

**Great Falls Growth Policy Update**  
**Steering Committee Kick-off Meeting**

July 11, 2024 - 3:30 to 5:00 PM

Commission Chambers, Civic Center

In attendance/one thing you love about Great Falls:

- Allison Mouch, OPD – river trail
- Brock Cherry, CGF – easy to love, community
- Andrew Finch, CGF – culture, genuine
- Stephanie Erdmann, Dean at GF College – people #1, river #2
- Heather Hoyer, GFPS Superintendent – people, youth, community steps up in times of need
- Ryck Cayer, Deputy Base Civil Engineer, Malmstrom – close to Little Belts, wrestling ties
- Spencer Woith, Woith Engineering – resilient
- Tom Heisler – big city, small city attitude
- Mike Hallahan – potential
- Carol Bronson – recognize history and heritage, CM Russel Museum
- Katie Hanning, Homebuilders – opportunity
- Abigail Hill, CC Health Dept. – authenticity
- Rick Tryon, City Commissioner – people, nicest people in the world
- Wayne Klind, Pacific Steel and Recycling – upswing, potential
- Brett Doney, GFDA – increasing economic opportunity

Brock reviewed Steering Committee roles and responsibilities

What is a Growth Policy?

Introduction of project team

Review of project schedule

- Focus for next six months – community engagement

**Branding and slogan discussion**

- Option 1 -
- Option 2 -
- Option 3 -
- Option 4 -
- Option 5 -

Envision Electric City - 5

Future Great Falls – 6

Request for option #1 to be done with “Future Great Falls” instead of “Envision”

Like the 2025-2045

Like the little electric lightning bolt, also looks like a river

Vision Great Falls

What about just using the City’s existing logo?

**Public Engagement – Stakeholder Groups**

- Need input from committee members
- Would like to have a copy of the bracket with stakeholder groups/areas for consideration
- Representation of areas of interest within community
- Focused public input

- Helps if community-minded, interested in future of Great Falls
- Benefit of soft hand-offs; SC member to provide info, make introduction

#### Questions and Comments from Committee

- How will we be interacting with the stakeholder names provided?
  - Multi-faceted
  - Convene in a room to discuss topical ideas
  - Individual conversations, one-on-one
- Over the years, have noticed some community members are not as willing to be involved
  - Part of the role of the committee is to engage these people
- How are we planning to engage the youth?
  - Alaina very focused on bringing this forth through public engagement effort
  - Working with schools, including higher education
  - Opposite end of spectrum as well – elderly community
- Other planning processes, lack of time at the end of the process
  - Need to make sure we incorporate engagement at the end of the process
  - Visualize!
- Public education needs to be part of the process
- Growth policy should evolve; not just a static document
- Growth policy is non-regulatory, but how do you convince the public that the document won't just sit on the shelf?
  - Homebuilders reference the document often
- Need to evaluate the existing plan for success
  - Process will inform changes to zoning code
  - Zoning code rewrite? Maybe, maybe not, depending on what comes out of public process
- Deep dive into data analysis, to inform policy recommendations in the plan
  - Do we have the infrastructure to support goals of the plan?
- Growth Policy, Downtown Plan – very ambitious!
  - Important to have realistic goals, achievable vision
  - Re-evaluate goals and objectives from 14/15 plan

#### Follow-Up

- City staff will distribute policy documents to the Steering Committee (and other resources)
  - Electronic copy is the preference; let staff know if printed copy desired
- Brock to follow up about August Committee meeting dates – potential shift from 8/8 to when consultant team is in town

#### Public Comment:

- Eric Bagely (sp?), resident – interest in public access, background in radio, has seen many places in town close down, no one can see into the future, grateful for Great Falls, wants to see things happen but they don't

Meeting adjourned at 5:00 PM.