



60th City Council

Mayor Chuck Burtcher

Ward I – Trey Ayers, John Wood **Ward II** – Mary Coffin, Patty Hazlewood

Ward III – Ellen Gomes, Gaylord Z. Thomas

SPECIAL CITY COUNCIL MEETING

WORKSHOP

101 N. 2nd Street

Tuesday, July 21, 2009 6:00 p.m.

Agenda

1. Call to Order
2. Discussion of possible strategic planning process and schedule.
3. Adjourn

Agenda posted on the bulletin board in the lobby of City Hall by 6:00 pm on Friday, July 17, 2009. The City of Guthrie encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the city clerk at least 48 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. The city may waive the 48 hours rule if signing is not the necessary accommodation.

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ORGANIZATIONAL DESCRIPTION:

The Oklahoma Community Institute was created in 1995 as part of the community empowerment section of Oklahoma's 5-year economic development plan to serve as a resource to those communities that want to help themselves through active participation and proven renewal strategies. It is a private, non-profit organization funded by corporate sponsorships, individual donations and memberships, grants from foundations and fees for services.

To aid communities in making thoughtful choices and achieving desired results, the Oklahoma Community Institute offers a range of services and products which may be utilized individually or in a comprehensive program, depending on a community's needs. The services and products include:

- Facilitation of the development of a shared community vision and plan;
- Facilitation of community dialogues;
- Resource (asset) mapping;
- Educational opportunities on community capacity building – Your Role in Building Your Community;
- Conference and networking opportunities; and
- Providing local and national resources and information.

Since 1996, OCI has facilitated community wide strategic planning in over 50 communities. These communities range in population from 102 (Hillsdale, OK) to 98,000 (Norman, OK). The process, titled ***Focus on Your Future: A Strategic Approach to Community Improvement***, was developed by OCI specifically for communities. OCI brings their expertise and experience in planning, along with an extensive knowledge of resources for implementation, to the table and guides the communities through the process.

A key element to the success of OCI's format for planning and community dialogues is the process of identifying and recruiting the diversity of the community to participate in the process. In the communities that have been served, participation ranged from 30 – 250 volunteers. To further encourage diverse participation, OCI has translated their planning materials into Spanish to be used in those communities in Oklahoma that have a growing number of residents from Mexico and Central America.

“Working with the Oklahoma Community Institute in the development of our plan was an outstanding experience for our community. Their process enabled us to bring together, for the first time, people from all sectors of the community to participate in the development of a blueprint for the future of Woodward.”

Bruce Benbrook, Co-Chair of Woodward 2000

KEY SUCCESS FACTORS OF THE OCI PROCESS:

COLLABORATIVE — The success of most community initiatives depend on the participation and support of numerous “players” in the community. Therefore, the Community Institute works with the client community to ensure that all key institutions, individuals and organizations are included in this process and are committed to collaborate in the development and implementation of the outcome of the community planning process.

INCLUSIVE – All evidence shows that to ensure support of the community for a major initiative, the community needs to be involved. ALL citizens need to feel they have had the opportunity to participate in the decision making process. Therefore, the Community Institute works with the client community to identify all the diverse characteristics of the community (gender, age, ethnic, economic, geographic, for-profit, not-for-profit, etc.) and then to identify and recruit residents from those various categories. While attendance at the actual meeting is open to all, this process really drives the community to include a large number of individuals who would not normally be invited or voluntarily attend a community meeting. Once the individuals are identified, the Community Institute shares a variety of tools and methods that can assist in recruiting them to the actual planning meetings.

In addition to this, OCI will work with the community to ensure that special attention is given to the community outreach process that relates to this process. There should be no perception that this process is “exclusive”, calling for some very special efforts to educate the community on the process and its outcomes.

RESEARCH BASED – When planning the future direction of a community, it is very important for the participants to understand, and be aware of, the current situation. Therefore, the Community Institute works with the local community to prepare and present any support information and research that is needed to make informed decisions about priorities for the community’s future.

