

**ICE AGE DISCOVERY COMMITTEE (IADC)
CITIZENS-AT-LARGE (CaL)
ACTION PLAN
rev 03/07/11**

DRAFT

I. IADC Citizens-at-Large Mission and Goals

A. *draft Mission Statement*

1. To be both the driving force and a liaison in a multi-directional and constructive conduit, for a broad spectrum of the community's residents and guests, and museum officials* -- providing and seeking information, input, ideas, and suggestions on the discovery -- so as to realize the full potential of the Ice Age discovery for the benefit of the Snowmass Village resort community.
2. excerpted in part from 12/06/11 Working Draft from Russ to Council and TOSV Announcement for Open Board Positions IADC

B. *draft Goals*

1. CaL is the committee-to-community liaison or ambassador and is, in part, responsible for bringing ideas and people together.
2. CaL engages the community in a dialogue of how the community wants to tell this story.
3. CaL reacts to continuously updated information from all other committee members and sub-committees with the purpose of conveying it to the public in a timely, comprehensive, and objective manner, subject to the IADC ground rules.
4. CaL takes direction from both administrative and field expert committee members and seeks final approval before disseminating IADC plans, goals, decisions, or changes.
5. CaL participation on the committee overlaps with all other committee members and any sub-committees.

II. Community Input: Received to Date

- A. **Next Steps:** Colleen and Chuck will seek, synthesize, and collate community input received to date by Council, town staff, Snowmass Water & Sanitation District, and IADC members.

III. **Community Input: Forward Looking**

A. **Forums: Local**

1. **Venues, Schedule, Themes/Focus**

a. **Venue:** Ice Age Discovery Center

- i. Although logistically it would be easiest for Colleen, Chuck, and town staff to use Council Chambers, drawing the community into the physical reality and presence of the Ice Age discovery – in the Ice Age Discovery Center - - will help to fully capture the community's interest, excitement, and buzz, thereby enhancing the community's engagement in a thoughtful, creative, and perhaps even inspirational dialogue of how we as a community want to tell this still unfolding story.
- ii. Colleen and Chuck will work with town staff and will be responsible for the logistics of holding the forums at the Ice Age Discovery Center.

b. **Schedule:**

- i. community* - 03/20/11, Sunday, 4:00 – 5:30 p.m.
- ii. business* - 03/21/11, Monday, 12:00 – 1:30 p.m.
- iii. community* - 03/24/11, Thursday, 4:00 – 5:30 p.m.

- c. * **Themes/Focus:** Although a proposed theme/focus is listed for each local forum, all community members and guests will be welcome at each forum.

2. **Forum Format and Objectives:**

a. **Working Ideas:**

- i. **Format Overview:** Similar to town comprehensive plan forums; community will gather, hear an overview of the forum's purpose and process, and then groups of community members will brainstorm, record ideas, and

report out to the larger group. The community will then be asked to evaluate the forum's process and format, and offer suggestions for future forums. Colleen and Chuck will then analyze and collate all data.

ii. Format:

- (1) Colleen and Chuck will greet the community and guests as they come to the forum.
- (2) The Mayor, Council Members, and the IADC will be invited to each forum, and the community will be asked to stay after the forum for a short meet and greet period.
- (3) Colleen and Chuck will facilitate the forums; frame the questions; walk among the groups to answer questions and encourage brainstorming and the generation of ideas; oversee the reporting out; and draw the forum to a close and explain next steps.
- (4) Several easels, with paper and markers, will be set up in the Center, and chairs will be grouped near each easel. One of two systems will be used: each easel will have one question written on it and groups will move from easel to easel as moving time is announced, or each easel will have one question on each sheet and each group will remain at the same easel and work through each question.
- (5) Pads of paper and pens will be available on each chair to allow individuals to jot notes and ideas before they can be recorded on the easels.
- (6) The forum agenda and framed questions will hang in the room and be available as handouts. The handouts will also include a forum evaluation form.
- (7) Following a brief overview on the forum's purpose and process, members will be asked to brainstorm and record ideas in response to a set of questions that are already written on the easel papers.

