



Master Plan Committee Meeting  
Tuesday, July 17, 2007, 3:00-5:00pm  
Michael's On Main, Soquel

## Minutes

**Special Guest:** Katie Greaves (Sonoma County CCPC Coordinator)

**Members Present:** Sandy Davie (Co-chair), Larry Drury (Chair), Jody Pemberton

### I. Welcome and Introductions

All present were welcomed and introduced themselves.

### II. Review Master Plan update and revision process and existing plan for getting feedback and buy in on Master Plan.

Hiranya and Sandy reviewed the process the Executive Committee undertook to update the Master Plan from 2008-2003 as well as the current plan for seeking and receiving feedback on the updated plan. See "Action Plan" under "Attachments" on the Agendas and Minutes page for details.

### III. Review goals as set by committee at CCPC retreat

#### Draft Master Plan Committee Goals (set at CCPC retreat)

- 1) Strategize process of vetting Master Plan in the community
- 2) Implement plan for vetting
  - Keep track of input
  - Incorporate revisions
  - Potentially create an addendum to include community comments
- 3) Act as a "hub" for connection with and between other groups/agencies.
- 4) Fill in the "potential implementers" column of the Master Plan
- 5) Decide whether or not to create a time line for goals in the Master Plan.
- 6) Adopt a finalized Master Plan by June 2008.

### IV. Special guest Katie Greaves from Sonoma County to present the work of Sonoma's Master Plan committee.

#### Sonoma County's Process

- Went to community first to get input and buy-in prior to creating document.
- Created some initial goal language.
- Most important goal was to get community buy-in.
- Held several large community meetings. Sent out a blanket community invitation, followed by many person-to-person phone calls. Breakfast and Lunch were included.
- Did presentation of Needs Assessment. Then asked "what do you want for children in general?"

- Next, took all feedback from first in-put session and put it into five goals.
- Then asked, where do we need to get additional information? Held a series of structured focus groups each aligned with indicators in plan (e.g. capacity) to hone in on strategies.
- Asked people to sign-up for a focus group at first session according to the sector they represent.
- Asked “anyone else not here that you think should be here?”
- Then came up with goal language, strategies, indicators, and potential implementers.
- Master Plan is a standing agenda item at all Council meetings. Council had to agree to take ownership and have familiarity with the plan. Each member was asked to take it back to their agencies and present it to their boards.
- Held a workshop called “Moment-in-time” to receive feedback on the plan. Each person at a computer typing in feedback for all to see and discuss.
- Created a chart to take in, review and report back on everyone’s feedback (with columns for Input, Analysis and Action Items)
- Held a Public Hearing to present plan. Invited everyone who had been involved along the way.
- Master Plan Committee every year does outreach in the form of presentations to community organizations, service organizations, elected officials, chambers, etc.. All Council members are expected to find agencies in community that they feel might be willing to participate in accomplishing any part of the plan. Then committee brings just that part of the plan to the agencies to present it to them and get their buy-in.
- “Incoming” function of Master Plan committee to find out what agencies in the community are already doing. Held focus groups on areas of plan where there was not a lot of action or areas which the council members didn’t know enough about and asked agencies the following questions: what are you doing already? What else should we be thinking about that we haven’t included in the plan? What else are you willing to do to address this area?
- Created a form for agencies to assist them in finding themselves in the plan (i.e. identifying goals that relate to their work). Agencies were asked to fill out and return the forms to the CCPC. Information from these forms was then entered into the database.
- Each year the CCPC chooses one or two areas of the plan not being implemented to focus on for the year. CCPC picked specific strategies to carry out.
- Before each focus group, CCPC runs reports from database showing what’s happening for each goal area in the county.
- CCPC conducts a mid-plan (2.5 years into it) narrative report based on data reports from database.
- Sonoma’s CCPC has held 10-12 presentations on their Master Plan this year (about 15-20 minute presentations followed by questions and answers).

**Sonoma has the following committees:**

- A Master Plan Committee with output and input workgroups.
  - A Data Committee – does Needs Assessment updates and annual Priorities Report.
  - A Special Topics Committee to address a strategy in the Master Plan. This past year they had the “Number One Question” Committee – brought Abby Thorman to town to help start a public awareness campaign focus on the questions: “Is it good for the children?”
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**Specific Suggestions from Katie:**

- You'll probably come across the perception that this is your plan, so you'll need to work to ensure that people feel bought into the plan as a community-wide plan.
- Assign people from the council to call a set of people/agencies to come to input session. Assign seating to ensure good mix of sectors at each table.
- Hire facilitator for input sessions.

**V. Discuss/brainstorm a plan for Santa Cruz County CCPC based on information gathered from Sonoma County.**

Members briefly discussed how such a process could be implemented here in Santa Cruz but further discussion is necessary.

**VI. Next Steps:**

- Members agreed to read and assimilate the information from Sonoma County prior to next meeting.
- Hiranya to make copies and distribute handouts to other committee members.
- Members will begin to discuss process in Santa Cruz County at next meeting.
- Hiranya to make sure to get all planning materials from Katie before she leaves her job.

**VII. Adjourn**

Meeting was adjourned at 5:00pm.

**Next Meeting: Tuesday, August 21<sup>st</sup> 3:00-5:00pm.**

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