

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM
EXECUTIVE COMMITTEE MEETING
Tuesday, November 19, 2013 10:30 AM
Akron Urban League

1. Welcome and Introductions
2. Public Comment
3. For Action
 - a. Approval of Meeting Minutes September 24, 2013 and October 22, 2013 (attachment)
 - b. Resolution 2013-03 regarding future of organization
4. For Discussion
 - a. Objectives for December/January & Watch List (Morrison)
 - b. Board Action on Vision in December and February (Morrison)
 - c. Leveraged Match Status update (Maier)
 - d. HUD Grant Extension Status (Morrison)
 - e. Fund for Our Economic Future Match-Grant Status (Morrison)
 - f. Regional Data/GIS sharing feasibility analysis (Maier)
 - g. 2014 Board Meeting Schedule/Annual meeting
5. For Information
 - a. Standing Committee Reports
 - i. Technical Steering Committee (attachment)
 - ii. Finance Committee Report (no business conducted)
 - iii. Communications and Engagement Committee Report (no business conducted)
 - iv. Nominating Committee Report (tbd)
 - v. Personnel Committee Report (no business conducted)
 - b. Organization
 - i. Progress and Status of Products
 - ii. Month End Financial Report (attachment)
 - iii. Open and Pending Contract Update (attachment)
 - iv. Leveraged Match Report (attachment)
6. Old Business
7. New Business
 - a. Next Executive Committee Meeting
 - i. December 3rd, 10th, and/or 17th

Adjourn

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

NEOSCC Executive Committee Meeting

Tuesday, September 24, 2013

11:00 AM

Akron Urban League

Attendance: Jason Segedy, Joe Hadley, Bob Nau, Bill D'Avignon, Gene Nixon, John Getchey, Rachel McCartney, Fred Wright, Jeff Dutton, Grace Gallucci, Mike Lyons

Phone: Bethia Burke

Staff/Other: Hunter Morrison, Emma Petrie Barcelona, Sara Maier, Antoine Buie, Kelly Harris, Mike Nichols, Lucy Miller, Jeff Anderle

The meeting started at 11:35 a.m. by the alternate chair Bob Nau. Welcome and introductions were made.

There was a **motion** to approve the August 13, 2013 minutes made by **Gene Nixon** and **Jason Segedy**. Motion carried

Hunter Morrison spoke about the first draft of the regional vision framework with Sasaki. Mr. Morrison mentioned the two sets of meetings that were set up for October.

The two types of meetings to be conducted are the public Vision Sessions and organizational Caucuses. Mr. Morrison mentioned that the goals for the Vision Sessions were to review the data from the phase 2 workshops, have a conversation on emerging vision, and to get feedback.

The caucus meetings will be held from October 15th - November 1st. It is anticipated that the meetings will be held at the Cobalt offices where there is more space. Mr. Morrison mentioned that there were nine different caucuses that were created. Joe Calabrese will run the first transit caucus at RTA. The main goal for the caucuses is to drill down on policy recommendations

Mr. Morrison talked about two forums sponsored by David Frost. The forums consisted largely of citizens that were concerned with Vibrant NEO and NEOSCC. Mr. Anderle spoke about the forum he attended in Independence. Mr. Anderle stated that there were about 150-200 people in attendance. Mr. Anderle noted that in Independence there were six speakers including Grace Gallucci. Each speaker spoke for ten minutes with a five-minute rebuttal period once all of the speakers finished. Topics included climate change, different energy sources, and Agenda 21. The last speaker was David Frost, who provided information on how he thought they all tied together.

Once all the speakers were done presenting there was a forty five-minute to an hour Q & A period. The majority of audience questions were directed to Ms. Gallucci. One of the biggest concerns brought up by the audience entailed the foundation of NEOSCC's work. It was also brought up during the forum the request for citizens to have an opportunity to speak at NEOSCC's meetings and be able to publically ask questions. Mr. Morrison mentioned that there is a five-minute opportunity to speak during our public comment but also understood that everyone's topics were worth more than five minutes. Mr. Anderle mentioned how there was no name calling or speaking out of turn and that the audience was very polite. Mike Lyons and Mayor Bruce Akers also attended the forum.

Mr. Segedy spoke about having a forum at the next round of meetings. Mr. Anderle commented that grandstanding could be an issue if a public comment period was opened up at the end of the meetings. Mr. Morrison mentioned taking it under advisement and how it can lead to debates. Mr. Segedy stated that the public should have an opportunity to speak since NEOSCC is advertising themselves for the public. Mr. Segedy mentioned an idea for the audience to have two minutes at the microphone to make their statements and concerns. Mr. Anderle mentioned that the forums were recorded and that there are Youtube links of the forums.

