



STRATEGIC PLANNING COMMITTEE

Meeting Summary

Tuesday, December 18, 2018

Welcome

Those in attendance were Phil Crowell, , Jason Levesque, Peter Crichton, Bob Stone, Rachel Collamore, Dave Gonyea, Jody Durisko, Michael Chamings, , Emily Innes, Steve Welks, Holly Lasagna, Jan Macri, Adam Lee, and Mary Sylvester.

- The big question being asked was, how do we go from strategic plan to the Auburn envisioned by the City Manager's Office? A general response was to be inclusive and open to ideas that maximize the resources Auburn has. Peter Crichton mentioned the waterfront and its potential to help the COA become the best small city in America.
- Phil Crowell reflected on the "cold start" of the subcommittee meetings. Providing materials before the 3rd to refresh members on the work they did in the last meeting would be helpful.
- Also, pushing out the asset survey until after the holiday is over would be a good idea and shouldn't change the overall subcommittee agenda.
- Bob Stone brought up Auburn's place in the state as a connector city. Should Auburn be a bedroom community for cities like Portland and Augusta? Are there things we are missing about the COA that could be transformative? The mayor responded, bringing up the unique qualities of Auburn that make it stand alone. But that depends on marketing the city's assets, so the city is not dependent upon other metro areas but can be self-sustaining.
- Emily Innes mentioned the need for a map at the subcommittee meetings.
- Holly Lasagna mentioned how connectivity came up often in the growth and development meeting. "Auburn, the most connected city in Maine." Mayor Leveque said that we need a vision and strong plan to support such a vision.
- Some attendees who are also subcommittee members asked for more input from staff. They wanted specifics about what the vision is. (They seemed to want structure or direction from the staff).
- Jan Macri mentioned livable scale and accessibility.
- Small group work seemed to be productive for the quality group. Meeting two will utilize the benefits of working in small groups for creating action items and identifying opportunities.
- ELHS PowerPoint will be shared with the subcommittee members.
- A short survey will go out to subcommittee members and strategic planning committee members for feedback.

Post meeting:

Staff discussed how to promote the 150th through social media and use the results to mine data for city image/marketing work. "Memes" will be created and sent out to vendors and community members with hashtags associated with 150th events.