

MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

Wednesday, October 5, 2005
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Susan McLain, Carl Hosticka, Rod Park, Robert Liberty, Rex Burkholder

Councilors Absent: Brian Newman (excused)

Council President Bragdon convened the Metro Council Work Session Meeting at 2:33 p.m.

Council President Bragdon said that this was a continuation of the skull work session from the previous week.

II. COUNCIL PROTOCOL AND DISCUSSION

Council President Bragdon reviewed this topic and updated the councilors as to where they had reached in the discussion at the previous meeting. He said that he thought the process was already working well and that they might be able to improve the system of reporting back to the council.

Mike Wetter, Senior Advisor to the Council President, reviewed a display at the back of the room titled "New Look Council Organization." There was discussion about what it meant and how the work flowed between council and staff and how that work would relate to the community/region.

III. COUNCIL DIRECTION ON REGION 2040 PROJECT PROPOSALS

Robin McArthur, Regional Planning Director, said that staff wanted to review the project proposals one-by-one with Council. She distributed a handout "Metro Council Project Proposal" first draft. That document is attached and forms part of the record. The Councilors and staff reviewed each project proposal in the handout. There was discussion on each project proposal as the Council and staff tried 'scoping' the questions on each of the proposals. Susan McLain also distributed a letter that pertained to the discussion. That letter is attached and forms part of the record.

Ms. McArthur said that staff would be assigned to each project and then they would draft the proposals into a more comprehensive document for review of the council at a later meeting.

I. COMMUNICATION STRATEGY

Kate Marx, Public Affairs & Government Relations Director, said that she would distribute the draft of the Communication Campaign Plan and asked councilors to review and return edits to her by next Wednesday. That document is attached and forms part of the record. She gave an overview of the draft plan.

There was discussion on the type of public opinion research that had been done in the past and what could be done to determine the regional core values. There was discussion about survey questions that would produce useful information. Ms. Marx gave an overview of web-based polling/surveys that would produce good data from the public. She announced that there would be a new Senior Public Relations staff person on her team.

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There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 4:40 p.m.

Prepared by,

A handwritten signature in black ink that reads "Kim Bardes". The signature is written in a cursive, flowing style.

Kim Bardes

Executive Assistant to the Chief Operating Officer

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF OCTOBER 5, 2005

Item	Topic	Doc Date	Document Description	Doc. Number
2.	Protocol	October 2005	Role of Lead Councilor	100505cw-1
3.	Project Proposals	10/5/05	Metro Council Project Proposal	100505cw-2
3.	Project Proposals	10/3/05	To: David Bragdon From: Stephen Kafoury Re: New Look	100505cw-3
1.	Communication Strategy	10/3/05	“How Do We Grow From Here? A new Look at Regional Choices Metro Council Communication Campaign Plan”	100505cw-4
1.	Communication Strategy	9/13/05	Leveraging Public Opinion Research for Optimal Positioning of the New Look at Regional Choices	100505cw-5