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

Bob Nau asked for the consensus on if NEOSCC should allow an open forum for the vision meetings. Mr. Anderle mentioned extending the meetings an extra half an hour. Mr. Segedy suggests that people should have the opportunity to speak and share their opinion. Mr. Morrison brought up the problem that people would just come to argue and debate.

There was a **motion** for adding an extra half an hour at the Vision Sessions for the audience to talk made by **Mr. Segedy**. The motion was seconded by **Jeff Dutton**. Motion carried.

Dave Fitz from Strategy Design Partners spoke about the future of the organization. Mr. Nau mentioned that there wasn't going to be any action taken today, but that we needed to start the conversation and get an update. Mr. Fitz spoke about NEOSCC and how we will frame the future.

Some of the topics that were covered included:

- NEOSCC mission
- Services that will be provided
- The board structure
- Funding
- Staffing
- How to put it all together.

The reality is how are we going to deal with the region moving forward?

Mr. Fitz spoke about a proposed regional vision and a new proposed mission as well as the criteria or expectations for board membership moving forward. Mr. Fitz mentioned that the goal is to create a balanced board with geographical reach. Mr. Fitz wants to see more corporations involved while keeping a small but nimble staff with roughly four positions and a 350-500k budget. Mr. Fitz mentioned that NEOSCC needed to raise 1.5 million dollars to go for three more years. Mr. Segedy mentioned that it would be beneficial to focus on the future and what work we will be doing rather than operations.

Mr. Segedy pointed out that we should narrow down our focus and then talk about who's on board. Bethia Burke agreed with Mr. Segedy and claimed that in order to request funding there needs to be a demonstration of what NEOSCC will accomplish. Ms. Burke mentioned that it's hard to ask for funding without knowing exactly what will be accomplished. Mr. Morrison mentioned that we need to answer the questions of what sets NEOSCC apart, and why should we be funded over everyone else.

Mr. Morrison noted that NEOSCC is going to need to go into next year to allow bodies to verify and approve the work. By December the board will be taking action to approve a draft or plan proposed vision. Mr. Morrison stated that the Vision presented reflects what is being heard. Mr. Morrison also explained that the caucuses encourage implementing agencies to take ownership of topics.

Mr. Segedy spoke about the MPO boards approving the plan. Mr. Segedy said that out of the 33 members only four are MPOs. Mr. Morrison mentioned that each board member has a different mandate. Mr. Segedy brought up the question, "What does it mean if an MPO approves this?" compared to different organizations and non-profits. Mr. Morrison mentioned that by December NEOSCC should have a conditional approval from a professional standpoint.

Mr. Nau mentioned that whatever we need approved should be decided by the board. Joe Hadley mentioned a board approval of the draft, which would then be sent out to entities for approval followed by preparation of the final draft. Mr. Morrison mentioned that we should be specific enough in the report that there aren't enough holes and that the wording should be careful.

The current grant termination is December 31, 2013, with closeout on January 31, 2014. Mr. Morrison stated that

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

NEOSCC is requesting and anticipating an extension for the grant. Mr. Nixon mentioned that we needed to put together a schedule for what everyone should expect.

Mr. Segedy talked about what approvals means, including “What does the approval from the board mean?” and “What does the approval from the MPO’s mean?” Mr. Segedy mentioned that he doesn’t know what the collective vision for transportation is.

Mr. Nau said that we want to do some sort of collective review within a month for non-binding draft. The draft should be set up for approval before the end of year. Mr. Morrison agreed. Mr. Morrison said that we should find out the status of the extension one month to six weeks from when Steve Cerny receives and reviews all the submitted information. Gene Nixon says that we need to be clear on what we’re voting for.

Mr. Morrison said that NEOSCC isn’t a planning agency but is an advisory body/task force. Mr. Morrison noted that NEOSCC is in no position to carry out recommendations. NEOSCC is here to create a vision that gives different bodies an opportunity to take action.

Fred Collier asked the question, “When will we have a final vision created?” Mr. Morrison said that we should have a draft worthy of presentation to different bodies by end of year with conceptual approval to move to the next level. The work is not done until we have the majority vote from board.

Emma Petrie Barcelona mentioned that the auditors would be at the board meeting for approval. There was already an approval of the audit from the Finance Committee. Ms. Petrie Barcelona noted that it was a clean audit with no findings and no need for substantial change. Ms. Petrie Barcelona noted that given an unclear future, a couple extra sections were added that point out what we anticipate moving forward.

Mr. Morrison spoke about the staffing changes that have taken place at NEOSCC. Mr. Morrison mentioned that Zack Brown, Julie Whyte and Grant Taylor took different positions outside of NEOSCC. Mr. Morrison noted that Kelley Britt, Kelly Harris, and Joe MacDonald are going to NOACA. Antoine Buie was moved to Planner II and will be Secretary of the Board, and Mike Nichols was moved to Operations and Finance Assistant, and will also be the Secretary of the Executive Committee.

Ms. Gallucci mentioned that it’s important we keep talent here because of the expertise we’ve picked up.

Mr. Morrison said that we have submitted a draft to Steve Cerny that is waiting on approval. Mr. Cerny sent us his checklist to make sure NEOSCC is giving him what he needs with regard to the extension request. Mr. Morrison noted that NEOSCC is applying for a six-month extension and that we will be adjusting accordingly.

There was a **motion** to adjourn by **Mr. Hadley** and seconded by **Mr. Lyons**. Motion was approved and the meeting ended at 12:35 p.m.

Next Executive Committee Meeting: Tuesday, October 22, 2013

Next NEOSCC Board Meeting: Tuesday, October 22, 2013

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

NEOSCC Executive Committee Meeting

Tuesday, October 22, 2013

11:30 AM

Akron Urban League

Attendance: Jason Segedy, Joe Hadley, Bill D'Avignon, John Getchey, Donna Skoda, Fred Wright, Grace Gallucci, Mike Lyons

Staff/Other: Hunter Morrison, Emma Petrie Barcelona, Sara Maier, Antoine Buie, Mike Nichols, Lucy Miller, Jeff Anderle

The meeting started at 11:41 a.m. by the alternate chair Jason Segedy. Welcome and introductions were made.

Hunter Morrison spoke about the NEOSCC timeline, where NEOSCC is now and what is expected in the future. Mr. Morrison mentioned the ten Vision Sessions as well as the nine Caucuses that were currently going on. Mr. Morrison also spoke about how there would be a brief Board Meeting followed by a discussion meeting.

Mr. Morrison mentioned that during the November Board Meeting there would be time dedicated to presenting the current work that has been made. During the December Board Meeting, the Vision Framework and Products will be presented. The December Board Meeting will also be used to ask for approval to move forward with the Vision Framework and Products.

Mr. Morrison mentioned that he was looking for the committee's input on the timeline moving forward. The time during the post-Board Meeting discussion would be used to drill down on recommendations. During this time, there will be a discussion exercise to review recommendations and make sure that they are stated in a clear and concise language. Mr. Morrison also wants to make sure that the recommendations are something that NEOSCC can own, so that they can move from plan to implementation. Mr. Morrison said that any recommended edits should be submitted by October 31.

Mr. Morrison asked the committee to review the draft Vision documents and send any comments to Mr. Anderle. Mr. Morrison stated that in October and November, the PMO's would be contacting the Board Members to discuss their organization's approval process and set up any requested presentations in January. During the December 17th Board Meeting, there will be a vote to release the vision and products for presentation to the Board Member's respective organizations.

Mr. Morrison mentioned that we are revising the regional vision and working on the final report. Mr. Morrison also said that NEOSCC is documenting all the Vision Sessions and Caucuses. NEOSCC is also doing frequently asked questions. He noted that the staff are preparing for future outside presentations. These presentations include audiences such as the MPO/COGs, EPAC in YSU Eastgate, a presentation in Columbus, and a presentation for the APA at the Akron Urban League.

Mr. Morrison mentioned that there were 436 attendees for the Vision Sessions. The largest turnout was in Painesville and it had an interesting dynamic. Mr. Morrison mentioned that we are heading towards the final plan and products. The goal is to conclude the work in December.

Ms. Miller mentioned that the Caucuses were very informative and the attendees were really engaged. Mr. Segedy asked if there was anything the Executive Committee should know as far as staffing. Mr. Morrison said that the PMO/staff would be able to pull everything together and that NOACA has been very committed. Mr. Morrison mentioned that the NOACA staff would be available to finish the job and that Ms. Maier is working very closely with us. Mr. Morrison said that with all the uncertainties, that there is always a risk of losing additional staff. Mr. Morrison mentioned that the staff signed on until December 31st, but that we applied for a six-month extension that would allow us to go into next year.

