



MEMORANDUM

TO: Blueprint for Good Growth Steering Committee

FROM: Deanna Smith – Public Outreach Subcommittee Member

DATE: October 5, 2007

RE: **Report from the Public Outreach Sub-Committee**

The Public Outreach Committee was created to address the need for outreach and education about the Blueprint for Good Growth in order to facilitate its implementation. The committee has nearly completed its work on developing a PowerPoint presentation that can be utilized for any group. Bob Taunton gave a presentation to CSHQA a couple of months ago. We used this opportunity to further refine the presentation and it is now available for use.

However, at our last meeting we discussed the need to clarify our purpose before we begin the work of taking this presentation out to the community. Due to current conversations around the future of Blueprint, we are concerned that the Consortium may no longer wish to continue this educational effort around Blueprint. If, in fact, Blueprint is to 'go away' then we question the purpose of 'branding' it.

The PO Sub-committee feels that regardless of what entity ends up directing Blueprint, it is still very important that the Blueprint for Good Growth become the growth policy guide for Ada County. As acknowledges at the Sun Valley Leadership conference implementation of this plan will need community support. The purpose of creating a presentation and effort and asks the Steering Committee to make a recommendation to that effect to the Consortium.

There will be a discussion at the next meeting and if the Steering Committee agrees, a recommendation will be approved and sent on to the Consortium.