



METRO

Agenda

MEETING: METRO COUNCIL WORK SESSION
DATE: July 1, 2008
DAY: Tuesday
TIME: 1:00 PM
PLACE: Metro Council Chamber

CALL TO ORDER AND ROLL CALL

**1:00 PM 1. ADMINISTRATIVE/CHIEF OPERATING OFFICER
COMMUNICATIONS**

1:15 PM 2. MAKING THE GREATEST PLACE WORK SESSION

Handouts distributed during meeting.

Objectives: Council review and input on “Making the Greatest Place” Draft Elements of Engagement and Communication Strategy

- I. Communications and Engagement Overview - Robin McArthur/Janice Larson (*10 minutes*)
 - Objective: Introduce consultants and set context for discussion
- II. Stakeholder Interview Results - Greg Brooks, West Third Group (*15 minutes*)
 - Objective: Share results of stakeholder interviews to understand audience
- III. Engagement Architecture (hand-out) - John Donovan, Metropolitan Group (*45 minutes*)
 - Objective: Illustrate links among policy tracks, highlight milestones and decision points, identify Council role in project phases
- IV. Communications Platform – Brian Kerr, Edge Design, Greg Brooks, West Third Group (*45 minutes*)
 - Objectives: Council input on draft communications platform prototypes
- V. Next Steps (*5 minutes*)

3:15 PM 3. COUNCIL BRIEFINGS/COMMUNICATION