



NCDC/Fairgrounds Draft Schedule

as of 15 March 2010

Goals of the process

Mission: To bring the community together to discuss best uses for the fairgrounds property and to make recommendations to the Mayor based on that input.

Purpose: To hold four public meetings to facilitate these discussions.

Goals: Listen to all of the voices in the discussion.
Encourage thoughtful discussion and creative ideas from community.

Introductory Task Force Meeting (March 15, 2010, 6:30 p.m. – 7:30 p.m.)

- a. NCDC to explain the public meeting process, and the end product/ultimate goal
- b. Questions from the Task Force

MARCH

1. Preparation

- c. Research and development of public meeting process.
- d. Determine timeline of meetings with input from Task Force, Alexia Poe, and Councilperson Moore
- e. Assemble materials (see separate list)
- f. Determine meeting location(s) for public meetings and confirm location
- g. Research and collect previous studies of the area, and summarize/integrate in presentation(s) for Task Force and Public Meeting (see separate list)

2. Meeting

- a. No public meeting in March

3. Promotion

- a. Distribute press release announcing meeting schedule (once finalized with Task Force). Be sure to include local bloggers in distribution list.
- b. Use Social Media (Facebook and Twitter) to increase awareness of meeting schedule (Facebook page for project?) Determine hashtag (#nashfairgrounds) for Twitter and blogging, in addition to email mailing lists
- c. Create page on www.civicdesigncenter.org to promote and provide information: Potential address: www.civicdesigncenter.org/fairgrounds
 - i. Meeting schedule
 - ii. Survey / links to other means of the public to provide input (see "d")
 - iii. Presentations from meetings

- iv. Additional resources for information
- v. Comment box on webpage
- d. Create a dedicated email address for public input:
fairgroundstudy@civicdesigncenter.org
- e. Provide a sign up form for additional information/ email list
- f. Ask partner organizations to help promote (Downtown Details, Cumberland Region Tomorrow, other non-profits)

4. Follow up

- a. NCDC staff to compile meeting notes and minutes from Task Force meeting
- b. Distribute notes to the Task Force via email and post to website.
- c. Documentation of process – photos from meetings posted on web and social media sites

APRIL

1. Preparation

- a. Create presentation/introduction to the public meeting process
- b. Create survey/questions to discuss in small groups. Two primary questions to frame the discussion.
- c. Purchase and gather meeting materials (copies, post-it pads, name tags, dots, snacks, etc.)
- d. Post preliminary information to website, meeting reminder, resources, PowerPoint presentation
- e. Send email announcements sent to interested parties, and ask partner organizations to do the same.
- f. Identify and contact facilitators.

2. Public Meeting 1– 1 hour

- a. Introductory public meeting
- b. Location: Fifty Forward, 174 Rains Avenue
- c. Facilitators and Task Force **arrive 30 minutes prior for training**
- d. Divide attendees into groups for table work (to be explained further in instructions prior to meeting)
- e. Presentation by NCDC Design Director – 15 minutes
 - i. Introduce the process,
 - ii. Explain group etiquette,
 - iii. Explain opportunities
- f. Visioning Session – 35 minutes.
 - i. Each table will have a trained moderator and Task Force member.
 - ii. NCDC will provide questions for leaders to guide the conversation, comment cards/surveys for participants during training prior to meeting.
- g. Meeting wrap up – 5 minutes. Table participants will prioritize ideas with dots in last five minutes* *Task Force members are encouraged to leave.*

3. Promotion

- a. Post results of survey/ discussion questions distributed at public meeting on website, cross reference/promote on Facebook, Twitter, and through email newsletter/announcement. Include weblink, email addresss, and other means to provide further comment
- b. Press Release announcing completion of meeting one, availability of notes online

4. Follow up

- a. Work with planning department to develop and produce maps of the area for May meeting, print in-house
- b. Compile information from April Meeting, post to website
- c. Post results of previous public meeting on website, cross reference/promote on Facebook, Twitter, and through email newsletter/announcement
- d. Post photos from meetings on website, social media sites

MAY

1. Preparation

- a. Create presentation with recap of previous meeting and goals for public meeting 2.
- b. Create survey/questions to discuss in small groups
- c. Gather materials (copies, post it pads, name tags, dots, markers, etc.)
- d. Send email reminder for meeting 2

2. Public Meeting 2 – 2 hours

- a. Location: Fifty Forward 174 Rains Avenue
- b. Task Force and Facilitators arrive **30 minutes early for Phase II training**
- c. Workshop: attendees randomly divided among working tables, Task Force member and moderator at each table.
- d. Brief introduction and presentation of results from April meeting – 15 minutes (GFG)
- e. Goal: Extensive use of aerial views of area, identifying natural features and placing site in larger context; identify opportunities, challenges of the site. Stress both local and citywide needs and opportunities. Generate big ideas to be posted on wall and voted on by the group – 1hour 15 minutes
- f. NCDC will provide guiding questions for leaders, comment survey cards for participants.
- g. Each table will select top ideas to present to larger group
- h. Each table will present ideas, indicating preferences – 30 min

3. Promotion

- a. Post results public meeting on website, cross reference/promote on Facebook, Twitter, and through email newsletter/announcement. Include web link/means to provide further comment
- b. Press Release, include weblink, email addresss, and other means to provide further comment

4. Follow up

- a. Work with planning department to develop and produce maps of the area for May meeting
- b. Compile information from April Meeting, post to website
- c. Post results of previous public meeting on website, cross reference/promote on Facebook, Twitter, and through email newsletter/announcement
- d. Documentation of process – photos from meetings

JUNE

1. Preparation

- a. Compile information from May Meeting
- b. Produce maps and other resources for June meeting
- c. NCDC will assemble and process the material and ideas created by the workshops incorporating the Nolensville Road market Study by the Planning Dept as well as the ULI Study. Create a document/presentation.

2. Public Meeting 3 – 2 hours

- a. Location: Fifty Forward
- b. Brief introduction and presentation of results from May meeting – 30 minutes
- c. Workshop: attendees randomly divided among working tables, Task Force member and moderator at each table. Review Big Ideas from prior workshop. Expand visioning for the future based on posted ideas and opportunities. – 1 hours
- d. NCDC will provide guiding questions for leaders, comment survey cards for participants.
- e. Presentation of ideas, indicating preferences – 30 min

3. Promotion

- a. Post results of previous public meeting on website, cross reference/promote on Facebook, Twitter, and through email newsletter/announcement
- b. Press Release
- c. Provide resources for additional comment

4. Follow up

- a. Meeting notes and minutes compiled by NCDC Staff
- b. Distribute notes to the Task Force via email and post to website.
- c. Compile information from June meeting,

JULY

1. Preparation

- a. Begin work on final report
- b. Documentation of process – photos from meetings, photos / scans of all maps

- c. NCDC will assemble and process the material and ideas created by the workshops incorporating the Nolensville Road market Study by the Planning Dept as well as the ULI Study.

2. Meeting – Fairgrounds Task Force

- a. NCDC to present final draft of report to Task Force
- b. Gather final comments and suggestions from Task Force

3. Promotion

- a. N/A – NCDC will be working on the final report

4. Follow up

- a. Same as August Preparation

AUGUST

1. Preparation

- a. Complete final draft of report and accompanying presentation
- b. Distribute final draft of report to Task Force and Mayor's Office in advance of public meeting.

2. Public Meeting 4

- a. Summary presentation of report

3. Promotion

- a. Press release announcing completion of report and providing info on accessing the final report
- b. Social Media announcement of completion
- c. Email announcement of event
- d. Print copies for Mayor, other political figures