



CITY OF FARIBAULT STRATEGIC PLAN

PROJECT OVERSIGHT COMMITTEE: MEETING #1

PROJECT KICK-OFF

APRIL 5, 2018

A group of people are gathered around a table in a meeting room, looking at a large map or plan. In the background, a banner with the word "WISH" is visible. The scene is dimly lit, with a blue overlay.

WELCOME!

We are excited to have you be part of the Project Oversight Committee (POC) for the City of Faribault Strategic Plan!

AGENDA

Project Oversight Committee Meeting

6:00 Welcome - Introductions

- Agenda and Meeting #1 goals

6:10 Project Overview

- Project Process
- Committee Roles/Objectives/Responsibilities
- Project Timeframe/Schedule

6:40 Community Engagement Plan

7:10 Project Communications

- Project website walkthrough
- Other

7:25 Project Branding Brainstorming Session

- Purpose
- Name of Project
- Identity ideas

7:55 Next steps

8:00 Adjourn

Meeting#1 Goals

- ✓ *Understanding the overall Planning Process/Project Schedule/Committee Roles and Objectives*
- ✓ *Understanding of Community Engagement Plan*
- ✓ *Brainstorming Branding of Project*



PROJECT OVERVIEW

Project Process

The **Strategic Plan** comprised of three standalone yet coordinated planning efforts:

- **Downtown Master Plan;**
- **Parks, Trails, and Open Space Plan; and**
- **Comprehensive Plan Update**

The purpose of this project is to develop a cohesive planning effort employing an inclusive community engagement process, incorporating earlier planning work, and providing recommendations on the future vision for Faribault.



Project Process

The planning process will follow these four project phases:

- Phase 1: *Discovery*
- Phase 2: *Integrating Vision 2040*
- Phase 3: *Exploration and Innovation*
- Phase 4: *Action Plan*



PHASE 1 DISCOVERY

Phase 1 is designed to kick off all three planning efforts and orient the community, committees, and stakeholders to the planning scope and process, establishing clear goals and clear working relationships. This phase will also include a deep analysis of findings and background data.



PHASE 2 INTEGRATING VISION 2040

This phase's goal is to integrate Faribault Vision 2040 three planning efforts in order to provide guidance for the following phases. This phase will also allow the public to review findings and learn about of on-going or past planning efforts.



PHASE 3 EXPLORATION AND INNOVATION

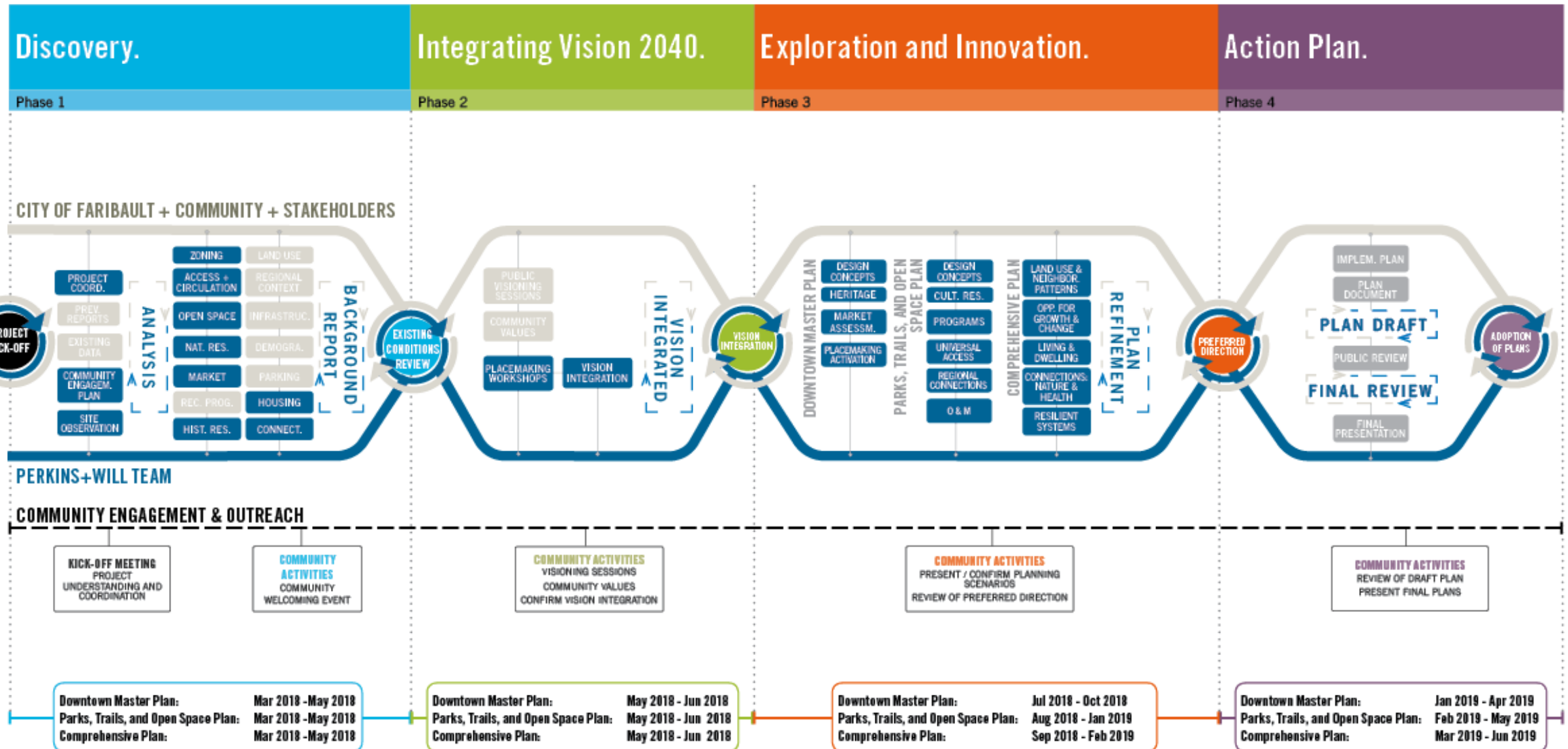
This phase will create design options for the Downtown Master Plan and Parks, Trails, and Open Space Plan efforts. The Comprehensive Plan will begin to explore components of the development plan including sub area plans that have been identified by the committees, community, and stakeholders.

