

Medford 2040 Vision Task Force Meeting #1

[Held by Zoom]

January 19, 2021

2:00pm – 5:00pm

Meeting Attendance

Task Force members
in attendance:

Daniel Bunn, Chair
Christina Kruger, Vice-Chair
Jerry Brienza
Lilia Caballero
Dennie Conrad
Al Densmore
Linda Donovan
Jason Elzy
Carol Fiddler
Eli Matthews
Mike Montero
Allen Purdy
Milo Salgado
Brian Sjothun
Marta Tarantsey
Bill Thorndike

Task Force members
not in attendance:

Bret Champion
Tom Fischer
Cathy Kemper-Pelle
Chris Pizzi

Vision project staff in attendance:

Erik Jensen, Jensen Strategies
Seth Baker, Maul Foster Alongi
Rachel Eckstein, City of Medford
Sandy Ervin, Jensen Strategies
Kristina Johnsen, City of Medford
Anthony Miranda, Jensen Strategies

I. Welcome

Task Force Chair, Daniel Bunn, introduced himself and welcomed the Task Force members to this inaugural meeting for the Medford 2040 Vision project.

II. Mayor's Remarks

Mayor Randy Sparacino discussed what this Vision project will mean to the City of Medford, noting it has been over twenty years since the city has engaged in a similar process. He emphasized that with some of the best minds of Medford sitting on this Task Force they will create a guiding document to propel the city forward and noted "we all share in this desire to make Medford the best place to live, work, and play." At the end of this process,

this Task Force will have a hand in guiding Medford forward into its bright future.

III. Task Force Introductions

Erik Jensen, project manager with Jensen Strategies, introduced his qualifications and experience in city vision project management. He also introduced the Vision project staff in place to support this process and the Task Force members. Jensen then facilitated Task Force members' introductions where they shared their connections to the City of Medford, both personal and professional. As part of the self-introductions, Task Force members were asked about what will make this project successful; some highlighted answers include:

"This project will be successful if..."

- *The task force collaborates peacefully and focuses on the task at hand*
- *[We] get clarity*
- *If we grind vision into implementable policy*
- *If we stay focused and we have clear rules and accountability*
- *If we find a way to personalize it and connect with residents, so they feel like it is their vision*
- *The table is large enough so that all community members are represented*
- *We have good, concrete, achievable near-term goals*
- *We have a collaborative approach looking to all the sectors*
- *If we have representation from people from all walks of life*
- *We are willing to wrestle with hard issues and still come out collaborative friends*
- *The plan is executable, and our goals are things we can do*
- *If we have things to do coming out of these meetings*
- *We try to keep the welcoming nature of Medford in place*
- *Using transparency and actually listening*
- *We recognize the potential of what Medford can be*

IV. Task Force Charge & Guidelines

Chair Daniel Bunn reviewed the Task Force charge: "to develop and recommend to the Medford City Council, a Medford 2040 Vision Statement and an Action Plan." Subsequently, reviewed the [Vision Task Force Guidelines and Expectations](#). Bunn asked the Task Force to vote on the adoption of the Vision Task Force Guidelines and Expectations and all voted in favor of adopting the written Guidelines and Expectations.

Question: How does this Vision relate to the City of Medford's strategic planning?

Answer: The City meets with City Council to develop biennial goals. These council-approved goals are short-term that plan for two, three, or four years out only. This Vision project is something the city hopes to accomplish over a twenty-year period.

V. Community Visioning Overview & Success Factors

Jensen gave a presentation on the basic community visioning elements including: purpose, time period, key stakeholders. He shared examples of success from the cities of Hillsboro and Lebanon to use as a guidelines for the Task Force to move forward. Jensen also provided a vision and action plan structure that includes:

- An overarching vision statement, with more detail provided in separate vision focus area statements; and
- An action plan with strategies and actions to implement the vision statement.

He noted this is not a plan solely for the City to implement. Rather, the vision looks at the community as a whole – so you end up with a cross section of interests that can encompass City services as well as activities and projects outside the City's purview. Hence, in addition to the City, there will be multiple community organizations that take responsibility for implementing the vision action plan.

