

MINUTES FOR THE WEEKLY MEETING OF THE COMMUNITY PARTICIPATION TEAM (CPT) ON TUESDAY, DECEMBER 18, 2007, AT 3 PM IN THE BUILDING A CONFERENCE ROOM

PARTICIPANTS:

<u>Staff</u>	<u>CPT Members</u>	<u>Absent CPT Members</u>
Don Davis	Tom Fitzpatrick	Tony Obadal
Tammy Rosario	Bob Keith	Shereen Hughes
Leanne Reidenbach	Rich Krapf	
Jennifer VanDyke	Bill Spaller	
Jess Mackow	Vaughn Poller	
Melissa Brown	Susan Sullivan-Tubach	
Renee Dallman	Charlotte Hubbard Jones	
Terry Costello		

- ◆ Mr. Don Davis opened the meeting at 3:02 p.m.
- ◆ Mr. Tom Fitzpatrick made a motion to approve the minutes from the December 11, 2007 meeting, with a second from Mr. Vaughn Poller. In a unanimous voice vote, the minutes were approved.
- ◆ Mr. Davis stated that since Mr. Tony Obadal was absent the election of a chair would be put on hold.
- ◆ Ms. Tammy Rosario distributed the schedule of meetings for January – March 2008 which would be advertised in the newspaper. It was decided to change the meeting time from Tuesdays at 3 p.m. to Thursdays at 4 p.m. She also mentioned that there will be a JCC 102 scheduled for January 24, 2008. Ms. Rosario also stated that a preview of the presentation will be given to the committee before the actual meeting date.
- ◆ Ms. Rosario initiated a brainstorming session about the different groups of citizens that will be participating in these Community Conversation meetings. She also wanted to identify the groups of individuals that the committee felt helpful to target in any special ways.
- ◆ Ms. Charlotte Hubbard Jones suggested contacting local business owners to obtain their views and perspectives.
- ◆ Mr. Richard Krapf suggested contacting developers.
- ◆ Mr. Bob Keith felt it was important to contact civic groups, such as the Kiwanis, Rotary Club, etc.
- ◆ Mr. Krapf suggested church groups.
- ◆ Mr. Bill Spaller felt it was important to include retirement groups, local interest groups, and County staff.
- ◆ Mr. Spaller asked when trying to initiate community involvement would it be possible to have CPT members and/or staff present at community meetings to engage and answer questions.
- ◆ Ms. Rosario stated, yes, it would be beneficial to have CPT or staff members attend community meetings. Staff can provide talking points and potentially a Power Point presentation based on the JCC 102 class. The meetings are also an opportunity to gain

feedback from citizens. Staff anticipates having comment cards readily available for citizens to leave feedback.

- ◆ Mr. Fitzpatrick added new items to the Publics category: Young Professionals, Students, and Under 18.
- ◆ Mr. Poller suggested the addition of local institutions.
- ◆ Mr. Spaller asked if students get involved. Ms. Rosario stated that in the past, AP government classes have been particularly interested in the Community Conversations. Students got extra credit for attending meetings, which was a useful incentive. Also, CPT members have attended government classes with the Listening Station to gain feedback.
- ◆ Mr. Poller elaborated on his meaning of institutions to include William and Mary, Eastern State, and military installations.
- ◆ Ms. Rosario suggested the members should think about who was perceived as not being represented in past Comprehensive Plans.
- ◆ Mr. Fitzpatrick suggested one group of individuals that may not have been included in the past would be renters.
- ◆ Ms. Jones stated we should add another subcategory to Institutions: Banks.
- ◆ Mr. Spaller suggested another addition to Publics: Merchants.
- ◆ Mr. Keith thought the Chamber of Commerce would be instrumental in speaking with business owners.
- ◆ Mr. Krapf suggested one segment of the population that was not represented in the last Comprehensive Plan was low income citizens, specifically the Grove community and the area surrounding James River Elementary School.
- ◆ Mr. Poller suggested there may be some difficulty in focusing on low income. You cannot advertise easily for this segment. The best way to reach this group is through churches, civic groups, neighborhood groups, and the other "Publics" categories. This approach would likely cross-cut many income levels, age groups, and backgrounds.
- ◆ Ms. Jones asked if we would seek out fire fighters for feedback. Ms. Rosario clarified she felt that fell under staff.
- ◆ Mr. Keith asked if there is a way to find venues that may capture a certain segments or groups. Certain locations may be instrumental in bringing people together with special interests.
- ◆ Mr. Spaller suggested working with civic group such as the J4C's could be advantageous.
- ◆ Ms. Rosario suggested the group could discuss how we may reach out to each group listed as a public.
- ◆ Ms. Sullivan-Tubach asked which individuals we are targeting with the Publics subcategory "schools." Ms. Rosario responded: parents, administrators, teachers, and students.
- ◆ Ms. Rosario then asked if there are special focus groups we need to target advertising for.
- ◆ Mr. Spaller suggested personal calls are more effective than other forms of advertising.
- ◆ Ms. Jones suggested using print ads that identify certain groups. She provided the example "if you are a business owner, ___ may be of interest to you."
- ◆ Mr. Keith thought we could utilize mailing lists.