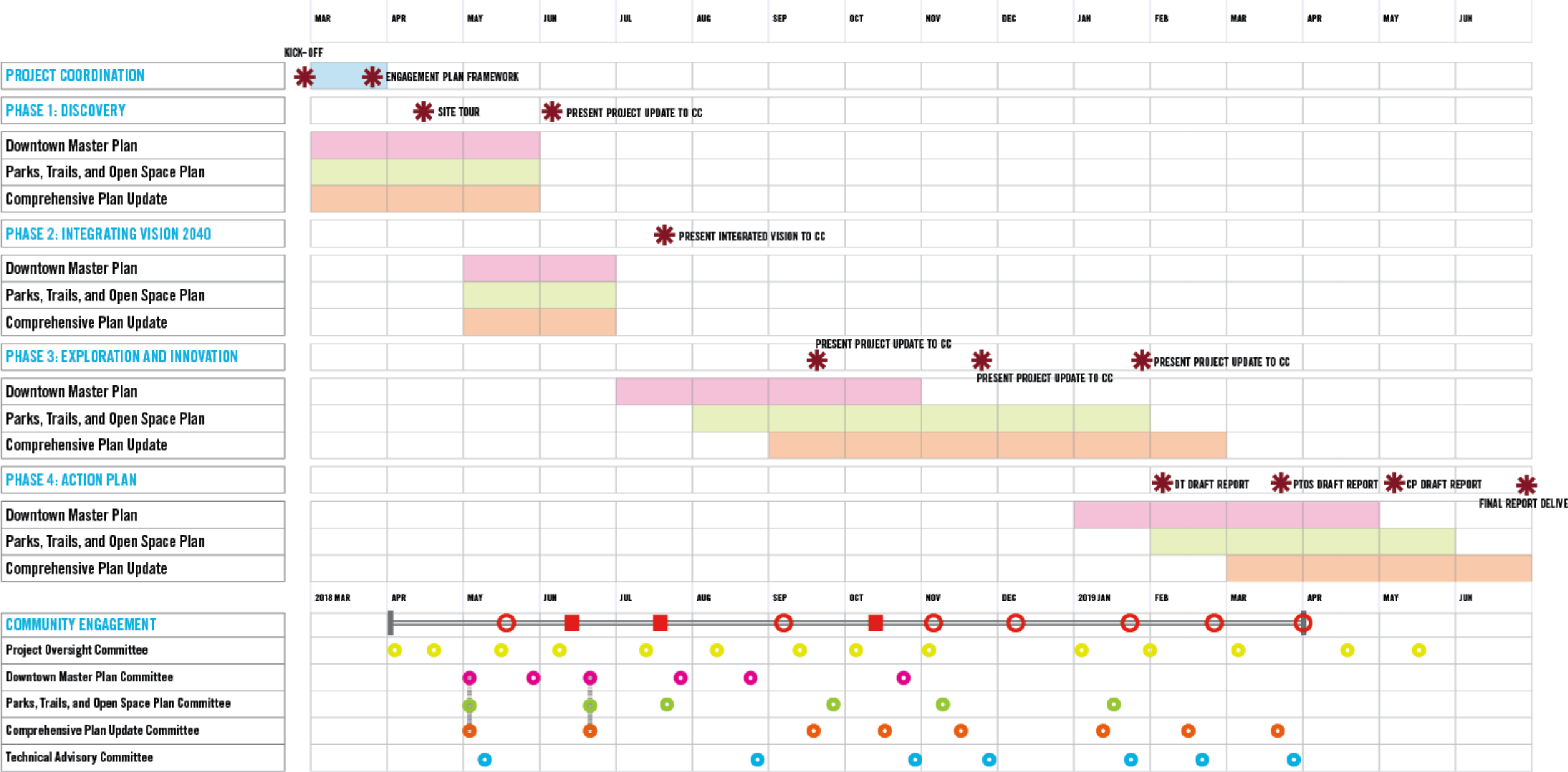


PHASE 4 ACTION PLAN

This last phase will focus on the final stage of development an action plan for each of the three planning efforts including steps for implementation, strategies for phasing, and providing next steps for potential funding strategies.

