CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION

BOARD DEVELOPMENT COMMITTEE MEETING

Monday, August 29, 2011

Minutes

Present: Erik, Ed, Sandy, Brad, Charlie, Michele (phone), Leslie B., Bryan, Paula, Nancy Clark

Agenda:
1. Introductions
2. Branding
3. Board Training

The meeting began at 3:15 PM.

1. Introductions: Erik kicked off the meeting with introductions before beginning Nancy’s presentation.

2. Branding: Nancy Clark from the Glen Group reviewed the preliminary results of the interviews. She has spoken to a number of groups and individuals. They have been looking for commonalities. Words like “planning, sustainability, and communities” came out often. They asked about the name, its location, and what people thought the agency does. She feels confident that there are themes across the board that led her to three different logos and the same tag line.

While she consider some people’s comment about keeping the name, she heard enough feedback about potentially shifting boundaries that might pre=empt keeping the Chittenden County name. She said people were great to talk to.

The names and icons presented are:

- **Champlain Valley Commission**- This broadens the geographical reach. The tagline is, “Planning Sustainable Communities.” The action is on the planning. The vision is about building sustainable communities.

- She explained the icons. The first one depicts a natural element, a sense of movement, and give a nod to transportation. It also can depict networking and connectedness.
Champlain Valley Regional Council is another name choice. Senator Lyons suggested it would give it immediate credibility by calling it a “council.”

Chittenden County Regional Commission is another name which just drops the “planning” from the current name. If the tagline is adopted, planning would be redundant in the name.

Michele said she is partial to moving away from “Chittenden County” and toward “Champlain Valley” given the potential boundary shift. Erik feels “council” reminds him too much of scouting. Sandy agreed that the “CVC” acronym is also easier. Nancy said there were no conflicts she could find with the Champlain Valley Commission name.

Brad spoke to the logo specifically by suggesting that the letters CVC, be part of the logo itself, perhaps elaborating on the “C.” Of the three icons, he preferred the “compass” design over the “network/tree” design or the “organic ‘C’.” Ed supported Brad, but does like the “network/tree” design. The Committee noted the font, the size of the font, and the pairing with the tagline.

Charlie suggested flipping the words in the tagline so as to lessen the misperception of the downward control by the Commission implied in “Planning Sustainable Communities” and recommended, “Communities Planning Together.” He said the beauty of the Commission is that all the towns come together to plan together. Michele said that “livability” is as trendy a word as “sustainability.” Michele agrees with Charlie on the revised tagline.

After considerable discussion about the tagline, the name and its potential impact on rural communities and the similar sound to the Champlain Valley Expo, the Committee agreed to the revised tagline of “Communities Planning Together.” The Committee asked Nancy to look at both the compass and tree designs and see if elements could be taken from both to come up with something a little different, keeping the organic and natural feel of it, perhaps the “road sign” shape, and forward moving elements. Erik pointed out that either icon would look good as an app icon. Color was also discussed. Nancy will make revisions, add the new tag line, and send changes to be reviewed.

3. Board Training: Paula reviewed the Training Calendar with the Committee and highlighted the topics as suggested by both board and staff over the past few months. Erik thought it was good to get into the products the Commission produces early on. He also suggested that some community partners participate in the training which will also help with rolling out the brand. Ed emphasized that the half an hour timeslot is really just enough to get them started. Charlie said that some topics may need to become 3-hour workshops or extended sessions. Ed also suggested there be a retreat session or a one-day compressed format as an alternative. Charlie said that the staff was sensitive to how much time had been taken of the Commissioners over the last year and wanted to be sensitive to overburdening them. Brad suggested making this part of the meeting’s agenda instead of optional. Charlie agreed to bring it up at the next Executive Committee meeting next week. Michele agrees that it would be helpful to have it be part of the regular meeting, although some people will always opt out. She agreed that a retreat setting might be appropriate in some settings. Paula suggested the one day format might have the ability to act as a recruiting tool by inviting potential new commissioners to attend.
The Committee would like to recommend to the Executive Committee that all commission meetings be begin at 5:30 with the educational session opening each meeting as a mandatory board development session with food available.

4. **Next meeting**: The Committee agreed to meet Monday morning, Sept 12 at 9 AM assuming Nancy is available.

Erik adjourned the meeting at 4:35 PM.

Respectfully submitted,

Paula L. Cope