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Meeting Minutes
Sustainable Communities Planning Grant
Meeting of the Coordinating Committee of the Consortium
Tuesday, February 28, 2012 10 a.m. to Noon
H-GAC Conference Room A, Second Floor

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MEMBERS OF THE COORDINATING COMMITTEE IN ATTENDANCE:
Katy Atkiss, Local Initiative Support Coalition
David Crossley, Houston Tomorrow
Ron Drachenberg, Fort Bend County
Joanne Ducharme, Montgomery County
DC Dunham, Bay City Community Development Corporation
Lori Field Schwarz, City of Galveston
Emiliano Herrera, Neighborhood Centers Inc.
Victoria Herrin, Houston Wilderness
Cheryl Hudec, Sam Houston State University
Mike Kramer, City of Houston
Harvey Laas, Waller County Economic Development Partnership
Christy Lambright, Harris County
John Prochaska, University of Texas Medical Branch
Donna Rybiski, Center of Houston's Future
Chandra Steinback, City of Huntsville
Jeff Taebel, Houston-Galveston Area Council
Joe Webb, Blueprint Houston
Chuck Wemple, Gulf Coast Economic Development District

Also in attendance (based upon sign-in sheet available at the meeting and meeting participation)
Mayra Bontemps, Harris County; Amy Boyers, H-GAC; Jared Briggs, Harris County; Toni Candis, Harris County; Meredith Dang, H-GAC; Liz Drake, AECOM; Caroline Evans, Examiner; Ellen Heath, AECOM; Shaida Libhart, METRO; Angela Martinez, Knudson, LP; Cheryl Mergo, H-GAC; Martha Murphree, Blueprint Houston; Kelly Opot, Harris County; Kelly Porter, H-GAC; Pat Shevlin, Eco-Options LLC; Andrea Tantillo, H-GAC; Nicholas Williams, H-GAC; and Chelsea Young, H-GAC.

1. **Regular Business – Call to Order**
    Chuck Wemple, Coordinating Committee Chairman, called the meeting to order at 10:00 a.m.

2. **Certify Quorum**
    At least 51% of the member entities were present, constituting a quorum.

3. **Public Comment**
    No public comments were provided.

4. **Approval of January 24, 2012 Meeting Minutes**
    Action: Motion made by Ron Drachenberg, seconded by Christy Lambright, to approve the meeting minutes.

The Coordinating Committee approved the minutes.

5. **Metrics**

As a follow up to previous meetings, Meredith Dang presented the following terminology for goals, objectives, metrics and benchmarks.

- **Goals:** Broadly defined desired outcomes of the planning process.

- **Objectives:** The measurable outcomes desired to achieve the goals.

- **Metric:** The measure(s) used to test the effectiveness of an objective in achieving a goal.

- **Benchmark:** A benchmark is a statement outlining desired targets. These state specific targets used to assess if an objective is reached at a particular point in time based on the metric data. Benchmarks are also used to evaluate performance of an outcome against a best-practice.

Meredith Dang provided the following draft goals and metrics process and timeline:

- Draft goals approved for commenting/input purposes by Coordinating Committee (1/12/12)

- Draft goals sent to workgroups (1/19/12)

- Draft goals used in survey and at public meetings (Jan/Feb/March 2012)

- Draft goal feedback received from GAC (March 20, 2012)

- Comments from all of the above (workgroups, public, GAC) compiled and sent to CC for review April 9, 2012, and reviewed by workgroups at joint meeting on April 13, 2012

- Make suggested revisions based on input and final goals will be approved by CC at April CC meeting

The initial list of metrics that was developed by the nine workgroups at the meetings in November has been compiled into a "Metrics Matrix". The Metrics Matrix helps to organize the information gathered and will be used to help demonstrate the relationship between the goals, objectives, metrics, and benchmarks (see terminology list) as well as highlight the most relevant and usable metrics.

A draft schedule for completion (and discussion) of the Metrics Matrix:

- Distribute to Coordinating Committee Tuesday, Feb. 28th
- Coordinating Committee comments on only the matrix organization due by Tuesday, March 6th
- Release to Workgroups for their completion on Thursday, March 8th

- "Metrics Matrix Office Hours" for workgroups held week of March 12th in order to answer questions about the matrix and the path forward (in person and phone).
- Final due date April 2nd, for first round of Metrics completion from workgroups and Coordinating Committee.
- Joint workgroup meeting ("Goals and Metrics Symposium") to be held on April 13th to discuss goals and metrics

The draft matrix, divided into people, places and prosperity tabs, includes every metric that the workgroup brainstormed at previous meetings. H-GAC staff preliminarily organized the metrics by goal, but workgroup members can move the metrics to different goals. Workgroup members will also be asked to make suggestions for objectives, data sources, and benchmarks. They will be asked to recommend metrics that should be removed from the matrix or suggest metrics that should be added.

Discussion
How many metrics are there? (150+)

There is no target number for metrics for the project, but 150 is likely too many.

The public meetings have been focusing on goals. There have been recommendations from the public meetings to add goals. The public engagement consultant provided additional information during the following agenda item.

We need to make sure we don't oversimplify the metrics and leave something out.

