



STEERING COMMITTEE MEETING

October 17, 2017

The meeting of the Overland Park Community Vision (Forward OP) Steering Committee was called to order at 4:35 p.m.

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

Also present were: Julie Brewer; Marshaun Butler; Carol Cartmill (for Adam Hamilton); Darren Chadwick; Earl Major; Mike McKeen; Yvette Morton; Bobby Olm-Shipman; Bob Regnier; Young Sexton; Mahnaz Shabbir; Paul Snider; Brad Stratton; John Thompson; Janiece Vohland; Joan Wells; Todd White; Rick Worrel; and Hannes Zacharias.

Others in attendance: Dana Markel; Tracey Osborne; Bill Ebel; Kate Gunja; Ruth Hamel; Jack Messer; Sean Reilly; Consultants, Jamie Green and Sarah Bongiorno.

1. Welcome

The Forward OP Steering Committee meeting was called to order at 4:35 p.m. by Co-Chairs Greg Musil and Brenda Sharpe welcoming all and requesting attendees introduce themselves.

Jaime Green reviewed the agenda for the evening with the Committee.

2. Share Communications Update

Mr. Greene reviewed the key messages from the process at the last meeting. Those messages were:

- Moving the community forward
- Imagining the future
- Positioning for action

The resulting project identify is Forward OP; tagline "Imagine Tomorrow - Inspire Action". Conveying the message:

- What will be your "play" to move us forward?
- Just "press play" to help us imagine tomorrow and inspire action!

Mr. Greene reviewed some of the overall website www.ForwardOP.org content. The hashtag is #ForwardOP.

The Committee discussed the possibility of additional social media outlets to tie into and perhaps include an historical perspective.

3. Outreach Approach Update

Sarah Bongiorno discussed the outreach toolkit and contents:

- Forward OP logo (.jpg) and logo guide
- Invitation to the January 30th Imagine Tomorrow workshop
- FAQ document
- Letter to the editor template and instructions
- Roadshow presentation (powerpoint)
- Scripts for phone, email and social media

Committee discussion included suggestion for window clings and adding Forward OP to signature line of emails. Questions arose on how to reach vulnerable populations and make them aware of the event; whether the website will have a google translator; and if the business card will have a phone number on it. Mr. Greene suggested a special session for those on the fringes.

The fundamental question of who you want to hear from was answered by Mr. Greene's response that this process is for anyone who lives, works, learns, plays, shops or worships in Overland Park.

After the meeting in January and following focus groups and workshops, there will be an exit questionnaire to further know their interest.

Ms. Bongiorno reviewed the outreach pledge worksheet tool for use over the next month to identify how to help spread the word about the Imagine Tomorrow workshop. Worksheets will then be compiled and contacts added to start getting the word out about the event in January.

The Community Connectors will meet on November 15th after the Steering Committee. Ms. Bongiorno requested a review of the community connections list to ensure no one is missing who should be included. Jack Messer will look into sending the information to Homeowners Associations (HOA's). Other connector ideas - Meals on Wheels programs, senior oriented housing that are income qualified, homebound, groups with disabilities, different barriers, Growing Futures, Center of Grace, LGBT community, senior centers, Veterans, healthcare, and the Young Professionals group in Overland Park. All participants will be provided with the outreach kit.

4. Prepare Agenda for Imagine Tomorrow Workshop (Jan. 30)

Mr. Greene reviewed the agenda for the January 30th workshop.

1. Setting the stage

- a. Project overview
 - i. What is Forward OP
 - ii. Timeline
 - b. Community assessment
 - i. Highlights
2. Keynote speaker
- a. Peter Kageyama
 - i. Draw people to the event
 - ii. Energize the audience
 - iii. Challenge participants to think differently about their city
3. Interactive activities
- a. Individual and group
 - i. Interactive
 - ii. Small group
 - iii. Fun!

The group reviewed the interactive questions for the January 30th session. The consultants will sort the information/ideas by category area after the meeting. There will be an exit questionnaire to obtain feedback (meeting satisfaction, demographic information) on the session.

Mr. Greene will work to prepare table leaders and to get diversity of conversations at tables, and to encourage people to sit at other tables, not just with those they know. Committee discussion on how the larger group will see a summary of the event and what was generated at the tables. Ideas included post it notes and interactive clickers.

Lapel pins were mentioned as possible collateral for the process.

5. Discuss Community Assessment

Reflection on a snapshot of Overland Park

- People
 - Demographic information
- Prosperity

- Economic performance, for the community and individuals
- Place
 - Characteristics of the built and natural environment

Discussion ensued regarding data needs and where the demographic information was derived from. It was decided a map of the surrounding communities for context around the city borders would be beneficial. Interest in how to work on a retention/re-attraction issue and how to afford to live in the community (instead of just come to play but with lower job earnings cannot afford to live in OP). What would it take to get college students to move back to Overland Park?

Mr. Greene wants to have a realistic vision of Overland Park. Visit OP will provide some information about visitor perceptions of Overland Park. There is also a retail study being done.

6. Next Steps

- Steering Committee Meeting, November 15th at 4:30 pm at the Overland Park Convention Center located at 6000 College Blvd.
- “Community Connectors” Meeting, November 15th at 7:00 pm at the Overland Park Convention Center
- Public Kick-off, January 30, 2018, at the Overland Park Convention Center

After the January 30th public kick off, there will be specific engagement meetings, basically following the timeline provided at the first meeting.

7. Adjourn

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