

MINUTES FOR THE WEEKLY MEETING OF THE COMMUNITY PARTICIPATION TEAM (CPT) ON THURSDAY, JUNE 5, 2008 AT 4 PM IN BUILDING A CONFERENCE ROOM.

PARTICIPANTS:	<u>Staff</u>	<u>CPT Members</u>	<u>Absent</u>
	Tammy Rosario	Bob Keith	Tony Obadal
	Melissa Brown	Bill Spaller	
	Jason Purse	Susan Sullivan -Tubach	
	Leanne Reidenbach	Vaughn Poller	
	Brian Elmore	Joe Sell (proxy Mr. Obadal)	
	Terry Costello	Marilyn Taylor	
	Krista Hailey	Tom Fitzpatrick	
	Stamen Lolov	Richard Krapf	
		Reese Peck	

- ◆ With a unanimous voice, the minutes from the previous CPT were adopted.
- ◆ Ms. Reidenbach displayed a list of different issue groupings from the first round of Community Conversations. Ms. Reidenbach stated categories 'Growth 1' and 'Growth 2' categories were grouped as existing and future conditions. Ms. Reidenbach stated 'Growth 3' categories referred to community character issues. Ms. Reidenbach suggested renaming these categories to be more easily understood. Ms. Reidenbach stated she also changed the 'Business' section to 'Economic Climate.'
- ◆ Mr. Sells stated growth was driving most of the presented issues. Mr. Sells asked if the CPT was supposed to come up with goals and strategies as well.
- ◆ Mr. Poller stated the CPT's goal was to provide an honest representation of what citizens were emphasizing.
- ◆ Mr. Reidenbach stated the topics were to frame discussion for the second Community Conversation round.
- ◆ Mr. Poller stated he agreed with changes the group titles from 'Growth 1,2, & 3', but there was some debate in what changes to make.
- ◆ Ms. Rosario stated the second round of Community Conversations should show the citizens their input was counted during the first round. Ms. Rosario stated the CPT's guidelines should be that the citizens were listened to the best.

- ◆ Ms. Sullivan-Tubach asked if the second round of the Community Conversations was designed to reach first round participants or the general public.
- ◆ Mr. Poller stated both were trying to be reached.
- ◆ Mr. Spaller asked if the second round was to get more precise information from citizens and if the CPT would make specific suggestions to participants.
- ◆ Mr. Sell asked if the CPT would be taking suggestions or votes of what citizens want.
- ◆ Ms. Sullivan-Tubach stated the most heard opinions would be placed in the next round of conversations. Ms. Sullivan-Tubach stated that people at the second round (but not at the first) would hear the prevailing opinions.
- ◆ Mr. Poller stated that people who make suggestions can be accommodated. Mr. Poller stated a variety of viewpoints will be heard.
- ◆ Ms. Rosario stated the last Comp. Plan's Community Conversations had a general first round and a second round focusing on solutions. Ms. Rosario stated the 1998 Comp Plan conversations were more open ended.
- ◆ Ms. Sullivan-Tubach asked if general, but engaging, topics such as Growth could lead to greater discussion of how it can be managed.
- ◆ Mr. Keith stated all of the conversation topics can be traced back to growth management and that growth would be a good umbrella topic for the second round.
- ◆ Mr. Poller stated the CPT's main goal was bringing people to the meetings. Mr. Poller asked if the CPT wanted to define how citizen information was gathered. Mr. Poller asked if the CPT wanted to have narrative hooks to encourage turnout.
- ◆ Ms. Reidenbach stated the current exercise would help determine which topics would be discussed in the second round. Ms. Reidenbach stated previous topic labels were too broad for citizens to relate. Ms. Reidenbach stated the document being worked on was the base of the CPT's communications strategy.
- ◆ Ms. Reidenbach stated there are ten topics with priority rankings within each topic.
- ◆ Mr. Peck stated the categories were too large and needed to be better defined.
- ◆ Ms. Reidenbach stated all ten topics would not be used at second round – they would be used for clarification and reporting back. Ms. Reidenbach stated the

rankings from the previous CPT meeting were to determine which topics needed further discussion.

