

**Futures Planning Team – Project Coordinating Team Meeting**  
**11:00 am, September 4, 2007**  
**Black Hawk County Courthouse, Room 204**

IN ATTENDANCE: Facilitators LaDene Bowen, Bill Wood, and Don Chaplain of the Institute for Decision Making (IDM), UNI; citizen members David McCalley, Lou Porter and Floyd Winter; Waterloo Mayor Tim Hurley, County IT Director Kim Veeder, County Supervisor Frank Magsamen, County Attorney Tom Ferguson, County Auditor Grant Veeder

Bowen reviewed the project flowchart and expected timeline. She said futurist Rick Smyre was chosen to lead the first forum (October 17, 2007) because his organization Communities of the Future focuses on communities rather than businesses.

Winter asked about the existing long-range plans of Waterloo and Cedar Falls. Magsamen said it was important that county the plan not exist in a vacuum, that it blend in with other community plans. Bowen stressed that the end result would be a guide for Black Hawk County specifically.

McCalley asked about public involvement. Bowen said the Futures Planning Team would have about twenty members representing various sectors of the community. Magsamen said he wanted broad input from citizens through meetings and websites and so forth.

Mayor Hurley asked about the expenditure of public funds for the project. Magsamen said he felt it was fiscally responsible to study demographic and growth trends in the county, and thought any plans should be reviewed on an ongoing basis.

Bowen said the October 17 Rick Smyre presentation, to which members of various segments of the community would be invited, would be from 6:30 to 8:30 pm in the Petersen Town Hall at the Waterloo Center for the Arts. She said it would be followed the next day by a meeting (probably held at UNI for about an hour and a half) of the Futures Team with Mr. Smyre to discuss how to apply the principles of his presentation to Black Hawk County's situation. Then in November or December a second forum would be held with sector experts, in areas like public health and transportation. Around January and February two sessions would be held on setting future directions, and a strategic plan would be finalized through meetings ending in summer of 2008.

The team discussed the community sectors to be invited to the October 17 meeting. They discussed charging a fee or getting a sponsor to cover refreshment costs. A pre-existing list of categories for the Futures Planning Team was distributed for members to amend.

Bowen showed some examples of postcard invitations. The team opted for the more economical, one-color variety. The committee discussed sending postcard invitations about a month prior to the October 17 meeting with followup email reminders.

The team discussed whether the meeting would be open to the public or by invitation only. Porter said that if the initial meeting isn't open, people will feel that it's a done deal and that their input, when solicited, won't be taken seriously. Magsamen said it would have to be an open meeting anyway if a majority of the Board of Supervisors attends. Mayor Hurley suggested meeting with the *Courier* a couple of weeks in advance of the meeting, and having the auditorium at the Arts Center as a backup to Petersen Town Hall in case of a large public response.

In consideration of effective marketing, Bowen presented potential names for the forum and for the plan. After discussion, the team settled on "Taking Time for the Future" as the forum name and "Government for the Future – A Black Hawk County Initiative" for the plan name.

The next meeting of the Project Coordinating Team was scheduled for September 17, 2007 at 8:00 am, at the Courthouse. Bowen said a draft of the invitation would be emailed to members before then.

Ferguson talked about the makeup of the planning team and expressed concern that 15 to 20 members may not be enough. Bowen said it could be larger, maybe 25.

The meeting adjourned at 12:15 pm.

**RECAP:**

- Frank M. will email the list of categories for the Futures Planning Team for possible amendment.
- Ladene B. will email a proposed postcard invitation for review by the team prior to the next meeting.
- Next Project Coordinating Team meeting: Monday, September 17, 2007, 8:00 am, Courthouse Room 204.
- October 17, 2007, 6:30 pm: Forum with Futurist Rick Smyre, Petersen Town Hall, Waterloo Center for the Arts
- October 18, 2007: Futures Planning Team meets with Futurist Rick Smyre at UNI.