Jensen shared the objectives of a community vision development process:

- Identify community trends and needs
- Be transparent with development process
- Seek, listen, and incorporate community input
- Bring equity and inclusion to discussions
- Use as many diverse outreach tools as possible
- Seek multiple and diverse implementing organizations
- Tangible products and documentation

He also offered five success factors involved with a visioning process:

- Stakeholder involvement
- Connectivity and consistency (between plan elements)
- Flexibility (in action plan implementation)
- Leadership unity and advocacy
- Implementation structure/resources

Following his presentation, Jensen opened the floor for questions from the Task Force, which included:

Question: Who owns implementation? We have the Vision community, an implementation committee, city staff, city council...who owns it? (Accountability is critical to success.)

Answer: It depends on the community and the city. Usually it's the city in some form. Some jurisdictions have used non-profit organizations formed for the job – this typically is not as

successful. It is a collaboration between city, education partners, transportations, and many more, so developing a group that is responsible for checking in every quarter or so to judge how the vision is progressing could be advantageous.

Question: What should we be aware of regarding amorphous organizations or communities surrounding Medford?

Answer: Ensure equity and inclusion across all entities in Medford; be sure to reach out to all members and stakeholders in community to ensure they are engaged.

VI. Break

The meeting convened for five minutes.

VII. Medford 2040 Process Overview

Jensen reviewed the overall Medford 2040 process, including timeline and deadlines the Task Force should hope to achieve. Since December, the project team has been working on developing a “baseline” (where are we now?) from which to develop the vision. The key sources include a community profile, community satisfaction survey, and stakeholder interviews with results to be presented on February 2nd.

The months of February through June will be focused on the creating the Vision Statement draft, seeking community input on draft, and eventual consideration and adoption by City Council of the final Medford 2040 Vision Statement in June.

Following that milestone, the months of June through December focus on developing the action plan with proposed strategies and actions as well as a recommended implementation structure. Subsequently, the Task Force will forward the full plan to the City Council for consideration and adoption in December. In early 2022, the journey of implementation begins! Jensen continued to review the Vision Task Force role and added that in an effort to boost public engagement, a Speaker’s Bureau will be formed.

VIII. Public Engagement Plan

Seth Baker emphasized that the Community Engagement Plan is a living document that will evolve as we learn from the community. He added that goals include: Inform, Consult, and Increase Equity. He reviewed in detail the different audiences and tools.

Seth Baker asked Task Force member for any suggestions on audience members that may not appear on his list already; those suggestions comprised of small business, the growing work from home population, people that may live outside the community but work within it, the LGBTQ community, and community members who typically avoid contact with any government entities.

IX. Logo Review & Discussion

Seth Baker revealed proposed Vision project logos and discussed what the specific goals of the logo are for this project. The team decided to use the Medford “M” as a community symbol. He provided two options for the Task Force to consider:



After much discussion, the overall consensus was to use Option 2, but incorporate more of the “professional” elements from Option 1. Additional comments included:

- Apply a similar lettering (kerning/size/spacing) from Option 1 to Option 2
- Make a set pattern of colors around the “M” and perhaps add brown to the pallet
- Make Option 2 “less distracting”, as I am “not sure what I should look at”
- Consider using a block for “2040” in Option 2 similar to Option 1?
- Evoke “motion” and “progress”

	Option 1	Option 2
Things to keep	<ul style="list-style-type: none"> • “Clear”, “Clean”, “Professional”, “Concise” • Looks like a check mark – like we’re getting things done • Like the lettering (kerning, size, space) 	<ul style="list-style-type: none"> • “Fun”, “Colorful”, “Celebratory”, “Vibrant” • Reminiscent of colors in Hispanic culture • Looks like a table with a lot of different people facing each other • Looks like a wheel or could be a gear rolling forward

		<ul style="list-style-type: none"> • Evokes diversity, inclusivity • New and different
Things they would change	<ul style="list-style-type: none"> • Looks like the City brand, more of the same, not new and different 	<ul style="list-style-type: none"> • Too busy • Orange is too vibrant/orange not vibrant enough • Distracting – don't know where to look • Don't repeat colors next to each other – make a set pattern • Consider putting "2040" in an orange block?

X. Closing Remarks

Chair Bunn closed the first Vision Task Force meeting with a brief review and opened the floor to comments or questions from Task Force members. It was suggested there be a focus on person-to-person contact for the many Latino/a/x-owned small businesses in Medford as they are unlikely to visit the City website and believes there would be better participation if one or more Task Force members visit each business to do in-person interviews.

Jensen reminded the Task Force that a scheduling poll has been sent out regarding the February 2nd meeting. Subsequently, Bunn adjourned the meeting.