



*Partnering for
Our Sustainable Future*

**Burlington Legacy Project Steering Committee meeting
December 14, 2011
City Hall, Room 12
8:30-10:00 am
Minutes**

Facilitator: Joe Speidel; Note Taker: Emily Meltzer

Attendees: Joe Speidel (UVM), Penrose Jackson (Fletcher Allen), Wanda Hines (Social Equity), Sarah Osaba (Vermont Multicultural Alliance for Democracy), Mediha Jusufagic (Bosnian Lilies), Margaret, Eric Brumbach (UVM video intern), Carlyn Bong Levy (UVM intern), Jennifer Green (Legacy Project), Monica Weeber (United Way), Charlie Baker (Chittenden County Regional Planning Commission), Jen Cirillo (Shelburne Farms), Gioia Thompson (UVM Sustainability Office), Christina Erickson (Champlain College Sustainability Coordinator), Melinda Moulton (Main Street Landing)

MARGARET BOZIK WILL BE TAKING OVER FOR JEN FOR THE NEXT 6 MONTHS

- Jenny Davis will be in charge of staffing neighborhood planning assembly, and providing eyes and ears on the ground
- Beth Truzansky will be focused on diversity and inclusion; her work brings her in contact with disadvantaged populations
- Meeting minutes from past meeting are available on the internet

PETER CLAVELLE AWARD

- Language in the application has been made more concise, brief and understandable
- Deadline is now March 15th to give plenty of time for all who wish to make nominations
- Application requirement has been changed to a 600 word maximum
- Outreach will include:
 - All forms will be submitted to Margaret
 - Jenny Davis will help with outreach
 - Front Porch Forum, Mayor's newsletter, CCTV, interviews with last years winners/nominators/ candidates
 - Interns will film a PSA
 - Steering committee members are asked to get out the word on their email lists, Facebook, etc.

OUTREACH AND PUBLIC ENGAGEMENT

- Eric is the new video assistant intern from UVM
 - His end of semester final product is a video for Legacy
 - Good template for future legacy videos
 - He will continue with Legacy next semester

FEEDBACK ON ERIC'S VIDEO (VIEWED BY THE COMMITTEE DURING THE MEETING)

- Very positive comments on the content and format of the video
- Suggested including captions with the location of interviews, extracting words that people say, circulating messages
- May want future videos to include opinions on downtown and the waterfront, and include New Americans
- Could include videos from the Martin Luther King celebration
- Could include theme of the 4 Es in the video
- Reach out to more interviewees to provide “people on the street” reactions
- Use the video as a way to drive people to the website participate in the “tell us what you think” about sustainability section
- Eric will add a message at the end to “share your vision on the Burlington Legacy Project Website”

DISCUSSION OF POTENTIAL OTHER GROUPS WHO SHOULD BE INTERVIEWED

- Include people from diverse backgrounds, New Americans (for ex., from the VT Refugee Resettlement Program), with visible disabilities, older people (for ex., at the Champlain Senior Center or the Heineberg Senior Center), the business community (store owners in front of their shops)
- Representatives of the broad range sectors (4 E's)
- Include students (Jen C. can be the contact person for this)

LEGACY WEBPAGES WILL BE ON THE NEW CITY WEBSITE

- Will be located at Burlingtonvt.gov
- Material is being transferred to the new site from the old one
- Changes will include a navigation structure that focuses on the 4 E's
- Will use the landing page as a real mechanism for “what's your vision?”
- Will have a paragraph describing 4 E's and a question asking “Anything you want to add?” at the end of each section where people can add feedback
- Will try to engage Spike Advertising (now working on messaging and outreach) with changes to the Legacy site
- Interns will continue to maintain the old site
- Mediha offered to help out with the update

APRIL EVENT

- Jenny Davis agreed to combine a Legacy event with the Neighborhood Night of Success, presenting the Clavelle Award along with Blumenthal award; the date is TBA; the videos will be part of the program
- Will use the event for feedback on updated plan
- Possible days: April 18th or 19th

FEEDBACK ON MY TURN

- A small group, along with Mary Sullivan, will help edit and provide feedback
 - Monica, Christina, Melinda along with others volunteered to read over.

MAYORAL DEBATE

- Some debates are scheduled already: Vermont Multicultural Alliance for Democracy, the Burlington Bike/Walk council and Local Motion
- Could develop questions to ask at the debate and represent Legacy at the event
- Will inform candidates about our project by having them meet with the steering committee and ask each candidate the same questions about resources for Legacy and how they see themselves supporting Legacy
- Our goals are to:
 - Meet with candidates
 - Explain why Legacy is important
 - Describe the Legacy process
 - Share questions on the 4 Es.
- Jen will invite candidates to a scheduled meeting
- Sarah, Melinda, and Monica will all work on questions for the candidates