



City of Faribault: Journey to 2040 "Shaping our Future"

Project Oversight Committee (POC) Meeting #1 - Meeting Minutes

Meeting Purpose: Project Kick-off

Meeting Date: April 5th, 2018 Time: 6:00 – 8:00pm

Location: Faribault City Hall – 3rd Floor Room

Action items are shown as bold, italic, and underlined items.

Meeting Goals:

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

POC Attendees: Steve Underdahl, Janna Viscomi, Kevin Voracek, Chuck Ackman, Tom Spooner, Steve White

City Staff: Dave Wanberg, Deanna Kuennen, Paul Peanasky, and Tim Murray

Consultant Staff: Ana Nelson, John Slack

Other: Gunnar Olson

Project Overview.

Ana Nelson presented an overview of the planning process highlighting the main components of the committee handbook distributed to each of the POC members. Ana explained the three planning efforts and how the 4 phases for each intent to overlap during the duration of the project. The project schedule, upcoming meetings, Committee roles, City and Consultant team roles were also shared. Ana mentioned that any updates to the handbook materials will be redistributed as part of the next meeting agenda.

- **Protocol of POC roles and responsibilities.** Ana asked POC members if there is a need to assign a chair for the POC. POC members felt that this committee has a different role not necessarily structured to a specific focus therefore no need for a formal approval process nor a chair to be appointed.
- **Protocol of POC meetings.** Ana asked if POC meetings should be open to the public. POC members felt that meetings should be open for public to attend but clarifying that there will not be an allocated time for public comment. POC members felt that there will be many opportunities to voice input throughout the public engagement process.
Action: Upcoming agendas and/or notifications should note the specific intent of the POC meetings to the public.

Community Engagement Plan.

John Slack presented the community engagement approach with the various strategies to reach out to the public and stakeholders. An overview of outreach activities were presented and highlighted some of the upcoming community events were the team is intending to participate.

Project Communications.

Ana presented the various formats of communications that will be utilized to reach out the public and keep people interested in the project process including Social Media, Email Notifications, Print Communications, Media Notifications, and Presentations to Elected Officials. The project website is one particular component being used for notifying the public about the latest updates, upcoming meeting, project process, provide input, etc. Ana showed highlights of the project website acknowledging that branding and character will need to be updated.

- Tom Spooner asked if the same information would be distributed or link to/from social media. POC members would prefer to show on the website as a blog and link into social media so it is on both spots. **Action: P+W to review formats to include blog opportunities on the website.**

- POC members preferred the focus on the website to advertise broader community engagement opportunities and have any updates to community meetings or events.
- Ana showed the links to the various Committees for accessing documents pertaining committee meetings. POC members would prefer not having as a password protected for accessing meeting materials. It was clarified that the consultant would need to send materials in advance prior to the meeting taking place, therefore materials posted on the website will be available as final documents after the meeting has taken place. **Action: P+W will remove password protection and provide upcoming meeting materials for review via email or other.**
- POC members are interested in having an on-going or continuous survey (such as every week) with real time updates of results. POC members mentioned that surveys do not always allow an option for original input and project surveys show anticipate having an option as "other" to allow for open comment. **Action: P+W will test survey options and indicate whether the real-time results can be added on this platform.**
- Jon mentioned that a tally of survey questions will be necessary for all anticipated engagement efforts. Jon asked POC to provide questions they would like to pose to the public including non-related project questions similar to social media/quick survey questions. **Action: P+W will start a tally of possible survey questions for POC member to add and review at the next POC meeting.**

Project Branding Brainstorming Activity. Ana began the project branding activity in order to confirm the project name, character, and identity to be used. The main purpose is to address overall project "brand" strategies, naming and identity variations, logo so it can become part of communication materials, marketing, and project storytelling.

The activity focused on three components: Name of the Project, Slogan or Project Tagline, and Visual Identity. The brainstorm ideas were collected on a whiteboard and members provided input on likes and dislikes on the ideas being proposed. Underscored text were the preferred direction from POC members.

- Project Name.
 - Perspective, Future, Incoming
 - Propelling Faribault
 - Journey to 2040
- Slogan or Tagline.
 - Shaping our Future
 - Engaging our Future
 - Embracing our Future
 - Grown, Crafted, Produced
 - Crafting, Preserving, Shaping, Experiencing (similar to Chamber of Commerce)
- Visual Identity
 - Viaduct
 - Not focused on Downtown
 - COC Fleur de Leis
 - Viaduct Logo

Following are the conversations that took place as part of the branding activity:

Name of Project. How are we referring to the project now at the City? Do we need to incorporate "vision 2040" in the name? Should it be named as Land use 2040? How will developers, investors want to look at this project? Maybe we don't want it to be referred as a "noun"? City and consultant staff clarified how the project name will be used for each of the distinct planning efforts and also reminded POC members the extents of the project scope beyond a land use effort. City staff also clarified that there will be overall branding reference to the project, as well as more technical details that may call out to the specific planning project.

Overall, the consensus was that the name of the project should reflect the overall project process and tagline could be reference to the imagery. Viaduct was used as an example of "moving forward" or "looking into the future".

Imagery: Some people were in favor of the Fleur de Leis logo being used from the Chamber of Commerce or maybe something else that encompasses a broader image of Faribault. Perhaps should be a more recognizable image of Faribault such as the Viaduct. **Action: P+W to reach out to Chamber of Commerce to acquire imagery to use for the project.**

Maybe the viaduct could be used as a logo. Perhaps use some color to identify the different plan efforts. **Action: P+W to relate a logo based on the viaduct imagery.**

P+W believes that this document accurately reflects the business transacted during the meeting. If any attendee believes that there are any inconsistencies, omissions or errors in the minutes, please notify Ana Nelson at 612.851.5053 or ana.nelson@perkinswill.com