



Steering Committee Meeting Minutes

April 25, 2012, 2011; 8:00 am – 12:00 pm

Sheraton Conference Center

DRAFT

1. **Breakfast and Networking.** 7:45-8:10.

2. **Call to Order & Introductions.** At 8:10 Penrose welcomed everyone and thanked people for attending. She also announced that Mayor Weinberger from the City of Burlington will be coming later. Penrose gave an overview of the agenda for the meeting.

3. **Quick Review of Project Status & Documenting Efforts.** Sandy Miller, ECOS Co-Chair, reviewed the project status and discussed that the criteria are scheduled for approval during the July Steering Committee meeting.

4. **Approval of January 25, 2012 Meeting Summary – ACTION.** Sandy Miller asked for a motion and a second. There were no changes. **Garrett Mott moved, seconded by Marty Illick. Vote: motion carried.**

5. **Documenting efforts.** Sandy Miller asked everyone to make sure to fill out the yellow sheets on their tables which will document their time spent on the ECOS project to help with matching in-kind contributions to the HUD grant. All hours should be recorded, including efforts made by other community members who were not present at the Steering Committee meeting. He also encouraged municipalities to invite Steering Committee members to their meetings and mentioned that he will contact municipalities and ask to be put up on their agendas.

5. **2012 Interim Indicator Report – Progress Report** – Sandy Miller handed things over to Regina Mahony who explained that the current draft of the indicator report was the result of a tremendous amount of work, and that they are calling it the “interim” report specifically because there is still a lot more that needs to be done. It is being recommended that this phase of the project be paused to allow Phase 4 of the project to be worked on.

She reminded everyone that the purpose of the indicator report is to keep efforts focused on the goals, and to ensure accountability of the project. The Indicators tell a story about what’s going on, make sure the county is moving towards sustainability, and alert people about what issues need the most attention. The Interim Report is the first step in bringing together all of the other steps of the project. Regina explained that the yellow highlighting in the report indicates performance measures on the strategy level, as opposed to on a broader outcome-based level.



This report, as opposed to the old one, is organized based on topic area in an effort to make it more digestible to the reader as opposed to just having the 39 goals. There are also data gaps for indicators that would be great to have, but for which information does not currently exist.

She continued to explain that the Indicator Report still has the four broad goals: built environment, economic infrastructure, natural systems and social community as well as the sixteen topics, 39 goals, key issues and 265 indicators. The issue is that reporting on 265 indicators each year will be too much, and therefore the number will need to be refined a bit to a number that is more manageable. Regina then explained that there are matrices at the end of the Indicator Report. There is one matrix for each broad goal, and they help reference how the goals overlap and are connected.

She finished by thanking everyone for their time and effort on moving things forward to this point. She reiterated the fact that the Long Range Planning Committee and staff recommended a pause at that point, instead of bringing any kind of motion. For the annual Indicator Report the RPC will likely form a partnership to complete the annual report as it will be a hefty effort.

Kate McCarthy asked for a round of applause for Regina Mahony and Elizabeth Reaves for their efforts, and for leading things well so far.

Regina handed things over to Sandy Miller.

6. Engagement and Outreach tools. Sandy Miller announced that Ken Millman and Becca Burns from SP!KE advertising will be talking about the main techniques to engage the community in the outreach process.

Becca Burns thanked everyone for their hard work, and reminded everyone of what their marketing objectives were. These objectives include informing people about what the ECOS project is, encouraging participation, and making it easy to share information about the project. Identifying gate-keepers to the target audience is essential. Successfully carrying out the objectives will be accomplished through consistent messaging and clear calls to action. She then invited Ken Millman to explain the tools SP!KE will use to do this.

Ken went over the talking points that SP!KE recommends people use when talking to people about the ECOS project. A handout was passed around for people to use as a guideline when talking about the project. An example:

The ECOS project IS both a process and a plan for managing sustainable growth in Chittenden County. The ECOS project IS for anyone and everyone who has an interest in how we all live, work and play together in the County. This project IS an incredibly unique opportunity for municipalities, organizations, businesses, residents to come together and actually have an impact on how we preserve and improve our quality of life. And the best part of the ECOS project (this is the turning point in your elevator speech) is that YOU can play a part.



