

## Steering Committee Kick-Off Meeting

Wednesday, September 7, 2016, 10:00 – 12:00 pm

# Visioning Exercise

### Exercise 1 – Brainwriting the Opportunities and Threats (15 minutes).

For this exercise we will ask each participant to spend 5 minutes total to identify the opportunities and threats for the project. Please place your answers on the provided on post-it notes.

- Please identify the top ten opportunities along the Highway 53 corridor
- Please identify the top ten threats along the Highway 53 corridor
- Prioritization – Place five dots next to the most important opportunities and threats along the corridor.

### Exercise 2 – Visioning (30 Minutes)

Please answer the following questions. We will ask for participants to share their answers with the group. We will also collect the written responses to document the exercise.

- Question 1: What is unique about the Highway 53 corridor and what aspects of the corridor should be enhanced and/or maintained?

- Question 2: What is problematic along the corridor and needs improvement?
- Question 3: What would substantial positive change (short term implementation or improvements) look like in five years along the Highway 53 corridor?
- Question 4: If a robust and realistic plan for the corridor was implemented, what would the corridor look like in 20 years?

- Question 5: What one thing would you change about the Highway 53 corridor?