PROFESSIONALLY FACILITATED – OCI has a team of highly qualified professionals that facilitate the OCI planning process and community dialogues. OCI’s Executive Director and Planning Director both have extensive experience in facilitating the OCI process. In addition, we have several professional facilitators that serve in a contractual basis when needed.

PARTICIPANT BASED — As mentioned earlier, the process used by OCI to facilitate broad civic engagement and community planning was designed specifically for use in communities. It is based on the experiences in communities of the National Civic League, as well as, a sound planning method that has been used for years in both the private and public sector. Much of the discussion takes place in small groups where each participant is guaranteed an opportunity to provide input on the issues being discussed. The process allows for consensus and prioritization of the most important issues.

SUPPORT DURING IMPLEMENTATION — Successful planning depends on a sound plan, strong leadership and effective utilization of resources (human and financial). OCI will provide assistance in identifying and training leaders for implementation, as well as, ongoing support throughout. This will include “fine tuning” any work done by the large community group, as well as, developing realistic actions and timelines for the priorities identified.

PARTNERSHIP — The partnership that develops between OCI and their community clients is one that continues long after the planning is complete. OCI provides information and support whenever possible to further enhance the community’s success. Since we are only a short distance away and familiar with the issues that your community might face, we can always provide a timely response to any request you could submit.

THE PROCESS:

The Oklahoma Community Institute proposes working with a group of individuals (Steering Committee) identified by the community to prepare for, conduct and implement a community planning process. This will include four specific steps:

1. Preparation for planning which would include research and assisting the community to recruit a diverse group of citizens to participate in planning.
2. Coordination and facilitation of the planning meetings.
3. Consolidation of all information in a final report with top priorities identified.
4. Development of the leadership team and structure for implementation.

1. Preparation for planning

- a. Recruitment and organization of the steering committee
- b. Determining the logistics of all meetings and support activities
- c. Setting timelines
- d. Identification and recruitment of stakeholders
- e. Development of the actual agenda and materials for the sessions and related activities and best practices noted
- f. Identification and training of local table facilitators
- g. Research

2. Coordination and facilitation of the planning meetings

- a. Set up
- b. Sign in
- c. Facilitation of community discussion to develop plan
 - Vision
 - Goals
 - Objectives
 - Action Plans

3. Consolidation of all information generated in a final report to submit to the community and use as guide through implementation.

4. Development of the leadership team and structure for implementation

- a. Identification of community members to lead initiatives identified in the planning process
- b. Training of these leaders
- c. Provide information on resources for this team
- d. Continue to provide support as needed

Proposed Service Agreement

The Oklahoma Community Institute and Guthrie, Oklahoma, agree to the following terms regarding the services and responsibilities of OCI and the responsibilities of the community.

The Oklahoma Community Institute will provide the following:

- Facilitation of up to 3 pre-planning meetings;
- Facilitation of planning (maximum of 5) sessions;
- Research of all necessary community information;
- Provide all OCI planning materials with the rights to duplicate;
- Provide assistance in identifying/soliciting funding support;
- Telephone consultations through structure building, planning and first twelve months of Implementation;
- Connect with resources for implementation;
- Facilitation of a meeting with implementation team after plan is complete;
- Facilitation of up to four follow up meetings with community within 1 year of completion of plan;
- 1 slot in the Citizens Academy (utilized within 24 months of completion of plan).

Guthrie will provide the following:

- Administrative structure and budget, which includes adequate local project administration and staff support;
- Local research data as requested;
- Meeting facility with necessary audio visual equipment (LCD projector, screen, speaker system);
- Food at planning sessions, if the committee decides to provide;
- An evaluation summary of each planning session and the overall process;
- Copying of planning materials and the Final Report; and
- Periodic updates to OCI office of progress during implementation.

The total cost for the services provided by the Oklahoma Community Institute is \$6,000.

Optional services to be added upon request:

1. Competitive analysis of benchmark communities selected by client – \$2,500
2. Design and production of final report of planning process and plan – \$2,000

Oklahoma Community Institute ♦ Oklahoma Natural Gas Company Community Planning Program – 2009

Program Description

Introduction

Oklahoma Natural Gas Company (ONG), a division of ONEOK, Inc. is committed to the development of Oklahoma communities. Understanding that quality change and improvement requires thoughtful planning and preparation, ONG is a proud sponsor of the Oklahoma Community Institute-Oklahoma Natural Gas Company Community Planning Program to assist qualifying Oklahoma communities in collaborative community planning.