Project Process





Committee Roles, Objectives and Responsibilities

As part of the Community Engagement Plan, the project process includes the participation of several committees who will be involved assisting on each of the three plans depending on their charge. These committees are:



Project Oversight Committee (POC)



Downtown Master Plan Committee (DSC)



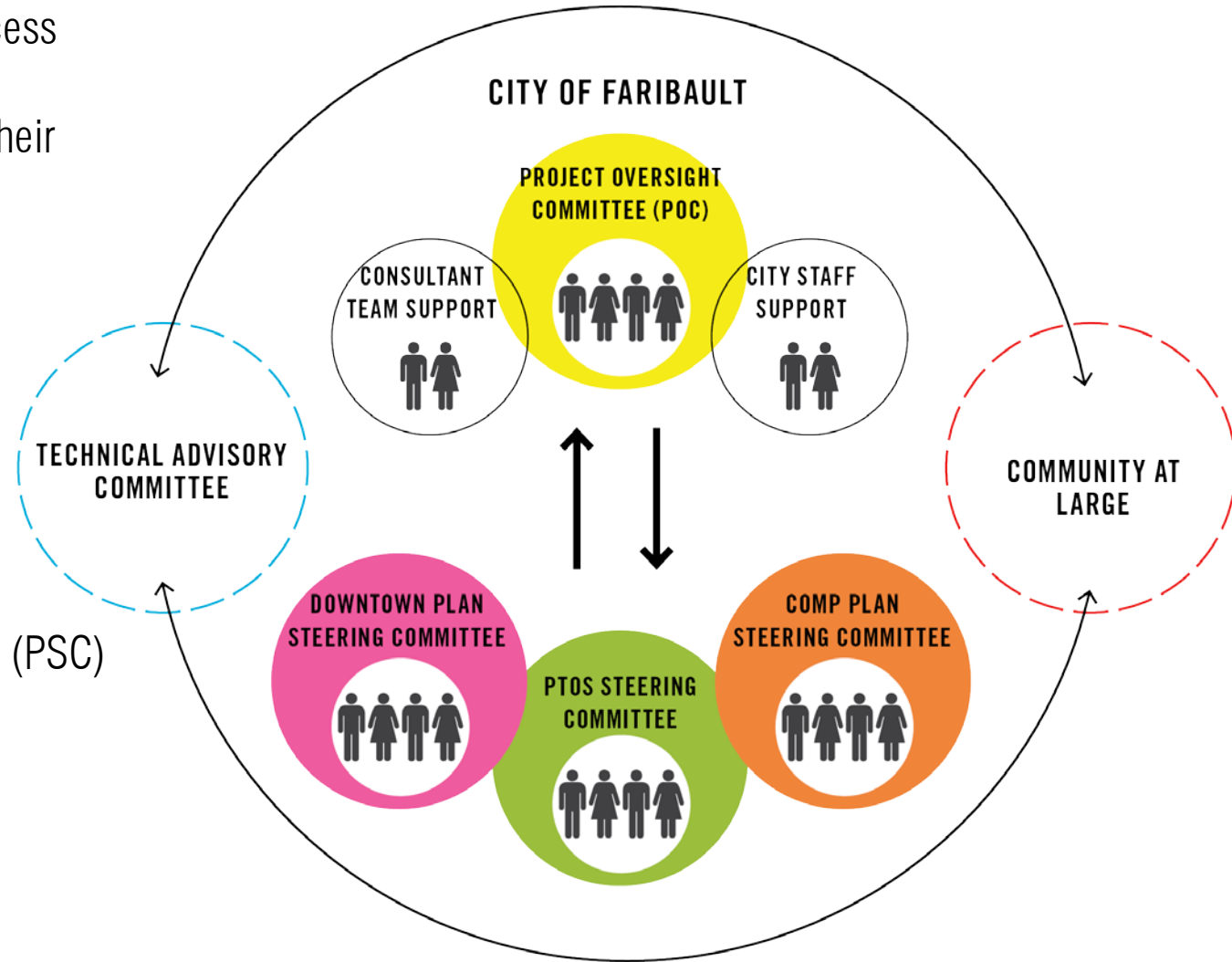
Parks, Trails and Open Space Steering Committee (PSC)



Comprehensive Plan Committee (CSC)



Technical Advisory Committee (TAC)





Project Oversight Committee (POC)

The Project Oversight Committee (POC) is intended to have the following primary responsibilities:

- Oversee the three separate, but interrelated planning projects to help ensure coordination, scheduling, and consistency between the efforts
- Understand and communicate the “big picture” of the three planning projects to the community and the constituents of the committee members

