

June 24, 2009

## Visioning Commission Meeting

In attendance: Jan Weaver, Pat Smith, Phil Peters, Dan Goldstein, Dee Dokken, Tracy Greever-Rice, Paula Hertzwig Hopkins.

Absence: Julio Lorio, Lorenzo Lawson, Jay Lindner

Motion to approve agenda, Phil moved, Dee 2<sup>nd</sup>. all ayes.

Minutes from last meeting. Dee and Phil pointed out a problem w/ the section II, bullet 3. Amended by to remove 'Mandate for the'. Also, in reference to Assignments (under education, should change from 'community pride' to 'community character', which is what Phil has worked on.

Phil moves to approve minutes w/ changes mentioned above. Tracy seconded.

2<sup>nd</sup> agenda item – election of chair. will have election at next meeting. send interest in chair, vice chair, etc. positions to Dan to post prior to next meeting.

3<sup>rd</sup> agenda item – do we want to change venues to allow greater access to wireless. Jan suggested reserving a room at the library. it would require chair to ask library to post meeting. city would still post here.

Can't reserve library for multiple meetings. Dan will look into library room availability & will then give notice.

Jan moved that we have next meeting at library in July (22) and decide from there. If we don't have quorum, then we'll cancel July meeting. Tracy 2<sup>nd</sup>. Motion carried..

Next item, work on logic models to date. Dan introduced idea of logic models to Pat & why we're doing: To organize report for December.

Jan's report on LMs that she & Dee have worked on to date. They took the actual visioning statement, topic goals, sub-goals and strategies and plugged them into the Wisconsin LM that asked to plug into situation, priorities, inputs and what can be invested, who will participate and then outcomes, short, medium, and long term.

In inputs they put mostly 'people' and their expertise, b/c there aren't resources to invest right now. In the outputs under activities, they mostly put strategies from report. In outreach/participation they mostly identified 'audience'. In short-term outcomes they focused on 'jump-start' section from original report.

The more challenging part comes from looking at further ahead outcomes. Particularly to do long-term outcomes, they went back to visioning statements – the big picture. Used

development LM as their example to introduce their work. The challenge of using vision statement to do this is stating in a way that is quantifiable, measurable.

CVC challenge/responsibility would be to give specific pieces of LM to appropriate board/commission, etc. and hand off to them, but then also track w/ that group on progress of efforts.

Dan suggested that we need process to track on how the various sections that are shared w/ other groups for tracking, so we know throughout the reporting process who and how is doing the reporting/tracking.

Paula reported that she has contact information from Visioning in regard to participation in topic groups, etc.

Jan would send these folks & others, the LM, asking them what should be measured.

Dan commented that we need to discuss process w/ appropriate boards and commissions & keep council apprised. We also need to be flexible because some boards/commissions have more or less to do. So, we need strategy to gather input from other stakeholders. Could use internet-based or other forms of input gathering. Could hold other large group meeting and gather input on all LMs at one time. Phil notes that we need to have a multi-faceted process for input, both w/ & w/o partnership w/ board or commission.

How to deal w/ perceived disconnect between 'gov't' and people who want to be involved in specific issues of concern and people who perceive 'boards & commissions' to be the 'gov't'.

So, question remains, Jan says: this comes back to the issue that CVC is responsible for elaborating, soliciting, and documenting process of visioning. Phil says we should use their resources to extent their willing to share, but also need to be accessible, available to stakeholders for contributing input.

The most critical question to stakeholders is: is this best way to measure progress towards the vision. does this make sense? Dan suggested that if we put it out, we put it w/ the visioning chapter that it relates to.

Discussion of putting both outcomes and indicators in outcomes columns but w/ outcomes bolded and capped and the indicators in lower-case.

Also need to be transparent in what information included in the LM is directly from Visioning and what CVC has developed as pieces of the LM

Need to make same, formal letter to Boards, Commissions asking for their response to indicators, for their identification of stakeholders, and for their interest/degree of participation of in the response to the LM gathering process. Everyone agreed that we need to do that.

Then discussed how to build report while at the same time collecting input. Then Jan brought up the question of how will we decide which indicators to report as indicators and which indicators for which we have baseline data.

Develop a matrix for the report that would include: outcome, indicator, data source, stakeholders' id'd, issues of quality of data, existing data (including baseline), &/or anticipated date for data.

Report would have such a matrix organized for each topic group, LMs would introduce each topic group matrix or possibly be in appendices. also include description of input process. include

Jan will make changes to LM format for use for each topic group. & will then send to rest of CVC for use. All CVC members can use template and the return to Jan for final formatting.

Jan then discussed how Sarah had grouped the 13 topics into 7 categories.

Final item, go over 13 topic group assignments

Arts & culture: Phil & Jan

Community Character, Phil & Tracy

Community Facilities and Services: Tracy & Jan

Community Pride & Relationships: Pat & Julio

Development: Jan & Dee

Parks, Rec & Greenways: Jan & Dee

Environment: Jan & Dee

Downtown: Tracy & Dan

Economic Development: Tracy, Jan & Jay

Education: Phil & Jan

Governance & Decision-making: Dan, Tracy

Health, Social Services, & Affordable Housing: Lorenzo & Tracy

Transportation: Pat & Dan

All CVC to send reminders to their partners about getting done. Groups to send update to Dan prior to next meeting.