The following information provides guidance in preparing the application for participation in the program to be funded in part by ONG matching grants. A community must meet certain administrative and organizational requirements and make an unequivocal commitment to implementation of the plan when completed.

Eligible Applicants

The eligible applicant for this funding is any incorporated city or town in the State of Oklahoma.

ONG Matching Grants

ONG has made available up to \$10,000 in matching grants to the Oklahoma Community Institute to be used by OCI to complete community planning for qualifying Oklahoma communities.

- Qualifying communities must pay ½ of OCI's *base* fee at the time planning begins. (This amount can range from \$1000 - \$3,000 depending on the version of the planning process that the community and OCI agree is appropriate. It would not include any special research services that the community chooses to add.)
- An ONG matching grant will be received by OCI and used to fund the remaining ½ of the fee.
- If a participating community does not complete the OCI planning process, the ONG matching grant will not be available to OCI, and the participating community will be obligated for the any balance of OCI's fee.

Threshold Criteria

To be considered for funding, a community must meet the following criteria:

- The community must have a meeting with a representative from OCI (either by phone or in person) to determine the appropriate level of planning for their size community.
- The community must create a partnership of key community entities committed to this process (for example, City, Chamber, School, Hospital).
- Each partner must sign the application form.
- The application must include a detailed outline of how they intend to meet the requirements of the process as outlined on page 2 of the application.
- A qualified local administrator is identified.

Application Timeline

Deadline for submitting applications to the Oklahoma Community Institute **must be completed a minimum of 30 days prior to a community beginning the planning process.**

- Applications that do not meet all of the threshold requirements will not be considered for funding.
- Recipients will be notified as soon as qualifications are met and funding is available.
- The OCI planning process must proceed in a timely fashion, or the ONG matching grant will not be available to OCI to satisfy any part of the community's program fee.

Selection Criteria

- Commitment by community partners
- Evidence of need of funding assistance
- Demonstration that adequate resources (human, financial, and in-kind) are available to fund the community's cost of the planning process and to begin implementation
- Demonstrated understanding of time and energy requirements of volunteers
- Clear indication that the ability and willingness to come together in a collaborative effort to determine a vision and goals exists in the community
- Demonstrated capability of the local administrator to manage a project of this scope

Required Application Documents

1. Application

The application form asks for all information that will be required for ongoing communication between the community and the Oklahoma Community Institute. It also requires the identification of a group of citizens (the Steering Committee) that will do the initial work in preparing for planning. This group can be representatives from the partner organizations, but this is not a requirement.

2. Outline of Plan for meeting grant requirements

The plan outline is a detailed report that clearly documents the community's ability to meet the requirements listed in the application. Clarity and thoroughness is what is important for this document, not length.

FOCUS ON YOUR FUTURE
Seeing and creating your community's preferred future!

Application

1. Applicant: _____

2. Mailing address: _____

3. Phone: _____ Fax: _____

E-mail: _____

4. Contact person: _____

5. Fiscal agent (if different than above): _____

6. Partners Identified at this time (City, Chamber, civic club, hospital, schools, etc.):

7. Steering Committee Members:
Name

Organization/Business

8. Please complete the following checklist and attach an outline of your plan for fulfilling these responsibilities.

We have read the information provided and understand the following are the responsibilities of the local planning organization:

- _____ Secure adequate resources to build structure, conduct planning and begin implementation (financial and human)
- _____ Recruit volunteers for committees (in-place and functioning prior to kick-off and continue throughout implementation)
- _____ Stakeholder selection (diverse group representing entire population)
- _____ Provide adequate local administrative support
- _____ Provide appropriate facility and equipment for committee meetings and planning sessions
- _____ **Complete a final report; have it on file at the Oklahoma Community Institute within 60 days of the final planning session;** publish it in the local paper (if applicable) within 90 days or through some other local method of distribution
- _____ Provide the Oklahoma Community Institute quarterly progress reports on implementation

