

Minutes of the 12th Meeting of the Envision Jefferson 2020 Steering Committee
June 6, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Attendees:

Steering Committee Members

Lee Giorgio, Co-chair	Connie Casey	Lynn Parker
Cocie Rathborne, Co-chair	Bruce O'Neil	Erie Hebert
Norbert White	Ross Liner	Joanne Mire

Jefferson Parish Officials

Ed Durabb, Planning Director
Dr. Terri Wilkinson, Senior Planner

University of New Orleans College of Urban and Public Affairs
Wendel P. Dufour Jr., Principal Planner

GCR & Associates, Inc.

Larry Ringel, Project Manager
Chris Emmer, Land Use Planner
Roy Smith, Land Use Planner

Regional Planning Commission

Jim Harvey, Director of Planning

Burk-Kleinpeter, Inc.

Ed Elam, Senior Planner

Mr. Ringel began the meeting and Mr. Rathborne moved for approval for the April minutes. The minutes were approved.

Mr. Ringel explained the structure and process of the first Element Committee meeting, held May 18, 2002 at the Alario Center. Forty-nine Element Committee members and seven Steering Committee members attended the meeting. Mr. Ringel explained how Mr. Michael Lauer facilitated the meeting and directed the attendees in an exercise to write a Vision Statement. Attendees were organized into working groups and discussed positive and negative physical attributes of the parish. Each group was tasked to list the three most important physical elements of the parish's future. Mr. Lauer had each group read their list and a short discussion followed.

Mr. Ringel explained that following the meeting, Mr. Lauer prepared a Draft Vision Statement based on his observations and provided a copy of that document to the parish. The draft Vision Statement prepared by Mr. Lauer was presented to the Steering Committee for information and comment. Mr. Ringel explained that the draft would be presented to the Element Committee at their next meeting for further discussions and modification. He pointed out that the Element Committee had responsibility for content

Minutes of the 12th Meeting of the Envision Jefferson 2020 Steering Committee
June 6, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

and the process being followed would solicit comment from the Element Committee for subsequent consideration by the Steering Committee.

Mr. Hebert commented that the statement was written with a past tense feel and seemed to reference the past as opposed to a envisioning the future.

Mr. Rathborne stated that the Steering Committee had its own Vision Statement. He pointed out that the Steering Committee had “advise and consent” responsibility and wanted to know if the vision statement of the Steering Committee had control over the vision statement of the Element Committee.

Mr. Ringel advised that the Steering Committee was involved in directing a public process to develop a long-range plan. The public has responsibility to write a vision statement. Only the vision statement written by the public through the Element Committee can be used.

Mr. Georgio questioned the existence of a Steering Committee vision statement. He stated that the Steering Committee had a scope of work, and hoped that the work of the Element Committee could be combined with scope of work/vision statement of the Steering Committee to result in one vision statement that both groups could support.

Mr. Dufour stated that the Steering Committee had a guideline document, but that it did not constitute a vision statement per se. He cautioned presenting a vision statement as a product of the Steering Committee as opposed to a vision statement produced through the public process with input from the Element Committee.

Ms. Parker stated that she heard comments after the Element Committee meeting to the effect that people felt they were “jumping thru hoops”. They believed they were rushed at the meeting and feared that someone else may end up telling them what they said.

Mr. Ringel advised Ms. Parker that nobody was going to tell the Element Committee what it had said. At the next Element Committee meeting, the first item of discussion would be the vision statement. The draft would be presented to the Element Committee and discussed as to how it reflects the discussions they had at the last meeting and modified accordingly.

Ms. Parker asked that care be taken at the next Element Committee meeting when presenting the draft vision statement. She wants to be sure that the document is presented as Mr. Lauer’s draft based upon his interpretation of the comments received from the Element Committee at their last meeting, and not as Mr. Lauer’s personal offering.

Mr. Durabb stated that writing a vision statement is very difficult. By its nature, a vision statement is not very specific and making it have a positive tone is important.

Minutes of the 12th Meeting of the Envision Jefferson 2020 Steering Committee
June 6, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Ms. Mire expressed concern over the expression “preserving the best of its past” used in Mr. Lauer’s draft. She suggested removing the phrase from the introductory paragraph and including historical issues later in the vision statement. She also noted that transportation issues were seemingly omitted in the draft statement. Her general observation was that the draft was wordy and did not contain enough content

Mr. Elam stated that historical concerns are real and need to be tied into the vision statement. He advised against using the passive voice in writing the document and using more future tense to show what the parish is committed to.

Mr. Harvey pointed out that Mr. Lauer’s proposed draft is cumbersome and reads like a Planner wrote it. He suggested paring down the vision statement and reinforcing it through goals.

Mr. Rathborne had concern that the vision statement talks about education and the mission of a land use steering committee does not include educational concerns.

Ms. Parker wants to be sure that the Element Committee understands that the vision statement is a work-in-process and will be “massaged” several time as it is developed. She has no problem taking the draft to the Element Committee along with the suggestions and comments made by the Steering Committee.

Mr. Georgio stated that the draft should go to the Element Committee with the expressed concern from the Steering Committee that it focus on land use, quality of life and transportation.

Mr. Rathborne cautioned that the vision statement be presented to the Element Committee with the caution that it is a “wish list”. He wants emphasis on the funding requirements to accomplish the plan. He pointed out that someone eventually has to pay for new development and growth.

Mr. Durabb agreed that funding is a concern and that as plan development gets more specific, money issues come to the forefront. He noted that funding issues are address to a point in the prioritization process.

Mr. Georgio observed that the word “planning” is not used in the draft. He would suggest wording to the effect that the parish is leading the region in planning for economic growth... He further asked that if any of the Steering Committee members had their own vision statement, that they make it available for consideration. He sees Mr. Lauer’s draft as a fine effort, but confusing. He would prefer a simpler, more generic document that focused on land use and transportation more.

Minutes of the 12th Meeting of the Envision Jefferson 2020 Steering Committee
June 6, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Mr. Elam offered that to avoid confusion, maybe Mr. Lauer's work should be called a draft vision summary instead of statement and offered his reworded vision statement for consideration.

Mr. Ringel and Mr. Durabb gave a brief wrap up of the May 31, 2002 Technical Advisory Committee meeting. The Planning Team met with numerous Department heads to discuss opportunities and constraints at the department level as they affect plan development. The meeting was a "reality check" for the planners as they move into sketch planning. The discussion emphasized wetland management and permitting, infrastructure management, and financing.

Ms. Mire and Mr. Durabb led a discussion on funding and tax structure with the conclusion that the long-range plan is not being done as a vehicle for a tax referendum and that priorities are set as part of the plan to place funding in perspective.

Mr. Ringel then advised the Steering Committee of the format and structure of the June 22, 2002 Element Committee meeting at the East Bank Regional Library at 9:00 a.m. He advised that the meeting would start with a discussion of the vision statement. The draft prepared by Mr. Lauer would be presented and discussed with the provisos discussed earlier in this meeting. The focus of the Element Committee meeting will be Goals writing. An outside firm will provide professional meeting facilitators and a staff of professional planners will be in attendance. The Committee will be arranged into working groups of approximately ten people with each group assigned a facilitator and planner to expedite product development. Goals will be presented to the groups in pre-defined categories, allowing each group to address goals singularly and prioritizing them within each category. The Planning team is hopeful that all of the work to develop goals can be accomplished at the June 22, 2002 meeting, but stands ready to insert an additional meeting of the Element Committee should requirements dictate.

The meeting was then adjourned.