- ◆ Ms. Reidenbach stated the most important topics would be identified in the marketing for the second round. Ms. Reidenbach stated Mr. Fitzpatrick agreed to write an Op-Ed piece for the newspaper to elaborate on what was heard at the first round. Ms. Reidenbach stated reporters from the Virginia Gazette had been notified of the Community Conversation meetings.
- ◆ Mr. Peck stated topics, such as growth management, could be reviewed in the newspaper from two points of view and let citizens know why it's important to attend the second round.
- ◆ Mr. Poller stated showing more than one viewpoint could lead to greater discussion of the issues. Mr. Poller stated energized discussion would be good for the second round.
- ◆ Mr. Peck stated he would determine if the newspaper would allow him to write a pro/con list on a couple of issues. Mr. Peck stated citizens should have their interests in the Community Conversations defined.
- ◆ Mr. Spaller stated an article could be written based off first round impression. Mr. Spaller stated participants could be encouraged to write pro and cons on issues.
- ◆ Mr. Keith stated there was a risk of defining which issues deserved extra discussion before the most important issues become defined. Mr. Keith stated the format generates interest.
- ◆ Mr. Peck stated if distinctions and differences are not defined, then the County will not be able to find solutions and policies to them. Mr. Peck stated no matter what positions are stated in the paper, people will still be engaged to think.
- ◆ Ms. Sullivan Tubach asked if forum groups would be interested in coming to the second round.
- ◆ Mr. Keith stated forum groups would have a more formalized position on their interests.
- ◆ Mr. Spaller stated four or five options on each topic could be a vehicle to get the conversations moving.
- ◆ Mr. Poller stated that to choose certain options, other possibly valid options would have to be omitted.

- ◆ Mr. Keith stated everything heard in the first round were snippets and not hard positions.
- ◆ Ms. Rosario stated staff will have a lot of input in the second round, including how data is presented and how other localities handle certain issues.
- ◆ Mr. Poller asked if there were any unforeseen staff impacts on the potential newspaper article.
- ◆ Ms. Rosario stated she did not want to see groups pitted against one another.
- ◆ Mr. Purse stated the Gazette should be consulted before too much planning on an article takes place.
- ◆ Ms. Tubach stated people could send letters to the editor in the paper, to avoid any possible manipulation of the topics.
- ◆ Mr. Rosario stated the Gazette could showcase a variety of second round promotion approaches.
- ◆ Mr. Poller stated hot topic discussions were ended. Mr. Poller began discussion of the citizen input forums.
- ◆ Ms. Brown distributed volunteer forms for citizen input forums. Ms. Brown stated interested groups are being asked to indicate their availability and length of presentation.
- ◆ Ms. Reidenbach stated press releases will go out after decisions are made at today's meeting. Ms. Reidenbach stated the input forum sheets would be available online.
- ◆ Mr. Keith expressed concern giving out forum invitations without an accompanying letter. Mr. Keith stated he discussed with staff regarding CPT members beginning to contact interested organizations. Mr. Keith stated he was happy in input forums locations. Mr. Keith stated groups asked to come would need several weeks notice to prepare a presentation.
- ◆ Mr. Spaller asked staff to reiterate meeting times for the input forums.
- ◆ Ms Parrish stated sign ups would be first come first serve.
- ◆ Mr. Spaller suggested being flexible on meeting end times.
- ◆ Ms. Rosario stated the CPT should be careful to send out information and invitations to forum groups simultaneously.
- ◆ Mr. Poller asked about Williamsburg city civic groups being invited.

- ◆ Ms. Reidenbach stated an email would be sent to the Neighborhood Connections listserv and all registered HOA's would get an email.
- ◆ Mr. Poller stated organizations should get talking slots before individuals.
- ◆ Mr. Parrish stated the form would have to be changed.
- ◆ Ms. Sullivan Tubach stated a mailing would be an overwhelming project.
- ◆ Vaughn Poller was unanimously voted Steering Committee Representative.
- ◆ There being no further business the meeting was adjourned at 5:35 p.m.

Vaughn Poller, Chairperson