

November 13, 2019
3:00 P.M.
Newport, Oregon

VISION 2040 ADVISORY COMMITTEE

The Vision 2040 Advisory Committee met on the above date and time in Conference Room A of the Newport City Hall. In attendance were Ralph Breitenstein, Luana Beeson, Marie Laper, Gil Sylvia, Cynthia Jacobi, Karen Gray, Leslie Palotas, Beatriz Botello, Bri Goodwin, Rolla Cleaver, and Kathy Windell. Staff in attendance was Spencer Nebel, City Manager, and Peggy Hawker, City Recorder/Special Projects Director.

APPROVAL OF MINUTES

MOTION was made by Beeson, seconded by Cleaver, to approve the minutes of August 12, 2019. The motion carried unanimously in a voice vote.

DISCUSSION ITEMS

Ford Family Foundation Update. Breitenstein announced the committee's Ford Family Foundation grant application is successful. He noted formal communication should arrive next week, but the city is permitted to start its hiring and advertising process. He stated, in the application, Ford wanted to know how the money would be spent, and he and city staff worked on filling out Ford's budget form. He explained the budget form numbers don't totally add up because there is a lot input on the revenue side from in-kind donations. He noted Ford prefers more money spent the first year than the second year, so \$95,000 was allocated to the first year and \$85,000 was allocated to the second year. He added he will be working with city staff to write the job description. Palotas pointed out Ford wanted the position to be titled program coordinator.

Palotas gave an update on the Community Building Summit in Bend with Breitenstein. She said she presented during the Community Building Movement Learning Exchange Discovery Session and the Vision Through Action Tour recap. She noted the next step is to participate in a 90-minute predesign session. Nebel asked if that program would affect the city's vision efforts. Palotas replied the program will affect cities in a supportive way so that the communities that are a little bit further along in this process are able to give guidance. She added the program also will focus on ways that Ford can help communities find other ways of sourcing funds besides just Ford. Palotas reported she attended Spanish language break-out sessions, made connections with the Spanish translation providers, and learned the barriers to reaching the Latino community. Botello emphasized that trust has to be built on many levels to reach the Latino community. Breitenstein stated he attended sessions on social media and Oregon by the Numbers. He noted the Ford Family Foundation publishes a book with all the demographic data for the counties. He stated he thinks once the city has a vision coordinator, the committee may want to discuss mics and earpieces for translation services. He added the summit was also an opportunity to network and share Vision 2040.

Discussion Regarding Goal Setting. Goodwin introduced the agenda item. She reported the committee has discussed giving general feedback to the city regarding goal setting, from the perspective of transparency and outreach, and tying goal setting to the

vision. She emphasized the need for the language in the goals to be understandable without jargon and acronyms, to use a standard definition of goals, and to have objectives that are measurable on an annual time scale. She stated if goal setting is done through the lens of the vision, everyone involved in goal setting needs to review the vision beforehand. Nebel reported he is going to have a discussion with the Council at its next work session on the goal setting process to try to reinvent the process. He noted he has had discussions at staff meetings on the goal setting process and got feedback from the department heads on how to proceed in a more meaningful fashion. He stated one issue is while there is no lack of goals from advisory committees and departments, the Council has more information than anyone can comprehend from them and creates goals from things that were not picked up by departmental goals or departmental goals.

Nebel reported this year he is proposing the Council reverse the past process at its goal setting session in January. He stated the first part of the process will involve Council, using the vision as a basis, taking a look at longer-term goals, then sending that out to the advisory committees and departments for their specific objectives and what they can accomplish in specific years. He noted there is some uneasiness about this shift from the department heads, but it puts the Council in the position of directing things. He reported he envisions this process with the Council establishing some higher-level goals, advisory committees and department heads looking at specific steps that can be taken, and bringing that back to the Council for ratification. He indicated he would like the Vision 2040 Advisory Committee to play a role at reviewing these as well.

