

Strategic Planning Coordination Call

2/1/2022

1:00 PM EST

Attending: J. Wobser, Mayor Muryn, Jamie Greene, Cyrille Viola, Sarah Bongiorno

Findlay Forward Coordination Call Agenda 2/1

1. **Community Outreach Team (COT) Meeting**

- a. Feedback or reactions of first meeting – Feedback was positive about the meeting. No negatives. Mayor to follow up with people on the committee that were not able to attend.
- b. Follow-up email to members (sent out 1/31)
- c. Website post for review (see attached) – Approved for posting by the Mayor and Wobser

2. **2/2 SPC meeting preparation**

- a. **COT Input summary** – We received a lot of input from the groups. The task now is to pull it together into a usable and focused format. Keeping the outreach to high-quality meetings and focused is also a concern. Will discuss this at the next meeting.
- b. Zoom link for meeting? Has been sent to Sarah.

3. **Prepare for Engagement April 4-15**

- a. Discuss dates, times, and venues – Avoid, 4/4 due to Final 4 game, Tuesday is Council, Wednesday and Thursday are the best bets for turnout. Going to poll the COT for ideas on these meetings.
- b. Discuss formats – Various locations around Findlay. Also would like to look at “pop-up” events to capture different demographics.
- c. Sarah to start a “round 1” document for community engagement. Then pulling branding/collateral together for the meetings.

4. **Other Coordination items**

- a. Staff Team Survey – Julie sent follow up note. Mayor to do the same.
- b. Scheduling of 1:1 meetings with staff team

Community Outreach Team Meeting Kick-off

Draft Jan. 28, 2022

The Community Outreach Team for the Findlay Forward planning process kicked off on January 27, 2022. During their first meeting, members of the Outreach Team gathered at the University of Findlay's Center for Student Life and College of Business to learn about the Findlay Forward strategic planning process and get organized to engage the community. The result of this process will be a Strategic Plan that will help guide council as they make decisions to drive the city forward. It is important that this plan be based upon ideas and insights from the larger community and that is where the Community Outreach Team work begins. The Outreach Team will focus on word-of-mouth marketing and the promotion of public engagement opportunities so people know they have a choice to get involved and have their voice heard. The Outreach Team jumped right in at their first meeting to discuss and brainstorm effective ways to bring awareness to the Forward Findlay project and they provided input on the design of the upcoming public input opportunities that will help gather initial ideas for the Strategic Plan.

The Community Outreach Team was assembled through a rigorous application process to select a group that is representative of the diversity of the Findlay community. [More information about the team can be read on The Courier.](#)

Photos to include in post:

