


TRIBUNE BUILDING



26 NOVEMBER 2013

incourage
community foundation



SUMMARY OF ACTIVITY 2: BRAINSTORM OF IDEAS

Activity 2, Meeting 2: By the numbers

Number of votes cast by 27 table groups and 1 online “virtual table”

281 VOTES CAST

Number of ideas that table groups discussed and voted on

44 IDEAS

Participants drew 200 connections between their ideas to illustrate how different uses might work together.

200 CONNECTIONS

How did they vote?

Participants voted for both individual ideas and general categories. Votes for general categories were proportionally attributed to the specific ideas in each category. The top 16 most popular ideas, weighted proportionally by votes cast in categories, are:

- Recreational Rentals 24.59
- Community Kitchen 24.29
- Makerspace 20.00
- Restaurant 15.46
- Music Entertainment Venue 15.07
- Misc. Youth & Teen 14.53
- River Activities 11.18
- Art Studios, Photography Dark Room, & Classes 10.96
- Fitness & Active Recreation 10.06
- Public Market 10.00
- Social Space 9.52
- Water Feature 8.94
- Children’s Museum 8.47
- Large Space 7.14
- Business Services 7.00
- Farmers’ Market 7.00

Please see page 4 for complete voting results.

What will happen at the next meeting?

Meeting 3, to be held on December 10th, will involve honing final programming options and beginning to consider how programming options will fit into the Tribune Building together.

You’ll have to attend in order to find out more!

MEETING OVERVIEW AND POST-MEETING ANALYSIS

What happened at Meeting 2?

At Meeting 2, sitting at 27 tables of 8-10 people, residents completed two primary activities:

Activity 1: This activity asked residents to discuss 44 programming ideas that were suggested at Meeting 1. These ideas were organized within 11 categories on table sheets. Residents made notes, drew connections between ideas, and wrote their collective “vision” for the Tribune Building.

Activity 2: During this activity, meeting participants, still with their tables of 8-10 people, prioritized the ideas that they thought would be the best fit for the Tribune Building in order to vote on them. Each table had 10 votes to distribute in any combination among the 44 specific ideas and the 11 broader categories. They cast their votes on one of five wall graphics that depicted all the ideas and groups.

At the conclusion of the meeting, some participants had the opportunity to present selected ideas and conversations that took place at their tables. Every participant also had the opportunity to complete a meeting evaluation.

What is happening now, after Meeting 2?

After the meeting concluded, all meeting evaluations and materials were gathered by the project team. For the past two weeks, the project team has been working through all of these materials: tallying votes, cataloguing comments, organizing information, and synthesizing all of the participant work. A Community Fellow entered all meeting evaluation information into a summary document.

For Activity 1, all of the comments on the table sheets have been catalogued and synthesized, organized by idea. This information paints a picture of the character and qualities of each of the ideas as participants envision them. This information is being used to hone programming combinations that are complementary and connected.

For Activity 2, all votes cast have been catalogued and ranked. Votes cast on general categories were distributed among the vote-getting ideas within those categories in proportion to the number of votes the ideas received. This quantitative ranking of idea popularity is being paired with the qualitative descriptions from Activity 1 to rank new program combinations into a short-list of program options. Full voting results can be found on page 4.

Where can I learn more?

Please visit the project website, TribuneBuilding.org, or call Incourage at (715) 423 - 3863.

PRELIMINARY IDEA LIST

IDEA	RAW VOTES	WEIGHTED BY CATEGORY VOTES
1. Recreational Rentals	22	24.59
2. Community Kitchen	22	24.29
3. Makerspace	20	20.00
4. Restaurant	14	15.46
5. Music Entertainment Venue	11	15.07
6. Misc. Youth & Teen	12	14.53
7. River Activities	10	11.18
8. Art Studios, Photography Dark Room, & Classes	8	10.96
9. Fitness & Active Recreation	9	10.06
10. Public Market	10	10.00
11. Social Space	8	9.52
12. Water Feature	8	8.94
13. Children's Museum	7	8.47
14. Large Space	6	7.14
15. Business services	7	7.00
16. Farmers' Market	7	7.00
17. Beer & Wine	6	6.63
18. Class Space	5	6.25
19. Computer & Internet	5	6.25
20. Art Center & Gallery	4	5.48
21. Community	5	5.36
22. Medium Space	4	4.76
23. Café & Coffee house	4	4.42
24. Misc. Business	4	4.00
25. Misc. Retail	4	4.00
26. Historical	3	3.21
27. Tourism & Hospitality	3	3.21
28. Environmental Center	3	3.21
29. Theater	2	2.74
30. Woodworking & Tool Shop	2	2.74
31. Misc. Education	2	2.50
32. Games & Video	2	2.24
33. Ice Cream & Froyo	2	2.21
34. Health	1	1.33
35. Shelter	1	1.33
36. Misc. Social Services	1	1.33
37. Picnic Area	1	1.19
38. Community Share	1	1.19
39. Civic Corner	1	1.19
40. Biking Hub	0	0.00
41. Food Aggregator	0	0.00
42. Music Center & Studios	0	0.00
43. Religious	0	0.00
44. Study Space	0	0.00