- (8) The questions will be framed to solicit ideas in the following areas:
- (a) Vision (e.g., What is the community's vision for the discovery? What story does the community want to tell?)
 - (b) Telling the Story (e.g., How do we as a community tell this story, in what physical and/or non-physical ways? What do we want to be iconic; what do we want others to identify with as they enter and exit Snowmass Village; what image do we want to convey to the broader public?)
 - (c) Education (e.g., ISE-FSE; students – preschool, school age, adult non-scientists, adult scientists; local, non-local)
 - (d) Science (e.g., Should this be broader than the ice age discovery; if so, how?)
 - (e) Tourism/Marketing (e.g., How do we create new business and event models, and enhance old ones, to bring people to Snowmass Village? For the business forum – How do we best work together to benefit our business community?)
 - (f) Funding (e.g., How do we raise the money to implement our vision and ideas?)
 - (g) Other (e.g., any additional ideas or comments)
- (9) Forum participants will receive a short evaluation form on the forum's forum and process to help improve future forums.
- (10) The CaL email and phone number (see below) will be in all advertisements and flyers, posted during the forums, and printed on all handouts.

- iii. Objective - Community Ownership: Community takes ownership of ideas and stake in actions and plan. For example: "Snowmass Discovery Center (*insert final name*) is our idea (*or, our community's idea*)."

3. Next Steps

- a. Follow up with Lesley: Once we finalize the dates, times, and venues, Colleen will let Lesley know.
 - b. Forum Format, Questions, and Objectives: Colleen and Chuck will finalize forum format, questions, and objectives.
 - c. Advertising: Lesley will advertise the forums on the town website, send email blasts (town email list, PTRAB email list, and business email list), and put an ad in the *Snowmass Sun*. (For this round of forums, advertisements will only appear in the *Snowmass Sun*.) Colleen and Chuck will hang flyers in the town. All advertising should include the email and phone number to which the community can submit ideas.
 - d. Supplies: Lesley will supply easel paper and markers. Colleen and Chuck will check with the Marketing Department for Snowmass Village pads of paper and pens, as well as other marketing materials. Colleen and Chuck will coordinate other logistics, including chairs.
 - e. Food: Chuck will see if anyone will donate snacks and/or beverages for forums. Colleen will check with Russ to determine if any funds are available to purchase snacks and/or beverages.
 - f. Door Prizes: Chuck will see if anyone will donate door prizes for forums.
4. Analysis/Metrics: Forum participants will be asked to complete evaluation forms. Colleen and Chuck will analyze how well local forums met CaL goals and forum objectives.

B. Forum: Virtual

1. Virtual Forum/Online Meeting/Web Conferencing:

- a. System: Colleen found a virtual forum/online meeting/web conferencing system with a one-year free trial. The only limitation with the free trial is that the meetings are limited to

20 participants. It is hoped that this can be used for one or more virtual forums, thereby allowing greater community participation and input, especially for part-time residents.

- b. Proposed Plan/Process: The virtual forum will be advertised. Participants will be required to register, and registration will be limited to 19 participants and 1 host. Participants will have to go online for about half an hour or less to set up access to the system and meeting.
- c. Market Test: This plan/process will allow Colleen and Chuck to gauge interest, ensure participant limit, and see how well the system works.
- d. See <http://banckle.com/apps/online-meeting/features.html>.

2. Forum Format, Questions, and Objectives:

- a. Proposed/Working Ideas:
 - i. Format: Same as for local forums, possibly with an additional question for those who do not permanently reside in Snowmass Village.
 - ii. Objective - Community Ownership: Same as for local forums.

3. Next Steps

- a. Follow up with Lesley: Colleen and Chuck will continue to test the Banckle.com system.
- b. Decision: After testing, Colleen and Chuck will decide next steps and/or alternatives.
- c. Forum Format and Objectives: Same as for local forum.
- d. Advertising: If decision is made to conduct virtual forum, Lesley will coordinate advertising and participant registration.