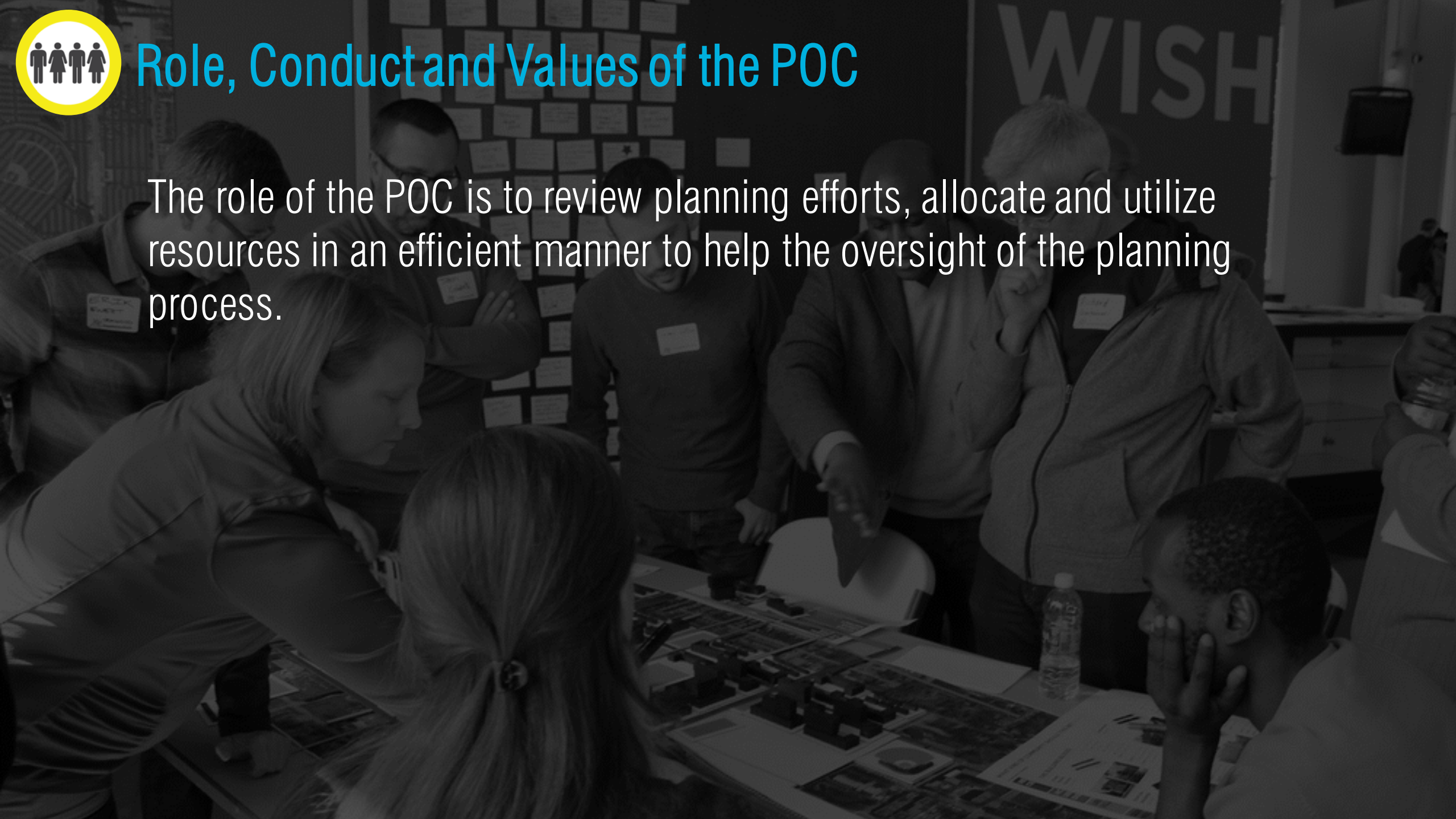
COMPOSITION:

- 3 City Council Members
- 3 Planning Commission Members



Role, Conduct and Values of the POC

The role of the POC is to review planning efforts, allocate and utilize resources in an efficient manner to help the oversight of the planning process.





Individual Committee Responsibilities

- Represent and advocate for the interests of the Strategic Plan as a whole
- Share insightful information with the Committee
- Assist in informing constituencies about the Strategic Plan effort
- Attend all meetings and review meeting agenda packet materials prior to the meeting



POC Meeting Guidelines

- Provide agendas and materials in advance of each meeting
- Prepare meeting summaries, including ACTION ITEMS, after each meeting
- Provide follow up on questions or additional research
- Reserve ten minutes at the end of each meeting

Steering Committees

The Steering Committees will help guide all aspects of their respective planning effort.

Each Committee will meet approximately once a month throughout the planning process and there will on-going collaboration among the Steering Committees informing findings and recommendations.



DOWNTOWN PLAN
STEERING COMMITTEE



PTOS STEERING
COMMITTEE



COMPREHENSIVE PLAN
STEERING COMMITTEE



Technical/Community Advisory Committees

The intent of these Committees is to gain input and knowledge based organized on key themes and technical expertise applicable to the strategic plan.

Examples of the how Committees may be organized:

- Connections, Access, and Circulation
- Resilient Systems
- Parks and Open Space
- Cultural Resources

These Committees will meet approximately by milestone and/or as deemed necessary. These Committees will also assist in building community, agency, and stakeholder partnerships and sharing information with constituents and the general public.

A photograph of a street in a historic town. The street is lined with multi-story brick buildings. On the left, there's a building with a 'LAW OFFICE' sign and another with a 'Cheese Cave' sign. On the right, there's a building with a 'THE CHEESE CAVE' sign and another with a 'Cheese Cave' sign. The sky is blue with white clouds. The text 'COMMUNITY ENGAGEMENT PLAN' is overlaid in the center in a light blue, sans-serif font.

COMMUNITY ENGAGEMENT PLAN



Community Engagement Plan

The Community Engagement Plan Framework is crafted with the goal to reach out to the many voices representing the Faribault Community for meaningful input and direction.





Type of Community Activities

The intent is to have a robust and energetic community engagement interactions: **In, On, and Out.**

Below is a list of preliminary engagement activities that are anticipated to take place throughout the Project efforts. Some public engagement techniques may be targeted to specific stakeholders or geographic areas in order to create welcoming opportunities for participation in the study process.

