



MEETING MINUTES

Strategic Plan Development Team

Meeting Date: Wednesday, September 9, 2020 (via Zoom)

Meeting Time: 2:00 – 4:05 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 discuss a plan for the data analysis phase of the strategic planning process

Members Present: Bryce Barrett, Paolo Belita, Rick Berry, Joyce Connery, Andra Hoxie, Martin Jeter, Lisa Madron, Ann Marie Maher, Mary Beth Michos, Jarad Phelps, Tomaudrie Thomas, Larriette Thompson, Courtney Tierney

Members Absent: Corey Holeman, Tahari Johnson

Facilitator: Kaye Wallace, PWC Strategic Plan Coordinator

I. Welcome

The Strategic Plan Coordinator (SPC) welcomed everyone to the meeting.

II. Community Conversations – Debrief

Team members did an after-action review of the community conversations. The team facilitated twelve community conversations and one focus group (with persons experiencing homelessness) with a total of 368 participants. The community conversations went very well overall. Team members noticed that there was not a lot of minority participation in the sessions. Due to the impacts of COVID on the process (truncated timeline and hosting all sessions virtually), some residents may not have been able to participate.

Team members made some suggestions to improve future community outreach efforts:

- *Try to reach more people through various forms of advertisements
- *Advertising should start with the Board of County Supervisors
- *Educate the community about the Strategic Plan and why it is important
- *Explain the difference between the Strategic Plan and the Comprehensive Plan at the beginning of each community input session

III. Planning for the Data Analysis Process

Now that the initial community input phase of the strategic planning process is complete, the team will move to the data analysis phase. The team's first task is to review and sort data from the strategic plan surveys as well as the community conversations. After discussion, each team member will be responsible

for sorting a portion of the 2,700 survey responses. The survey responses will be sorted into broad categories (example: affordable housing, environmental conservation, mobility, etc). This task will be completed by Tuesday, Sept 15.

IV. Check-in/Wrap-up

Kaye shared that the team will give a presentation to the BOCS on October 20, 2020. The purpose will be to update the Board on steps that have been completed thus far, provide a summary of themes from the community input, and to remind of next steps in the strategic planning process. Two team members (resident appointees) will assist with the presentation.

The next Strategic Plan Development Team meeting will be on **Wednesday, September 16, at 4:00 p.m. (via Zoom).**