I. Welcome

II. Administrative Update
   a) Consortium Agreement
      • Greater Buffalo-Niagara Regional Transportation Council (GBNRTC) stated the consortium agreement was executed on June 12th
      • Copy of executed agreement is located in binder with 3 attachments
   
   b) In-kind contribution documentation
      • GBNRTC’s in-kind contribution documentation sheet used for Federal transit projects is being used as a template
      • Hourly rates and fringe benefits will need to be validated from each member
      • Next major deliverable to U.S. Department of Housing and Urban Development (HUD) is the logic model
         o Incorporating performance measurements
         o 2011 EPA grant to Erie County will be pulled in to performance metric formulation
         o Capacity building opportunities in the fall
         o New HUD grant technical officer for the time being
      • There is general consensus that to save fanfare for the official launch later in the year, there will be no press event announcing the consortium.
      • In kind contribution protocol will most likely require a cover sheet from a member’s corresponding organization.

III. Steering Group Expansion Nomination Process
   a) Discuss nominated candidates
      • GBNRTC passed out list of nominees for steering committee
      • The City of Buffalo Office of Strategic Planning (OSP) and Empire State Development (ESD) point out the importance of diversity and minority representation
      • UB Regional Institute (UBRI) would like to leave further nominations open for consideration
IV. Project Communications Update

a) One Region Forward brand application

- UBRI is developing some sort of forum or online drive for sharing documents/images among members
  - A question was put out to the Sustainability Learning Network to see what others have used to share data
- One Region Forward domain name has been secured
- Online social media presence is on hold but will be established soon
- UBRI presented the visual timeline for the project—cliff notes posted online for people to stay engaged
  - Developed based on work plan put together by UBRI staff
  - Broad overview of the entire process
  - One pagers developed for the project to be distributed as the committee sees fits
  - Need for consistent language throughout website and print materials

b) Presentation of website concept

- UBRI explained the full website would not be launched until September closer to the community meetings
- In the interim there will be a one page website (homepage)
C) Communications Sub-Committee

- Subcommittee to help in different communication capacities
  - UBRI stated this would include mapping out the work plan to best organize the website
  - The website should be sensitive to different audiences (e.g. elected officials, public, stakeholders)

- The sub-committee would most likely have two monthly phone conferences to review material and develop strategies on how to reach different audiences
  - It would review language
  - It would also update online content on an almost daily basis
  - 3-5 people on the sub-committee

D) Media & Press Strategy

- In regards to the communication aspect of the project they should seek forgiveness instead of asking permission
  - Need to move fast and clear with messaging – need to get press out quickly
  - Understand the pulse of different communities

- A development area for the website will be set up to have steering committee members look at it before it goes live

- Continual editing and revising of messaging instead of waiting for approval was recommended; otherwise the group risks spending too much time editing text
  - Need strong and consistent messaging
  - Crafting tailored messages to each audience was recommended

- GBNRTC motioned for a communications subcommittee chaired by UBRI which would last the duration of the project
  - Seconded by ESD and unanimously voted on by the group
  - GBNRTC will chair
e) Project video brainstorming

• The project video should be a collection of stories we want to tell and voices we’d like to hear (from elected officials all the way to grassroots activists)

• It was stated that the group does not intend to start visioning from scratch, but rather build on what’s already been envisioned.
  o Focusing on parts of the Framework for Regional Growth that have already been completed was recommended
  o Clips from different public meetings (Green Code, BOA) are suggested as supplements to the video

• Articulation of problems, establishing vision, and identifying what we have to build on were mentioned as elements

• Sensitivity is important in speaking about the challenges the region faces – an upbeat message is important

• The video has a big agenda, and should represent a variety of voices

• It is suggested that the message of the video forward looking

• The group agrees that the video for Green Options Buffalo, which was shown at U.S. Department of Environmental Protection Agency (EPA) awards, was nicely done. The videographer should be located.

• Benchmarks of sustainable practices should be mentioned
  o Business economics of sustainability should be mentioned

• A question of who video would be aimed at and what its call to action would be is brought up – the inclusion of children is also important

• Use examples of current sustainability initiatives to highlight in the video – find practices that are already going on in the region.
V. Regional Impediments Analysis Update

- Instead of a fair housing equity assessment the HUD Secretary has encouraged each community to complete a regional Impediment Analysis (IA)
- The scope of regional IA would transform and expand the Fair Housing and Equity Assessment (FHEA), which had mainly focused on housing equity issues for different ethnicities
- Four additional classes protected from discrimination are:
  - Disability
  - Gender
  - Religion
  - Family status
- Waiting on information from HUD to proceed with regional IA
  - HUD will be making data tools available to communities to aid with the regional IA, however, these are still being built out
  - More resources will available as this is a significant expansion of the original HUD plan
  - Not every community needs to sign on
- The UBRI has begun collecting baseline data needed for the regional IA
  - IA final product has yet to be determined
- Erie County’s last IA was $50,000 (excluding Buffalo)
  - The outcome of a IA can provoke strong emotions
  - The team will work more and bring this back to the next meeting

VI. Baseline Analysis Update

a) Project Evaluation Scorecard

- As far as best practices for scoring, an example from Rhode Island was mentioned. This example integrated the six livability principles, and broader ten principles of smart growth, then used them to evaluate state funding for various projects
- The UBRI example was taken to the Regional Economic Development Council’s (REDC) Smart Growth working group
  - Next step will be to take the scorecard to the New York State Energy Research and Development Authority (NYSERDA) livable communities working group to get more feedback
VII. **Good of the Order**

- Timeline for working groups
  - HUD working groups will begin in early 2013
  - NYSERDA working groups are currently underway and will be completed in October – draw from them.
  - Transition working groups from five county initiative to two county

VIII. **Adjournment**