In:

- Steering Committees
- Open Houses
- City Council Meetings
- Planning Commission Meetings
- Community Design Workshops (Charrettes)

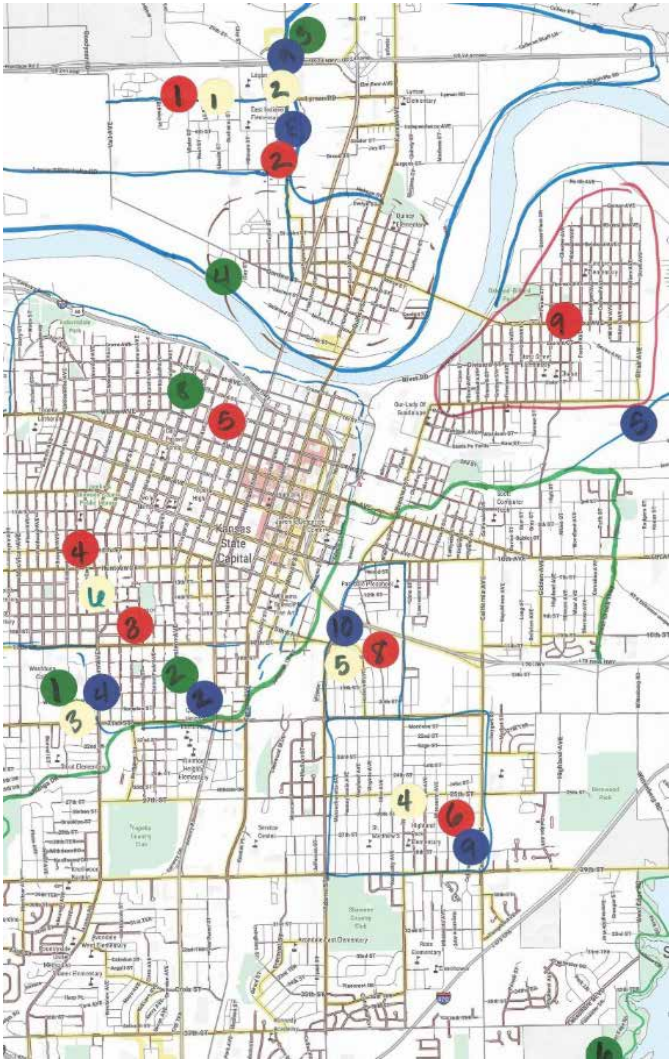
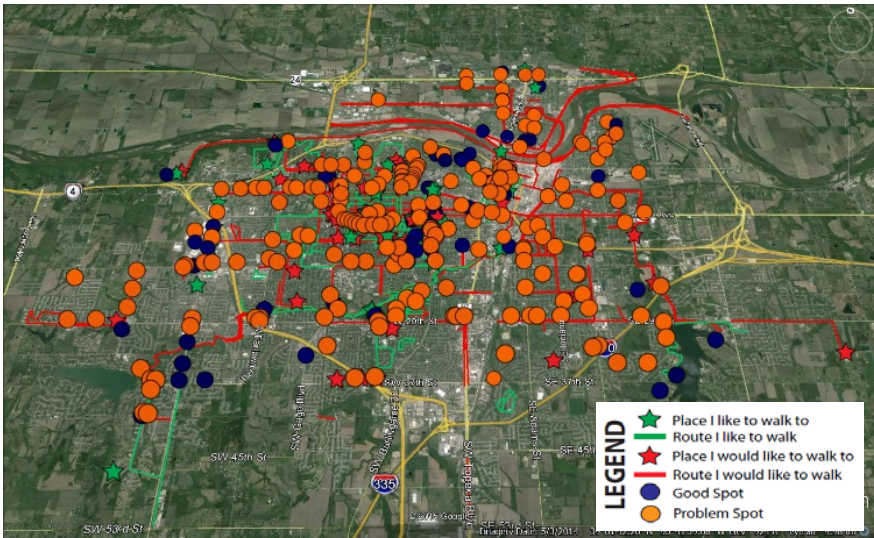
On:

- On-line Surveys
- Project Website
- Social Media
- Video

Out

- Focus Groups
- Intercept Surveys
- Pop-up meetings
- Placemaking/Activation
- Scheduled Community Gatherings
- Listening Sessions
- Tours/Visits









Upcoming Community Events

Sample of some of the Community Events we can leverage participation, communication and awareness:

- Faribault Market Place (April, 21st)
- Heritage Days (June 13th – 18th)
- Survey of Residents – Comment Box





PROJECT COMMUNICATIONS

Project Communication and Awareness

- Social Media
- Email Notifications
- Print Communications
- Media Notifications
- Presentations to Elected Officials

Contact Us

The following is placeholder text known as "lorem ipsum," which is scrambled Latin used by designers to mimic real copy. Mauris egestas at nibh nec finibus. Nulla lectus ante, consequat et ex eget, feugiat tincidunt metus. In sit amet felis malesuada, feugiat purus eget, varius mi. Donec eget risus diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

