

TOWN OF BETHLEHEM
BETHLEHEM 20/20 ADVISORY COMMITTEE
January 23, 2009 Meeting Record
Elsmere Fire Station, Poplar Drive
7:30 – 9:15 a.m.

Members Present:

Terri Egan, Co-Chair, Kenneth Ringler, Co-Chair, Peter Conway, Lisa Evans, Susan Hager, John Piechnik, Ted Putney, Brian Stenson, Christo Zemerling

Members Absent:

Steve Baboulis, Keith Bennett, James Blendell, Mort Borzykowski, John Clarkson, Steve Coffey, Joanne Cunningham, Cathy Griffin, Terry Hannigan, Dick Kotlow, Jim Lytle, Pam Robbins, Patty Salkin, Bob Verstandig, Jr., Bob Ward, Ann Wendth

Town Staff Members Present:

Supervisor Cunningham, George Leveille, Suzanne Traylor

1) **Co-Chair Report**

- **December 19, 2008 Meeting Record:** The draft meeting record was approved without further amendment.
- **Other:** No other business was reported.

2) **Report of the Communications Sub-Committee**

Sub-committee chair John Piechnik provided a brief report on the fourth meeting of the communications sub-committee, which was held on December 4. The following are highlights of his report:

- An update of the proposed schedule for public outreach was provided
- It was time to finalize the list of speaking volunteers as well as a list of potential organizations and groups that could be addressed
- The focus of the committee's efforts in the next two months will be the taping of public television segments to table-set the 20/20 initiative and the upcoming Town survey

3) **Report of the Community Survey Sub-Committee**

George Leveille spoke on behalf of sub-committee chair Pam Robbins and indicated that the sub-committee had met recently and devoted its entire meeting to developing the draft key questions that would be discussed later in the meeting.

4) **Discussion of SWOT Results**

George Leveille led a discussion of the SWOT session results that were included in the draft December 19, 2008 meeting record. Suggested changes will be incorporated into a draft report for further discussion at the February 13 committee meeting. The SWOT information is background information that will be used by the committee in developing its work products including.

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5) **Discussion of Vision Statement Elements**

George Leveille led a discussion of the vision statement elements that were included in the draft December 19, 2008 meeting record. The committee felt that the list of elements was substantially complete and it was agreed that Leveille would prepare a preliminary draft vision statement for the Town government in the year 2020.

6) **Discussion of Guiding Principles**

Terri Egan and Ken Ringler led a discussion about guiding principles. The guiding principles from the Town's comprehensive plan were circulated to the committee and discussed. It was pointed out that the comp plan guiding principles were inherently broader and related more to land use and form of the community. In the context of 20/20, the guiding principles should be more narrowly defined as relating to the Town government as an organization. In this context, many of the principles were deemed relevant to the 20/20 mission, including the following: adaptability, diversity, fiscal responsibility, and inter-municipal cooperation and community partnerships. Where the comp plan identified environmental sustainability as a guiding principle, the committee felt that sustainability should be defined in a broader context to include environmental, energy, and fiscal matters. It was agreed that George Leveille would develop a preliminary list of guiding principles for consideration at the February 13 committee meeting.

7) **Discussion of Key Survey Questions**

George Leveille led a discussion of draft "key" survey questions that were developed by the community survey sub-committee and circulated to the committee prior to the meeting. The committee members were asked to submit any comments on the questions and also, in preparation for the next meeting, to actually answer the questions as an exercise to test their validity. The questions will be refined over the next two meetings for inclusion in the community survey that is targeted for distribution in mid-March. The Town was reminded to provide any additional questions regarding current programs and services that it would like included in this section of the survey.

8) **Action Items**

- a. Committee members will complete the "key" survey questions for feedback and discussion at the February 13 committee meeting.
- b. Committee members to provide any final comments on the SWOT results at the February 13 committee meeting.
- c. Staff to refine SWOT analysis, prepare preliminary outline of guiding principles and a draft vision statement for discussion at the February 13 and 27 committee meetings.

Next Meeting:

Friday, February 13, 2009, Elsmere Fire Station, 7:30 – 9:15 AM

To submit comments and questions, contact:

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