



STAKEHOLDER TASK FORCE

Goal Setting Workshop: Day 1

May 24, 2022 | 9:00 a.m. to 11:00 a.m.

Objectives:

- Share highlights of March kickoff meeting and review work underway
- Collaborate to develop and prioritize goals for Connect Downtown
- Establish achievable and measurable success outcomes to frame recommendations

Agenda:

Time	Item	Leads
9:00 a.m.	Welcome & Meeting Framing <ul style="list-style-type: none"> ▪ Introduce project team and Stakeholder Task Force members ▪ Share highlights of March meeting and current project activities ▪ Review Day 1 workshop objectives and agenda <p><i>Key Questions: Does the approach to our workshop make sense? Is there anything else you hope to cover today?</i></p>	Tanisha Hall, Fairpointe Planning Marty Sewell, NDOT Jennifer Wieland, Nelson\Nygaard Nicole McCleary, TransPro David Johnson, TransPro
9:15 a.m.	Start with Why: Introduction to Approach <ul style="list-style-type: none"> ▪ Review your “why” based on survey responses ▪ Consider what a success plan looks like for Nashville <p><i>Key Questions: Is your “why” reflected? What does success look like for this project?</i></p>	Nicole McCleary David Johnson
9:30 a.m.	Review of Identified Priorities <ul style="list-style-type: none"> ▪ Discuss priorities identified through pre-workshop survey responses ▪ Consider additional priorities ▪ Identify “top” priorities <p><i>Key Questions: Are key priorities missing? Which priorities are most important?</i></p>	Nicole McCleary David Johnson
10:05 a.m.	Break	



Time	Item	Leads
10:10 a.m.	<p>Headline Exercise</p> <ul style="list-style-type: none"> Review activity and key questions <ul style="list-style-type: none"> – What will <i>The Tennessean</i> headline say about the impacts of Connect Downtown next year? – What will <i>The Tennessean</i> headline say about the impacts of Connect Downtown in 5 years? Discuss headlines and relationship to goals <p>Key Questions: <i>How do these headlines correlate with goals? What are the most prevalent themes? What actions are needed to make these headlines a reality?</i></p>	Nicole McCleary David Johnson
10:30 a.m.	<p>Approach to Prioritizing Goals</p> <ul style="list-style-type: none"> Review why and how we prioritize goals Discuss how goals are tied to outcomes <p>Key Questions: <i>Are these goals achievable? Will they move the needle enough?</i></p>	Nicole McCleary David Johnson
10:50 a.m.	<p>Next Steps & Closing</p> <ul style="list-style-type: none"> Review Day 2 workshop agenda Conclude with one word close <p>Key Questions: <i>What outstanding questions do you have about today's discussion?</i></p>	Nicole McCleary David Johnson

Attendees:

Stakeholder Task Force

Name	Organization / Affiliation	Email
Elese Daniel	BCycle	Elese_daniel@bcycle.com
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Matt Bailey	Vice President of Regional Policy, Moving Forward/Chamber of Commerce	mbailey@nashvillechamber.com
Barrett Hobbs	Chairman, Downtown Merchants Association	Bhobbs@chgnash.com
Jennifer Carlat	Urban Land Institute	jcarlat@gmail.com
Gary Gaston	CEO, Civic Design Center	gary@civicedesigncenter.org

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Andrea Arnold	Nashville Convention & Visitors Bureau	andrea@visitmusiccity.com
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Kellen DeCoursey	Project Executive, Tennessee Titans	kdecoursey@titans.nfl.com
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Project Team

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