GCP Strategy Meeting
January 13, 2014

Attending: Cory Adams, Michael Fratantuono, Chris Gulotta, Neil Leary, Lindsey Lyons

Where do we want to be by December 31, 2014?
- Have a stronger steering committee
- Clarify purpose, role of Greater Carlisle Project
- Figure out model for organizational structure of GCP
- Have a couple successes to point to.

Focus on process this year, not outcomes
- Find ways to keep people involved
- Create "people spots" – tasks people can perform, roles they can fill
  o Do we need job descriptions for some positions?
- Take small steps

Purpose, role of Greater Carlisle Project
- Advocate, facilitate, educate, and/or coordinate?
  o Do we coordinate, connect and add-value to projects/programs of member organizations?
  o Or do we see ourselves developing new joint projects/programs with the member organizations?
- Mission statement says GCP will promote collaboration to realize a vision for sustainability by (i) connecting people and organizations in collaborative efforts, (ii) convening educational forums to foster shared culture of sustainability, and (iii) advocating for initiatives that advance our vision.
- Do we need to clarify? How?

Organizational structure of GCP
- Current situation
  o Steering Committee to lead GCP and guide activities. Steering Committee members participate as individuals, not as formal representatives of their organizations
  o Two teams (projects and education) established to plan and implement activities. Teams include Steering Committee members.
  o Informal network of people who have attended meetings
- Does organizational structure need to evolve? If so, how?
  o Confederation of organizations?
  o MOUs, formal participation of organizations in GCP?
  o Cross-section of sectors: private sector, public sector, non-profits, community organizations
  o Cross-section of issues/foci: health, education, economic development, transportation, food, environment etc (cover the 8 priority areas)

Steering Committee
- Two co-chair model?
  o Deb Figueroa agreed to co-chair.
  o Need to recruit another co-chair
- Membership of steering committee
  o Who is not part of the group but should be?
  o Do we have all 8-priority areas represented?

- o Do we have sufficient representation from private sector?
  - o Do we have sufficient representation from minority and low income members of the community?
- Define role of the steering committee more clearly
- Define role of steering committee members more clearly
- Next meeting of Steering Committee (early February?), agenda:
  - o Questions of purpose and organizational structure of GCP
  - o Teams – general questions about how organize and support their activities
  - o Teams – reports on progress, projects

General issues for teams
- GCP should have a recognized role in team activities, events and projects.
- Want to avoid simply sanctioning an activity that will be implemented by one organization with little collaboration with other members of GCP
- Do we need formal MOUs to describe roles of GCP and other organizations in joint activities?
- Are the scopes of activities of the Project Team and Education Team clear and sufficiently distinct?
  - o Is a walking audit a "project" or an "educational event"?
- Do we want two broad teams as currently formed, or should there be teams for distinct stand-alone projects?
  - o For example, there might be a project team for Community Walking Audits.
  - o These more narrowly defined teams would report to the GCP Steering Committee.
- Leadership of teams
  - o Project team leaders who are not GCP Steering Committee members
    - ▪ Vet them carefully; be sure that they are good at organizing and leading a project
    - ▪ Job descriptions?
    - ▪ Overseen by GCP Steering Committee member
  - o Have one or more GCP Steering Committee members be members of each project team. Provide general oversight, assurance that project progressing appropriately

Project Team
- Steering Committee members Deb F and Lindsey L participating
- Core group of committed people who are not on the GCP Steering Committee and who are already moving forward with projects.
- Use the 8 priority areas from the GCP vision statement to guide selection of projects
- Community walking audits is a primary focus at present
  - o First one being planned for Mount Holly Springs
  - o Use as an opportunity to train others to lead walking audits
  - o Encourage use of the 8 priority areas to set the broad context for the walking audits

Education Team
- Steering Committee members Becca Raley and Neil Leary are participating
- Good number of people turned out for first meeting, several of whom have a focus on public schools
- "Going Green" lecture series at Bosler Library emerged as a possible GCP collaboration
- Focus of the Education Team still taking shape
- Should the emphasis be on community education? Educating the community about what?
- Should the emphasis be on community outreach, making more people aware of GCP activities and getting more people involved?