

## DRAFT Second Public Meeting

First Congregational Church – 241 Cedar Ave.

6 PM – 8 PM 01.06.2010

1. Welcome / Thank You (Kraig Kojian - 2 minutes)
2. Re-cap of First Public Meeting / Project Update (Kristopher Larson - 8 minutes)
3. Building a Vision Statement (Dan Douglas - 10 minutes)
  - Vision statement building blocks
  - How feedback was categorized
  - How categories were synthesized
4. Presentation of the Draft Vision Statement (Loara Cadavona and Ted Slaughter - 5 minutes)
5. Table Exercise – Responding to the Vision Statement (Dan Douglas – 20 minutes)
  - Facilitated table discussions – 10 minutes
  - Report out – 10 minutes
  - Optional: individual response forms
6. Positioning / Thematic Discussions (Mike Berne and Dan Douglas – 50 minutes)
  - Positioning basics - 5 minutes (Mike Berne)
  - Exercise overview – 5 minutes (Dan Douglas)
  - Positioning exercise - assets / challenges / opportunities – 10 min
  - Participants self-select two thematic discussions to participate in – 30 minutes (*15 min per session*)
7. Initial Impressions – competition analysis (Mike Berne – 10 minutes)  
*- Facilitators organize / post their thematic feedback / post pages -*
8. “Dot” exercise – participants rank their highest priorities from thematic feedback (Dan Douglas – 10 minutes)
9. Retail Trivia / Final Comments (Kristopher Larson – 5 minutes)
10. Adjourn / Submit individual response forms