Botello stated the Council will need to go back and forth and view the goals in the short-term and long-term. She emphasized the need for a specific definition of goal. Nebel noted he thinks the city can make the goal setting process work within the budget timeframe so that it helps guide the budget for the 2020-2021 Fiscal Year. He reported the information that the Council will get will be the vision document and instructions to think about long-term goals, the next 5 or 10 years of what it would like to accomplish as a community. He stated the Council will prioritize those items, and then staff will send them out to the various departments.

Nebel reported one concern the departments have about reversing this process is that departments are expected to do a lot. He indicated department heads have all these things they have to get done on a day-to-day-basis and only have so much capacity to add things. He emphasized the need to have this process be realistic enough so that the Council doesn't forget ongoing issues that the city is working on. Palotas suggested the information packet include some of the loftier goals the city is already in the middle of working on. Nebel replied his thought is to have the departments provide a list of ongoing projects so the Council keeps that in perspective when looking at doing new things. He emphasized capacity is a real issue, and Council expectations need to be achievable with the capacity that the city has. Botello asked if it would be possible to have the Council and department heads work together in a work session. Nebel replied that would happen after the Council's goal setting session, because the problem now is that the department reports don't leave enough time to discuss goals.

MOTION was made by Goodwin, seconded by Beeson, to submit Vision 2040 Advisory Committee discussion regarding goal setting to the City Council for the November 18, 2019, work session.

Beeson mentioned the school district is developing a 2025 Vision Plan.

Planning for the Annual Report from the Vision 2040 Advisory Committee to the City Council. Palotas reported the first discussion point is what the main goal of the committee's upcoming report to the Council should be. Nebel noted the timing will be different than originally planned, and that the Council would meet first before this report. Palotas asked if there is any benefit in having the committee give the Council a baseline of what has happened this year from stakeholders in the community. Nebel replied he thinks a report would be a good for Council to have and might be done in a couple pieces. He noted the first piece could be a summary of how this process has come along, and the committee might give a presentation as part of the visioning session in January, especially with the exciting news about the Vision Coordinator. He indicated Council might have some feedback for the committee as well. He stated the second report would be more responsive to the goals that are generated out of this year's process. He added if there is time to pull together a meaningful report, that is fairly comprehensive, before the Council's January 13 meeting, then that would be very appropriate to share. He suggested the committee give brief report to the Council at the first stages of the goal setting session, and then follow up with reactions to the goals developed by Council and departments.

Palotas suggested work group meetings between now and the committee's December meeting in order to get started on the report. She suggested giving feedback on what's missing, or gaps, from the city in regards to the vision in the verbal report to the Council. She suggested each work group select two to four tier one suggestions for the city's goal setting. She added if all tier ones are already taken care of or not a city-lead, then tier two suggestions could be chosen. She stated, ideally, the work groups could write a short verbal report of suggestions for the December committee meeting, and then the committee could vote on which ones to select and prioritize for the report. She suggested that in the work group meetings, the work groups focus on adding as many projects, actions, or suggestions in the beta test form to create the written report of all the great things that have been going on in the community. Silvia asked what Palotas meant by the word suggestion. Palotas replied feedback is the right word. She added part of the committee's role is to give feedback from the community to the Council and the city in order to help them with goal setting. She gave the example of a gap in the transparency and communication strategy in regards to reaching parts of community that don't speak English.

Silvia asked if the work groups are reporting on the work that they are doing to help set up conversation with the Council. Palotas replied she sees it more as giving feedback to the Council of what the committee still sees needing to be addressed by the city. She noted throughout the year the committee figures out what's going on in the community, what's being addressed in the vision and what's not, and by the end of the year, the committee packages up that feedback in order to give recommendations to the Council on what should be prioritized more immediately in their goal setting along with the tiers. Nebel noted he thinks the committee is responsible for reporting everything that is happening in the community, whether the city is the lead or not, and then the committee reports separately on the vision where the city is a lead. Goodwin suggested the written report has everything, and each of the work groups find two to four strategies they want to be elevated to the verbal report. Silvia clarified the verbal report is on strategies that the city is the lead on. Botello asked for an example. Nebel explained one report is reporting on how the community at large is doing with the vision, that's what's happening at Hatfield, the schools, the hospital, and the city with everyone on the same equal basis.

