ Ms. Brown stated that the Speakers' Bureau was mentioned at the Planning Commission meeting with interested parties contacting the Planning Office.
- ◆ Ms. Rosario asked the members to think about their contacts, and that they might target certain groups based on their backgrounds.
- ◆ Mr. Fitzpatrick asked how long the presentation was.
- ◆ Ms. Rosario stated the original presentation was 45 minutes long but that it would be scaled back to be shorter. Staff can look at offering some training on speaking and giving presentations.
- ◆ Ms. Reidenbach spoke about the listening boards and showed what was used previously. It was mentioned that the boards were manned by a CPT member. She stated that there were two boards that were actually mobile, but if the committee requested it more could be made.
- ◆ Ms. Sullivan- Tubach asked how long would the boards remain at one location.
- ◆ Ms. Rosario said normally a day or two.
- ◆ Ms. Reidenbach said a schedule could be determined where some unmanned boards could be placed. A smaller version of the listening boards could be

strategically placed throughout the County.

- ◆ Ms. Taylor asked how long are the boards normally used.
- ◆ Ms. Reidenbach stated that normally 6-8 weeks, and normally during the time the Community Conversation meetings are held.
- ◆ Ms. Rosario stated that the boards could be strategically, for instance, at an event at the College.
- ◆ Mr. Poller suggested the elementary and middle school events, such as PTA meetings. He also asked about “man on the street” interviews.
- ◆ Ms. Dallman stated that idea was a possibility.
- ◆ Mr. Obadal thought it would be a great publicity tool.
- ◆ Ms. Dallman stated she would look into and report back to the committee.
- ◆ Ms. Brown stated at the next meeting the staff will go over JCC 102 and fine tune the presentation to a smaller condensed version. On February 28th, a communications training session will be held for committee members.
- ◆ Ms. Dallman stated that the JCC 102 presentation will be running on Channel 48 three times a day starting on February 11th.
- ◆ Mr. Poller brought up the idea of other regional groups wanting a forum to speak about certain issues.
- ◆ Mr. Krapf asked about the idea of County staff from other departments working on other issues.
- ◆ Ms. Rosario answered that will evolve over time. Other County staff may work on some issues, but generally the discussions have moved away from having citizens and other groups working on specialized areas.
- ◆ Mr. Poller stated that he sees these groups would be a constructive part of the process provided particular issues do not monopolize the meetings.
- ◆ Mr. Peck stated he thought the idea was to attract regional groups that may involve other jurisdictions. They need to be part of the process and it may serve the committee better by having them meet with Mr. Fraley.
- ◆ Ms. Rosario stated she felt it was important to be flexible and take advantage of opportunities presented by the various group work being done. She stated that CPT members will be receiving information and this could be seen as an avenue to collecting additional information for the process.
- ◆ Mr. Obadal stated he thought it was important to be careful not to overlap and conflict with any other regional group, and to remember that this committee (the CPT) is working toward a land use plan.
- ◆ Ms. Rosario stated that the CPT is basically in a listening mode rather than a policy development mode.
- ◆ Mr. Obadal felt it is important to give groups and individuals time limits when speaking.
- ◆ Mr. Poller stated some groups are searching resolution and that this committee cannot work toward resolving any issues.
- ◆ Ms. Hubbard Jones reiterated that for groups such as the Chamber of Commerce, the Community Conversation meetings are a forum to have their voice heard, not a forum to resolve any issues.
- ◆ Mr. Haldeman suggested having some kind of list on the website listing people’s concerns so that citizens know they are being heard.

- ◆ Ms. Rosario stated that the plan was to have a comment database on the website. The CPT will review every each comment.
- ◆ Mr. Krapf made a suggestion to have the Comp Plan and other resources on the website so that citizens could obtain information before and after the meetings.
- ◆ Ms. Rosario stated that the staff members associated with certain issues would be more visible at the meetings.
- ◆ Ms. Brown pointed out that last time every effort was made to resolve issues after the Community Conversation meetings between staff and citizens.
- ◆ Mr. Poller discussed word clouds and the committee was in agreement that they would like these on the website if possible.
- ◆ Ms. Taylor also thought it was a good idea that citizens have some take home information after the Community Conversation meetings.
- ◆ Mr. Poller thought this might also relieve some citizen's concerns that they have no input.
- ◆ Ms. Sullivan-Tubach talked about the technology at Warhill and stated she wasn't sure whether it would be made available for the meetings.
- ◆ Ms. Rosario felt that the committee should not forego this idea, but that maybe the technology would be better suited for the second round of meetings.
- ◆ Ms. Sullivan-Tubach suggested obtaining email addresses for those who attend the meetings to send out follow up information.
- ◆ Ms. Rosario stated that their email addresses could be added to the Division's list serve address list where they would be sent information on a regular basis, and as always the committee needs to encourage citizens to use the website.
- ◆ Mr. Poller opened the meeting up for public comments.
- ◆ Mr. Joe Sells asked how a person requests a speaker.
- ◆ Ms. Brown stated that Christy Parrish was the contact person at the Planning office.
- ◆ Mr. Obadal made a motion to adjourn the meeting with a second from Mr. Keith.
- ◆ The meeting was adjourned at 6:00 p.m.

Vaughn Poller, Chairperson