



MEETING MINUTES

Strategic Plan Development Team

Meeting Date: Wednesday, June 24, 2020 (via Zoom)

Meeting Time: 2:00 – 4:00 p.m.

****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 conclude creation of 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: Raul Torres, Director – Office of Human Rights

I. Welcome

The Strategic Plan Coordinator (SPC) welcomed everyone to the meeting and informed the team that Mr. Raul Torres, Director of Prince William County's Office of Human Rights, would be joining the meeting at 3:00 pm to discuss the Equity Resolution adopted by the Board of County Supervisors on June 16, 2020.

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

The community engagement process will include the community survey, community conversations as well as targeted outreach.

Strategic Plan Survey

The SPC thanked the team for refining the strategic plan survey questions at the June 17th meeting and provided the following updates about the survey:

*One question was added to the survey: *Are you currently a Prince William County Government or PWC Schools employee?*

*The survey will go out tomorrow, Thursday, June 25, 2020.

Community Conversations

The objective of the community conversations is to gather input from residents to set the strategic direction of the plan. The questions will be broad and open-ended to encourage discussion. The input provided will be key to identifying needs, priorities, and goals for the next strategic plan. Due to the impacts of COVID-19, the framework for the community conversations will be altered from in-person interactions with the residents to virtual discussions (WebEx, Zoom, telephone). The team discussed logistics for the community conversations at today's meeting and decided upon the following framework:

*Each BOCS member has agreed to host a virtual community conversation in her or his district. The Board member will determine the date(s) and send notice to constituents. The dates will also be advertised on

the county website, strategic plan website, and social media sites. These 2-hour input sessions will be scheduled in July and August 2020 and hosted via Zoom or WebEx. Both video conferencing tools will allow residents to participate via computer or telephone, and these sessions can be recorded.

*Each community conversation will be facilitated by two people. The Strategic Plan Coordinator informed the group that PWC Government has a cadre of trained facilitators comprised of county staff who can assist the Strategic Plan Development Team with facilitating the sessions. Each session also will have two note takers who will record responses from the participants. The Strategic Plan Coordinator informed the team that Virginia Cooperative Extension has solicited the assistance of some high school youth (4-H participants) who are interested in helping with the process. These youth will most likely assist as note takers.

Targeted Outreach

To achieve the goal of broad-based and inclusive outreach, the team brainstormed groups and associations to reach out to during the strategic planning process. Targeted outreach will be used to solicit input on the survey as well as for the community conversations. Some of the targeted groups will include the business community, civic organizations, faith-based community, environmental organizations, homeowners' associations, etc.

III. Equity in Strategic Planning

At 3:00 pm, Mr. Raul Torres, Director of the PWC Office of Human Rights, joined the meeting. Mr. Torres did a brief presentation to apprise the team about the Equity Resolution that was adopted by the Board of County Supervisors on June 16, 2020. The equity resolution states that Prince William County's efforts to achieve a more equitable and inclusive community shall include an equity framework in the development of the 2021 – 2024 Strategic Plan. Applying an equity lens to policies, programs, and services will involve asking the following questions: 1) who benefits from this plan, service, or program? 2) who is burdened? 3) does everyone have the opportunity to succeed from this element of the plan? Mr. Torres stated that Fairfax County promoted equity concepts in its recently developed countywide strategic plan. The team decided to invite someone from Fairfax County to a future meeting to share how they did it.

IV. Check-in/Wrap-up

Follow-up item: The SPC shared that she spoke with the strategic planning consultant about the possibility of the resident appointed team member attending the individual strategic plan interview with the respective Board member. The consultant asked, "what is the role of the appointee?" After discussion, the team agreed that the role of the appointee is to represent the community and not the opinions of the elected official. Therefore, the individual interviews will be between the strategic planning consultant and the Board member and his or her staff.

The next Strategic Plan Development Team meeting will be on **Wednesday, July 8, 2020 at 2:00 p.m. (via Zoom).**

Minutes prepared by Kaye Wallace (SPC) on June 29, 2020.