Name *

First Name

Last Name

Email Address *

Subject *

Message *

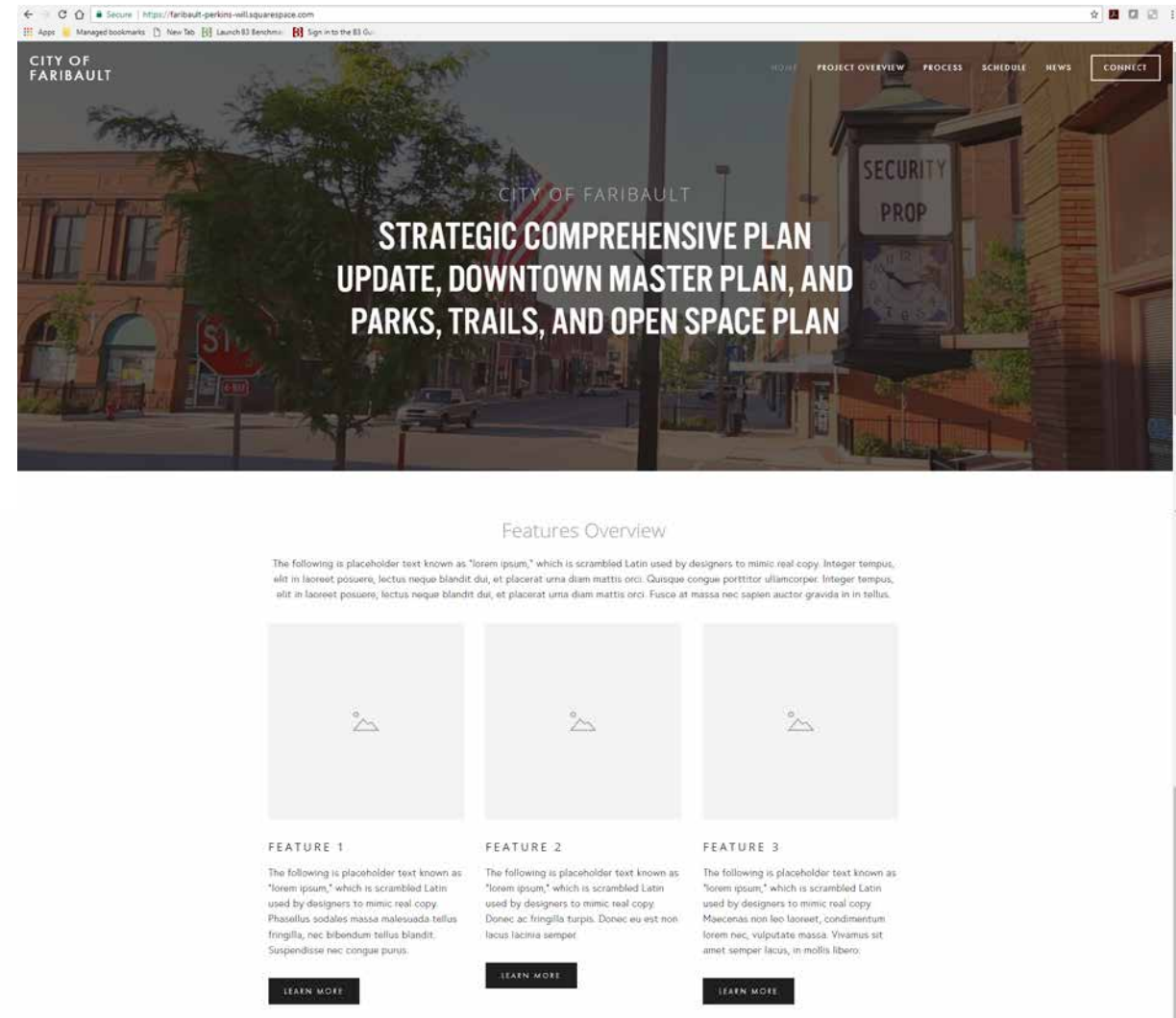
SUBMIT

Project Communication and Awareness

Project Website. Possible website content:

- Study area map with highlighted planning areas
- Project news
- Sign-up for project updates
- History/Background
- Info about the Planning Efforts
- Committee overviews and members
- Notice of public meetings and other events
- Project reports
- List of Frequently Asked Questions
- Project contact information (staff, email phone)
- Links to social media sites (Facebook, Twitter)
- Ability to submit comments

<https://faribault-perkins-will.squarespace.com>



A photograph of a street lined with historic brick buildings. The sky is blue with scattered white clouds. The street has several cars parked along the side. The text "PROJECT BRANDING BRAINSTORMING SESSION" is overlaid in large, light blue, sans-serif capital letters.

