



MONROE CITY COUNCIL

Agenda Bill No. 20-025

SUBJECT:	<i>Vision 2050 Sounding Board</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
02/02/2020	Executive	Deborah Knight	Deborah Knight	Discussion Item #3

Discussion: 12/10/2019, 05/21/2019, 02/26/2019

Attachments: 1. *Scope of Work and timeline*

REQUESTED ACTION: *Review the Vision 2050 timeline. Discuss the qualifications for the scheduled Sounding Board. Direct Mayor and City Staff to begin seeking qualified Sounding Board members.*

POLICY CONSIDERATION

A thoughtful vision statement is one of the elements needed to form a forward looking strategic framework that gives councils the long-term-comprehensive perspective necessary to make rational and disciplined tactical/incremental decisions on community issues as they arise. Community vision statements are typically crafted through a collaborative process that involves a wide variety of community residents, stakeholders and elected officials.

The policy question for the City Council is to discuss and provide direction on the desired qualifications for Sounding Board members to ensure a diverse, cross-section of Monroe residents and business owners.

DESCRIPTION/BACKGROUND

On December 10, 2019, the City Council approved a contract with Enviroissues to oversee a collaborative community process to help develop a long-range vision, mission, and core values statement for the city.

The vision, mission and core values statement will be used to guide the 2023 Comprehensive Plan Update and six-year strategic plan.

A key component of the project is the creation of a 10-12 member community “Sounding Board”.

The purpose of the community Sounding Board is to provide guidance to City Council, Mayor and staff during the research, planning, public outreach, and coordination phases of Vision 2050. After the visioning process is complete, the function of the Sounding Board changes to educate other stakeholders about the City’s revised vision, mission and core values statements.

The Sounding Board is expected to be convened by the city, with potential members identified by Mayor Thomas, City Council, and city staff to represent significant community constituencies, including:

- Residents
- Communities of color
- Neighborhood associations



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- Businesses
- Business organizations / groups
- Boards and Commissions
- School District
- Faith-based organizations
- Non-profits
- Community-based organizations and agencies

It is essential that people of color, minority-owned businesses and residents who speak languages other than English are well represented from the beginning, as well as stakeholders from a selection of socially and ethnically-diverse neighborhoods.

EnviroIssues recommends convening the Sounding Board once in the spring (during the initial Assessment phase) and once in the fall of 2020 to finalize the vision, mission and core values statements before making a recommendation to the city council.

The primary focus of the first meeting will be a workshop to explore the city's core values and the vision statement. Sounding Board members will be invited to attend and/or present at a final City Council briefing with the recommended vision, mission and core values.

EnviroIssues will provide meeting materials and a note-taker as well as expertise on structure and operating guidelines, roles and responsibilities to leverage the exponential networks of the members within the community. EnviroIssues, working through the Sounding Board structure, will share findings from individual tasks to the public, community groups, City Council, the Mayor, City staff and other stakeholders at key milestones throughout the contract.

Some of this outreach may occur in person through briefings, while other updates may be shared online using a digital platform.

Sounding Board meetings will be scheduled at City Hall. City staff will create a city webpage where all meetings will be noticed and materials posted, as prescribed by Washington's Open Public Meetings Act.

IMPACT – BUDGET

Support for the Sounding Board is included in the project budget for 2020.

TIME CONSTRAINTS

The Sounding Board is scheduled to convene in late March. The City Council should confirm the Mayor's appointments to the Board by March 9, 2020 in order for the Board to convene by March 23, 2020. The last Board meeting is tentatively early September with the final report delivered to the City Council in late October.

Advertising and outreach for Board members should begin as soon as possible in order to meet this schedule.

ALTERNATIVES TO REQUESTED ACTION

Do not direct Mayor Thomas and city staff to begin recruiting Sounding Board members. Identify areas of concern.

Vision 2050 project schedule (1/9/2020)

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct
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Project Kickoff  Project kick off

 Sounding Board Mtg 1

 1:1 interviews  Focus groups

Assessment

 City Council Briefing

 Communication & Outreach Plan

-  Print & online notifications
-  Participate.online website

Planning

Outreach planning **Outreach activities**

Engagement

Movies Under the Moon 

National Night Out 

 Sounding Board Mtg 2

Finalize mission statement and core values 

 Final report to Council