


TRIBUNE BUILDING



30 DECEMBER 2013

incourage
community foundation



MEETING 3 ACTIVITY RESULTS

What happened at Meeting 3?

At Meeting 3, meeting participants worked together with their tables to complete a series of table worksheets.

Each table had five worksheets, four of which were the same at every table. These four were the top vote-getting categories that meeting 2 participants established. The fifth sheet was one of 3 categories that received fewer votes at meeting 2. Therefore a total of eight categories were discussed.

For each category participants elaborated on individual program options, provided information about possible duplication of existing assets, proposed operational partnerships, suggested time and utilization scenarios, and ranked the program options.

Elaborate: Residents elaborated on each program element. For instance within the category of Food, on the program element "Commercial Restaurant," many residents expressed the need for it to be unique and unlike other restaurants in the area. Table 19 echoed the general sentiment in their response: *"We feel a community restaurant incorporating the rooftop area will help make this a major draw to our downtown. We want the rest to be open air in the summer but also have the ability to close it in during bad weather/seasonally."*

Duplication: Residents listed existing assets that would possibly be duplicated by each program element. A mentoring program in the Tribune, for instance, might duplicate YMCA, Boy's & Girl's Club, School-led Mentoring, Big Brothers & Big Sisters. Knowledge of duplication allows us to either specialize in programs that don't exist, or collaborate with those existing programs to expand that programming.

Operators: Residents proposed operators who could possibly run each program element or provide valuable expertise. They provided great leads to help in the search for operators. For Culinary Training, for example, several community members recommended Mid-State Technical College, and Amy and Ryan from Great Expectations.

Time/Utilization: Residents checked off boxes for each program element, indicating the time of year, week, and day that the program might take place, as well as whether it belongs indoors or outdoors.

Ranking: Within each program category, residents ranked the program elements. Participants could choose to abstain from ranking, or even provide non-linear rankings (i.e. 1, 2, 6, 6, 6). This gave participants a variety of ranking options.

In order to calculate ranking scores, a point score was calculated for each program element based on its relative popularity within the category. This point system was designed so abstaining from voting does not affect the rank, as a number of tables were not able to find enough time during the activity to decide upon rankings.

A positive score indicates that participants more commonly ranked an option in the top 50th percentile, and a negative score indicates that the residents more commonly ranked the option in the bottom 50th percentile.

The rankings provided by participants have been catalogued and appear on the following page.

ACTIVITY RESULTS: PROGRAM PRIORITY RATINGS

RANK	CATEGORY / PROGRAM	WEIGHTED SCORE
	COMMUNITY KITCHEN / RESTAURANT	
1	Rooftop Dining / Social Space	24
2	Commercial Restaurant	22
3	Culinary Training	18
4	Rentable Kitchen	7
5	Rooftop Garden	-4
	RECREATION	
1	Misc. Recreational Rental	65
2	Bike Rental or Bike Share	50
3	Water Feature	26
4	Boat Docks and / or Fishing Pier	18
5	Indoor Climbing Wall	-7
6	Water Safety Training	-37
	MAKERSPACE	
1	Business Incubator Focus	17
2	Computer & Technology Focus	12
3	Woodshop Focus	9
4	Arts Focus	8
	FLEXIBLE & GATHERING SPACE	
1	Rooftop Social Space	6
2	Rentable Flexible Space	3
3	Rentable Meeting Rooms	-1
	MUSIC ENTERTAINMENT	
1	Rooftop Performances	7
2	Band Shell / Amphitheater	5
3	Indoor Performances	-1
	COMMUNITY INFORMATION	
1	Welcome Center / Information Kiosk	11
2	Historical Focus	3
3	Environmental Focus	2
4	Multicultural Center	1
	MARKET	
1	Public Market	7
2	Farmers' Market	-3
	YOUTH ORIENTED	
1	Children's Museum / Interactive Learning Space	1
2	Game Room	0
3	Mentoring Programs	-1

CURRENT AND FUTURE WORK

What is happens between Meeting 2 and Meeting 3?

After the meeting concluded, all meeting evaluations and materials were gathered by the project team. For the past three weeks, the project team has been working through all of these materials: logging comments, tallying rankings, and using this information to prepare for Meeting 4.

The complete Meeting Evaluations can be found on the tribunebuilding.org website. In addition to this brief Meeting 3 Summary, the more complete results and community responses from Meeting 3 can also be found on the project website. The Tribune Building project team is committed to transparency and clearly documenting the results of the robust engagement process

What will happen at the next meeting?

Meeting 4, to be held on January 14th, will involve space utilization. Residents will have to allocate program blocks within the limited space of the Tribune Building.

This activity will allow residents to begin to get a taste for the kinds of activities that will take place during Phase II (Design) of the Tribune Building Project. It will also give participants an opportunity to understand what sacrifices or compromises they may have to make, while working with one another, to fit multiple programming options into the Tribune Building.

Where can I learn more?

To find out more about the Tribune Building Project, including the activities and results from the previous three meetings, please visit tribunebuilding.org. To find out more about Meeting 4, you'll have to attend the meeting!

We hope to see you there!

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