

## OVERLAND PARK COMMUNITY VISION STEERING COMMITTEE MEETING

September 20, 2017

The meeting of the Overland Park Community Vision Steering Committee was called to order at 4:30 p.m.

Greg Musil; Co-Chair and Brenda Sharpe; Co Chair.

Also present were: Julie Brewer; Marshaun Butler; Darren Chadwick; Josh Clark; Johnny Dinh Phan; Bill Ebel; Adam Hamilton; Tom Herzog; Jim Holland; Earl Major; Mike McKeen; Yvette Morton; Bobby Olm-Shipman; Bob Regnier; Young Sexton; Mahnaz Shabbir; Paul Snider; Joe Sopcich; Brad Stratton; Janiece Vohland; Joan Wells; Rick Worrel; and Hannes Zacharias

Others in attendance: Carl Gerlach, Mayor; Fred Spears, Councilmember; Tracey Osborne; Dana Markel; Kate Gunja; Jack Messer; Sean Reilly; Consultants, Jamie Green and Sarah Bongiorno.

### **1. Welcome and Introductions:**

The meeting of the Overland Park Community Vision Steering Committee was called to order at 4:30 p.m. by Mayor Carl Gerlach welcoming all and introducing Co-Chairs Greg Musil and Brenda Sharpe. Both participants introduced themselves to the Committee and asked each member of the committee to introduce themselves.

### **2. Share Overview**

The consultants from PlanningNext introduced themselves, Jamie Greene and Sarah Bongiorno. Mr. Green stated this will be a process of discovery and asked everyone to suspend judgment and learn from each other for the larger part of the community. He asked all to be open to the process. Asking how do we motivate people to get involved in the process? Finally he reviewed the agenda and asked:

*What is a community Vision?*

It is a targeted long-term plan that sets the direction for Overland Park considering all aspects of community life that is driven by the Overland Park community's insight and aspirations. Community engagement is an essential and a relevant aspect of the vision plan process, and the final plan will be a product which the community can identify and unify.

Mr. Green also stated that there are two critical inputs to the process. The first being a Public Process that captures the intuition and what residents and other stakeholders know by virtue of

living, working, and learning here. Secondly, the trends and conditions, i.e. Technical information.

*Roles and Responsibilities:*

Mr. Green reviewed the roles and responsibilities with the Committee that includes: Officially represent the citizens in the planning process; Provide guidance and direction to the staff and consultants at crucial steps; Act as spokespersons for the planning effort; and support the process and its events in various ways. He asked that all be helpful, hopeful and optimistic during the process.

He also addressed additional roles including the Outreach Team, Stakeholders, Public, Elected Officials and Project Team.

### **3. Discuss Project Identity**

Sarah Bongiorno provided background on project identity. It is about capturing the Spirit of the Process. She stated that each project will need a name for the process and an easily recognizable graphic representation (logo). She shared logos from other projects. This identity/brand will be used throughout the process. This will aid in helping to develop a project website and collateral.

Sarah reviewed the design process asking the committee: “What are some keywords that capture the essence of this effort? The committee brainstormed and had discussion on the topic. Sarah stated they would use this information to develop the project identity and logo and would present it at the next meeting.

### **4. Discuss Outreach Approach**

Mr. Green said that when the Outreach Team is doing exit interviews that they ask those that participated for the #1 reason they came to the event. Typically most answer that they were asked to attend by someone.

Ms. Bongiorno talked about Communication and Outreach (community connectors) stating that word of mouth is the most effective way to bring people into the process. The outreach team should focus on outreach and spreading the word about the process and events. These Community Connectors will be armed with an Outreach Toolkit and will receive an invitation to two meetings, Orientation meeting in October, and a follow up meeting in February (before next public event).

She next talked about who are the Community Connectors:

- Who are the people that have networks that could be utilized to help spread the word?
- What organizations have connections to large groups of people?
- How do we reach them?

She asked the Committee to brainstorm possible Community Connectors.

## **5. Review Community Assessment**

Mr. Green shared that while they are running out of time and do not have a chance to review the information in full, he will send out the more information to the committee. He quickly reviewed a slide presentation of some of topics including data, research and analysis across a wide range of categories.

## **6. Next Steps**

October 17 and November 15 will be the next meetings dates, both starting at 4:30. Then on January 30 a Public Kick-off will be held.

## **7. Adjourn**

The meeting was adjourned at 6:30 p.m.