



DURHAM CITY-COUNTY APPEARANCE COMMISSION

AGENDA

2019 Retreat – June 19, 2019, 6:00pm
Committee Room GA, Ground Floor, City Hall
101 City Hall Plaza, Durham, NC

- I. **Call to Order**
- II. **Approval of Minutes**
- III. **Adjustments to the Agenda**
- IV. **Treasurer's Report**
- V. **Retreat: Your Reasons for Joining the Commission**
 - a. To become a member of the Appearance Commission took some effort. You had to complete an application. For each reason you had to get involved, use a post-it note to write down that reason.
- VI. **Retreat: FY 2019 Reflection**
 - a. Review of the FY 19 Action Agenda
 - i. Successes: Hosted 1 educational event that was considered useful by the attendees
 - ii. Successes: Hosted the 2019 Golden Leaf Awards, 4th year consistently
 - iii. Successes: Sold sponsorships to GLA generating over \$4,000 in funds to use to enhance GLA
 - iv. Successes: Commented on Expanded Housing Choices and Wayfinding Signage.
 - v. Comments from the commission
 - b. Challenges and Issues
 - i. Challenges: Increase the Commission's presence at community events, public meetings, and professional design events
 - ii. Challenges: Building a robust digital outreach platform
 - iii. Challenges: Broad charter with few specific tasks
 - iv. Challenges: Turnover of new commissioners
 - v. Comments from the commission
 - c. Opportunities for the future
 - i. Durham's New Comprehensive Plan
 - ii. Review summary chart of DCCAC Powers and Duties and Comprehensive Plan Chapter 4.

- iii. Place your “reason” post-it notes in the cells that you are most interested in being involved.
- iv. What cells have the most “hits”?
- v. Need for a Communications officer?
- vi. Comments from the commission

VII. Retreat: FY 2020 Goal Setting

- a. FY 2020 Goals and Action Agenda
 - i. Identify at least three major goals
 - ii. What tasks are needed to achieve goals?
 - iii. Finalize the FY 2020 Action Agenda
- ii. FY 2020 Committee adjustments and membership
 - i. What sub-committees do we need?
 - ii. Who wants to be on which sub-committees?
- iii. FY 2020 Budget
 - i. Sub-committee breakout to define the budget
 - ii. Sub-committee budgets combined together
 - iii. Adjustments needed to achieve overall target.

VIII. Election of Officers for FY 2020

X. New Business & Announcements

XI. Adjournment

Notice Under the Americans with Disabilities Act - A person with a disability may receive an auxiliary aid or service to effectively participate in city government activities by contacting the ADA Coordinator, voice 919-560-4197, fax 560-4196, TTY 919-560-1200, or ADA@DurhamNC.gov, as soon as possible but no later than 48 hours before the event or deadline date.

FY 19 Action Agenda			
	<i>Item</i>	<i>Subcommittee Responsible</i>	<i>Point Person (Chair)</i>
1	Host 2019 Golden Leaf Awards.	Golden Leaf Awards	
2	Build a robust digital outreach platform (e.g. enhanced website, re-tool social media, develop contact list, post blog articles, etc.).	Digital Outreach	Jessie Braverman
3	Develop and maintain sponsorships.	Education & Engagement Digital Outreach Golden Leaf Awards	Jessie Braverman
4	Host 2 educational events.	Education & Engagement	
5	Participate in Expanding Housing Choices and development of new Comprehensive Plan.	Design Policy	Rick Crawford

FY 19 Subcommittee Rosters		
<i>Subcommittee</i>	<i>Chair</i>	<i>Other Members</i>
Design Policy	Rick Crawford	Leslie Mason, Mitch Tuchman, Charles Douglas
Digital Outreach	Jessie Braverman	Miguel Jackson, Anne Lebo, Leslie Mason, Mike Miller,
Education & Engagement		Jessie Braverman, Rick Crawford, Lyn McClay, Mitch Tuchman, Charles Douglas
Golden Leaf Awards		Jessie Braverman, Fred Jernigan, Lyn McClay

FY 19 Deadlines & Events

<i>Month</i>	<i>Design Policy</i>	<i>Digital Outreach</i>	<i>Education & Engage.</i>	<i>Golden Leaf Awards</i>
Jul 2018	Finalized FY 19 Budget & Workflow			
Aug 2018	"Expanding Housing Choices" staff presentation; Assist in E. Main Street outreach			
Sep 2018	Expanding Housing Choices	Present website options		
Oct 2018	Participate in E. Main Street charrette		Host Event #1	
Nov 2018		Website live; Mail chimp live; website updated with archival and background info		
Dec 2018	Off – Happy Holidays!			
Jan 2019				
Feb 2019		Social media live		Finish fundraising of \$3,000
Mar 2019	TBD Comp Plan			
Apr 2019	TBD Comp Plan			Host 2019 GLA
May 2019	TBD Comp Plan		Host Event #2	
June 2019	FY 20 Retreat & Election of Officers			