CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION

BOARD DEVELOPMENT COMMITTEE MEETING

Friday, September 16, 2011

Minutes

Present: Erik, Leslie P., Ed, Brad, Kim, Sandy, Charlie, Bryan, Daryl, Paula, Nancy Clark

Agenda:

1. Welcome
2. Branding
3. Board Training
4. Recruitment
5. New Business

The meeting began at 9:35 AM.

1. Welcome: The meeting kicked off with Nancy Clark’s presentation.

2. Branding: Nancy reviewed the group’s comments from the last meeting and talked about how she integrated the feedback into the new designs. She said we’re going with the name “Champlain Valley Commission” and showed the revised options for the previous designs. Nancy compared her designs to the Copley logo. Committee members felt that because the Copley logo is in another county and for another industry entirely, it was not going to be a conflict if chosen. The tag line will be “Communities Planning Together.”

The Committee continued to review the compass option. Nancy discussed sizes and shades of gray for the logos as well as suggesting vertical business cards. She also said they will create a horizontal version for the web banner along with other versions. Other uses will be included in the style guide. A motion was made by Brad Worthen to accept the “compass logo” with the new name and tagline for presentation to the board for a vote. Ed Booth seconded the motion.

In discussion, the Committee suggested incorporating the natural elements into other designs such as the website home page. The motion passed unanimously. For the meeting, Nancy will have design boards to show and will present the rationale for the new name and its connection

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to the interview feedback. The Committee also discussed some plans for how the presentation should be done. Daryl agreed to email Nancy some photos for a mock-up of the website page, the board list, and sizes for signage and stationery. Charlie reminded the group that Branding is one of 12 items on the agenda.

Nancy will also look into different available urls. Various options were discussed. There was agreement that the name should appear in the url and there was a preference for “.org.” It was agreed that the Committee does not feel they need to meet on this topic again.

3. **Board Training:** Charlie distributed the Training Calendar to the Committee. He emphasized that the first half an hour of each board meeting will be dedicated to training. He asked the Committee how involved they want to be in reviewing materials. They agreed to take a low key approach to reviewing the actual materials and agreed to let the staff take the lead in the specific review and coordination with the instructors. Brad suggested an email go to the board with a reminder about the training and good food being available.

4. **Recruitment:** Erik reminded the Committee that part of their role is to aid in recruitment. Leslie asked if there was a job description they could use. Paula said that there is a job description and suggested that a 5” x 7” card could be developed with the new logo, tag line, vision, mission, and job description that could support recruitment and be used as a “leave behind” document. Ed said that we also need to do recruitment and cultivation activities in the towns and step up communication with the Selectboard. The group also discussed the role of the alternate and the need to better explain its role and benefits.

Leslie suggested the Committee put together a presentation that has the ideas and strategies board members can use to recruit. Paula reminded the Committee that a set of attributes was discussed to help identify the kinds of people who could be cultivated as alternates and board members. Any presentation should include that profile of attributes. It was agreed that the timing of the presentation needed to happen in advance of Town Meeting Day. March would be the best month to do this and the Training Schedule will be adjusted.

5. **New Business:** Brad suggested that the HVAC system needs to be looked at to create the best environment for meetings. He also said the chairs in the large conference room be looked at for future replacement.

6. **Next Meeting:** The Committee agreed to meet quarterly. The next meeting will be in **Friday, January 13, 2012 at 9:00 AM** and will focus on preparing for recruitment and the March meeting. Paula will send a calendar appointment.

Leslie adjourned the meeting at 11:00 AM.

Respectfully submitted,

Paula L. Cope