

Waukon Visioning Process

Questions to help identify the goals and objectives of the committee

Under the signed contract we are to meet and discuss the objectives and goals of the committee. We understand that the committee would like us to provide them with some brain storming questions to help them identify the goals and objectives that they want to focus on during the visioning process.

These questions are to help start a dialog on a local level. They are to help assist in identifying problems that need to be resolved, or ideas that could make the community better.

When we meet, we hope that these questions have helped you come up with some ideas to help shape the visioning process.

Directions

Have everyone answer the questions on their own first. Once everyone has completed them get together in a large group and share your ideas. You can brainstorm off of each others ideas to come up with final ideas/answers. Another option is to get into small groups of two or three first to come up with ideas/answers to questions.

How to brainstorm in a large group

You should all follow the standard brainstorming rules:

- Postpone and withhold your judgment of ideas
- Encourage wild and exaggerated ideas
- Quantity counts at this stage, not quality
- Build on the ideas put forward by others
- Every person and every idea has equal worth

Gather the large group together in one room. Have a central person to coordinate the proceedings, introduce the purpose of the brainstorming session and to outline the rules listed above. This person should also ensure the rules are followed and should actively encourage the participants.

Ideally the facilitator will then have a brief warm-up on a totally unrelated and fun topic. This will get everyone's creative juices going and help establish a less restrictive mood. Only start the main topic when the right mood is established.

Go through each question and have everyone in the group shout out their ideas. All ideas are written down so that they can be analyzed later. The most common method of recording the ideas is on flip charts but its fine to use a blackboard, overhead projector transparencies, a computer or individual pads of paper. A secretary can be useful and for larger groups you may need two or three to ensure all ideas are captured.

At this time adjourn the meeting and meet again on another day or later in the day to finalize ideas/answers about the questions. It is okay to have multiple ideas/answers to each question, but try to pear it down. Once the group as a whole has come up with some ideas/answers write them down, and please send a copy to Neumann Monson along with the completed individual questionnaires. If you can, please write a statement to let Neumann Monson where you would like this to go. It can be vague, but should have some meat to it. If you can't we can help brainstorm with you at the first meeting.

9. Where is the heart of Waukon, and is it well defined? Is the heart downtown, a school, or a landmark?

10. Where do people go to be seen?

11. Where did people go to be seen 10 – 20 years ago?

12. Let say you own a business downtown, what business would you want to go next to yours, what business would you not want to be located in Waukon?

13. Lets say that you are looking for a house in Waukon what would you look for to help you make a decision, how about 10 - 20 years from know, how about 10 - 20 years ago.

14. Who currently is moving to Waukon – who is the target audience?

15. Who is moving away from Waukon and are they the target Audience?

16. Now that you have identified who is moving to Waukon, what is missing from the town to facilitate similar people to move to the region?

17. How many people live downtown above businesses?

18. Should more people live downtown?

19. Why would I not live downtown, why would I?

20. Who or what group could become a road block in the process? It is important that they be identified so that their input can be heard to help prevent the road block from happening.

21. What two activities do you like to do in Waukon? Identify any that are only indigenous to Waukon.

22. What activities do you do not located in Waukon?

23. What direction do you personally want to see the city go? Do you want it to become more of a retirement community? Do you want it to become a destination City? Do you want it to become the first Green Designed city in Iowa? Do you want it to become a place where Young people/families come?

I hope these questions help you identify objectives and goals that the committee wants to attack. I have also attached Cedar Rapids 5 in 15 plan for your review. I know that the cities are quite different but it never hurts to look at what other communities are trying to do.

Sincerely,

Jesse Bulman
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