



**Century Agenda:** Media Roundtable

Tuesday, March 8, 2011

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Commissioner Tom Albro  
Commissioner John Creighton  
CEO Yoshitani  
Executive Team  
Staff: Tom Barnard, Geri Poor

# Century Agenda: 2008-2011

## Past work:

- **Century Agenda Panels (2008)**
  - 4 panels divided by subject matter
  - led by one Senior Executive, one Commissioner
  - 4 meetings each panel, counting introductory group meeting
- **Report on Guiding Principles (9/2009)**
  - Shared Principles
  - Principles in each area
- **Work since then (2010 – present)**
  - Formation of an ad hoc committee on the Century Agenda
  - Preliminary work on possible focus areas and panels

# Who, When, Outcomes

## Outcomes:

- Integrate Century Agenda Recommendations in four areas with earlier strategic goals and other policy recommendations.
- Final product will be a list of 25-year Strategic Goals and 5-year milestones
- Subsequently, Port staff will create specific plans to reach 5-year milestones, to be approved by the Commission by December, 2011.

## How:

- Led by Ad Hoc Committee of two Commissioners— Albro, Creighton
- Panel Roundtables: external experts
- 6 panels divided by subject area that outlines issues, questions, disagreements in subject area
- Discussion with Port staff
- Outreach to the community
- Commission makes final decision

# Century Agenda: 2011 Calendar



	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
<b>Century Agenda Committee</b> 2 <sup>nd</sup> Tues		Media Round-table	Creating Economic Opportunity	Growing Trade, Moving Freight	Increasing Air Travel, Tourism & Cargo	Putting Real Estate to Work	Achieving Community Values	Funding our Strategic Goals	Draft Agenda		
<b>Commission</b>	Monthly Commission Updates: developing preliminary strategic goals								Review Draft Century Agenda	Final C/A Presented & Approved	
<b>Public Outreach</b>	Communication Plan, POS Website & email box , Social Media/TBD --year long--								Public outreach on draft plan		
<b>Centennial Events</b>	Kickoff, Port District Act Commemoration, Banners, Combined Chambers 3/4		Earth Day, Commemorative Book, Sea Air School, Annual Reports, Maritime Festival, Bike Rally, Seaport Breakfast			Port 101 Series, Fishermen's Fall Festival, AAPA National Convention			Chamber Event, Holiday Card		

# Cycle for each panel:

Economic Growth, Seaport, Airport, Real Estate, Community Values, Funding

