

Orange County Green Vision
Strategy Planning Workshop #2

March 15, 2005

Check-in 9:30 – 10:00 A.M.

Workshop 10:00 A.M. – 2:00 P.M.

Peter and Mary Muth Center
2301 University Drive, Newport Beach

Lunch provided for \$15 donation at the door

Objectives: To share and discuss the evolving Green Vision for Orange County.

To hear from John Fairbank, Fairbank, Maslin, Maullin & Associates, public policy expert, about the State Bond and possible options for local measures.

To continue to develop an outreach strategy to garner allies for a Green Vision.

Results: Refinements to Green Vision materials and outreach strategies based on Break Out Group input.

Perfect the concept for a major Workshop focused on funding options for park, resource land and open space conservation in September.

AGENDA
March 15, 2005

Item No.	Time	Activity	Responsibility
1.	10:00	Introductions/Housekeeping/Objectives <ul style="list-style-type: none"> • Review and confirm meeting agenda and objectives <p style="text-align: center;"><i>Breaks determined by participants</i></p>	Jean/Terry
2.	10:15	Melanie Schlotterbeck – Update on the Green Vision Map and Matrix	Melanie
3.	10:30	Terry Watt – Update on Local and State Funding Measures <ul style="list-style-type: none"> • Ongoing research on local measures • Update on State “Resource” Bond and other State Funding Options • Timeline for State “Resource” Bond 	Terry
4.	10:45	John Fairbank of Fairbank, Maslin & Maullin (Public Policy Research) <ul style="list-style-type: none"> • Basics on State Funding Measures for Open Space Protection – Historical Overview • What does State Public Policy Research involve and how does it help develop the measure/the message • What has recent State Policy Research Tell Us • Successful Local Measures (Prop. 0 is this a zero or capital O?; others) • Discussion 	Terry Introduction All participants
5.	12:00	Joan Irvine Smith – Update on Book	
6.	12:15	Working Lunch – Join Breakout Group	
7.	12:30	Breakout Groups <ul style="list-style-type: none"> • Materials and Marketing • Resolutions and Endorsements • Working with Elected Officials • September County-wide Workshop <p style="text-align: center;"><i>Reports to Whole Group at 1:30</i></p>	All participants
8.	1:55	Confirm next steps and assignments <ul style="list-style-type: none"> ▪ Discuss next meeting/interim communications ▪ Evaluation of Workshop 	Jean/Terry All participants
	2:00	Adjourn	