



Item No: 7b_supp
Date of Meeting: March 8, 2011



Century Agenda: Media Roundtable

Tuesday, March 8, 2011

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
Century Agenda Committee 2 nd 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		
Commission	Monthly Commission Updates: developing preliminary strategic goals								Review Draft Century Agenda	Final C/A Presented & Approved	
Public Outreach	Communication Plan, POS Website & email box , Social Media/TBD --year long--							Public outreach on draft plan			
Centennial Events	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

