Envision Rochester Community Workshop
Thursday, Feb. 13, 2020 from 6-8:30pm at

Pierce Hall Community Center
38 S. Main St., Rochester, VT 05767

Workshop Goals

1. Identify and prioritize community projects.
2. Create action plans and schedules.

Workshop Volunteers

- Mary Sue Crowley
- Rachel Cunningham
- Rob Gardner
- Doon Hinderyckx
- Anni Mackay
- Doug McCullough
- Dan McKinley
- Peggy McKinley
- Dean Mendell
- Vic Ribaudo
- Greg White

Workshop Participants

- This workshop is open to all Rochester residents and the general public.

Workshop Agenda

6.00-6.30pm	Social "Hot Dot" Activity
6.30-6.40	Welcome. What does success look like tonight?
6.40-6.55	Prioritizing Projects – Large Group Activity
6.55-7.05	Breakout in Small Groups & Introductions
7.05-7.10	Ready, Set, Go!
7.10-8.05	Small Groups Activity
8.05-8.20	Small Groups Report
8.20-8.30	Wrap up & Announce Next Community Meeting.

Workshop Guidelines

1. Kindly follow the process.
2. Allow one person to speak at a time.
3. Respect the opinions and ideas of others.
4. "Share the air" – Divide the speaking time evenly and make time for the quiet person.
5. Remain positive, contribute as much as you can, and feel free to move between groups.
6. Recognize there are connections and synergies between topics, and can be explored between the Small Groups in the future.

Workshop Tips

Brainstorming:

- Objective is to get as many ideas on the table in a short amount of time (*Pareto Principle*).
- All ideas are welcome.
- Go around the circle until ideas done or time expires. It's OK to say, "I pass".
- Please do not evaluate or judge.
- Consider combining similar ideas (with permission of "owners") and ask questions to help clarify ideas and seek to understand.

Dialogue vs Discussion:

- Discussion can be thought of as "making your point and defending it."
- Dialogue can be seen as "exploring a topic", seeking to understand all perspectives, and effectively leading towards creating a "third alternative" that meets the interests of all parties.

Social "Hot Dot":

- Review the 10 broad issues from the 53 ideas shared by participants in Envision Rochester's community gatherings in 2019.
- Ask what's missing.
- Prioritize the projects and assess quickly what our community's volunteer capacity can handle now, and into the future.
- Select your topic for the Small Group breakout.
- Join your neighbors at a table. All tables will be labeled based on your "Hot Dot" choices.

Small Group Activity (facilitated by volunteers)

1. Focus your group's efforts by clarifying the most critical aspects of your topic.
   - Ask WHY this issue and/or project is important and achievable.
2. Identify the best scale for your issue/project.
   - Ask WHERE this issue/project is best suited – for Rochester, neighboring towns, across the White River Valley, throughout Vermont, or beyond.
3. Brainstorm tasks/actions/solutions and sort by using a 30-60-90 day Action Plan.
4. Identify at least ONE low hanging fruit idea/project to succeed with, celebrate, and build momentum.
5. Make a list of the resources and/or partners needed and WHERE you might find them.
6. Name your issue or project.
7. Set your next meeting date (30 days out).
8. Identify your next meeting host, facilitator, and location.
9. Propose your meeting agenda topics.
10. Prepare to report to the larger group.

Small Group Reports

- Focus on an issue or specific project.
- Scale ideas (identify possible resources and volunteers needed).
- Create 30-60-90 day action plans.
- Identify "low hanging fruit" to build momentum and success.
- Announce your group's next meeting date, facilitation, host, and agenda topics.
- Name your group's "movement".

Final Large Group Activity

- VOTE for your favorite "low hanging fruit" idea!

SMALL GROUP REPORT

GENERAL TOPIC *(Choose one for your table)*		
○ Agriculture	○ Arts, Culture & Events	○ **Branding, Advertizing & Marketing**
○ **Commerce, Employment & Jobs**	○ **Education**	○ **Energy**
○ **Recreation & Outdoor Activities**	○ **Seniors**	○ **Youth** ○ **Other**

GROUP Members

WHERE does topic apply or impact? *(10 min.)*

○ **Rochester Village (downtown)**	○ **Rochester Town**	○ **Rochester/Stockbridge**
○ **Rochester/Hancock/Granville**	○ **Rochester/Randolph**	○ **Rochester/Brandon**
○ **Across White River Valley**	○ **Across Vermont**	○ **New England** ○ **Other**

1. Set Priorities

REVIEW & VOTE on what to focus on first.
(15 min)

TOP 3 Sub-Topics:
1.
2.
3.