We need to focus on "do we have the right metrics" and not get delayed in the process worrying about numbers.

We have to be realistic on the amount of data we have for measurements.

We skipped the objectives in this process. Shouldn't we have developed objectives before developing metrics?

Developing metrics first got people excited about the process and got the conversation started. We'll be able to develop objectives from the metrics.

Metrics will be used in scenario development. We'll look at the priorities and develop scenarios for what the region would like if we did nothing or if we made changes. Metrics will help us determine how successful the scenarios could be at meeting the goals.

6. **Public Engagement (Information)**

Ellen Heath from AECOM presented an update on public engagement activities.

As of February 28, they had hosted 14 meetings with an average attendance of 40 for about 450 total attendance. 480 surveys have been completed. Online surveys represent 62% incorporated areas and 38% unincorporated areas. Also 170 unique users are logging in to MindMixer with 128 users actively making comments.

A summary of new goals recommended through public meetings includes:
- Build and maintain a community structure through faith, family and schools
- Access to healthcare
- Personal safety and security (crime prevention)
- Quality of life
- Places for people to meet to celebrate community events
- Continuing education/training
- Community resilience

Some of the meetings have been contentious with some attendees actively disrupting the meetings.

At each meeting, participants were asked to write down the three words that come to mind when they think about "sustainability." Those words were presented as word clouds for each meeting. Major themes for each meeting were also presented.

Discussion:

The process may not be taking advantage of the skillsets of the members of the Coordinating Committee for getting the word out and facilitating. The Coordinating Committee members should be asked to help.

The Coordinating Committee is a partnership and members are always needed to help and should come forward with offers to help when appropriate.

Community meetings will continue through March and April and will be geographically-based where we had lower turnout and targeted to more underrepresented audiences.

Has the public engagement team reached out to churches? (team members have contacted various churches to promote meeting attendance)

TMO is a good way to reach out to faith-based organizations.

Maps can be made available to the Coordinating Committee to indicate where input is geographically coming from.

How many elected officials attend the meetings (an average of 1 to 2 per meeting)

The meeting summaries will be available on the public site as soon as they are complied.

Non-profit organizations may be able to help increase interest for younger participants.

We are interested in any ideas to help create a buzz about these meetings, especially for young leaders groups, and help increase attendance at the remaining meetings.

May be able to get the messaging out through a partnership with HISD.

People may not be coming because they are busy, but we can do a push for people to at least complete the survey.

Montgomery County hosted two meetings. At the second meeting, there were 30 or more attendees and a County Commissioner explained the rules of courtesy before the meeting started and the meeting went well.

In Bay City there was an interesting cross-section, including people who don't generally come to meetings. We had conflicts with other meetings that night. Some people couldn't stay and some people came late. It all went very well.

In Huntsville, what may have fueled the controversy around the meeting was the fact that the city doesn't have many meetings and there were two meetings hosted by H-GAC around the same time. The newspaper posted the wrong meeting time or place of this meeting because they assumed that it was the same as the second meeting. For small towns that don't often have meetings like this, it might be good to coordinate with any other thing going on to avoid confusion.

In Houston, it was important to host meetings on Saturday mornings to help avoid conflicts with other public meetings around the community.

The meeting at Ripley House was successful.

An ongoing challenge will be to get beyond the initial ideological discussions and move into what they would like to see in their community.

This has been a phenomenal process to test what we have been working on in this room out in the public. Words have different meanings to different people, including community, jobs and global.

7. **Houston Tomorrow Presentation**
   David Crossley gave a presentation on the transect.

8. **Updates**
   Financial Report: Meredith Dang presented the financial report.

   HUD Capacity Building Providers: Meredith Dang announced that HUD has started releasing capacity building availability and distributed a hand out with a list of upcoming capacity building opportunities. HUD will also launch a website with all of the information for the capacity providers collected in a single location.

9. **Other Business and Announcements**

Meredith listed the upcoming meetings and invited Coordinating Committee members to attend. Targeted community meetings are in the process of being scheduled.

Some of the jurisdictions where we have had meetings have requested briefings for their city councils or economic development groups. If it is in your area, we will make Coordinating Committee members aware of those meetings.

Emiliano asked to share a survey with the group about any initiatives that integrate immigrants or refugees in the process of citizen engagement. The survey was e-mailed to Coordinating Committee members following the meeting.

Donna Rybiski presented the Center for Houston's Future's "2040 Scenarios," two brief videos illustrating possible futures for the region. The two videos represent two and half years of scenario development research.

10. **Future Meeting Dates**

March 27, 2012, 10 AM
H-GAC Conference Room A, Second Floor
3555 Timmons Lane, Houston, TX 77027

April 24, 2012, 10 AM
H-GAC Conference Room A, Second Floor
3555 Timmons Lane, Houston, TX 77027

May 23, 2012, 2 PM
H-GAC Conference Room A, Second Floor
3555 Timmons Lane, Houston, TX 77027

11. **Adjourn**

Chuck Wemple announced that the meeting was adjourned at 12:06 PM

QUESTIONS/COMMENTS:
Please contact Meredith Dang, H-GAC
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meredith.dang@h-gac.com