PROJECT BRANDING BRAINSTORMING SESSION

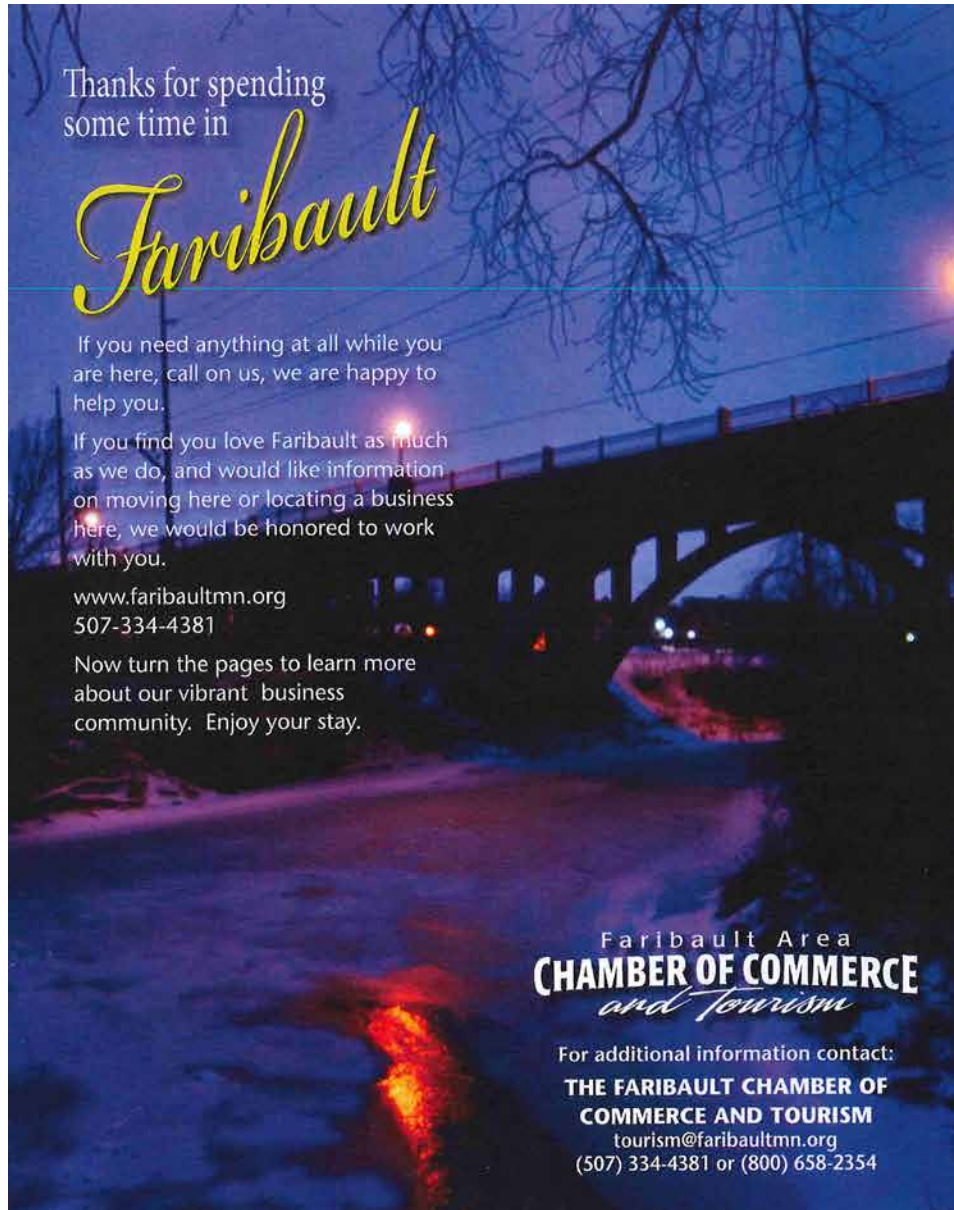
Project Branding Brainstorming Session

- ✓ *Name of the Project*
- ✓ *Slogan or Project Tagline*
- ✓ *Visual identity*

Purpose:

Precedent Ideas

Chamber of Commerce



Thanks for spending
some time in

Faribault

If you need anything at all while you are here, call on us, we are happy to help you.

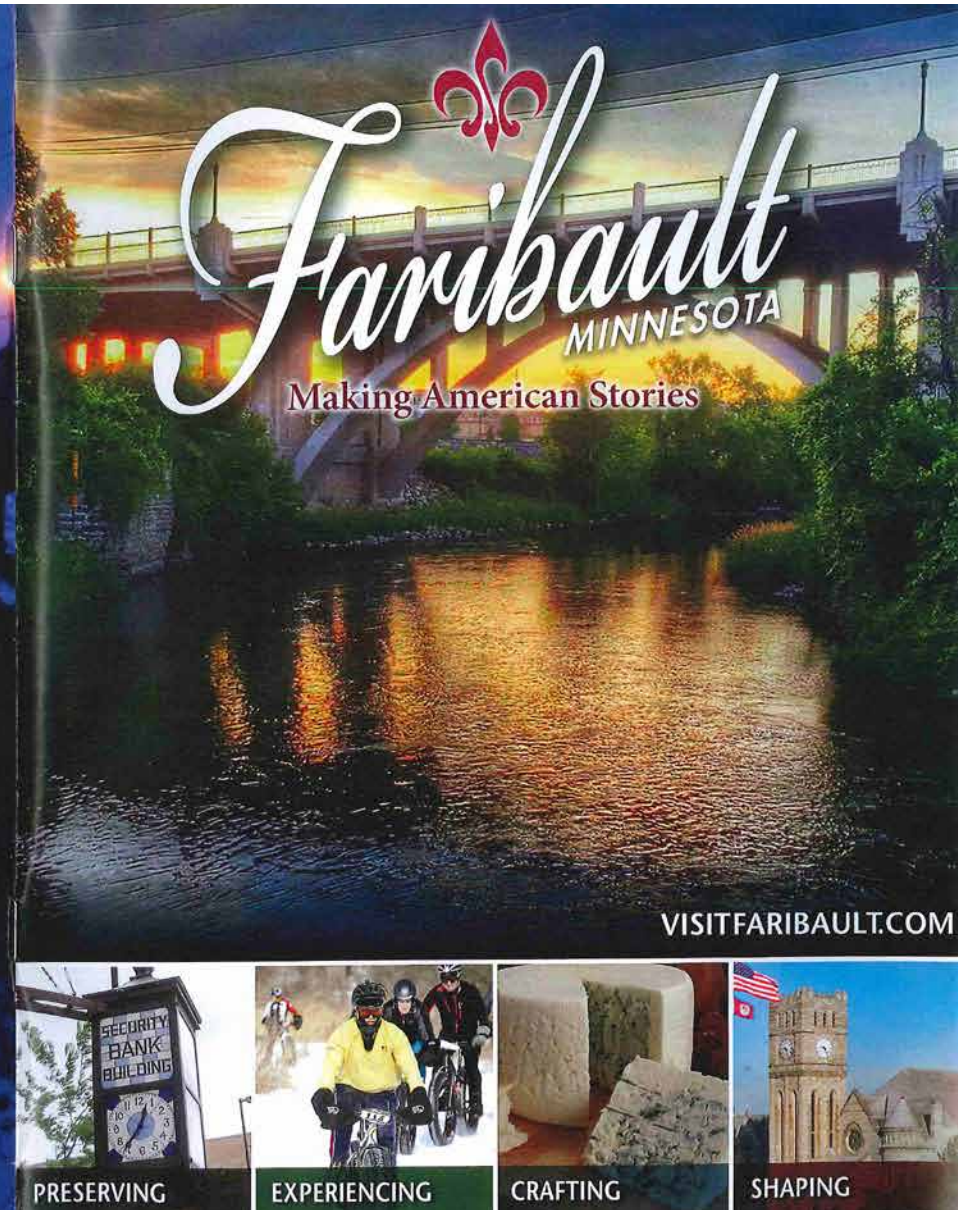
If you find you love Faribault as much as we do, and would like information on moving here or locating a business here, we would be honored to work with you.