Nebel explained the second report is informing the City Council of specific issues where the city is lead. Goodwin gave an example from the tier one strategy culturally competent and inclusive outreach, where the city is lead. She noted that's a place where there could be improvement, and that's something the collaboration working group might decide is important to be included in the verbal report. Palotas added the feedback is going to be work group dependent because some work groups don't have tier one strategies as city leads. She added maybe some of work groups can't come up with two to report, and that's great.

Nebel recommended the committee creates the overall report, and then looks at the report to see what the gaps are. He noted since the Council meeting is January 13, there might be an opportunity for the committee to meet right after the first of the year to finalize its report for the Council. He suggested the committee meet early in January to pull out the gaps that are critical, and then determine what specific feedback the committee wants to provide to the Council. Silvia asked if the gaps are only focused on the strategies the city is leading. Nebel replied the gaps are just the ones the city is leading. He added the committee could, as time goes on, take a look at gaps that are existing with other leads and foster communication with some of those organizations. Nebel indicated he thinks if the committee could try to get this beta form populated for the committee meeting in December, then the committee could meet in January before the Council session to specifically look at city-lead issues. Palotas suggested the work groups meet between now and the committee's next meeting in order to create the report.

Palotas explained the committee has a link to a comment-able spreadsheet. She noted if people have spreadsheet programs that they are more comfortable with than Google docs, they can download the form to their computer and work with it. Goodwin and Palotas explained how to enter comments into the Google spreadsheet. Silvia clarified that anyone in the group can enter information on any strategy. Nebel noted items to be posted are things going forward or recently accomplished. Botello clarified entries can be updated after they are entered. Silvia asked if anyone from the community can enter into this form. Goodwin replied the committee is not asking the public at this point. Palotas pointed out, ultimately, that's the goal. Botello asked when the form goes out to the public, how can everyone access it equally if they don't have a computer or speak a different language. Beeson noted someone will have to monitor this form once it's public. Goodwin replied right now the vision work groups should use this form, but these are conversations that need to happen at the point the committee wants to invite broader participation. Palotas added she envisions the vision coordinator going to the people doing the work in the community and taking notes to inform the spreadsheet. Breitenstein replied that would be too labor intensive.

Nebel asked if the beta form will generate a report that is going to be readable for the Council and others. Goodwin replied it will take some human power to do that, but, ultimately, the committee can use a more sophisticated systems that generate clean reports. Discussion ensued on when to meet in December. Breitenstein suggested the committee meet around December 10, 11, or 12. Hawker said she would send out a poll.

Discussion Regarding the Establishment of Standard Meeting Days/Times.
Breitenstein suggested meeting on a regular day of the month every three months. Palotas suggested every other month. Discussion ensued on when to meet in January. The committee agreed to meet January 6, 2020 at 1:00 P.M.

Committee Vacancy Review and Discussion Regarding Process for Filling Vacant Positions. The committee agreed to bring this topic back at a different meeting.

Seminar Presented by the Nonprofit Association of Oregon - December 4, 2019 - Newport. Breitenstein reported the Nonprofit Association of Oregon has a series of seminars which he has attended. He reported the next session is on diversity on December 4. He suggested committee members attend and indicated they would be reimbursed the cost. Hawker offered to register interested members. Discussion ensued on the school district's strategic planning. Beeson suggested the school district attend the committee's March meeting to discuss visioning.

ADJOURNMENT

Having no further business, the meeting adjourned at 4:30 P.M.