- ◆ Mr. Poller suggested using pointed ads for target groups then directing readers to a website to gain further information. He also stated there will always be a group that will not become engaged regardless of how we reach out to them.
- ◆ Mr. Fitzpatrick asked about using email subscriptions or text messaging.
- ◆ Ms. Rosario stated that would require some research. We will have to circumvent texts being identified as spam, but also noted that we currently have a Planning listserv sent to subscribers.
- ◆ Mr. Keith suggested there are several local radio stations that may devote time to public service discussions. Ms. Rosario asked if Ms. Dallman could provide demographics in regards to radio listenership. Ms. Dallman stated she could bring some information to the next meeting.
- ◆ Mr. Fitzpatrick asked for clarification on the meeting inclusiveness category. Ms. Rosario stated inclusiveness would mean utilizing incentives to draw certain groups out. An example would be providing babysitting services to parents.
- ◆ Mr. Keith asked how we target retirement communities.
- ◆ Mr. Fitzpatrick suggested Students and Under 18 groups would require incentives and should be included with those groups in special focus. He also stated in the past he had used the Boat Mob method. He described standing outside of a movie theatre with his own booth. He would attract the attention of the youth as they walk out of the theatre, would then engage them in conversation, and ask their opinion on particular subjects.
- ◆ Mr. Keith asked if developers are traditionally easy to get involved. Ms. Jones stated it may be difficult for them to commit time. Mr. Poller stated the developers may not attend the event, but they will send a representative.
- ◆ Mr. Spaller suggested enlisting celebrity personalities to assist in boosting public interest. Ms. Sullivan-Tubach stated we may want to choose individuals that speak to or draw a certain crowd. One example would be getting Gary Matthews to reach out to teachers and school administrators.
- ◆ Ms. Rosario pointed out the category "Connections." She stated this is how we are connecting to each group listed. She asked what connections CPT members have that we may utilize.
- ◆ Mr. Spaller asked if we would be hosting meetings targeting the whole community or smaller groups. Ms. Rosario stated staff was a proponent in organizing all-inclusive meetings. Targeting smaller groups could generate concern should certain groups were overlooked. Smaller group meetings also eliminate the benefit of different groups interacting to hear a broad spectrum of viewpoints.
- ◆ Mr. Spaller asked where the meetings would be hosted. Ms. Rosario stated the Community Conversation meetings would probably be held in a school or a facility like the Recreation Center. They would be generally two hours in length. John Horne or Sandy Wanner would open the program in a large group. The large group would then split into smaller groups and have someone take notes as the facilitator opens the floor to discussion. At the end of the evening, participants would then come back together as a large group and summarize community concerns and interests identified in the smaller groups.

