

Committee Members:

- Jeff Wobser, at-large – Committee Chair
- Randy Greeno, at-large
- Dennis Hellmann, ward 2
- Grant Russel, at-large
- Beth Warnecke, ward 3
- Mayor Christina Muryn
- Jim Staschiak, Auditor

Staff:

- Rob Martin (SSD)
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Guests:

Tom Ross (Findlay Area Rental Assoc)

Meeting Start Time: 6:00 PM
Meeting End Time: 6:46 PM

Agenda:

Call to Order

Roll Call

Approval of Minutes

New Items

1. Community Outreach Committee meeting updates

Adjournment



Jeff Wobser, Strategic Planning Committee Chair

**COMMITTEE REPORT
THE CITY COUNCIL OF THE CITY OF FINDLAY, OHIO**

The **STRATEGIC PLANNING COMMITTEE** met on February 1, 2022 to discuss Community Outreach Committee meeting updates.

We recommend: *CONTINUE TO move forward with the Strategic Planning process.*

Aye Nay *J. Wob*
Jeff Wobser, Chairman

Aye Nay *Randy Greeno*
Randy Greeno

Aye Nay *Absent*
Dennis Hellmann

Aye Nay *Grant Russel*
Grant Russel

Aye Nay *Beth Warnecke*
Beth Warnecke

Aye Nay *Christen M. Muryn*
Mayor Muryn

Aye Nay *[Signature]*
Auditor Staschak

LEGISLATION: _____

DATE: February 1, 2022

COMMITTEE: STRATEGIC PLANNING

Strategic Planning Coordination Committee Planning Meeting

January 25, 2022

Attending: Sarah Bongiorno, Mayor Muryn, Rob Martin, Cyrille Viola

Touching base for the meeting Outreach Committee meeting, Thursday.

- A. Reviewed PowerPoint presentation for the Thursday Outreach meeting
 - a. SP committee members are invited to the meeting but we are asking that they do not play an active role in the conversations that occur between the various groups.
 - b. Slide deck will be forwarded to the SP committee.
 - c. Business cards with the SP website address will be ready to hand out.
 - d. Next meeting of the Outreach committee will be 2/24/22 at 4-6PM, TBA
 - e. Discussed use of google docs for keeping information for this group
- B. Next SP committee meeting to be 2/1/22
 - a. Main topic will be to review initial data from the Outreach meeting
 - b. Sarah Bongiorno will attend via Zoom

Meeting adjourned at 12:45 PM

JDW



Community Outreach Team Meeting 1
January 27, 2022

Agenda

1. Welcome
2. Introductions
3. Process Overview
4. Group Discussion
5. Next Steps and Adjourn

Introductions



Process Overview

Setting the Stage and Roles and Responsibilities



Project Timeline



What is Findlay Forward?

A planning process that will...

- Develop a Council driven community Strategic Plan
- Involve an extensive, diverse, and effective community engagement process
- Identify and analyze emerging trends and community issues
- Articulate community core values
- Establish an action and implementation plan

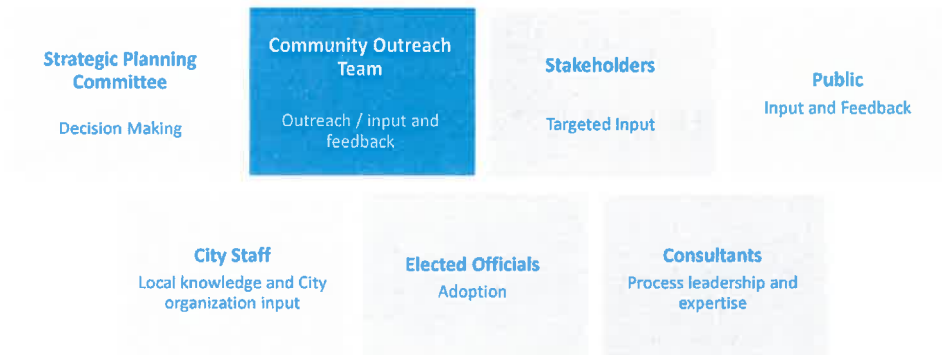
What is a Strategic Plan?

- A framework that outlines a roadmap for the City's future
- An opportunity to pause, take stock and define the future
- Memorializes a vision, mission, values, goals and specific actions
- Focused on creating a plan for city government as an organization
- Informed by community engagement and input
- Identifies community opportunities

Why is this important?

- In general, planning represents good stewardship
- Findlay has been a successful City over the last 30 years and is positioned to continue to be a world-class community for generations to come
- The City To ensure continued success it is important that the City:
 - Establish a clear strategy to harness its current assets
 - Develop wisely
 - Position the community to retain and attract citizens, businesses, and investment alike

Who is involved?



Project Branding



Website

FindlayForwardPlan.com



COT Role and Responsibilities

Community Outreach Team (COT) is focused on word-of-mouth marketing and the promotion of public engagement opportunities

1. Deliver people to the process through personal networks.
2. Act as champions to get people excited and involved in the planning process.
3. Serve as hosts at public events (virtually or in-person) during the process.
4. Volunteer to facilitate at public meetings.
5. Use community connections and networks to contact people.