www.faribaultmn.org
507-334-4381

Now turn the pages to learn more about our vibrant business community. Enjoy your stay.

Faribault Area
CHAMBER OF COMMERCE
and Tourism

For additional information contact:
THE FARIBAULT CHAMBER OF COMMERCE AND TOURISM
tourism@faribaultmn.org
(507) 334-4381 or (800) 658-2354







Faribault

MINNESOTA

Making American Stories

VISITFARIBAULT.COM

 PRESERVING	 EXPERIENCING	 CRAFTING	 SHAPING
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Precedent Ideas

Chamber of Commerce



Crafting American Stories

CAVES OF FAIRBURY

In a 10-ft-tall cavern, you can witness the natural beauty of Minnesota's limestone caves. The "Caves of Fairbury" is a 10-ft-tall cavern, you can witness the natural beauty of Minnesota's limestone caves. The "Caves of Fairbury" is a 10-ft-tall cavern, you can witness the natural beauty of Minnesota's limestone caves.



DONAHUE'S GREENHOUSE

Donahue's Greenhouse is a family-owned business that has been in the greenhouse business for over 40 years. They offer a wide variety of plants, flowers, and gardening supplies.

crafts

Fairbury is a small town in central Iowa, located about 100 miles northwest of Des Moines. It has a population of about 1,000 people. The town is known for its historic architecture and its annual Fairbury Festival.

Donahue's Greenhouse is a family-owned business that has been in the greenhouse business for over 40 years. They offer a wide variety of plants, flowers, and gardening supplies.

Woodworking Studio is a family-owned business that has been in the woodworking business for over 40 years. They offer a wide variety of wood products and services.

Paradise Center for the Arts is a community center that offers a variety of arts and crafts programs. It is located in Fairbury, Iowa.



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In a 10-ft-tall cavern, you can witness the natural beauty of Minnesota's limestone caves. The "Caves of Fairbury" is a 10-ft-tall cavern, you can witness the natural beauty of Minnesota's limestone caves.

TO WOOD CHOPS

Woodworking Studio is a family-owned business that has been in the woodworking business for over 40 years. They offer a wide variety of wood products and services.

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Shaping American Stories

At the University of Maryland, it's not just the engineering, medicine, law, and agriculture that define us. It's the rich history, culture, and tradition that shape our identity. From the historic Old Chapel to the modern research facilities, we are committed to preserving and promoting our heritage. Our campus is a living museum, and our students are the storytellers of our future.

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At the University of Maryland, we are committed to providing the best education possible for all students. Our state-of-the-art technology and resources are designed to support the learning needs of every student. We offer a wide range of programs and services, including assistive technology, specialized instruction, and career counseling. Our goal is to ensure that every student has the opportunity to succeed.

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ST. MARY'S SCHOOL

St. Mary's School is a Catholic institution of higher learning, offering a rigorous academic program and a strong foundation in faith. Our students are challenged to excel in their studies while also developing their spiritual lives. We offer a variety of extracurricular activities and sports programs. Our faculty is dedicated to providing a high-quality education and fostering a sense of community.

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SHATUCK ST. MARY'S SCHOOL

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Preliminary Ideas: Imagery Inspiration



Preliminary Ideas: Imagery Inspiration



Preliminary Ideas: Imagery Inspiration



Preliminary Ideas

Name of Project:

- *Vision 2040*
- *Vision Faribault*
- *Action Faribault*
- *Thrive Faribault*
- *Faribault Collective*

Slogan or Tagline:

- *Weaving together people, parks and place*
- *Threaded Faribault*
- *#SEWFARIBAULT or #faribaultfabric*
- *Layered*
- *Fabric / Fabricating*
- *Forge*
- *Connect*
- *Knitting or Crafting our Vision for Faribault*

Preliminary Ideas



Project Branding Brainstorming Session

Name of Project:

- _____
- _____
- _____
- _____
- _____
- _____

Slogan or Tagline:

- _____
- _____
- _____
- _____
- _____
- _____

Visual identity:

- _____
- _____
- _____
- _____
- _____
- _____



NEXT STEPS

Next Steps

- ✓ *Meet again (same location and time) on April 19th*
- ✓ *Please review all materials for the next upcoming meeting.
We will send draft materials in advance*
- ✓ *Visit the Project Website!*

A group of diverse people are gathered around a table in a workshop or meeting room. They are looking at a large board covered in many small sticky notes. A banner with the word 'WISH' is visible in the background. The scene is dimly lit, with a blue overlay. The text 'THANK YOU!' is prominently displayed in the center in a bright blue, bold, sans-serif font.

**THANK
YOU!**