9. Signature: _____
Authorized Community Representative

Signatures of Partners and Steering Committee Members listed on previous page:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Return to: Oklahoma Community Institute, PO Box 1113,
Oklahoma City, OK 73101-1113; Phone 405/208-8882; FAX 405/208-8885

Focus on Your Future: A Strategic Approach to Community Improvement

Oklahoma Community Institute
Oklahoma City, OK

Oklahoma Community Institute

- ▶ Created in 1995 - outcome of Oklahoma Futures 5-year Economic Development Plan
- ▶ Purpose - To be a catalyst that enables and encourages Oklahoma citizens to improve their communities
- ▶ Focus on equipping citizens with the skills and information needed to make positive improvements in their communities

Community Strategic Planning

- ▶ Collaborative
- ▶ Inclusive
- ▶ Shared Vision and Realistic Action Plans
- ▶ Leadership for Implementation
- ▶ Resources

OCI Planning Model

1. Create a Shared Vision
2. Analyze the Situation
3. Create Goals
4. Specify Objectives
5. Define Action Plans
6. Implement!

Benefits of Community Strategic Planning

- ▶ Helps accomplish the most important things.
- ▶ Helps educate the community and build consensus about important issues and the actions required to address them.
- ▶ Helps develop a shared community vision.
- ▶ Position the community to seize opportunities.
- ▶ Shed new light on important issues through analysis.
- ▶ Helps identify the most effective use of limited resources.

Specific Outcomes

- ▶ Mobilization of large groups of citizens that have never participated before
- ▶ Passage of sales taxes and/or school bonds that had not been done before
- ▶ Creation of cultural activities and facilities
- ▶ Improvements in community infrastructure
- ▶ Creation of local leadership programs
- ▶ Numerous beautification and/or clean up programs developed
- ▶ Downtown improvement projects
- ▶ Economic development programs created and/or improved
- ▶ Partnership with schools to create mentoring and tutoring programs

Measurable Outcomes

- ▶ 53 communities have successfully completed OCI's community strategic planning process
- ▶ 10 communities have responded to OCI's request for information on specific outcomes from their plans
 - Of these 10 communities:
 - 51 Objectives* have been completed
 - 72 Objectives are currently being worked on

* OCI defines Objectives as statements describing *what* must be done and *when* it will be done as the community works toward accomplishing its goals. Objectives are measurable and time-bound.

OCI Planning Communities

Alva (2008)	Hennessey (2004)	Okmulgee (2007)
Altus (2001)	Henryetta (1998)	Pauls Valley (2000)
Ardmore (1998)	Hillsdale (2006)	Perry (2009)
Barnsdall (2008)	Hinton (2005)	Piedmont (2007)
Beaver (2000)	Hobart (2004)	Roland (2008)
Buffalo (2005)	Holdenville (2004)	Sallisaw (1998)
Cherokee (2001)	Hydro (2007)	Sand Springs (2004)
Chickasha (2000)	Kingfisher (2006)	Selling (2008)
Choctaw (2006)	Leedey (2004)	Shattuck (2002)
Claremore (2003)	Miami (2002)	Shawnee (1999)
Clinton (2004)	Midwest City (1999)	Tahlequah (1997)
Crescent (2000)	Mountain View (2006)	Tonkawa (2008)
Duncan (2006)	Muskogee (1998)	Vian (2005)
Eldorado (2006)	Newcastle (2007)	Vinita (2005)
Fairfax (2002)	Noble (2004)	Warner (2005)
Fairview (2004)	Norman (2002)	Weatherford (2002)
Grove (1999)	Okeene (2004)	Woodward (2000)
Guymon (2004)	Okemah (2004)	

Revisits/Updates: Ardmore (2009), Buffalo (2008), Chickasha (2005; 2009), Miami (2006), Noble (2008), Pauls Valley (2004; 2006), Sallisaw (2008), Weatherford (2004; 2009), Woodward (2004).

Contact:

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