News and Events

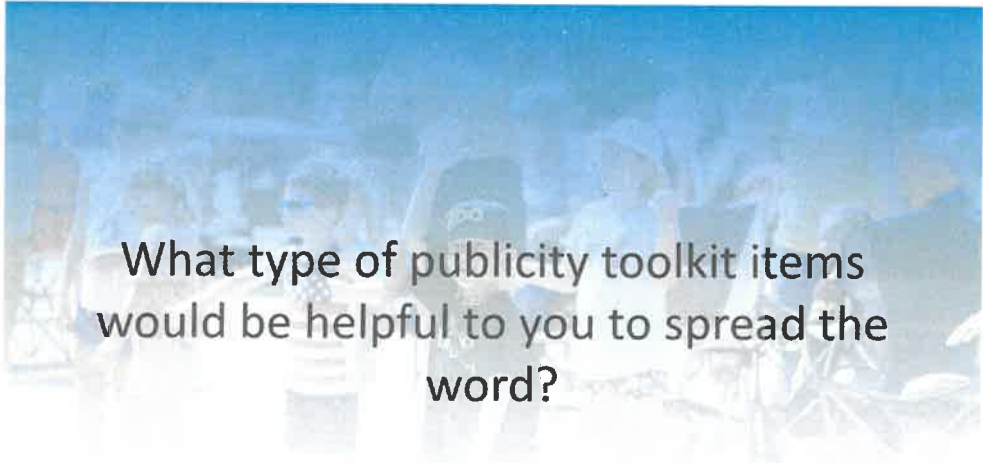
COT Role and Responsibilities

6. Distribute information about the planning process through individual networks (civic groups, churches, neighborhood groups, etc.).
7. Identify specific groups that have traditionally been under-represented or not heard as part of previous planning efforts and suggest the best means of outreach to these groups.
8. Recruit hard-to-reach populations to share input and participate in community engagement events.
9. Work to ensure diverse representation in the process and at community engagement events.
10. Review and help interpret input received throughout the engagement process.
11. Under the direction of the Strategic Planning Committee and consultant, act as a sounding board to test ideas and topics throughout the plan development.



FINDLAYForward
shape your world impact our future

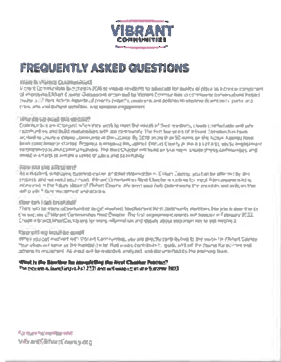




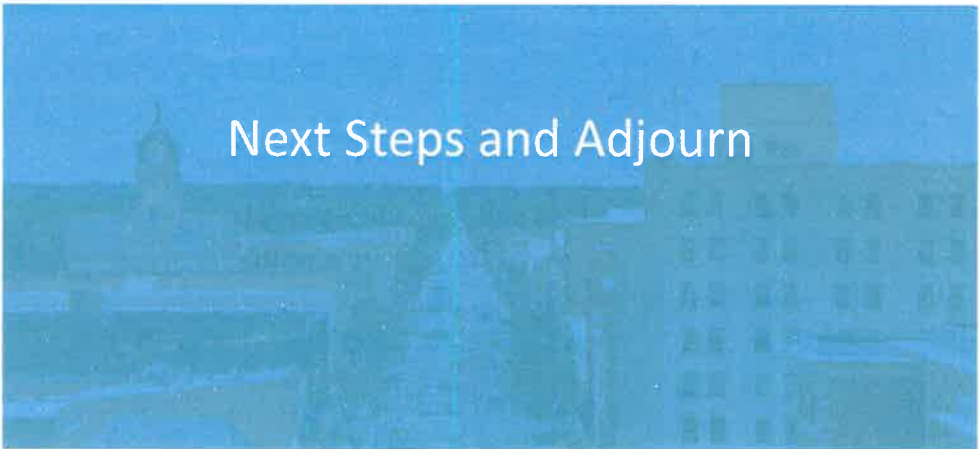
What type of publicity toolkit items would be helpful to you to spread the word?

Publicity Toolkit Example

- PDF invitation*
- 8.5x11 flyer*
- 11x17 poster*
- Program or bulletin insert*
- FAQ document*
- Elevator Pitch
- Social Media Posts
- Logo and Logo Guide



What community groups, organizations, influencers and others should we be communicating with about this planning process?



Next Steps and Adjourn

Next Steps

First Round of Community Engagement

1. Dates: April 4-15
2. Formats:
 - in person workshops
 - virtual workshops
 - online survey
 - pop up engagement
 - Other ideas?
3. Times: different times of day to make it most convenient

Next Steps

- Next Meeting February 24, 4-6pm
- Homework!
 1. Begin to spread the word about Findlay Forward, reach out to
 - I. Co-workers
 - II. Neighbors
 - III. Friends and Family
 - IV. Community groups or organizations you are a part of
 - V. Faith communities you are a part of

