

## Strategic Planning Coordination Meeting

11/30/21

Attending: Mayor Muryn, Rob Martin, Jeff Wobser,

PlanningNext (PN): Sarah Bongiorno, Julie Colley, Cyrille Viola, Jamie Greene

Agenda Items in Black. Meeting notes in Red

### Findlay Strategic Plan Coordination Call Agenda 11/30

#### 1. Community Outreach Team Application process

- a. Status of applications – 9 applicants as of today. Will continue to push for more applications. Expected to expand in the next weeks. Mayor is going to boost the Facebook post. Also reaching out to some specific communities.
- b. Timeline
  1. Close application morning of 12/13 and begin reviewing
  2. Notification week of 12/20 (preferably by 12/22)
  3. First meeting week of 1/24 (confirm date in notification email)

#### 2. Project identity update

- a. Timeline
  1. Confirm name week of 11/29 – meeting of that group on 11/30/21 to push this forward.
  2. Logo design work week of 12/6

#### 3. Website development

- a. Content development – will use MailChimp as a direct email process to push information out to people who have opted in for updates. Need a dozen photos for the website. Mayor will pick them out and Jeff Wobser will review prior to sending to PN.
  1. Landing Page - Call to action – get involved
  2. About with FAQs
  3. Who's who
  4. Contact
  5. News posts
- b. Translation

#### 3. General Coordination

- a. Discuss orientation work session (12/21, 10am-4pm) – 1.5 hours for community overview/tour. Meetings need to be set up to format that day. Mayor and J. Wobser to work on setting up meetings for that day. Individual meetings with SP committee meetings to be set up in January. A list of the data needs from the city will be forthcoming from PN.
  1. Findlay First Tour by Chamber – how long is the tour typically? Time?
  2. Meet with Strategic Plan Committee
  3. Meet with staff (direct reports to Mayor + Auditor, income tax, municipal court, law director, others?)
  4. Debrief with Mayor and Jeff (end of day)

- b. Discuss staff involvement
  - 1. Focus group
  - 2. survey

**Marketing & Communication Committee Meeting  
11/30/21, 3:30 PM**

**Attending: Jeff Wobser, Carl Sommers, Grant Russel, Elicia Mitchell, Rob Martin, Mayor Muryn, Seth Butler,  
Planning Next: Sarah Bongiorno,**

**Agenda in Black type; Meeting notes in Red type**

**Project Identity Memo**

Strategic Plan for Findlay, OH  
November 22, 2021

This memo captures options for the City of Findlay Strategic Plan process name and tagline (Section A) and draft key messages (Section B). This memo is based on a brainstorming conference call on November 22, 2021. The raw list of ideas and sentiments shared during the brainstorming call are in Section C of this document.

**Attendees:**

Mayor Christina Muryn  
Jeff Wobser, City Council Member and Chairman of the Strategic Planning Committee  
Elicia Mitchell, Special Projects, City of Findlay  
Seth Butler, Community Member, University of Findlay  
Rob Martin, Service Safety Director, City of Findlay  
Grant Russell, City Council Member, City of Findlay  
Carl Sommers, Community member, retired

**A. Name and Tagline Options:** The options have two parts, a primary name, and a tagline. Some of the names and taglines can be interchanged.

- 1. Findlay Forward**  
Share your ideas. Influence the future  
or  
Your voice: Our Future
  
- 2. Advance Findlay**  
Help chart our future
  
- 3. Onward Findlay**  
Share your ideas today. Impact our tomorrow
  
- 4. Focus on the Future**  
Share your ideas. Chart Findlay's Future
  
- 5. Moving Findlay Forward**  
Engage. Influence. Impact.

After much debate and discussion. Decided on: **Findlay Forward or Move Findlay Forward**, Share your voice: **Impact our future. Findlay decision to be made via email comment tomorrow from the group.**

**B. Key Messages:** Below are some messages distilled from the Project Identity Brainstorming Session on November 22. These will continue to be refined and used in various places, e.g. website, on printed collateral (post cards, posters, etc.), in social media posts, and in the FAQ document to communicate to the general public about the process.

1. **The Community’s Plan.** The Strategic Plan will serve the community by providing guidance to your city government leaders on city initiatives and priorities. Your involvement is critical to this process, as it will allow us to hear the values and aspirations important to our community. As we make city-related decisions and priorities, we will work to ensure that they align with community values and aspirations.
2. **This is important.** In general, planning represents good stewardship. This process allows us to work together as a community to create a framework that will make the City an even better place in the future.
3. **The City is listening.** Join your community to help influence how the City of Findlay will continue to grow and maintain its position as a world-class community for generations to come. We want to hear from the spectrum of voices in our community so that everyone’s perspectives are heard and considered.
4. **This is a moment for the community.** We are fortunate to be in a prosperous position as a City right now. Now is the moment to work together and make choices about a path forward so that we can carry our legacy to future generations. This planning process will develop a strategic plan that guides City decisions and priorities and lays out a community-wide vision for the future. We need everyone to get involved and share ideas for the future of our community.

**C. Brainstorm:** Below are series of raw thoughts and comments shared during the brainstorm conference call with the staff team.

**What are some key words that capture the essence of this effort?**

- Forward-looking
  - Findlay is in good spot
  - Look forward and plot out where we want to be
- World-class plan
- This Strategic Plan is for the City of Findlay City Council

- Keep in context
- Plan should contain actions that council is able to touch and make difference in
- However, Mayor has a bit more latitude to collaborate beyond just council focus
- How do the two concepts of council and community come together?
  - Needs to be a workable plan
  - When the Strategic Plan is completed, when something comes to Council (ordinances and resolution) want it pointed back to plan – decisions align with overall plan recommendations
  - Where does community start and City stop?
- Future
  - Findlay future, shaping Findlay's future
  - Your future, Findlay's future
- Growing here
  - Grow where you are planted
  - Dynamite students who would be great contributors to the City
  - Grow here together
- Future, forward, what's next?
  - Findlay comes from a position of strength right now
- Action
- No timeframe
  - Want to use this repeatedly as a framework, so no reference to date or year
- Community and Engaged
- Empowerment, influence and wisdom

**What messages will motivate participation in this planning process?**

- Listening
  - Your voice is heard, it matters
- Capturing all spectrums of the community
- Take action or acknowledge that we heard the community
- Influence
  - What people say have an influence on the future
- Impact
- Community's plan
  - Responsibility of the government to enact, but it's the community's plan
  - Your city, this is impacting you
- "Our"
  - Inclusive but ultimately, it's the City's responsibility to execute the plan
- Our community, but your input matters
- Don't want message to be too prescriptive
  - Want it high level so everyone can have a say

**What imagery come to mind when you think about this process or Findlay?**

- Font based logo – no objections, but would like to see options with graphic elements as well
- Action oriented
- Flag city USA designation – could incorporate in subtle way (ripple motion)
- Use imagery inspiration from what name evokes rather than place imagery (like downtown skyline or landmark)

### **Color**

- Would like to use green as one of the colors
  - Address sustainability in the plan
- Get away from City colors and schools (blue and gold / orange and black)
- Focus on utilizing secondary color branding for the city (green, light orange, teal, dark grey)

Next meeting to be set up soon.