

**VIETNAMESE AMERICAN COMMUNITY CENTER  
TASK FORCE MEETING  
June 24, 2009  
MINUTES**

**Present:** *Task Force* - Lien Cao, James Dinh, Bryan Do, Dac Doan, Dan Hoang, Dennis King, Thuy Le, Michele Lew, Don Long, Hieu Nguyen, Cherry Nguyen, Mylinh Pham, Tina Pham, Martin Renteria, Quyen Vuong, Clark Williams  
*City Staff* – Lisa Au, Adriene Braddock, Jennifer Luc, Ashwini Kantak  
*Consultants:* Greg Fitzgerald, Brad Isaacs  
**Absent:** Hung LeDang, Dinh Nguyen, Vuong Nguyen, Thuy Nguyen, Lynne Tran

**1. Project Overview**

Greg Fitzgerald worked with the group on the overall project timeline, flow, and interrelated responsibilities. He announced that the City/RDA, in response to a Task Force request for more time, is flexible on the completion date. It is now recommended that the Task Force have recommendations to the Council at the end of February 2010.

**2. Project Team Updates:**

**a. Outreach and Invitation:**

Updated the Task Force on the strategies to get people invited to the Vision Events, and to get them engaged in the project. They explained a one-to-one approach, a general approach, and a hybrid approach. They explained the “Hook” and reviewed the 10 Tough Questions. The group asked for help from other members on specific items.

**b. Stakeholder Engagement**

Explained the stakeholder engagement strategy. Differentiated their job from Outreach. The group asked for help prioritizing stakeholders.

**c. Project Communications**

Presented issues that the Project Communications team saw as important for the group. Presented a draft of the Task Force’s Vision, Mission, Values and Elevator Speech for discussion and approval.

**d. Data Collection & Analysis**

Gave an update on the team’s work in preparing for building good recommendations, benchmarking other community centers, and evaluating questions proposed by the Vision Events team for getting community input.

**e. Vision Events**

Present the team’s revised Vision Events timeline and updated the group on the early development of the Vision Event Agenda. After discussion, it was agreed that the first Vision Event will be held on September 12<sup>th</sup>.

### 3. Questions raised during the meeting

Questions Raised	What we know...	How to get more information/Resolve
1. What is the sequence of the community events?	Vision Event (Sept) Prioritization Events (Oct/Nov) Validation Events after the draft recommendations are produced (TBD)	Vision Events Sub-Group is responsible for proposing and getting agreement on the Events and schedule
2. Who will speak from the podium during the Vision Event	Task Force members, City/RDA staff, Consultants – Best Match based on message needed, skills, presence	Vision Events will coordinate the selection process for speakers at the events AND will heavily consult with Project Communications on the talking points, messages, approach etc.
3. Who will complete work on the 10 tough questions?	Outreach is working on it right now	Up to Outreach & Project Communications to decide
4. Who will design the flyer content?	Currently suggested that Outreach design flyer content	Up to Outreach & Project Communications to work out
5. Who will send out the invitations?	Currently suggested as a task for Project Communications	Project Management Team (City and Coaches) will make recommendations
6. What is the role of the Task Force after this phase of the project is completed?	The City/RDA has said that there will be a community group that will help the City through Phase 2; Task Force members will be encouraged to participate.	City/RDA staff
7. What is the protocol for engaging the media?	All official media requests are to be directed to San Jose Redevelopment Agency Communications.	Project Communications is working on a Communications Guide.

### 4. Adjournment

The meeting was adjourned at 8:45 p.m.