



# MEETING MINUTES

## Strategic Plan Development Team

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Meeting Date: Wednesday, June 17, 2020 (via Zoom)

Meeting Time: 2:00 – 4:00 p.m.

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***\*This meeting was held electronically due to the state of emergency (social distance requirements imposed because of the health risks of COVID-19) declared by Governor Northam on March 12, 2020.***

**Meeting Purpose:** To create a framework for the community engagement component of the strategic planning process

**Attendees:** Bryce Barrett, Paolo Belita, Rick Berry, Joyce Connery, Corey Holeman, Andra Hoxie, Martin Jeter, Tahari Johnson, Lisa Madron, Ann Marie Maher, Mary Beth Michos, Jarad Phelps, Tomaudrie Thomas, Larriette Thompson, Courtney Tierney, Kaye Wallace

**Guest:** Desiree Wolfe (Office of Communications)

### **I. Welcome**

The Strategic Plan Coordinator (SPC) welcomed the group to the meeting and introduced Desiree Wolfe from the Prince William County Office of Communications. Team members introduced themselves.

### **II. Team Charter**

Portions of the charter were decided by team members at the first two meetings (orientation and training on June 4 and June 9, 2020). The charter draft was sent to the team for review prior to today's meeting. The team made a few additions to the charter: 1) member will notify the Strategic Plan Coordinator prior to the meeting if he/she cannot attend, 2) a quorum must be present to conduct a meeting; two-thirds (10 members) constitutes a quorum, 3) group decisions will be made by majority vote of the quorum when there is not unanimity, 4) add month and year to deliverables. The SPC will make these additions and send the revised charter to the team.

### **III. Community Engagement (*Awareness campaign, Communications Plan*)**

The SPC showed a 3-slide PPT on the community engagement aspect of the strategic planning process. Our goal is to provide residents with every opportunity to participate in the process because the broader the base of public participation, the clearer and sharper the vision from the community will be. The SPC also informed the team that she is working with the Office of Communications on a communications plan. As part of the awareness strategy, the team will select a catchy tagline/slogan to 'brand' our efforts. The goal is to do a big awareness push when we release the community survey. The intent is to finalize the survey questions at today's meeting and release the survey on June 25, 2020.

### **IV. Community Engagement: The Questions (*Online Survey and Community Conversations*)**

#### Online Community Survey Questions

Desiree Wolfe (Office of Communications) reviewed the online strategic plan survey draft with the team and facilitated the conversation for revisions to the questions. The team revised and approved the online survey questions.

### Community Conversation Questions

The objective of the community conversations is to take a deeper dive and gather input from residents to set the strategic direction of the plan. The questions should be open-ended and broad to encourage discussion and the synergy of ideas. Input provided will be key to identifying needs, priorities, and goals that will guide the community's future. At today's meeting, the team approved the following seven (7) questions to facilitate these community visioning discussions.

1. What do you like most about Prince William County?
2. What do you like least about Prince William County?
3. Where would you like Prince William County government to focus future efforts?
4. Why did you move to PWC?
5. What would make you move from PWC?
6. If you were in charge, what would you change about Prince William County?
7. What other comments or insights do you want to share?

### **V. Community Engagement: The Process (*Community Conversations; Targeted Outreach*)**

The community engagement process will include the community survey, community conversations as well as targeted outreach. Due to the impacts of COVID-19, the framework for the community conversations will change from face-to-face interactions with the residents to virtual discussions (WebEx, Zoom, telephone). Logistics of the community conversations and ideas for targeted outreach will be discussed at the next team meeting. The team will also discuss how to apply an equity lens to the strategic planning process at our next meeting.

The SPC informed the team that the County Executive's Office has approved her request to use a strategic planning consultant to conduct individual interviews with each Board of County Supervisor member. Individual interviews will provide the opportunity for meaningful Board member input into the Strategic Plan. Some of the interview questions will be the same ones asked in the community conversations with residents. Other interview questions will help to identify the individual Board member's priorities. The consultant will provide a summary report of themes from the interviews, and the team will work to incorporate the Board input with the community input to assist with selection of goals and priorities in the next plan. One team member asked if the respective resident appointee could attend the interview with his/her Supervisor. The SPC will check with the consultant regarding the request. Of course, the decision to allow the resident team member to attend the interview will ultimately be made by the individual Supervisor.

### **VI. Summer Meeting Schedule/Check-in/Wrap-up**

The next Strategic Plan Development Team meeting will be on Wednesday, June 24 at 2:00 p.m.

At today's meeting (via Zoom poll), the group selected a set day and time to meet every other week during the months of July and August. Day selected: Wednesdays, beginning July 8, 2020

Time selected: 2:00 – 4:00 pm

*Minutes prepared by Kaye Wallace (SPC) on June 22, 2020.*