



Ad Hoc Strategic Planning Committee

Monday, June 9, 6 PM

1. Agenda Review / Introductions

- Committee members and staff in attendance: Brandon Martin (chair), Stacy Roth, Carrie Paulette, Councilmember Kate Raglow, Councilmember Jennifer Hill, Councilmember Tom Madigan, Keith Moody
- Consultants in attendance: Kate Bender, Robert Riccardi, Maren Aster (present virtually)

2. Review of Resident Survey Added Questions

- The resident survey, which is administered every two years in Roeland Park, is currently being revised so it can incorporate questions to support the strategic plan and parks and recreation master plan. The survey is sent to all residents by the survey contractor ETC Institute, and the survey is kept open until 400 responses are received to ensure a reasonable margin of error. The survey will be administered beginning in the late summer / early fall once road construction projects are complete.
- The resident survey draft sent to the committee in advance of the meeting for review was previously reviewed and updated by a group including ETC Institute, city staff and consultants. Committee members were asked to specifically review highlighted questions: 4, 10, 21, 23, and 28.
- The committee suggested changes and additions to the following areas: Moving “tax dollars and fees” question to earlier section; rewording “diverse populations” and “tree canopy” questions; adding question on walking/biking access to parks; rewording “bike paths” question, adding questions on accessible playgrounds and bathrooms in parks; modifying commercial development question to use “need is met” scale similar to parks question; adding question on “joined community center in another community”

3. Community Engagement Planning

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- Three types of engagement were discussed by the committee:

Engagement type	Logistics	Questions
One-on-one	Presence at community event	Which events? How can we make engagement successful in this setting?
Roundtables	Facilitated conversations with established groups	Which groups are most important? Virtual or in-person?
Open House	Established timeframe at civic location	Are people likely to attend? Has open house structure been used in the past? What would be an effective location?

- Committee members shared that open houses have been successful in the past, especially when they have been highly interactive with specific questions to respond to, and committee members have been present. The Community Center has been a good location since it is more open and has more parking availability than City Hall. Committee members also suggested hosting one session at Roesland Elementary or another school to help bring in different audiences. Saturdays or weeknights were both discussed as workable times.
- One-on-one outreach at summer events was discussed at the first meeting as a viable option for outreach
- Roundtables were mentioned as an option for existing groups to provide feedback (i.e. committees, civic groups, etc.) but specific groups were not identified in this conversation

4. Next Steps

- Next meeting: scheduled for July 14 at 6 PM. Agenda will include:
 - Review outputs from Discovery Process
 - Refine community engagement calendar