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NOTICE OF MEETING

**Des Moines Area Metropolitan Planning Organization (MPO)
 Regional Plan for Sustainable Development Steering Committee**

**1:00 p.m., Monday, May 23, 2011
 MPO Meeting Room**

TENTATIVE AGENDA

ADDENDUM

The established protocol for minutes of this meeting will be to list all attendees, and with each item on which a vote is conducted in the ordinary course in order to take formal action, those voting nay or abstaining will be identified by name. Any member who is absent from the meeting for any period of time during which a vote of the body is taken, is expected to notify the recording secretary at the conclusion of the meeting so that the absence can be duly noted in the minutes. Roll Call votes will be taken as required by law or upon the request of any member that is approved by the chair, and the vote of each member for or against the proposition, or abstention, will be incorporated in the minutes or recorded on a separate sheet attached to the minutes.

I. Call to Order

II. Approval of Agenda

III. Approval of Meeting Minutes

May 5, 2011Page 3

IV. Business Items (*With Option to Take Action***)**

- A. Steering Committee IntroductionsPage 6
- B. Regional Plan for Sustainable Development Process.....Page 6
- C. Workplan Milestones.....Page 7
- D. Public Participation Roadmap and ToolkitPage 8
- E. Regional Plan for Sustainable Development Kickoff Event Planning.....Page 9
- F. Steering Committee Expectations and Goals.....Page 10

G. Project Branding

V. Other Non-Action Items of Interest to the Committee

VI. Next Meeting Date

VII. Adjournment

IV. (G.) Project Branding

Business Item

The MPO staff:

- In conjunction with the Wallace Roberts & Todd (WRT) team, has been working to develop a brand for the regional plan for sustainable development;
- Recognizes that a clear, concise message, or brand, is an essential component of an effective communications program that distinguishes the RPSD from other planning efforts and communicates its importance to citizens;
- On May 18, 2011, distributed an email soliciting input from the various MPO committees for a project brand;
- Notes that, in order to roll-out the brand in late July, the Steering Committee needs to make a recommendation to the Executive Committee prior to its June 15, 2011 meeting; and,
- Will provide further updates at the May 23, 2011, meeting.

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