- ◆ Mr. Keith asked what would be expected the attendance.
- ◆ Ms. Rosario stated it could range from 20-40-60-80.
- ◆ Mr. Spaller stated we would want to gain a higher attendance. He suggested that getting phone calls to community leaders would be instrumental.
- ◆ Ms. Rosario stated she thought a combination of all methods and media would be needed. She suggested we have to ask ourselves what sort of time commitment we could reasonably make and prioritize the methods and media used accordingly.
- ◆ Mr. Spaller stated that if the BOS chooses not to delay the schedule, we may need to go to the various groups within the community to get input. Mr. Poller stated there are difficulties that arise when you go to them. You are asking the group to change their schedule to accommodate you. Often times groups have their schedules made out a year in advance. Then you have summer and fall schedule conflicts.
- ◆ Ms. Sullivan-Tubach stated that she has been to meetings before when a speaker was allotted 15 minutes to speak. She suggested often this is not enough time to achieve the desired results. She suggested we invite people to invite us.
- ◆ Ms. Rosario added that we could use a standardized letter promoting availability and then schedule events. This would provide a venue to speak directly to different groups and hear their concerns.
- ◆ Ms. Rosario asked Ms. Sullivan-Tubach if she could be of assistance in contacting people within the public schools. Ms. Sullivan-Tubach stated she could help.
- ◆ Mr. Fitzpatrick stated he would facilitate contacts with Young Professionals and Students.
- ◆ Mr. Spaller stated he will work with the J4C's.
- ◆ Ms. Jones stated she could work on Merchants/ Business Owners/ Developers but had contacts across the categories.
- ◆ Mr. Poller suggested each member could utilize their connections with churches.
- ◆ Ms. Jones stated, as a realtor, she has many connections with retirees moving into retirement communities.
- ◆ Mr. Krapf suggested we could also break down the County into geographic localities and capitalize on our community connections geographically.
- ◆ Ms. Sullivan-Tubach suggested we could use a hook to draw people in. Advertise the event as a family-friendly evening. Daycare could be provided for families, and as a part of the event, dinner could be provided. She added that schools have a successful turnout when they host events in this fashion. She raised the question whether Parks and Recreation employees could be utilized for the babysitting.
- ◆ Ms. Rosario stated she would have to look into this. She stated that previously there may have been liability concerns raised with babysitting services, but using the before-and-after-school staff could make it more of a possibility.
- ◆ Ms. Rosario asked Ms. Sullivan-Tubach if she knew of the success rate in hosting events directly after school. Ms. Rosario stated the CPT had not attempted hosting events during those hours in the past. Ms. Sullivan-Tubach stated hosting events directly after school is a hit or miss as many parents are still at work. There is also a great deal of pre-organizing necessary.

- ◆ Ms. Dallman suggested piggy-backing on events the school is already hosting. We could have CPT members available at listening centers while events are taking place. Matoaka Elementary recently hosted a California Tortilla night that drew out a lot of people.
- ◆ Mr. Spaller asked what sort of time line we would we be working with. He asked if there may be a schedule change which would push back deadlines to April or March.
- ◆ Ms. Rosario stated that with the new appointments to the board there is uncertainty as to what they will choose. She stated that staff is working with the new BOS to develop a timeline. She noted that staff was very aware of the challenges that lie ahead and the time needed to reach our goals. Staff is remaining proactive in looking for a solution.
- ◆ Mr. Poller suggested publicizing and planning events could take a great amount of time.
- ◆ Ms. Rosario stated, for the sake of time the CPT may want to hash out Inclusiveness via email.
- ◆ Ms. Reidenbach stated the website will be ready in one week. She stated she will mail out the web address. The text and layout are pretty well done, though small adjustments and comments are needed.
- ◆ Ms. Rosario opened the public comment period. Mr. Reese Peck suggested a general public meeting advertized to address the Comprehensive Plan will not draw out people. He suggested using hot button issues to engage the public's interest. He also stated he would like to draw attention to the operation of the right turn at the intersection of Monticello Avenue, Old News Road, and Windsormeade Way.
- ◆ Ms. Rosario asked if there were any other members of the public that would like to speak.
- ◆ Mr. Chuck Buell suggested using newsletters. This may be an ideal means to reaching out to various communities in addition to the use of word of mouth. Mr. Buell also suggested capitalizing on regional input by using different localities and using facilities like the new Sports Complex.
- ◆ X made a motion to adjourn with a second from Y. The committee unanimously approved the motion.

There being no further business, Ms. Rosario adjourned the meeting at approximately 4:31 p.m. The next meeting of the Community Participation Team will be held on Thursday, January 10, 2008, beginning at 4:00 p.m. in the Building A Conference Room.

Don Davis, Acting Chairperson