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

Ms. Maier mentioned the need for editorial graphics and editing help. Mr. Morrison said that we are going to have a crunch on editing and that we expect to finish the writing either this week or next. Mr. Hadley mentioned that he could assist with the work. Mr. Morrison said that we would be very specific in what we need as far as graphic and editing help.

Mr. Hadley asked if there would be a process for addressing comments. Mr. Morrison said that we haven't thought that far ahead and that if we get significant edit changes, then we would have to bring people back together. If there only happens to be minor edits, then there would be no change.

Ms. Maier mentioned that the feedback from the Caucuses would be integrated in real time. Ms. Maier said that a lot of the comments have been more wordsmithing and conflicting ideas. Mr. Anderle said that he expects that there would have to be some decisions made in the final hour and he hopes to get the Executive Committee's viewpoint on what's coming in. Mr. Anderle mentioned that at some point we would have to draw the line for additional edits and changes. Mr. Segedy mentioned that there was a high level opportunity to engage people on the content of the final product.

Mr. Morrison talked about what was going to happen at the discussion meeting following the Board Meeting. Mr. Morrison said that the Board Meeting would be short. After the Board Meeting, Patti Choby would be coming in to share the findings. The Board Members would then break into groups. Mr. Anderle said that they wanted to get through the actual Board Meeting in less than 45 minutes, leaving plenty of time to discuss and react to the findings.

Mr. Anderle shared information on the process in that there would be a two-phase exercise to take a look at the recommendations and initiatives. The Board Members would travel to different tables and put up stickers on the boards to show whether the issues should be a high priority, low priority or a topic for discussion. The exercise would be limited to a half an hour. The Board Members would break into groups of six and discuss what they learned from the exercise and what issues were rising to the top in terms of stickers.

Mr. Anderle said that we wanted to break down into groups so that the Board Members didn't feel like they were talking to everyone as compared to a small group. The stickers help Sasaki determine what is important.

Mr. Anderle said that we want to cover what people find most interesting and want to talk about. Ms. Petrie Barcelona mentioned that it would be important to see where there is strong support and where there is a lack of support. Mr. Morrison followed that we want to be sensitive to language. Mr. Morrison said that they found out in the Caucuses that they want to push further and be more specific. Mr. Morrison mentioned that there will be other opportunities to review the draft document, but that we want to have the discussion on how this all fits together.

Mr. Segedy said that it is a good exercise to do, because questions have come up about voting from the Imagine My NEO survey. Mr. Segedy mentioned that is nice to get the Board's feelings on how various priorities stack up. Mr. Morrison said that we want the Board to feel like they can own the product and be able to confidently present it to their respective bodies. Mr. Getchey asked if the voting was consistent from the Vision Sessions. Mr. Anderle said that it was indeed consistent. Mr. Morrison said that we are getting close alignment on broad themes.

Mr. Morrison mentioned that he submitted the HUD grant extension letter. Mr. Morrison said that he recently went to Washington DC to meet with Representative Joyce from Geauga and Lake County. Mr. Morrison said that he briefed Congressman Ryan and Congresswoman Fudge, as Representative Joyce was unavailable. Mr. Morrison shared some of Representative Fudge's challenges and how NEOSCC and the vision might help.

Mr. Morrison mentioned that he was able to have an offline conversation with Steve Cerny. Mr. Morrison said that the grant extension request is a six-week process, but has been set back due to the government shutdown.

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

Ms. Petrie Barcelona said that it can take up to eight weeks, but we should know the decision by mid-November. Mr. Morrison said that they worked closely with Mr. Cerny as far as content and that it should be expedited. Mr. Morrison mentioned that he requested a six-month no cost extension.

Mr. Segedy asked if we have a contingency plan if we don't get the extension. Ms. Petrie Barcelona said that we would finish the work and spend January closing up. Ms. Petrie Barcelona mentioned that the back end responsibilities would fall on the Board and NOACA. Mr. Morrison mentioned that NEOSCC would be on time and on budget with the work. The contingency plan is that we get the job done to the Board and HUD's satisfaction by the end of the year. Mr. Morrison said that any final adjustments would be part of the closeout.