What's Missing:
1.
2.
3.
4.
5.

2. Create Action Plan

IDENTIFY Actions/Tasks/Solutions for next 30-60-90 days. *(20 min)*

	30	**60**	**90**
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

3. Identify Projects

IDENTIFY the "easy-peasy" ideas/projects (aka "low-hanging fruit") *(5 Min)*

1.
2.
3.
4.
5.

4. Next Steps

SET Next Meeting Date & Time *(5 min)*
  Host:
  Location:
  Facilitator:
  Note Taker:
  Possible Agenda Topics:

Resources Available/Needed: *(5 min.)*
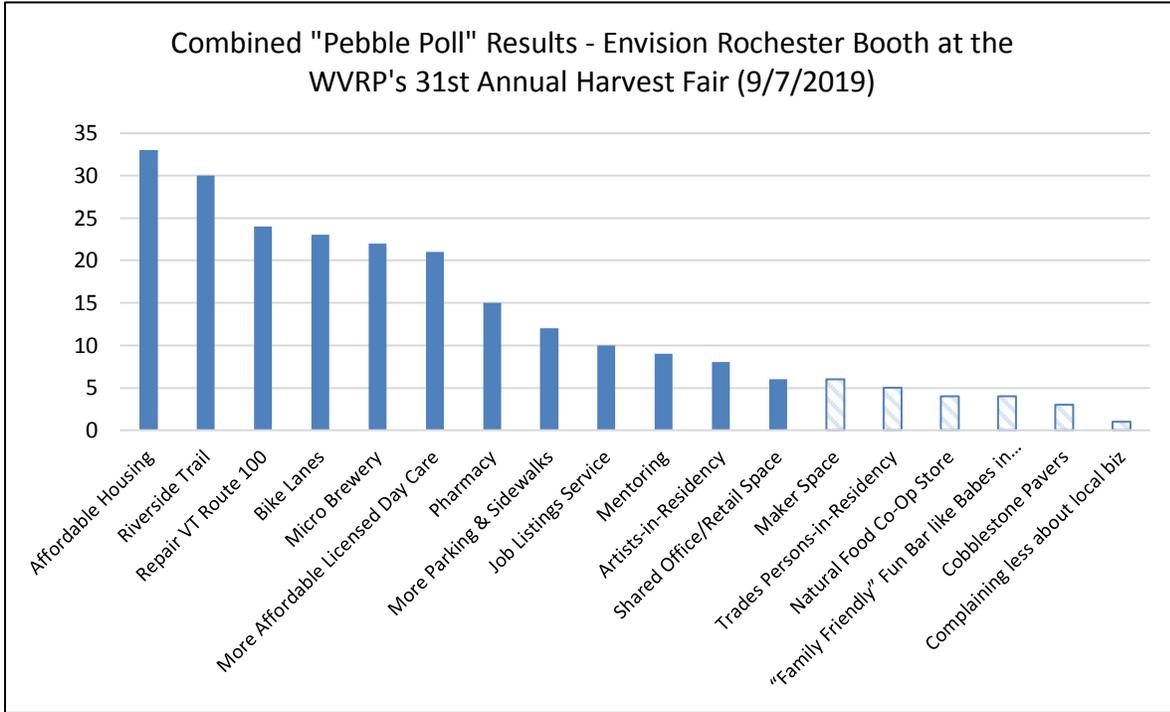
TIPS for Your Small Group Next Steps

1. Reconvene in 1-2 months for progress reports, plan feedback, and celebrate. Consider hosting a Potluck lunch or dinner :)
2. Focus on collaboration
   - "Do what you can, with what you have, where you are" - Theodore Roosevelt.
3. Small Groups are independent and self-directed. Momentum and success happens when your group makes it happen. You have a great idea? Great! Then go do it!
4. Solutions and actions are guided by:
   - Following the Town Plan, zoning laws, et.al.
   - Seeking broad community support. Consider knocking on doors, emailing, and calling people for their insights and input. Remember: Some folks are unable to attend these gatherings, so reach out as much as possible.
   - Preparing and engaging – early and often – with the appropriate authorities/officials/decision makers, including the Town Selectboard, Planning Commission, VTRANS, and Recreation Committee, et.al.
5. Be inclusive. Add new people and experts to your group. Make it enjoyable. Bring new members up to speed, and avoid rehashing decisions or action plans.
6. Post your meetings on the White River Valley Community Calendar Envision Rochester page, and gather in a public place where everyone feels welcome.
7. Support each other. There may be synergies. Celebrate Rochester, and each other.
8. And always, make it FUN! Visit https://www.communityworkshopllc.com/ for FUN TIPS:

Community Ideas since 2019

Agriculture	Arts, Culture & Events
• Identify farmers who wish to diversify their crops • Re-connect local and regional farmers with the Rochester Farmer's Market • Identify landowners and/or farmers who wish to repurpose their land (residential, commercial, renewable energy, and/or agricultural development) • Create a Co-operative farm and grocery	• More music and arts • Develop local talent, adult and children • Work closely with the elementary school and public library to combat illiteracy • Create an All-Town Rock n' Roll Chorus • Create an Artists-in-Residency Program • Create a Summer Stock Festival that attracts professional thespians, writers, and other artists • Create a Writers Festival • Participate in the Green Mountain Film Festival • Create Outdoor Cinema on the Park (summer/autumn) • Apply for Art / Creative grants and/or subsidies
Branding, Advertising & Marketing	**Commerce, Employment & Jobs**
• Promote Rochester's healthy living, community spirit, excellent water, air, and environment & commitment to protecting them all • Create and/or improve street signage to help market the various year round trail networks for hiking, back country skiing, mountain bikes, riverside hikes, snowmobiling, et.al. • Outreach to new business and potential investors • Reinvigorate & upgrade the Town website • Create a Town Welcoming Packet for new residents & businesses • Reach out to local and regional realtors, chambers of commerce, businesses, residents, and community organizations • Reach out to state agencies and state assembly members	• Increase year round local support of local business • Increase local government's support of local business • Tax incentives for local businesses to attract new employees • Address impact on local Inns and BnBs by online apps for rental properties (AirBnB, VRBO etal). • Create a town "bed tax" license fee for property owners who do online property rentals • Partner with the online rental apps to assist property owners with seamless "bed tax" revenue submissions to the Town of Rochester • Market existing job opportunities • Add a pharmacy • Improve the grocery store with more offerings, including more healthy options • Create street level retail space & boutiques • Create pop-up retail spaces • Create a microbrewery • Create a retail cannabis shop • Redevelop existing Town real estate assets • Real Estate Initiative to upgrade and market properties; link to financing opportunities, including at the White River Credit Union • Revitalize plywood factory & quarries in Rochester & Hancock to provide materials for affordable housing, develop job training program & jobs for unemployed residents and veterans

Education	Energy
- Re-purpose the High School building - Attract more young families in order to re-establish a local high school - Work collaboratively with the Unified School District to identify ways the community can better support the Board's activities and concerns. - Strengthen partnerships between the school, local business, community volunteers, and education experts (active and retired)	- Identify municipal buildings for renewable energy generation - Identify commercial and residential buildings for renewable energy generation (including Green Mountain Power and Consolidated Communications assets) - Identify potential private properties that could be used to for renewable energy sources (solar, wind, water, geothermal) - Retail or public space for swap meets – sharing or selling recycled or upcycled goods & furniture - Prepare to deal with a possible population influx from climate change - Marry town planning to climate change & state requirements
Housing	**Infrastructure**
- Create more affordable housing (rentals & residential properties) - Market affordable & well located residential properties - Housing for seniors - Multi-generational integration - Collaborate closely with the Council on Aging in identifying potential properties for the "Housing Share" program - Identify grants for subsidized housing / low-cost housing	- Repair Sidewalks - Create more sidewalks - Repair roads (town & VT Route 100) - Create Bike lanes - Create more family-friendly access to the White River - Enhance the safety, health & welfare of residents and visitors
Recreation & Outdoor Activities	**Seniors**
- Family & Children's Recreational Activities - Hot air ballooning - Regional tennis & golf tournaments - Fishing on the river - Rock climbing - Hiking - Snow shoeing - Outdoor skating - Create a robust Mountain Bike Trail Network - Improve our multi-use riverside trail - Revive offerings to hunters and fishers	- Add a local pharmacy - Develop multi-generational engagement groups & mentoring programs (business, literacy, arts et.al.) - Create volunteer corps to drive people to appointments - Create Senior Housing - Identify aspirations & needs
Young Families	**Youth**
- Identify current concerns & desires (jobs, affordable housing, childcare, high speed internet) - Identify aspirations & cultural needs - Create a business mentoring program for at-home-parent(s)	- Identify and develop youth leaders - Engaging young people more - Identify youth aspirations and concerns - Create a mentoring program, including with seniors - Youth job training program

Combined "Pebble Poll" Results - Envision Rochester Booth at the WVRP's 31st Annual Harvest Fair (9/7/2019)

END