

VISION 21 IMPLEMENTATION COMMITTEE
Meeting Minutes - Thursday, October 19, 2006
Approved November 2, 2006

Members Present: Austin Bliss, Kirk Hazlett, Sara Oaklander, Meg O'Brien, Ann Rittenburg, Paul Santos, Paul Solomon

Members Absent: Donna Brescia, Vinnie De Novellis, Jennifer Page, Jay Szklut

A. Administrivia

Meg O'Brien opened the meeting at 7:10.

The minutes of the September 21st meeting of the Vision Implementation Committee were reviewed and approved unanimously.

B. Updates

Sara Oaklander informed the Committee of her resignation from the Belmont Center Planning Group. The question of whether the Vision Implementation Committee should have a representative to the Belmont Center Planning Group was raised and briefly discussed; no decision was reached.

Paul Santos and Meg O'Brien provided an update on the various initiatives of the Sustainable Belmont group.

C. Introduction to Planning our Work

Meg O'Brien proposed the idea of the Committee dividing up into two planning groups in order to begin work on the Photography Contest and Interactive Display initiatives (described in the previously distributed document entitled "a Compilation of Committee Input on Vision Awareness Initiatives". She further proposed that the planning of each initiative take place in a small group now and that in the future we work together as a committee to implement the plans.

Meg described and then distributed a handout outlining elements for each group to consider as they work to develop a plan (documents attached.)

A plan was made to split into two groups and work for 60 minutes and then to reconvene in order for each group to report back to the Committee as a whole.

Committee members were divided into two planning groups as follows:

Photography Contest Planning Group: Kirk Hazlett (chair), Meg O'Brien, Jennifer Page and Vinnie DeNovellis.

Interactive Display Planning Group: Austin Bliss and Sara Oaklander (co-chairs), Paul Solomon, Paul Santos, Ann Rittenburg and Donna Brescia.

D. Planning our Work in Smaller Groups

The Photography Contest Planning Group and the Interactive Display Planning Group each met for one hour. (Notes from each group are attached.)

Committee members then reconvened and the chairs of each planning group reported on what had been discussed in the individual planning groups.

A discussion of how the two projects mesh together and possible ways to sequence the projects ensued. The need to "tease out" themes from 3 categories within the Vision (Quality of Life, Character of Our Town, and Sense of Community), as a way to define our work, was identified. No conclusions were reached and it was agreed that our thinking will need to continue to evolve in coming meetings.

- E. Adjournment
The meeting adjourned at 9:02 p.m.

Respectfully submitted,

Ann Rittenburg, Secretary Pro Tempore

ADDENDA: Notes from Group Work

I From the Interactive Display Planning Group:

VIC - Oct 19, 2006

Subgroup: Austin, Sara, Paul x 2, Ann

Casual notes from our subgroup on the "Interactive Display"

Desired Outcomes:

1. Appreciate/Understand (the entire vision)
2. Connect (to some select components of the vision)
3. React/Respond
4. Act

Tasks:

- " Create 'thing'
- " Train trainers
- " Take it 'to the people' or host events that the people come to it or both?
- " Figure out ways to measure our success

Brainstorming the "Thing"

- " visual representations of vision themes
- " 'take home' of text of vision
- " vision presented (in its complete whole)
- " vision themes in pieces, digestible
- " display boards, aka science fair
- " things on wall to write on / postit notes/ voting dots
- " games? (more appropriate for smaller groups)
- " powerpoint
- " movie
- " show entries from photo contest

- " give a/b choices or multiple choices, e.g. show two different pictures and ask which fits vision
- " certification or public acknowledgement of training completion
- " read aloud vision (by a famous person?)
- " replace whitescreen at beginning of meetings w/vision (e.g. at Town meeting)
- " tell a story of the vision's inception
- " show examples of how the vision is used throughout town
- " just the simple fact that 'we have a vision'
- " use analogy, other examples of guiding principles, e.g. US Constitution
- " share why a vision is helpful
- " vision outcomes to date
- " hold message on town's voicemail should talk about vision
- " 'the vision is coming' signage
- " vision, enlarged really big
- " develop vision 'bits' for visuals

II From Photography Contest Planning Group

Recap of Notes from VIC Photo Contest Committee Brainstorming Session
10/19/2006

Committee Members: Kirk Hazlett, Meg O'Brien, Vinnie DeNovellis, Jennifer Page

Questions to Answer:

1. What do we want to accomplish?
- Bring the concept of Belmont's "Vision" to the members of the Belmont community.
2. What has to be done?
- Help to visualize aspects of the Vision
- Educate people on the various parts of the Vision
- Engage people in thinking about the Vision
- Encourage civic pride
3. When do we want to do it?
- Award Ceremony as part of Belmont "Town Day," Saturday, May 19(?), 2007

Photo Contest Theme Categories (to be finalized by VIC)

1. Quality of Life
2. Character of Town
3. Sense of Community

Photo Contest Age Categories

1. Through Middle School (13 yrs)
2. High School (14-18 yrs)
3. Post High School (19- -)
4. Professional (Photography is part of individual's livelihood)

Information to Be Provided:

1. Vision Statement
2. Interpretation of Vision Statement
3. Rules for Participating in Contest

4. Entry Form

Publicity

1. General overview of what Vision Implementation Committee is doing
2. Information about/interpreting the Vision
3. Announcement of upcoming Photo Contest

Possible Venues for Display of Photo Submissions

1. New Fire Station (Weekend of Town Day)
2. Homer Building Gallery (Month or more following Town Day)
3. Schools and other venues (Travel as part of Interactive Display?)

Contacts for publicity/support/donations

1. Frame shops
2. Photo supply (Zeff, et al)
3. Art Galleries
4. Belmont Arts Council
5. Other community groups
6. Photo/arts groups/organizations/associations
7. Independent artists
8. Belmont Printers (to produce publicity/contest materials)

Award Ceremony Materials

1. Certificates for all (?)
2. Gifts
 - a. Movie tickets
 - b. Pizza dinner
 - c. Etc.

Possible Costs Incurred: Postage for mailing of information packets.

Timeframe:

- January 2007 - Start of media outreach
- February 2007 - Announcement of upcoming contest; media outreach
- March 2007 - Media outreach
- April 2007 - Photo contest for entire month/ends April 30; submission of photos
- May 2007 - Compilation of photos for judging*; unveiling at Town Day

* Note: Format of judging yet to be formalized