- 4. Analysis/Metrics: If virtual forum, same as for local forums. If successful, additional virtual forums may be scheduled.

C. Surveys: Electronic

1. Electronic Survey System: To allow the community to provide input via framed questions in an online survey, one will be constructed using Survey Monkey, a free online survey system that the town uses.
2. Next Steps:
 - a. Survey Development: Colleen and Chuck will construct a survey seeking community input using Survey Monkey; the questions will be the same as or similar to those at the forums.
 - b. Survey Distribution: Lesley will distribute the survey to the town email list, part-time residents email list, and local business email list.
 - c. Survey Data: Colleen and Chuck will analyze, synthesize, and collate survey data.
3. Analysis/Metrics: The last portion of the survey will be an evaluation section. Colleen and Chuck will analyze how well the electronic survey worked.

D. Repository: Online

1. Repository System: Lesley will set up an online repository for public input after the town's new website goes online. Until then, Colleen and Chuck will collate all input and enter it into a data collection system (see below).
2. Next Steps: Colleen and Chuck will analyze, synthesize, and collate repository data.
3. Analysis/Metrics: Colleen and Chuck will regularly analyze how well repository is meeting objectives, and will work with Lesley to make any recommended changes to system.

E. Other Means for Community Input

1. Email: The town has set up the email address TuskForce@tosv.com for the community to use to send ideas to CaL. All emails will forward to Colleen, Chuck, and Lesley. Replies will be sent to Reply All to ensure everyone has the same information.
2. Phone Number: Colleen set up a Google Voice phone number that forwards to a designated phone, and if not answered, forwards to a voice mailbox. If a voice message is left, Google transcribes the message and forwards it as email. Colleen will set this up to forward

all emails to Chuck, Lesley, and her own email address. The number is (970) 765-TUSK, which is 970-765-8875.

IV. **Data**

A. **Data Collection:** Colleen and Chuck will seek community input, as described above.

B. **Data Analysis, Collation, Organization, and Storage:** Colleen and Chuck will analyze, synthesize, and collate community input data into an organized system for easy review, access, and reporting out.

1. **Next Steps:**

a. **System:** Colleen and Chuck will determine what system to use for this process. Possibilities include: online repository (depending on system's capabilities), Excel spreadsheet (sortable and searchable), database, etc.

b. **Indexing:** Colleen and Chuck will determine an indexing system, such as tags, categories, or key words, to organize and collate the data.

c. **Sort Capability:** The system should have the capability to sort the data.

d. **Search Feature:** The system should have a search feature.

2. **Analysis/Metrics:** Colleen and Chuck will regularly analyze how well system is meeting objectives.

3. **Access:** In addition to Colleen, Chuck, Russ, and Lesley, the IADC will determine who needs input and/or read-only access to the system.

V. **Reporting Out**

A. **IADC:** Colleen and Chuck will report IADC Citizens-at-Large activities and findings at each IADC meeting.

B. **Town and Staff:** Unless IADC town staff members report out to Council, Colleen and Chuck will report activities and findings to Council.

C. **Community:** Colleen and Chuck will report activities and findings of IADC Citizens-at-Large, to community on a regular basis, and continue to seek community input. Process for reporting out will likely be similar to process used to seek community input (e.g., forums, virtual meetings, etc.)

VI. Other Ideas to Develop

A. Tusk Force Authorized Merchandise

B. Memberships

C. Social Networking: as means to communicate with community (e.g., FaceBook, Twitter)

D. Monthly Newsletter: as means to communicate with community

VII. Other

A. Review and Revise Draft: Colleen and Chuck will review and revise this draft, and regularly review and revise IADC Citizens-at-Large Action Plan.

B. Objectives: Colleen and Chuck will define objectives overall and, as applicable, for each section of this draft.