Mr. Morrison mentioned that if there would be no more money or time, we would have done all we need to as a project by January 31st. Mr. Getchey asked if we have any in-kind or cash match for HUD dollars and if we have enough to bring in those dollars. Ms. Maier said that we won't hit the percent of the committed match, but we are on target to hit the required match. Ms. Petrie Barcelona said that one caveat is that if fund raising takes place, then we can still do work even if HUD stops funding. Mr. Morrison mentioned that Mr. Cerny has been copied on everything that we have done. Ms. Miller said that Mr. Cerny is coming next week to the Monday morning Caucus. Ms. Skoda asked if there was any reason that we wouldn't get an extension. Mr. Morrison said no. Ms. Miller mentioned that all the conversations with Mr. Cerny have been positive.

Mr. Morrison mentioned that NEOSCC has been in communication with the Fund. Mr. Morrison said that back in September we asked for the remaining grant money that was pledged to the consortium. Mr. Morrison recalled that the grant agreement included a \$500,000 in kind match. The original grant had several conditions including getting the 501c3 and expanding the Board. Mr. Morrison mentioned that only \$217,000 has been released and that we are requesting the remaining match. Mr. Morrison said that the staff has been working on a proposal that has several different elements for the remaining \$283,000.

Mr. Morrison stated that NEOSCC has allocated 50% of product development to Anthony Kobak, Joe MacDonald, and Kelley Britt. Mr. Morrison also said that NOACA has contributed \$65,000 towards the allocated \$171,000 to project management. NEOSCC is preparing a request to the Fund. Mr. Morrison mentioned that the Fund for Our Economic Future's grant letter terminates February 1st and there is no interest on their part in an extension.

In terms of the future, Mr. Morrison mentioned that NEOSCC has contracted with the Strategy Design Group for the work to-date and the effort would need \$40,000 for the second phase of work. The second phase of work, which the Board may want to undertake, includes funding strategies and development tools. The request for both phases of work is \$80,000 for what has been accomplished to-date and needed services to add specificity and detail to the next steps.

Mr. Morrison mentioned that Bob Jaquay and the Fund have shown a strong interest in the development of a regional GIS data platform. Chris Horne estimated that it would cost \$50,000 to take what we have and make it an online assessable data set.

Mr. Morrison mentioned that the request includes \$5,000 for food expenses for the remaining meetings and other HUD ineligible expenses. Ms. Miller asked if the GIS platform would be at NOACA. Ms. Maier mentioned that NEOSCC has the raw information and data, but the survey that everyone received explores what the different options are and what other MPO's are doing to make data assessable. Mr. Morrison said that this could be something that NEOSCC can do if it has a long shelf life. Currently the data is housed at NOACA and Mark Sailing is preparing the analysis.

Mr. Morrison asked David Fitz to structure the activity potential as well as the funding strategy for the future of NEOSCC. Mr. Fitz took the recommendations and broke them down into categories. Ms. Petrie Barcelona mentioned that there should be designated tasks and rolls, and review how the draft can be incorporated into action. Ms. Petrie Barcelona said that the draft is a template for how specific actions could be assigned to specific

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

work areas. Mr. Segedy mentioned that he is all for the framework and that once it is done, then we can have the conversation on staffing, funding, and other operational pieces that could occur. Mr. Morrison mentioned that the matrix is a draft and a way to think of the ongoing future of the organization. Mr. Morrison said that it is time to start thinking about what other people will contribute and what NEOSCC's unique role will be so the organization can be designed around that body of work. Mr. Anderle mentioned that this topic should be an agenda item at the Board Meeting so that the Board could dive into the details. Mr. Segedy also mentioned that it would be valuable to have a presentation on the subject.

There was a **motion** to adjourn by **Mr. Hadley** and seconded by **Mr Segedy**. Motion was approved and the meeting ended at 12:55 p.m.

Next Executive Committee Meeting: Tuesday, November 19, 2013

Next NEOSCC Board Meeting: Tuesday, November 19, 2013

ALTERNATIVE FUND DISTRIBUTION BASED ON GRANT END DATE

FUND Monies to February 1, 2014

Sasaki Project Management	110,000
Two Videos	20,000
Futures Committee: Strategy Design Group	80,000
Futures Committee: Statistical Sample Survey	20,000
Regional Data/GIS Platform	50,000
Non HUD-eligible expenses: food, etc.	3,000
TOTAL	283,000

FUND monies to July 1, 2014

Two Videos	20,000
RStrategy Contract Extension	20,000
Regional Convening	35,000
Pilots Program	50,000
Futures Committee: Strategy Design Group	80,000
Futures Committee: Statistical Sample Survey	20,000
Regional Data/GIS Platform	50,000
Non HUD-eligible expenses: food, etc.	8,000
TOTAL	283,000