

# MEETING SUMMARY | Steering Committee Meeting 1

June 25, 2018

The following is a summary of the first meeting of the steering committee for Tuscaloosa’s Comprehensive Plan and Zoning Code Update process. Attached to this summary is the meeting attendance sheet, agenda, and presentation slides.

## Introductions: One Word

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During introductions, committee members each provided one word to capture what they were most thinking about with respect to the project they were about to undertake. The sentiments were notably positive and covered both sentiments about the importance of the effort as well as things the plan should achieve or address. The following words are listed in the order in which they were contributed.

Important	Balance	Perspective
Input	Development	Excited
River	Engagement	Coexist
Progress	Pivotal	Vital
Innovation	Simplify	Clarify
Growth	Potential	Predictability
Community	Collaboration	Flow
Service	Momentum	Compatibility

## Discussion: Opportunities that the plan should address

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During the discussion portion of the agenda, committee members were asked to each share what they thought were critical opportunities that the plan must address. Major themes from these opportunities included growing responsibly (diversifying housing options, community character, environment, river and natural resources), strengthening amenities (expanding cultural offerings and promoting existing assets), strengthening community and collaboration (broad engagement between all groups), and improving k-12 education and workforce development. The following opportunities are listed in the order in which they were contributed.

1. Utilize / communicate collective assets
2. Enhance trees / landscaping downtown and throughout the city
3. Retain brain power / keep young minds here
4. Public works projects enhance sense of place to attract and retain talent
5. Education / workforce development for entry-level workers
6. Become a global city – cultural activities, significant amenities
7. Build upon geographic / demographic diversity

8. School overcrowding – more balanced population growth
9. Need to grow population responsibly
10. Improve collaboration between UA and the City
11. Experiential development / river-front development
12. Create more diversity of housing
13. Engaging neighborhoods / historical districts / students
14. Communicate assets to students, make them want to stay
15. Community character / identity
16. Arts and culture / galleries, museums, lifestyle
17. More of a destination – not just football
18. Engage whole city – One Tuscaloosa
19. County / Northport – create sense of larger community (better collaboration)
20. Improve education on zoning for public clarity / enforcement
21. Engagement of public/citizens/leaders.
22. Be responsible with riverfront growth/lakes/water sources
23. Improve K-12 education. Tuscaloosa schools should rank among best in State
24. Enhance entertainment amenities
25. Engage other higher education institutions

### **Discussion: Key Messages**

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Committee members were asked think about and share potential motivating messages for encouraging broad community participation in the process. The following messages are listed in the order in which they were contributed. They will be considered in developing a name for the planning effort and will be integrated into a communication plan.

1. Speak now – conversation is starting
2. Sense of welcoming, authenticity
3. Opinion matters! Genuine
4. Be part of legacy – YOUR community
5. “nothing for us, without us!”
6. Tell the “secret” of Tuscaloosa
7. If you’re here, you are responsible
8. Overcome apathy
9. Develop neighborhood groups to become proactive, not reactive
10. This is a process, but there will be specifics
11. Our City, Our Time
12. Ask younger people for messages
13. Tactics: Communicate plan to students – small window to reach them
14. Tactics: Yard signs
15. Name: Impactful word
16. Name: Engage

## Response Cards: Subcommittee Interest

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Committee members were introduced to the idea of establishing subcommittees to address two topics of particular importance to the plan. Those proposed subcommittees are housing and lakes. The subcommittees will dive deeper into their topic and may hold meetings in addition to those of the whole steering committee. The housing topic will cover all housing issues including student housing, workforce housing, and other needs. The Lakes subcommittee will consider development, recreation, water quality and other issues between Tuscaloosa's three lakes (Lake Tuscaloosa, Lake Nichol and Lake Harris). Committee members used a response card to indicate their interest in a committee. Members who expressed interest in both committees, have a (1) or (2) to indicate their preference.

### Housing

Susie Smith  
John E. Rainey (2)  
Nicole Prewitt  
Brock Cords (1)  
Tim Leopard  
William Blakeney  
Blake Madison  
Daphne Curtis  
Robert Reynolds (1)  
Steven Rumsey (2)  
Serena Fortaberg  
Michele Coley  
Bill Wright  
Paul Rollins Jr.

### Lakes

Gary Limmroth  
Nelson Brooke  
Steven Rumsey (1)  
Tim Harrison  
Robert Reynolds (2)  
Brock Cords (2)  
Craig Williams  
Cindy Stephenson  
Tom Chambers  
John E. Rainey (1)

## Response Cards: What time is Best?

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Prior to adjourning, the committee was asked to indicate their preferred time of day for future meetings on Wednesdays from four options. Some members indicated one preferred time, while others indicated multiple acceptable times, yet others ranked their preferences. The following table represents a count of those who indicated a time was either preferred or acceptable. Of those that ranked their options, the "preferred" column indicate times that ranked 1 or 2. The "not acceptable" column indicates times where a member indicated were not an option for them.

Meeting Time	Acceptable	Preferred	Not Preferred
9 - 11 am	11	2	1
1 - 3 pm	12	3	1
2 - 4 pm	18	5	
5:30 - 7:30 pm	12	5	4

1 suggestion for lunch meeting (S. Rumsey)