Ken reminded everyone that all of the information about the project is available online at ecosproject.com, including a short informational video. Cards were distributed to handout to people who want to know more about the project. It includes some of the key talking points, as well as a link to the informational video and a QR code that will take them to the website.

The informational video was shown. Ken Explained that the video is 98% done as there are still a few tweaks that need to be made.

Comments:

Ed Booth wanted to confirm that the version of the video viewed was the version that is “98% completed,” which was confirmed. He also brought up that there should be a figure that looks like a female, as all of the figures in the video looked male.

Debbie Ingram suggested that there should be different colored people in the video.

Jim Dudley mentioned that some of the text is hard to read because of timing.

Kate McCarthy asked for a phone number and web address to be provided at the end.

Kari Papelbon wanted to know how large the video is, and was assured that there are many versions available depending on the limitations of the site where the video is going to be posted.

Regina Mahony added that along with the work being done by SP!KE, they are also working with Burlington City Arts on a couple of engagement efforts that are still in the works. There will be a few ice cream socials, potentially something at the Jazz Festival, involvement with the Young Writers Guild (possibly an ECOS prompt), and photography engagement sessions. Hopefully the results of all the engagement efforts can be showcased at the Champlain Valley Fair. She reminded everyone that involvement and participation is necessary for these efforts to be successful.

Sandy Miller introduced Burlington’s mayor Miro Weinberger. He spoke about the tremendous amount of cooperation that exists between the South Burlington and Burlington communities, and thanked the Mayor for all of his support and cooperation so far. Sandy mentioned that this type of municipal cooperation is what the ECOS project is all about.

7. Mayor Miro Weinberger spoke. 8:55. The Mayor thanked Sandy for his words, and expressed that he also believes in the strong need for regional cooperation. His attendance at the meeting, he said, was his first direct experience with the project, and he hopes to learn more about the project goals and what role the new administration will play in helping the project succeed. He finished off by saying that he believes the ECOS project will result in



meaningful change in the county and that he thinks linking the identified indicators to measured progress will be an effective way to bring about real change.

8. Strategy/Action Prioritization Criteria. Charlie Baker explained the need for the Prioritization Criteria, and walked everyone through the very rough first draft. These criteria will serve as a tool to prioritize regional strategies and projects for the Metropolitan Transportation Plan (MTP) and the Comprehensive Economic Development Strategy (CEDS). The criteria will also decide what projects will be funded through the ECOS project and gauge how actions further the goals of the ECOS plan.

This meeting included a workshop during which Steering Committee members reviewed the current criteria and draft changes were made before the document was released for public review. This review focused on the content of the criteria, not the details about how the funding mechanisms will work, etc. The main questions that Charlie reminded people to keep in mind while reviewing the criteria were, “are these the right criteria?” and, “is the scoring right?” Charlie reminded people to choose workshop groups that best fit with their interests and expertise.

Jim Dudley had a question about the hierarchy of topics and how they are distributed within the broad goals. Charlie explained where the topic areas fell in terms of the goals.

Break. 9:10- 9:25

9. Strategy/Action Prioritization Criteria- WORKSHOP EXERCISE. 9:30 - 11:30

10. Next steps/Engagement Efforts- Sandy Miller welcomed everyone back to the larger group and thanked them for their help. He handed things over to Regina who went through these quick next steps.

- a. Soon – Look for the final video in email and spread the word.
- b. May 1st to May 31st - Submit Comments on Draft Prioritization Criteria; ECOS approval anticipated at the July meeting.
- c. May to June - Attend and spread the word about Burlington City Arts engagement efforts to help inform the strategies.
- d. July meeting -
 - Review first draft of ECOS Plan with regional strategies.
 - Review proposed RFP for ECOS Implementation.

11. Meeting adjournment. 12:00. Next Meeting will be on July 25, 2012 from 8am to 10am at the Vermont Energy Invest Corporation (VEIC).